

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room

859 Willamette Street -- Eugene

October 21, 2019

11:30 a.m.

PRESENT: Rob Scoggin, Dan Betschart, Rick Wiemholt, Larry Brice, Kari Westlund, Gary Collins, Mike Eyster, Jacob Clifton, Raymond Hardman, Greg Ervin, Vanessa Ringgold, Marilyn Cross, Howard Schussler, Paul Berger, Mike Galvin, Anne Fifield

GUESTS: Stephanie Scafa, Joshua Burstein

1. Welcome/Introductions/Changes to the Agenda

Rob Scoggin, Chair, convened the Lane Economic Committee (LEC) at 11:34 a.m. Those present introduced themselves.

2. Public Comment

None.

3. Comments from the Members, Chair & Staff

None.

4. Review minutes from September 16, 2019

Action item: Approve minutes

Mr. Eyster moved, seconded by Mr. Ervin, to approve the September 16, 2019 minutes. The motion carried unanimously.

5. Oregon 2021 – City of Eugene – Planning/Preparations

Stephanie Scafa, Project Manager of Oregon 2021, presented an overview of the preparations for the IAAF World Athletics Championships (“WAC”), to be held in Eugene in 2021.

Ms. Scafa shared that the two most important facts about 2021 are that (1) the World Athletics Championships will be the largest sporting event of the year in the world, as there are no Olympics or World Cup that year; and (2) this will be the first time this event has been held in the United States. It is a great opportunity to shine a light on Oregon, and especially on Lane County and Eugene specifically.

Over 190 countries will be represented at the World Athletics Championships (also known as the World Track and Field Championships). This event occurs every other year; in 2019, it was in Doha, Qatar, in 2017, it was in London, and in 2015, it was in Beijing. 2021 presents an

opportunity for the World Athletics Organization to try hosting it in a smaller community.

The WAC will take place state-wide. 90% of the events will be held at Hayward Field at UO, but some events, such as portions of the marathon, will take place in Portland and other parts of Oregon. The WAC will be held August 6-15, 2021. The City of Eugene is approaching this event from three angles: community engagement, innovation, and legacy.

Ms. Scafa reported the following “fast facts”:

- Hayward field will be completed in May 2020.
- Over 2,000 athletes will be present
- Over 3,000 media will be present

Anne Fifield arrived at 11:44 am

Ms. Scafa displayed a map showing that most of the world (over 190 countries) will be sending representatives to the WAC.

This event will be a great opportunity to showcase our community. Leadership around youth and family activities, sustainability, and police/fire/EMS teams play a big role.

Ms. Scafa explained that EUG2021 refers to everything the City is working on. EUG2021 major projects include:

- Riverfront Redevelopment
- Steam Plant
- Riverfront Park
- Town Square (Park Blocks)
- Roads and Infrastructure

Some other projects include:

- 20 by 21 mural project (20 murals completed by 2021, although at this point, it is already up to 24)
- Urban forestry, planting 2021 Sequoia trees
- Youth and family engagement: showing up at community events to explain the WAC and its importance to our community

EUG2021’s participation in the community’s legacy includes the following:

- A community festival or celebration during the WAC, possibly at the Riverfront property, as there will not be space for the usual “fan fest” that is held during the Track and Field Olympic Trials.
- “Welcome the world” efforts and cultural initiatives
- Making all events responsible and sustainable.
- Youth engagement

- Technology opportunities
- Transit opportunities

Ms. Scafa noted that the large project of Riverfront redevelopment would have happened no matter what, but it has been ramped up due to the 2021 event. Since there will not be buildings on the site at the time of the WAC, space will be available for a possible festival in that location. She also mentioned that Oregon 21 coincides with Eugene's Visual Arts Week, which presents opportunities to integrate art into the events.

Ms. Scafa then shared that people can stay up-to-date on developments related to Oregon 21 by signing up for the listserv at www.Oregon21.com (the site for the WAC), and by following @Eug2021 on Facebook, Instagram, and Twitter. People can also get involved through neighborhood projects and matching grants, and by becoming neighborhood ambassadors and encourage others to become involved as well. There will be many interesting and fun volunteer opportunities. She also noted that the site for Eugene's involvement in Oregon 21 is www.EUG21.org.

Mr. Berger wondered if the events in 2021 would include opportunities to bring major performing arts acts to the Hult, and Ms. Scafa replied that they have just started discussing stage performances, and they will work with an event production company who can get various well-known acts. Ms. Westlund added that the symphony has plans to participate.

