



Eugene City Council

125 E. 8th Ave., 2nd Floor
Eugene, OR 97401-2793
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

November 20, 2019

12:00 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of November 20, 2019;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Betty Taylor, President
Mike Clark
Chris Pryor
Jennifer Yeh

Emily Semple, Vice President
Greg Evans
Claire Syrett
Alan Zelenka

12:00 p.m. CITY COUNCIL WORK SESSION

1. WORK SESSION: 2021 Update

For the hearing impaired, an interpreter can be provided 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.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010
or visit us online at www.eugene-or.gov.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: 2021 Update

Meeting Date: November 20, 2019
Department: Library, Recreation, and Cultural Services
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Stephanie Scafa
Contact Telephone Number: 541-682-5652

ISSUE STATEMENT

This work session is an opportunity to update City Council on the community preparations for the World Athletics Championships Oregon21 event, to be held in Eugene August 6–15, 2021. Staff will present an update on event planning efforts and initial scoping for a community festival anticipated to take place for the duration of the Championships.

BACKGROUND

This ten-day event will bring the world championships for track and field to Eugene and to the United States for the very first time. Eugene has a long history of hosting world-class athletics events and our tradition and reputation as TrackTown, USA, makes our community and state the perfect first place in the United States to host the World Championships. A few facts:

- 190+ countries will participate (over 200 teams, with 2,000 athletes)
- 3,000 media attendees
- These competitions happen every other year; in September/October this year the Championships took place in Doha, Qatar
- Oregon21 Kick-Off event took place on October 10 at University of Oregon

PREVIOUS COUNCIL DIRECTION

[June 27, 2018, Work Session](#)

[June 24, 2019, Work Session](#)

COUNCIL OPTIONS

Information only.

CITY MANAGER'S RECOMMENDATION

Information only.

SUGGESTED MOTION

Information only.

ATTACHMENTS

A. 2021 Community Festival Handout

FOR MORE INFORMATION

Staff Contact: Stephanie Scafa

Telephone: 541-682-5652

Staff E-Mail: sscafa@eugene-or.gov



2021 Community Festival: Oregon Welcomes the World

ATTACHMENT A



Vision

The vision for the 2021 Community Festival, located within walking distance of downtown along the sparkling Willamette River, will serve as a showcase for Eugene and a hub for artists and outdoor enthusiasts. It will amplify and explore Eugene and Oregon's unique identity and strengthen a sense of community and connection among the diverse communities of the state.

The festival is intended to:

- ★ Celebrate Eugene and Oregon as a showcase and hub for artists, outdoor enthusiasts and healthy lifestyles.
- ★ Amplify and explore the unique identity of Eugene and Oregon, and strengthen a sense of community and connection while building trust and confidence among the diverse communities of the city.
- ★ Serve as the fan experience during the World Athletics Championships (Oregon21) event, welcoming athletes, visitors and local citizens of all ages. The festival will integrate with Oregon21 and other community organizations and businesses, helping to create a seamless Oregon21 experience.
- ★ Be an interactive experience that, inspired by the global cultures represented at Orgeon21, include food and beverages, local and regional arts and crafts, multi-media, live and recorded entertainment, and youth and family activations.
- ★ Develop sponsorships and relationships with national, state and local stakeholders to both fund and add quality content and experience to the festival.





The goal of this festival is to represent the greater community and serve as the epicenter to welcome the world to Oregon. This includes:

- ★ Best practices in access and equity, environmental sustainability, business innovation, sport, youth engagement and overall community health and well-being.
- ★ An interactive experience that elicits pride and participation by the entire community and inspires future generations to strive for excellence and innovation.
- ★ Highlights in a thriving arts and culture scene.
- ★ Partnerships with local, regional, state, and national organizations.



For more information about City of Eugene legacy projects, please visit www.eug2021.org

