



Eugene City Council

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Eugene, OR 97401-2793
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

May 27, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

Meeting of May 27, 2015;
Her Honor Mayor Kitty Piercy Presiding

Councilors

George Brown, President	Pat Farr, Vice President
Mike Clark	George Poling
Chris Pryor	Claire Syrett
Betty Taylor	Alan Zelenka

CITY COUNCIL WORK SESSION

Harris Hall

**12:00 p.m. A. WORK SESSION:
Community Events and Travel lane County Update**

**1:00 p.m. B. Committee Reports and Items of Interest from Mayor, City Council and
City Manager**

**time approximate*

with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page (www.eugene-or.gov).

El Consejo de la Ciudad de Eugene aprecia su interés en estos asuntos de la agenda. El sitio de la reunión tiene acceso para sillas de ruedas. Hay accesorios disponibles para personas con afecciones del oído, o se les puede proveer un interprete avisando con 48 horas de anticipación. También se provee el servicio de interpretes en idioma español avisando con 48 horas de anticipación. Para reservar estos servicios llame a la recepcionista al 541-682-5010. Todas las reuniones del consejo estan gravados en vivo en Metro Television, canal 21 de Comcast y despues en la semana se pasan de nuevo.

For more information, contact the Council Coordinator at 541-682-5010,

[visit us online at www.eugene-or.gov](http://www.eugene-or.gov)



Visitor Spending Impacts



Item A.

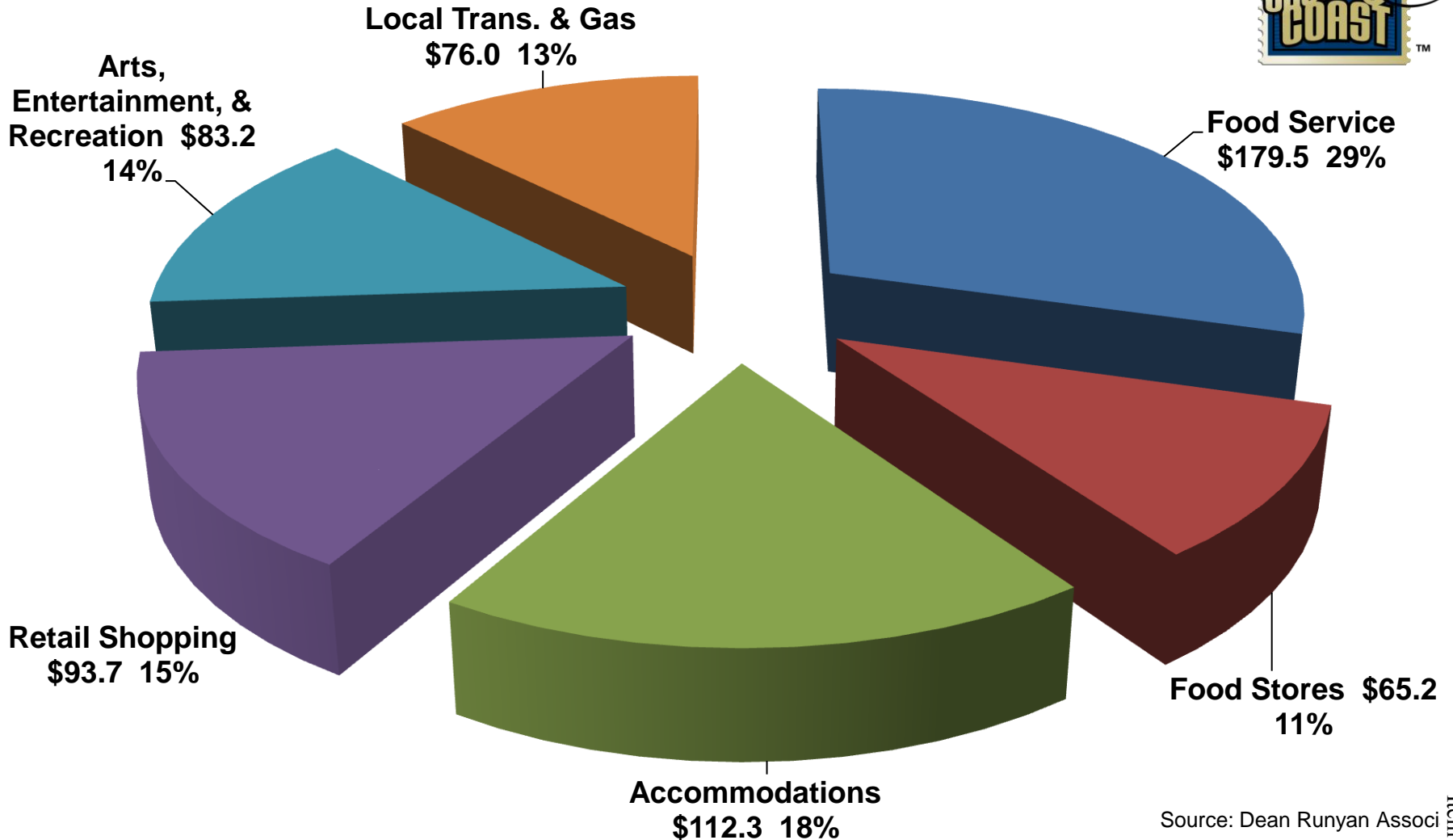
Travel Impacts 2014p	Total Lane County	East Lane County	West Lane County
Visitor Spending Other Travel* Total Direct Spend	\$609.9 million <u>\$239.6</u> \$849.5 million	\$727.4 million	\$122.1 million
Total Taxes	\$31.05 million	\$27.62 million	\$3.43 million
Employment	9,770	8,020	1,750

Source: Dean Runyan Associates, *Other includes resident air and ground travel impacts for travel to other Oregon destinations, and travel agencies.

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2014p Visitor Spending

Spending By Type of Commodity (\$Millions)



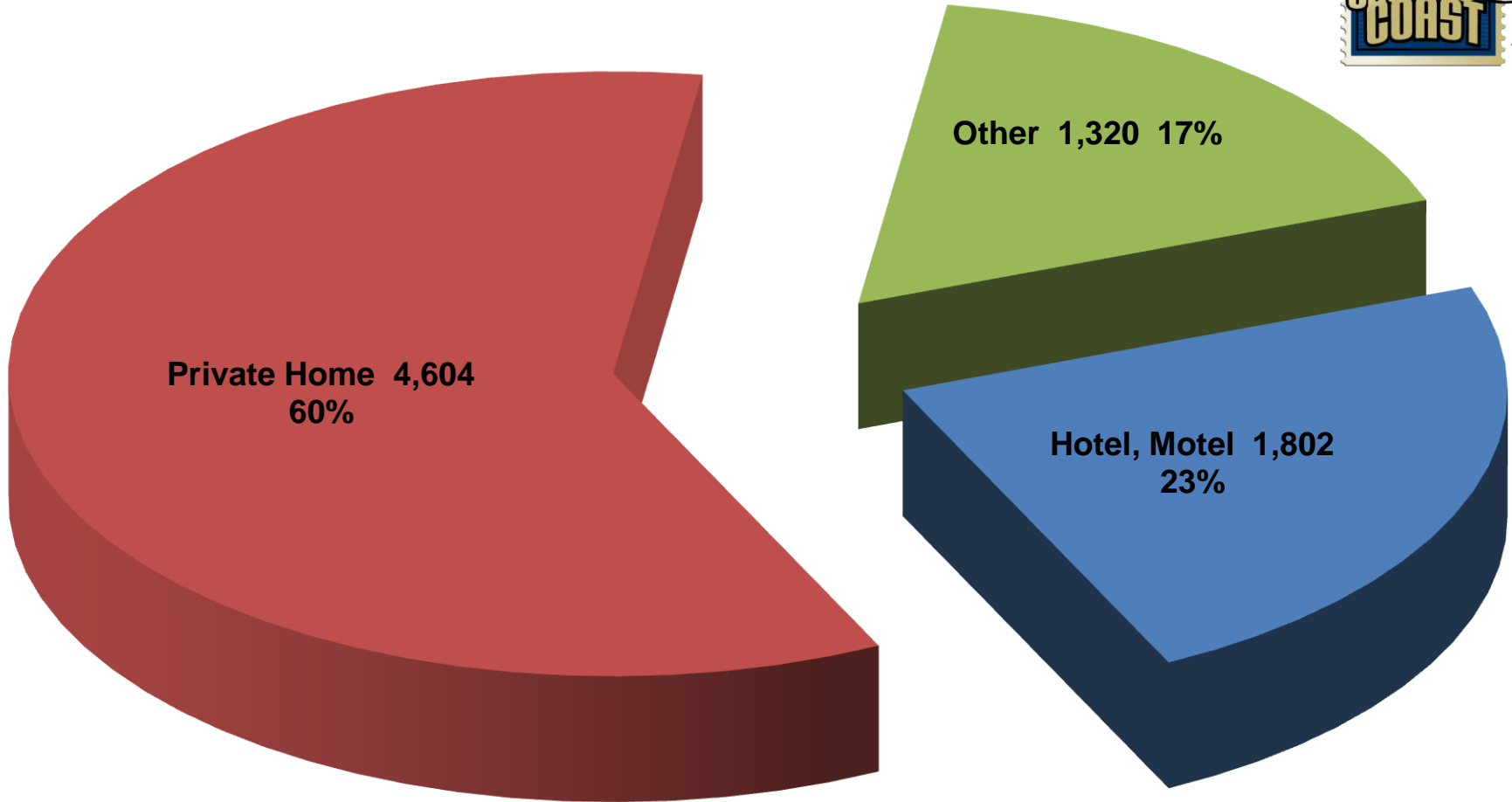
Source: Dean Runyan Associates

2014p Person Overnights (Millions)



Item A.

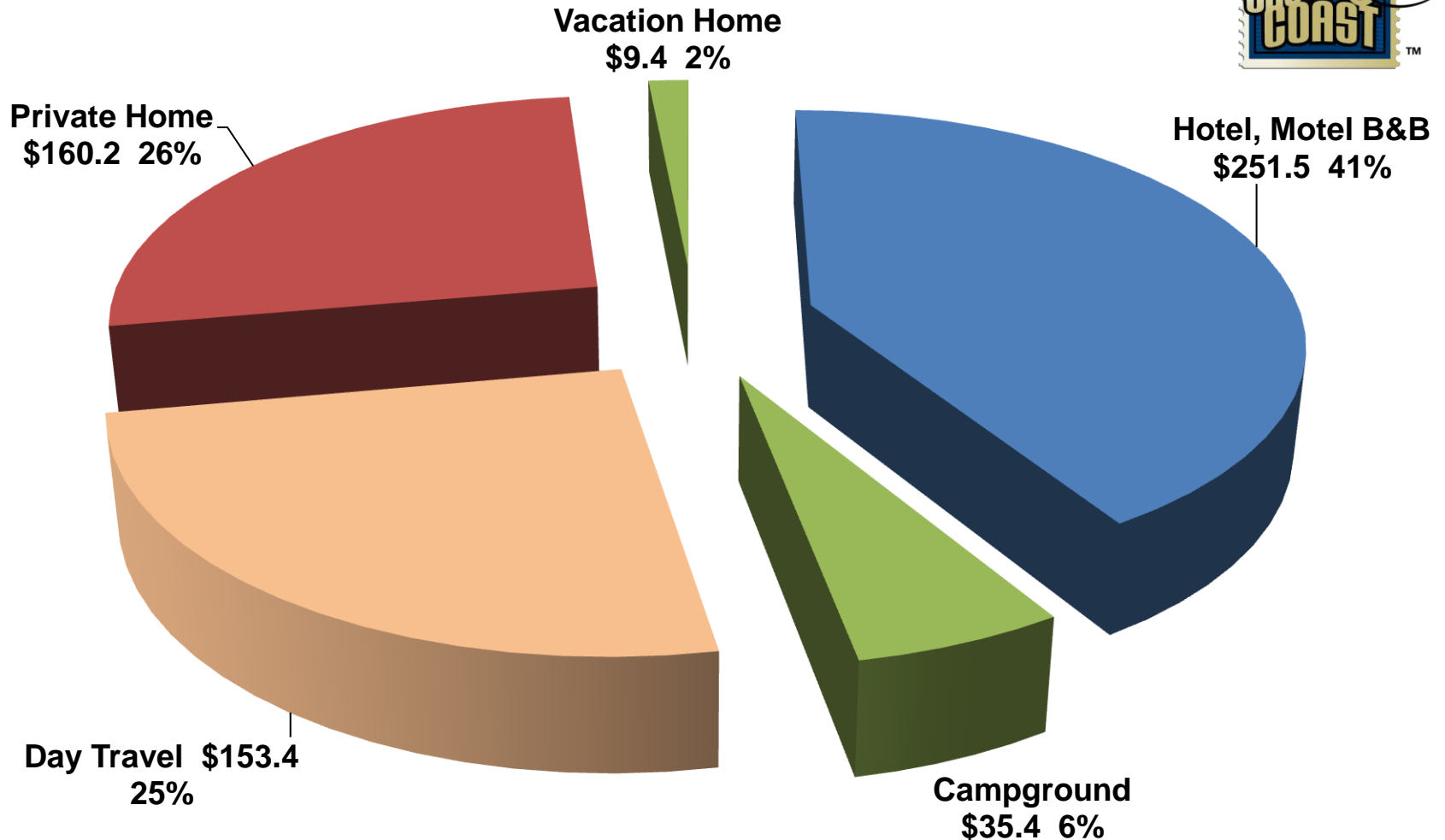
-4-



Source: Dean Runyan Associates

2014p Visitor Spending

Spending By Type of Lodging (\$Millions)