Mr. Brice wondered how many spectators are expected at the WAC, in addition to the 2,000 athletes and 3,000 media. Ms. Scafa said that they are expecting between 50,000 and 60,000 people total over the duration of the event. In response to another question from Mr. Brice, Ms. Westlund stated that just under 30,000 people are expected for the Olympic Track and Field Trials in 2020. Ms. Westlund added that a study was done in 2015 that estimated the flow for Oregon 21 of 54,000 over the duration of the event. Almost 14,000 of those are official components (athletes, coaches, families, media, etc.).

Ms. Fifield asked how many people usually attend a Ducks game, and Ms. Westlund replied that can be as many as 60,000. She added that 60% or more of ticket buyers for Oregon 21 will be from outside of Oregon.

Mr. Brice wondered how lodging will be handled for Oregon 21. Ms. Westlund mentioned that student apartment complexes will be mostly unoccupied at that time of year, so many of those will be used for lodging. Ms. Scafa added that athletes will be housed on campus in student housing.

Mr. Ervin wondered if there is information available about the economic impact from previous hosts of the WAC. Ms. Westlund responded that the estimated direct spending is \$52 million. However, with marathons happening Portland and racewalks potentially in other locations, that will bump up the costs, but will also bump up the economic impact on the state. Mr. Ervin asked if data from previous host locations was taken into account, and whether Oregon 21 tracks that data. Ms. Scafa said it is difficult to compare the potential economic impact here with that in previous host locations due to the large size of those cities.

Ms. Cross reported that some outlying communities, including communities on the McKenzie, are trying to be host communities for training in the weeks preceding the event. She wondered what Eugene is doing to tie in activities during that time period. Ms. Scafa responded that there are no definite plans in these early stages, but there will probably be some type of festival. Ms. Cross asked whether during the event there will be coordination of opportunities for people to visit surrounding areas, such as the McKenzie. Ms. Scafa suggested that Travel Lane County will be helping with that, and they can connect Ms. Cross with tour operators to bring people to the McKenzie.

Ms. Ringgold wondered what types of events will be part of the festival and community celebrations. Ms. Scafa explained that planning is in the early stages, and they will go to the City Council at the end of November with a proposal. Right now, there is a small festival planning team discussing ideas, including an international food court, a hub for Team USA Track & Field, jumbotrons to display the events at Hayward, meet and greets with athletes, a presence by Travel Oregon, etc. An event production company will be brought in to help plan. There will be both the “footprint” of the festival and arterials coming in from the river path and from 5th Street. There will be sponsorship packages for large sponsors and areas for community showcases.

Ms. Cross inquired whether or not there is a contingency plan in case of wildfires and smoke, and Ms. Scafa responded that there is no such plan yet.

Mr. Berger asked about transportation and whether there is coordination with Cottage Grove and other rural areas, including hotel shuttles so that some lodging can be provided in those areas during Oregon 21. Ms. Westlund shared that they are coordinating with LTD, and the Oregon 21 event team is taking responsibility for transporting its official audiences. The broader transportation issue will include connecting with tour operators and others. Mr. Berger wondered if other city governments are involved, and Ms. Westlund noted that there is a state-wide study underway for car-less transportation, and that will help with this event and will stay in place as a legacy. She added that there are many gaps throughout Oregon for alternative transportation.

Mr. Ervin asked who is doing the car-less transportation study, and Ms. Westlund replied that it is being performed by the State Car-Free Transportation Network. She added that ODOT is involved, but it is not necessarily an ODOT-driven project.

Mr. Brice wondered how many extra people will be expected in town each day of the Oregon 21 event, and Ms. Westlund responded approximately 18,000-20,000.

Ms. Scafa shared that tickets just went on sale for the 2020 Olympic Trials. Tickets for 2021 will probably go on sale in about 6 months. The Olympics helps to expose track and field, so the bulk of tickets will probably sell right after the Tokyo Olympics.

Mr. Brice inquired about ticket prices for the WAC, and Ms. Westlund said they’re not sure yet. Ms. Fifield added that the fan festival will be very important because the tickets for the WAC

itself might be expensive. Ms. Westlund added that for the Olympic Trials in 2020, there will probably be some tickets priced as low as \$15.

Mr. Scoggin wondered how Oregon 21 is being funded. Ms. Scafa explained that money is coming from the state through transient room tax. The state has committed \$20 million and has pledged another \$20 million, for a total of \$40 million. Ms. Westlund added that the operating budget is \$85 million operating budget. The venue (Hayward Field) is privately funded, and that will be a big economic development tool well into the future. The rest of the budget includes donated philanthropic funds (not associated with any sponsors) and earned revenue from ticket sales. She added that Nike is not involved as a sponsor of the WAC. 50 private donors funded the reconstruction of Hayward Field, but it will be owned by the University of Oregon. The reconstruction is happening due to the Oregon 21 event. Knight was the lead donor.

