

2011 ANNUAL REPORT



Most valuable players 2011

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On behalf of our board of directors and staff, I'm very pleased to present to you our 2011 annual report, featuring many exciting events coming up in the months ahead, as well as a recap of the past year. I know that many of you played a part in the multi-year effort to land Major League Soccer in Portland, and by now virtually everyone knows why it was worth such a Herculean effort. Even across the country, Portland's extraordinary embrace of the Timbers has been widely celebrated in the pages of Sports Illustrated, USA Today and most recently, on the front page of the New York Times. This is a perfect testament to the power of sport and the importance of what we do for our state.

There's no doubt that being recognized as the "2010 Sports Commission of the Year" has produced a tremendous carryover effect and led to an enhanced stature for the Oregon Sports Authority, both nationally and locally. Our challenge now is to take that momentum, build upon it, and continue working relentlessly every day to bring the best in sport to Oregon. We will continue our aggressive pursuit of big-time sports opportunities that offer meaningful rewards for Oregon's economy and quality of life – and we hope you'll join us in that quest!



A handwritten signature in black ink that reads "Drew Mahalic". The signature is fluid and cursive, written in a dark ink on a white background.

Drew Mahalic
Chief Executive Officer



Timbers Make Historic Major League Soccer Debut

*A*fter months of anticipation and years of effort, the Portland Timbers made their historic home debut in Major League Soccer on the rain-soaked evening of April 14, topping the Chicago Fire 4-2 in front of a raucous sell-out crowd at newly named JELD-WEN Field. The electric opening night atmosphere sparked the Timbers to victory, perfectly capping off one of the most memorable evenings in the annals of Oregon sports.

Prior to the game, Oregon Sports Authority members and special guests came together to celebrate the special occasion at a reception sponsored by OregonLive.com in the Multnomah Athletic Club ballroom

overlooking the field. MLS Commissioner Don Garber and Timbers owner Merritt Paulson shared their thoughts and emotions about an evening that was years in the making. The Oregon Sports Authority is proud to have played a key role in bringing MLS to Portland, serving as an advocate to convince both league executives and public officials of Portland's worthiness for expansion, while also rallying support within the local business community. We extend our thanks and congratulations to everyone who helped make such a historic debut possible.

“ I don't think you've seen an atmosphere like this in American soccer history – ever. ”

- John Spencer, PortlandTimbers Coach



Matthew Knight Arena Opens in Grand Fashion

With a spectacular and emotional ceremony, the University of Oregon formally opened Matthew Knight Arena on January 13 in front of a sold-out crowd in Eugene. Those in attendance were the first to experience the exceptional amenities of the new venue, as well as the electric atmosphere that pushed the Ducks men's basketball team to victory, replicating the authentic experience of McArthur Court.



Two months later, four of the biggest stars in tennis history graced Matthew Knight Arena for "NIKE Clash of the Champions." Roger Federer, Rafael Nadal and Maria Sharapova were joined by surprise guest umpire John McEnroe, no doubt comprising the greatest collection of tennis talent ever to appear in Oregon. A fantastic new addition to the Oregon sports landscape, Matthew Knight Arena promises to bring even more big-time sports and entertainment to the state in the years ahead.



Rose Garden to Host March Madness in 2012

For the second time in four years, Portland will host the NCAA Men's Basketball Championship when the second and third rounds take place at the Rose Garden on March 15 and 17, 2012. The NCAA's selection of Portland as a repeat host highlights the important role played by the Oregon Sports Authority in eliminating the state's sports lottery in 2005, which had prevented the NCAA's premier event from visiting Oregon for nearly three decades. The 2009 NCAA Tournament in Portland subsequently surpassed all expectations, with local host responsibilities

coordinated by the University of Oregon, Oregon Sports Authority, Rose Quarter and Travel Portland. As in 2009, Oregon Sports Authority members were provided priority access to purchase tickets to the 2012 NCAA Men's Basketball Tournament, sure to be one of the hottest tickets in town.