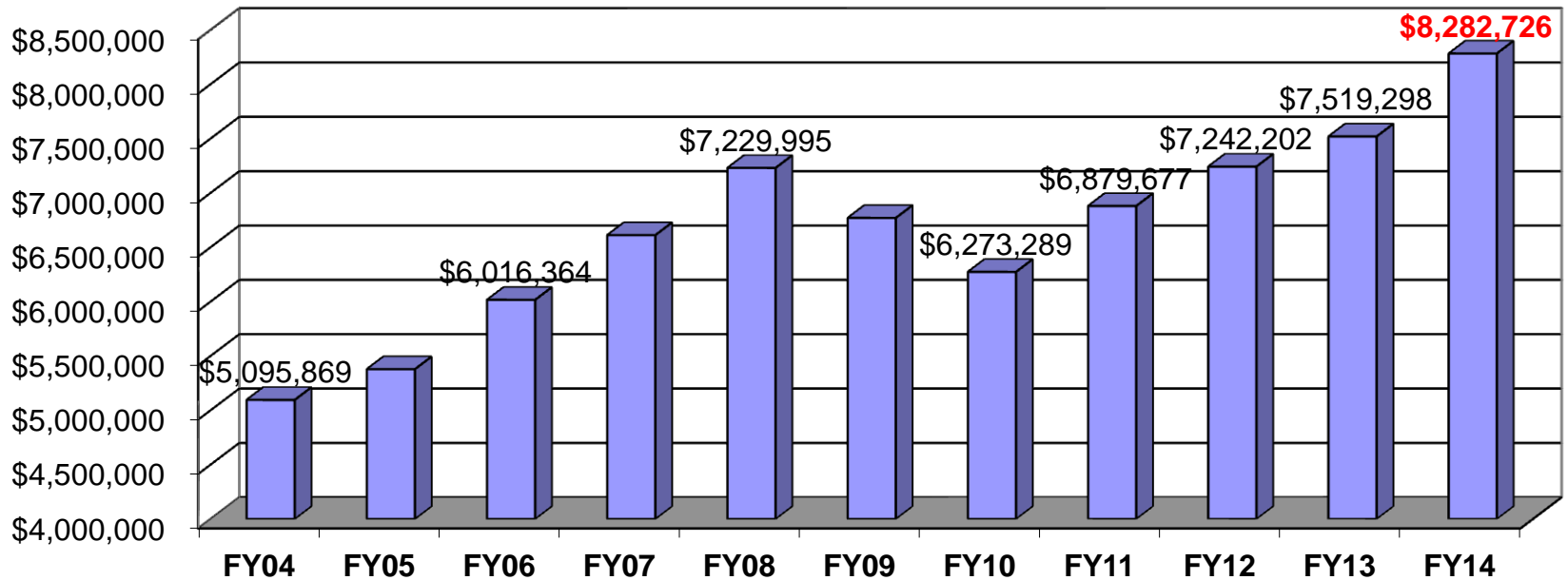
Source: Dean Runyan Associates

Total TRT Collections



Item A.

Room Tax Collections by Fiscal Year



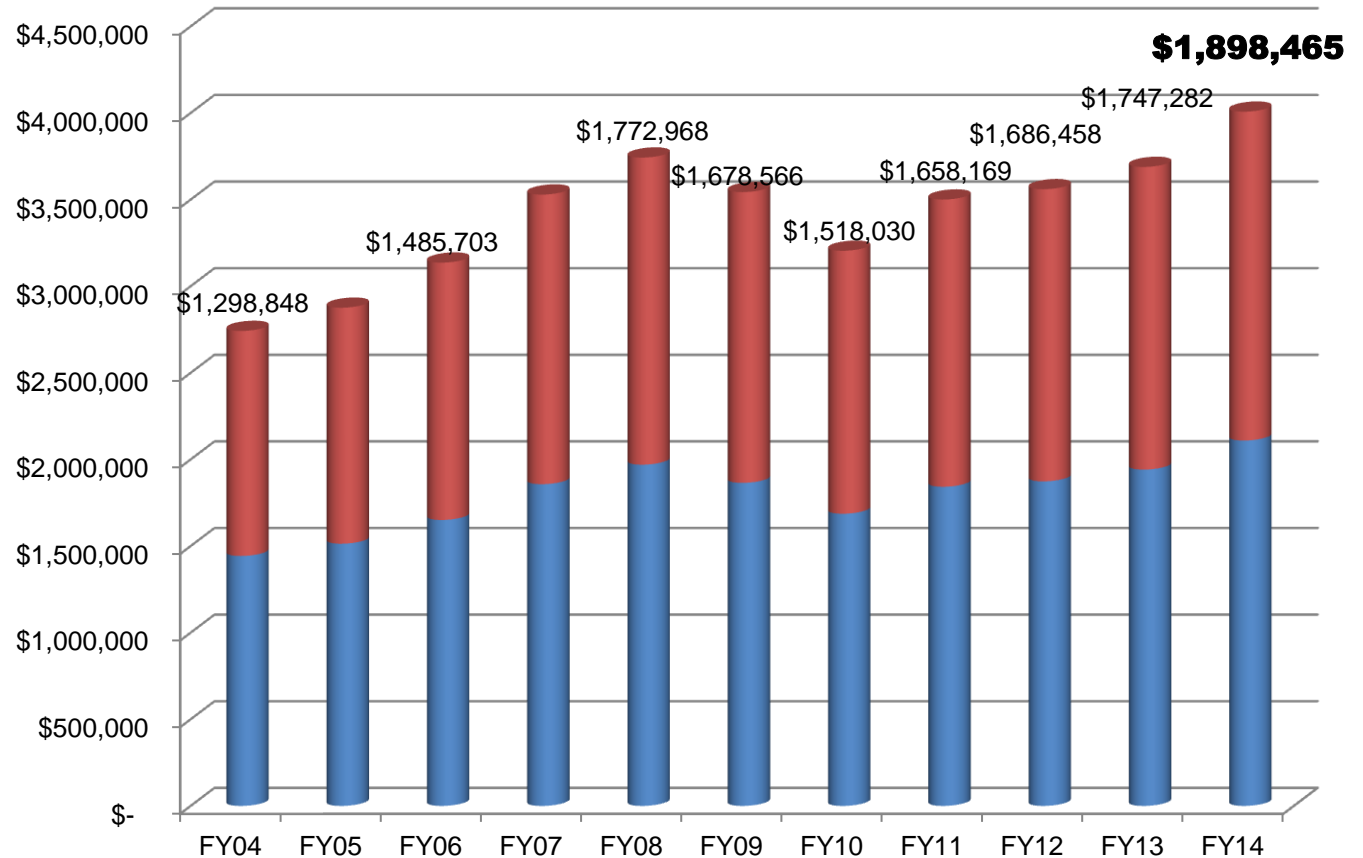
Eugene TRT Share



TravelLaneCounty.org

Totals By Year

FY04	\$ 2,742,012
FY05	\$ 2,876,024
FY06	\$ 3,136,485
FY07	\$ 3,529,159
FY08	\$ 3,742,933
FY09	\$ 3,543,640
FY10	\$ 3,204,731
FY11	\$ 3,500,579
FY12	\$ 3,560,301
FY13	\$ 3,688,707
FY14	\$ 4,007,870



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FY15 YTD TRT

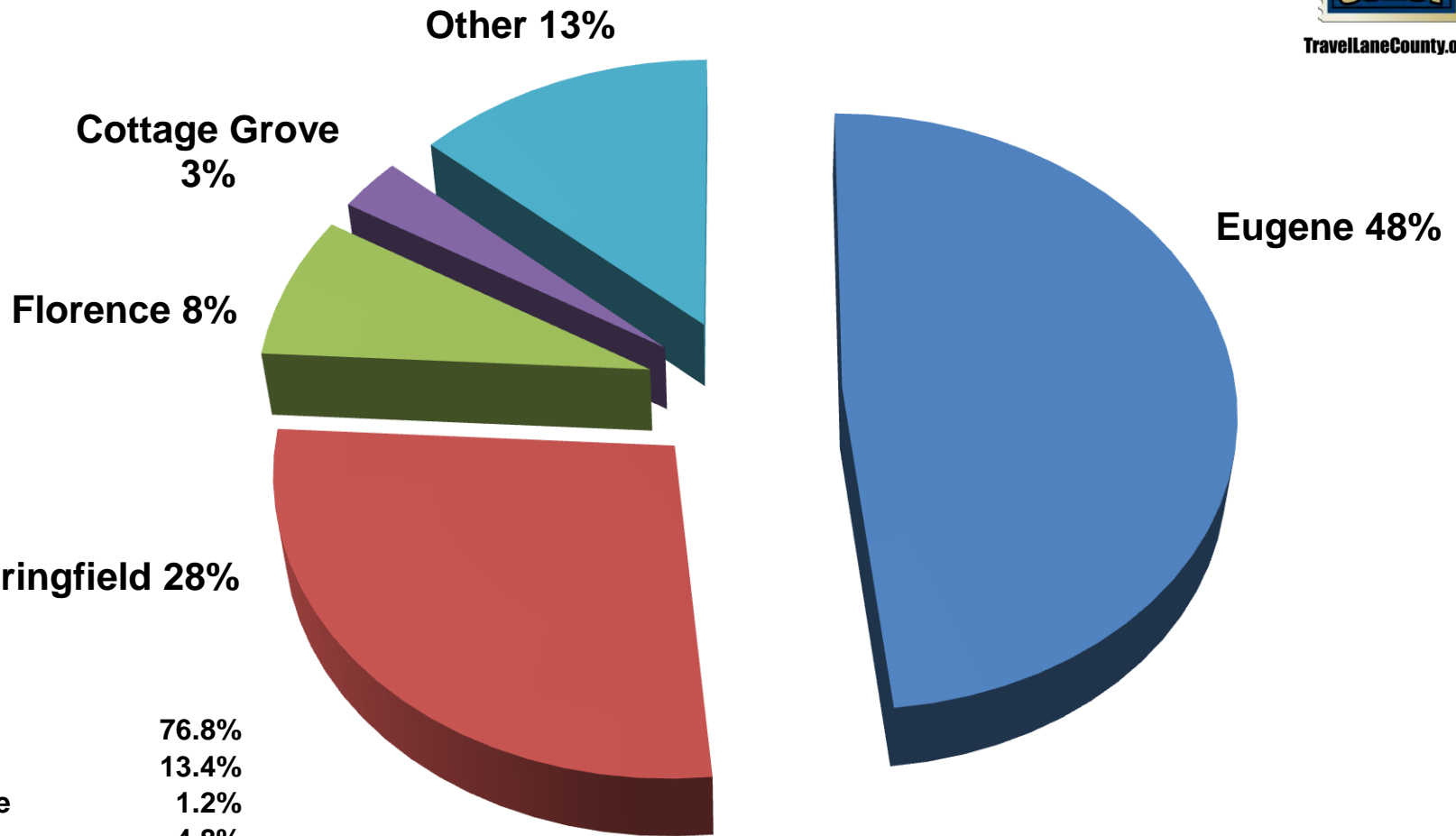


Through March:

Eugene	+13.61%
Springfield	+14.39%
Florence	+12.80%
Cottage Grove	+ 6.60%
“All Other”	+10.96%
Total	+13.19%

FY14 Market Share

TRT Collections/Lodging Revenues



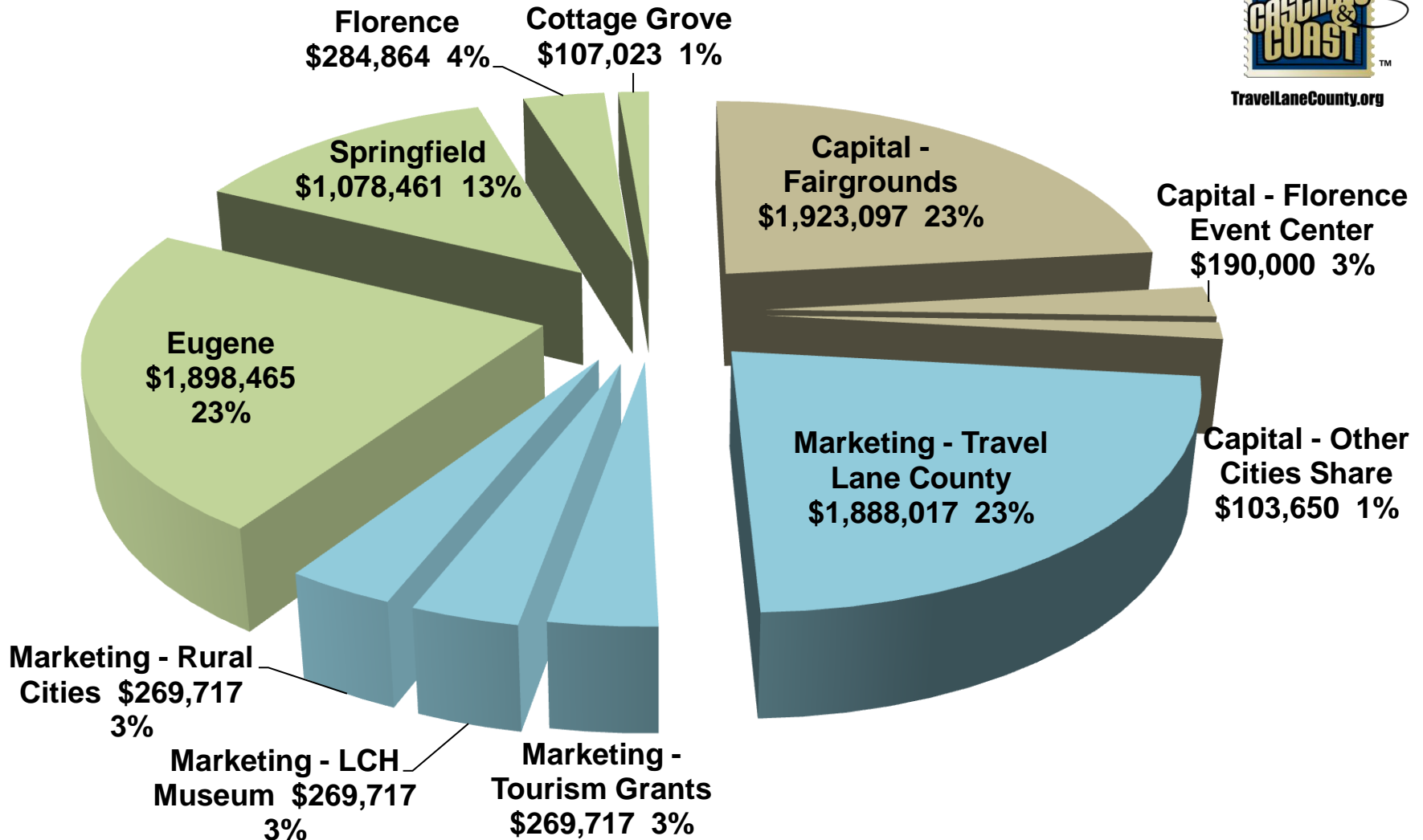
All Metro	76.8%
Coastal	13.4%
Willamette	1.2%
South	4.8%
McKenzie	3.0%
Central Non-Metro	0.7%

Source: Lane Count

FY14 TRT Distribution



Item A.



