



WHY MLB? WHY NOW?

"WHICH CITIES HAVE THE BEST SHOT? LET'S ASSUME THAT NEITHER THE A'S NOR THE RAYS WIND UP RELOCATING. THAT OPENS THE EXPANSION FIELD TO EVERY MAJOR CITY IN NORTH AMERICAN THAT CURRENTLY LACKS A BIG-LEAGUE BASEBALL TEAM. WE'VE EXPLORED ALL THE CITIES THAT HAVE BEEN CONNECTED WITH MLB AT ANY POINT. BASED ON OUR OWN REPORTORIAL INSTINCT, WE WOULD RANK PORTLAND, OREGON, AS NUMBER 1."

**JAYSON STARK
THE ATHLETIC, JUNE 13, 2018**

**BASEBALL
OR BUST**



**MLB
PDX**

**Portland Diamond Project Informational Update
Oregon House Committee on Business and Labor
Monday, February 24, 2020**

- **Overview of the project**
- **Update on where we are**
- **Next steps**



MLB IS READY

TWO OPPORTUNITIES



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1. Relocation

- Struggling, declining teams include Oakland, Arizona and Tampa.
- These clubs are looking for stadium & development opportunities in growing markets with vibrant fanbases.

2. Expansion



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2. Expansion

- MLB to move from 30 to 32 teams.
- One team would be placed in the west, one in the east
- Portland is universally recognized as the leading west coast option, with Nashville likely in the east.
- It's been 21 years since the last expansion. The longest drought in MLB history.



WE ARE READY

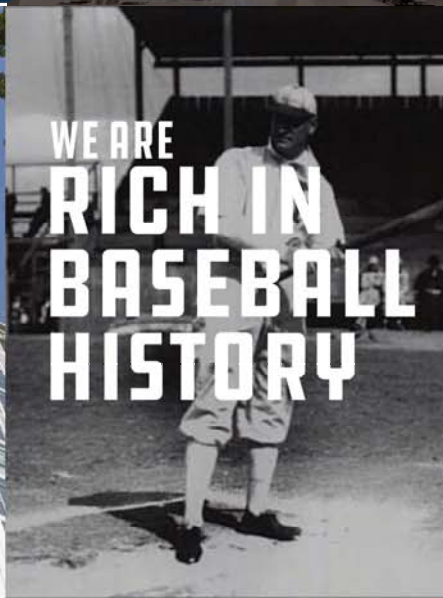
OREGON IS THE LARGEST
MARKET WITH ONLY ONE OF
THE "BIG 4" MAJOR
LEAGUE FRANCHISES

| 2018 RANK | DMA | TV HOMES | MLB | NBA | NFL | NHL | TEAMS |
|-----------|-----------------------------|-----------|---|---|---|---|-------|
| 1 | NEW YORK | 7,074,750 |   |   |   |   | 8 |
| 2 | LOS ANGELES | 5,318,630 |   |   |   |   | 8 |
| 3 | CHICAGO | 3,299,720 |   |  |  |  | 5 |
| 4 | PHILADELPHIA | 2,869,580 |  |  |  |  | 4 |
| 5 | DALLAS-FT. WORTH | 2,648,490 |  |  |  |  | 4 |
| 6 | WASHINGTON, DC (HAGRSTWND) | 2,492,170 |  |  |  |  | 4 |
| 7 | HOUSTON | 2,467,140 |  |  |  | | 3 |
| 8 | SAN FRANCISCO-OAK-SAN JOSE | 2,451,640 |   |  |  |  | 5 |
| 9 | ATLANTA | 2,449,460 |  |  |  | | 3 |
| 10 | BOSTON (MANCHESTER) | 2,425,440 |  |  |  |  | 4 |
| 11 | PHOENIX (PRESCOTT) | 1,919,930 |  |  |  |  | 4 |
| 12 | SEATTLE-TACOMA | 1,880,750 |  | |  | | 2 |
| 13 | TAMPA-ST. PETE (SARASOTA) | 1,879,760 |  | |  |  | 3 |
| 14 | DETROIT | 1,779,380 |  |  |  | | 3 |
| 15 | MINNEAPOLIS-ST. PAUL | 1,730,430 |  |  |  |  | 4 |
| 16 | MIAMI-FT. LAUDERDALE | 1,677,850 |  |  |  |  | 4 |
| 17 | DENVER | 1,589,560 |  |  |  |  | 4 |
| 18 | ORLANDO-DAYTONA BCH-MELBRN* | 1,531,130 | |  | | | 1 |
| 19 | CLEVELAND-AKRON (CANTON) | 1,447,310 |  |  |  | | 3 |
| 20 | SACRAMENTO-STKTON-MODESTO* | 1,412,940 | |  | | | 1 |
| 21 | ST. LOUIS | 1,189,890 |  | | |  | 2 |
| 22 | PORTLAND, OR | 1,189,890 | |  | | | 1 |
| 23 | CHARLOTTE | 1,145,270 | |  |  |  | 3 |
| 24 | PITTSBURGH | 1,141,950 |  | |  |  | 3 |