“ Rarely have I seen every game virtually sold out... Then I remembered we're in Portland. ”

- Kevin Harlan, CBS Broadcaster



Revolution3 Triathlon Brings the World's Best to Portland

On July 10, Revolution3 Portland – the region's first 70.3-mile triathlon – attracted many of the nation's top pro triathletes, who competed for \$50,000 in prize money alongside amateur triathletes on a fast, flat course that started and finished at Blue Lake Park in Fairview.

“ It was a nice change riding miles and miles next to a river. Mt. Hood was in the far distance, snow capped, and amazing. ”

- Professional Triathlete Bree Wee, Kailua-Kona, HI

Expected to return with an exciting new bike course next year, Revolution3 is revolutionizing the way athletes, family members, and spectators view and participate in triathlons, making the sport a more interactive, enjoyable experience for both athletes and spectators.







Skate America Shines at the Rose Garden

Top figure skaters from around the globe descended upon Portland last November for 2010 Skate America at the Rose Garden. Medalists from three of the four disciplines at the 2010 Olympic Winter Games competed in ladies', men's, pairs and ice dancing events. 2010 Skate America medalists included U.S. ladies' champion Rachael Flatt, American ice dancers Meryl Davis and Charlie White, who captured the silver in Vancouver, and reigning World champion Daisuke Takahashi of Japan.





Portland Marathon Celebrates 40th Year

The Portland Marathon, which began 40 years ago as a humble run on Sauvie Island, has grown from 173 marathoners in 1971 to more than 15,000 total participants this year. In addition to the featured 26.2-mile Run/Walk, the Portland Marathon committee and thousands of outstanding volunteers will conduct the second annual Portland Marathon Half, inaugural 10K Downhill Dash, 10K Family Walk, Kid's Run & Festival, and an Event Directors' College.

An astounding 72 percent of Portland Marathon participants travel from outside of the region, many looking to achieve personal bests on the flat, fast course that is a qualifier for the Boston Marathon. Named one of the top 10 marathons for first-timers by Runner's World, the 40th Anniversary Portland Marathon will fill the streets of the Rose City on the morning of Sunday, October 9!

“ The Portland Marathon will be my first marathon! I really couldn't think of a better city to create this memory in! ”
- 2011 Portland Marathon Participant





Central Oregon Continues Sports Tourism Success

With support from the Oregon Sports Authority, Central Oregon continues to land a variety of world-class sports events. Last winter, Bend hosted the USA Cyclo-cross National Championships for the second consecutive year. More than 1,400 riders from across the nation competed for titles in 36 different age and ability categories in front of thousands of enthusiastic spectators. The Cyclo-cross Nationals marked a very memorable two-year period during which Central Oregon successfully hosted four major USA Cycling national championship events.

Not surprisingly, USA Cycling has made Bend a regular stop on its national championship calendar. Both this year and next the city will host the USA Cycling Masters Road Nationals in August and the

USA Cycling Marathon Mountain Biking National Championships in September. Meanwhile, Redmond continues to serve as an ideal host for more than 1,000 BMX riders competing each winter in the ABA BMX Great Northwest Nationals at the Deschutes County Fairgrounds. Amateur and professional riders from multiple age groups race on a dirt track featuring roller jumps, tabletops and high-banked turns. The Oregon Sports Authority will continue working hard with local partners to bring even more national championship events to the Bend region.

“Bend truly offers a bit of everything.”

- Bike Magazine, March 2010

Portland Lands USA Gymnastics Junior Olympics

In partnership with Metro Gymnastics Center and Travel Portland, the Oregon Sports Authority will host the 2013 USA Gymnastics Men's Junior Olympic National Championships at the Oregon Convention Center. As the annual gymnastics national championship for male gymnasts between the ages of 12 and 18, the U.S. Junior Olympics is expected to bring 1,000 athletes, coaches and family members to Portland in April 2013. This will be the first gymnastics national



championship held in Portland in more than 30 years. Many Junior Olympic champions have gone on to make the U.S. National Team and represent the United States in international competition or compete in collegiate gymnastics. All of the members of the medal winning 2004 and 2008 U.S. Olympic Teams are past Junior Olympic National Championships participants, including Paul Hamm, 2004 Olympic all-around champion, and Jonathan Horton, 2008 Olympic horizontal bar silver medalist and 2010 World all-around bronze medalist.