Mr. Berger proposed that there should be outreach to schools in the area about preparations for 2021, including presentations in classes. Ms. Scafa explained that key people connected with certain audiences are working on engagement. They are working with KidsSports and LESD to reach out to youth in the community, to educate and inspire kids with respect to Oregon 21. Mr. Berger added that with people coming to Eugene from around the world, this might present opportunities for learning about geography and world cultures. Ms. Scafa noted that there are conversations about introducing curriculum into the schools, having schools adopt countries, having face-to-face interaction with teams who participate, etc. There will be volunteer opportunities of all kinds.

Mr. Ervin wondered if the event will be hiring locally for set-up and temporary positions (for example, high school students on summer break could apply for these jobs). Ms. Scafa responded that there is a hub for finding out about opportunities. Right now, it is an email: opportunities@oregon21.com. People can find out about volunteer and job opportunities through this email. The organizers are two people who moved here from London and have worked on numerous global sporting events, and they are passionate about hiring local people.

Mr. Eyster asked if there will be a public meeting for smaller communities to learn how they can engage in Oregon 21. Ms. Westlund responded that Travel Lane County has already held meetings all over, including Junction City and Cottage Grove. Now that the two organizers are here for Oregon 21, they will coordinate more such meetings.

Mr. Collins proposed recording a presentation about Oregon 21 and making a podcast. Ms. Westlund replied that there are plans to do that, but they are waiting for the final rebranding of the World Athletics Championship and approval of the new logo for Oregon 21.

Ms. Ringgold wondered when outreach and engagement will start, and Ms. Scafa said that the Oregon 21 kickoff took place on October 10th. She reiterated that signing up for the listserv on Oregon21.com is the best way to stay abreast of developments.

Mr. Wiemholt inquired about outreach to Oakridge, and Ms. Westlund replied that the first meeting took place there, but there will be more. Mr. Wiemholt described interest from local hotels in Oakridge, and Ms. Westlund assured him that all hotels and lodging in Oakridge will be

filled.

Ms. Cross mentioned that housing in the McKenzie region will be a challenge even during the training period, because they already have many annual visitors to that area.

Mr. Scoggin requested that the LEC continue to get quarterly updates from Ms. Scafa as things progress with Oregon 21. Ms. Westlund added that the two organizers from London, Sarah and James, should also be brought in to report to the LEC.

6. Discuss 2020 LEC membership and officer appointments

Action item: Appoint membership subcommittee

Mr. Betschart announced that there are four members of the LEC whose terms are ending in December 2019: Mike Galvin, Mark Bodie, Rob Scoggin, and one other spot that is not currently occupied.

Mr. Betschart said he would like to form a membership committee to solicit nominations and oversee other membership matters. Mr. Scoggin explained that it will be the responsibility of this committee to discuss new applications and make recommendations to the LEC, which will then be forwarded to the Board. Solicitations for applications are made by mail through the Register-Guard.

Gary Collins, Paul Berger, and Greg Ervin volunteered to serve on the membership committee.

Mr. Scoggin announced that he will step down as Chair of the LEC in 2020 but might serve as an alternate to another member. He mentioned that Mark Bodie has expressed interest in being chair, and he invited others to express interest in being chair and working with the CWEDD Board. He added that the Chair and Vice Chair are members of the CWEDD Board, and more participation is needed in CWEDD meetings that take place in the North counties.

Mr. Scoggin explained that the CWEDD Board oversees all of the Economic Development District, and they help make plans for the new CEDS each 5 years. He added that next year's CWEDD Board will have more responsibility because a new CEDS will be enacted. The group is like LEC, but on a bigger scale, and they go to each of the four counties involved. The meetings are all-day events. Eugene representatives have all been private industry people, rather than public employees who are paid for doing economic development, and Mr. Scoggin thinks that is a good idea.

Ms. Westlund noted that Ric Ingham is retiring in June, and she wondered when the new term starts. Ms. Scoggin replied that the new term starts for LEC in January. Ms. Westlund also wondered why the Creswell City Administrator was the alternate for the Veneta City Administrator, and Mr. Scoggin explained that each voting member needs an alternate, and both are city representatives in that case.

Ms. Westlund also noted a correction to the list of members, in that she began serving in 1996. Mr. Scoggin stated that he also began in 1996, and that correction needed to be made as well.

Mr. Betschart announced that beginning in January 2020, LEC meetings will be held on the 2nd Monday of the month rather than the 3rd.

7. Set next meeting date: November 18, 2019

Mr. Scoggin adjourned the meeting at 12:29 pm.

(Recorded by Rachel Burstein)