



Willamette Valley Visitors Association

Date: May 9, 2025

Committee: Joint Committee on Ways and Means, Subcommittee on Capital Construction

Bill: SB 5531

Re: Support to Reopen Osborn Aquatic Center

Dear Co-Chair Senator Girod, Co-Chair Representative Nosse, and Committee Members:

My name is Tori Middelstadt, and I'm the Executive Director of the Willamette Valley Visitors Association. We are the regional destination marketing and management organization for the Willamette Valley, which includes Corvallis. I'm writing in support of funding to reopen the Osborn Aquatic Center through SB 5531.

Osborn has long been more than just a pool for our community. It's a space where kids learn to swim, seniors stay active, and families gather. Its closure has left a noticeable gap—not just in recreation, but in the energy and vitality it brings to our area.

The Osborn Aquatic Center gives Corvallis a unique edge in the sports tourism market. It was one of the few Olympic-sized pools in Oregon capable of hosting competitive swim meets. I have personally attended events at Osborn that brought in families from all over the state and beyond. Before its closure, Osborn regularly hosted meets that filled hotels and brought business to local restaurants and shops—especially during the slower winter months. Corvallis relies on that kind of seasonal activity to keep its economy moving.

Visitor spending matters in Corvallis. In 2024, the city's hotel occupancy rate was only 52%, so there is plenty of room to grow. The community is also reeling from the negative economic impact of the Pac-12 realignment. Reopening Osborn is one way to help bring people back to Corvallis and support the local economy.

I respectfully urge you to support funding for the Osborn Aquatic Center and the investment it represents in our community's vibrancy.

Thank you for your time and your service to Oregon.

Sincerely,

Tori Middelstadt

Tori Middelstadt
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