



Eugene City Council  
Wednesday, May 27, 2015

# Visitor Spending Impacts

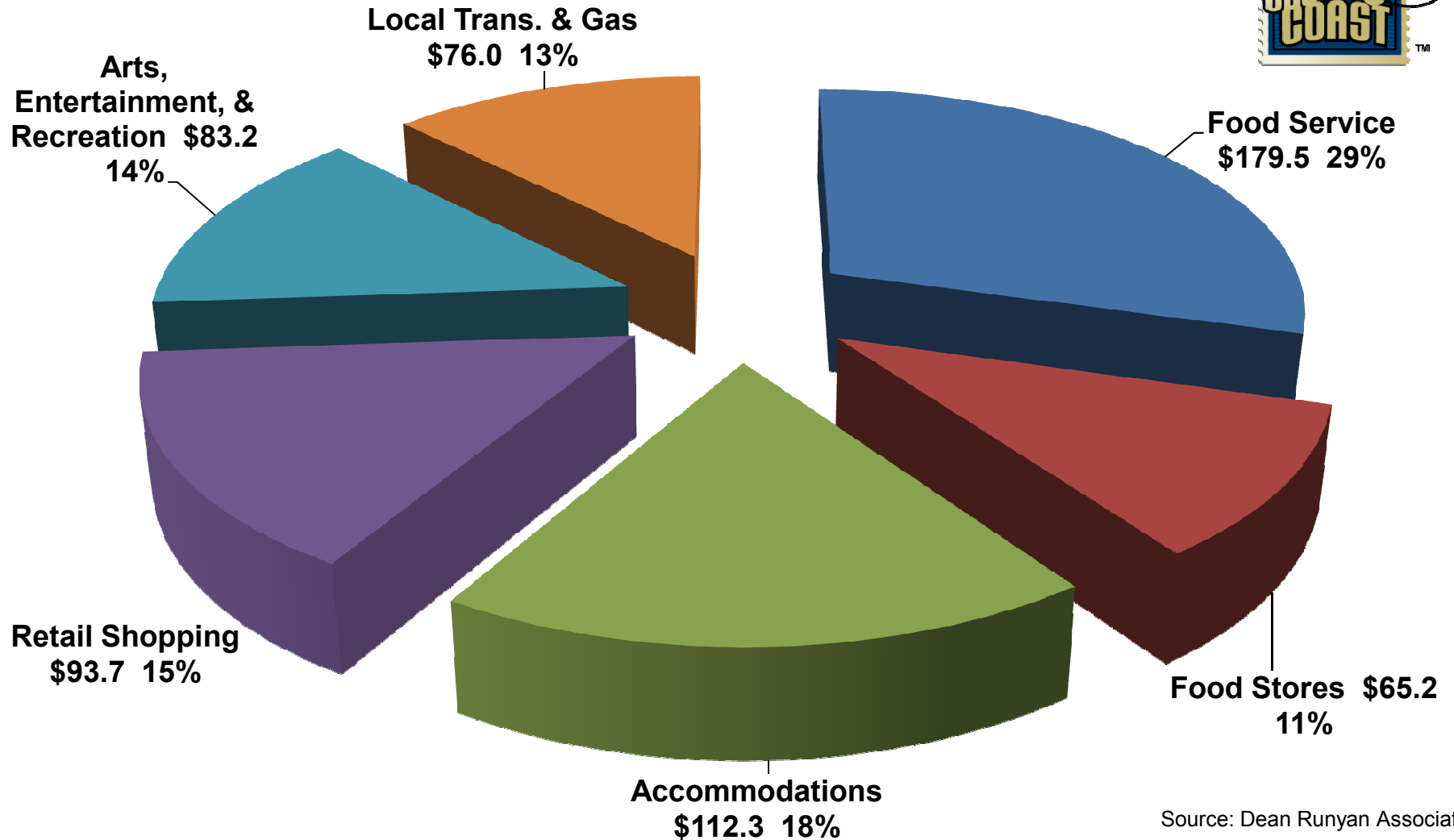


Travel Impacts 2014p	Total Lane County	East Lane County	West Lane County
<b>Visitor Spending</b> <b>Other Travel*</b> <b>Total Direct Spend</b>	<b>\$609.9 million</b> <b><u>\$239.6</u></b> <b>\$849.5 million</b>	<b>\$727.4 million</b>	<b>\$122.1 million</b>
<b>Total Taxes</b>	<b>\$31.05 million</b>	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