* LESS THAN 2 HRS BY CAR FOR NFL, MLB AND NHL

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Hello Portland

SPORTLAND

What Hollywood is to entertainment, Portland is to the athletic and outdoor industry. That's why we call it Sportland, the athletic brand capital of the world. Home to Nike, Adidas, Under Armour and over 188 companies headquartered in Portland with close to \$200B in market capitalization.



These companies are building the future of sports products, technology and experiences. And working at those companies are thousands of employees that live that active lifestyle and a love for live sports.



Portland Ranks 5th Fittest City in America.

RABID FANS

Portland has three professional franchises, each one with a loyal and rabid fan base.



The Portland Trail Blazers currently hold the **NBA record for consecutive home sellouts at 814 games.**



The Portland Timbers are a runaway success in Major League Soccer. **Every regular-season home game since their entry into MLS in 2011 have sold out.**



The Portland Thorns FC of the National Women's Soccer League are the **most successful women's soccer club in the world with average attendance of 17,000 per game.**

POPULATION

Portland is growing

- 25th Ranked MSA in US
- 25% Growth Since 2000
- Consistent Top 10 City in US for Inbound migration





151 YEARS OF BASEBALL

- 1866 ● PORTLAND BASEBALL CLUB FORMED
- 1884 ● PACIFIC NORTHWEST LEAGUE
PORTLAND TEAM ENTERS AS THE WILLAMETTES OF EAST PORTLAND
- 1901 ⊕ VAUGHN STREET PARK OPENS
- 1919 ● PACIFIC COAST LEAGUE
- 1932 ● PORTLAND WINS FIRST PCL PENNANT
- 1956 ⊕ BEAVERS OPEN CIVIC STADIUM 25,000 CAP
AAA AFFILIATE OF CLEVELAND INDIANS
- 1973 ⊕ PORTLAND MAVERICKS CLASS A INDEPENDENT
MADE FAMOUS BY MOVIE "THE BATTERED BASTARDS OF BASEBALL"
- 2000 ⊕ BEAVERS BECOME AAA AFFILIATE OF SAN DIEGO PADRES
- 2010 ● BEAVERS LEAVE PORTLAND
- 2018  MLB ANNOUNCES PORTLAND FRANCHISE AND NEW STADIUM



PORTLAND, OREGON



2.42M - Population

25TH - Ranked metropolitan area (MSA) in US

5TH - Out of 100 largest metros in high wage growth

800 - Companies involved in outdoor and athletic industries headquartered in Portland area