Gross Estimates/No Admin Fees Deducted. Cities: \$3,368,812 Marketing: \$2,697,167 Capital: \$2,216,747 Total Distribution: \$8,282,726

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Travel Lane County



TravelLaneCounty.org

Mission: Increase overnight visitors

Position Eugene, Cascades & Coast as a preferred travel destination for leisure, conventions, and sporting events.

Travel Lane County



- Incorporated in 1980
- Formed as a TRT Investment Tool
- Mission is to increase overnight visitors
- At Industry request, TRT raised 2 points in 1993, TLC receives 2.1 points, 23%, of TRT from County.
- 30 voting, 9 advisory member board geographic and industry categories.

City of Eugene:

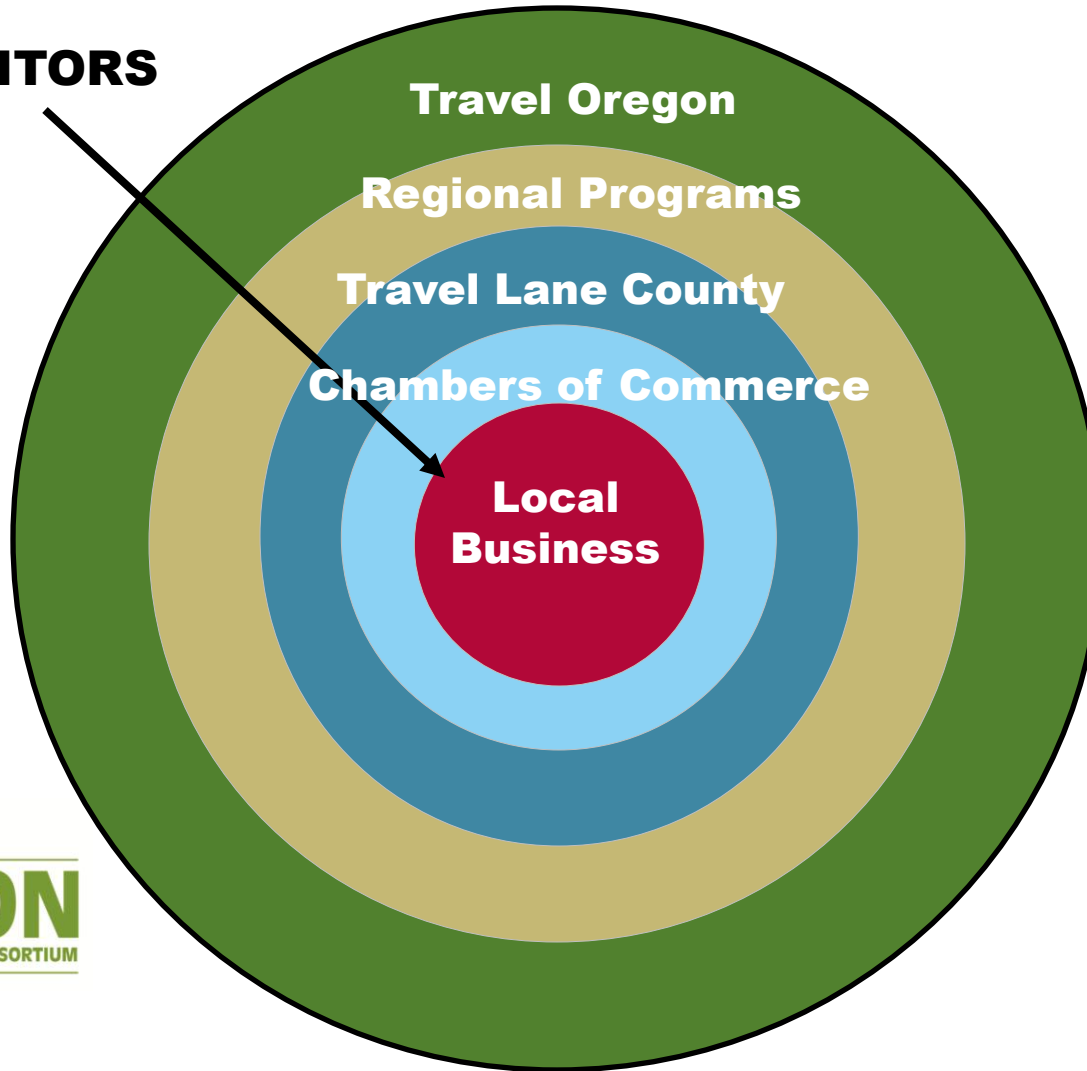
- Councilor George Poling, Renee Grube, Tim Doll/Cathryn Stephens



Tourism Marketing Distribution Channel



VISITORS



Chambers:

Eugene, Springfield, Cottage Grove, Creswell, Coburg, Junction City, McKenzie River, Oakridge-Westfir, Fern Ridge, Florence



Our Brand Promise



Eugene, Cascades & Coast offers a variety of enriching, authentic, approachable adventures for all ages and abilities.

Content Priorities



Mode/Channel

Auto

Air

Bike

Rail

RV

Interests

Outdoor Adventures

Hiking, Cycling/MB, Rafting, Fishing, Running, Dune Buggies, Sandboarding, Golf, Snow/Skiing, GeoCaching, Water Sports (kayak, sail, ski, etc.)

Culinary & AgriTourism

Wines, Craft Beer, Trails, Farms, Markets, Dining

Heritage/Museums

Covered Bridges, Gold Mining, Old Town(s)

Arts/Cultural/Festivals/Events

Natural Wonders

Mountains, Trails, Trees, Waterfalls, Rivers/Lakes, Birds/Wildlife, Ocean/Beach, Headlands

Sports

Court Sports, Tournaments, Adventure, Extreme, Track, Facilities, Participants, Production

Conventions

Association, Government, Education, Medical, Faith, Military, Ag, Sustainability, Facilities

University of Oregon

Geography

Eugene & Willamette Valley

- Eugene
- Springfield
- UO
- Cottage Grove
- Creswell
- Junction City
- Coburg

Cascades

- Oakridge
- McKenzie

Coast

- Florence
- Dunes City
- Coastal Range

Community Brands



Item A.

Florence/Coast: *Beaches & Dunes, Headlands, Old Town*

Veneta/Fern Ridge: *Wine Country, Fern Ridge Lake Recreation*

Eugene: *Vibrant Cultural & Culinary Hub, TrackTown USA*

Springfield: *Rivers, Recreation, Sports, History & Culture – esp. Murals, TT USA*

McKenzie: *River, Cycling & Trail Recreation, Driftboat & Gold Heritage*

Creswell: *General Aviation, Golf*

Cottage Grove: *Covered Bridges, Gold Heritage, Bikeways, Wine, Aviation*

Oakridge: *Mountain Biking Capital of the Northwest, hiking, camping, fishing*

Westfir: *Forest Trail Recreation, Aufderheide*

Lowell: *Water Sports and Lake/Trail Recreation*

Coburg: *Antiques, RV Sales/Service, Agri-Tourism*

Junction City: *Agri-Tourism, Scandinavian Heritage, Classic Cars, RV Sales/Srvc*

Reinforce Community Identity on our Brand Platform



MEETING PLANNERS MEMBERS TRAVEL TRADE MEDIA & RESEARCH SPORTS COMMISSION

HOTELS THINGS TO DO EVENTS RESTAURANTS DEALS PLAN REGIONS & CITIES



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MY TRIP



SOCIAL MEDIA



Hiking Spencer Butte | EUGENE, OREGON photo: Stacey Malstrom



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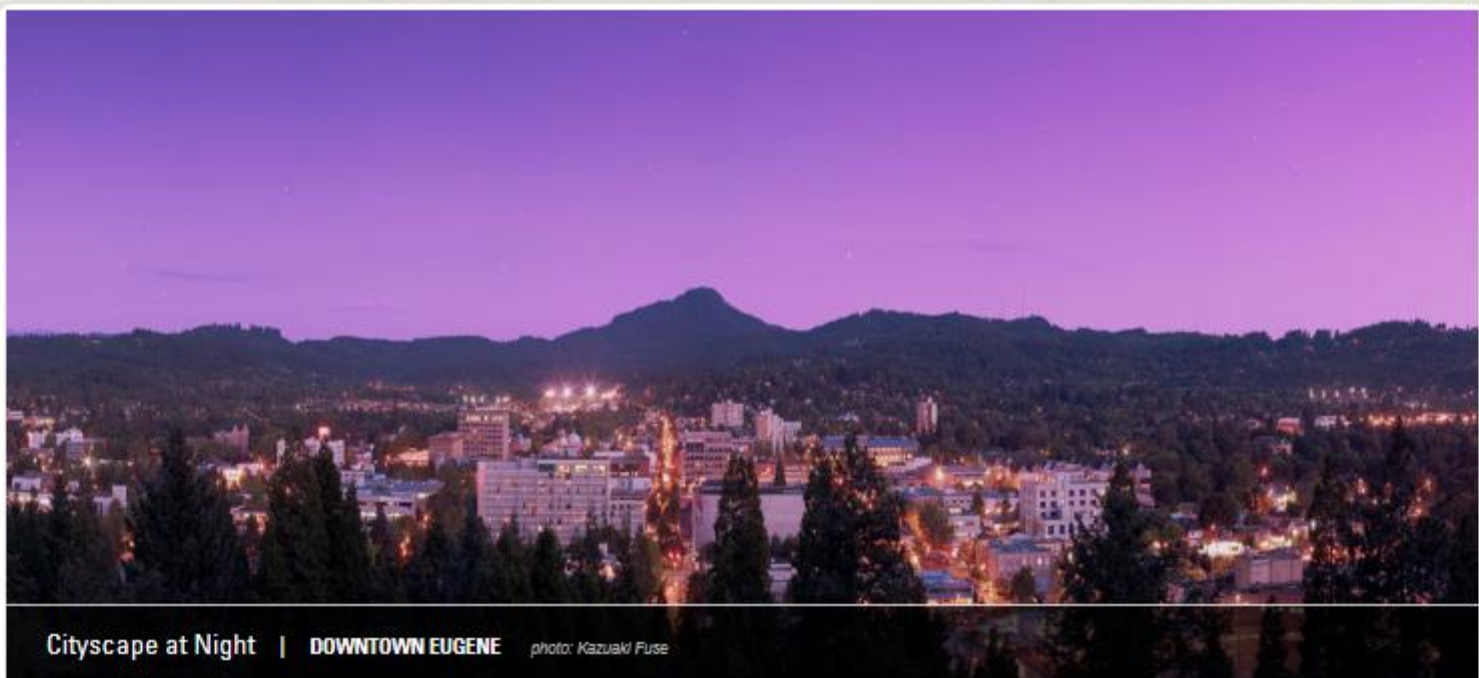


Welcome to Eugene, Cascades & Coast

REAL ADVENTURES. REAL CLOSE.

Explore the Eugene, Cascades & Coast region of Oregon! In this adventure-driven

Item A.



Cityscape at Night | DOWNTOWN EUGENE photo: Kazuaki Fuse

SHARE

EUGENE

- Things to Do
- Eugene Hotels
- Eugene Restaurants
- Eugene Events
- Business Directory
- Chambers of Commerce

Eugene

Eugene, Oregon is a diverse and eclectic city snuggled in the southern end of the Willamette Valley between two buttes, and hugging the scenic Willamette River. Eugene integrates the surrounding natural environment through extensive parks and path systems, so no matter where you [stay](#) in the city, you're immersed in the dynamic beauty of the great Northwest. It is no wonder it is "A Great City for the Arts and Outdoors."

Known as [TrackTown USA](#), this outdoors-minded community has spawned many great



Heirloom Tomatoes | [View photos of Heirloom Tomatoes](#) | [View photos of Heirloom Tomatoes](#)

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- LOCAL FOODS**
- What's in Season
 - Sea to Sol Coast
 - Oregon Beer
 - Oregon Wine
 - Culinary Calendar
 - Food Tours
 - Farm Stays and EATs
 - Local Producers
 - Culinary Resources
 - Our Food and Story

Local Foods

You may have just found gastronomy's heaven. A hundred-mile radius around Eugene - Springfield encompasses the agricultural bounty of the Willamette Valley, coastal foraging, fishing and hunting in the Coosawa Mountains, and farm-to-table from the Pacific Coast.



Combine the fertile landscape with one of the nation's purest water sources, internationally acclaimed winemaking, a small beer heaven, and a community committed to sustainability, for an amazing immersion in Pacific Northwest regional dining.

Culinary adventures across the Eugene, Coosawa & Coast region bring visitors together with farmers, food producers, chefs, restaurateurs, brewers and chefs. Come your own flour at a local mill, tour a gluten-free breadable bakery, sip craft beer on a family-owned craft farm, wander through the nation's oldest forested watershed, or head up a wine trail at the estate in Florence.

Wander trails from our local communities provide our gourmet dinners and food events. Dazzling seasonal local dishes feed wedding receptions or celebrations. Farmers sell directly to restaurants or consumers at daily markets or roadside stands. Local diners enjoy ever-fresh local meals in elegant or casual settings.

We think you'll love a local!

LOCAL TREASURES



Oregon Truffles

Hand for truffles in the Coosawa.
[Read More](#)



Spotlight

-  **White Salmon Salmon**
Eugene, Oregon | [View Photos](#) | [View Photos](#)
-  **Local Honey**
Eugene, Oregon | [View Photos](#) | [View Photos](#)
-  **Pork Chop**
Eugene, Oregon | [View Photos](#) | [View Photos](#)

LOCAL FOODS

- What's in Season
- How to Eat Local
- Oregon Wine
- Oregon Beer
- Culinary Calendar
- Food Tours
- Farm Stays and B&Bs
- Local Producers
- Culinary Resources
- Our Foodshed Story

Spotlight



Cascades Raptor Center
Experience the beauty of birds of prey, up close!