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

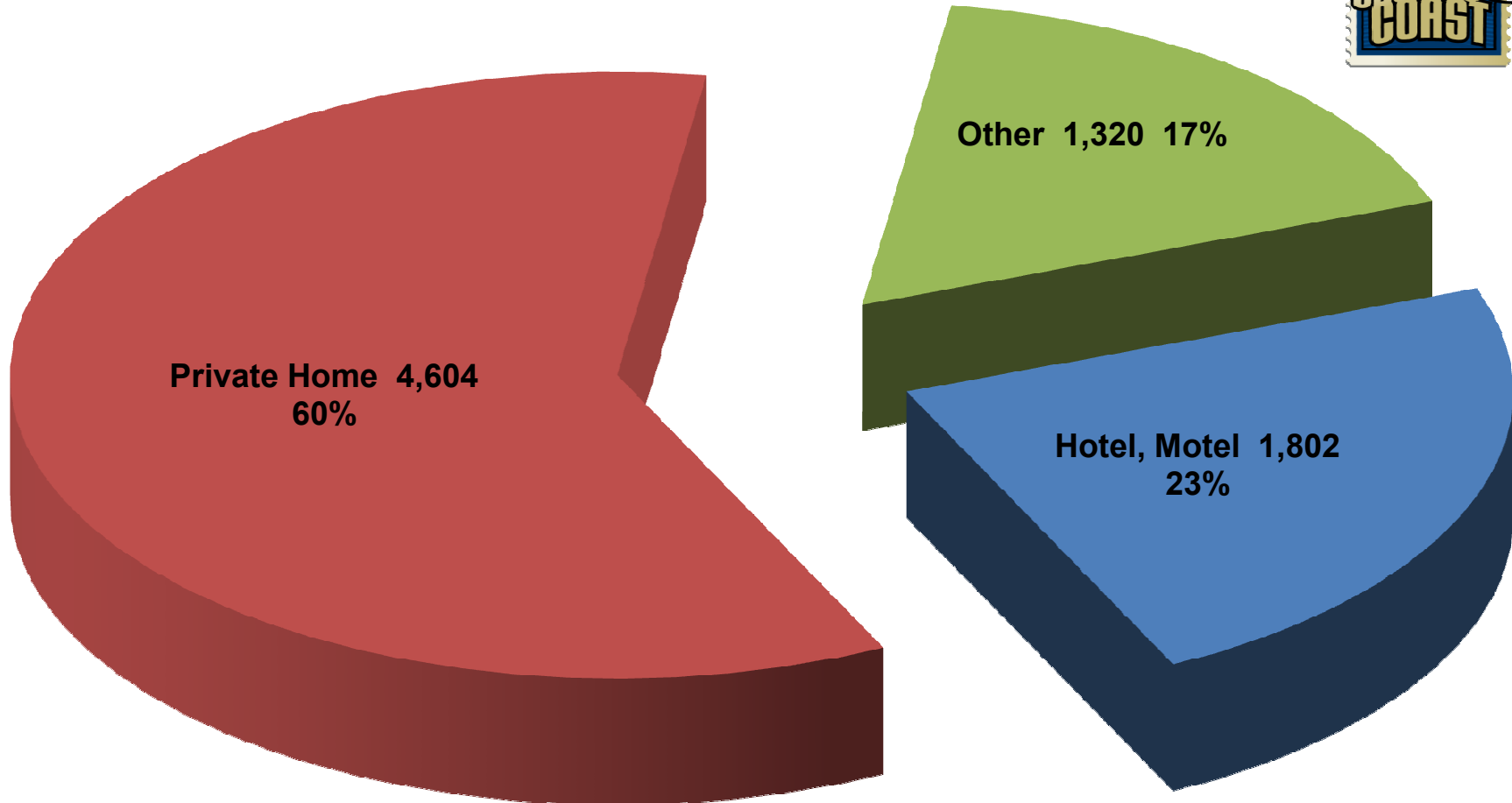
# 2014p Visitor Spending

Spending By Type of Commodity (\$Millions)



