

IAAF World Championships

OREGON21

**COMPETITIVE LARGE
GRANT APPLICATION**



AUTHENTICALLY OREGON

IAAF World Championships

OREGON21



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OREGON
ASHER-SMITH
OREGON 2014

INTRODUCTION

IAAF World Championships
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**OREGON IS READY
TO AMAZE THE WORLD**



COVER LETTER

November 10, 2017

ATTN: Grants Manager
Travel Oregon
250 Church St. SE, Suite 100
Salem, OR 97301

Dear Travel Oregon Grants Manager,

On behalf of the Oregon21 Local Organizing Committee, it is with great excitement that I submit our grant application to partner with Travel Oregon in the hosting of the IAAF World Championships in August of 2021—an event officially named Oregon21.

This spectacular event is an opportunity for Oregon to represent our country by hosting the largest sporting event in the world in 2021, an international event with a reach exceeded only by the Olympic Games and the FIFA World Cup. Furthermore, this will be the first time it is hosted on U.S. soil. Grant funding is needed to showcase the best of Oregon on a global platform, from welcoming international and domestic visitors, to sharing our renowned hospitality with guests inside and outside the venue, to enabling media and broadcast to share stories and beautiful images of our state around the world.

Oregon is uniquely positioned to set a new bar for what these Championships can be for athletes, media, broadcasters, partners, volunteers, and spectators alike. In our application materials, you will see our initial vision for how to set this extraordinary standard. This event is governed by the International Association of Athletics Federations (IAAF) and the established guidelines for conducting its flagship event; however, we are all committed to maximizing every opportunity to showcase the best of Oregon through the Championships. Our application sets forth the major principles that will guide the organization as we spend the next four years working with our partners to fulfill that vision. But this application is about more than just processes and structures. We also ask you to imagine some of the possibilities that Oregon21 can bring. We invite you to take a journey with us.

Here is our starting point: we have the iconic history of Hayward Field, a venue at which athletes from across the globe dream of racing; we have a community that has become a destination for the sport—just like golf fans visit Augusta because of The Masters; we have a state that embraces track and field and running *and* provides our spectators with a wealth of activities to enjoy outside the competition.

The sport itself is philosophically aligned with Oregon. Track and field is in our DNA. The sport is inclusive, accessible, and diverse. We have powerful throwers, tall jumpers, explosive sprinters, and lean distance



COVER LETTER

runners all competing under the same flag. It is a sport in which women are paid and celebrated on an equal playing field. In truth, there is room in this sport for everyone—from the greatest athlete in the world (Oregon’s own Ashton Eaton) to a high school 100-meter runner to a 70-year old intent on running a marathon for the first time.

In August of 2021, Oregon will have the honor to host 2,000 athletes from as many as 214 countries and welcome 3,000 broadcasters, press, and photographers from around the world who will share the story of Oregon in over 190 territories, with a cumulative audience that is rivaled only by that of the Olympic Games and the FIFA World Cup.

The pioneering Oregon spirit will be reflected not only in how we host the competition, but in how we make this event a meaningful experience for all of those involved. Oregon does things differently—in a good way; as such, Oregon21 will be executed in a manner that is “Authentically Oregon.” We want to make it more than just a track and field competition; we want it to be a legacy event remembered as a turning point for Oregon.

Hand-in-hand with our fellow travelers on this journey—the IAAF, USA Track & Field, the State of Oregon, Travel Oregon, local governments, public agencies, and all our partners—we know we can achieve this vision. In so doing, everyone who experiences Oregon21 will remember it for the rest of their lives. The Championships will inspire a next generation of athletes, fans, and explorers.

Oregon has never done anything like this—not because we can’t, but because we have never had the opportunity. Now is our opportunity.

We look forward to working with you and others across the state to implement our vision and help new audiences discover Oregon. Now, I present our application for the Travel Oregon Competitive Large Grant and I invite you to imagine with us how this event can transform, highlight, and amplify the magnificent state of Oregon.

We like this plan. You might too.

Sincerely,



Michael Reilly
Manager, Oregon21 LLC



PROJECT OVERVIEW

PROJECT OVERVIEW

IAAF World Championships

OREGON21

SHOWCASING OREGON

The IAAF World Championships is the crown jewel for the sport of track and field, a 10-day spectacle of awe-inspiring performances in which the competitive field for every event comprises the best athletes in the world. Oregon21 will be the largest sporting event held in the world that year, and the largest that our state has ever welcomed. Oregon will be the first state in the U.S. to host these Championships. We recognize the tremendous potential to showcase the state of Oregon by capitalizing on the global spotlight that will shine on us.

The exposure of Oregon on the world stage over four years, culminating in the Championships on August 6–15, 2021, is an unparalleled opportunity for the state. For the 2015 IAAF World Championships in Beijing, there were approximately 63 hours of competition broadcast to 194 countries over the course of nine days. For comparison, in that same year, the Super Bowl was broadcast to 180 countries for only three-and-a-half hours.

It is our aim, as stated in the mission statement below, to organize an event that is not solely defined by ticking time and measured marks, but by the impact that is felt and the legacy that is left in communities across the entire state. Our goal is to deliver an event that includes, but is not limited to, the following efforts:

1. Fulfill our mission—“Oregon21 will engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy.”
2. Work with Travel Oregon to highlight the entire state of Oregon (encompassing all seven tourism regions) and create an event that is “Authentically Oregon.” We will produce and deliver a Championships that will create lasting memories for those who attend and spur a desire to visit for those who watch from afar.
3. Benefit Oregon businesses—we want to deliver a Championships that benefits and promotes Oregon and the people within our state. We will tap into local resources and expertise to make this happen at every level of our event operations.

The Oregon21 Local Organizing Committee (LOC) is applying for a Travel Oregon Competitive Large Grant in the amount of \$10 million to assist in the conduct of the Championships, an event that has an operating budget of \$85 million. This funding is needed to showcase the best of Oregon on a global platform. Specifically, this grant will help fund elements in these areas to achieve that aim: accommodations, administration, broadcast, ceremonies and other creative elements, competition, hospitality and the hosting of official functions, media services, and workforce training and operations.

By the time you are done reading our application, we hope the many ways our event, and the mission of Oregon21, align with all four of the Competitive Large Grant Key Initiatives are clear. We are confident that you will share our vision for how this event has the power to impact the entire state.

ALIGNMENT WITH INITIATIVES

Oregon21 offers alignment with each of Travel Oregon’s Competitive Large Grant Key Initiatives.

1. It will maximize the economic return on public and private investments in Oregon.

To put it quite simply, we know the IAAF World Championships will have a sizable impact on our state’s economy.

Perhaps the greatest economic return on public and private investments in Oregon will come in the form of valuable advertising the state will receive in the years, months, and weeks leading up to, and during, the event itself. Not only are we bringing the world to Oregon, we are also bringing Oregon to the world.

We worked with ECONorthwest to generate a preliminary economic impact study in the fall of 2015. Using ticket data from the 2012 Olympic Trials, including the fact that 47% of the ticket customers were from outside of our state, they have estimated spending by visitors at \$52 million of direct spending associated with the event itself. The report also shows direct spending by visitors and by the event totaling \$138 million with a total output

(value of goods and services produced) of \$205 million. See *Appendix A* for the estimated economic contributions report.

The athletes will draw in spectators from around the world. In fact, five of the largest IAAF team federations—China, Japan, Germany, United Kingdom, and Australia—just happen to be from Travel Oregon’s key overseas markets.

Oregon businesses will play a key role in the delivery. In hosting past U.S. Olympic Trials and IAAF World Championships events, we turned to Oregon’s best for help. Creative agencies developed branding and marketing campaigns; purveyors of local food, wine, and beer crafted an immersive hospitality experience; contractors aided in electrical, mechanical, and general construction; the television industry contributed broadcast talent; and the medical community cared for the world’s athletes.

And it’s not just during the event that businesses benefit. Partners who have previously worked with us have leveraged the experience they gained during the events to position themselves to attract



ALIGNMENT WITH INITIATIVES

new clients and new types of business. Building a 200-meter track and 7,000-seat stadium to host the IAAF World Indoor Championships Portland 2016 inside the Oregon Convention Center (OCC) may have seemed a bit crazy. But the OCC staff didn't see it that way. They embraced the challenge, and have now further distinguished themselves as a team that can help turn their clients' ambitions into reality. It has become more than a talking point; it is a selling point as they encourage prospective clients to think creatively and challenge convention in considering what is possible.

2. It will drive year-round destination-oriented travel from Oregon's key domestic and international markets by aligning and optimizing local opportunities.

Imagine a message being transmitted throughout the world. It starts with a name—Oregon21. It then spreads via partners throughout the nation and across the globe. It begins to appear on social media channels, popping up on phone screens with growing frequency. Then, on August 6, 2021, that message is amplified. In over 190 territories, fans cheer for their local favorites; they see "Oregon21" printed on the front page of thousands of hometown newspapers; Oregon is everywhere.

This will be possible because we have already capitalized on a significant earned media opportunity. In our negotiations with the IAAF, we have secured that the official name of the Championships will be "Oregon21". This means that every dateline will show "Oregon"; it also means Oregon will be referenced every time the event is named on TV and radio, in newspapers, and on websites and blogs. Imagine the event name emblazoned on every athlete competition bib so that front-page photos around the world boldly proclaim OREGON21.

The LOC is responsible for producing the host broadcast signal that will be shown around the world. Imagine opening the coverage with dramatic

views of the Oregon Coast or Portland's iconic bridges. In the competitive event introductions, before zooming in on Hayward Field, the start line of the marathon, or the race walk, imagine a bird's eye view of wine country or Mt. Hood in all our glorious seasons.

By the end of the Championships, viewers on six continents will not only know where Oregon is, they will know where to find their "best thing" in Oregon. They will want to bask in the grandeur of Crater Lake, camp in the Wallowas, rock climb at Smith Rock, ski the Cascades, or go for a run on Pre's Trail. This event will encourage people to come to Oregon, both during the event itself and in the years that follow.

Our structure and stakeholder engagement process will expand the opportunity to showcase and promote the state. We will continue to broadly engage stakeholders to identify shared priorities and to implement a process for individual opportunities to be aligned and amplified through the national and international reach of the Championships.



ALIGNMENT WITH INITIATIVES

3. It will develop destination-based products that work in concert with Oregon's natural environment, support the stewardship of the state's resources and its rich history.

Working together with Travel Oregon and other partners (see the *Governance & Structure* section), we will develop plans to make this event Authentically Oregon. A focus of the engagement and planning process will be on how to weave the made-in-Oregon feel into diverse aspects of the



IAAF World Championships Oregon21. This will range from how we develop the marketing and promotions plan to how we shape the experience of the thousands of visitors who will attend or participate as well as the millions who will view the Championships on television and the internet.

As we plan all aspects of the event, we will consider how each deliverable could be an opportunity to showcase the best of Oregon, from our unique natural and tourist destinations to our history and culture to our leadership and innovation.

Imagine an event mascot who celebrates Oregon's inimitable qualities or bounty. What if this mascot plants an Oregon21 flag at each of the 7 Wonders of Oregon? Or goes wine tasting in the Willamette Valley or brewery-hopping in Portland (only if of age, of course)? Then, on August 6, 2021, imagine that same mascot parachuting into a brand new, state-of-the-art Hayward Field packed with fans from around the world.

These are fun examples of the many ideas that are already bubbling up to ensure we achieve our primary aims—to create an event that is Authentically Oregon and to produce and deliver a Championships that will create memories and images that extend its legacy far beyond August 2021.

As further evidence of how this imperative is embedded in the very fabric of the LOC, we have included our Sustainability and Legacy Efforts Report from 2016 (see *Appendix B*). This report is not just about our recycling efforts—it is about all the many ways we were able to demonstrate a commitment to our partners and our communities in making our events reach far beyond the sporting sphere. Our initiatives have ranged from incorporating local food, wine, and beer into our hospitality to creating additional programs that draw out-of-state visitors, and partnering with local travel bureaus in the promotion of dining, lodging, and entertainment options.

ALIGNMENT WITH INITIATIVES

Our goal is to engage many stakeholders to build upon past programs and identify new opportunities to make this event more than a meet. We know Oregon21 has already served as a catalyst for stakeholder-led initiatives. For example, the City of Eugene has started cultural development efforts such as the acclaimed 20x21 international mural project that began in the summer of 2016. We also know Oregon21 has created a tangible deadline for legacy efforts to be completed by local governments and public agencies. Travel Lane County, for example, has targeted specific tourism products to be actualized before the event in 2021.

4. It will provide strategic industry professional development and training opportunities.

The scale of this event is transformative. It will provide numerous opportunities for professional development and training as well as introducing young people to the travel, tourism, and hospitality industries.

Welcoming the world to Oregon for the IAAF World Championships will require many of the same skills that are required to run a premier hotel or restaurant. Sharing an Authentically Oregon experience will require helpful and knowledgeable greeters at the airport, assistance with check-in at the Athlete Village, catering and hospitality hosts, and language experts who can help delegations navigate their Championships experience. We would like to work with our partners to recruit for these and many other roles. We will recruit experienced professionals from around the state who can provide a high level of service for all client groups. We will also recruit those just starting in their careers—students and new graduates—who not only have the chance to be a part of one of the largest events in the world, but also to work closely with industry leaders from around the state, creating real-world mentoring and networking opportunities.

While there will be many hospitality-specific roles, it will be important for all those delivering Oregon21 to provide exceptional customer service. As we have with previous events, we will develop a training program for volunteers and workforce. This will include content on how to be a welcoming host able to adapt to a variety of situations, whether helping an international visitor, assisting a guest with accessible needs, or resolving a customer complaint. We have traditionally drawn volunteers from across the state and, after the conclusion of events, those volunteers are able to return to their regions with valuable knowledge and experience.

In addition to the formal training opportunities directly associated with the event, there will also be opportunities to engage diverse groups in the lead-up to the Championships. As an example, for the IAAF World Indoor Championships Portland 2016, we partnered with the Oregon Convention Center and Self Enhancement, Inc. on a program for middle school students. OCC staff outlined their roles and responsibilities, shared their own career stories, and facilitated discussion about diverse career opportunities amongst the participants. Students got a tour of the convention center, including the empty exhibit halls, and then were guests of Portland 2016 a few weeks later to see the venue transformed into a state-of-the-art indoor track and field stadium.

We are confident that with local and statewide engagement we will see many more opportunities arise for development and training in the lead-up to and the delivery of the Championships. As we look beyond 2021, who knows what new events we'll be able to attract to Oregon by having hosted these Championships?

STATEWIDE IMPACT

Which tourism regions does this project impact?

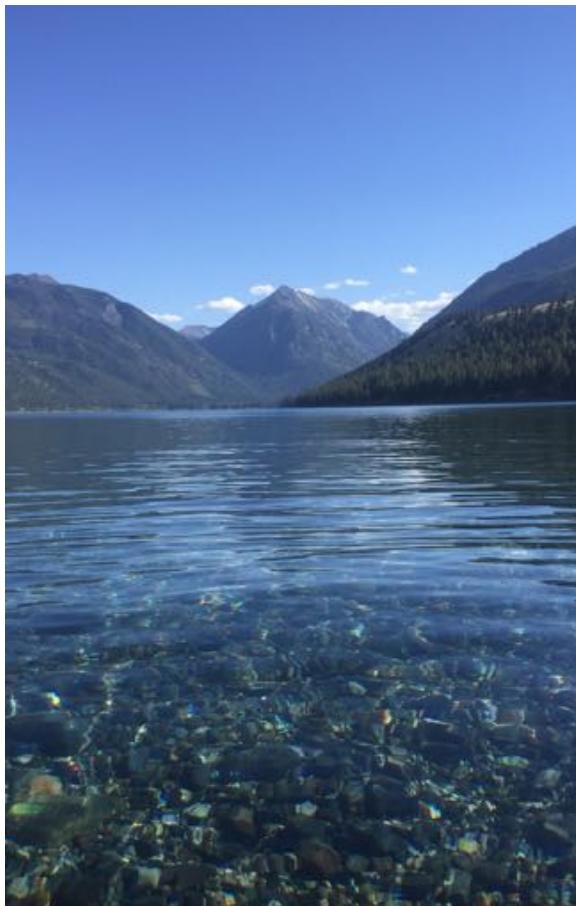
There is no better opportunity to amplify Oregon on the global stage than by hosting an event of this magnitude. The size and scope of this project will impact all seven tourism regions, encompassing the entire state of Oregon.

As mentioned previously, we negotiated with the IAAF to name the event after the state of Oregon. This is significant because in all other Championships, the IAAF has used the name of the city such as Moscow 2013, Beijing 2015, and London 2017. We advocated to change the long-standing protocol for naming World Championships because this event is truly a statewide opportunity with statewide engagement, and that needed to be reflected to the world. This isn't just about one community. This is about the great state of Oregon.

We want everyone to discover their own favorite place in Oregon. We will work with Travel Oregon, the RDMOs, and our other partners to encourage participants and attendees to become explorers, whether they are athletes arriving early for training camps, spectators extending their stays, or journalists enjoying a quick day trip.

For those who aren't lucky enough to travel to Oregon this time around, the broadcast will serve as their passport to the entire state. When they tune in, they'll be greeted by images of landscapes and natural scenery from the Wallowas to the Painted Hills to the vast Oregon Coast. We keep mentioning the broadcast (and we will continue to do so) because it matters. Here's why: the IAAF World Championships Beijing 2015 were broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion.

From past events, we have seen the value that implementing a LOC structure can bring, not only in delivering successful operations for the event but also in facilitating pathways of statewide communication and coordination that endure. For the 2008 U.S. Olympic Team Trials, a multi-agency security team was established that has since developed into a model for emergency response to assist with event planning throughout Oregon. In 2016, the Portland Police Bureau was pleased to use the IAAF World Indoor Championships as a testing ground for a unified command system, integrating not only the city's emergency services but also representatives from the county and other public agencies.



ENTITY INFORMATION

Entity Information

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Eugene, OR 97440

Federal Tax Identification Number: 82 - 1192794

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NARRATIVE RESPONSES

IAAF World Championships

OREGON21

**WORKING TOGETHER
TO WELCOME THE WORLD
TO OREGON**



GOVERNANCE & STRUCTURE

1. How is the applying entity governed (including leadership structure)?

The IAAF World Championships Oregon21 will be planned and delivered by an expansive Local Organizing Committee (LOC) that brings together diverse stakeholders from across the state, including local and state government, public agencies, nonprofits, private businesses and associations, as well as national and international partners to deliver a world-class event and capitalize on the opportunities to leave a lasting legacy.

The IAAF World Championships is the crown jewel of the sport of track and field, a 10-day spectacle of awe-inspiring performances in which the competitive field for every event comprises the best athletes in the world.

The world's governing body for the sport of track and field, the IAAF (International Association of Athletics Federations) is responsible for promoting the sport, overseeing the rules/equipment used around the world to ensure a fair competition, and hosting international championships. It represents 214 Member Federations (more members than the United Nations) and is among the largest sports organizations in the world. The IAAF Council consists of 27 elected members, including a president, four vice-presidents, a treasurer, one representative from each of six area groups—North America, South America, Europe, Asia, Africa, and Oceania—and 15 individual members. The IAAF awards the right to host the World Championships and oversees the conduct of the competition and event planning.

In the spring of 2015, the IAAF Council awarded the 2021 World Championships to the United States and the state of Oregon. It marks the first time in the 38-year history of the event that it will be contested in the U.S.

While the IAAF is the owner of the World Championships, every edition relies on a LOC to lead the detailed planning and delivery of the event in collaboration with the IAAF and its partners. While the IAAF has guidelines and standards to ensure consistency in the delivery of the competition, marketing rights, etc., the LOC has the opportunity to showcase the unique attributes of the host community and country, including history and culture, art, music, the environment, etc., in the manner in which those operational elements are delivered.

The LOC for the 2021 IAAF World Championships will be a partnership between the staff of Oregon21 and many public, private, and nonprofit stakeholders who will work together to not only deliver the highest level of competition, but also to capitalize on the once-in-a-lifetime opportunity that hosting the Championships provides.

Oregon21, LLC was established as an Oregon limited liability company in 2017, and is a wholly-owned subsidiary of Track Town USA, Inc., an Oregon nonprofit corporation. From initial planning through delivery, the LOC will grow from a very small number of full-time staff collaborating with external stakeholders to a much larger organization comprising paid staff, vendors, short-term contractors, volunteers, and stakeholder organizations at event-time. This is a typical pattern for organizing committees, with increases in staff correlated to increasing requirements for detailed documentation and the work necessary to create and execute Functional Area and venue plans.

