



oregon
track
club

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W. G. B.

RECEIVED JAN 17 2006

Commissioner Bill Dwyer, Chair
Lane County Board of Commissioners
125 E. 8th Avenue
Eugene, OR 97401

January 12, 2006

Dear Commissioner Dwyer,

Thanks to strong participation by Lane County, our common goal of securing the 2008 Olympic Track and Field Trials has been achieved. As much time, effort, and money as was invested in the bid process, now the real work begins. The Oregon Track Club, the University of Oregon and our community partners, are jointly responsible for staging the best Olympic Track and Field Trials ever in 2008.

The 2008 Olympic Trials represents an extraordinary opportunity for our local community and the entire state of Oregon.

The Local Organizing Committee is committed to leveraging this opportunity for the fullest benefit possible to our area. The University of Oregon will invest several million dollars in upgrades to Hayward Field through donor support. NIKE has committed \$1 million to enhance the annual Prefontaine Classic, to underwrite a new premiere annual track event which will bring additional revenue and positive attention to Eugene and Lane County, and to ensure prize money for the top eight finishers in each event at the Olympic Trials.

Of the near \$6 million total operating budget, the Local Organizing Committee is responsible for raising approximately \$1.5 million, through both public and private sources. We are asking the City of Eugene, the City of Springfield, and Lane County to each contribute public dollars toward balancing this operating budget.

Our request to Lane County is for \$250,000 in cash support. We believe this is an appropriate show of support for an event that will contribute significant economic impact, immense civic pride, and tremendous positive national and international exposure for Lane County. This money could be allocated from the balance repaid by the Fair Board to the Special Tourism Projects fund. Certainly the Trials is a Tourism project on the grandest scale, projected to generate 30,000 room nights and more than \$300,000 of transient room tax.

We appreciate the participation of Commissioner Green in the bid presentation and as a member of the L.O.C., the work by CVALCO on the housing and hospitality component of the bid and the strong support that has been voiced by County Officials thus far. We hope the County will continue to work closely with us over the next 30 months on producing a truly world class event.

One of the primary themes of our successful bid was that of "partnership." In as much, we identified Lane County as one of the integral partners in this truly meaningful endeavor. I am confident we will be able to count on your support.

Should a presentation to the Board of County Commissioners be appropriate, we would be happy to appear at your convenience. Thank you for your consideration of this request for \$250,000 in cash support for the 2008 Olympic Track and Field Trials.

Sincerely,



Greg Erwin

President- Oregon Track Club

Co-Chairman 2008 Olympic Trials, L.O.C.

Cc: Bill Van Vector
Bobby Green, Sr.
Anna Morrison
Faye Stewart
Pete Sorenson

2008 Olympic Track & Field Trials

Eugene, Oregon

An Overview

Dates

June 27 – July 6, 2008

Athletes and media will begin arriving one to two or more days in advance of event.

Attendance

17,000 including spectators, athletes, media, and officials

Room Nights Generated

- 30,000
- 3,000 per night for ten consecutive nights, plus additional room nights pre and post
- All available rooms in the metro area, South Lane County and North Lane County are expected to completely full. CVALCO will be referring overflow first to Florence, coastal Lane County, the McKenzie Valley and Oakridge, and then points north of Lane County like Albany, Corvallis, and Salem.

Estimated Room Tax

More than \$300,000

Estimated Economic Impact

\$18 million⁺

Estimated Community Investment Attracted By Event

- \$2+ million in Hayward Field upgrades
- Premiere track meet and related exposure and economic impacts
- Revitalized Track and Field community and civic pride

Anticipated Operating Budget

\$6 million

Anticipated Operating Revenue Sources

- Ticket Sales
- Public Support
 - City of Eugene
 - City of Springfield
 - Lane County
- Travel Oregon and Oregon Sports Authority
- Private Sponsorships and Donations
- Value In-Kind
- Publications and Souvenirs
- Event Expo
- Hospitality Skyboxes

Organizational Structure

Local Organizing Committee, co-chaired by Greg Erwin, President, Oregon Track Club and Vin Lananna, Associate Director, UO Track & Field



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February 2, 2006

Lane County Board of Commissioners
Lane County
125 E 8th Street
Eugene, OR 97401

Dear Commissioners:

CVALCO supports the request by the Oregon Track Club for \$250,000 from Special Tourism Projects room tax funds in support for the 2008 Olympic Trials - Track & Field, to be held at Hayward Field.

While a significant request for limited room tax resources, a flawlessly produced Trials in 2008 is an investment in our destination's future success at securing and holding prestigious track and field events at all levels.

The 2008 Track and Field Trials themselves are anticipated to generate more than 30,000 room nights for Lane County – 3,000 room nights each for ten nights at a minimum. An average daily room rate of \$105 to \$115 will generate \$ 299,250 to \$327,750 in room tax collections alone. Destination spending for rooms, meals, retail and other items is anticipated to approach \$18 million during the ten day event.

Thank you for your consideration of this substantial level of support for the 2008 Track and Field Trials. Please know that CVALCO will be working to support the Trials in every way possible, and will also work to make the very most of this great opportunity for positive exposure for Lane County.

Sincerely,

Kari Westlund
President & CEO



See All of Oregon in Lane County

IN THE BOARD OF COUNTY COMMISSIONERS
OF LANE COUNTY, OREGON

ORDER NO. 06-2-8-3

) In the Matter of Entering Into a
) Contract for the Olympic Trials

WHEREAS, the Oregon Track Club, with the cooperation of the University of Oregon and community partners, has successfully bid on bringing the Olympic Track and Field Trials to this community in 2008, to be held at Hayward Field on the University of Oregon campus, and

WHEREAS, the Oregon Track Club, as the Local Organizing Committee for the 2008 Olympic Trials, is working with a number of public and private partners to make the necessary investments to ensure that this a highly successful event, and

WHEREAS, in order to secure the opportunity to hold the event, the Oregon Track Club has signed an agreement with the USA Track & Field, Inc., which awards and grants the Oregon Track Club certain rights to conduct the 2008 Olympic Trials in exchange for a rights fee of \$250,000, and

WHEREAS, Lane County has room tax revenues collected pursuant to Lane Code 4.110 which are available for special projects, and

WHEREAS, the Oregon Track Club has requested that Lane County participate in bringing the Olympic Trials to the community in 2008 by committing \$250,000 of the special project room tax funds for the procurement of the rights to the event from USA Track & Field, and

WHEREAS, the Board of Commissioners believes that such an investment of room tax funds is prudent use of these revenues and is directly related to the generation of additional room tax revenues,

NOW, THEREFORE IT IS HEREBY ORDERED that the Board of County Commissioners approves the use of \$250,000 of room tax revenues from the special projects account, to be used for the Oregon Track Club's commitment to USA Track & Field, Inc. to obtain the rights to conduct the 2008 Olympic Trials, and it is further

ORDERED that the County Administrator is delegated the authority to execute an agreement with the Oregon Track Club to implement this commitment by Lane County.

DATED this 8th day of February, 2006.

APPROVED AS TO FORM

Date 2/6/06 Lane County

Teresa M. White
OFFICE OF LEGAL COUNSEL

Chair, Lane County Board of
Commissioners