



MODA CENTER - OREGON'S ARENA

Moda Center brings together Oregonians from across our state and is one of our most important economic and cultural assets. Whether it's Blazer games, comedy shows, or bull riding, it's got something for everybody. SB 1501, which paves the way for a once-in-a-generation renovation of Moda Center, will make the arena even better – ensuring world-class performers from pop to country make Portland a priority. It will also keep the Trail Blazers in Oregon for years to come.

MODA CENTER DRAWS **1.6 MILLION PEOPLE** EACH YEAR FROM EVERY CORNER OF OREGON AND BEYOND, MAKING IT THE STATE'S LARGEST VENUE BY ATTENDANCE.

IF MODA CENTER IS RENOVATED, KEEPING THE TRAIL BLAZERS FOR YEARS TO COME, THEY WILL GENERATE AN ESTIMATED **\$14 BILLION IN ECONOMIC OUTPUT AND \$940 MILLION IN STATE TAX REVENUE** BETWEEN 2030 AND 2045.

73% OF ALL OREGONIANS

HAVE ATTENDED AT LEAST ONE EVENT AT MODA CENTER.

60% OF OREGONIANS

WHO LIVE OUTSIDE THE WILLAMETTE VALLEY HAVE ATTENDED AN EVENT AT MODA CENTER.

35% OF BLAZER GAME ATTENDEES

ARE FROM OUTSIDE THE TRI-COUNTY REGION.

52% OF OTHER ROSE QUARTER EVENT ATTENDEES

ARE FROM OUTSIDE THE REGION.

64% OF OREGONIANS OUTSIDE THE WILLAMETTE VALLEY HAVE A POSITIVE IMPRESSION OF THE TRAIL BLAZERS.

IN THE LAST 2 YEARS, **A THIRD OF OREGONIANS** OUTSIDE THE WILLAMETTE VALLEY HAVE ATTENDED AN EVENT AT MODA CENTER OTHER THAN A BASKETBALL GAME.

IN THE NEXT 2 YEARS, **27% OF OREGONIANS** OUTSIDE OF THE WILLAMETTE VALLEY SAY THEY WILL ATTEND A WNBA PORTLAND FIRE GAME AT MODA CENTER.

"[The Trail Blazers] employ a lot of people. The city and state would take a huge economic hit if they went away."

– Tim, Albany, OR

"[Moda Center] is fun and amazing for families."

– Sheila, Estacada, OR

"If [the Trail Blazers] leave, the economy will take a hit. You'd lose revenue and jobs."

– Brian Newberg, OR

From the Desk of
Rob Wagner

“This is a vital investment in job creation, workforce development, working families, and the entire Oregon economy.”

– Johnny, IBEW Local 659, Medford, OR

“Going to the Moda Center has brought nothing but immense joy. I could only imagine having kids and being able to take them to experience an amazing place like a brand new Moda Center.”

– Juan, Warrenton, OR

“Skilled trades workers will come from all over Oregon to work on this once-in-a-generation job site. From apprentices who earn while they learn to journey workers training the next generation, our workforce stands ready to meet this moment.”

– Andrew, Scappoose, OR

“This \$600 million renovation project is about more than basketball; it’s about ensuring our statewide construction workforce is shored up for years to come.”

– Bryan, UA Local 290, Grants Pass, OR

“This bill represents an important investment in Oregon’s economy, supporting jobs, tourism, and community events that bring people together across our state.”

– Charles, Oregon City, OR

“As a lifelong Blazers fan and Oregonian, the city and state need a professional sports team to rally behind. The Trail Blazers occupy an even more special place with how supported they are by Oregonians across the entire state. Rip City is Oregon!!!!”

– Cameron, Corvallis, OR

“As a fan for 50+ years, the Trail Blazers are special to me. So special that I attend as many games as I can, living in Redmond... this is the Moda Center, where dreams come true for players and fans alike.”

– Teresa, Redmond, OR

“The Moda Center is a venue that makes many entertainment opportunities available to Oregonians. Many of these opportunities would not be possible without a major venue in a city of Portland’s size with its ease of access.”

– Arlene, Monmouth, OR

“SB 1501 helps ensure we can continue building and sustaining Oregon’s skilled workforce. When our members are working, they strengthen local businesses and contribute to the state’s tax base.”

– Chad, IUPAT DC5, Estacada, OR