Creating a LOC structure that effectively facilitates the participation and collaboration of a broad range of stakeholders is critical to delivering two tracks of planning: delivering a world-class competition and leaving a meaningful legacy. It is important that this collaboration is facilitated across multiple levels of decision-making and delivery; establishing

GOVERNANCE & STRUCTURE

communication and partnerships early ensures broad engagement and support. Building these relationships not only expedites the delivery of the event, but also can become a legacy of it. Previous experience has shown that the coordination systems and relationships developed in preparation for our events can benefit the community far beyond the last race.

The Oregon21 structure has been created to facilitate regional, statewide, and national coordination and collaboration in order to capitalize on the opportunities presented by hosting an event of this magnitude. The structure links government entities, tourism entities and businesses, organizations like chambers of commerce, and

industry and community leaders. This diverse engagement will allow individual local opportunities to be identified and highlighted within the larger LOC and offers the ability to align an individual initiative with the combined efforts of many stakeholders to amplify and maximize its reach. By identifying and capitalizing on the characteristics and elements that differentiate our community, our state, and our partners, we will be able to create a Championships experience unlike any other.

The structure (shown in *LOC Structure* below) shows how this collaboration will happen at three levels: Councils, Steering Committee and Oregon21 Executive Team, and Delivery.

OREGON21 LOC STRUCTURE



GOVERNANCE & STRUCTURE



Councils

The councils in the first tier will contribute to shaping the overall vision for the Championships and provide input to ensure responsible stewardship of the event and its legacy. The councils will receive briefings on the planning so that members can provide feedback on the concepts, major decisions, and key challenges to be addressed. Although the members will not be involved in day-to-day decision-making and planning, they may be called on for guidance on the issues that cannot be resolved without their support.

Steering Committee & Oregon21 Executive Team

The day-to-day leadership for planning and delivery resides in the second tier. This work will happen through the Steering Committee and the Oregon21 Executive Team. The Steering Committee is the decision-making group leading the efforts to make the IAAF World Championships “more than a meet”, with a focus on delivering against strategic objectives, especially those that require multi-agency coordination and cooperation, fundraising, and/or resource allocation.

The Steering Committee will identify opportunities to make the Championships more than just a competition by aligning stakeholder interests, expertise, and resources with the once-in-a-lifetime platform provided by hosting the Championships. The members will also work together to ensure cross-agency coordination in planning and delivery and assist with the resolution of issues that cannot be addressed at a lower level.

Delivery

The day-to-day planning and implementation at event-time resides in the Delivery tier. This work will be led by Oregon21 staff who are responsible for the planning of each Functional Area and the Stakeholder Delivery Liaisons.

Functional Area planning will build upon the knowledge gained from hosting previous events as well as IAAF guidelines. Many of the “routine” aspects of hosting track and field competitions at Hayward Field are well-established and well-documented, with a variety of experienced volunteers contributing to these efforts year after year.

GOVERNANCE & STRUCTURE

However, there are some aspects of the event that require multi-agency engagement to deliver, so working groups will be established to address specific aspects of event planning and delivery. The groups will focus on complex projects that require coordination and collaboration among multiple agencies in order to deliver integrated operations. Examples of working groups may include those that focus on marketing, communications, transportation, and public safety and security; in some cases, the membership of the working groups may overlap.

The inclusion of representation from stakeholders at multiple levels will help ensure that individual stakeholder initiatives and event-specific

initiatives, particularly in the areas of marketing and communications, complement and enhance each other. Travel Oregon staff will be invited to participate at all levels of the structure—including key working groups such as marketing—to facilitate coordination of key messaging and create synergy from the combination of many individual efforts into a collective one.

In addition to the formal structure and regular meetings, we will continue stakeholder outreach through introductory sessions, town halls, event activations, and speaking opportunities.



A PLATFORM FOR OREGON TOURISM

2. How does the proposed use of funds provide a platform for tourism in Oregon on the national and/or international stage?

Oregon21 positions the state as a destination of global significance for the thousands of domestic and international guests who will visit Oregon in August 2021 to compete, cheer, chronicle, or volunteer. This position is amplified, however, as global audiences hear stories and see images from lush forests to dramatic high deserts over the next four years, culminating in 10 days of unprecedented worldwide media coverage for Oregon.

Destinations that host major international sporting events (e.g., Salt Lake City, Lake Placid) become synonymous with the United States and so will Oregon. In 1962, Seattle hosted the World's Fair, coincidentally titled Century 21. In reflecting on why the World's Fair mattered, one local writer posited that millions of people participated and local leaders were able to harness the momentum leading up to the event to truly transform the city. That event left a legacy that brought Seattle into the modern era and established it as a high-profile American city.¹

¹ <http://www.seattlemag.com/article/back-future-why-seattles-worlds-fair-mattered>

What do we mean when we talk about the size and scope of the IAAF World Championships? First and foremost, the event will feature athletes from up to 214 Member Federations. Athletes from these federations will be striving for personal bests and aiming for medals in the 47 events that make up the full competition schedule.

Oregon21 provides a platform for tourism in the state most dramatically through the television broadcast. As the following audience numbers show, the Championships will be seen all across the world. The IAAF World Championships Beijing 2015 were broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion.

Hometown fans, sports enthusiasts, and even casual viewers pulled in by the excitement of international rivalries will be tuning in to the broadcast to cheer on their heroes. To emphasize a point made earlier, the LOC is responsible for producing the host broadcast signal that will be shown around the world. All viewers will be treated to 10 days of Oregon imagery, and we will make sure they can't wait to plan their visit.



IAAF MEMBER FEDERATIONS

Afghanistan	Central African	French Polynesia	Lesotho	Palau	Sweden
Albania	Republic	Gabon	Liberia	Palestine	Switzerland
Algeria	Chad	Georgia	Libya	Panama	Syria
American Samoa	Chile	Germany	Liechtenstein	Papua New Guinea	Tajikistan
Andorra	Chinese Taipei	Ghana	Lithuania	Paraguay	Tanzania
Angola	Colombia	Gibraltar	Luxembourg	Peru	Thailand
Anguilla	Commonwealth of	Great Britain & N.I.	Macau	Philippines	The Gambia
Antigua & Barbuda	Dominica	Greece	Madagascar	Poland	Togo
Argentina	Comoros	Grenada	Malawi	Portugal	Tonga
Armenia	Congo	Guam	Malaysia	PR of China	Trinidad and Tobago
Aruba	Cook Islands	Guatemala	Maldives	Puerto Rico	Trinidad and Tobago
Australia	Costa Rica	Guinea	Mali	Qatar	Turkey
Austria	Cote D'Ivoire	Guinea-Bissau	Malta	Republic of Yemen	Turkmenistan
Azerbaijan	Croatia	Guyana	Marshall Islands	Romania	Turks and Caicos
Bahamas	Cuba	Haiti	Mauritania	Russia	Islands
Bahrain	Cyprus	Honduras	Mauritius	Rwanda	Tuvalu
Bangladesh	Czech Republic	Hong Kong, China	Mexico	Saint Kitts and	Uganda
Barbados	Dem. Rep. of São	Hungary	Micronesia	Nevis	Ukraine
Belarus	Tomé and	Iceland	Moldova	Saint Lucia	United Arab Emirates
Belgium	Príncipe	India	Monaco	Saint Vincent and	United States
Belize	Democ. Republic	Indonesia	Mongolia	the Grenadines	Uruguay
Benin	of the Congo	Iraq	Montenegro	Samoa	Uzbekistan
Bermuda	Denmark	Ireland	Montserrat	San Marino	Vanuatu
Bhutan	Djibouti	Islamic Republic	Morocco	Saudi Arabia	Venezuela
Bolivia	Dominican	of Iran	Mozambique	Senegal	Vietnam
Bosnia-	Republic	Israel	Myanmar	Serbia	Virgin Islands
Herzegovina	DPR of Korea	Italy	Namibia	Seychelles	Zambia
Botswana	East Timor	Jamaica	Nauru	Sierra Leone	Zimbabwe
Brazil	Ecuador	Japan	Nepal	Singapore	
British Virgin	Egypt	Jordan	Netherlands	Slovak Republic	
Islands	El Salvador	Kazakhstan	New Zealand	Slovenia	
Brunei	Equatorial Guinea	Kenya	Nicaragua	Solomon Islands	
Bulgaria	Eritrea	Kiribati	Niger	Somalia	
Burkina Faso	Estonia	Korea	Nigeria	South Africa	
Burundi	Ethiopia	Kosovo	Norfolk Island	South Sudan	
Cabo Verde	F Y Rep. of	Kuwait	Northern Mariana	Spain	
Cambodia	Macedonia	Kyrgyzstan	Islands	Sri Lanka	
Cameroon	Fiji	Laos	Norway	Sudan	
Canada	Finland	Latvia	Oman	Suriname	
Cayman Islands	France	Lebanon	Pakistan	Swaziland	



A PLATFORM FOR OREGON TOURISM



A PLATFORM FOR OREGON TOURISM

The visiting media will also help spread the story of Oregon. In addition to ensuring that the media have everything they need to do their job, a fundamental part of our media services operation is providing a media kit with a range of information beyond the competition. The structure of the LOC will ensure key messages are identified in advance to proactively engender earned media stories.

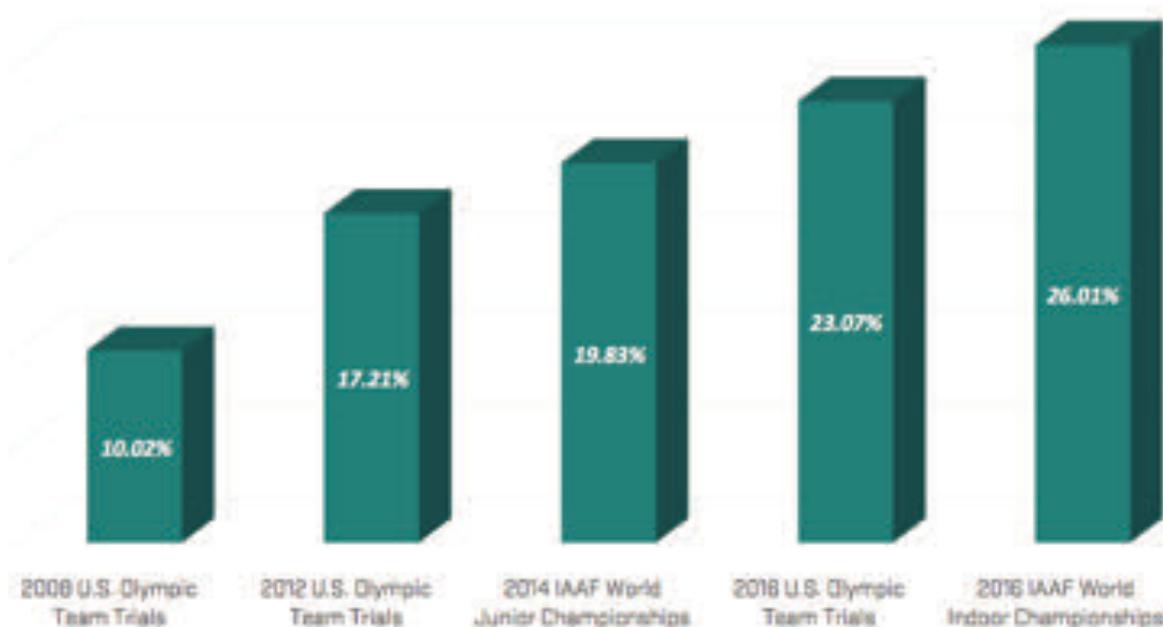
But we are not waiting until 2021 to use the Championships as a vehicle to promote the state as an exciting tourist destination. We were able to leverage our partnership with the IAAF to activate a booth at the IAAF World Championships London 2017 (see *Marketing Plan* section). If our interactions in London were any indication, international spectators traveling to the U.S. for the event are eager to extend their itineraries to include leisure travel in the Pacific Northwest. That sentiment has been echoed by U.S. residents in response to our social media campaigns. We will be able to reach ticket purchasers with Oregon-

focused travel content before they book their reservations, a key marketing opportunity. As we have in the past, we can also work with tour operators as they develop their itineraries, providing them destination information on all that Oregon has to offer.

We also view this as a vehicle to build upon our success in increasing the percentage of out-of-state ticket purchasers at the last three Olympic Trials, from 38% in 2008 to 47% in 2012 to 58% in 2016.

It's not just the ticket-buyers who we are attracting to Oregon. The previous events we have hosted have increasingly enticed out-of-state volunteers; these individuals sign up not only to be a part of the team delivering the event, but also to have the chance to experience Oregon. The below graph illustrates how the percentage of out-of-state volunteers (for events with a workforce larger than 1,100) has more than doubled from 2008 to 2016.

PERCENTAGE OF OUT-OF-STATE VOLUNTEERS



MITIGATING RISK

3. What risks exist to successful execution of the project and how does your organization plan to mitigate this risk?

The organizational and governance structure of Oregon21 is designed to anticipate and mitigate the inherent risks associated with hosting an international sporting event of this magnitude.

The expertise and effective collaboration of stakeholders through a comprehensive LOC—a structure well-tested in the hosting of previous major events such as the IAAF World Indoor Championships Portland 2016, the last three U.S. Olympic Team Trials, and the IAAF World Junior Championships Oregon14—will allow us to effectively identify and mitigate risks.

There are three primary types of risk associated with hosting the Championships: operational, financial, and reputational; each specific risk may involve any or all types.

This first step to mitigate against all three types of risk is the planning process itself. The planning phases (described in the *Project Timeline*) will be an iterative one, with each phase building upon and refining the work done in the prior phase, this

will ensure an integrated operational plan that is aligned with the mission and advances the strategic objectives established for the Championships. Risk identification and mitigation will be a part of these planning phases.

The planning for Oregon21 will benefit from the learnings of previous events. These learnings, along with industry best practices, will be applied within the context of the specific event—the international and diverse nature of stakeholders, partnership with the IAAF and USA Track & Field (USATF, the national governing body of the sport of track and field), etc.—to deliver the best-possible competition at the world’s largest sporting event in 2021. As with the successful events we’ve previously delivered, the planning process will identify the likelihood and potential consequences of risks associated with operational delivery such as the impact of severe weather, security and medical incidents, traffic congestion, power failures, etc.

Once the risks have been identified, the LOC will analyze how to reduce the likelihood of each risk, the potential severity of the risk, or both. For example, establishing a secure perimeter is generally one of the first steps in reducing the risk of a serious security incident.





Many operational risks cannot be completely eliminated, however, so the second step in mitigating risks will be the development of procedures and contingency plans to address identified risks. By developing procedures and contingency plans, the LOC will be prepared to respond to possible risks. If an incident were to occur, the LOC's ability to respond quickly and efficiently can effectively minimize the significance of the impact of the incident.

The ability to effectively implement procedures and contingency plans is tied to a rigorous documentation process and training program to ensure those who may encounter a risk during operations are prepared to respond to it. As with past events, Oregon21 plans to implement a training and readiness program to ensure that workforce are empowered to address an incident or escalate to the appropriate level if necessary.

The iterative planning process is also designed to mitigate against financial risk as well. The planning phases allow for regular assessments of Functional Area plans and the impact of each individual plan on the overall budget forecast to provide an accurate picture of projected expenditures. By starting the planning process so far in advance, we are able to

develop more accurate projections of revenues and expenses earlier and will be able to adjust plans for delivery as necessary.

The LOC structure, for both planning and execution, is designed to mitigate against reputational risks as well. At multiple levels, stakeholders and community members will be able to provide feedback on potential risks, both from an individual organizational perspective and for the LOC as a whole. By implementing regular and structured opportunities for feedback, we will seek to identify and address reputational risks in advance just as we do with operational risks. Enacting and refining this process during the planning phase will allow us to quickly and effectively implement a stakeholder response for reputational risks that emerge during the event.

At the delivery level, the implementation of working groups to plan and execute complex operations requiring the collaboration of multiple agencies will also facilitate addressing all type of risks. This structure facilitates the active participation of many different experts in the planning process to accurately identify and assess risk and create appropriate risk mitigation measures.

MARKETING PLAN

4. What is your promotion or marketing plan for the project and who is the potential audience?

The initial phase of our marketing and promotion plan for Oregon21 has already begun. We know it is never too early to start sharing this incredible event with the world. As such, working in partnership with Travel Oregon, we have already begun promotions, both in-person and on our social media channels, even as we build out our formal multi-phased plan through 2021.

The first true marketing effort centered on our announcement of the official name and dates of the event in the spring of 2017. Announcements of this kind, and promotion in traditional and non-traditional ways, will continue and amplify as we get closer to the event. We anticipate media coverage will also grow through the coming years.

As reported to the Oregon Tourism Commission in October 2017, an Oregon21 delegation (including representatives from the Oregon21 LOC, Travel Oregon, Travel Lane County, and the City of Eugene) traveled to the U.K. for the IAAF World Championships London 2017. Independently, staff from Governor Kate Brown's team also observed and attended events in London.

The LOC for London 2017 created a fan interactive zone (called "Hero Village") that was free and open to the public outside the ticketed entry to the competition stadium. Oregon21 set up a booth in Hero Village, where we connected with thousands

of the estimated 200,000 people who passed through over the 10 days of the Championships. Given the easy travel between the U.K. and the U.S., Britain's enthusiastic support of track and field, and the U.K.'s position as one of Travel Oregon's key international markets, activating at London 2017 was invaluable.

We worked hand-in-hand with Travel Oregon to develop messaging, collateral, and talking points to deliver to consumers at the booth. We knew we wanted to tell the story of the entire state of Oregon to the attendees of Hero Village—and the expertise of the Travel Oregon team in crafting welcoming language and eye-catching imagery contributed to the success of the London activation.

Specifically, we distributed tear-off sheets that contained both detailed tourism information about the 7 Wonders of Oregon as well as a map with Oregon21 event dates (see below). Everyone who visited our booth gained a new understanding of Oregon, its geographic location, an awareness of the new direct air service between London Heathrow and Portland International Airport, and all that the state has to offer a potential guest.

We also handed out stickers, magnets, and pens with the Oregon21 wordmark, as well as playful Travel Oregon pins that emphasized the quirky, outdoorsy elements that make Oregon unique (think beards, bikes, and beer). Finally, we gave away postcards that highlighted the beauty and world-class facilities of the University of Oregon campus.

WE NEED TO TALK ABOUT OREGON

Mark your calendars, the IAAF World Championships are coming to Oregon in 2021.

Mark your calendars, the IAAF World Championships are coming to Oregon in 2021. Oregon's natural beauty, sports heritage, and the 2021 IAAF World Championships are coming to Oregon in 2021. Oregon's natural beauty, sports heritage, and the 2021 IAAF World Championships are coming to Oregon in 2021.

Just as last year's edition of the IAAF World Championships was a landmark event for Oregon, the 2021 IAAF World Championships will be a landmark event for Oregon. Oregon's natural beauty, sports heritage, and the 2021 IAAF World Championships are coming to Oregon in 2021.

Travel Oregon is proud to be a partner in the success of the 2021 IAAF World Championships. Oregon's natural beauty, sports heritage, and the 2021 IAAF World Championships are coming to Oregon in 2021.

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MARKETING PLAN

In addition to what we handed out to patrons, we also collected email addresses to add to our growing Oregon21 database—we will use this database to send out digital blasts with ticketing, volunteer, and general event details as that information becomes available. We left London with around 1,000 new email addresses.

Our Hero Village booth in London also featured a virtual reality experience, where visitors were able to don virtual reality headsets and be a part of the intimate yet electric environment that a track and field meet in Oregon is able to offer. The content featured 360-degree video from around the venue at the 2017 Prefontaine Classic—on the ground with the field event athletes, experiencing the rhythmic clapping from the stands, and rising with the crowd for nail-biting race finishes. It was an immersive experience capturing the magic of Hayward Field and it offered a taste of what the world can expect in 2021.

The final component of the work accomplished at London 2017 was our social media presence. As future local organizers of an IAAF World Championships, we were granted access to the media mixed zone and press tribune. From there, we were able to conduct interviews with athletes post-competition, take photos, and clearly draw the line from the 2017 World Championships in London to the 2021 World Championships in Oregon. See this page for one such example, a photo of former University of Oregon football and track star Devon Allen throwing up the “O” as he talked about his excitement at the chance to compete in front of a hometown crowd in 2021. These messages went out to our followers on Twitter and Instagram—122,000 and 50,000, respectively, and growing!