Source: Dean Runyan Associates

# 2014p Person Overnights (Millions)

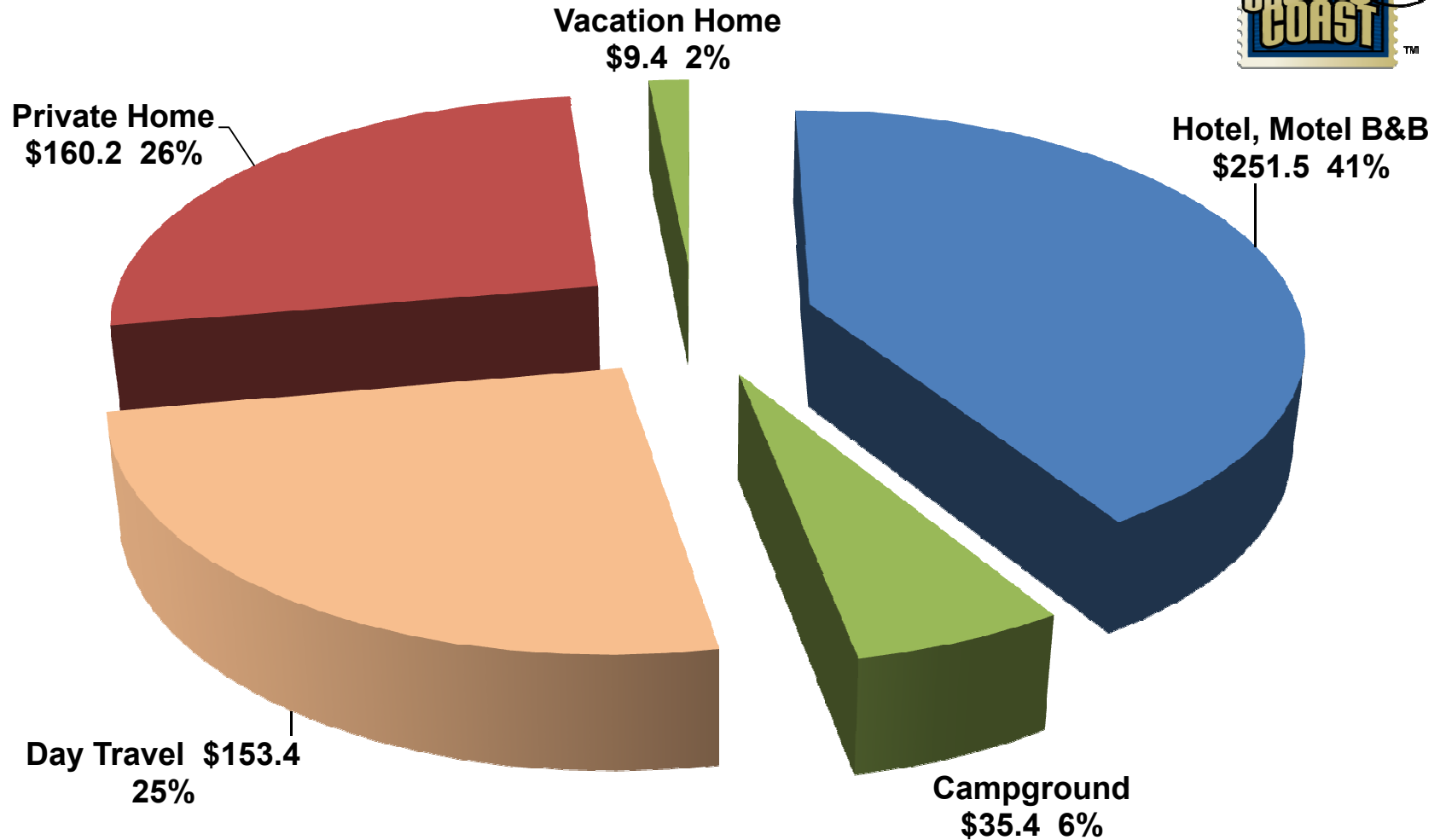


Source: Dean Runyan Associates



# 2014p Visitor Spending

Spending By Type of Lodging (\$Millions)