9TH - Fastest growing metro area

10TH - In median household income

20TH - In population of per professional households

21TH - Adjusted median household income

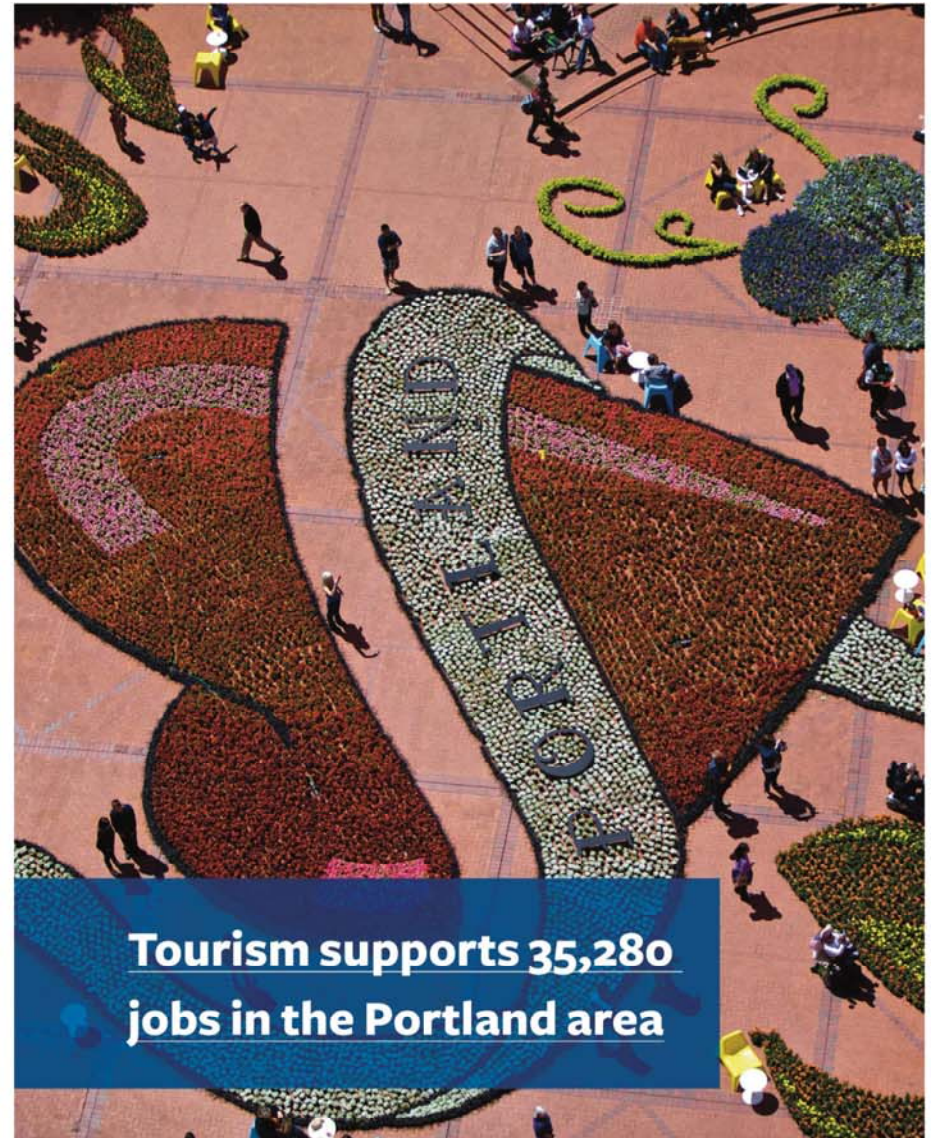
23TH - Corporate base per franchise



TOURISM

Burgeoning Tourism Industry

- \$5.1 billion in direct visitor spending
- 8.6 million visitors annually



Tourism supports 35,280 jobs in the Portland area

FOOD & BEVERAGE

Recognized as one of America's Best Food & Beer Cities

- Features a wide selection of eating experiences, from elegant 5-star restaurants to delicious foodtruck eats.
- Portland leads the U.S. in percentage of craft beer sales with nearly 40% of beer purchases being craft beer.





MAYOR LUCY VINIS
SIGNING THE PETITION TO
BRING MLB TO OREGON



MAYOR TED WHEELER
AT THE LABOR HARMONY
AGREEMENT PRESS EVENT



**LABOR HARMONY
AGREEMENT PRESS
CONFERENCE**





2005
Friends  *of Baseball*

BUSINESS FOR
A BETTER
PORTLAND

 Coalition of
Communities of
Color