



## ALEX CUYLER

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Intergovernmental Relations Manager  
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DATE: March 30, 2023  
TO: House Committee on Economic Development and Small Business  
FROM: Alex Cuyler, Lane County Intergovernmental Relations Manager  
RE: HB 2023, relating to sports

Dear Chair Bynum, Vice-Chairs Morgan, Nguyen, and Members of the Committee:

Lane County supports HB 2023 and proposed -5 amendment that establishes a grant program administered via a partnership between Oregon Travel Commission and Sport Oregon. Not only would Lane County youth benefit from these grants funds, it would further strengthen Oregon's rich history in athletics tourism, sport workforce, and international prominence as a sports destination.

Our county's geography provides for a wide range of recreational activities and sports. Newer and non-traditional sports are thriving here such as pickle ball, triathlons, sandboarding, mountain biking, speedboat racing, and rowing. Traditional sports like football, baseball, swimming and volleyball also flourish in our facilities and venues, many of which are provide specific access for youth participation and sports.

In the heart of Lane County is Eugene, also known as Track Town USA due to Hayward Field's international and Olympic notoriety. Hayward Field hosts everything from the World Athletic Championships to High School Track and Field Championships to the Eugene Marathon. These critical events support the development of youth sports across the state while also serving as enormous economic stimuli to the region and State.

The University of Oregon is a nexus in our state for up-and-coming educational programming on sports business and marketing, sports product design, and interdisciplinary studies on sport and wellness. The grant program in HB 2023 would allow Lane County to support one of our major public universities and their local implementation of this work. This would help better the lives of Oregonians and create a network of young professionals and community members in the sports industry.

Lane County owns and operates the Lane Events Center, the location of our regional ice arena and the Willamalane Parks and Recreation District has multiple locations in Springfield that regular host youth sporting events. These facilities benefit our local economy and are spaces for youth to benefit from individual and team sports, but also draw attendees from across Oregon.

We strongly encourage the legislature to support HB 2023 and the implementation of the grant program outlined in this bill as it will better position Oregon and Lane County as prominent destinations for high-level competition and recreational tourism.

**ELECTRONICALLY SUBMITTED BY ALEX CUYLER, LANE COUNTY  
INTERGOVERNMENTAL RELATIONS MANAGER**