

HB 2291 -1, -2 STAFF MEASURE SUMMARY

House Committee On Economic Development, Small Business, and Trade

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Meeting Dates: 3/31, 4/9

WHAT THE MEASURE DOES:

The measure directs Oregon Business Development Department (OBDD) to conduct a study on economic development and send a report to the Legislative Assembly.

ISSUES DISCUSSED:

- Benefits for other parts of the state
- Administration costs
- Challenges in downtown Portland
- Alternative funding sources
- Long-term infrastructure for festivals
- Use of different portions of the park
- How the revolving fund works

EFFECT OF AMENDMENT:

-1 Replaces the measure. It appropriates \$10,000,000 for Travel Portland to establish a revolving grant program for festivals or cultural events in the City of Portland. It establishes the Task Force on Tom McCall Waterfront Park. It takes effect on the 91st day following adjournment sine die.

Detailed Summary:

Appropriates \$10,000,000 for distribution to Travel Portland to establish a revolving grant program for festivals or cultural events in the City of Portland that are open to the public. Outlines requirements for grant agreements. Allows money in the fund to be used for infrastructure projects in Tom McCall Waterfront Park.

Establishes the Task Force on Tom McCall Waterfront Park with nine voting members, including:

- Members appointed by the Governor:
 - One representing Multnomah County recommended by Board of County Commissioners.
 - One with expertise in festivals or cultural/social events in Portland.
 - One representing Oregon Restaurant and Lodging Association (ORLA).
 - One representing the Central City Task Force.
 - One culturally specific economic development organization.
- Two members appointed by the Mayor of Portland with expertise in festivals or cultural events.
- The chair of the board of directors of the Portland Metro Chamber or the chair's designee.
- The CEO of Travel Portland or the officer's designee.

Directs the task force to study various issues relating to the park, such as operations and management, infrastructure needs, and long-term sustainability.

Establishes rules for the task force. Requires the task force to submit a report to the Legislative Assembly by September 15, 2026 with recommendations for legislation relating to transferring the park management and grant program administration.

Takes effect on the 91st day following adjournment sine die.

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-2 Replaces the measure. It appropriates \$10,000,000 for a revolving festivals and events grant program and for a study related to Tom McCall Waterfront Park. It takes effect on the 91st day following adjournment sine die.

Detailed Summary:

Appropriates \$8,500,000 to the Portland Business Alliance Charitable Institute for a program to award grants for public festivals or cultural events at Tom McCall Waterfront Park in Portland. Outlines requirements for grant agreements. Allows money in the fund to be used for infrastructure projects in Tom McCall Waterfront Park.

Appropriates \$1,500,000 to the Institute of Portland Metropolitan Studies at Portland State University (the institute) to collaborate with stakeholders on a study of the long-term, cost-effective operation, maintenance, and activation of Tom McCall Waterfront Park. Establishes requirements for the study. Requires the institute to submit a final study and recommendations to the Legislative Assembly, the City of Portland, and stakeholders that collaborated on the study by September 1, 2026. Sunsets these requirements by January 2, 2028.

Takes effect on the 91st day following adjournment sine die.

- *FISCAL: May have fiscal impact, but no statement issued yet.*
- *REVENUE: May have revenue impact, but no statement issued yet.*

BACKGROUND:

Travel Portland is a private not for profit Destination Marketing and Management Organization. It was founded in 1978 as the Greater Portland Convention and Visitors Association. The Tom McCall Waterfront Park is owned by the City of Portland, located in downtown Portland along the Willamette River. The Portland Business Alliance serves the business community of metropolitan Portland. It is composed of three corporate entities, including the Portland Metro Chamber, Downtown Portland Clean & Safe, and the Charitable Institute. The Institute of Portland Metropolitan Studies at Portland State University (PSU) builds partnerships between PSU's urban studies programs and the surrounding metropolitan Portland community and sponsors public service research.

House Bill 2291 directs Oregon Business Development Department (OBDD) to conduct a study on economic development. The -1 amendment appropriates \$10,000,000 for Travel Portland to establish a revolving grant program for festivals or cultural events in the City of Portland and establishes the Task Force on Tom McCall Waterfront Park. The -2 amendment appropriates \$8,500,000 to the Portland Business Alliance Charitable Institute for a revolving festivals and events grant program and \$1,500,000 to the Institute of Portland Metropolitan Studies at PSU for a study on Tom McCall Waterfront Park.