Athlete-centric marketing works, and the potential marketing audience with ties to track and field and road running is staggering. USATF’s membership alone stands at 130,000 individuals (and growing) across each of the fifty states. In addition, the enormous popularity of major marathons and similar mass participation events has created a

sizable and engaged population to which we have successfully marketed in the past. The many ticket purchasers from previous events will also augment the databases that will receive our messages. We will certainly take advantage of all these groups in our marketing efforts for Oregon21, as well as continuing to identify more ways to interact with new audiences.

As Oregon21 gets closer, we will capitalize on the numerous other events (directly and indirectly, locally and internationally) that will take place in the upcoming years to generate awareness and create buzz. These include, but are not limited to: IAAF World Indoor Championships Birmingham 2018, NCAA Championships 2018 – 2021, IAAF World Championships Doha 2019, and the Tokyo 2020 Olympic Games.

With regard to our ticketing campaign, we plan on tapping into the global energy and the attention surrounding the 2020 Olympic Games (as well as track and field’s place as the epicenter of the Games) to propel Oregon21 ticket sales. This is a strategy that London 2017 utilized during the Rio 2016 Olympic Games and it was hugely successful.



MARKETING PLAN

Team USA is the best track and field team in the world—and by celebrating the performances of our athletes at the Games, we can draw attention to the fact that those athletes will be competing at an IAAF World Championships on home soil for the first time.

Of course, Team USA will not be the only team competing at Oregon21. And we plan on utilizing the vast network available through the IAAF's 214 Member Federations to expand the reach of our marketing and promotion efforts. We also plan on marketing through tour operators, based both in the U.S. and around the world, with whom we have developed relationships in the course of our prior events.

Our marketing and promotional efforts will certainly not just revolve around sport. We have the ability to promote Oregon21 in a myriad of different ways. Our current hashtag for the event, #Oregon21, will be featured on social media posts prior to and during the Championships. This fall, we also began a social media campaign called #OregonIsWaiting, which features drone footage from across the state to ramp up excitement about Oregon21. Through this campaign, we are aiming to showcase the stunning natural beauty of our state, from snowy mountaintops to coastal waves, from the pristine calm of Crater Lake to, as shown on this page the flowing currents of the Willamette River. It's an added bonus that we are also helping our audience to pronounce the names of Oregon's treasures!

We anticipate replicating the general components of our marketing plans for the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016. These plans (excerpted in *Appendix C*) touched on many elements—social media, city dressing, competition bib design, ticketing plans, and key messaging and target audiences, to name a few.

One particular element we were passionate about during our planning for Portland 2016 was incorporating Portland's iconic scenery into our look and feel program. Mt. Hood became the backdrop for the event logo, the Tilikum Crossing became the high jump bar over which an athlete leaped on billboards, and the White Stag sign gave even more meaning to banners of Oregon's own Ashton Eaton. The physical event tickets, often kept by spectators as souvenirs, also highlighted this integrated imagery. We even created a rose emblem in honor of the City of Roses, and this rose added another dimension to our branding treatments—eventually becoming the distinguishing feature of the competition medals.



MARKETING PLAN

Though the marketing plan for Oregon21 will not be identical to these aforementioned plans (especially as we will be expanding our efforts at the national and international levels), you can expect the same degree of innovation, creativity, and thoroughness (see *Appendix C*).

The opportunity to promote Oregon is immense and many of the methods available to Oregon21 do not require an ad buy. We look forward to developing campaigns with Travel Oregon, the RDMOs, and Oregon communities to tell the stories they want shared with the world.

One of the most significant methods is the coverage of the event itself. We are expecting close to 3,000 members of the international media represented by broadcasters, press, and photographers to cover Oregon21. This media includes organizations like NBC, BBC, TBS, *Associated Press*, *Reuters*, *The New York Times*, *Getty Images*, *The Guardian*, *Le Monde*, *Kyodo News*, *The Telegraph*, *The Globe and Mail*, *Die Welt*, and *Sports Illustrated*.

We have turned basic event coverage into an enormous earned media opportunity through the name of the event. For example, the competition bibs will prominently feature the Oregon21 wordmark—so every photo and every video of every athlete from competition that gets seen around the world will feature “Oregon” across the athlete’s chest. The use of those photos and videos are not just confined to the dates of the Championships.

Imagine any time a reporter needs to pull up a photo of track and field star, or any time a young athlete is Googling their favorite hero—the images of Oregon21 will appear in their searches. These images will endure.

The earned media opportunities will not just center on the track. As the attached *New York Times* article shows (see *Appendix D*), large-scale athletic events generate human interest stories outside of the framework of the competition. During the IAAF World Junior Championships Oregon14, an original musical score played throughout the entire 25-lap men’s 10,000-meter final. In what is believed to be a first for track and field in this country—and perhaps in the world—the University of Oregon Brass & Percussion Ensemble played an original composition by conductor Brian McWhorter entitled “Music for 10,000 meters,” from the infield throughout the duration of the race, picking up the tempo to support the crowd’s rhythmic clap each time the runners approached the homestretch. The piece was specifically created for the event, and *The New York Times* published a lengthy article that detailed McWhorter’s painstaking composition process as he rose to the challenge of marrying sport and music.

Who knows what creative connections will be forged through Oregon21? Who knows how many ways this event will serve as a vehicle for inspiration and storytelling?





PRIMARY BENEFICIARIES

5. Who are the primary beneficiaries of your project or plan?

Oregon—our communities, our schools, our businesses, our industries—will be the primary beneficiary of the IAAF World Championships Oregon21, reaping the benefits before, during, and after this historic sporting event.

Oregonians are the key to delivering this exceptional event. Our creative agencies will be tasked with branding and marketing the Championships in the build-up to the competition. Local food, wine, and craft beer vendors will enhance the hospitality experience. Contractors will be needed for engineering and construction as well as electrical and mechanical projects. Medical specialists will be asked to take care of the world's athletes. Local technicians will assist in the delivery of the international broadcast. Volunteers will gain invaluable experience working on a complex, international event, which can be taken home and shared in their communities around the state.

But this is far from a one-way street. When we welcome the world to Oregon our guests will benefit too.

As thousands of visitors descend upon our beautiful state, we will welcome them with open arms and invite them to sample the best of what Oregon has to offer in exploring our cities and the great outdoors, from our beaches and rugged coastline to the majestic splendor of our rivers, lakes and mountains.

Similarly, we will do our best to provide them with an appreciation of our multi-faceted cuisine, craft beverages, artisanal products, history, art, culture, and music.

Oregon21 will put the state on bucket lists around the world, not only by capturing the imaginations of those who view the Championships as the reason to finally book their tickets to Oregon, but also by inspiring the hundreds of millions of viewers who will be exposed to Oregon's striking scenery.

The sport of track and field will also benefit.

Oregonians have always taken great pride in our contributions to the sport—it's in our DNA after all—and by bringing the Championships to U.S. soil for the first time, we will grow the sport by expanding our fan base and connecting that fan base to athletes in new ways.

And let's not forget our youth.

Without a doubt, they will be inspired by the performances of the world's greatest track and field athletes, but at the same time, they will be motivated by the personal stories of those who take the time to visit local schools and other organizations. They will take pride in their state joining the likes of London, Beijing, Moscow, and Berlin on the world stage.

People from around the world are coming to Oregon, and to borrow a phrase, we think they'll like it here.





“Oregon21 will put the state on bucket lists around the world, not only by capturing the imaginations of those who view the Championships as the reason to finally book their ticket to Oregon, but also by inspiring the hundreds of millions of viewers who will be exposed to Oregon’s striking scenery.”

STATEWIDE VALUE

6. How does your project provide value or benefit to communities other than those where proposed use is centered?

Working with our stakeholders to make Oregon21 a statewide event is so important to us that it's the opening act of our mission statement: "Oregon21 will engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy."

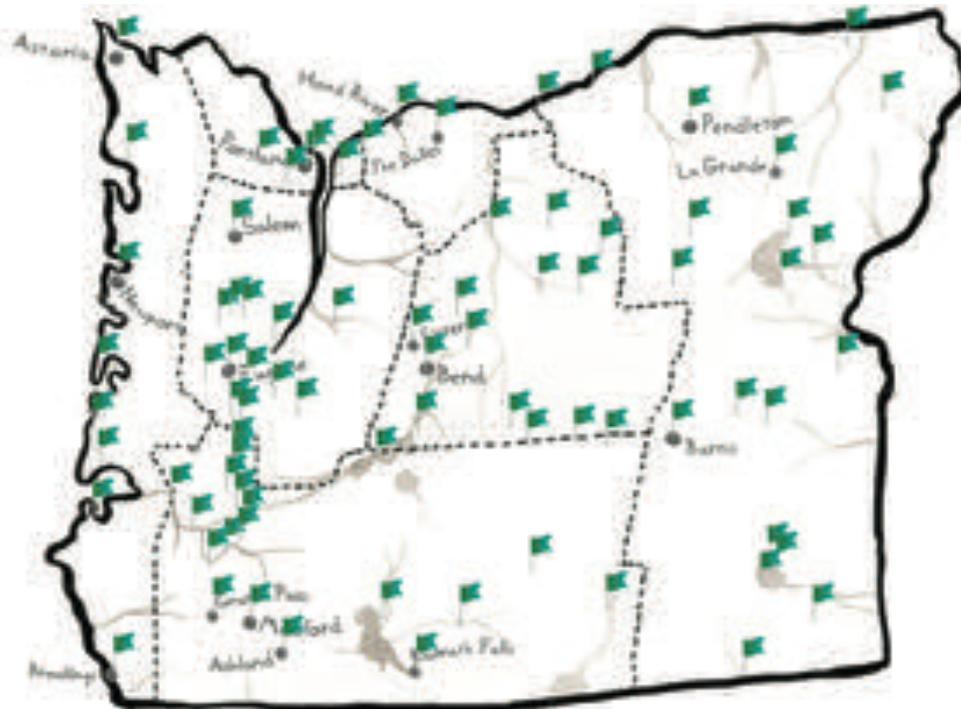
For Oregon21 we have the advantage of building upon the ways in which we've been able to activate the entire state during our past events. In addition to engaging our partners to find new ways of doing so, in this section we outline examples of both what *has* been done and what *could* be done to benefit communities around Oregon. Best of all, we don't have just days in which to benefit communities, we have years.

Let's start with one of our biggest points of pride—our volunteer workforce. Since 2008 we have had 8,626 volunteers contribute to our events. Particularly important to Oregon21 is the involvement of all of the seven regions of Oregon. Over the past 10 years, our events have been strengthened by 6,000 unique volunteers from Greater Portland, Willamette Valley, Oregon Coast, Mt. Hood/Columbia Gorge, Central Oregon, Eastern Oregon, and Southern Oregon, as shown in the map below.

Volunteers want to contribute to these large-scale events—and, in turn, the experience they gain by being a part of the execution of such global endeavors can be taken back to benefit their respective communities.

As our need for volunteers has increased so have our outreach and recruiting efforts. As the graph on page 27 shows, TrackTown USA events have attracted an increasing amount of people

VOLUNTEERS FROM ACROSS OREGON



from around the country and the world. From the U.S. Olympic Trials to the IAAF World Junior Championships Oregon14 to the IAAF World Indoor Championships Portland 2016, people from all over the country and world have shown that they want to contribute to the magic of track and field within Oregon, and experience the state. Over 2,500 individuals from the remaining 49 states and over 40 different countries have previously volunteered at our events.

An event of the magnitude of the IAAF World Championships has already drawn interest both locally and globally. Many fans and volunteers who visited our booth at the London 2017 Hero Village had two common questions: “Can we sign up to volunteer?” and “How can my whole family get involved?”

Ticketing data also illustrates how the whole state has embraced track and field events in the past. At the 2016 U.S. Olympic Trials, 82% of total ticket orders were placed by people who reside outside Lane County. The U.S. Olympic Trials were ranked the #2 multi-day track and field competition in the world last year, behind only the Rio 2016 Olympic Games. That means that, right here in the state of Oregon, ticket holders were able to bear witness to one of the most elite competitions in the entire world. The incredible performances, athletic achievements, and international spirit of Oregon21 will no doubt be an unforgettable experience for spectators—especially for Oregonians, who will all be within a day’s drive of the spectacular event.

The value is, of course, not only felt by those who attend in person. The transformative capacities of global events of this scale have been proven in the past. The 1999 FIFA Women’s World Cup, which was held in the United States and won by Team USA, fundamentally changed the landscape of U.S. soccer. Some would even say it altered the landscape of women’s sport. According to U.S. Youth Soccer, girls’ club soccer participation is up

37% in the last twenty years; participation in high school soccer programs also saw a boost of 45% between 1999 and 2014¹. Much of that growth is attributed to the 1999 World Cup and the success of Team USA at that event on home soil. Young girls gained new heroes, were inspired to compete, and saw strong and successful women performing at an international level. The IAAF World Championships will serve as a similar example to the youth of Oregon and could have similar transformative qualities for U.S. sport and recreation.

As in our events in the past, Oregon21 will provide a stage for the great contributions of Oregonians in the lead-up to the event, at the Championships, and after the last team heads home. We are always honored to prominently feature the work of Oregonians, whether that’s by commissioning an award-winning conductor to create a new piece of music or working with a local design agency to add local wood or iconic imagery to the awards medal. We even partnered with a local brewery to highlight their specially-brewed beer.

In the lead-up to the 2016 U.S. Olympic Trials, Ninkasi Brewing Company, an independent craft brewery, decided it was time to deliver a beer for runners, by runners, in celebration of Oregon’s running community. Ninkasi set out to produce a beer specifically crafted with runners in mind—aptly named Beer Run IPA. An initial test batch was produced with the intent to garner feedback from runners across the country. Throughout March and April of 2016, comments were collected from runners at 25 different Beer Run Test Batch events, hosted in partnership with local running communities. The result was a 7.3%, 80 IBU India Pale Ale featuring an earthy, tropical, and juicy hop profile paired with a bright, clean, bitter finish. Beer Run IPA was served across Ninkasi’s distribution footprint and featured on tap at the 2016 U.S. Olympic Trials Fan Festival.

¹ <https://www.forbes.com/sites/roberttuchman/2015/07/08/girls-soccer-on-the-rise-due-to-usa-world-cup-victory/>

STATEWIDE VALUE

We have found that the systems established and experience gained from bringing together diverse partners in order to successfully deliver such complex and significant projects are, in and of themselves, lasting legacies of the events. For the 2008 U.S. Olympic Trials, collaboration and processes were developed that have become models for hosting future events in Oregon.

The City of Portland and Portland Police Bureau capitalized on Portland 2016 by developing a large scale Incident Action Plan (IAP) to be used as a template for future large scale multi-day events. The nature of hosting the IAAF World Indoor Championships provided an opportunity to exercise the implementation of national command and incident management systems, to build an inclusive unified command comprising integral partners in a single command post, and to strengthen relationships between internal city bureaus (like Transportation, Fire, Police) and outside agencies (like Multnomah County Sherriff's Office, TriMet, the Health Department, and the Salem Police Department).

Now let's fast forward to 2021. Prior to the opening of the Athlete's Village on the University of Oregon campus, there will be international federations arriving in the U.S. early in order to acclimate their athletes to the time zone and environment. These teams will want to set up training camps in communities that have the necessary facilities to meet their training and accommodation needs.

We are currently helping Oregon communities position themselves for consideration as a host training camp site by creating a web page that global teams can visit to learn about the available options throughout the state. Several communities have already expressed interest in being candidates for training camps.

Those include:

- Central Oregon Community College (Bend)
- Creswell, OR
- Concordia University (Portland)
- Corvallis, OR
- Discover Klamath (Klamath Falls, OR)
- Eastern Oregon Community College (La Grande)
- Eastern Oregon University (La Grande)
- Forest Grove, OR
- Independence, Monmouth, and Dallas (in collaboration)
- Hermiston, OR
- Hood River, OR
- McMinnville, OR
- Mt. Hood Community College (Gresham)
- Oregon State University (Corvallis)
- Pacific University (Forest Grove)
- Southern Oregon University (Ashland)
- Sunriver, OR
- West Salem High School (Salem)
- Willamette University (Salem)

As it is still early in the process, we expect this list to grow. Information regarding all potential sites will be displayed on the event website—Oregon21.com—and will be sent directly to all 214 IAAF Member Federations.

The scope of the event offers many possibilities for inspiring those on and off the track. While there is no question that the Championships will bring in thousands of out-of-state guests, we have the opportunity to activate explorers within Oregon in the years and months prior as well.

What if we partner with Travel Oregon on a statewide photography contest asking participants to submit photos that showcase their best of Oregon in promotion of the IAAF World Championships? In doing so, we might not only inspire Oregonians to take another look at our

amazing state, but be able to share those images with a new audience engaged in the event. In the introduction, we mentioned the idea of using a mascot to both promote Oregon and the Championships and to cement the event's legacy. Perhaps we can also borrow a page from London 2017 by inviting young artists from across the state to come up with their own mascot designs?

Finding creative ways to showcase the local area while delivering routine operations has always been an important part of our planning process.

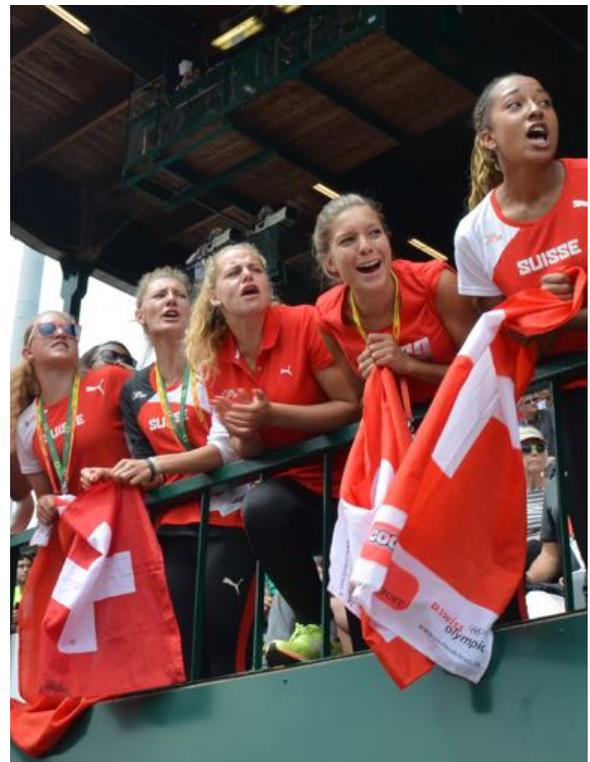
First and foremost, there is the name—Oregon21—which means that every person reading, hearing, and talking about the Championships will be reading, hearing, and talking about Oregon.

Secondly, there are the operations themselves. The City of Portland prides itself on its compact, walkable downtown filled with culinary delights, public spaces, and cultural offerings as well as the convenience of the MAX system, including the connection between downtown and the Oregon Convention Center. So we placed downtown Portland at the heart of our plans for the IAAF World Indoor Championships to highlight the area's offerings. In addition to creating a "village" experience for the athletes and VIPs in hotels surrounding Portland's "living room", Pioneer Courthouse Square (PCS), we took the medal ceremonies out of the competition schedule and placed them at PCS to create a free Medals Plaza.

Activating PCS in this way brought together the athletes, officials, media, ticket-holders, and anyone else who just wanted to join in the celebration. It proved to be such a popular innovation that PCS reached capacity.

We also built our plan around the use of public transport, especially the MAX, to highlight the city's efficient system. In addition to promoting the system to spectators through multiple avenues, we encouraged all accredited groups—athletes, officials, media, volunteers, and VIPs—to use the system between their hotels and the OCC, as well as to travel around the city, rather than relying so much on cars and buses. The system was extremely well-used, received high praise from all our visitors, and we were all able to breathe a little easier too.

Finally, we will showcase our state's beauty, innovation, culture, business, and agriculture through the work of 3,000 broadcasters and media sharing stories and images of Oregon around the world.



A RETURN ON INVESTMENT

7. What is the estimated economic impact (including tourism) of your project and what is your anticipated return on investment?

An analysis by ECONorthwest Portland in 2015 shows an expected 54,874 visitors for the event with direct spending by visitors of over \$52 million. The report also shows direct spending by visitors and by the event totaling \$138 million with a total output (value of goods and services produced) of \$205 million. In addition to the estimated economic contributions, we anticipate a significant return on investment to Oregon through the broadcast reach of Oregon21.

The ECONorthwest report is located in *Appendix A* and outlines the estimated economic contributions of Oregon21 through direct event spending and visitors to our community. The analysis used assumptions based on information from past IAAF World Championships, IAAF operational requirements, and our experience from hosting other major championships.

In addition to the estimated economic impact, we anticipate that the scale of Oregon21 and the broadcast and media platforms for the event will provide a significant return on investment in the promotion of the state of Oregon to national and international audiences.

