

Oregon Tourism Commission Briefing

June 14, 2022

Ford Alumni Center - Lee Barlow Giustina Ballroom
1720 E 13th Ave.
Eugene, OR 97403

Tourism Commissioners present include: Chair Youngblood, Vice-Chair Boyles, Commissioners DiNovo, Sheppard, Stephenson and Willitts.

Chair Youngblood opens the meeting at 3:30 p.m. and welcomes those who are here today for the Oregon Tourism Commission briefing.

Chair Youngblood states that the Commission just had the opportunity to see Hayward Field and Hayward Hall and that he cannot be more excited! What the global viewing audience will see next month, along with those lucky enough to be in Oregon and attend the event, is nothing short of spectacular. Impressions made this year will influence travel and tourism to our communities for years to come and I am so incredibly excited hear all about it today.

Tourism Commissioners introduces themselves including Commissioner Penilton who joins via phone.

Todd states that what will be happening here in Eugene starting in a little more than one month – is nothing short of amazing and truly a labor of love that is 6+ years in the making. So many partners across the state have come together to make this event happen and I couldn't be more grateful for each and every person who has contributed to this event, or will be a part of making it happen throughout July. Oregon will be on a global stage for 10 consecutive days next month and I cannot wait to see the results.

Oregon22 Grant Report and Local Organizing Committee Update

Andy Vobora, VP of Travel Lane County thanks the Commission for being in Eugene and introduces Sarah Massey and Sasha Spencer Atwood of Oregon22 to provide an update regarding the upcoming World Athletics Championships.

Sarah states that the partnerships that have brought this event together have been amazing and that it is that work that will make the event happen and be successful. Sasha walks the Commission through a PowerPoint presentation of the upcoming World Athletics Championships starting July 15 and ending July 24 here in Eugene, OR.

Sarah discusses that the Local Organizing Committee (LOC) has focused on being welcoming and promoting diversity. There has been a focus on three main goals including – elevating the sport of track and field, elevating the state of Oregon and elevating Hayward field. Discusses the global opportunity – exposure across 200+ nations; 6,500 hours of television to 1 billion global audience; unprecedented media coverage. Sarah discusses the competition schedule and the youth parade that will be

part of the opening session. A main goal is to really pack the first session to ensure the excitement is built in and can carry throughout the event.

Sasha continues the presentation discussing the partnership with the University of Oregon in creating the athletic village and how the campus will be set up to host visitors and athletes alike. Lane Community College will be used as a training site and shuttles will be available to take athletes back and forth. She reviews all the campus buildings and what they will be used for during the championships. The Athlete Village will comprise of 7 residence buildings, 3 dining halls, 2 athletic venues and 1 international plaza. Discusses the purposeful efforts to engage with the indigenous Kalapulya tribe in order to represent them in a meaningful way. Partnerships have also been created with Rimpl to provide a sustainable Oregon blanket to the athletes. Discusses the training camps happening around Oregon.

Sarah discusses the look and feel of the brand programming which includes representation of the seven regions of Oregon. Ticket sales have followed expectations, are on course and expectation is that many more events will sell out in the coming weeks. Discusses the "Hello World. Meet Oregon." promotion and all the efforts happening around the state to provide assets and promote the event to Oregonians. Discusses Legend, the mascot of OR22.

Sasha goes over the volunteer opportunities for the event – Crew 22 – and that volunteers become the heart of the event which includes representation of people from 48 different states and 43 different countries, totaling over 750 volunteers.

Sarah discusses the passion and legacy of the event and a partnership with Rise – who are committed to racial equality and athlete inclusion – educating staff with over 7 weeks of training. They will also be on site to provide some of that expertise to those coming to the event, will have a booth where attendees can learn about racial equity with a focus on past athletes. The Celebration of Women in the Spotlight event on July 18 – will not just be celebrating woman athletes, but officials, and announcers as well. Sarah discusses OR22's sustainability efforts and staying true to support and leave Oregon without harm, stating that no single use plastic bottles will be allowed in the venue. After the event, athlete kits will be collected and donated to reuse in a program throughout Oregon. Discusses how the event will inspire school aged children – World Wide Welcome Youth relay and Making Tracks. This will be a World Championships Like No Other.

Commissioner DiNovo asks how many tickets are left to sell.

Sarah states there are about 15,000 tickets left to sell out the evening sessions. The morning sessions have significant availability and notes those sessions are typically harder to sell.

Commissioner Boyles asks how late the evening sessions will go and what local businesses should expect.

Sarah and Sasha state that the event will conclude in the evening around 8:30 p.m. and local restaurants are being encouraged to stay open after 9 p.m. to accommodate the athletes and media.

Andy states that significant outreach was made through local chambers to create a list of available restaurants who will stay open later to accommodate those attending the evening sessions.

