

Oregon will be written about, photographed, filmed and televised for two weeks next year. Millions of people around the world will see Oregon. These proposals will help Oregon look its best in front of a global audience. Oregon's cachet in the sporting world, and environmental tourism, will get a big boost. And when you hear what could be in store for the next couple of years, this event could be the first of a series that sets the stage for years to come

The Olympic Track and Field Trials are coming to Hayward Field in Eugene next year. Twelve hundred (1,200) athletes will compete in events over 10 days. Over 1,100 media people from 30 countries will set up shop and cover the events – and the locale. Attendance will be about 15,000 spectators a day. In the visitor industry lingo, all those athletes, trainers, media and visitors will fill about 30,000 hotel room nights in Eugene, Springfield, and neighboring cities. The direct impacts will be felt beyond Lane County, into Linn and Benton, and likely the whole state, since a large number of the attendees will be flying to the Portland International Airport. We expect they'll buy Oregon products, sample Oregon beer and wine, eat Oregon strawberries, and hire Oregon guides. We'd like them to see the state, take in a play at the Shakespeare Festival, or a baseball game, raft a river, or visit OMSI. I hope that some of the athletes decide to train here, that the viewing audience decides to visit here, and that some savvy entrepreneurs grow more business in our film and video, sports equipment manufacturing, specialty foods, and recreation industries.

1. Tourism and economic development:

- a. The Oregon Tourism Commission contracts for a report on Economic Impact of Travel In Oregon. The analysis is done by Dean Runyan Associates. For 2006, they report that direct travel spending was \$7.9 billion, a 6.7 percent increase over 2005. Direct travel spending generated \$98 million in local taxes and \$201 million in state taxes, and generated direct and secondary employment impacts of 128,900 jobs. Most of the secondary impacts were in various professional and business services.

2. And, specific to HB 3224, on The Willamette River:

- a. "The Willamette River Legacy Program", Governor's Blueprint for restoring and enjoying a healthy Willamette River Basin. "addressing the incredible role that the Willamette River plays in Oregon's quality of life so Oregonians can enjoy the many activities the river offers, and to do so responsibly so that it will be here for future generations." Investments in river and recreation enhancements are not only for visitors and supporting tourism, they are for us and for our children.
- b. Congresswoman Hooley is preparing an initiative to be considered by Congress later this spring; *this* proposal's success could help make the case to leverage additional federal money for future projects along the Willamette.

An investment in these venues will be a lasting investment for the state. This event will be the first of more. It will reestablish our preeminence in track and field, and propel us to new status for attracting sport and destination travel. These proposals make a modest commitment to ensure that we're ready to show our product – our great state – to that global audience.