As previously stated, this is the first time this event will be hosted in the United States, it will be the largest sporting event in the world in 2021, and it will benefit from the spotlight focused on track and field during the Tokyo 2020 Olympic Games, all of which is sure to generate great attention nationally and internationally. We've said it before, but these staggering numbers are worth repeating: the IAAF World Championships Beijing 2015 was broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion.

We will work with Travel Oregon to leverage every opportunity provided by the event to promote Oregon and encourage tourism. With industry expertise and connections, we will use this crown jewel of track and field to showcase the hidden gems of Oregon's landscapes and communities.

As mentioned earlier in the application, the "Oregon" in Oregon21 was our first step in activating the Championships as a platform to promote the state. The IAAF broke from their tradition of naming the event for a city when they approved our choice for the event name. From this first step we will continue to weave Authentically Oregon elements into the presentation and production of the event. Whether it's showcasing the locations of our competitions, press conferences, and social functions or including Oregon imagery in the branding and look and feel programs, we will work with Travel Oregon to use every opportunity to promote travel to Oregon.

Oregon21 offers a host of platforms to promote the state of Oregon throughout the lead-up to and during the event—promotion that, as you read in the Marketing section, we've already begun!

The primary vehicle will be the broadcast of the Championships to over 190 territories. Additionally we will continue to expand the marketing outreach that started in London this summer and promote compelling stories and images that engender earned media over the next four years.

At the most recent IAAF World Championships, London 2017, there were over 1,500 rights-holding broadcasters (RHBs) accredited. This included RHBs from Travel Oregon's key markets of China (CCTV), Japan (TBS), Germany (ARD and ZDF), UK (BBC), and Australia (Eurosport Australia). These RHBs will be telling the stories of Oregon21 in many different languages and using content produced by us to showcase the state to significant audiences in their respective countries. This may be the first taste of Oregon for many viewers and it promises to leave them hungry for more.

A RETURN ON INVESTMENT

In addition to the international opportunities, the broadcast of Oregon21 will be seen in the United States on NBC's platforms. For all of those watching the broadcast in the U.S. that know of Oregon, but have never thought of visiting the state, we will serve up the images along with the excitement of the event as a powerful enticement for them to come explore. This coverage will start in the lead-up to the competition and will be in full swing during the Championships. We will weave Oregon into

all aspects of the event and the host broadcast to essentially turn the event coverage into a commercial for the state of Oregon.

The scope and potential for additional international media coverage and exposure is detailed in the *Marketing Plan* section. It shares the immense opportunities Oregon21 provides for the return on your investment through showcasing Oregon to an engaged audience.



MEASURING SUCCESS

8. Detail the metrics you will use to define success for the proposed use of funds

We're applying for Competitive Large Grant funding in order to assist in the conduct of the Championships—a global platform to showcase the best of Oregon.

There will be many specific metrics (and in this section, we outline a few), but it is in the aggregate of these individual efforts that the true measure of our success will be revealed—how fully we are collectively able to share the best of Oregon with the world.

We've already talked a lot about our partners and stakeholders because, contrary to popular belief, track and field is not an individual sport. We know from past events that the vast team behind Oregon21 will be one of our most valuable assets, harnessing the combined expertise, commitment, and passion of every member.

We outline here some of the metrics we will use (Woodrow Wilson also seemed to think 14 Points was a good place to start), but we want to make sure the whole team gets to the starting line. As we engage with stakeholders and communities throughout the remainder of our planning process, we expect that this list will be continually refined to include both conventional and unexpected tactics to achieve these goals.

But it is not just our own metrics that will define our success in the proposed use of funds. Oregon21 can also be measured by the degree to which other partners, stakeholders, and businesses capitalize on this once-in-a-lifetime opportunity.

Key Measures for Activities in the Lead-up to the Championships:

- Advocate for approval of Oregon21 as the name of the event, ensuring that every photo/video/news story includes the name Oregon.



- Implement a social media strategy that promotes the state through three pillars made possible because of its association with the Championships: athlete-driven content, official event information, and mass engagement campaigns.
- Develop and execute a comprehensive ticketing promotions plan that targets all 50 states and overseas, including Travel Oregon's key target markets.
- Implement a promotional campaign that showcases Oregon to new audiences through the vehicle of other major national and international events hosted in the lead-up to Oregon21.
- Build a campaign to recruit volunteers from every state and the six continents represented by the IAAF Federations (we'll also work on Antarctica and let you know!).
- Proactively connect national and international track and field tour operators as they develop their itineraries with experts at Travel Oregon.
- Incorporate distinctive Oregon features into the event look and feel program, which will be woven into every aspect of the event presentation and production—from commemorative tickets to souvenir programs

to the banners that dress the stadium; develop and execute an earned media campaign to share this story with the world.

Key Measures for Activities During the Championships:

- Build a culture of contribution throughout the state of Oregon by recruiting volunteers from every Oregon tourism region.
- Uniform our 3,000+ volunteers and workforce in “Oregon-ized” apparel; this apparel usually becomes one of the most sought-after keepsakes from international sporting events. An official volunteer jacket from the 2002 Olympic Games in Salt Lake City (the last time an event of this magnitude was held on U.S. soil) can be yours on eBay for \$149.99. Imagine those 3,000+ jackets on sidewalks and trails, on bikes and in boats, in every state and around the world (maybe even Antarctica!) in 2036.
- Design the gold, silver, and bronze medals (possibly the only keepsake more sought after than the volunteer uniforms) to include a distinctive Oregon feature; build an earned media campaign to tell the story of the medals.

Look Down Under this column for a great example of this strategy in action.¹

- Work with the RDMOs to provide breathtaking B-roll that showcases each of the seven Oregon tourism regions to the rights-holding broadcasters from over 190 countries and territories who will broadcast Oregon21 around the globe.
- With our partners, develop a comprehensive media kit that includes compelling stories about Oregon, as a travel destination, as a center of innovative and enterprising businesses, as the home of world-class higher education, as a leader in sustainability, as a...well, all the other things that make Oregon such a great place to live and visit.
- Build a larger social media following, and generate more social media impressions, than any previous IAAF World Championships.
- Showcase the bounty of Oregon in the menus developed for client groups for official events and social functions, hospitality, and venue catering.

¹ <https://www.brisbanetimes.com.au/national/queensland/gold-coast-2018-commonwealth-games-medals-revealed-20171104-p4ywt5.html>



PARTNERSHIPS IN FUNDING

9. List partners involved in funding the project.

The Oregon21 Local Organizing Committee (LOC) anticipates receiving funding from a variety of public, private, and nonprofit partners. We have been successful in securing funding from each of these categories for the national and international events that we have hosted in the past.

An example of the type of public and private partnerships we will secure for Oregon21 is our ongoing collaboration with Travel Lane County for major events at Hayward Field. Travel Lane County has provided significant budget-relieving in-kind investment for events like the U.S. Olympic Trials in 2008, 2012, and 2016, the IAAF World Junior Championships Oregon14, and the annual hosting of the NCAA Championships. This support has come through the deployment of their staff and resources in key positions for the events.

Additionally, for our hosting of the past three U.S. Olympic Trials in 2008, 2012, and 2016, we have also secured multi-million dollars in cash and value-in-kind support from local government partners including the City of Eugene, City of Springfield, and Lane County.

The Official IAAF Partners and Suppliers (OIPs) will provide goods and services for the successful delivery of the event. At the IAAF World Championships London 2017, these partners—including Asics, Mondo, After, Seiko, Deltatre,

TDK, and Toyota—provided volunteer apparel, equipment, accreditation, timing and results services, and vehicles to the London 2017 LOC. We expect similar categories of contributions for Oregon21.

Commercial rights for the IAAF World Championships are governed by the regulations of the IAAF and its marketing partner, Dentsu, so each LOC negotiates with the IAAF and Dentsu for the rights to obtain select sponsorship categories. Although sponsorship development is a multi-year process, the LOC has been successful in working with the IAAF and Dentsu in securing commercial rights for both the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016. These categories will enable businesses and industries to partner with the event through the contribution of cash, goods, and services.

Finally, the Oregon21 LOC earns revenue from retail sales, including the sale of tickets and hospitality packages, food and beverage concessions, event merchandise, and souvenir program sales.

In addition to seeking government funding and grants at the local, regional, state, and national level, our LOC will benefit from the professional staff contributed by partners like the IAAF and USA Track & Field, which is outlined further in the next section.

PARTNERSHIPS IN FUNDING



PARTNERSHIPS IN EXECUTION

10. List any partners or volunteers involved in the execution of the project.

The execution of Oregon21 will rely on a robust team of nonprofit, public, and private sector partners and a large volunteer workforce. We have collaborated with many of the same partners in the delivery of past major events and our volunteer workforce has been cultivated over the last ten years of hosting events throughout Oregon.

The international and national governing bodies for the sport (IAAF and USATF respectively) will be partners in all aspects of the event. We have a successful history of working with these two partners in the delivery of international events such as the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016.

The IAAF not only provides the guidelines and standards for the hosting of the Championships, it also provides staffing, resources, corporate partners, and suppliers to deliver its flagship event. While

much of their attention is focused on the conduct of the competition and supporting their 214 Member Federations, they are also engaged in nearly every aspect of the event. Oregon21 will benefit from their invaluable experience from prior Championships. The IAAF's official partners—Toyota, Seiko, TDK, Asics, and Mondo were the partners for London 2017—also contribute to the operational delivery.

Our partnership with USATF to deliver the past three U.S. Olympic Team Trials – Track & Field, five USA championships, and previous international events is also of tremendous value. USATF's staff will bring their experience to Oregon21 as well.

We will also be able to draw upon the national membership of USATF, which has associations or chapters in every state.

In addition to the delivery of the operational elements of Oregon21, both the IAAF and USATF will support in the promotion of the event and the distribution of the broadcast nationally and globally. As described in our response to the first narrative



PARTNERSHIPS IN EXECUTION

question, the LOC will have representation from local, state, and national partners on the councils, the Steering Committee, and working groups. These will include government entities, tourism entities and businesses, organizations like chambers of commerce, and industry and community leaders. We have already met with the following local and regional stakeholders to engage them in the planning process (which is outlined in the *Project Timeline*): City of Eugene, City of Springfield, Lane County, Travel Lane County, Association of Oregon Counties, Association of Oregon Mayors, state legislators, the University of Oregon, and Destination Management Organizations just to name a few. We look forward to continuing our statewide engagement efforts in order to harness the incredible expertise and creativity that is available.

We also have an experienced group of vendors and suppliers that will be instrumental in the execution of Oregon21. From the competition to special events and festivals, from promotions to broadcast, we have worked with a variety of vendors in the

delivery of successful events in multiple venues throughout the state, many of whom have partnered with us since 2008. We look forward to engaging additional Oregon businesses in the execution of the event. From infrastructure to technology, hospitality to marketing, security to accommodation, transportation to staffing vendors, and all the Functional Areas throughout Oregon21, this is an opportunity to showcase local businesses at this global event.

As previously stated, our base of dedicated volunteers has continued to expand since the 2008 U.S. Olympic Trials, and we also look forward to welcoming many new volunteers for the execution of Oregon21. Since 2008 we have had 8,626 volunteers contribute to our events in various roles. With over 3,000 volunteers and workforce expected for Oregon21, we will have a system to leverage the experience of key volunteers, a selection process to ensure the volunteers are vetted, and a training program to ensure the highest level of delivery and service is provided for all client groups at Oregon21.



SUPPORTING DOCUMENTATION

IAAF World Championships
OREGON21

DieHard



FEDERAL TAX ID

(IRS USE ONLY) 5756

04-20-2017 OREG 0 0509906631 SS-4



003682

Keep this part for your records.

CP 575 G (Rev. 1-2013)

Return this part with any correspondence
so we may identify your account. Please
correct any errors in your name or address.

CP 575 G

0509906631

Your Telephone Number Best Time to Call
() -

DATE OF THIS NOTICE: 04-20-2017
EMPLOYER IDENTIFICATION NUMBER: 82-1192794
FORM: SS-4 NOBOD

INTERNAL REVENUE SERVICE
PHILADELPHIA PA 19255-0023

OREGON21
MICHAEL REILLY SOLE MBR
2350 OAKMONT WAY STE 201
EUGENE OR 97401



501(C)(3) STATUS

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 27 2013

TRACK TOWN USA INC
C/O LAURIE A NELSON
975 OAK ST STE 800
EUGENE, OR 97401

Employer Identification Number:
44-1562797
DIN:
17053007452013
Contact Person:
DEL TRIMBLE ID# 31309
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 13, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

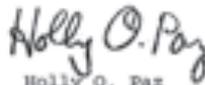
Letter 947 (DO/CG)

-2-

TRACK TOWN USA INC

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Holly O. Paz
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

Letter 947 (DO/OS)

OREGON21 FINANCIAL FORECAST

Total Revenues		Oregon21 Forecast (\$)	Notes
1	Partnerships	51,000,000	Primarily sponsorships, public funds and non-profit grants
2	Retail Sales	18,039,975	Primarily ticket, program, merchandise and food & beverage sales. Also includes patron and hospitality sales
3	Other	16,550,000	Primarily contributions from IAAF and other organizations
	Total	85,589,975	

Total Expenditures		Oregon21 Forecast (\$)	Notes
1	Administration	16,757,500	Primarily personnel and office space, prize money, insurance, legal fees and staff travel
2	Operations	20,810,375	Primarily travel and accommodation for athletes and IAAF Family, security, volunteer and accreditation operations
3	Marketing/Sponsorship	12,450,000	Primarily marketing/promotional initiatives, branding elements, sponsorship rights and servicing
4	Protocol	3,883,850	Primarily opening/closing ceremonies, IAAF Congress and required social functions
5	Facilities	3,466,000	Primarily temporary construction, IT and electrical infrastructure, and seating to increase stadium for event
6	Competition	2,320,500	Primarily services, equipment and personnel to conduct the competition, training and warm-up venues
7	Medical/Doping Control	1,066,750	Primarily services, equipment and personnel to provide medical services and drug-testing protocols
8	Press	6,100,000	Primarily temporary infrastructure and IT equipment to provide media and photographer services
9	Television	14,200,000	Host broadcast production costs for international broadcast signal
10	Telecommunications	85,000	Primarily telephone-related infrastructure costs and usage
11	Contingency	4,000,000	
12	Legacy	450,000	
	Total	85,589,975	

PROJECT TIMELINE

A lengthy planning and review process has been established not only to ensure successful operations and maximize exposure for Oregon during the Championships but also to put us in a position to capitalize on the national and international marketing opportunities throughout the lead-up to August 2021.

The overall lifecycle of the Oregon21 Local Organizing Committee is divided into seven event phases, listed below (the phases are graphically represented on the facing page).

1. Foundational Planning
(September 2016 – August 2017)
2. General Planning
(September 2017 – August 2018)
3. Functional Area (FA) Planning 1
(September 2018 – October 2019)
4. Functional Area (FA) Planning 2
(November 2019 – September 2020)
5. Readiness
(October 2020 – June 2021)
6. Event
(July – August 2021)
7. Dissolution
(September 2021 – March 2022)

The Foundational Planning phase established the key pillars of the event—the mission and the strategic objectives that support that mission—so that all operational planning is guided by these fundamental principles. Establishing these pillars and providing clear priorities will help ensure that operational planning produces consistent, realistic, achievable initiatives in the face of inherent limitations of resources—financial, human, and even temporal.

The plans produced in each of the operational planning phases will be evaluated according to the following:

- Advancement of the event mission, strategic objectives, and priorities
- Impact on event budget
- Integration with and/or impact on internal stakeholders (Other Functional Area or venue plans)
- Integration with and/or impact on external stakeholders

Reviews will occur at midpoints within each phase as well as at the conclusion of each planning stage. These reviews will not only validate the effectiveness of an individual Functional Area



EVENT PHASES

Foundational Planning

September 2016 - August 2017

General Planning

September 2017 - August 2018

Functional Area Planning 1

September 2018 - October 2019

Functional Area Planning 2

November 2019 - September 2020

Readiness

October 2020 - June 2021

Event

July 2021 - August 2021

Dissolution

September 2021 - March 2022

PROJECT TIMELINE

(FA) or venue plan, but also provide a formalized structure for ensuring coordination across FAs and venues (competition and hospitality venues, hotels, etc.). Establishing key checkpoints at regular intervals will facilitate the alignment of individual plans so that when they are executed simultaneously at event time they deliver integrated operations. Regular checks throughout the process are critical for efficient planning, ensuring an individual FA does not spend valuable time refining minute details of a plan that is not feasible or that significantly hinders another FA's operations.

The process will include both internal and external reviews, depending on the content being reviewed. Detailed requests for parking, for example, would be reviewed at the FA level with the transport team and the designated working group, while the overall transportation plan is reviewed by the Steering Committee, and an overview of the transport services is presented to the councils for feedback.

Utilizing this cyclical approach for operational planning across all Functional Areas and venues will advance stakeholders' planning at a consistent rate to ensure that the many interdependencies in planning are properly considered and supported, and that the event-time deliverables are within budget and within the defined scope of the event.

The goal for the General Planning phase is to establish the overall framework for the event, i.e. "the What", providing clear direction on what objectives need to be achieved during the detailed planning phases that follow General Planning. During this phase, Oregon21 will work with stakeholders to define scope and agree to key planning parameters like event sites, as well as which types of services are offered and when. For example, Oregon21 will work with the IAAF to confirm which sites will be serviced by the official Athlete transportation system, and on which days the system will be provided. Functional Area (FA) Planning 1 will focus on developing the detailed operational plan, i.e. "the

How", to deliver the framework agreed upon in the General Planning phase. This phase will include a more detailed assessment of the level of resources required to deliver "the What" and evaluate the impact of one Functional Area's plans on another FA's plans. These assessments will help clarify the feasibility of proposals. For example, Oregon21 will work with the IAAF on confirming the frequency of the Athlete shuttle to the training venue, e.g. determining what frequency balances a high level of service for the athletes with the impact on budget, workforce requirements, and the environment.

Functional Area (FA) Planning 2 will incorporate any updates to planning principles based on the analysis and decisions from FA Planning 1 and then advance the planning to the level of detail required for execution. There will also be a revision of the resources required to reflect revised plans, allowing the detailed operational plans to be further adapted for feasibility and/or confirmed. For example, after the days and frequency of the training venue shuttle are confirmed in FA Planning 1, the transport team will be able to confirm the start/end time of each day and the number of volunteers required at the shuttle stop, which allows the total number of buses, drivers, and volunteers required to be calculated.

Readiness marks the "pencils down" transition from planning to implementation. Plans must be confirmed by this point in order to begin delivery and ensure clients and stakeholders are prepared for the Championships. In order to publish client manuals, open the accreditation and accommodation databases, train volunteers, begin building temporary structures, etc., the plans upon which all these deliverables are based must be finalized. During the Readiness phase we will ensure that all those involved in delivering the Championships are prepared, not only to execute routine operations but also to manage incidents or unexpected changes. During this phase, Oregon21 will confirm policies and procedures, communication pathways both within the operational delivery team

PROJECT TIMELINE

and between stakeholders, and the processes for decision-making, to facilitate the management of operations at event-time.

The Event phase covers not just the competition but all official events connected to the IAAF World Championships, including accreditation and uniform distribution, the opening of the Athlete Village, client arrivals and departures, pre-event athlete training, the official media conference, the IAAF Congress activities, and receptions and dinners.

The Dissolution phase will include all post-event obligations such as tearing down the temporary infrastructure, the sale or distribution of assets, reconciliation and payment of invoices, and the completion of final reports.

The planning process as laid out naturally aligns with the reporting requirements of the Competitive Large Grant. Each planning phase takes approximately a year, with an additional review process midway through the phase. The semi-annual and end-of-phase reviews will directly feed into the report and updated project budget provided to Travel Oregon.

The grant accomplishment report, final budget, and final presentation will be incorporated into the dissolution phase after the end of the IAAF World Championships.



MATCHING FUNDS

IAAF World Championships **OREGON21**

November 10, 2017

ATTN: Grants Manager
Travel Oregon
250 Church St. SE, Suite 100
Salem, OR 97301

Dear Travel Oregon Grants Manager,

We are submitting our ticket sales revenue, which will be well in excess of \$5 million, as the minimum 50% cash match required by the grant.

Our ticket revenue projection is based upon a conservative model that we have used to forecast ticket sales for past events; this model has been validated through the actual sales for the major championships we have hosted, including the U.S. Olympic Trials and the 2016 IAAF World Indoor Championships.