Farmers Market
The freshest Oregon-grown food and products



Discover!
Learn about many things to do here year round!



What's in Season

Plan your adventures around these seasonal culinary highlights

OREGON TRUFFLE SEASON (EARLY WINTER TO EARLY SPRING)



Oregon's climatic parallel to France is also conducive to an [abundant local truffle harvest](#). December to March, the Douglas fir woodlands and forest meadows are home to both black and white truffles. During this celebrated season, these remarkable truffles grace restaurant menus and culinary fetes.

Fodor's Travel includes Eugene, Oregon in their suggested [5 Trips for Truffle Lovers](#), alongside Italy and

France. In winter, foodies from all over come here to taste the region's local delicacies. January's [Oregon Truffle Festival](#) features educational forums, truffle hunting, truffle dog demonstrations and chef's dinners.

While most truffle-hunters are discreet about prime foraging grounds, some [local guide services](#) offer mushroom hunting expeditions. When mushrooming, please respect private lands and only consume expert-verified mushrooms. Find and learn about [Brown Truffles](#), [Hedgehog Mushrooms](#), [Morels](#), [Spring Oregon White Truffles](#) and [Spring King Bolete](#) (found only in the Cascade Mountains).

Mushrooming is also possible year round with [Chanterelles](#) and [Chicken of the Woods](#) in the summer, and [King Bolete](#), [Matsutake](#) and [Cauliflower Mushrooms](#) in the fall. In October, the Mount Pisgah Arboretum celebrates with an annual [Mushroom Festival](#).

DUNGENESS CRAB SEASON (WINTER TO SUMMER)



Commercial crabbing season peaks in late winter, early spring with an abundance of Dungeness crab coming right off the boats. Florence and Eugene [fish markets](#) sell fresh caught local crab, restaurants feature crab specials, communities host charitable crab-cracks, and even wineries get in on the action offering special crab and wine pairing feasts.

You can haul up your own crab pots year round from [Florence jetties](#), piers and along the Siuslaw River. However, the best months for recreational crabbing are in the fall when crabs are meatier. Make crabbing a part of your coastal exploration by going out in a crab boat.

TROUT / STEELHEAD & SALMON FISHING SEASONS (SPRING TO FALL)



Hiking Horsepasture Mountain | THREE SISTERS, CASCADES photo: LiefPhotos

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PACIFIC CREST TRAIL

[Trail Access](#)

[Day Hikes](#)

[PCT FAQ](#)

[Thru-Hiker Resources - Willamette Pass](#)

[Thru-Hiker Resources - McKenzie Pass](#)

Pacific Crest Trail - Near Eugene

The movie release of "Wild" starring Reese Witherspoon has cast a Hollywood spotlight on the 2,650 miles (4,265 km) [Pacific Crest National Scenic Trail \(PCT\)](#). This rugged trek traverses the Sierra Nevada and Cascade mountain ranges connecting Mexico to Canada.

Whether you are inspired to thru-hike or dabble in sections, the Oregon region offers some of the most scenic portions of the trail. And though remote, it is easy to get a foot on the trail at [three convenient trailheads](#) just over an hour from Eugene.

Green Meetings



INSPIRE FRESH IDEAS
TOUR ECO-WINERY
EAT LIKE A LOCAL



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✓ CHECK OFF YOUR LIST EUGENE, CASCADES & COAST | OREGON

Contact us for a tour to plan your green meeting at EugeneCascadesCoast.org/Green | 800.547.5445





Green Meetings Inspire Fresh Ideas

SHARE

Book A Site Tour
CONTACT US TODAY

E-NEWS SIGN UP

Email address

LOCAL EXPERTS

Green Meetings
Sustainable Lane County
Contact Sales Staff

Green Meetings

Come to the Eugene, Cascades & Coast region of Oregon for the ultimate in green meetings. With so many sustainable events, activities and amenities hosting an eco-friendly event here is almost effortless. We can show you how!

- Eugene and the surrounding communities are widely recognized for high sustainability values and green initiatives implementation.
- With a compact city center, miles of urban paths and extensive public transportation, it is easy to get around town without a car.
- Local craft beer, wine and fresh food makes wonderful centerpieces for dinners, parties and excursions.
- There are many innovative green businesses and passionate speakers eager to share their stories.
- Our convention services staff and local meeting planners have experience hosting large-scale zero-waste events.

FRESH IDEAS

Escape the confines of traditional conference rooms with an array of unique meeting sites or *eco-adventures*. From recycling "gardens" to community granges, tour one-of-a-kind spaces that are equally sustainable for the environment and the soul.



Let us assist with creative teambuilding activities like sandcastle building or juggling. We can connect you with a wide array of corporate social responsibility options, which means your event will have a lasting impact on both the local community and your attendees.

TOUR ECO-WINERY

It's not just the pinot grape that thrives in the Willamette Valley - sustainable viticulture does too. Over a dozen esteemed and award-winning wineries operate within a close radius of Eugene.



With stunning vistas and exquisite event spaces just 20 minutes from downtown, it's easy to host your event at a vineyard! Urban wineries and tasting rooms also offer unique venues.

EAT LIKE A LOCAL

Many area restaurants participate in the "locavore" movement, designing menus with seasonally available ingredients. From food carts at the *Saturday Market* to five course meals at upscale restaurants to farm-to-table action, there are a variety of ways to explore local flavor.



Plan your green meeting in Oregon's Eugene, Cascade & Coast region today! Call our convention sales and services staff at 541.484.5307 between 9 a.m. - 5 p.m. PT.



BOOK AN ACCESSIBLE VENUE
 BUILD A SKILLED TEAM
 RISE TO THE CHALLENGE

-25-

PLAN YOUR ACCESSIBLE MEETING

/ START NOW

PLAN YOUR ACCESSIBLE MEETING

/ START NOW

Item A.



✓ CHECK OFF YOUR PLANNING LIST
 Contact us for a tour to plan your fully accessible meeting at
EugeneCascadesCoast.org/Accessible-Meetings | 800.547.5445



BOOK AN ACCESSIBLE VENUE
 BUILD A SKILLED TEAM
 RISE TO THE CHALLENGE

-26-



— OREGON —

✓ CHECK OFF YOUR PLANNING LIST

Contact us for a tour to plan your fully accessible meeting at
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SHARE    



Book A Site Tour
CONTACT US TODAY

Accessible Meetings

Providing Access to Your Conference

Discover how easy it is to plan [inclusive events](#) in the Eugene, Cascades & Coast region.

- Accessible transportation through Lane Transit District's award-winning program
- Local hotels audited for accessibility standards
- Accessible recreational activities for all delegates to enjoy

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Item A.



SHARE    



SEARCH YOUR ZIP CODE

Accessible Meetings Providing Access to Your Conference

Discover how easy it is to plan inclusive events in the Eugene, Coosium & Coast region.

- Accessible transportation through Lane Transit District's accessible program
- Local hotels equipped for accessibility standards
- Accessible recreational activities for all delegates to enjoy

BOOK AN ACCESSIBLE VENUE

Visit one of the hundreds of accessible conference venues in the Eugene, Coosium & Coast region and see why you'll love the ease of access between parking, entrance, elevators, meeting rooms and restrooms. We'll help with clear aisles, furniture arrangements, service animal accommodations, lighting and audio systems to ensure the event space is fully inclusive.



BUILD A SKILLED TEAM

Connect with knowledgeable local leaders and experienced meeting staff to navigate all the components of a successfully inclusive meeting. We'll introduce you to local partners for special meal planning, conference materials, accessible social responsibility implementation and adaptive equipment rentals and resources.



Orly Penness, Generalist and Adaptive Recreation Services Section Manager for the City of Eugene, and Jeni Ross, Vice President of Convention & Events Marketing for Travel Lane County, offer an engaging MOOC webinar through OAAA. This 15-minute presentation outlines many helpful tips for improving access to meeting centers.

RISE TO THE CHALLENGE

Have fun with inclusive team building exercises. Conquer obstacles on the outdoor Eugene-Bull Challenge Course, scaling high and low elements in a beautiful forest setting. Trained facilitators can also bring collaborative games and challenges inside.



Take a CoeTour of the region to discover many accessible natural, cultural and historical sites. From wheelchair-accessible viewing platforms at spectacular waterfalls to accessible trail climbing, there are many ways to explore Oregon's lush beauty.

Connect with staff for additional information on planning your next inclusive conference in the Eugene, Coosium & Coast region of Oregon.

EUGENE, COOSIUM & COAST - TRAVEL LANE COUNTY
800.445.6661 | www.visitoregon.com | www.visitoregon.com | www.visitoregon.com



MEETING PLANNERS

- Convention Facilities ▶
- Lodging
- Transportation ▶
- Maps
- Convention Services ▶
- Retreats & Small Meetings
- Green Meetings
- Accessible Meetings ▶
 - Walk & Bike Friendly
- Military Reunions ▶
- Convention Calendar
- Press Releases
- E-newsletter Sign-up
- Contact Sales Staff

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Accessible Meetings

Providing accessibility for all people, regardless of physical challenges, disabilities or age is an ongoing high priority for the local community, and as a result, the City of Eugene has received national recognition for their inclusive measures.

The National Americans with Disabilities Oregon Celebration Committee named the City of Eugene "the most accessible city in the USA" in 1997. In 2003, Eugene was recognized by the National Organization of Disability as a finalist for the Accessible America Award.

Knowing how important this is to you as well, we are committed to making it easy for you to plan fully-inclusive meetings for all your participants.

ACCESSIBLE LODGING

Oregon's Community Access Survey Team (CAST), a program of Lane Independent Living Alliance (LILA) under a Tourism Special Project Grant from Lane County, completed an [accessibility survey](#) for numerous Eugene - Springfield area lodging properties. Property listings include information on a number of accessibility features, including parking, elevator access, door clearances and more.

ACCESSIBLE TRANSPORTATION

Lane Transit District's (LTD) public transportation system serves the greater Eugene area. All routes are accessible and all buses are lift-equipped. Also offered is the RideSource program, a curb-to-curb transportation service for people with eligible disabilities.

The City of Eugene owns two wheelchair lift-equipped 15-passenger para-transit vans.

ACCESSIBLE RECREATIONAL ACTIVITIES

- The City of Eugene [Adaptive Recreation Services](#) Department has provided services to persons with disabilities since 1969.
- The [Hillyard Community Center](#) exceeds ADA requirements and offers event space free of charge to groups focusing on inclusion.
- The [Spencer Butte Challenge Course](#), one of few ropes courses with accessible elements, is available for use by people with disabilities and facilitators with disabilities.
- Salt Creek Falls, located on Highway 58 near Oakridge, offers a wheelchair-accessible viewing platform of the 286-foot waterfall, the second highest waterfall in Oregon.
- Look here for additional [accessible recreation](#) suggestions.

ACCESSIBILITY WEBINAR

For additional information on hosting inclusive meetings, watch this [DMAI empowerMINT](#) webinar presented by our own local accessibility experts, **Andy Fernandez**, Senior/Adult and Adaptive Recreation Services Section Manager with the

Eugene Ale Trail



RIDE EPIC SINGLETRACK
SEARCH FOR GEOCACHES
HIT THE EUGENE ALE TRAIL

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✓ CHECK OFF YOUR ADVENTURE LIST

Enter to win a Eugene Ale Trail getaway at EugeneAleTrail.org | 800.547.5445



Pedal for Pinot

  
FEAST ON LOCAL FARE
CATCH A CONCERT
PEDAL FOR PINOT

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✓ CHECK OFF YOUR ADVENTURE LIST

Enter to win this South Willamette Wine getaway at EugeneCascadesCoast.org/Pinot | 800.547.5445

Item A.

Mike the Bike



OFFICIAL
GUIDE
EUGENE
CASCAD
&
COAST
OREGON
2015-16

Eugene Cascades & Coast

The University of Oregon

**AMAZING
HAPPENS
HERE**

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INSIDE

THINGS TO DO
PAGE 7

FOOD & DRINK
PAGE 41

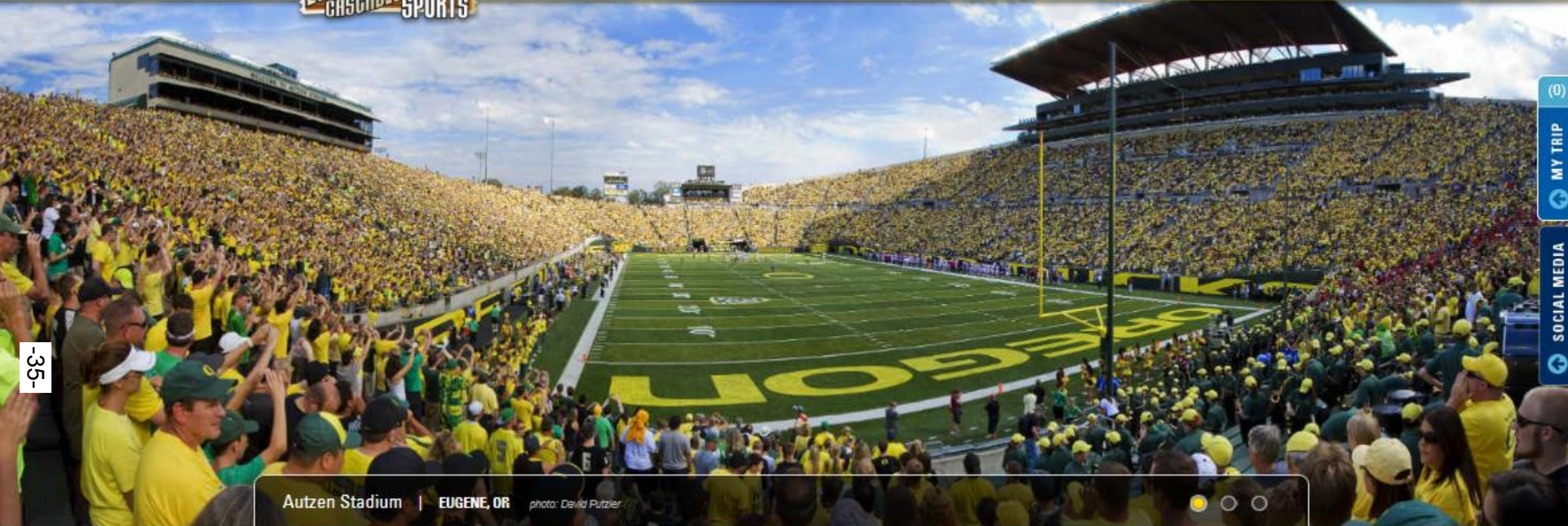
WHERE TO STAY
PAGE 49

COMMUNITIES
PAGE 63

MAPS
PAGE 70



— TRAVEL LANE COUNTY —



Autzen Stadium | EUGENE, OR *photo: David Putzler*



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Sports Commission

Eugene, Cascades & Coast's reputation as a powerhouse sports destination on the West Coast continues to grow. Traditional sports like football, baseball, swimming and volleyball flourish in our facilities and venues. Newer and non-traditional sports are thriving here in the Pacific Northwest too: Triathlons, sandboarding and mountain biking abound in our miles and miles of natural courses. You'll find water sports, such



- MEDIA
- VISITOR INFORMATION
- ABOUT US
- VOLUNTEER
- CONTACT US
- SPORTS FACILITIES
- SPORTS PLANNERS
- SPORTS CALENDAR
- SPONSORS



Eugene Emeralds | PK PARK, EUGENE



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Email address



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Matthew Knight Arena | EUGENE, OREGON photo: University of Oregon

SHARE

SPORTS COMMISSION

- Sports Facilities ▾
 - Multipurpose Indoor
 - Multipurpose Outdoor
 - Outdoor Natural Venues
 - Golf Courses
 - Swimming Pools

Sports Facilities

Find a Pacific Northwest sports facility in the Eugene, Cascades & Coast region for your next local, regional or national sports event. Oregon is known for its beautiful and natural sports venues from mountain slopes to epic lakes to grassy valley fields. Trails abound for mountain biking, running, hiking or horseback riding. Within city boundaries, the frequent occurrence of cycling, running or other sporting events translates to experienced local planners.

