



March 23, 2023

House Committee on Economic Development and Small Business:

Good afternoon, Chair Bynum and Members of the Committee. For the record, my name is Carlyn Schreck and I am Assistant Vice President for Presidential Initiatives for the University of Oregon. It is my privilege to speak with you today in support of The State of Sport legislation, HB 3250.

At the University of Oregon, our worldwide reputation in athletics extends far beyond the playing field. UO innovations have been a driving force in making our state the epicenter of the global sports-products industry. Today, we are producing the next generation of sports business and media leaders. Our researchers are also striving to understand the principles of peak physical performance—not only to bring out the best in world-class athletes, but to improve health and well-being for everybody.

We see the power of sport to drive the economy and to contribute to the solutions of some of society's big problems including:

- Informing and improving overall wellness, performance, injury prevention, physical health and mental well-being;
- Embracing and promoting inclusivity for all, at all levels, including gender, race, disability, and sexuality;
- Promoting sport as a driver for political and societal change around the globe; and
- Promoting changes which seek to minimize environmental impact and enhance sustainability.

We work closely with other members of the State of Sport coalition to ensure the positive impact is felt in the regional economy through University of Oregon athletics events as well as hosting events ranging from youth sports camps to international competitions. The partnership between the state of Oregon, Travel Oregon, Sport Oregon, the University of Oregon, the cities of Eugene and Springfield along with regional travel and tourism agencies and chambers of commerce that brought the World Athletics Championships to the United States for the first time is an example of the kind of collaboration in this space that has a significant impact on the economy. Oregon22 reports that the event generated \$237.4 million in overall economic impact.

UO also works with industry partners to conduct a variety of sports-related research. This has led to better equipment and gear for female athletes, improved design for adaptive athletes and tools for enhancing performance while mitigating injury. Our researchers also work with partners to provide programming which leads to better physical and mental wellbeing in youth and families. We work closely with the sports and outdoor industry in the state and around the world to develop degree

programs which train the next generation of talent and leaders as well as with experienced professionals through continuing education with expertise in:

- Athletics and Sports Science
- Health, Human Performance and the Human Condition
- Journalism and Communication
- Law, Ethics and Policy
- Societal Transformation
- Sports Business
- Sports Product

UO's longstanding partnerships with industry leaders help keep us connected to real-world perspectives, while providing abundant, hands-on learning opportunities for our students. Throughout the sports industry and media, our alumni continue to build the UO's legacy and shape the future of competition, recreation, and wellness.

Thank you for your time today.