Oregon Wine Country Half Marathon Debut a Success

The inaugural Oregon Wine Country Half Marathon descended upon the Yamhill Valley on September 5 as more than 1,500 participants from 46 states ran through Oregon's magnificent wine country. The Oregon Sports Authority worked closely with nationwide race organizer Destination Races to bring the Oregon Wine Country Half Marathon to the Yamhill Valley.

The half marathon returns this year on September 4 and will no doubt become an annual highlight on Oregon's summer running calendar. The scenic half marathon starts at Stoller Vineyards in the Dundee Hills and concludes in winery-laden downtown Carlton, where a finish line

festival of wine, food and fun awaits. Register now for this very special event before it sells out!



“ The course was fantastic, the crowd was fun and the post-race wine tasting alone was worth the trip. ”

- 2010 Oregon Wine Country Half Marathon Finisher

Mark your calendar for these upcoming events



08.11.2011 - 08.14.2011
Dew Tour



08.11.2011 - 08.17.2011
Little League
Softball World Series



08.15.2011 - 08.21.2011
LPGA Safeway
Classic



08.26.2011 - 08.28.2011
STIHL Timbersports
Championships



08.28.2011 - 08.30.2011
Umpqua Bank
Challenge



08.31.2011 - 09.04.2011
USA Cycling Masters
Road Nationals



9.04.2011
Oregon Wine Country
Half Marathon



09.10.2011 - 09.11.2011
Warrior Dash
Northwest



9.18.2011
Columbia Muddy
Buddy Ride & Run



9.22.2011
US Women's Soccer
vs. Canada



10.09.2011
Portland Marathon



10.01.2011 - 12.31.2011
Nelscott Reef
Big Wave Classic

Visit oregonsports.org for more info

Healthy Youth Oregon® Makes an Impact

Now the signature grant program of the Oregon Sports Authority Foundation, the Healthy Youth Oregon initiative is actively addressing the most salient need in our state today: The creation of physical fitness outlets for underserved Oregon youth. The initiative awards \$10,000 grants to create or fund school programs that provide physical fitness opportunities for youth who may not otherwise be active. The initiative also provides monitoring and evaluation expertise to ensure that each funded program maximizes the efficiency of health



improvement for each dollar invested in deserving youth. The initiative kicked off last fall with two extremely successful programs, the first an intramural sports program at Franklin High School that offers students a variety of after-school activities including ping-pong, dance aerobics, and more at no cost to the youth. The second Healthy Youth Oregon program supports movement classes for the youngest students and running and soccer classes for the older students at Marysville Elementary.

Most recently, the Foundation board approved another \$10,000 Healthy Youth Oregon grant for the 2011-2012 academic year to Grout Elementary to fund recreational recess for their students. The Foundation is now poised to accelerate this impact in Oregon through the expansion of the Healthy Youth Oregon initiative. Foundation board members have contributed a total of \$10,000 for yet another Healthy Youth Oregon grant to be implemented the 2011-2012 academic year.

Oregon Sports Authority Foundation Board

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Terry Shanley, *VIE Sports*

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Additional Foundation Giving and Advocacy

The Foundation once again granted \$10,000 to Oregon School Activities Association (OSAA), providing more than 600 youth at 64 schools throughout the state with the chance to participate in high school athletics. At the same time our continued effort to advocate for PE in public schools has produced nearly \$2 million in state support to ensure PE remains a critical component of public education. The Foundation also awarded a \$500 grant to Oregon Disability Sports for the expansion of their wheelchair basketball program. And thanks to the generous support from OregonLive.com and Bank of the West, we've continued providing thousands of Trail Blazers and Winterhawks tickets to deserving Oregon youth.

Oregon Sports Authority Foundation Mission:

To facilitate increased physical activity among Oregon's youth through sports, physical education, and related programs with an emphasis on opportunities for underserved youth through advocacy, financial support, and program creation.

Thank you members!

DIAMOND

Bank of the West
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Portland Timbers
Travel Portland
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Pacific Power
Port of Portland
Portland Winterhawks
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