In Eugene, flexible facilities cater to small, medium and large events centered around



PICK THE PERFECT PLACE
ASSEMBLE THE WORLD'S BEST
TAKE THEM TO NEW HEIGHTS

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USA TRACK & FIELD



✓ CHECK OFF YOUR LIST

Request your MVP tour of Historic Hayward Field and other world-class sports venues at EugeneCascadesCoastSports.org/Track | 800.547.5445

GO TRACK TOWN USA

TrackTown USA



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Item A.



More Good Things To Come



Eugene City Council
Wednesday, May 27, 2015

Visitor Spending Impacts

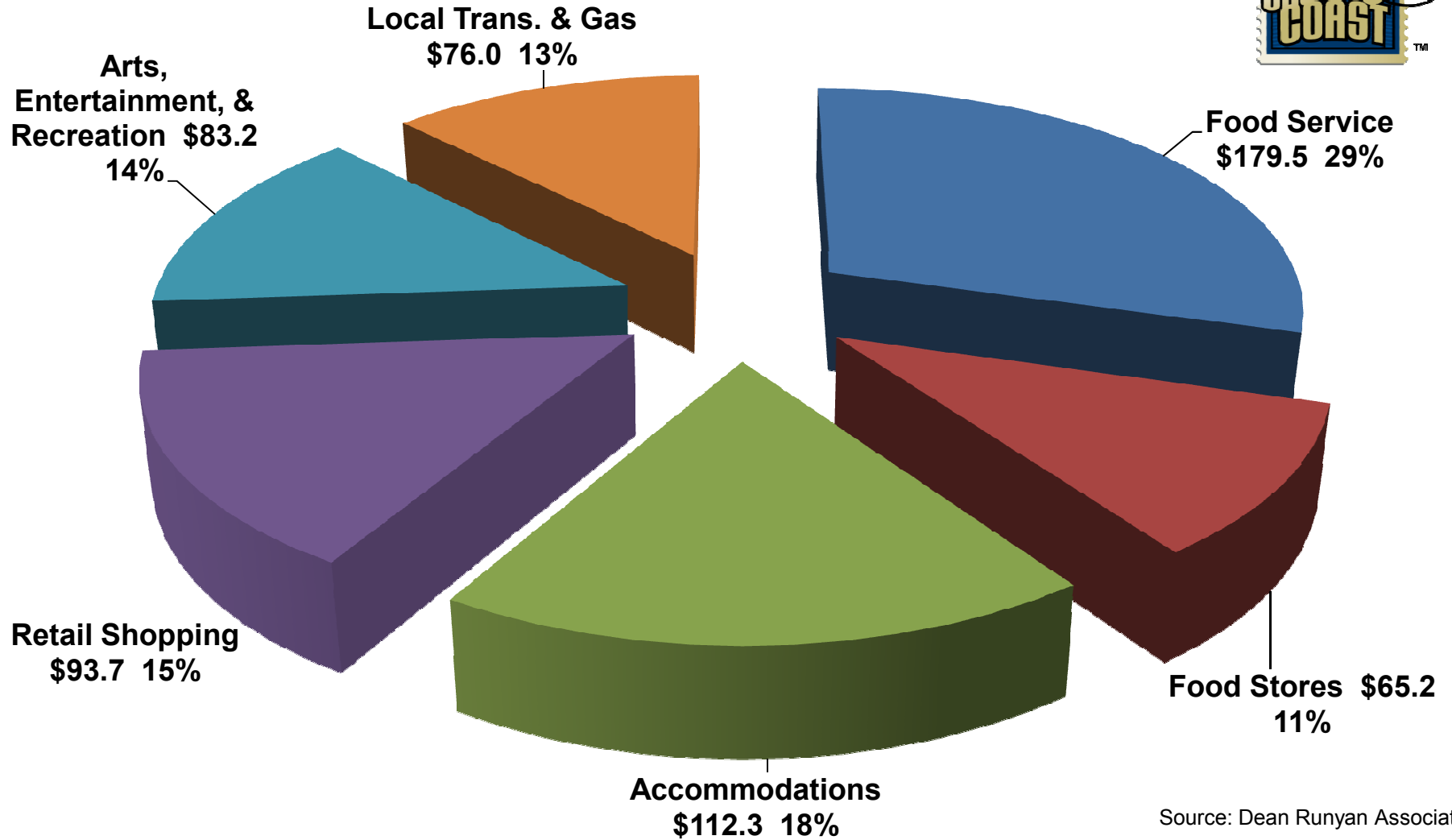


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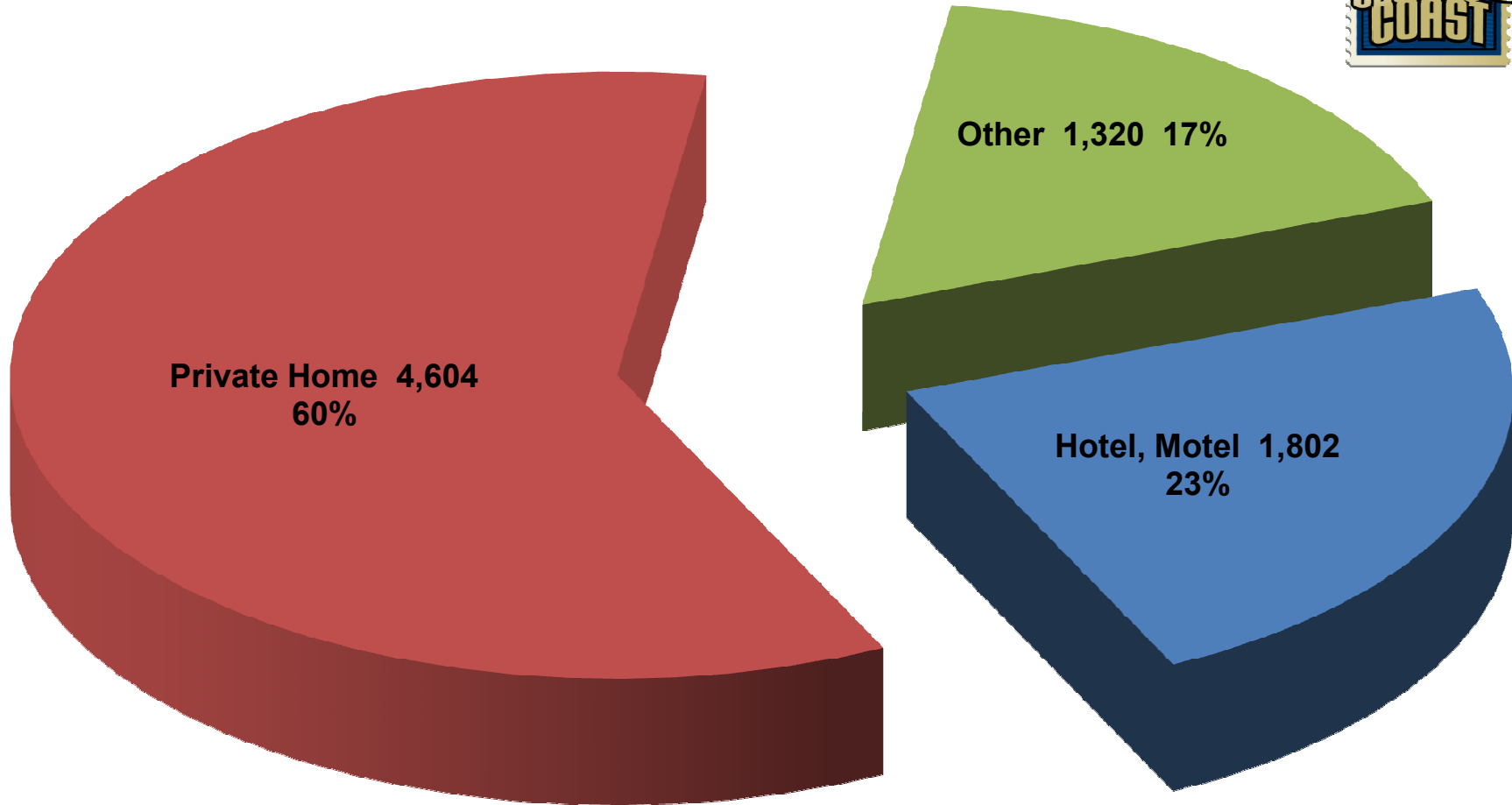
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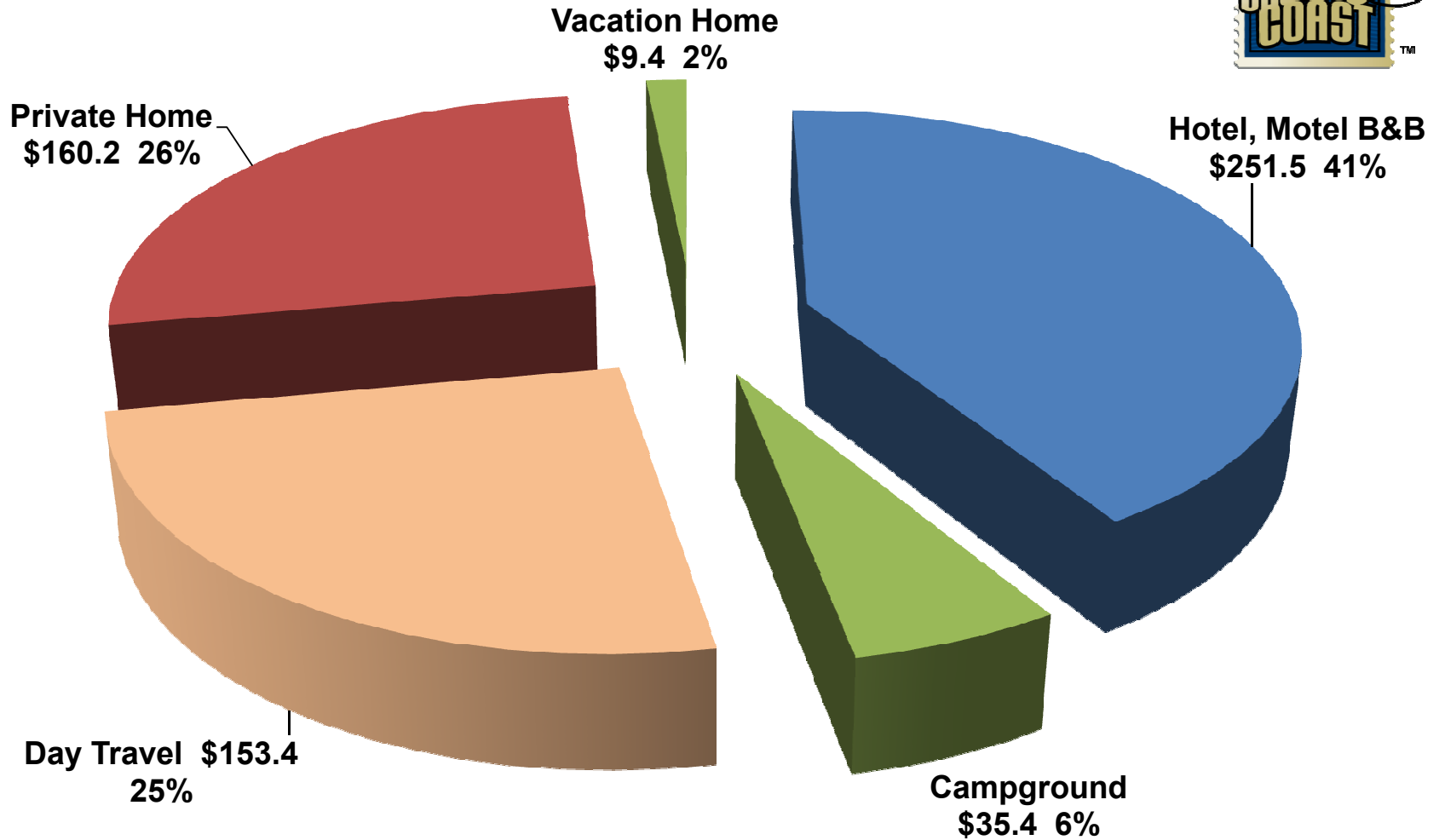


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Source: Dean Runyan Associates

2014p Visitor Spending

Spending By Type of Lodging (\$Millions)