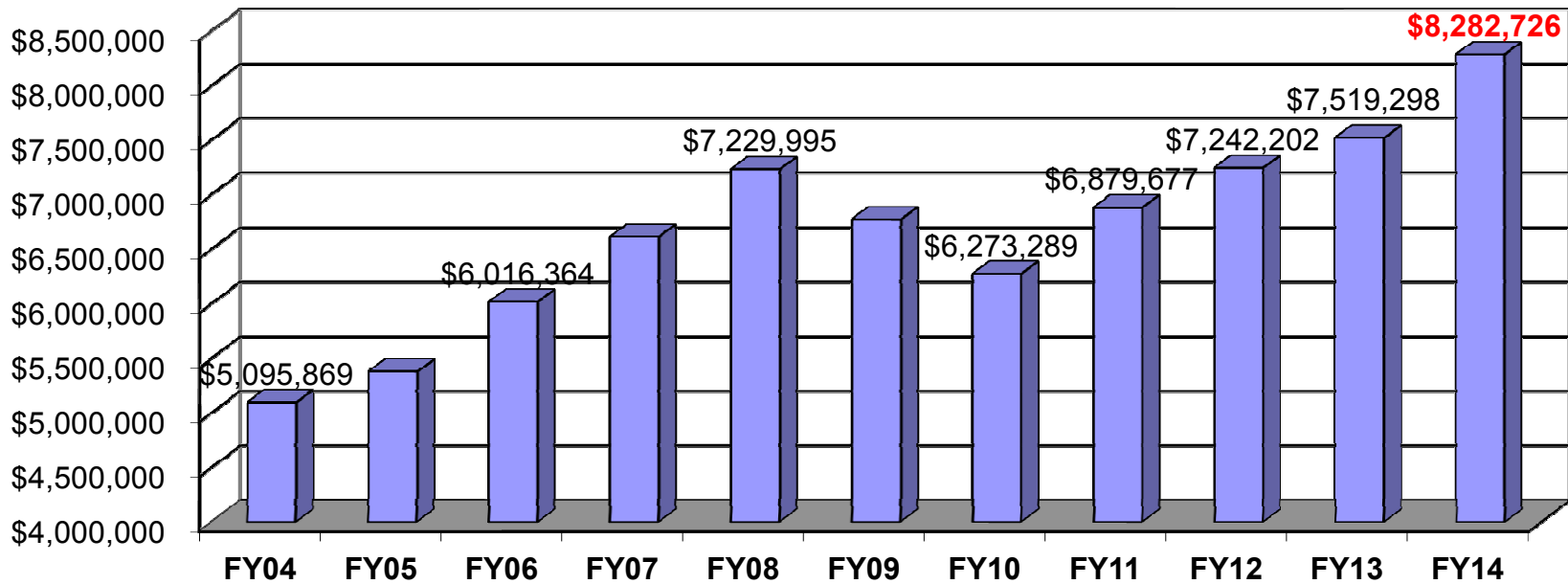
Source: Dean Runyan Associates

# Total TRT Collections



TravelLaneCounty.org

## Room Tax Collections by Fiscal Year



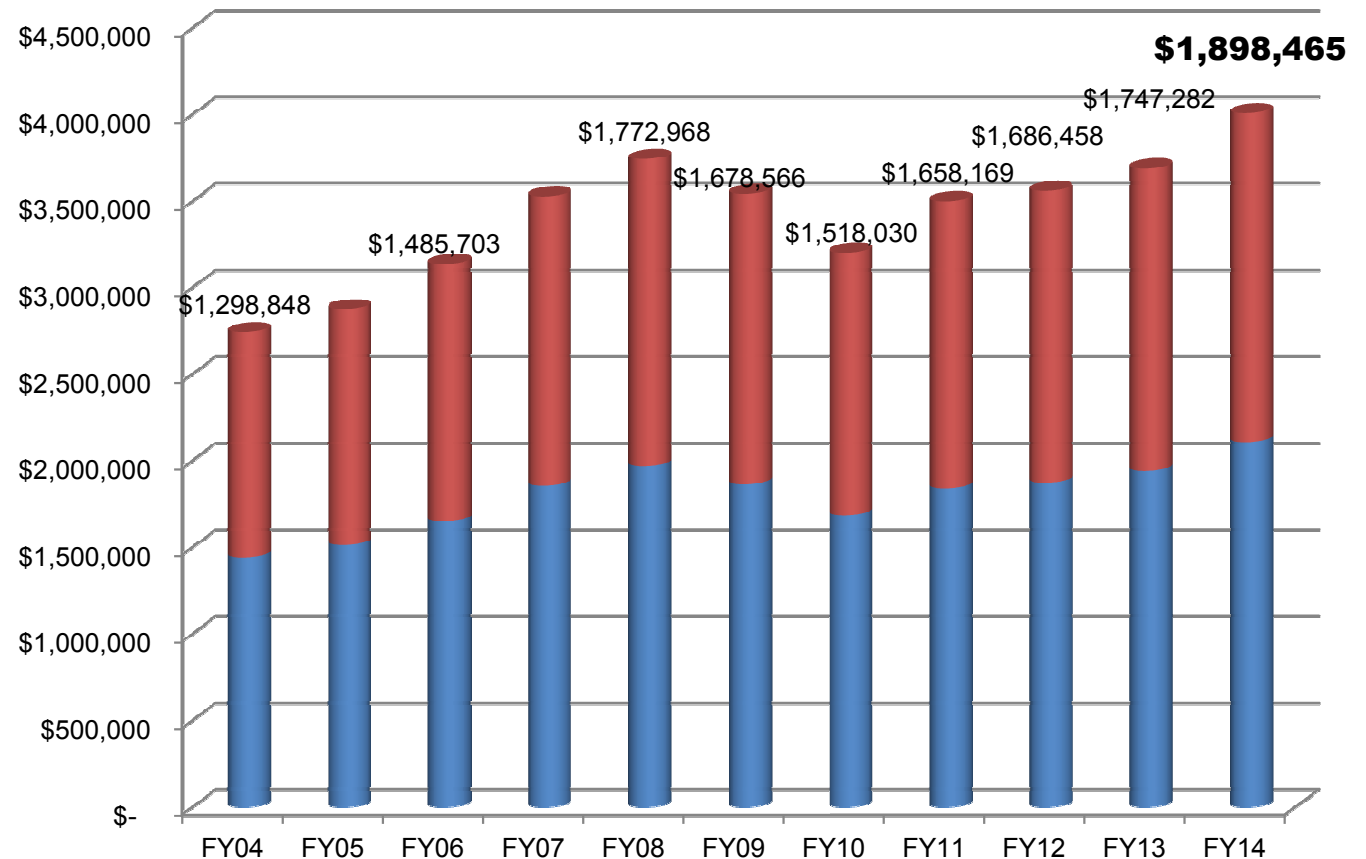
# Eugene TRT Share



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



[TravelLaneCounty.org](http://TravelLaneCounty.org)

