



# Rooted in All of Us, Rip City Runs Deep

## Fueling Passion, Fandom and Economic Growth

Moda Center is Oregon's busiest entertainment venue and one of the state's most valued gathering places, bringing together more people than any other venue in the state. Oregonians of all ages and backgrounds come to Moda Center to cheer on the Trail Blazers, attend concerts, community gatherings, family shows and other events. Moda Center and the Trail Blazers support thousands of jobs, generate hundreds of millions of dollars in regional economic activity and welcome hundreds of events to the city each year.



### Creating civic pride across the region

- **76% of Portlanders** say the Blazers' biggest impact is on generating hometown pride
- **Over 60% of Oregonians** say having the Blazers in Portland is important to our national reputation
- **90% of Portlanders** have attended at least one event at Moda Center in the last two years
- Moda Center is home to **Oregon's new WNBA team**, debuting in May 2026 – the Portland Fire



### Supporting economic growth and local jobs

- Rose Quarter and the visitors it attracts generate **\$670 million** in annual regional economic impact
- Moda Center draws **1.6 million** visitors each year
- The arena hosts more than **200 sports, concerts and marquee events each year**
- Sports and event operations at Moda Center support **thousands of jobs** across Portland



### Bettering our community

- The Trail Blazers and Trail Blazers Foundation donated **more than \$2.14 million** to nonprofit organizations across the state during the 2024-2025 season
- The Trail Blazers **contribute to local nonprofits and causes** doing incredible work to help Oregon thrive, including advancing racial equity and supporting supplier diversity
- The Trail Blazers players and staff supported their community with more than **1,350 volunteer hours across 40+ nonprofits last year**
- The Trail Blazers **honor the rich history and diversity of our community** with special cultural celebration game nights
- Each year, the Trail Blazers and partner Moda Health travel across Oregon for the annual Rip City Rally, bringing the joy of the Blazers and healthy living habits to communities outside of the Portland Metro Area



### Leading in sustainability

- Moda Center is **100% powered by renewable electricity**
- Leading the nation with a first-of-its-kind full venue reusable cup program, Rip City Reuse **eliminated more than one million single-use cups** since 2023
- First existing NBA arena to become **LEED Platinum certified**, the highest achievement for an existing building
- For over 15 years, Moda Center's composting program has diverted as much as **2,000 pounds of food waste** away from landfills per event
- The Trail Blazers have planted more than 50,000 trees and native plants via the 3's For Trees partnership with Daimler Truck North America and Friends of Trees

# Future of the Trail Blazers, Moda Center and Rose Quarter

It is critical that we continue to meet the needs and expectations of Rip City fans. After 30 years, Moda Center is the oldest arena in the NBA to not have undergone a major renovation. A significant Moda Center renovation will serve as the foundation of a Rose Quarter and Lower Albina revitalization, bringing new restaurants, entertainment venues and public gathering spaces to the community. This renovation will keep the NBA and WNBA teams competitive and attract top-tier performances and events to Oregon, while creating construction, operations and hospitality jobs that the region needs. All of this ensures the Blazers and Moda Center continue to be major contributors to the Portland community for decades to come.

## Renovation goals:

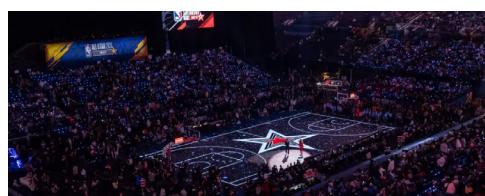
- Increase fan attendance and foot traffic in Portland's central city
- Position Portland as a destination city to host national events, such as NBA & WNBA All-Star Weekends
- Deliver heightened Rip City atmosphere, individualized fan experiences
- Increase high-profile concerts and event offerings
- Accelerate restorative development in Lower Albina
- Host more community events in the Rose Quarter
- Create a space that exemplifies and celebrates Oregon
- Support local job and economic growth
- Innovate in all areas of sustainability
- Complete essential facility maintenance and upgrades
- Improve financial sustainability of Moda Center and Trail Blazers franchise

## Exciting arena enhancements:

- Reconfigurations and expansions of gathering spaces, entry plazas, and pathways, improving ingress and egress
- Enhanced visual and audio features for games and concerts to bring fans closer to the action
- Back-of-house improvements for national touring artists and event operations
- Customized seating, hospitality, and social viewing options to create memorable experiences
- Experience iconic Portland through local food, brands and art
- Modernized amenities for NBA and WNBA athletes and referees
- Premium spaces specifically designed for Oregon-based companies
- Upgraded concession stands with new equipment and refreshed designs

## NBA Arenas Across the U.S.

Scoring big on economic growth, redevelopment and the fan experience



### Indianapolis

In Indianapolis, a renovation of Gainbridge Fieldhouse, home of the Pacers, set the stage for the city to host the 2024 NBA All-Star Game, which generated more than \$400 million in **economic impact**.



### Salt Lake City

In Salt Lake City, the Delta Center, home of the Jazz, is being reimagined to transform the arena into a dual-sport venue and anchor a larger downtown sports and entertainment district, spurring **redevelopment** and new infrastructure investment.



