

## **HCR 40 STAFF MEASURE SUMMARY**

### **Senate Committee On Rules**

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**Prepared By:** Leslie Porter, LPRO Analyst

**Meeting Dates:** 6/23

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#### **WHAT THE MEASURE DOES:**

The measure recognizes and affirms the extraordinary cultural and economic contributions of the Portland Trail Blazers to the State of Oregon and urges the current and future owners of the Trail Blazers, in partnership with the National Basketball Association, to make a lasting commitment to keep the team based in Oregon for generations to come.

#### **ISSUES DISCUSSED:**

#### **EFFECT OF AMENDMENT:**

No amendment.

#### **BACKGROUND:**

Since their founding in 1970, the Portland Trail Blazers have been an enduring cultural institution in the State of Oregon, uniting generations of Oregonians through sport and a shared sense of identity. The Trail Blazers' 1977 National Basketball Association championship, along with 37 seasons of playoff runs, legendary players, and iconic moments, have cemented the team's role as a source of statewide pride and national recognition. The Trail Blazers contribute significantly to Oregon's economy, particularly through their operations at the Rose Quarter, which includes the Moda Center and Veterans Memorial Coliseum.

According to an economic impact study conducted in 2024, the Rose Quarter generates a total annual economic impact of approximately \$670 million, including \$557 million from Trail Blazers operations and other events at the Moda Center. Of that total, \$453 million stems directly from Trail Blazers activities, supporting thousands of jobs and bringing millions of visitors to the Portland metro region each year. An estimated 66 percent of economic activity at the Rose Quarter is net new to the region, with the Trail Blazers alone bringing in \$315 million in new dollars to Oregon's economy each year.

More than 2.2 million people visit the Rose Quarter annually, including 1.6 million attendees at Moda Center events, and more than one-third of Trail Blazers game attendees travel from outside the Portland region, further boosting tourism and hospitality sectors across the state.

The Trail Blazers provide community leadership far beyond the basketball court through initiatives in education, youth development, and public health and through the charitable efforts of the Trail Blazers Foundation. The Trail Blazers are a unifying force in Oregon, representing one of the only major professional sports franchises in the state and offering a shared experience that transcends political, geographic, and cultural divisions. The presence of the Trail Blazers in Oregon is not only a matter of economic and cultural importance, but also of historic identity.