## Through March:

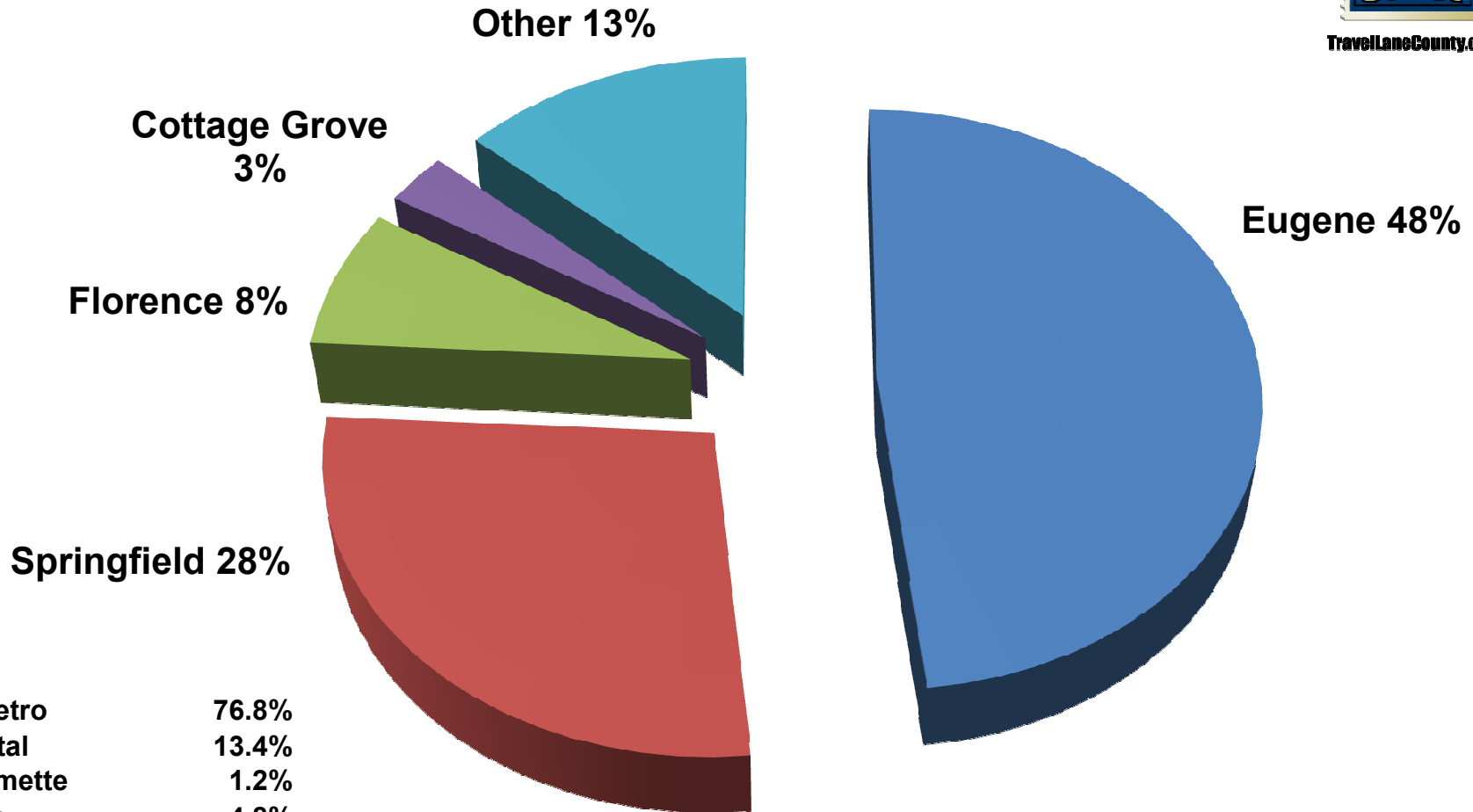
<b>Eugene</b>	<b>+13.61%</b>
<b>Springfield</b>	<b>+14.39%</b>
<b>Florence</b>	<b>+12.80%</b>
<b>Cottage Grove</b>	<b>+ 6.60%</b>
<b>“All Other”</b>	<b>+10.96%</b>
<b>Total</b>	<b>+13.19%</b>

