



# ONCE-IN-A-GENERATION OPPORTUNITY

Now is the moment to renovate Moda Center and establish Portland as a **world-class sports and events destination**, while securing the future of the Trail Blazers in Portland long-term.

We have much to celebrate: new Trail Blazers ownership, NCAA Women's Final Four in 2030, **a new WNBA team tipping off in 2026**, and momentum for revitalizing the Lower Albina neighborhood. Investing in Oregon's most-visited venue capitalizes on these opportunities to drive **unprecedented economic growth** in Oregon.

Renovating Moda Center as a centerpiece to revitalizing the Rose Quarter supports statewide goals to boost Oregon's economy through business retention, job creation, and broader economic development - and we can start **now**.

## COMMUNITY-CENTRIC INVESTMENTS

We have the opportunity to show the world that we invest in our civic assets and are committed to economic development and quality of life for our residents.

A reimaged Moda Center will elevate NBA, WNBA, and entertainment experiences, and allow us to compete for national and international events.

### TRANSFORM ESSENTIAL INFRASTRUCTURE

- Concert rigging improvements
- Technology replacement and repairs
- HVAC updates
- Restroom replacements
- Back-of-house improvements for national touring artists and event operations
- Increased energy-efficiency to reduce carbon footprint
- Vertical transportation
- WNBA/NBA locker room renovations
- Fire protection and life safety systems
- Security system updates
- Mechanical, Electrical, and Plumbing (MEP) systems upgrades
- Plumbing fixtures
- Structural repairs and maintenance

### INNOVATE THE FAN EXPERIENCE

- Reconfigurations and expansions of gathering spaces, entry plazas, and pathways
- Concessions equipment and stand refresh
- Ingress and egress improvements
- Transformed concourses
- Seating bowl updates
- Wayfinding refresh
- Enhanced lighting
- Audio and video system upgrades

### IMPROVE FINANCIAL SUSTAINABILITY

- Premium spaces designed for Oregon-based companies
- Social gathering spaces
- Year-round event spaces
- Digital infrastructure for sponsors and local vendors

This renovation will help attract top-tier performances and events to Oregon, while keeping the Blazers competitive in the NBA. It will create construction, operations and hospitality jobs that we need. All of this ensures Moda Center and the Blazers continue to be major contributors to the Portland community for decades to come.





## COUNTDOWN TO 2030

The NCAA Women's Final Four is one of the largest women's sporting events in the world. As the 2030 host, it's our opportunity to showcase Oregon's commitment to equity, women's sports AND put Portland in the national spotlight. Showcasing a transformed venue creates a launching pad for other events like WNBA and NBA All-Star Games, and world-class music tours.

To make this a reality and prepare for national broadcast exposure and tourism, **we must start now.**



## A VISION FOR THE FUTURE

A renovated Moda Center advances Lower Albina. In partnership with Albina Vision Trust, we advocate for a community-led vision for a **revitalized, walkable** district that dramatically alters Portland's "front porch."

Investment in Moda Center catalyzes restorative development around the Rose Quarter and Lower Albina, increasing opportunities for all.



**MODA CENTER IS THE #1 VENUE IN THE STATE FOR WELCOMING DIVERSE POPULATIONS OF OREGONIANS**

**\$670M ANNUAL ECONOMIC IMPACT**

**SUPPORT OF OVER 4,430 JOBS**

**1.6M ANNUAL VISITORS MORE THAN ANY OTHER ENTERTAINMENT VENUE IN THE STATE**

## RIP CITY RUNS DEEP

AS ONE OF JUST 28 CITIES WITH AN NBA TEAM AND ONE OF 18 WITH A WNBA TEAM, WE ARE HONORED TO CALL PORTLAND HOME. TOGETHER, WE CAN CREATE THE NEXT CHAPTER OF OUR COMMUNITY AND FRANCHISE STORY.