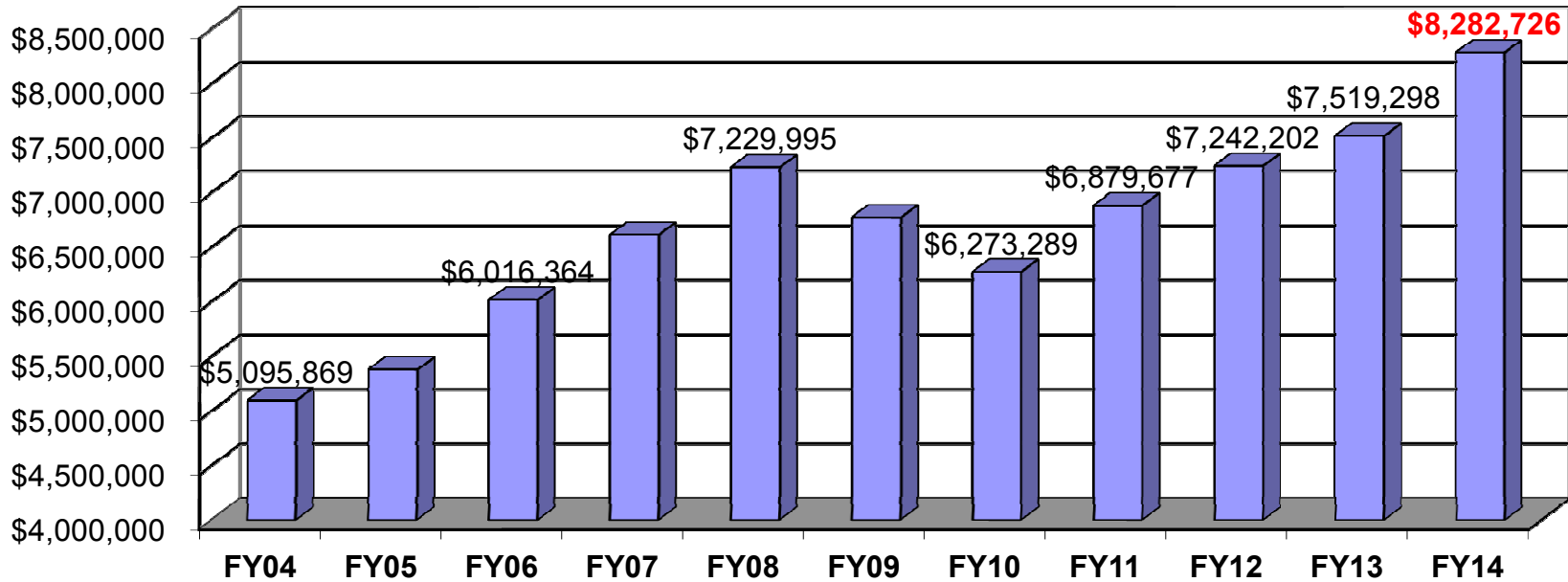
Source: Dean Runyan Associates

Total TRT Collections



TravelLaneCounty.org

Room Tax Collections by Fiscal Year



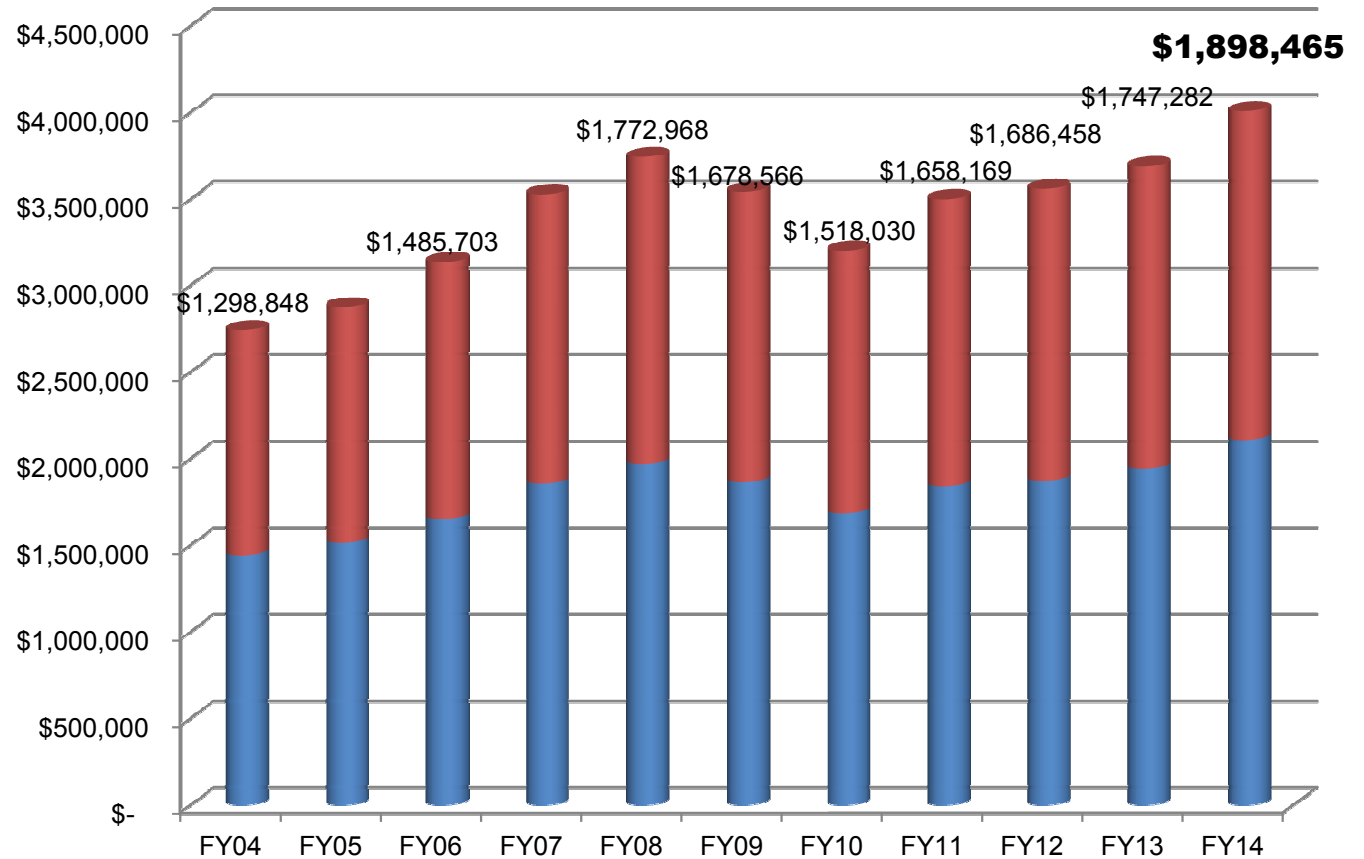
Eugene TRT Share



TravelLaneCounty.org

Totals By Year

FY04	\$ 2,742,012
FY05	\$ 2,876,024
FY06	\$ 3,136,485
FY07	\$ 3,529,159
FY08	\$ 3,742,933
FY09	\$ 3,543,640
FY10	\$ 3,204,731
FY11	\$ 3,500,579
FY12	\$ 3,560,301
FY13	\$ 3,688,707
FY14	\$ 4,007,870



FY15 YTD TRT



Through March:

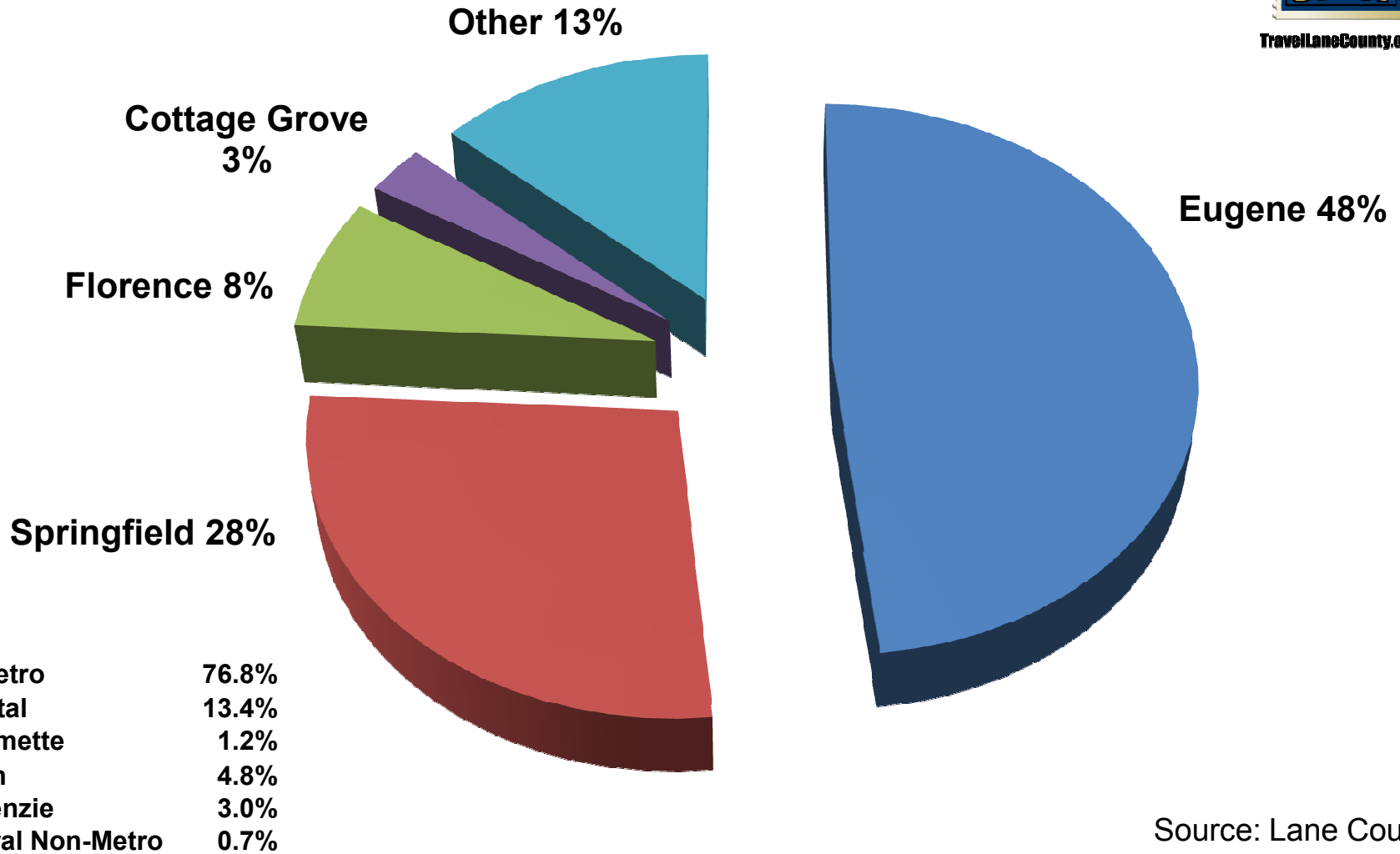
Eugene	+13.61%
Springfield	+14.39%
Florence	+12.80%
Cottage Grove	+ 6.60%
“All Other”	+10.96%
Total	+13.19%

FY14 Market Share

TRT Collections/Lodging Revenues



TravelLaneCounty.org

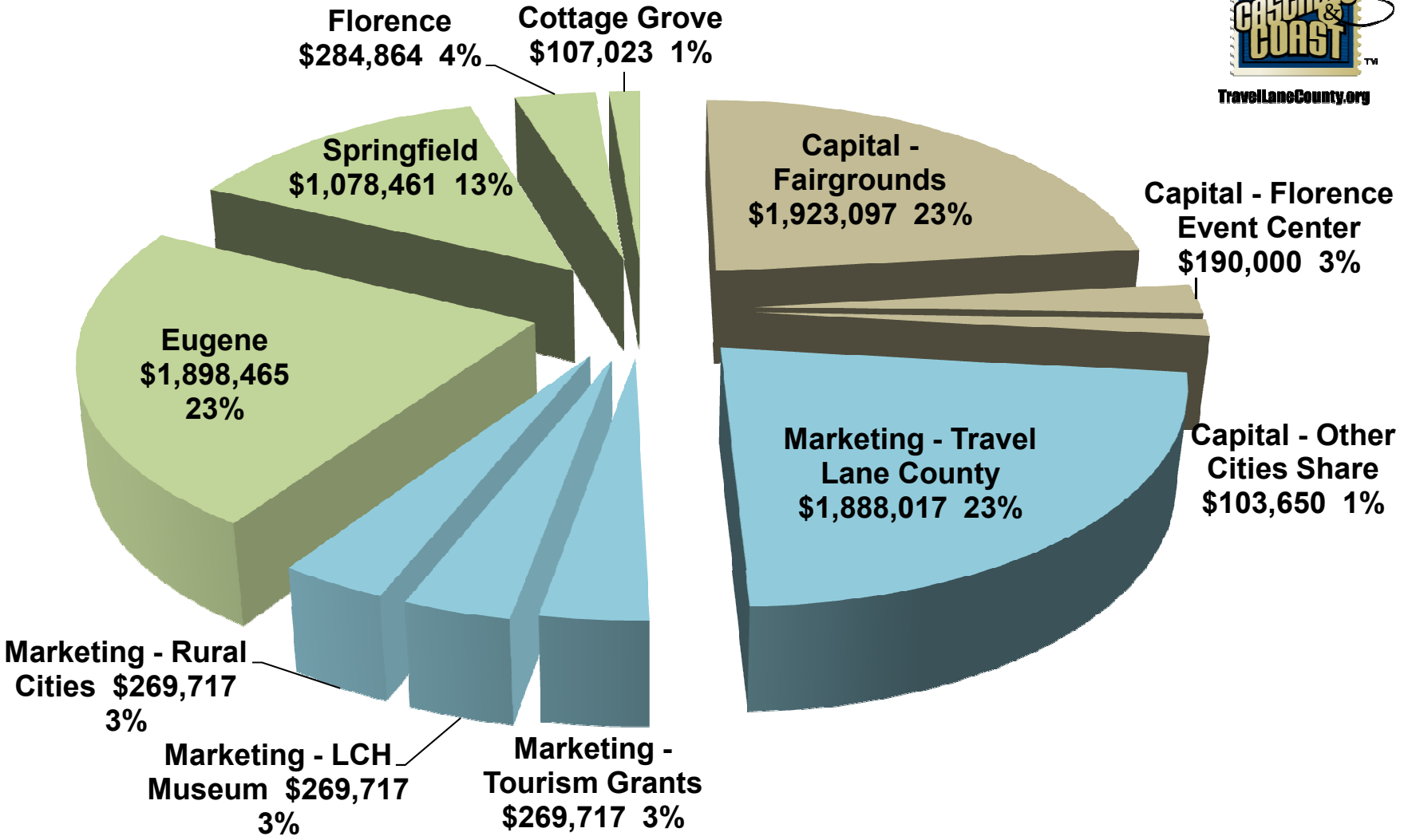


Source: Lane County

FY14 TRT Distribution



TravelLaneCounty.org



Gross Estimates/No Admin Fees Deducted. Cities: \$3,368,812 Marketing: \$2,697,167 Capital: \$2,216,747 Total Distribution: \$8,282,726

-50-

Travel Lane County



TravelLaneCounty.org

Mission: Increase overnight visitors

Position Eugene, Cascades & Coast as a preferred travel destination for leisure, conventions, and sporting events.