# FY14 Market Share

## TRT Collections/Lodging Revenues



TravelLaneCounty.org

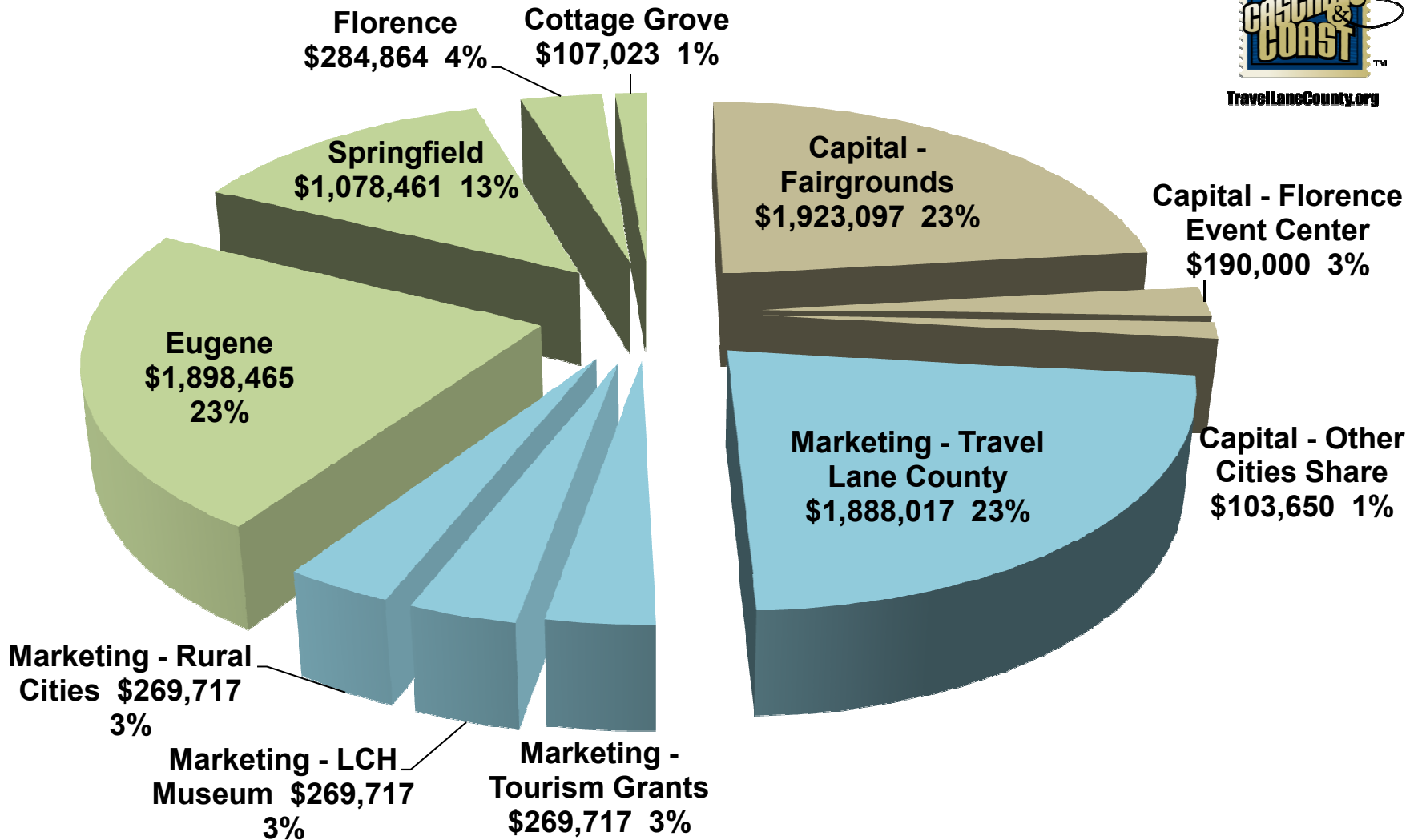


Source: Lane County

# 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



# Travel Lane County



[TravelLaneCounty.org](http://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



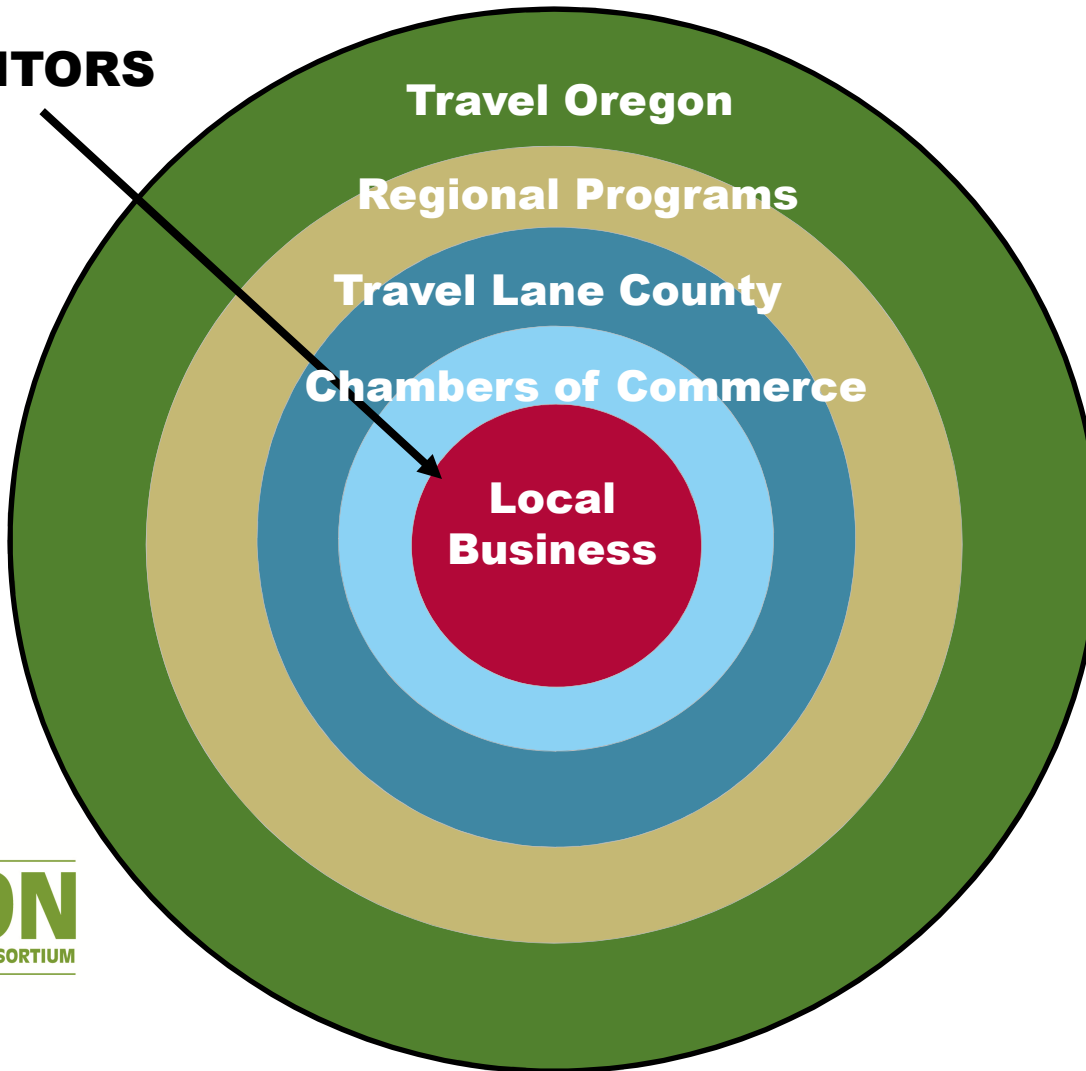
# Tourism Marketing Distribution Channel