Even with an extremely conservative approach to ticket prices and attendance percentages, the matching funds requirement for this grant is met. For example, if we were to assume only 20,000 tickets sold at a fixed price of \$25, we would only need 10 sessions to reach a ticket revenue of \$5 million; with the dates agreed upon with the IAAF (August 6-15, 2021), we expect to have at least 10 sessions. For reference, London 2017 had 14 sessions, Beijing 2015 had 16 sessions, and Moscow 2013 had 15 sessions. As we go through the planning process, the prices for various ticket categories per session will be refined; in previous events, we have offered tickets at multiple price points throughout the stadium.

In past events, our ticket sales have over-performed against our budget forecast due to numerous sold-out sessions. For comparison, the U.S. Olympic Team Trials in 2012 and 2016 have generated revenue in excess of \$5 million each, despite only 8 sessions per event and a smaller stadium capacity than we will have in 2021.

Based on past performance and a conservative estimate of the number of tickets that will be sold for Oregon21, we are confident we will meet and exceed the required 50% cash match of \$5 million.

Sincerely,



Michael Reilly
Manager, Oregon21, LLC

SEE ATTACHED PACKET FOR FINANCIAL STATEMENTS

LETTERS OF SUPPORT

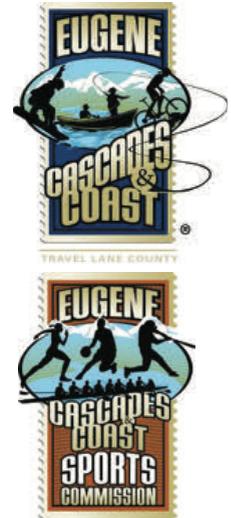
IAAF World Championships
OREGON21

October 26, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Grants Manager,

Travel Lane County supports the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships.



Travel Lane County is enthusiastically supportive of Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations. We are excited to participate in building out a statewide planning network that serves all of Oregon, much in the way our metro area has been served by the planning network established leading in to Eugene08, when we welcomed Olympic Team Trials for Track & Field back to our community.

Oregon21 presents a significant opportunity and honor for our state, as the selected host of the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America.

The estimated direct economic impact for the two-week event is significant, and the pre/post spending associated with training camps and leisure tourism is also likely to be substantial. For our industry specifically, the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is a priceless marketing opportunity.

And indirectly, community driven legacy projects, whether they are capital projects or programs, being catalyzed by the event will also serve Oregon into the future.

Having worked on similar events of lesser size and scope, Travel Lane County sees tremendous potential and leverage in Oregon21. The potential returns are worth the large investment required, and we hope you will grant the funds requested.

Thank you for your consideration,

Kari Westlund
President & CEO

TRAVEL LANE COUNTY
EUGENE, CASCADES & COAST SPORTS

754 Olive St • PO Box 10286 • Eugene OR 97440 • 541.484.5307 • EugeneCascadesCoastSports.org • EugeneCascadesCoast.org

WILLAMETTE VALLEY VISITORS ASSOCIATION



Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Grants Manager:

The Willamette Valley Visitors Association supports the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships. Our understanding is that these funds will be used to meet the significant financial obligations of the event in hosting (rooms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America is a great honor for Oregon, and Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations are greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that this will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We appreciate the Local Organizing Committee's successful effort to name the event Oregon21, the first time the IAAF has veered from simply using a city for an event name. We know Oregon21 is pursuing placement of events in cities beyond Eugene-Springfield and beyond just our region, potentially spreading and enhancing the economic impact.

With PDX a significant international gateway for all visitors, and with audiences sure to spread well beyond Eugene-Springfield, communities in our region will assist in hosting not only potential events, but participants attending events at Hayward Field. We know from past large track events that compression benefits us regionally.

We recognize the request is a large one, but we believe this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as an event destination, the extraordinary broadcast television opportunity that provides a valuable ROI on its own, the event spending return, and the long-term legacy benefits of projects being catalyzed by hosting this event.

Thank you for your consideration,

A handwritten signature in cursive script that reads "Irene Bernards".

Irene Bernards
President, WVVA
ibernards@TravelSalem.com
503.581.4325 ext. 127

CENTRAL OREGON VISITORS ASSOCIATION



October 23, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Grants Manager,

On behalf of the more than 500 business members of the Central Oregon Visitors Association it is a privilege to write this letter of support for the large multi-year grant request by the Oregon21 Local Organizing Committee of the 2021 IAAF World Track & Field Championships.

COVA understands and appreciates the significant statewide economic impacts of this event and that the grant funds will be used to meet the significant financial obligations of the event in hosting (rooms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the world's largest sporting event (broadcast worldwide in 192 countries) on behalf of the United States of America is a great honor for Oregon, and Oregon21 efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations is greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that Oregon will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We recognize the request is sizeable. However, this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as:

- an event destination
- the extraordinary broadcast television opportunity providing a valuable ROI
- the event spending return
- the long-term legacy benefits of projects being catalyzed by Oregon hosting this event

Thank you for your consideration.

Sincerely,



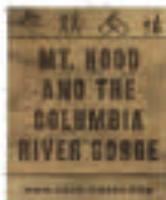
Alana Hughson
President | CEO

57100 Beaver Drive Building 6 Suite 130 Summer OR 97707

541.389.8790

VisitCentralOregon.com

MT. HOOD/COLUMBIA RIVER GORGE



Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

November 2, 2017

Dear Grants Manager,

The Mt. Hood/Columbia River Gorge Regional Destination Marketing Organization (RDMO) would like to express our support for the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships. Our understanding is that these funds will be used to meet the significant financial obligations of the event in hosting (rooms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America is a great honor for Oregon, and Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations are greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that this will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We appreciate the Local Organizing Committee's successful effort to name the event Oregon21, the first time the IAAF has veered from simply using a city for an event name. We know Oregon21 is pursuing placement of events in cities and communities beyond Eugene-Springfield, potentially spreading and enhancing the economic impact even within the Mt. Hood/Gorge region.

With PDX a significant international gateway for all visitors, and with audiences sure to spread well beyond Eugene-Springfield, communities in our region will assist in hosting not only potential events, but participants attending events at Hayward Field.

We recognize the request is a large one, but we believe this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as the host event destination.

Sincerely,

Lizzie Keenan, Regional Program Coordinator

Mt. Hood/Columbia River Gorge Region Tourism Alliance
c/o 150 Bechworth Rd, Suite 243 Oregon City, OR 97045 • 503-455-8438
www.hoodgorge.com #HoodGorge



100 S.W. MAIN ST., STE. 1100 | PORTLAND, OR 97204 | 503.275.9750 TEL | TRAVELPORTLAND.COM

October 27, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Grants Manager,

I am pleased to write this letter in support of the Oregon21 Local Organizing Committee's application to Travel Oregon for a Large Competitive Grant to assist with the 2021 IAAF World Track & Field Championships in Eugene. I understand that these funds will be used to meet the significant financial obligations of the event pertaining to hosting media, athletes and the IAAF Congress as well as facilitating international broadcast production.

A grant to support the success of the championships in Eugene is a strategic investment in an extraordinary opportunity to cast a global spotlight on Oregon. The Portland Region itself stands to benefit tremendously from the flow of international fans through PDX and affiliated training camps and legacy projects promise to extend the economic impact beyond the Eugene area to multiple communities throughout the state.

I applaud Travel Oregon's investment in such transformative opportunities and encourage consideration of a range of such applications to the Large Grant program this year and in future years. Cultivating and supporting worthy projects that diversify the offerings available to visitors in various Oregon communities will further enhance our state's reputation as a premier destination for event, business and leisure travel and bestow benefits back to those communities and to Oregon as a whole.

Thank you for your consideration,

A handwritten signature in black ink that reads "Jeff Miller". The signature is written in a cursive style with a large, stylized "J" and "M".

Jeff Miller
President and CEO
Travel Portland

TRAVEL SOUTHERN OREGON



November 6, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Travel Oregon Grant Committee,

I am writing to you on behalf of the Oregon21 Campaign hosting IAAF World Track and Field Championships in Eugene, Oregon in August 2021. As you know this opportunity to showcase our state to the world is a once in a lifetime event. Travel Southern Oregon fully supports this effort and asks that the Travel Oregon Grants Committee support this program to the fullest.

To have the chance to bring racers, journalist and fans of track and field to Oregon is a wonderful opportunity and these funds will be used to guarantee the success of this event.

We're excited about this project and hope you'll be able to support this wonderful opportunity to bring the world to Oregon's doorstep.

Sincerely,

A handwritten signature in black ink, appearing to read "BN", is written over the word "Sincerely,".

Brad Niva
Executive Director
Travel Southern Oregon
100 East Main
Medford, OR 97501
Cell: 541-287-3047



October 27, 2017

Travel Oregon Grants Manager,

TrackTown, USA is more than a place, it is a spirit of all things Oregon. It is where competition, innovation, teamwork and performance meets our farms, forests and families. In 2021, we have an opportunity to showcase all of that beauty and more while building an even bigger legacy for our state.

Welcoming the world for the IAAF World Track and Field Championships will take an enormous amount of leadership, planning and collaboration from across the state. With no Olympics or World Cup in 2021, we will have the honor, and responsibility, of carrying out the largest sporting event in the world. And, it will be the first time it has ever been hosted in the United States. This is one of many firsts in Oregon, just imagine what else might follow.

It is critical that we create a safe, inclusive and awe inspiring experience.

I have a tremendous amount of confidence in our partners at TrackTown USA, Inc. and know they have the vision and ability to make Oregon and the United States proud. I also know they will need resources and support to make that happen in a way that leaves the legacy we are all hoping for. To me, that means we grow our reputation for pioneering innovation and performance in a way that showcases our deep commitment to our local communities and natural resources.

If planned and implemented right, we have the opportunity to not only be a forever destination for our visitors, but an even better forever home for Oregonians.

Thank you for all you do for Oregon and for Eugene.

Sincerely,

Mayor Lucy Vinis
City of Eugene



LANE COUNTY BOARD OF COMMISSIONERS

Jay Bozievich
Pat Farr
Sid Leiken
Pete Sorenson
Faye Hills Stewart

October 31, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Travel Oregon Grants Manager,

I am writing on behalf of the Lane County Board of Commissioners to share with you our support of the Oregon21 Local Organizing Committee as they apply for a Travel Oregon Competitive Large Grant.

Lane County has been integrally involved with the track and field events hosted at Hayward Field since the Olympic Trials returned to Eugene in 2008. Starting in 2005 the efforts to rally Lane County communities around the plans and preparations for the Trials was truly a collaborative one. Now, 12 years later we have seen both national and international events stream into our area with consistent frequency.

These efforts have been successful in part because of the investment of public dollars from the Legislature, Oregon state agencies, and local government. “Track Town” has become a known destination for athletes and tourists alike and the positive impact from these events is not only within Eugene. In particular the 2021 event will bring athletes to Oregon earlier in order to acclimate and the breadth of teams participating will mean additional opportunities for local communities to provide pre-event training facilities. Every track facility in Lane County will be utilized, and every City will have new visitors. There is no doubt that our local economy will benefit, and the visitor dollars spent in our communities for overnight stays will generate tourism tax dollars that we will reinvest to provide ongoing benefit to the tourism industry and local infrastructure to support tourism.

We recognize this as a phenomenal opportunity that will touch Oregonians statewide. The Travel Oregon Grant funds will create additional investments in communities across Oregon as well as promoting statewide attractions and facilities. Lane County will be ready to help the Commission with any additional information to support a large grant for this event. Our experience with previous Track Town related events suggests this event will continue to exceed expectations.

We are confident that our community will be well prepared for this event and that your decision to invest in Oregon 21 will continue to grow tourism employment, visitor spending, and local transient lodging revenue.

Sincerely,

A handwritten signature in black ink, appearing to read "Pat Farr". The signature is fluid and cursive, with the first name "Pat" and last name "Farr" clearly distinguishable.

Pat Farr, Chair
Lane County Board of Commissioners

CITY OF SPRINGFIELD, OREGON

Office of the Mayor and City Council



225 FIFTH STREET
SPRINGFIELD, OR 97477
541.726.3700
www.springfield-or.gov

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

October 27, 2017

Dear Grants Manager,

As Mayor of the City of Springfield, I am writing to express our support of the Oregon21 Local Organizing Committee as it pursues funding for the 2021 IAAF World Championships through the Travel Oregon Competitive Large Grant process. Less than three miles from Hayward Field, it is hard to tell the story of the resurgence of Track Town USA without including Springfield. Since 2008, when the Olympic Trials returned to our area, we have both experienced and contributed to the revival in civic pride surrounding the great cultural legacy of running and track & field in our community.

We have seen benefits to our citizens as well as local businesses due to the frequency, size, and scope of the events attracted by TrackTown USA. The hosting of multi-day national and international level track competitions has enhanced our tourism economy by bringing new visitors to our city, providing new platforms for marketing and promotion thereby exposing Springfield to the world.

For the 2014 IAAF World Junior Championships, we organized a welcome party for athletes from 165 international federations, engaging local vendors and inviting participants, team officials and families to return to Springfield over the course of their week-long stay. The NCAA Men's & Women's Track and Field Championships, held in Eugene each spring from 2013-2021, consistently fills our lodging capacity with teams, families, and spectators. The annual event also brings visitors into surrounding businesses for the multiple days they are in town, as have the 2008, 2012 and 2016 U.S. Olympic Team Trials for Track & Field.

The significance of these events to our tourism economy has led us to partner with TrackTown USA in the past. In addition to the city council approving budget dollars to support operational costs, we also contribute time and personnel to efforts in planning, security, transportation and other key areas.

Oregon21, as it is aptly named, will bring statewide communities together to consider innovative approaches to large-event planning, collaborative solutions to logistical challenges, and inspire creative thinking about how to involve communities all across Oregon. We in Springfield are ready to support this endeavor and I strongly encourage the awarding of the amount requested by the Oregon21 LOC as the Oregon Tourism Commission's investment in the success of this unparalleled opportunity.

Sincerely,

A handwritten signature in black ink that reads "Christine L. Lundberg". The signature is written in a cursive, flowing style.

Christine L. Lundberg
Mayor



Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Oregon
Convention
Center

Dear Grant Committee,

My name is Scott Cruickshank. I am the General Manager of Visitor Venues for Metro, which includes the Oregon Convention Center (OCC), Oregon Zoo, Portland's Centers for the Arts and the Portland Expo Center. I am writing to support the Oregon21 Local Organizing Committee's efforts to attain grant funds from the Travel Oregon Competitive Large Grant Fund.

At the time of the 2016 USATF Indoor National Championships and IAAF World Indoor Championships held in Portland at the Oregon Convention Center, I was the executive director of the OCC. At the OCC we work to market Portland as a convention and tradeshow destination for international, national and local groups. We savor the opportunities to partner with event organizers who attract diverse visitors and who share our passion for building the region's economy while showcasing our city and hospitality industry. These are among the things we saw accomplished in our relationship with TrackTown USA during that time. It is also one of the reasons that I am writing in support of the Oregon21 organizing committee receiving Travel Oregon Competitive Large Grant funds to support the 2021 IAAF World Championships.

As I mentioned, in 2016 the Oregon Convention Center served as the home for the IAAF World Indoor Championships. As members of the steering committee we were integrally involved in the planning process for the development and build of the necessary infrastructure, as well as facilitating key operational functions. The 7,000 seat stadium and 200 meter track were constructed inside our exhibit halls and were the first of its kind for our facility. It has become a key talking point as we encourage prospective clients to think outside the box when imagining the possibilities for our space. Since then, OCC has hosted a variety of sporting events from fencing to volleyball in large part due to the creative solutions found during the track event.

The size and scope of the 2021 IAAF World Championships will not only help Eugene, but will undoubtedly be a boon to the entire state's economy. As Portland and Oregon grow in size and international prominence, hosting such events is a great way to showcase our state's attractive lifestyle choices including great outdoor options, world renowned food and beverages and a culture committed to sustainable living. Oregon is well known for being welcoming and innovative while remaining uniquely authentic. The 2021 IAAF World Championships represent an opportunity to share what our state is capable of with the world. This fund can help make that happen.

Sincerely,

A handwritten signature in blue ink, appearing to read "Scott Cruickshank".

Scott Cruickshank, General Manager Visitor Venues

OREGON SPORTS AUTHORITY



November 1, 2017

Grants Manager
Travel Oregon
250 Church St. SE Suite 100
Salem, OR 97301

Dear Grant Committee,

My name is Doug Oblatz and I serve as the current President of the Oregon Sports Authority (OSA). I am writing on behalf of the Board of Directors of OSA to express our support for the efforts of the Oregon21 Local Organizing Committee as they pursue a Travel Oregon Competitive Large Grant.

For over 20 years OSA has served as the state's sports economic development arm. In that time we have worked to position the state of Oregon as the preferred location for select amateur and professional sports events, franchises and related activities in order to enhance the quality of life of Oregonians and to stimulate the state's economy. Over the course of the past 10 years the Eugene-based team at the heart of the Oregon21 Local Organizing Committee has worked to reestablish Oregon as the premier U.S. destination for great track and field. From the Olympic Trials to the World Indoor Championships and the multi-year contract for the NCAA Men's and Women's Championships, they have made it their mission to produce an athlete, fan and visitor experience that is second to none. In so doing they have successfully highlighted Oregon on the global map for sports tourism and given return guests and new visitors alike a reason to come to Oregon, and keep coming to Oregon, time after time. This has a positive impact, both on the regional tourism economy, but also on the reputation that will enable us to attract large and small events on an ongoing basis.

It is our strong feeling that, through the IAAF World Championships, the Oregon21 Local Organizing Committee has the potential to make an enormous impact on sports tourism statewide. We believe that the international nature of the event itself will bring visitors from abroad, and the chance to cheer for Team USA in a global championship on home soil will additionally encourage nationwide travel. With the opportunity for communities in each region of our state to host training camps prior to competition and the consideration of official events being held in other Oregon cities, our guests have the opportunity to be exposed to the plethora of other tourist and recreational activities Oregon has to offer. At the Oregon Sports Authority, we recognize and appreciate the development of a Large Grant program to support unique global tourism efforts. We believe that the 2021 IAAF World Championships is a most valuable global event worthy of your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Doug Oblatz".

Doug Oblatz
President

503.234.4500 | 1888 SW Madison St. Portland, OR 97205 | info@oregonsports.org

PERMITTING LETTER: CITY OF EUGENE



November 3, 2017

Grants Manager
Travel Oregon
250 Church St SE Suite 100
Salem, Or 97301

Dear Grants Manager,

My name is Mark Whitmill and I am the Division Manager of the Building & Permits Services Department for the City of Eugene, as well as the Building Official. I am writing to express my confidence regarding our responsibilities with regard to the 2021 IAAF Championships.

The City of Eugene Building & Permit Services Department has had a great relationship with TrackTown USA over many years, working together successfully on multiple sporting events. We are committed to continuing that relationship, and partnering with the Oregon2021 Local Organizing Committee on the IAAF Championships.

A competent team and flexible, responsive systems are necessary to administer codes and regulations applicable to large sporting events. The city has implemented state-of-the-art online services that allow us to respond effectively to the needs of complex, fast-moving projects. Our plan review and inspection staff teams have decades of experience in this type of work. Our communications and interactions with TrackTown representatives have always been excellent.

We are confident that we can work effectively with the Oregon2021 Local Organizing Committee to obtain all necessary permits and inspections related to the 2021 IAAF Championships.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Whitmill".

Mark Whitmill

Division Manager | Building Official
City of Eugene Building & Permit Services



APPENDICES

IAAF World Championships
OREGON21



APPENDIX A: ESTIMATED ECONOMIC IMPACT REPORT

OREGON21 ECONOMIC CONTRIBUTIONS

TrackTown USA, Inc. successfully bid to host the world's track and field championships in 2021, the first time ever that the event has been held in the United States. ECONorthwest was hired to analyze the economic footprint associated with this championship event (to be held at Hayward Field). This analysis looks at the lead up to the event, early arrival of teams to the state of Oregon, and visitation during the event. The analysis measures the gross contribution associated with preliminary estimates of spending to organize and run the event. The economic impacts are evaluated for the state of Oregon.



54,874

visitors

\$52 million

direct spending by visitors

\$138 million

spending for event on operations and by visitors

\$205 million

total output (value of goods and services produced) in the state of Oregon



APPENDIX A: ESTIMATED ECONOMIC IMPACT REPORT

VISITOR ESTIMATES

Approximately 70% of visitors will come from outside of Lane County. Visitors include both spectators and participants. For this analysis, non-local visitors are defined as those residing outside of Lane County. Only spending by non-local visitors is included in this analysis.

