

Greater Portland Inc

World Athletic Championships Familiarization Tour

PROJECT OUTLINE

The World Athletics Championships came to the United States for the first time ever and it landed at the heart and home of the sport of track and field: University of Oregon's Hayward Field in Eugene.

Greater Portland Inc used this extraordinary showcase to host five executives from targeted apparel & outdoor brands for five days. The purpose of this tour was to familiarize these prospects with Oregon and all it has to offer, with the goal of building brand preference and increasing location knowledge among expanding companies.

Event Highlights:

- Morning and Afternoon sessions of the World Athletics Championships in Eugene, Oregon
- Reception hosted by the European Union and Greater Portland Inc; addresses made by Portland Mayor Ted Wheeler, Metro President Lynn Peterson, and GPI CEO & President Monique Claiborne
- Roundtable discussion at Sport Oregon with Lululemon, Arc'teryx, and Oregon Sports Angels
- Sponsor's breakfast at Gracie's in the Hotel Deluxe • Lunch with the Portland Trailblazers and Portland Timbers
- Tour of Snow Peak's North American headquarters and dinner at Takibi
- Tour of University of Oregon's Sports Product Management and Sports Product Design Programs
- Tour of Terrazign's SE Portland facility

Event Takeaways:

- Portland is the global hub for the apparel & outdoor industry and footwear innovation. There is valuable cachet that comes with having operations in the region.
- Above all else, growing A&O brands seek the talent and business ecosystem of industry and wrap-around services cultivated by major employers like Nike, adidas, and Columbia Sportswear.

- Portland's ethos and track record of prioritizing sustainability and DEI makes it a choice market for values-driven brands.
- Access to Greater Portland's many outdoor spaces not only improves the quality of life for top talent, it also provides prime testing grounds for apparel, footwear, and gear.

Event Outcomes:

- 2 Recruitment Projects (Project Moth, Project Montano)
- 2 Recruitment Leads

PROJECT PHOTOS