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](http://TravelLaneCounty.org)

## 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



[TravelLaneCounty.org](http://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*



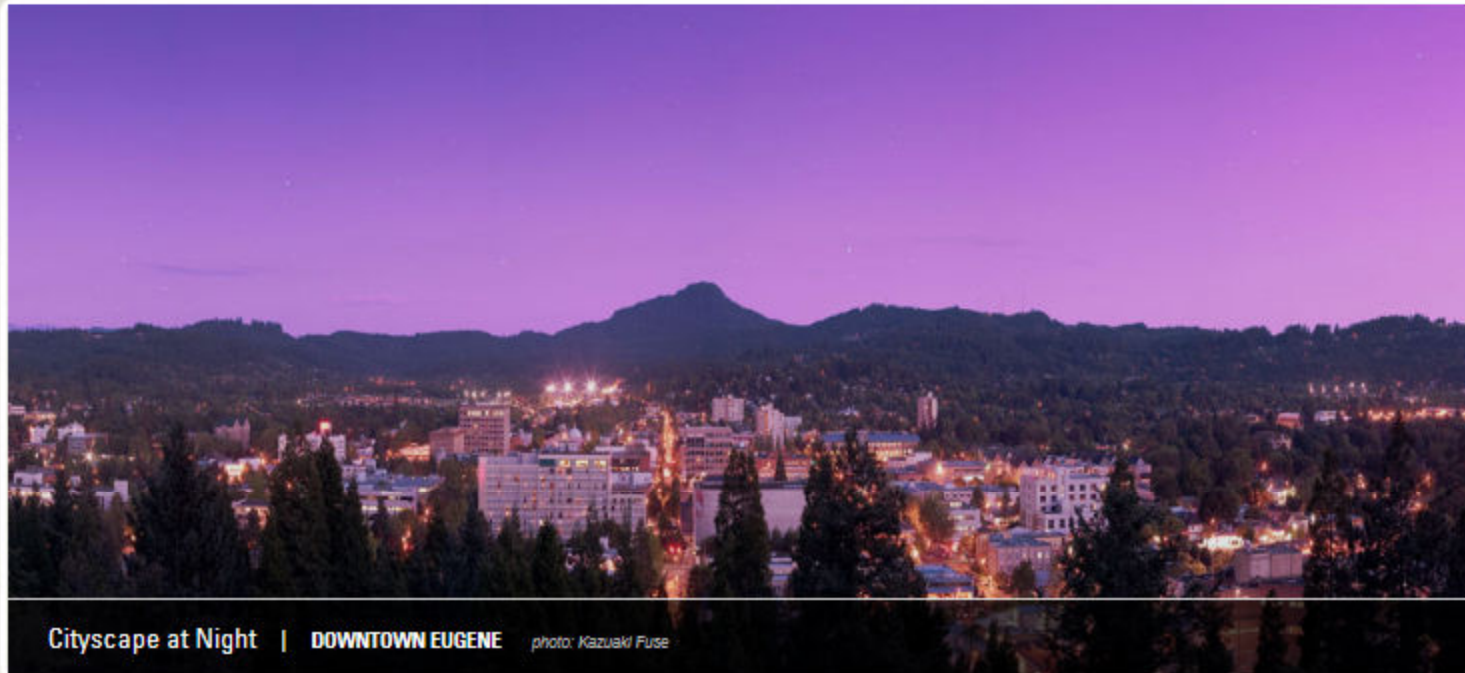
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## Welcome to Eugene, Cascades & Coast

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 | [View More](#) | [View More](#)

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- LOCAL FOODS**
- [What's in Season](#)
  - [How to Eat Local](#)
  - [Oregon Beer](#)
  - [Oregon Wine](#)
  - [Culinary Calendar](#)
  - [Food Tours](#)
  - [Farm Direct and CSA's](#)
  - [Local Producers](#)
  - [Culinary Resources](#)
  - [Our Featured Story](#)



### Local Foods

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



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

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

Travelers who find our local communities provide ever gourmet affairs and local events. Cheering environmentalists witness food-making competitions or demonstrations. Farmers sell directly to restaurants or consumers at daily markets or seasonal events. One should begin every flavorful meal in elegant or casual settings.

Use this link to take a look!

#### LOCAL TREASURES



#### Oregon Truffles

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

**Spotlight**

- [Wine](#) - [View More](#)
- [Food](#) - [View More](#)
- [Beer](#) - [View More](#)



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### 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



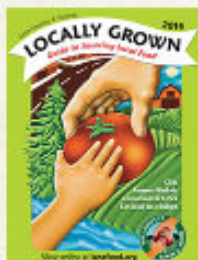
**Cascades Raptor Center**  
Experience the beauty of birds of prey, up close!



