



# ECONOMIC IMPACT OF MODA CENTER AND THE TRAIL BLAZERS

As a statewide cultural institution and economic asset, the Trail Blazers, Moda Center and the broader Rose Quarter campus support thousands of jobs, generate hundreds of millions of dollars in regional economic activity, and welcome hundreds of events each year.

## ECONOMIC IMPACT OF THE ROSE QUARTER

Moda Center and the visitors it attracts generate \$670 million in regional economic activity each year.

**\$670 MILLION**

**4,430 JOBS**

SUPPORTED THROUGH OPERATIONS AND VISITOR SPENDING

**\$113M**

TOTAL NET IMPACT FROM VISITOR SPENDING

Figures are based on the 2023-2024 season.

## BETTERING OUR COMMUNITY

The Trail Blazers invest year-round in the people, organizations, and traditions that help communities across the state thrive.

**\$2.14M**

DONATED TO 71 NONPROFITS AND 13 SCHOOLS ACROSS OREGON

**1,398**

VOLUNTEER HOURS WITH 40+ NONPROFIT ORGANIZATIONS IMPACTING MORE THAN 1,850 YOUTH



## IMPACT ON THE CENTRAL CITY

Moda Center attracts 1.6 million visitors each year, fueling \$113 million in visitor economic impact, benefiting Portland's lodging, dining, retail, and transportation sectors.

- 64% OF ROSE QUARTER VISITORS COME DIRECTLY FROM A LOCATION OTHER THAN THEIR HOME OR WORK.
- 40% OF ROSE QUARTER VISITORS GO DIRECTLY TO ANOTHER ESTABLISHMENT AFTER THEIR VISIT.