



February 18, 2020

Honorable Nancy Nathanson
Oregon State Capital
900 Court Street, H-279
Salem, OR 97301

Dear Representative Nathanson:

Public support for even the largest scale sporting events can become a complex, challenging and divisive issue. Like most challenges facing the Great State of Oregon, finding a sound solution requires extraordinary leadership and insight. We are urging you to consider providing all the above by continuing your support for the 2021 IAAF World Track and Field Championships. We would also like to thank you for your past support of this investment.

We wanted to underscore our previous support in the 2016 session by informing you that the Boards of Directors for the Ashland Chamber of Commerce, Travel Ashland, Travel Medford and The Chamber of Medford and Jackson County have come together to support HB 4047 and to encourage your positive action in this matter.

Collectively, our organizations are the voice of nearly 2,000 businesses representing well over 50,000 employees in Southern Oregon and have members in nearly 60 cities around the state. We echo the comments from University of Oregon President Michael Schill that this world championship provides us a "once-in-a-lifetime platform" to showcase our state. Further, we recognize the "compounding interest" that will occur for amenities outside of Hayward Field and the City of Eugene.

We have every confidence that international visitors will want to experience the natural and urban beauties of Crater Lake, Multnomah Falls and the Columbia River Gorge, Hells Canyon, Oregon Shakespeare Festival, downtown Portland, Haystack Rock, Mt. Bachelor, Oregon Dunes, Oregon Caves, Smith Rock State Park, the Oregon Coast Aquarium, etc., once they arrive. When you read this incomplete list of sightseeing gems, you must agree no one would come all this way and miss out on these attractions, and admit it, you want to join them!

Furthermore, we are encouraged that once the cheering crowds have returned home from Oregon 21, there will be a continued source of tourism dollars secured so that we might invite our national and international guests to return to Oregon again and again in the future.

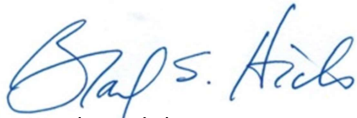
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It is impressive that tourism entities throughout Oregon have expressed support of the extension of the TLT tax to support the Track and Field Games. When they have been completed, we strongly encourage those funds be allocated for regional investment in tourism throughout the state. Those grants to regions are critical to our success in drawing visitors to Oregon and are especially needed in southern Oregon as we have experienced significant challenges in recent years with smoke from nearby wildfires. Additionally, we are experiencing some changes in travel patterns and behavior that require research and new strategies to identify markets and development of key attractions.

We understand what you have on your plate in this short session and, quite frankly, would not appeal to you if the timing were any different and the matter less important.

Thank you for your consideration and your commitment to working cooperatively with our organizations and the businesses we represent. We look forward to future conversations on this and the subject of tourism promotion in our state as well as the many other important issues.

Respectfully,



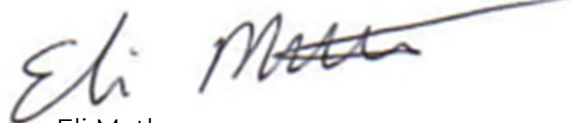
Brad S. Hicks, CCE
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