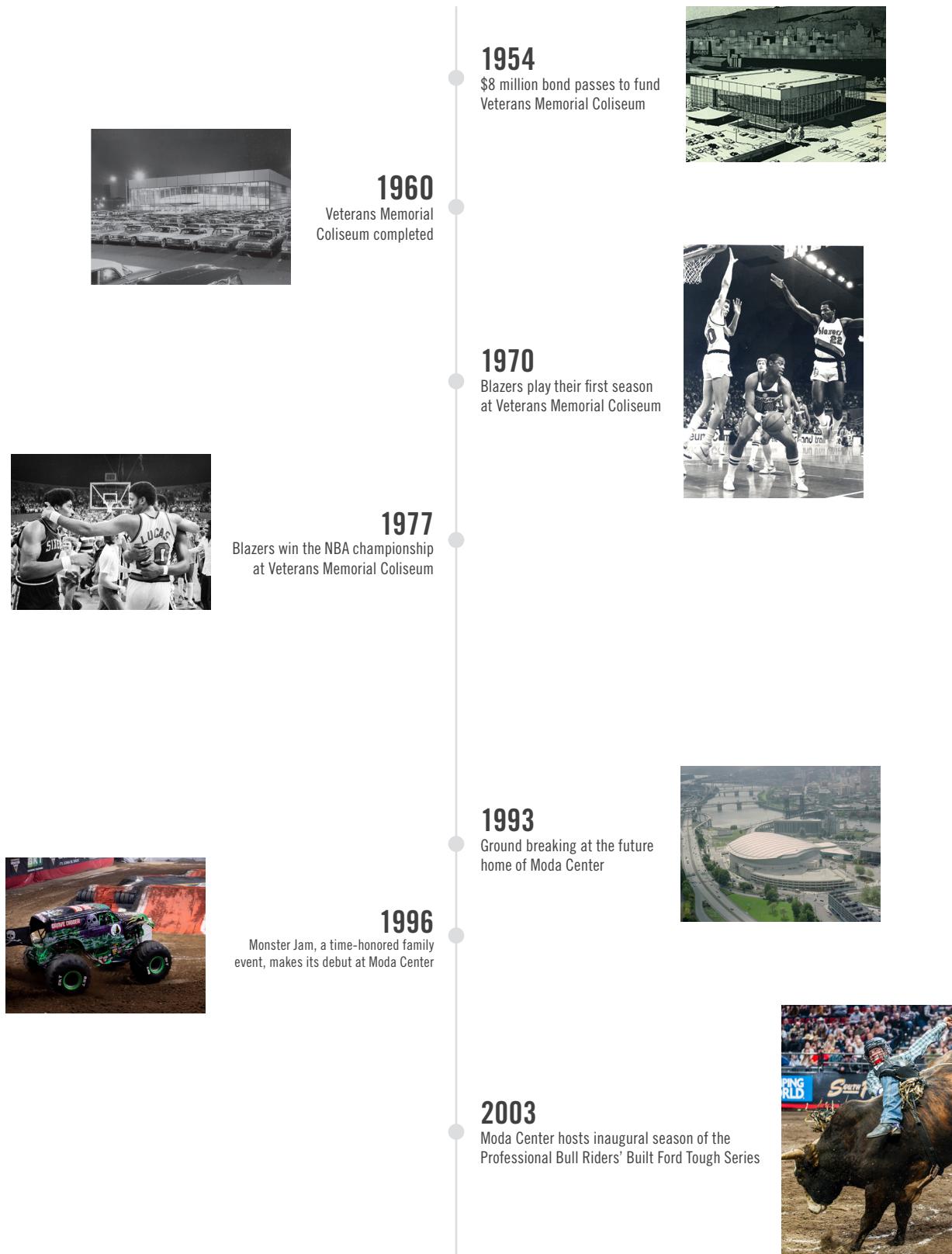
### Oklahoma City

In Oklahoma City, a new Thunder arena is under development to deliver an upgraded **fan experience** through modern technology and design while fostering downtown investment and economic growth.

A reimaged Moda Center will help build a thriving future for Portland and all of Oregon

# Home of the Trail Blazers - Veterans Memorial Coliseum and Moda Center

The history of the Trail Blazers' two home arenas — Veterans Memorial Coliseum and Moda Center — spans seven decades. VMC, constructed by the city in 1960 with an \$8 million bond, hosted the Blazers' first season in 1970 and their NBA championship win in 1977. Over the initial 30-year lease period that began in 1993, Moda Center and Rip City Management invested and contributed more than \$500 million in private investments including upfront construction costs, capital repairs, parking revenue, and property taxes, with no public funding.



## 2008

Moda Center joins the Blue Sky renewable energy program, powering the building with 100% renewable electricity



## 2011

Memorial Coliseum renamed Veterans Memorial Coliseum to honor veterans

## 2016

Paul McCartney performs to a sold-out audience on his "One on One" tour, featuring songs spanning his legendary career

## 2019

Moda Center earns LEED Platinum certification

## 2024

Rip City Management agrees to five-year lease extension and transfers ownership of the arena to the City of Portland



Portland awarded WNBA expansion team

Moda Center hosts the Division 1 Women's Basketball Regionals, featuring four Sweet 16 games and two Elite Eight games

Trail Blazers and Albina Vision Trust launch Albina Rose Alliance, a historic partnership for restorative development in the Lower Albina neighborhood



## 2026

Portland WNBA franchise to play inaugural season at the Moda Center

## 2030

Moda Center to host the NCAA Women's Final Four

## Future

The 5-year lease extension signed in 2024 was the first necessary step to renovate the arena, which is essential to the success of the Trail Blazers, Portland Fire, concerts, family shows and marquee events, including a future NBA All-Star Weekend.