Commissioner Stephenson asks how long athletes might be staying in Oregon before or after the event.

Sasha states that athletes can arrive to the village on July 10, but we know there are athletes already in Oregon. Discusses the Common Wealth Games happening immediately following the Championships in Eugene that will have some athletes staying longer.

Travel Lane County Update

Andy introduces Carlyn Schreck from the University of Oregon who discusses some of the opportunities around Hayward Field along with some additional events being sponsored at Hayward from April through July. Carlyn states that many of these events are multi-year commitments which brings athletes year after year to Eugene for multiple days. The University is really focused on having Hayward serving as a source of tourism for years to come. In addition to the track events, there will still be students and research happening this summer while the event is happening.

Commissioner DiNovo thanks Carlyn for the tour of Hayward.

Andy introduces Stephanie Scafa, City of Eugene's Liaison to the World Athletics Championships. Stephanie discusses the Downtown Riverfront Park and the Festival that will be open all 10-days of the event. Stephanie previews of all of the activities happening during the festival including a livestream of the championships and live entertainment with local food and artisan vendors. The festival will also include living histories honoring communities that were forced out of the area. Stephanie discusses how the city is hoping to manage transportation around the event including bike rentals and scooters along with opportunities to support those with mobility issues. Discusses the city activation team that will be supporting local community activations across the region and discusses the plans for the property after the event.

Commissioner DiNovo asks about the interpretive activation for the indigenous and black communities.

Stephanie states that an advisory panel is hoping to leave a legacy by creating a permanent city installation at the park.

Commissioner Willitts asks if this park was planned to have been finished last year. Stephanie confirms that it was.

Andy acknowledges and thanks Travel Oregon and the support received for this event. Andy discusses what a positive experience it has been to build positive partnerships that weren't in place before planning this event – identifying the legacy outcomes as well as a training program for local workers. Andy sites many things that were developed for the event that will leave lasting impact including: the development of a comprehensive regional transportation resource to strengthen car free options; development and implementation of a one stop booking spot for accommodations; leveraged partnerships to develop bookable products for tours and guides; and the development of Champion World Hosts to support and train event workforce. Andy discusses a new branding for Eugene – Heart & Home of Track and Field and how those assets are being featured, distributed and how Travel Lane County will support and staff activations across the region. Discusses the Oregon22 Heritage Trail program and exhibits that have been developed for the event. Biggest legacy is the reimagined Hayward Field – and the expected ROI for the venue for the coming years – generating \$160M in confirmed events; citing that without the commitment from the state, the rebuild wouldn't have happened. Discusses the possibility of building a future winter facility.

Commissioner DiNovo thanks Andy for his time and for the thoughtful gift from Will Leather.

Oregon22 Public Awareness Campaign

Todd thanks Lisa Itel and Katy Clair for stepping up to manage and leverage all the opportunities the World Athletics Championship event has in store.

Katy and Lisa walk the Commission through a PowerPoint highlighting the efforts to ensure the communities and partners are leveraging the championships. Katy discusses the in-stadium opportunities to insert the Travel Oregon brand around the event. Travel Oregon has also been able to provide b-roll and place description and information to World Athletic Productions showcasing images around the state that will be included in the broadcast before, during and after the event. Katy discusses the Oregon22 partnership opportunities including partners in the room today but also with Oregon's land management groups to support a "Keep Oregon Green" message that will be promoted around the state through September 2022, indicating that these messages will also be translated into Spanish as well.

Lisa discusses Travel Oregon's activation at the Eugene Riverfront festival to connect with visitors including; Smoky the Bear, tie flying, local food opportunities along with a wine station. Lisa acknowledges how important the partnerships have been to make this happen. Lisa discusses the Agate Street booth activation that will provide

additional support to the event attendees as well as the hospitality suite and VIP tickets. Lisa discusses the brand events and partnerships including: Salt & Straw and Ninkasi Brewing collaborations, a welcome dinner to feature Oregon wine and product, and having Oregon food trails providing assets for the activation.

Katy states that in partnership with OR22, a campaign has been developed – Hello World. Meet Oregon. that includes 74 communities signing up to participate in the community dressings opportunity. Katy cites that the assets have been branded to really focus on each communities' assets along with the Championships branding. Katy sites the incredible partners in Portland including Travel Portland and the Port of Portland to provide brand placement welcoming visitors through this key port. Katy discusses the out of home campaign that will be along Interstate-5 and throughout Portland highlighting all regions of the state.

Lisa states that the effort to showcase the state has included the partnerships with RDMOs, DMOs, state agencies and even past and current Commissioners who really supported this event.

Commissioner DiNovo thanks Lisa for all the work she does on so many programs and projects supporting work across the state.

Chair Youngblood adjourns the meeting at 5:17 p.m.