



April 24, 2021

Testimony in favor of utilizing funding from American Recovery Act

Thank you for the opportunity to testify yesterday. I apologize for not being able to unmute in time to speak.

The Woodburn Area Chamber of Commerce is devoted to helping build a strong community and have identified two specific projects which fit the criteria outlined in the request and provide a long-term positive impact.

- One Time needs with long-term positive impact.
- Helping underserved populations in a rural community with limited resources.

Business Resource Center building acquisition- as submitted by the City of Woodburn

Covid 19 restrictions have amplified the need for good business management practices. Our area is a business resource desert and the need is even greater today. There are many organizations ready and willing to help but we have found those resources to be primarily located in Salem or the Portland area. We have further found that accessing the existing resources is even more difficult when it requires leaving Woodburn for over half a day to travel and attend even a short appointment.

Our goal is to operate a Business Resource Center open to all businesses. We would be the hub for business training and would welcome state agencies, SBDC, SCORE, MERIT and others to schedule time to meet with their clients in the available touch down offices, board room, and classrooms at the center. It would be a shared space with information and referrals for both seasoned and potential businesses alike.

The facility would have long term funding in place for ongoing operations. We are requesting the capital to purchase an existing building from Chemeketa Community College. The purchase would not only benefit the Woodburn area businesses we will serve but would also supply a repeat effect by infusing some needed cash flow to Chemeketa as well.

Turf Fields at Legion and Centennial Parks- as submitted by the City of Woodburn

The Woodburn Area Chamber of Commerce has identified a long-term goal of hosting major soccer tournaments in our area. We chose soccer as a vehicle because it is a healthy activity with a high level of community and family support. Our location south of the Metro area is ideal for tournaments. Unlike Portland area major tournaments where teams can actually play on either side of the metro area on a given weekend we can have a local hub of available high quality fields in a centralized area.

Our Flavor d Futbol tournament has the potential to bring in over 200 soccer teams for a weekend event with 19- 22 Players and coaches and families for a conservative estimate of 30 people per team. The economic impact of even one tournament is astounding. The travelers all spend money for food and lodging with an average of \$194 per day for a family of four.



The basic economic impact can be calculated using standard numbers for tourism dollars and number of travelers to our area as follows.

- 30 x 200 teams = 6,000 people per day
- 6,000 / 4 = 1,500 “families of four”
- 1500 x \$194 = \$291,000 per day potential over a 2 ½ day tournament
- Multiple tournaments per year

The economic, social and community health impacts are high and do not stop there. Each tournament would also allow local non-profit organizations opportunities to become involved in supporting these efforts. Parking, food, lodging and many other activities are common needs when groups are gathered. We need only to look at the small community of St Paul to see how one major event has a ripple effect as almost all of the community is involved during the week of the July 4th Rodeo earning the money they need for community giving.

We envision a Woodburn with several turf fields and an active ongoing industry of hosting events of all types at these facilities. Your one-time funding of this type of project would actually help create that industry which would exist well beyond the obvious healthy attributes of exercise and physical activity.

Thank you again for the opportunity to present our ideas on how to strategically invest the one-time money available from the American Recovery funds. We feel our requests not only align with the requirement of one-time funding in an underserved community but they both have potential long-term benefits which will continue to enrich our area and the state well beyond the initial investment.

Sincerely,

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