**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 [Sluissaw 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](http://EugeneCascadesCoast.org/Green) | 800.547.5445





PLAN YOUR GREEN MEETING  
/ START NOW

EUGENE CASCADE COAST  
OREGON

PLAN YOUR GREEN MEETING  
/ START NOW

EUGENE CASCADE COAST  
OREGON





Green Meetings Inspire Fresh Ideas

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**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

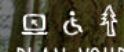
Contact us for a tour to plan your fully accessible meeting at [EugeneCascadesCoast.org/Accessible-Meetings](http://EugeneCascadesCoast.org/Accessible-Meetings) | 800.547.5445



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 —

✓ CHECK OFF YOUR PLANNING LIST

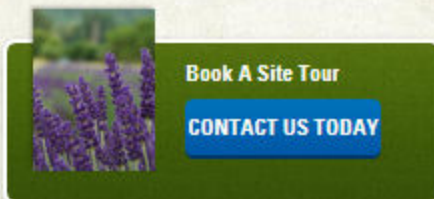
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Book A Site Tour

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## Accessible Meetings

### Providing Access to Your Conference

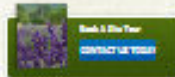
Discover how easy it is to plan [inclusive events](#) in the Eugene, Cascades & Coast region.

- 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](#)

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### Accessible Meetings Providing Access to Your Conference

Discover how easy it is to plan inclusive events in the Eugene, Coos and Curry 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, Coos and Curry region and we 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 amenities, corporate social responsibility implementation and adaptive equipment rentals and services.



Liney Pennington, Senior Cultural and Inclusive Recreation Services Center Manager for the City of Eugene, and Janis Ross, Vice President of Convention & Events Marketing for Travel Lane County, after an [empower2017](#) session through 2018. This 10-minute presentation outlines many helpful tips for improving access to meeting content.

#### RISE TO THE CHALLENGE

Have fun with inclusive team building activities. Compare activities 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 Coos 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 online with additional information on planning your next inclusive conference in the Eugene, Coos and Curry 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, Coos and Curry. [View Information](#)

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### 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



— OREGON —

✓ CHECK OFF YOUR ADVENTURE LIST

Enter to win a Eugene Ale Trail getaway at [EugeneAleTrail.org](http://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](http://EugeneCascadesCoast.org/Pinot) | 800.547.5445



# Mike the Bike





OFFICIAL  
GUIDE



OREGON  
2015-16

# Eugene Cascades & Coast

*The University of Oregon*

**AMAZING  
HAPPENS  
HERE**

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**INSIDE**

THINGS TO DO  
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FOOD & DRINK  
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WHERE TO STAY  
PAGE 49

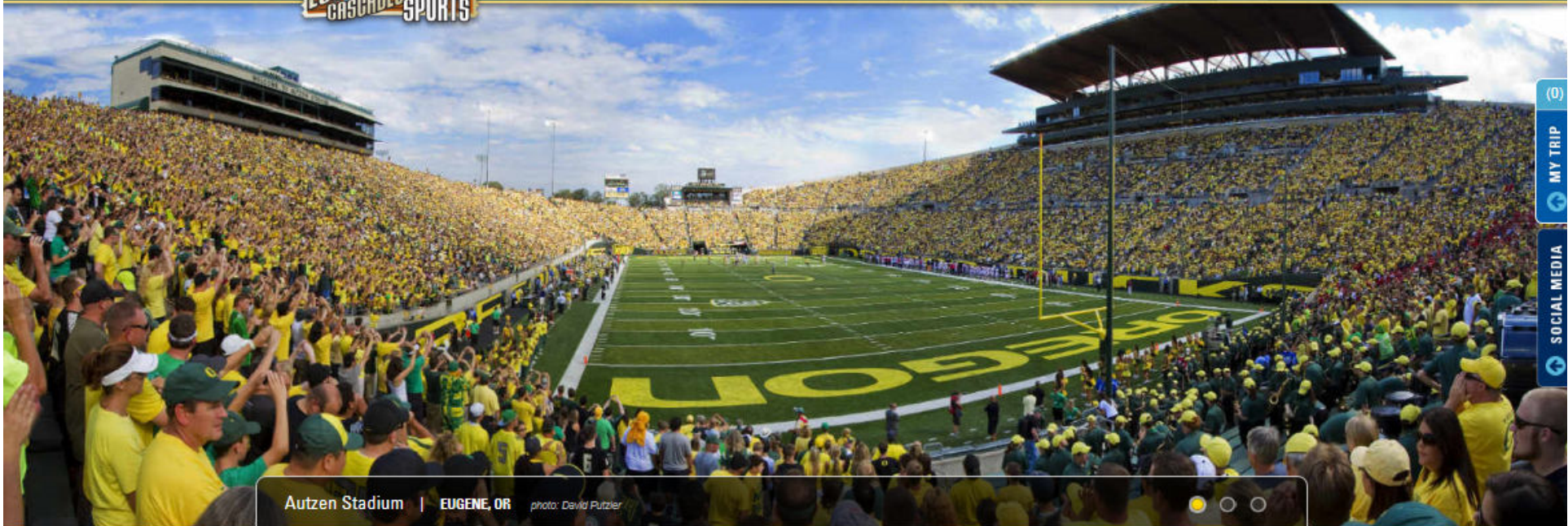
COMMUNITIES  
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—TRAVEL LANE COUNTY—





Autzen Stadium | EUGENE, OR photo: David Putzier

- (0)
- 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







Eugene Emeralds | PK PARK, EUGENE



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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



✓ CHECK OFF YOUR LIST

Request your MVP tour of Historic Hayward Field and other world-class sports venues at [EugeneCascadesCoastSports.org/Track](http://EugeneCascadesCoastSports.org/Track) | 800.547.5445



# TrackTown USA







**More Good Things To Come**