Travel Lane County



- Incorporated in 1980
- Formed as a TRT Investment Tool
- Mission is to increase overnight visitors
- At Industry request, TRT raised 2 points in 1993, TLC receives 2.1 points, 23%, of TRT from County.
- 30 voting, 9 advisory member board geographic and industry categories.

City of Eugene:

- Councilor George Poling, Renee Grube, Tim Doll/Cathryn Stephens



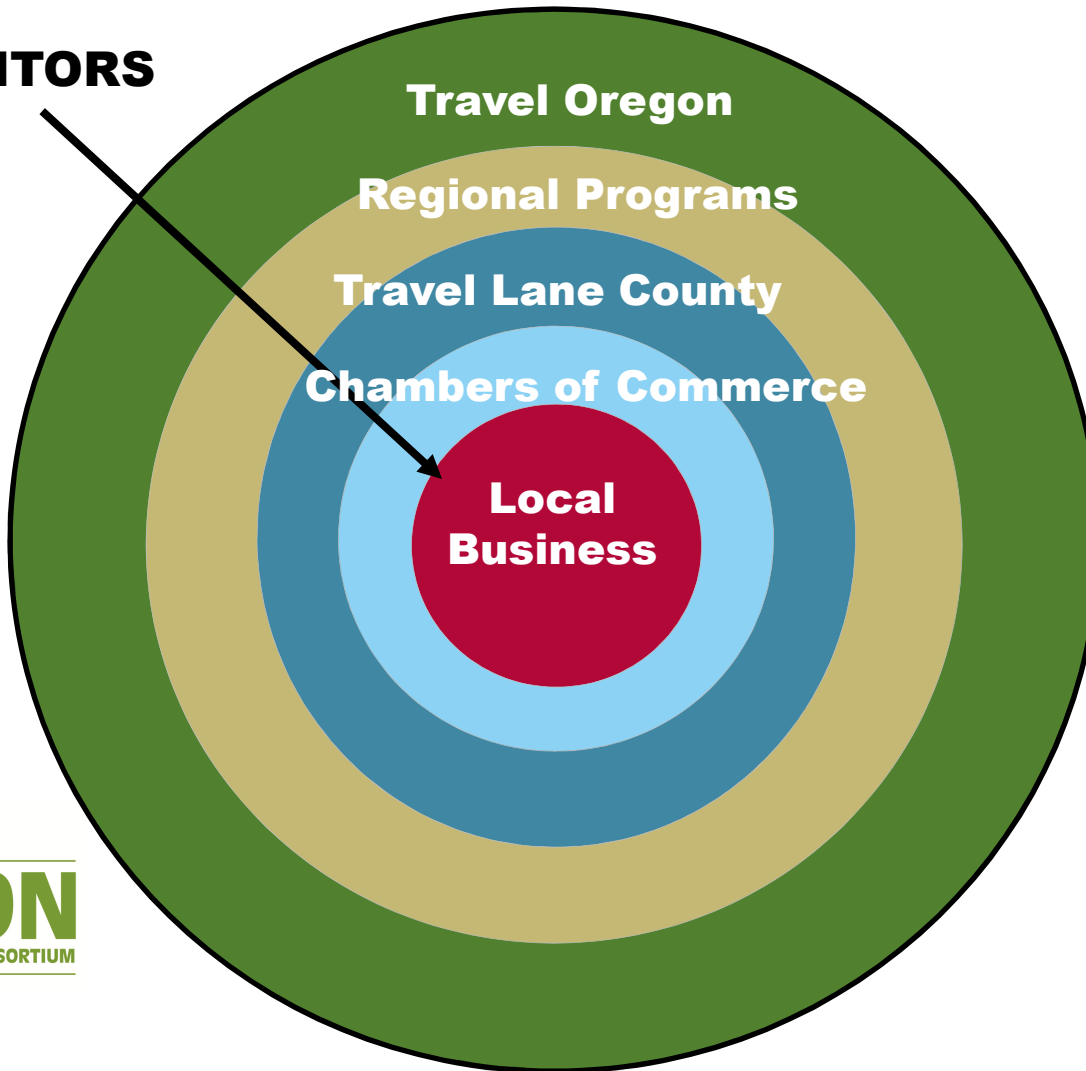
Tourism Marketing Distribution Channel



TravelLaneCounty.org



VISITORS



Chambers:

Eugene, Springfield, Cottage Grove, Creswell, Coburg, Junction City, McKenzie River, Oakridge-Westfir, Fern Ridge, Florence

Our Brand Promise



TravelLaneCounty.org

Eugene, Cascades & Coast offers a variety of enriching, authentic, approachable adventures for all ages and abilities.



Content Priorities



TravelLaneCounty.org

Mode/Channel	Interests	Geography
Auto	Outdoor Adventures Hiking, Cycling/MB, Rafting, Fishing, Running, Dune Buggies, Sandboarding, Golf, Snow/Skiing, GeoCaching, Water Sports (kayak, sail, ski, etc.)	Eugene & Willamette Valley
Air	Culinary & AgriTourism Wines, Craft Beer, Trails, Farms, Markets, Dining	- Eugene - Springfield
Bike	Heritage/Museums Covered Bridges, Gold Mining, Old Town(s)	- UO - Cottage Grove
Rail	Arts/Cultural/Festivals/Events	- Creswell - Junction City
RV	Natural Wonders Mountains, Trails, Trees, Waterfalls, Rivers/Lakes, Birds/Wildlife, Ocean/Beach, Headlands	- Coburg
	Sports Court Sports, Tournaments, Adventure, Extreme, Track, Facilities, Participants, Production	Cascades - Oakridge - McKenzie
	Conventions Association, Government, Education, Medical, Faith, Military, Ag, Sustainability, Facilities	Coast - Florence
	University of Oregon	- Dunes City - Coastal Range

Community Brands



TravelLaneCounty.org

Florence/Coast: *Beaches & Dunes, Headlands, Old Town*

Veneta/Fern Ridge: *Wine Country, Fern Ridge Lake Recreation*

Eugene: *Vibrant Cultural & Culinary Hub, TrackTown USA*

Springfield: *Rivers, Recreation, Sports, History & Culture – esp. Murals, TT USA*

McKenzie: *River, Cycling & Trail Recreation, Driftboat & Gold Heritage*

Creswell: *General Aviation, Golf*

Cottage Grove: *Covered Bridges, Gold Heritage, Bikeways, Wine, Aviation*

Oakridge: *Mountain Biking Capital of the Northwest, hiking, camping, fishing*

Westfir: *Forest Trail Recreation, Aufderheide*

Lowell: *Water Sports and Lake/Trail Recreation*

Coburg: *Antiques, RV Sales/Service, Agri-Tourism*

Junction City: *Agri-Tourism, Scandinavian Heritage, Classic Cars, RV Sales/Srvc*

Reinforce Community Identity on our Brand Platform



MEETING PLANNERS MEMBERS TRAVEL TRADE MEDIA & RESEARCH SPORTS COMMISSION

HOTELS THINGS TO DO EVENTS RESTAURANTS DEALS PLAN REGIONS & CITIES



MY TRIP



SOCIAL MEDIA



Hiking Spencer Butte | EUGENE, OREGON *photo: Stacey Malstrom*



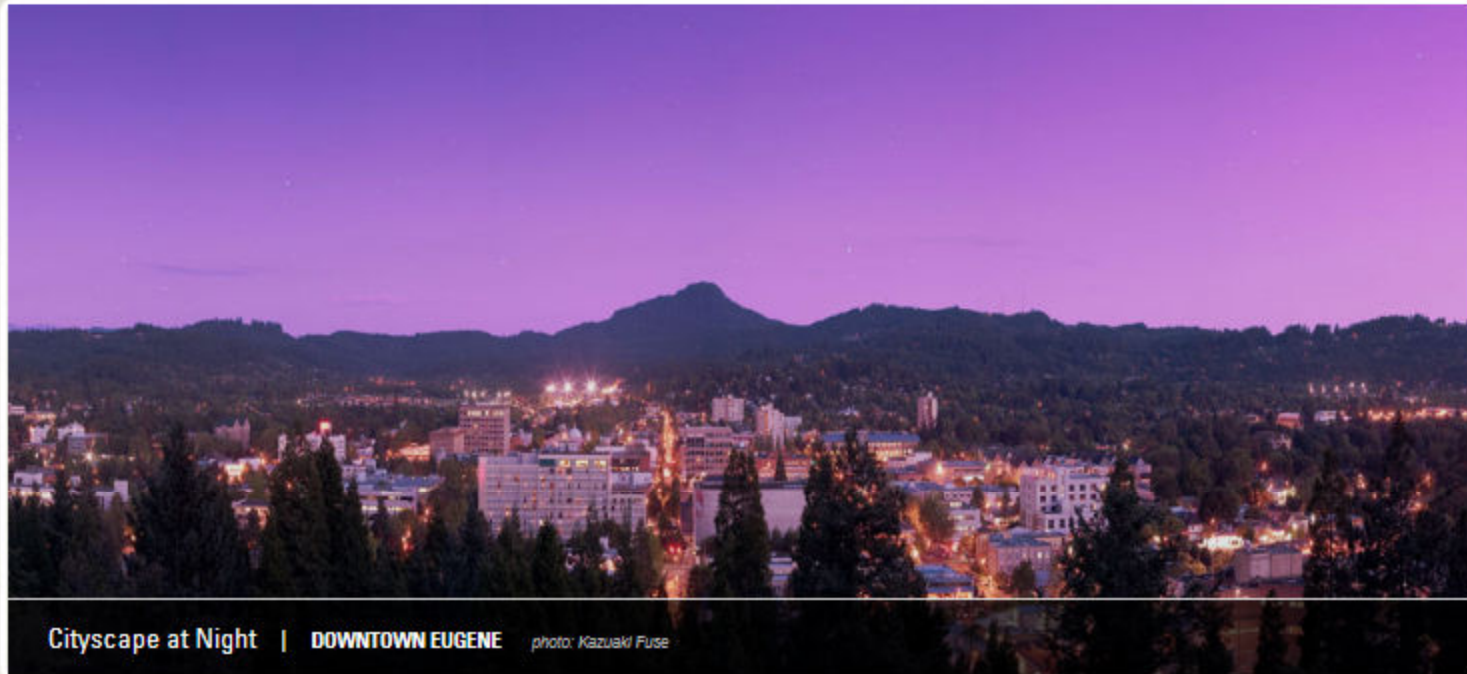
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Welcome to Eugene, Cascades & Coast

REAL ADVENTURES. REAL CLOSE.

Explore the Eugene, Cascades & Coast region of Oregon! In this adventure-driven



Cityscape at Night | DOWNTOWN EUGENE photo: Kazuaki Fuse

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EUGENE

[Things to Do](#)

[Eugene Hotels](#)

[Eugene Restaurants](#)

[Eugene Events](#)

[Business Directory](#)

[Chambers of Commerce](#)

Eugene

Eugene, Oregon is a diverse and eclectic city snuggled in the southern end of the Willamette Valley between two buttes, and hugging the scenic Willamette River.

Eugene integrates the surrounding natural environment through extensive parks and path systems, so no matter where you [stay](#) in the city, you're immersed in the dynamic beauty of the great Northwest. It is no wonder it is "A Great City for the Arts and Outdoors."

Known as [TrackTown USA](#), this outdoors-minded community has spawned many great



Heirloom Tomatoes | [Pamela Zemanek / Flickr.com](#) | [pamela.zemanek.com](#)

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- LOCAL FOODS**
- What's in Season
 - How to Eat Local
 - Oregon Beer
 - Oregon Wine
 - Culinary Calendar
 - Food Tours
 - Farm Shops and CSA's
 - Local Producers
 - Culinary Resources
 - Our Foodshed Story



- Spotlight**
-  [What's New: Top 5 Local Producers](#)
 -  [Local Producers: Meet the People Behind the Food](#)
 -  [The Local Foodshed](#)

Local Foods

You may have just found gastronomic heaven. A hundred-mile radius around Eugene - Springfield encompasses the agricultural bounty of the Willamette Valley: garden-fresh, fishing and hunting in the Cascade Mountains, and fresh seafood from the Pacific Ocean.



Combine the fertile beaches with one of the nation's purest water sources, internationally acclaimed winemaking, a small beer heaven, and a community committed to sustainability, for an amazing immersion in Pacific Northwest regional dining.

Culinary adventures across the Eugene, Coos Bay, & Coquille region bring visitors together with farmers, food producers, winemakers, brewers and chefs. Crisp your own flour at a local mill, learn gluten-free breadmaking, sip and learn on a family-owned still farm, wander through the nation's oldest forestful orchard, or head up a mile out of the state in Florence.

Travel chefs from our local communities provide ever gourmet dinners and food events. Clean up your plates with local food-making competitions or demonstrations. Farmers sell directly to restaurants or consumers at daily markets or seasonal events. One shared dinner can feature meals in elegant or casual settings.

Use this page to take a look!