VISITORS: PARTICIPANTS AND SPECTATORS

54,874	total visitors
60.5%	percent of visitors from outside Oregon
466,718	total visitor-days
9.1	average sessions attended

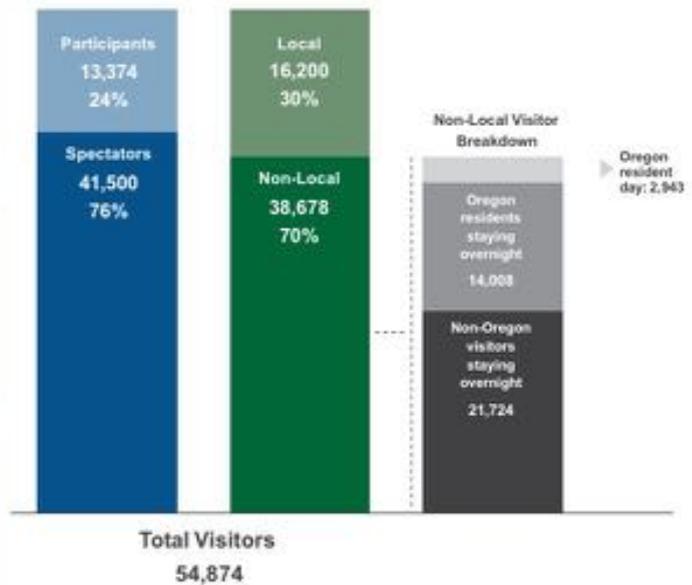
PARTICIPANTS: ATHLETES, STAFF, IAAF PERSONNEL, AND MEDIA

13,374	total participants
185,718	total participant-days
10	days in training camps
\$500,000	spent at training camps

SPECTATORS

41,500	total individual spectators
281,000	total spectator-days
6.77	average length of stay by spectators

VISITOR ESTIMATES FOR OREGON21



ECONorthwest



APPENDIX A: ESTIMATED ECONOMIC IMPACT REPORT

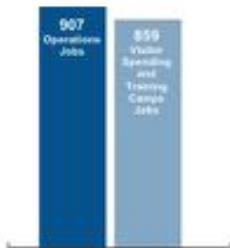
ECONOMIC CONTRIBUTIONS TO THE STATE OF OREGON

This study measures economic contribution, or footprint, associated with the IAAF World Championships coming to Oregon. The results below describe the contributions to the state of Oregon associated with event related spending. The information described below are estimates of spending before and during the event, and the associated economic contributions that will occur in the state.

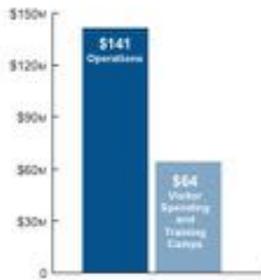
DIRECT EVENT SPENDING (\$M)

Operations	\$85.6
Visitor Spending (including Training Camps)	\$52.4
Direct Spending Total	\$138.0

ECONOMIC CONTRIBUTIONS: EMPLOYMENT



ECONOMIC CONTRIBUTIONS: OUTPUT



OREGON21: ECONOMIC CONTRIBUTIONS



ECONOMIC IMPACT ANALYSIS

To evaluate the economic impacts of the Championship event, ECONorthwest used IMPLAN input-output modeling software and 2013 model data to measure the gross contributions associated with event spending on operations and visitor spending as they ripple through the county and state economies. These impacts are called the multiplier effects, and they measure the full scope of economic contributions.

The total contributions reported in this summary document include the direct spending accruing to businesses within a specific geography, as well as the purchases of those businesses who in turn must buy a wide array of intermediate goods and services in order to supply the increased demand from event spending. The model also captures the changes in regional household spending caused by increases in household income. All figures are reported in 2015 dollars.

Two types of economic contributions are reported here - output and employment. There are several other measures of impacts, including labor income and value-added, however, they are not reported here. Specific definitions for these measures are:

- Output represents the value of goods and services produced, and is the broadest measure of economic activity. It includes employee compensation, proprietary income, taxes, and all intermediate purchases. It is, in other words, total revenue for a business.
- Jobs, according to IMPLAN's methodology, are measured in terms of full-year-equivalents (FYE). One FYE job equals work over twelve months in a given industry (this is the same definition used by the federal government's Bureau of Labor Statistics).

A portion of the event spending, including all the visitor spending and some of the spending on operations, will occur during a short time period (over a few weeks), therefore, the job impacts associated with this spending will be temporary in nature. It is likely that businesses will hire extra employees temporarily or increase hours for existing employees. However, much of the operations spending occurs over several years and these longer-term positions are captured as well.

LIMITATIONS

Input-output models are static models that measure the flow of inputs and outputs in an economy at a point in time. Contrary to dynamic models, static models assume that there are no changes in wage rates, input prices, and property values. In addition, underlying economic relationships in input-output models are assumed constant, i.e., there are no changes in the productivity of labor and capital, and no changes in population migration or business location patterns.

Economic impact analysis does not typically measure the potential economic development impacts of construction and expanded operations associated with a project or economic action. Large investments in infrastructure can start a cycle of economic expansion, which economists refer to as an expansion of the "production possibilities frontier" of the economy.

This analysis does not assess potential counterfactual scenarios that consider how scarce resources would have been allocated, if the event did not occur. It does not consider how funding and operating the event could divert spending from other potential uses (in economics, this is termed the "substitution effect"). This kind of analysis assumes that if the investments are undertaken willingly by private entities the investment is a highest end use of those resources. If it is a public action then the assumption is that the action has been judged as preferred to other competing uses of funds. This is referred to as a gross contribution analysis, as opposed to a net impact analysis.

For these and other reasons, economic impact analysis is not a substitute for an analysis of alternative actions that makes use of benefit-cost appraisal techniques. Given these limitations, economic impact analysis can play an important role in understanding the relationships between a given economic action, or economic sector, and levels of activity in the broader economy.

ECONorthwest



APPENDIX A: ESTIMATED ECONOMIC IMPACT REPORT

VISITOR ESTIMATES AND SPENDING ASSUMPTIONS

TrackTown USA provided estimated ticket sales and length of stay for each type of ticket purchaser. In total, there will be 16 sessions; a portion will attend all sessions and others will attend only parts of the event, and therefore, stay overnight accordingly. ECONorthwest calculated the total number of visitors and visitor-days stayed in and around the Eugene area with the information provided. ECONorthwest used assumptions from a report developed by Timothy Duy, University of Oregon Professor and Senior Director of the Oregon Economic Forum, to determine if non-local visitors were from Oregon or outside of Oregon, and if they would be day visitors or staying overnight.

Only non-local spending was used to estimate the economic contribution. It is estimated that approximately 70% of visitor will come from outside Lane County. It is assumed that Lane County residents would not spend more of their disposable income locally because they are attending the Championships, therefore, local spending is excluded from the analysis.

Training camps are assumed to be 10 days long, include 15 teams and 45 members of each team, including athletes and staff.

DAILY EXPENDITURES BY VISITORTYPE

Visitor Type	Daily Expenditures
Oregon Day	\$81.41
Oregon Overnight	\$134.80
Oregon Average	\$127.56
Out of Oregon	\$158.64

Source: "The Economic Impact of the University of Oregon Athletic Department FY2011-12," by Timothy Duy, Ph.D., University of Oregon Professor and Senior Director of the Oregon Economic Forum

OREGON21: ECONOMIC CONTRIBUTIONS





APPENDIX B: SUSTAINABILITY & LEGACY REPORT

Sustainability & Legacy Efforts

TrackTown USA (TTUSA) is dedicated to delivering exceptional events that advance the sports of running and track and field in a way that inspires youth, protects the environment, highlights Oregon's natural environment and resources, and provides a world-class model for creating sustainable events.

Beginning in 2014, TTUSA began certifying our events through the Council for Responsible Sport to formally document and recognize the sustainability and accessibility programs implemented. Our first certification effort, the IAAF World Junior Championships Oregon14, was awarded Gold status. The IAAF World Indoor Championships Portland 2016 and the 2016 U.S. Olympic Team Trials earned the highest level—Evergreen—only the second and third events in the world to do so.

This report highlights the notable achievements for each event in major categories highlighted by certification through the Council for Responsible Sport.

Planning and Communications

TTUSA integrated sustainability principles into the management and administration of the events by publicizing our plans and intentions, connecting with our partners and surrounding communities, and ensuring adequate resources were provided to achieve identified sustainable objectives.

For all events, efforts included:

- Committing to sustainable plans issued prior to the event including Green Team/Waste Diversion procedures.
- Promoting sustainability information across multiple media platforms, including through TrackTown USA, public partners, and media partners.
- Partnering with Eugene Cascades & Coast and Travel Portland to promote local businesses, including lodging, restaurants, shopping, entertainment and activities.

For the 2016 U.S. Olympic Trials specifically:

- There were many opportunities for youth and those new to the sport to engage, including the all-comers meet, the championships of the TrackTown Youth League, Starting Block youth activities and heptathlon in the Festival, and the ticket donation program.
- Two media partners – KEZI and KMTR – ran a sustainability story highlighting the partnership with the City of Eugene and the City's Waste Prevention & Green Building Program Coordinator, Deveron Musgrave.
- Use of the Guidebook app to provide spectators and other client groups with up-to-date information digitally to limit the use of paper.

For the IAAF World Indoor Championships Portland 2016 specifically:

- Elite Athlete Speaker series arranged for over 300 members of various community groups and schools to hear from athletes about their competitive and life experiences.
- Use of the Guidebook app to provide spectators and other client groups with up-to-date information digitally to limit the use of paper.



Figure 1: Fans celebrate another great performance at TrackTown USA.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

For the IAAF World Junior Championships Oregon14 specifically:

- The official Event Marketing and Communications plan included key sustainability activations through the TrackTown Youth Challenge, resulting in over 1,200 youth earning a ticket to competition by running a mile.
- Event partners issued 5 sustainability specific press releases.

Procurement

The TrackTown 16 efforts to procure sustainable goods, services and sponsorships serve as a signal for market transformation and supports local and regional community sustainable development efforts.

For all events, these efforts included:

- Procedures to reduce the use of printing for operations (heat sheet prints upon request only, single page Spectator Guide distributed online, the use of the Guidebook app to push electronic information rather than printed materials).
- Local contracting by engaging vendors from within a 250 mile radius (Emerald Fruit, Noel Lesley, Doug Wilson Sound, Hollywood Lights, Essig Entertainment, Eitel Agency, High Desert Golf Carts to name a few).

The 2016 U.S. Olympic Trials initiatives also included:

- Providing reusable water bottles and refill stations to Media and Volunteers to minimize purchase and consumption of single-use bottles.
- Use of Nike Better World apparel for the official volunteer apparel/mementos.
- Worked with UO Catering to develop new procurement reporting system for local/organic foods that will be legacy for future events held at UO.
- Over 35% of all food purchased was local and/or organically sourced.

The IAAF World Indoor Championships Portland 2016 initiatives also included:

- Over 40% of the total food served at Oregon Convention and 100% of Pearl Catering meals served was locally sourced.
- Providing reusable water bottles and refill stations to Media and Volunteers to minimize purchase and consumption of single-use bottles.
- Event mementos included pint glasses to celebrate Portland's craft beer tradition, pens made of recycled material, and umbrella to encourage guests to take advantage of walking/public transportation options no matter what the weather.
- Avoiding the single-use of the competition track by hosting a variety of youth/community events at the House of Track and the USA Championships in addition to the World Championships.

The IAAF World Junior Championships Oregon14 initiatives also included:

- Marche catering and use of over 85 % of locally produced or organic ingredients.
- The We Can! commemorative medallions were a local design and production utilizing reclaimed wood from a local cabinet shop.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

Resource Management

Conservation of natural resources and development of new tools are key aspects of the TrackTown USA sustainability program. TrackTown USA advanced initiatives in four key resource management sectors: carbon management, zero waste, water conservation, and energy. Some of the key initiatives included the following:

For all events:

- Utilizing a visible 'Green Team' of volunteers to educate and engage visitors around waste reduction, composting and diversion.
- Establishing food donation programs with local food banks to benefit the local community. This led to a donation of 4,088 lbs for the IAAF World Junior Championships Oregon14, 2,000 lbs for the World Indoor Championships Portland 2016, and \$12,000 worth of donated food for the 2016 U.S. Olympic Trials.
- Encouraging the use of public transportation and a free bike valet. For IAAF World Junior Championships Oregon14 and the U.S. Olympic Trials, ticketed spectators and credential-holders were able to use the LTD system for free. For the World Indoor Championships Portland 2016, accredited individuals could use the Tri-Met system and significant numbers chose to use the MAX system to travel between the official hotels and the Oregon Convention Center.

For the 2016 U.S. Olympic Trials specifically:

- Given that a significant amount of waste is generated by the construction phase, TTUSA focused considerable energy on diverting waste during the build-out and tear-down phases. To this end, the event diverted 27.55 tons of wood, 10.28 tons of mixed recycling, 2.5 tons of glass, and 3.79 tons of cardboard to recycling.
- By renting a kit-of-parts seating system rather than requiring a custom build to supplement seating, TrackTown 16 was able to construct a seating system of over a million pounds of material that will be reused multiple times.
- Venue signage was designed and produced for reuse at future TrackTown USA meets, use as gifts, or to be sold/given to the general public, providing a large cost savings and waste reduction effort for a typical trash item.
- The event used 169.5 Kgal of water throughout the event and provided 9 well labeled water bottle refilling stations in spectator areas as well as coolers filled with iced tap water in the media and volunteer areas to reduce the amount of single-use water bottles at the event.
- TTUSA calculated carbon footprint for event operations, local travel, and long distance travel. The total event operations footprint was 66.015 mT, of which 31.37 was electricity generated by renewable energy. TTUSA purchased carbon offsets for the remainder of the emissions to deliver zero emission event operations.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

- The event reduced the amount of carbon emissions by providing free bike valet parking for all and free park'n'ride shuttle to all visitors, whether credentialed, ticket holders or attendees of the free fan Festival. Additionally, ticket holders and credential holders were able to ride the LTD system for free.



Figure 2: Water refill stations were placed around the venue for easy access for spectators, media, and volunteers.

For the IAAF World Indoor Championships Portland 2016 specifically:

- The creation of an Athletes' and accredited clients "Village" by selecting hotels clustered around Pioneer Courthouse Square with access via Max to the Oregon Convention Center encouraged the use of public transport rather than buses or private cars. By the final two days of the event, the majority of athletes used the MAX rather than shuttles, allowing a significant decrease in the shuttle service offered. The Portland Streetcar provided the only transportation to the Athlete party, eliminating shuttles for the event entirely.
- Partnered with Travel Portland to turn used banners into commemorative Portland 2016 bags.
- Utilized a meal voucher system for volunteers to avoid the waste generated by unused/overscoped catering.
- 66.5% of waste was diverted through composting (28%), recycling (24.1%) and donating or repurposing goods (14.4%).

For the IAAF World Junior Championships Oregon14 specifically:-

- Diverted over 5 tons of waste materials to recycling and compost uses instead of heading to the landfill, resulting in a 57% diversion rate for the event.
- 100% of electricity was renewable generation purchased through the Eugene Water and Electric Board's GreenPower program.
- City of Eugene staff in conjunction with the Council for Responsible Sport developed an event carbon footprint calculator for use in all future Eugene based events and Council certified events.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

Access and Equity

TrackTown USA is a place where every guest – whether athlete, spectator, member of the media, volunteer, or eager youth participant – should feel welcome. TrackTown USA strives to ensure that the sport of track and field can be enjoyed by anyone, no matter their background or particular need. For each event hosted, TrackTown USA continues best practices from previous events as well as implementing new innovations.

For all events, efforts included:

- Inclusion of specific Access/Equity and Diversity/Inclusion sections in the TTUSA Volunteer Training Manual, which was emailed in advance to all volunteers and provided as on-line content to reduce printing costs and materials.
- Closed captioning provided in the competition venue

The 2016 U.S. Olympic Trials initiatives included:

- A focus on engaging a variety of community groups in 4 different ways:
 - Event attendance through tickets (50 per day)
 - Youth participation in sport through TrackTown Heptathlon
 - Volunteer opportunities for Special Needs Youth
 - Training for Centro Latino youth and mentors prior to the All-Comers meet
- Outreach to community groups including:
 - Centro Latino Americano
 - EYES group North/South Eugene High School
 - Youth through African Association of Eugene
 - Low-income youth through Kids Sports scholarship program
 - Native American Community
 - Asian and Pacific Islander Community
 - NAACP and Act50 Program
 - Danebo Elementary School
 - Foster Families through DHS
 - University of Oregon Multi Cultural Center
 - Oregon Boys and Girls Club
 - St. Marks Church Youth Group
 - Special Olympics
- Ticket return program which offered a chance for spectators to turn back tickets for sessions they were unable to use. The tickets were distributed to community programs as well as a special surprise for families in the Festival without tickets.
- The Starting Block and the youth Heptathlon activity encouraged a passion for sport and making healthy lifestyle choices by allowing youth to try different track and field events in a fun, safe way. Over the course of the event, thousands of children had a chance to be inspired.
 - Approximately 7,000 kids of all ages participated in the Heptathlon
 - Approximately 5,000 people tested their knowledge at the trivia wheel
 - Over 10,000 buttons were made and distributed.
- Offering an enhanced sensory experience to a youth with a visual impairment so he and his family could participate in the youth heptathlon. Staff also arranged for a behind-the-scenes conversation with one of the TrackTown Radio announcers to encourage his love of radio and his understanding of the technical side of field events.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

- Outreach to target populations to increase participation in athletics, including the TrackTown Youth League Championships (the culmination of free competitions around Oregon) and the traditional All-Comers meets.
- Training for volunteers by a member of the Sustainability & Accessibility committee to share advice on welcoming and hosting all spectators and other client groups during the four sessions of the in-person General Training.
- Encouraging credentialed participants, ticket-holders and attendees in the free fan festival to attend the event via the free park'n'ride while minimizing the impact on the local neighborhoods. An additional 5,000 – 7,000 people per day attended the festival.
- Closed captioning was provided in both the competition venue and in the free fan festival.

The IAAF World Indoor Championships Portland 2016 initiatives included:

- The six sessions of General Training provided specific guidance on welcoming and hosting all spectators and other client groups.
- The House of Track utilized the World Championships track in an unused warehouse to create competitive and recreational opportunities for youth and the community, seven days/week, throughout January and February.
- The Portland Indoor Track Classic, held during the USA Championships, provided 550 high school athletes from Oregon, Washington, California, Idaho and Montana a chance to compete indoors (a rare opportunity for western states) at the same time as the US's best athletes.
- The Middle School 60m Dash event brought 300 middle-schoolers to the Oregon Convention Center to hear from Olympian Michelle Carter, Portland mayor Charlie Hales and Portland 2016 President Vin Lananna before having a chance to run the 60m on the track.
- A Pole Vault Festival that included 230 high school pole vaulters from around the Pacific Northwest participating in a free clinic at the Moda Center, where they received expert instruction from coaches and athletes. Following the Festival, they had a chance to watch the World Indoor Championships pole vault while seated on the track, just feet from the greatest pole vaulters in the world.
- 144 prep athletes from 36 schools in Oregon, Washington, and Idaho competed in 4x400m relay races held during the World Indoor sessions.
- Over 1000 tickets were distributed to youth and families in the Portland area to allow them to experience the event. For many, it was their first opportunity to see an indoor track & field event.
- For the first-time ever, the medal ceremonies were taken out of the ticketed competition venue and placed in a free Medals Plaza, which offered the chance for ticket holders and the community-at-large to participate in the World Indoor Championships festivities. The event was so popular on Saturday evening that the square reached maximum capacity.

The IAAF World Junior Championships Oregon14 initiatives included:

- Outreach to target populations to increase participation in athletics, including the TrackTown Youth Challenge, providing free morning competition access, free bus program and bike valet, and hosting a Youth Starting Block activation at the event to develop skills in youth.
- The University of Oregon provided 130 students as Global Ambassadors for the WJC event. The program matched students with countries they were from or possessed a high language proficiency with and provided support to the visiting team throughout the WJC event.

APPENDIX B: SUSTAINABILITY & LEGACY REPORT

Community Legacy

Track Town USA continues to deliver events with the aim to provide a lasting legacy for the Eugene/Springfield community, Lane County, Portland and the state of Oregon.

Specific examples for all events include:

- Linking spectator, media, and athlete information to the local travel bureau (Eugene Cascades & Coast and Travel Portland) to promote local restaurants, shopping, entertainment, sightseeing, and adventure destinations.
- Continuing to engage local contractors and vendors to provide event infrastructure and selected local food vendors, including working with the Oregon Convention Center to provide within the competition venue and with the University of Oregon to allow in the free Fan Festival.

