

EXPLORE TUALATIN VALLEY

WASHINGTON COUNTY VISITORS ASSOCIATION

Oregon State Legislature
JOINT COMMITTEE ON WAYS AND MEANS

February 16, 2024

RE: **SUPPORT HB 5201** Bond Authorization

Dear Honorable Members:

On behalf of the Board of Directors of Explore Tualatin Valley (Washington County Visitors Association), I am writing to offer our full support for funding of the Hillsboro Hops stadium project.

Washington County tourism is an economic engine that produced over **\$723 Million of direct economic impact** and generated over **\$31 Million in state tax revenue** and supported **8,390 local jobs** as outlined in "The Economic Impact of Travel in Oregon in 2022" a research report by Dean Runyan Associates funded by Travel Oregon.

We ask the committee to consider the following:

10 Year Record of Economic Impact: Baseball in Washington County is not a clique "field of dreams" operation. The Hops organization has a proven 10-year attendance and tourism economic impact record that **will be lost** if the project fails to move forward.

\$82 Million of Private Funding: The Hillsboro Hops proposal is a rare example of a private sector investing in a public facility.

Local Government Partnerships: Both Washington County and The City of Hillsboro have made project funding commitments supported by tourism through local transient lodging tax collections.

Potential Additional Lost Economic Impact: The proposed project is more than a replacement of the current stadium. The new entertainment facility will offer greater economic impact through converting from a baseball season into a twelve-month destination professionally managed with a confirmed agreement with a national concert organization.

Workforce Attraction and Retention: Washington County is the tallest tree in Oregon's Silicon Forest. Entertainment and sports lifestyle amenities are a benefit for our residents and an attraction to visitors and offer a quality-of-life that strengthens a workforce choosing to live in Oregon.

Thank you for your consideration,



Dave Parulo

President & CEO

Washington County Visitors Association
12725 SW Millikan Way Suite 210, Beaverton, OR 97005
Main: 503-644-5555 Toll Free: 800-537-3149

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