LOCAL TREASURES



Oregon Truffles

Hunt for truffles in the Cascades.
[Read More](#)





LOCAL FOODS

- [What's in Season](#)
- [How to Eat Local](#) ▶
- [Oregon Wine](#)
- [Oregon Beer](#) ▶
- [Culinary Calendar](#)
- [Food Tours](#)
- [Farm Stays and B&Bs](#)
- [Local Producers](#) ▶
- [Culinary Resources](#) ▶
- [Our Foodshed Story](#) ▶

Spotlight



Cascades Raptor Center
Experience the beauty of birds of prey, up close!



Farmers Market
The freshest Oregon-grown food and products



Discover!
Learn about many things to do here year round!



What's in Season

Plan your adventures around these seasonal culinary highlights

OREGON TRUFFLE SEASON (EARLY WINTER TO EARLY SPRING)



Oregon's climatic parallel to France is also conducive to an [abundant local truffle harvest](#). December to March, the Douglas fir woodlands and forest meadows are home to both black and white truffles. During this celebrated season, these remarkable truffles grace restaurant menus and culinary fetes.

Fodor's Travel Includes Eugene, Oregon in their suggested [5 Trips for Truffle Lovers](#), alongside Italy and

France. In winter, foodies from all over come here to taste the region's local delicacies. January's [Oregon Truffle Festival](#) features educational forums, truffle hunting, truffle dog demonstrations and chef's dinners.

While most truffle-hunters are discreet about prime foraging grounds, some [local guide services](#) offer mushroom hunting expeditions. When mushrooming, please respect private lands and only consume expert-verified mushrooms. Find and learn about [Brown Truffles](#), [Hedgehog Mushrooms](#), [Morels](#), [Spring Oregon White Truffles](#) and [Spring King Bolete](#) (found only in the Cascade Mountains).

Mushrooming is also possible year round with [Chanterelles](#) and [Chicken of the Woods](#) in the summer, and [King Bolete](#), [Matsutake](#) and [Cauliflower Mushrooms](#) in the fall. In October, the Mount Pisgah Arboretum celebrates with an annual [Mushroom Festival](#).

DUNGENESS CRAB SEASON (WINTER TO SUMMER)



Commercial crabbing season peaks in late winter, early spring with an abundance of Dungeness crab coming right off the boats. [Florence](#) and [Eugene fish markets](#) sell fresh caught local crab, restaurants feature crab specials, communities host charitable crab-cracks, and even wineries get in on the action offering special crab and wine pairing feasts.

You can haul up your own crab pots year round from [Florence jetties](#), piers and along the [Siuslaw River](#). However, the best months for recreational crabbing are in the fall when crabs are meatier. Make crabbing a part of your coastal exploration by going out in a crab boat.

TROUT / STEELHEAD & SALMON FISHING SEASONS (SPRING TO FALL)



Hiking Horsepasture Mountain | THREE SISTERS, CASCADES photo: UlfPhotos

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PACIFIC CREST TRAIL

[Trail Access](#)

[Day Hikes](#)

[PCT FAQ](#)

[Thru-Hiker Resources - Willamette Pass](#)

[Thru-Hiker Resources - McKenzie Pass](#)

Pacific Crest Trail - Near Eugene

The movie release of "Wild" starring Reese Witherspoon has cast a Hollywood spotlight on the 2,650 miles (4,265 km) [Pacific Crest National Scenic Trail \(PCT\)](#). This rugged trek traverses the Sierra Nevada and Cascade mountain ranges connecting Mexico to Canada.

Whether you are inspired to thru-hike or dabble in sections, the Oregon region offers some of the most scenic portions of the trail. And though remote, it is easy to get a foot on the trail at [three convenient trailheads](#) just over an hour from Eugene.

Green Meetings




 INSPIRE FRESH IDEAS
 TOUR ECO-WINERY
 EAT LIKE A LOCAL



✓ CHECK OFF YOUR LIST EUGENE, CASCADES & COAST | OREGON

Contact us for a tour to plan your green meeting at EugeneCascadesCoast.org/Green | 800.547.5445





Green Meetings Inspire Fresh Ideas

SHARE

Book A Site Tour
CONTACT US TODAY

E-NEWS SIGN UP

LOCAL EXPERTS

Green Meetings
 Sustainable Lane County
 Contact Sales Staff

Green Meetings

Come to the Eugene, Cascades & Coast region of Oregon for the ultimate in green meetings. With so many sustainable events, activities and amenities hosting an eco-friendly event here is almost effortless. We can show you how!

- Eugene and the surrounding communities are widely recognized for high sustainability values and green initiatives implementation.
- With a compact city center, miles of urban paths and extensive public transportation, it is easy to get around town without a car.
- Local craft beer, wine and fresh food makes wonderful centerpieces for dinners, parties and excursions.
- There are many innovative green businesses and passionate speakers eager to share their stories.
- Our convention services staff and local meeting planners have experience hosting large-scale zero-waste events.

FRESH IDEAS

Escape the confines of traditional conference rooms with an array of unique meeting sites or *eco-adventures*. From recycling "gardens" to community granges, tour one-of-a-kind spaces that are equally sustainable for the environment and the soul.



Let us assist with creative teambuilding activities like sandcastle building or juggling. We can connect you with a wide array of corporate social responsibility options, which means your event will have a lasting impact on both the local community and your attendees.

TOUR ECO-WINERY

It's not just the pinot grape that thrives in the Willamette Valley - sustainable viticulture does too. Over a dozen esteemed and award-winning wineries operate within a close radius of Eugene.



With stunning vistas and exquisite event spaces just 20 minutes from downtown, it's easy to host your event at a vineyard! Urban wineries and tasting rooms also offer unique venues.

EAT LIKE A LOCAL

Many area restaurants participate in the "locavore" movement, designing menus with seasonally available ingredients. From food carts at the *Saturday Market* to five course meals at upscale restaurants to farm-to-table action, there are a variety of ways to explore local flavor.



Plan your green meeting in Oregon's Eugene, Cascade & Coast region today! Call our convention sales and services staff at 541.464.5307 between 9 a.m. - 5 p.m. PT.

BOOK AN ACCESSIBLE VENUE
BUILD A SKILLED TEAM
RISE TO THE CHALLENGE

✓ CHECK OFF YOUR PLANNING LIST
 Contact us for a tour to plan your fully accessible meeting at
EugeneCascadesCoast.org/Accessible-Meetings | 800.547.5445

PLAN YOUR ACCESSIBLE MEETING

✓ START NOW

PLAN YOUR ACCESSIBLE MEETING

✓ START NOW



BOOK AN ACCESSIBLE VENUE
 BUILD A SKILLED TEAM
 RISE TO THE CHALLENGE



— OREGON —

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Accessible Meetings

Providing Access to Your Conference

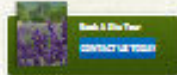
Discover how easy it is to plan [inclusive events](#) in the Eugene, Cascades & Coast region.

- Accessible transportation through Lane Transit District's award-winning program
- Local hotels audited for accessibility standards
- Accessible recreational activities for all delegates to enjoy



Accessible Meetings [VIEW SOME DISCUSSIONS](#)

SHARE    



Accessible Meetings Providing Access to Your Conference

Discover how easy it is to plan inclusive events in the Eugene, Coosville & Coast region.

- Accessible transportation through Lane Transit District's eventshuttling program
- Local hotels suited for accessibility elements
- Accessible recreational activities for all delegates to enjoy

BOOK AN ACCESSIBLE VENUE

We meet the the end goals of accessible conferences venues in the Eugene, Coosville & Coast region and even diagram the best routes between parking, entrances, elevators, meeting rooms and restrooms. We'll look at clearances, furniture arrangements, access and accommodations, lighting and audio systems to ensure the event space is fully inclusive.



BUILD A SKILLED TEAM

Connect with knowledgeable local leaders and experienced meeting staff to manage all the components of a successfully inclusive meeting. We'll introduce you to local partners for special meal planning, conference accommodations, corporate social responsibility implementation and adaptive equipment rentals and services.



Liney Parnowski, Senior Cultural and Adaptive Recreation Services Center Manager for the City of Eugene, and Janis Ross, Vice President of Convention & Events Marketing for Travel Lane County, after an [empowerMENT](#) session through [DUAL](#). This 90-minute presentation outlines many helpful tips for improving access to meeting content.

RISE TO THE CHALLENGE

Have fun with inclusive team building activities. Complete obstacles on the outdoor Eugene State Challenge Course, featuring high and low elements in a beautiful forest setting. Trained facilitators can also bring collaborative games and challenges inside.



Take a [Coast Tour](#) of the region to discover many accessible natural, cultural and historical sites. From wheelchair accessible viewing platforms at spectacular waterfalls to accessible tree climbing, there are many ways to explore Oregon's lush beauty.

Connect with staff for additional information on planning your next inclusive conference in the Eugene, Coosville & Coast region of Oregon.

DISCOVER OREGON'S COAST - TRAVEL LANE COUNTY

an on-line travel guide and more information on exploring our region with the best of Oregon and

[Eugene, Coosville & Coast Visitor Information](#)





MEETING PLANNERS

- Convention Facilities ▶
- Lodging
- Transportation ▶
- Maps
- Convention Services ▶
- Retreats & Small Meetings
- Green Meetings
- Accessible Meetings ▶
 - Walk & Bike Friendly
- Military Reunions ▶
- Convention Calendar
- Press Releases
- E-newsletter Sign-up
- Contact Sales Staff

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Accessible Meetings

Providing accessibility for all people, regardless of physical challenges, disabilities or age is an ongoing high priority for the local community, and as a result, the City of Eugene has received national recognition for their inclusive measures.

The National Americans with Disabilities Oregon Celebration Committee named the City of Eugene "the most accessible city in the USA" in 1997. In 2003, Eugene was recognized by the National Organization of Disability as a finalist for the Accessible America Award.

Knowing how important this is to you as well, we are committed to making it easy for you to plan fully-inclusive meetings for all your participants.

ACCESSIBLE LODGING

Oregon's Community Access Survey Team (CAST), a program of Lane Independent Living Alliance (LILA) under a Tourism Special Project Grant from Lane County, completed an [accessibility survey](#) for numerous Eugene - Springfield area lodging properties. Property listings include information on a number of accessibility features, including parking, elevator access, door clearances and more.

ACCESSIBLE TRANSPORTATION

Lane Transit District's (LTD) public transportation system serves the greater Eugene area. All routes are accessible and all buses are lift-equipped. Also offered is the RideSource program, a curb-to-curb transportation service for people with eligible disabilities.

The City of Eugene owns two wheelchair lift-equipped 15-passenger para-transit vans.

ACCESSIBLE RECREATIONAL ACTIVITIES

- The City of Eugene [Adaptive Recreation Services](#) Department has provided services to persons with disabilities since 1969.
- The [Hillyard Community Center](#) exceeds ADA requirements and offers event space free of charge to groups focusing on inclusion.
- The [Spencer Butte Challenge Course](#), one of few ropes courses with accessible elements, is available for use by people with disabilities and facilitators with disabilities.
- Salt Creek Falls, located on Highway 58 near Oakridge, offers a wheelchair-accessible viewing platform of the 286-foot waterfall, the second highest waterfall in Oregon.
- Look here for additional [accessible recreation](#) suggestions.

ACCESSIBILITY WEBINAR

For additional information on hosting inclusive meetings, watch this [DMAI empowerMINT](#) webinar presented by our own local accessibility experts, [Andy Fernandez](#), Senior/Adult and Adaptive Recreation Services Section Manager with the

Eugene Ale Trail



RIDE EPIC SINGLETRACK
SEARCH FOR GEOCACHES
HIT THE EUGENE ALE TRAIL



✓ CHECK OFF YOUR ADVENTURE LIST

Enter to win a Eugene Ale Trail getaway at EugeneAleTrail.org | 800.547.5445

Pedal for Pinot

  
FEAST ON LOCAL FARE
CATCH A CONCERT
PEDAL FOR PINOT



✓ CHECK OFF YOUR ADVENTURE LIST

Enter to win this South Willamette Wine getaway at EugeneCascadesCoast.org/Pinot | 800.547.5445

Mike the Bike





OFFICIAL
GUIDE

EUGENE
CASCADES
&
COAST

OREGON

2015-16

Eugene Cascades & Coast

The University of Oregon

**AMAZING
HAPPENS
HERE**

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—TRAVEL LANE COUNTY—

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- SPORTS FACILITIES
- SPORTS PLANNERS
- SPORTS CALENDAR
- SPONSORS



Autzen Stadium | EUGENE, OR photo: David Putzier

- MY TRIP
- SOCIAL MEDIA

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Sports Commission

Eugene, Cascades & Coast's reputation as a powerhouse sports destination on the West Coast continues to grow. Traditional sports like football, baseball, swimming and volleyball flourish in our facilities and venues. Newer and non-traditional sports are thriving here in the Pacific Northwest too: Triathlons, sandboarding and mountain biking abound in our miles and miles of natural courses. You'll find water sports, such

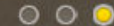




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Eugene Emeralds | PK PARK, EUGENE



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EugeneCascadesCoastSports.org



Matthew Knight Arena | EUGENE, OREGON photo: University of Oregon

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SPORTS COMMISSION

- Sports Facilities ▾
 - Multipurpose Indoor
 - Multipurpose Outdoor
 - Outdoor Natural Venues
 - Golf Courses
 - Swimming Pools

Sports Facilities

Find a Pacific Northwest sports facility in the Eugene, Cascades & Coast region for your next local, regional or national sports event. Oregon is known for its beautiful and natural sports venues from mountain slopes to epic lakes to grassy valley fields. Trails abound for mountain biking, running, hiking or horseback riding. Within city boundaries, the frequent occurrence of cycling, running or other sporting events translates to experienced local planners.

In Eugene, flexible facilities cater to small, medium and large events centered around



MY TRIP



SOCIAL MEDIA





PICK THE PERFECT PLACE
ASSEMBLE THE WORLD'S BEST
TAKE THEM TO NEW HEIGHTS



USA TRACK & FIELD



✓ CHECK OFF YOUR LIST

Request your MVP tour of Historic Hayward Field and other world-class sports venues at EugeneCascadesCoastSports.org/Track | 800.547.5445

GO TRACK TOWN USA

TrackTown USA





More Good Things To Come