For the 2016 U.S. Olympic Trials, efforts included:

- Working with the City of Eugene on a pilot program to purchase water stations that will become a resource for future events.
- Working with BRING and Habitat for Humanity to donate leftover items to be used for future projects.

Figure 3: Local vendors in the free fan Festival had the chance to showcase their food to thousands each day.



For the IAAF World Indoor Championships Portland 2016 efforts included:

- Collaboration with our partners to create a pilot program for Self Enhancement Inc. students to learn about a variety of local professional opportunities in sports and tourism. The students visited the Oregon Convention Center to learn about different types of visitor services roles, including venue management, spectator services, cleaning & waste, catering, and human resources. After hearing from various staff members, the SEI students had a tour of the Convention Center prior to the buildout for the World Championships. The group was able to come back for a competition session to see how the convention center had been transformed into a sport venue, complete with all the roles they had previously heard about.
- Working with Portland Police Bureau to create a large-scale Integrated Action Plan as well as an inclusive unified command center that PPB would be able to use as a model for future multi-day events. The event provided the opportunity to build closer working relationships between the Transportation, Fire and Police bureaus and the mayor's office as well as with outside agencies like the Multnomah County Sheriff's office and Health department, and the Salem Police Department to deliver a world-class event.

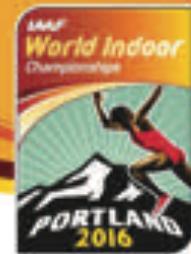
APPENDIX B: SUSTAINABILITY & LEGACY REPORT

For the IAAF World Junior Championships Oregon14 efforts included:

- Increased local business sponsorship through the Raise your Flag program and provided every business with information about the free Re:Think Business Conservation program offered by BRING Recycling and the City of Eugene.
- Highlighting the event's integration with the local community, the UO Symphony played an original composition for the event during the Men's 10,000-meter race.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



PROMOTION

Summary

Goals

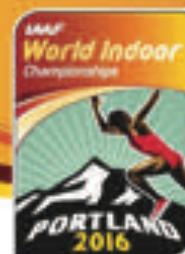
Our promotional goals are to raise awareness in the Portland Community about the IAAF World Indoor Championships; and to create an atmosphere where the community engages in frequent conversations about Portland 2016 as a major event coming to our city that cannot be missed.

We have developed the following promotional strategies:

1. Position the IAAF World Indoor Championships as the most prestigious international sporting event to ever visit the City of Portland and the State of Oregon.
2. Educate the Portland community about the elite international level and marquee athletes competing in the World Indoor Championships.
3. Identify and tie the IAAF World Indoor Championships to uniquely Portland events.
4. Create a sense of anticipation and urgency highlighting the uniqueness and limited access to the event.
5. Connect with the Portland Running communities.
6. Promote directly to high school athletes and teams.
7. Collaborate with Portland professional teams to access their fan base.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



Calendar

May 2015 - Countdown Clock Unveiling, Ticket Sales Launch

The IAAF World Indoor Championships Portland 2016 Countdown Clock was unveiled in Pioneer Courthouse Square and tickets went on sale to the general public on 27 May 2015. Adidas provided t-shirts and approximately 1,000 people attended the event as the Mayor of Portland unveiled the clock. Within 24 hours all available seats in the lower bowl were sold out.

August 2015

On 10 August, additional lower bowl seats, as well as seats previously held for sponsors, were released to the general public. The campaign was launched with press releases, social media posts and print and digital advertising, email messaging to a variety of databases. Additionally, a media tour was performed, with radio and TV appearances by LOC Chair Vin Lananna.

IAAF World Championships Beijing 2015 - As the sport's spot light shifted to Beijing for the IAAF World Championships our August campaign was reignited with a focus on the broader national and international markets. Beijing initiatives included:

- Social Media aimed at "inviting" WC winners to Portland 2016.
- Booth space in Market Street outside of the Bird's Nest
- TV-visible board inside stadium
- Digital advertising in national media and international media portals covering WCH Beijing 2015, including Trackandfieldnews.com, Oregonlive.com, Flotrack.com, Runnerspace.com, Spikes, IAAF.com, IAAF member federations, BBC Sports, Insidethegames.biz

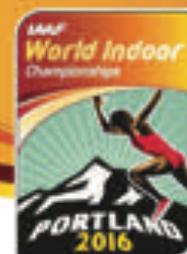
Additionally, we promoted at the Brussels Diamond League and at the Pan-Am Junior Championships with broadcast-visible signage and advertisements inside the souvenir programs.

September-October 2015 - Connect with High School Cross Country Teams

In September and October of 2015, we promoted WIC Portland 2016 at seven high school cross country meets in Oregon. All of these meets featured teams from across the state with some events featuring teams from the surrounding states of Washington and Idaho. As the campaign developed, we were pleased to interact with coaches and athletes that had visited us at a prior event. The seven meets hosted more than 7,100 participants from 410 high schools and 74 middle schools.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



October 2015 – Connect with Portland Marathon

On October 4, 2015, the Portland Marathon offered another opportunity to connect the IAAF World Indoor Championships with this iconic Portland road race. It was also an opportunity to sell tickets to one of our target demographics. This ticketing campaign also introduced the initial look and feel of the World Indoor Championships to the Portland public, with a large billboard being unveiled in downtown Portland, right along the marathon route.



Environmental and Printed Collateral

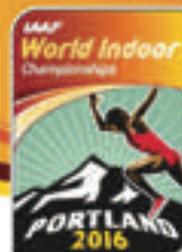
In October 2015 the first elements of city dressing were unveiled in Portland, with the installation of two billboards in high-profile areas downtown and full carriage wrappings of two light-rail trains that serve the Portland metro area. Additional environmental elements, including street pole banners and more billboards and trains will be installed beginning in January 2016. Two posters featuring Ashton Eaton and Jen Suhr have been created.

Television Advertising

Four promotional spots for television advertising have been developed and will be shown in six different markets throughout Oregon and Washington, including the cities of Portland, Seattle and Eugene.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



BRANDING / EVENT LOOK

Introduction

Often called The Rose City, Portland is flush with images and representations of the favored bush. From manhole covers and storefront windows to community gardens and annual festivals, roses are an enduring part of Portland life. Notable companies and locations that use the rose in their logo include Portland Brewing, Moda Center, and the Portland Thorns.

The rose is a symbol for the eternity of love and the fleeting nature of beauty. Each petal on a rose tells a story, whether "he loves me," or "he loves me not." Those iconic petals and the geometric structure of the rose were employed to brand the overall look and feel of the IAAF World Indoor Championships PORTLAND 2016.

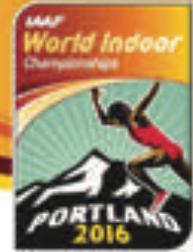
Rose Concept

The icon, with its prominent borders and inviting structure, will aid in promoting the event, either as a wordmark, or on its own within the context of external and promotional marketing materials.

Look closely, and you'll see that nine petals were used in the design. This aligns with the nine bridges that dominate the city's infrastructure and give the port town its unique flavor.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



Rose Concept

Within a few of these petals, we have the opportunity to tell a story with imagery and color. Run. Jump. Throw. Venue. Landmark. Icon. By superimposing the athletic spirit with Portland-area landmarks and icons, we can showcase specific aspects of the area and the excitement of the IAAF World Indoor Championships PORTLAND 2016.



Rose Concept As A Container

Additionally, the center of the rose can be used to highlight emotion along with a burst of color and sunshine. The warm colors from the IAAF color palette were purposefully used to add pop and vibrancy to the graphical elements. Plus, those colors and use of tones will help fuel anticipation, add heat to the event, and brighten the gray skies that often accompany springtime in the Portland area.

The rose will be everywhere. Blooming and forming the many brilliant color hues associated with the event, its athletes, and the spectators who want to be part of the energy, excitement, and passion of the IAAF World Indoor Championships PORTLAND 2016. From a design perspective, everything associated with the event will be touched by the rose, with cross-sections of the petals used in the background of many designs. This will bring more of the warm colors to the layouts, adding vibrancy to the event.



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014

Post-Event Report — Marketing

APPENDICES

ONE YEAR OUT EVENT

212 COUNTRIES...I PARTY

EMBRACE THE USA-WEST COAST FOR AN INTERNATIONAL EVENT CELEBRATING 1 YEAR ONTO THE START OF THE 2014 IAAF WORLD JUNIOR CHAMPIONSHIPS AT WATSON FIELD

7/22/2013 RAISE YOUR FLAG 6:00 PM

OAKWAY CENTER COURTYARD

IAAF World Junior Championships

CLICK FOR MORE INFORMATION



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014

Post-Event Report — Marketing

#RAISEYOURFLAG SOCIAL MEDIA CAMPAIGN



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014
Post-Event Report — Marketing

TELEVISION & RADIO COMMERCIALS



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014

Post-Event Report — Marketing

PRINT ADS



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014

Post-Event Report — Marketing

PRINT ADS (CONTINUED)

IAAF World Junior Championships
OREGON 14

THE WORLD COMES TO OREGON IN 9 DAYS

BE PART OF HISTORY JULY 22-31
WORLD JUNIOR CHAMPIONSHIPS
AT THE NEW OREGON STADIUM | 503-541-4441
OREGON14.COM/TICKETS

IAAF World Junior Championships
OREGON 14

TONIGHT'S FINALS

WOMEN'S SHOT PUT, DISCUS, JAVELIN & JUMP
MEN'S HAMMER THROW, HIGH JUMP, LONG JUMP, 200M & 500M

FREE MORNING SESSION 10AM - 1PM
EVENING SESSION 5:30 - 9PM

TICKETS AVAILABLE AT NATHAN FIELD BOX OFFICE | OREGON14.COM/TICKETS | 503-541-4441



APPENDIX C: MARKETING & PROMOTION SUPPORT MATERIALS



IAAF World Junior Championships Oregon 2014

Post-Event Report – Marketing

BILLBOARD & OUTDOOR ADVERTISING





The New York Times | <https://nyti.ms/1ndtJBG>

SPORTS

Baton in This Race Is the Conductor's Assignment to Create a Score for a 10K Led to Inner Struggles

By MARY PILON JULY 24, 2014

EUGENE, Ore. — Down the road from Hayward Field at the University of Oregon School of Music and Dance, the conductor, composer and music professor Brian McWhorter was brooding.

McWhorter, tall and lanky, sat in his office surrounded by sheet music and trumpet mutes, stewing over his next assignment: to compose a musical score to accompany a 10,000-meter race taking place here Tuesday at the I.A.A.F. World Junior Championships.

It is possibly the first time that original music will be performed live here during one of track's most punishing events at perhaps its most popular site. And the assignment created a "series of existential crises" for its composer.

Hayward Field is one of the few places where a 10K will fill the stands with fans watching a pack of runners complete 25 laps around a .400-meter oval, but McWhorter was nevertheless faced with a daunting question: What type of piece does one compose for 10K runners?

A month ago, when organizers approached McWhorter — who was a high school sprinter in nearby Portland before pursuing a music career playing trumpet, composing and conducting — he was befuddled by the request.

APPENDIX D: EARNED MEDIA EXAMPLE

"I advised them against it," McWhorter said. He eventually agreed, committing a 20-piece brass and percussion ensemble, too.

"Panic started setting in shortly thereafter," he said. "And I'm still living in that panicked world."

McWhorter, who studied trumpet and composition at the Juilliard School before coming to the music department at the University of Oregon, has become something of a minicelebrity for the mayhem of the creative process. He has constructed bathtubs adorned with metal tubing, befitting Frankenstein, in the name of creativity and is one of the artists featured in a documentary, "I Live for Art," which profiles artists and their creative processes.

The 10K project, aptly titled "Music for 10,000 Meters," has thrown that already-chaotic process into a free fall. The 10K, a run of 6.2 miles, has to hold the audience's attention for about 30 minutes. Galen Rupp, an Oregon alumnus who still trains in the state, won the silver medal in the event at the 2012 London Games, ending a 48-year drought in podium finishes for American men. At the 2008 Summer Games in Beijing, Shalane Flanagan, who also trains in Oregon, won the bronze medal.

Yet organizers of the event, hosted by I.A.A.F., track and field's governing body, gave McWhorter little coaching on what they wanted. "We wanted to be sure the athletes are not put to sleep, or those in the stands," said Vin Lananna, associate athletic director at Oregon.

McWhorter ran around in silence and in place in his office. Sometimes, he said, doing that nauseated him. Other times, it helped hone his sense of rhythm.

McWhorter placed a moratorium on anything related to "Chariots of Fire," which was on a continuous audio loop on the track at the London Games. "Then you'd have to ask the runners to run in slow motion, maybe on a sandy beach," he said.

The suggestion of an Italian tarantella was dismissed — "Do you want to hear that for 25 laps? I'd shoot myself."

Then came the question that looms over the heads of many composers: What

APPENDIX D: EARNED MEDIA EXAMPLE

would David Byrne do?

As McWhorter is a trumpet player, much of his work has been avant-garde. But three months ago, McWhorter was told he had severe nerve damage in his throat, probably ending his trumpet career at age 39. "This summer has really been about me coming to terms with putting the horn in the box after 25 years," he said.

As a result, his first attempts at composing the 10K piece were, in McWhorter's words, "strange, depressed, hard, turgid and heavy."

He turned to coaching podcasts to try to pep things up. He pondered the artistic implications of the track's oval shape. He examined the kick of the final 100 meters.

"I thought, what if I could help the runners?" He studied their breathing, the rhythm of their heartbeats. The sweet spot, it turns out, is around 150 to 170 beats per minute.

"So there is a rhythm that's intriguing to me," he said.

He watched 10K footage and the races of Steve Prefontaine, the 1970s track star, as well as elite N.C.A.A. 10Ks.

"It's a funny thing to watch Prefontaine," he said. "He's a rock 'n' roll runner. And it's fun to watch in that way — the no holds barred, almost like if a boxer ran a 10K. And then I started getting into, O.K., this is a power thing."

But McWhorter began to notice a particular tradition at Hayward Field. As runners glide around the part of the track near a statue of Bill Bowerman, the track coach and Nike co-founder, fans begin slow clapping. His composition began to veer toward the audience and how fans relate to the runners. The clapping can go as low as 90 beats per minutes to 140 beats per minute, far slower than the runners' rhythm.

"That's actually designed to push the runners," he said. "It's like they're trying to get behind the runners."

A minimalist by nature, McWhorter said the final product would feature power

APPENDIX D: EARNED MEDIA EXAMPLE

chords, open intervals, a pulsing to magnify the clapping. It will be 30 minutes, but as a conductor he will have some leeway to adjust the time. "It's thinking about the brass instruments as percussionists themselves," he said. There's some room for improvisation, based on the crowd. Melodies, for the most part, have been scuttled.

"The last thing I want is anyone walking away with an ear worm, like a tune that they could have in their head," McWhorter said. "That, to me, is just not the point of this thing."

McWhorter, who works with the Eugene Ballet Company, began to see the runners as dancers. "There's almost something primal about it," he said. "In ballet, there's real drama in the narrative and with the run, it's just like, go, go, go."

The musicians will be staged in the middle of the track near the shot put, and it's anyone's guess what acoustics will be like once the stadium is filled. McWhorter said he was also careful not to have snare drums or anything too loud at the start of the race, lest they be confused with the starting gun.

"Facing a race, it's a problem," he said. "Much like trying to write music for a race is a problem, a creative problem. It's something that you can't quite wrap your head around. Your mind gets neurotic. You get prone to whatever maladies you might be prone to."

With less than three days to rehearse with his band before the race Tuesday night, McWhorter was the first to admit that his performance anxiety rivaled that of the athletes in the race.

"You just have to run when the gun goes off," he said.

A version of this article appears in print on July 22, 2014, on Page B10 of the New York edition with the headline: Baton in This Race Is the Conductor's.

© 2017 The New York Times Company



A blue-tinted background image showing a large group of athletes in a stadium, likely during a parade or ceremony. The athletes are holding flags and are lined up on a track. The scene is captured from a low angle, looking down the length of the track.

Celebrate all
that we are.
Inspire all that
we can become.

IAAF World Championships

OREGON21

A stylized, low-poly landscape in shades of teal and light green. The foreground features a dark teal area with a jagged, mountain-like silhouette. The background consists of lighter teal, semi-transparent geometric shapes that create a sense of depth and a hazy atmosphere.

IAAF World Championships

OREGON21



FINANCIAL STATEMENTS

IAAF World Championships
OREGON21

2017 Operating Budget for Oregon21, LLC

Revenue

Partnerships	2,000,000.00
Retail Sales	0.00
Other	0.00
Total Revenue	2,000,000.00

Expenses

Administration	1,100,000.00
Operations	0.00
Marketing/Sponsorship	300,000.00
Protocol	0.00
Facilities	0.00
Competition	0.00
Medical/Doping Control	0.00
Press	0.00
Television	0.00
Telecommunications	0.00
Contingency	0.00
Legacy	0.00
Total Expenses	1,400,000.00

Total Revenue Less Total Expenses	600,000.00
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Balance Sheet for Oregon21, LLC

Year To Date

10/31/2017

Assets

Current Assets

Cash and Cash Equivalents

Operating Account 61,452.19

Savings Account 923,826.02

Total Cash and Cash Equivalents 985,278.21

Other Current Assets

Other Receivables 0.00

Total Other Current Assets 0.00

Total Current Assets 985,278.21

Fixed Assets, Net

Fixed Assets

Equipment 0.00

Total Fixed Assets 0.00

Total Fixed Assets, Net 0.00

Other Assets

Deposits and Prepayments 0.00

Total Other Assets 0.00

Total Assets 985,278.21

Liabilities and Net Assets

Current Liabilities

Accounts Payable 0.00

Total Current Liabilities 0.00

Total Net Assets 985,278.21

Total Liabilities and Net Assets 985,278.21

IAAF World Championships
OREGON21

Income Statement for Oregon21, LLC

Year To Date
10/31/2017

Actual

Revenue

Partnerships	2,000,000.00
Retail Sales	0.00
Other	0.00
Total Revenue	2,000,000.00

Expenses

Administration	771,039.29
Operations	0.00
Marketing/Sponsorship	243,682.50
Protocol	0.00
Facilities	0.00
Competition	0.00
Medical/Doping Control	0.00
Press	0.00
Television	0.00
Telecommunications	0.00
Contingency	0.00
Legacy	0.00
Total Expenses	1,014,721.79

Total Revenue Less Total Expenses **985,278.21**

Form **990**

OMB No. 1545-0047

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(2) of the Internal Revenue Code (except private foundations)

- Do not enter social security numbers on this form as it may be made public.
- Information about Form 990 and its instructions is at www.irs.gov/Form990.

2014

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2014 calendar year, or tax year beginning <u>2014</u> , and ending <u>2014</u>	
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C TRACK TOWN USA, INC. PO BOX 11141 EUGENE, OR 97440
D Employer identification number 46-1562797	E Telephone number 541-343-6129
G Gross receipts \$ <u>5,385,213.</u>	
F Name and address of principal officer: <u>VINCENT LANANNA</u> <u>SAME AS C ABOVE</u>	
H Is this a group return for subsidiaries? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
I Are all subsidiaries included? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "No," attach a list (see instructions)	
J Website: <u>WWW.TRACKTOWNUSA.COM</u>	
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other *	
L Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () * (insert no.) <input type="checkbox"/> 4947(a)(2) or <input type="checkbox"/> 527	M State of legal domicile: <u>OR</u>
N Year of formation: <u>2013</u>	

Part I Summary

1 Briefly describe the organization's mission or most significant activities: <u>TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO ENHANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS "TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN NORTH AMERICA.</u>			
2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
3 Number of voting members of the governing body (Part VII, line 1a)	<u>3</u>		
4 Number of independent voting members of the governing body (Part VII, line 1b)	<u>4</u>		
5 Total number of individuals employed in calendar year 2014 (Part V, line 2a)	<u>68</u>		
6 Total number of volunteers (estimate if necessary)	<u>1,781</u>		
7a Total unrelated business revenue from Part VIII, column (C), line 12	<u>0.</u>		
7b Net unrelated business taxable income from Form 990-T, line 34	<u>0.</u>		
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	<u>1,759,856.</u>	<u>2,752,074.</u>
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<u>12,822.</u>	<u>14,978.</u>
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11a)	<u>1,130.</u>	<u>184.</u>
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<u>1,773,808.</u>	<u>4,735,213.</u>
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<u>100,000.</u>	
	14 Benefits paid to or for members (Part IX, column (A), line 4)		
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<u>1,035,150.</u>	<u>1,466,141.</u>
	16a Professional fundraising fees (Part IX, column (A), line 11a)		
	b Total fundraising expenses (Part IX, column (D), line 25) *		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24a)	<u>597,880.</u>	<u>4,446,617.</u>	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<u>1,733,030.</u>	<u>5,912,758.</u>	
19 Revenue less expenses. Subtract line 18 from line 12	<u>40,778.</u>	<u>-1,177,545.</u>	
Net Assets or Fund Balances	20 Total assets (Part X, line 1a)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 2b)	<u>3,112,185.</u>	<u>1,938,845.</u>
	22 Net assets or fund balances. Subtract line 21 from line 20	<u>3,080.</u>	<u>13,556.</u>
		<u>3,109,105.</u>	<u>1,925,289.</u>

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date		
	<u>MICHAEL HEILY</u>	<u>SEC/TRIAS</u>		
Paid Preparer Use Only	Print preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if PPS
	<u>MARTA POWERS</u>			self-employed <u>P00618717</u>
	Firm's name	Firm's EIN		
	<u>MUELLER YUVA OSTERMAN POWERS LLP</u>	<u>26-1589090</u>		
Firm's address	Phone no.			
<u>225 E 4TH AVE</u>	<u>(541) 344-1100</u>			
	<u>EUGENE, OR 97401</u>			

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior

Form 990 or 990-EZ?

