

TESTIMONY: SB 1501 Renovated Moda Center, Oregon's Arena

Written Testimony in Support of SB 1501 *Submitted by China Kirk, COO, USTA Pacific Northwest | Sport Oregon Board Member*

On behalf of USTA Pacific Northwest, I am pleased to submit testimony in support of SB 1501.

USTA Pacific Northwest serves approximately 1.3 million players, coaches, volunteers, and community participants throughout Oregon and Washington. Our programs operate through public parks, schools, and local facilities, so we see firsthand how the strength of Oregon's major sports venues influences participation at the community level. Successful facilities support youth programming, coaching professionals, events, and the small businesses connected to sport.

For community organizations like ours, investments in sports infrastructure are not separate from recreation - they are part of the same ecosystem that supports public health, activity, and local economic vitality.

SB 1501 is a smart, community-minded investment. By reinvesting revenue already generated within Moda Center back into the facility itself, this legislation preserves a cornerstone of Oregon's sports and entertainment ecosystem without raising or creating new taxes. That's exactly the kind of responsible, forward-looking policy our state needs.

A reimaged Moda Center means more than an upgraded arena. The \$670 million in annual regional economic impact, 1.6 million annual visitors, and 4,000+ jobs connected to the venue reflect the broader sports economy that organizations like ours depend on. It also advances meaningful community revitalization in the Rose Quarter and Lower Albina; a goal aligned with USTA PNW's own commitment to growing tennis access across diverse communities.

As a Sport Oregon board member, and on behalf of USTA Pacific Northwest, I see firsthand how the health of Oregon's major sports assets shapes participation, investment, and community pride at every level - from professional arenas to neighborhood courts. SB 1501 strengthens that entire ecosystem.

USTA Pacific Northwest urges the committee's support of SB 1501.

Respectfully submitted, China Kirk, Chief Operating Officer, USTA Pacific Northwest, and Sport Oregon Board Member