



Testimony Regarding HB 3250

Submitted by Scott Bruun, Vice President for Government Affairs, OBI

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Thank you for the opportunity to submit comments in support of HB 3250.

Oregon Business & Industry (OBI) is a statewide association representing businesses from a wide variety of industries and from each of Oregon's 36 counties. In addition to being the statewide chamber of commerce, OBI is the state affiliate for the National Association of Manufacturers and the National Retail Federation. Our 1,600 member companies, more than 80% of which are small businesses, employ more than 250,000 Oregonians. Oregon's private sector businesses help drive a healthy, prosperous economy for the benefit of everyone.

OBI was a proud partner in the State of Sport study commissioned last year. The holistic look at Oregon's athletic, outdoor, team and recreation economy emphasizes and quantifies what we have known for some time: Oregon is a national, if not global, leader in this ecosystem and we would do well to leverage these strengths.

The proposed amendment to HB 3250 is a good next step. A legislatively developed task force signals the state's commitment to the numerous industries that make this ecosystem work. Bringing together a broad coalition of stakeholders to continue the qualitative and quantitative analysis will help set the stage for effective, robust policy.

This ecosystem is truly statewide. The scope and breadth of our recreation and athletic industries is phenomenal. Oregon has a place at every stage of the supply chain, from research and development through design all the way to production. Oregon has a tremendous culture of youth, collegiate, professional, and masters sports. Our universities have cutting edge programs in human physiology, sports product design and management, sports journalism and law, and more.

Engaging intentionally, thoughtfully and immediately on an economic development strategy to build Oregon's brand as *the* State of Sport is the right next step.

We appreciate the committee's interest in this topic, and look forward to representing Oregon's diverse statewide business community as this work continues.

Thank you.

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