 Yes No

If 'Yes,' describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

 Yes No

If 'Yes,' describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 5,754,982, including grants of \$) (Revenue \$ 1,967,977.)

US AND WORLD ATHLETIC TOUR TRACK AND FIELD MEETS.

4b (Code:) (Expenses \$ 22,113, including grants of \$) (Revenue \$)

YOUTH AND COMMUNITY RUNNING AND FITNESS DEVELOPMENT.

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services. (Describe in Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses ▶ 5,777,095.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A.	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I.		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II.		X
5 Is the organization a section 501(c)(4), 501(c)(29), or 501(c)(28) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III.		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I.		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II.		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III.		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV.		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V.		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII.		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.		X
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part XI.		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XII, and XIII.		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XII and XIII is optional.		X
13 Is the organization a school described in section 17001(f)(4)(i)? If "Yes," complete Schedule E.		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV.		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV.		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts II and IV.		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11a? If "Yes," complete Schedule G, Part I (see instructions).		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II.		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III.		X
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H.		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 17? If 'Yes,' complete Schedule L, Parts I and II.		X
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 27? If 'Yes,' complete Schedule L, Parts I and II.		X
23 Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If 'Yes,' complete Schedule J.	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2007? If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No,' go to line 25a.		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(6), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I.		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I.		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If 'Yes,' complete Schedule L, Part II.		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If 'Yes,' complete Schedule L, Part III.		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.		X
b A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV.		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M.		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If 'Yes,' complete Schedule M.		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I.		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II.		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If 'Yes,' complete Schedule R, Part I.	X	
34 Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Part II, III, or IV, and Part V, line 1.		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2.		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2.		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If 'Yes,' complete Schedule R, Part VI.		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 17b and 18? Note. All Form 990 filers are required to complete Schedule O.		X

Part V Statements Regarding Other IRS Filings and Tax ComplianceCheck if Schedule O contains a response or note to any line in this Part V

		Yes	No
1 a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable. 1 a 42		
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable. 1 b 0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? 1 c	X	
2 a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return. 2 a 68		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <i>Note.</i> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) 2 b	X	
3 a	Did the organization have unrelated business gross income of \$1,000 or more during the year? 3 a		X
b	If 'Yes,' has it filed a Form 990-T for this year? If 'No,' in line 3b, provide an explanation in Schedule O 3 b		
4 a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? 4 a		X
b	If 'Yes,' enter the name of the foreign country: See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR) 4 b		
5 a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? 5 a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 5 b		X
c	If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T? 5 c		
6 a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions? 6 a		X
b	If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 6 b		
7	Organizations that may receive deductible contributions under section 170(e).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? 7 a	X	
b	If 'Yes,' did the organization notify the donor of the value of the goods or services provided? 7 b	X	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? 7 c		X
d	If 'Yes,' indicate the number of Forms 8282 filed during the year. 7 d		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? 7 e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? 7 f		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? 7 g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C? 7 h		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year? 8		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966? 9 a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person? 9 b		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12. 10 a		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities. 10 b		
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders. 11 a		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.) 11 b		
12 a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041? 12 a		
b	If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year. 12 b		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? <i>Note.</i> See the instructions for additional information the organization must report on Schedule O. 13 a		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans. 13 b		
c	Enter the amount of reserves on hand. 13 c		
14 a	Did the organization receive any payments for indoor tanning services during the tax year? 14 a		X
b	If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O 14 b		

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.Check if Schedule O contains a response or note to any line in this Part VI. **Section A. Governing Body and Management**

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year. If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
1b	Enter the number of voting members included in line 1a, above, who are independent.		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
8a	The governing body?	X	
8b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		X
11b	Describe in Schedule O the process, if any, used by the organization to review this Form 990. SEE SCHEDULE O		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13.	X	
12b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done. SEE SCHEDULE O	X	
13	Did the organization have a written whistleblower policy?		X
14	Did the organization have a written document retention and destruction policy?		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	The organization's CEO, Executive Director, or top management official. SEE SCHEDULE O	X	
15b	Other officers or key employees of the organization. SEE SCHEDULE O. If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).	X	
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed: OR

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. SEE SCHEDULE O

20 State the name, address, and telephone number of the person who possesses the organization's books and records: JOHN LUCAS 2350 OAKMONT WAY #201 EUGENE OR 97401 541-343-6129

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent ContractorsCheck if Schedule O contains a response or note to any line in this Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

 Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average time per week (in hours) that individual trustee or director spends on organization's behalf	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) GREG ERWIN DIRECTOR	0	X					0	0	0	
(2) DAVID TAYLOR CHAIRMAN	0	X	X				0	0	0	
(3) MICHAEL KELLY SEC/TREAS	40			X			174,900	0	5,889	
(4) VINCENT LANANNA PRESIDENT	40			X			335,000	0	0	
(5) SAM LARAY DIR OF PROJECT MGT	40					X	115,196	0	15,845	
(6) -----	-----									
(7) -----	-----									
(8) -----	-----									
(9) -----	-----									
(10) -----	-----									
(11) -----	-----									
(12) -----	-----									
(13) -----	-----									
(14) -----	-----									

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (Do not include hours for which the individual receives no compensation)	(C) Position (Do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Officer	Director/Trustee	Key employee	Former officer	Former director/trustee	Former key employee			
(15) -----										
(16) -----										
(17) -----										
(18) -----										
(19) -----										
(20) -----										
(21) -----										
(22) -----										
(23) -----										
(24) -----										
(25) -----										
1 b Sub-total							625,096.	0.	21,734.	
c Total from continuation sheets to Part VII, Section A							0.	0.	0.	
d Total (add lines 1b and 1c)							625,096.	0.	21,734.	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **▶ 3**

3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual

	Yes	No
3		X
4	X	
5		X

4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual

5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **▶ 0**

Part VII Statement of RevenueCheck if Schedule O contains a response or note to any line in this Part VII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns					
	b Membership dues					
	c Fundraising events					
	d Related organizations					
	e Government grants (contributions)	681,996.				
	f All other contributions, gifts, grants, and similar amounts not included above	2,070,078.				
	g Net cash contributions included in lines 1a-1f: \$					
	h Total. Add lines 1a-1f	2,752,074.				
Program Service Revenue	2 a TRACK & FIELD EVENTS	711210	1,967,977.	1,967,977.		
	b					
	c					
	d					
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f		1,967,977.			
Other Revenue	3 Investment income (including dividends, interest and other similar amounts)		14,978.		14,978.	
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6 a Gross rents	(i) Real				
		(ii) Personal				
		b Less: rental expenses				
		c Rental income or (loss)				
	d Net rental income or (loss)					
	7 a Gross amount from sales of assets other than inventory	(i) Securities	650,000.			
		(ii) Other				
		b Less: cost or other basis and sales expenses	650,000.			
		c Gain or (loss)				
	d Net gain or (loss)					
	8 a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18.	a				
b Less: direct expenses						
c Net income or (loss) from fundraising events						
9 a Gross income from gaming activities. See Part IV, line 19.	a					
	b Less: direct expenses					
	c Net income or (loss) from gaming activities					
10 a Gross sales of inventory, less returns and allowances	a					
	b Less: cost of goods sold					
	c Net income or (loss) from sales of inventory					
11 a OTHER INCOME	711210	184.	184.			
	b					
	c					
	d All other revenue					
	e Total. Add lines 11a-11d		184.			
12 Total revenue. See instructions		4,735,213.	1,968,161.	0.	14,978.	

Part IX Statement of Functional Expenses

Section 501(c)(2) and 501(c)(29) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21.				
2 Grants and other assistance to domestic individuals. See Part IV, line 22.				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4 Benefits paid to or for members.				
5 Compensation of current officers, directors, trustees, and key employees.	515,789.	464,210.	51,579.	0.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).	0.	0.	0.	0.
7 Other salaries and wages.	742,131.	742,131.		
8 Pension plan accruals and contributions (include section 401(k) and 408(a) employer contributions).				
9 Other employee benefits.	95,823.	95,298.	525.	
10 Payroll taxes.	111,398.	106,838.	4,560.	
11 Fees for services (non-employees):				
a Management.				
b Legal.				
c Accounting.	39,903.		39,903.	
d Lobbying.				
e Professional fundraising services. See Part III, line 17.				
f Investment management fees.				
g Other. (If line 11g amt exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)				
12 Advertising and promotion.	279,734.	279,734.		
13 Office expenses.	32,704.	29,434.	3,270.	
14 Information technology.				
15 Royalties.				
16 Occupancy.	27,060.	26,310.	750.	
17 Travel.	33,494.	33,494.		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials.				
19 Conferences, conventions, and meetings.	2,494.	2,245.	249.	
20 Interest.				
21 Payments to affiliates.				
22 Depreciation, depletion, and amortization.	5,369.		5,369.	
23 Insurance.	7,829.		7,829.	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a TRACK AND FIELD EVENTS	3,948,986.	3,948,986.		
b YOUTH & COMMUNITY ACTIVITIES	22,113.	22,113.		
c TELEPHONE	11,737.		11,737.	
d MEALS & ENTERTAINMENT	9,344.	9,344.		
e All other expenses.	25,850.	15,958.	9,892.	
25 Total functional expenses. Add lines 1 through 24e.	5,912,758.	5,777,095.	135,663.	0.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).				

Part X Balance SheetCheck if Schedule O contains a response or note to any line in this Part X:

		(A) Beginning of year		(B) End of year		
Assets	1	Cash – non-interest-bearing	61,188	1	501,537	
	2	Savings and temporary cash investments	2,725,683	2	1,050,079	
	3	Pledges and grants receivable, net		3		
	4	Accounts receivable, net		4		
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5		
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(b)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(29) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L		6		
	7	Notes and loans receivable, net		7		
	8	Inventories for sale or use		8		
	9	Prepaid expenses and deferred charges	4,707	9	2,000	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a	35,165		
	10b	Less: accumulated depreciation	10b	7,219	10c	27,946
	11	Investments – publicly traded securities	303,956	11	357,283	
	12	Investments – other securities. See Part IV, line 11		12		
	13	Investments – program-related. See Part IV, line 11		13		
	14	Intangible assets		14		
	15	Other assets. See Part IV, line 11		15		
16	Total assets. Add lines 1 through 15 (must equal line 34)	3,112,185	16	1,938,845		
Liabilities	17	Accounts payable and accrued expenses	3,080	17	13,556	
	18	Grants payable		18		
	19	Deferred revenue		19		
	20	Tax-exempt bond liabilities		20		
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22		
	23	Secured mortgages and notes payable to unrelated third parties		23		
	24	Unsecured notes and loans payable to unrelated third parties		24		
	25	Other liabilities (including federal income tax payables to related third parties, and other liabilities not included on lines 17–24). Complete Part X of Schedule D		25		
	26	Total liabilities. Add lines 17 through 25	3,080	26	13,556	
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.					
	27	Unrestricted net assets	3,109,105	27	1,925,289	
	28	Temporarily restricted net assets		28		
	29	Permanently restricted net assets		29		
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.					
	30	Capital stock or trust principal, or current funds		30		
	31	Paid-in or capital surplus, or land, building, or equipment fund		31		
	32	Retained earnings, endowment, accumulated income, or other funds		32		
33	Total net assets or fund balances	3,109,105	33	1,925,289		
34	Total liabilities and net assets/fund balances	3,112,185	34	1,938,845		

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Form 990 (2014)

Part XI Reconciliation of Net AssetsCheck if Schedule O contains a response or note to any line in this Part XI:

1	Total revenue (must equal Part VIII, column (A), line 12)	1	4,735,213.
2	Total expenses (must equal Part IX, column (A), line 25)	2	5,912,758.
3	Revenue less expenses. Subtract line 2 from line 1	3	-1,177,545.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	3,109,105.
5	Net unrealized gains (losses) on investments	5	-6,271.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	1,925,289.

Part XII Financial Statements and ReportingCheck if Schedule O contains a response or note to any line in this Part XII:

	Yes	No
1 Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	X
b Were the organization's financial statements audited by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	X
c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	X
b If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b	

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Form 990 (2014)

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

2014

Department of the Treasury
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
 * Attach to Form 990 or Form 990-EZ.
 * Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

Name of the organization: **TRACK TOWN USA, INC.** Employer identification number: **46-1562797**

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state.
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vii). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions – subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part II.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. You must complete Part IV, Sections A and B.
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). You must complete Part IV, Sections A and C.
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). You must complete Part IV, Sections A, D, and E.
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). You must complete Part IV, Sections A and D, and Part V.
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
- f Enter the number of supported organizations:
- g Provide the following information about the supported organization(s).

	(a) Name of supported organization	(b) EIN	(c) Type of organization (described on lines 1-8 above or IRC section (see instructions))	(d) Is the organization listed in your governing document?		(e) Amount of monetary support (see instructions)	(f) Amount of other support (see instructions)
				Yes	No		
(A)							
(B)							
(C)							
(D)							
(E)							
Total							

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) *	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any unusual grants.)						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf.						
3 The value of services or facilities furnished by a governmental unit to the organization without charge.						
4 Total. Add lines 1 through 3.						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f).						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in) *	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
7 Amounts from line 4.						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources.						
9 Net income from unrelated business activities, whether or not the business is regularly carried on.						
10 Other income. Do not include gain or loss from the sale of capital assets. (Explain in Part VI.)						
11 Total support. Add lines 7 through 10.						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here.						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2014 (line 6, column (f) divided by line 11, column (f)).	14	%
15 Public support percentage from 2013 Schedule A, Part II, line 14.	15	%
16a 33-1/3% support test – 2014. If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
b 33-1/3% support test – 2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
17a 10%-facts-and-circumstances test – 2014. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
b 10%-facts-and-circumstances test – 2013. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization.		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions.		<input type="checkbox"/>

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 5 of Part I or if the organization failed to qualify under Part I. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal yr beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include any "unusual grants.")				1,759,856.	2,752,074.	4,511,930.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose.				2,319.	1,967,977.	1,970,296.
3 Gross receipts from activities that are not an unrelated trade or business under section 513.						0.
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf.						0.
5 The value of services or facilities furnished by a governmental unit to the organization without charge.						0.
6 Total. Add lines 1 through 5.	0.	0.	0.	1,762,175.	4,720,051.	6,482,226.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons.	0.	0.	0.	0.	1,577,743.	1,577,743.
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year.	0.	0.	0.	0.	0.	0.
c Add lines 7a and 7b.	0.	0.	0.	0.	1,577,743.	1,577,743.
8 Public support. (Subtract line 7c from line 6.)						4,904,483.

Section B. Total Support

Calendar year (or fiscal yr beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
9 Amounts from line 6.	0.	0.	0.	1,762,175.	4,720,051.	6,482,226.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources.				11,633.	14,978.	26,611.
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975.						0.
c Add lines 10a and 10b.	0.	0.	0.	11,633.	14,978.	26,611.
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.						0.
12 Other income. Do not include gain or loss from the sale of capital assets (if gain in Part VI). SEE PART VI.					184.	184.
13 Total support. (Add lines 9, 10c, 11 and 12.)	0.	0.	0.	1,773,808.	4,735,213.	6,509,021.
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. <input checked="" type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2014 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2013 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2014 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2013 Schedule A, Part III, line 17	18	%

- 19a 33-1/3% support tests – 2014.** If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and stop here. The organization qualifies as a publicly supported organization.
- b 33-1/3% support tests – 2013.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and stop here. The organization qualifies as a publicly supported organization.
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions.

Part IV Supporting Organizations

(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If 'No,' describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If 'Yes,' explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2)		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If 'Yes,' answer (b) and (c) below		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If 'Yes,' describe in Part VI when and how the organization made the determination		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If 'Yes,' explain in Part VI what controls the organization put in place to ensure such use		
4a Was any supported organization not organized in the United States ('foreign supported organization')? If 'Yes' and if you checked 11a or 11b in Part I, answer (b) and (c) below		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If 'Yes,' describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If 'Yes,' explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If 'Yes,' answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authorizing such action, and (iv) how the action was accomplished (such as by amendment to the organizing document)		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (a) its supported organizations; (b) individuals that are part of the charitable class benefited by one or more of its supported organizations; or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If 'Yes,' provide detail in Part VI		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 4958(c)(3)(C)), a family member of a substantial contributor, or a 35-percent controlled entity with regard to a substantial contributor? If 'Yes,' complete Part I of Schedule L (Form 990)		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If 'Yes,' complete Part I of Schedule L (Form 990)		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If 'Yes,' provide detail in Part VI		
b Did one or more disqualified persons (as defined in line 9(a)) hold a controlling interest in any entity in which the supporting organization had an interest? If 'Yes,' provide detail in Part VI		
c Did a disqualified person (as defined in line 9(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If 'Yes,' provide detail in Part VI		
10a Was the organization subject to the excess business holdings rules of IRC 4943 because of IRC 4943(f) (regarding certain Type II supporting organizations, and all Type II non-functionally integrated supporting organizations)? If 'Yes,' answer (b) below		
b Did the organization have any excess business holdings in the tax year? (See Schedule C, Form 4720, to determine whether the organization had excess business holdings.)		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?	11a	
b A family member of a person described in (a) above?	11b	
c A 25% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI .	11c	

Section B. Type I Supporting Organizations

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1	
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.	2	

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).	1	

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently filed as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	1	
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).	2	
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.	3	

Section E. Type III Functionally-Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the integral Part Test during the year (see instructions):		
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 2 below.		
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).		
2 Activities Test. Answer (a) and (b) below.		
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," list in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	2a	
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.	2b	
3 Parent of Supported Organizations. Answer (a) and (b) below.		
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI .	3a	
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.	3b	

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on November 20, 1970. See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A – Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8	
Section B – Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d	3	
4	Cash deemed held for exempt use. Enter 1-10% of line 3 (for greater amount, see instructions)	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .035	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	
Section C – Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D – Distributions		Current Year		
1	Amounts paid to supported organizations to accomplish exempt purposes			
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity			
3	Administrative expenses paid to accomplish exempt purposes of supported organizations			
4	Amounts paid to acquire exempt-use assets			
5	Qualified set-aside amounts (prior IRS approval required)			
6	Other distributions (Describe in Part VI). See instructions			
7	Total annual distributions. Add lines 1 through 6			
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions			
9	Distributable amount for 2014 from Section C, line 6			
10	Line 8 amount divided by Line 9 amount			
Section E – Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2014	(iii) Distributable Amount for 2014
1	Distributable amount for 2014 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2014 (reasonable cause required – see instructions)			
3	Excess distributions carryover, if any, to 2014:			
a				
b				
c				
d				
e	From 2013			
f	Total of lines 3a through e			
g	Applied to underdistributions of prior years			
h	Applied to 2014 distributable amount			
i	Carryover from 2009 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from 3f			
4	Distributions for 2014 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2014 distributable amount			
c	Remainder. Subtract lines 4a and 4b from 4			
5	Remaining underdistributions for years prior to 2014, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions)			
6	Remaining underdistributions for 2014. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions)			
7	Excess distributions carryover to 2015. Add lines 3j and 4c			
8	Breakdown of line 7:			
a				
b				
c				
d	Excess from 2013			
e	Excess from 2014			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

PART III, LINE 12 - OTHER INCOME

NATURE AND SOURCE	2014	2013	2012	2011	2010
TOTAL	\$ 184.	\$ 0.	\$ 0.	\$ 0.	\$ 0.

Schedule B
(Form 990, 990-EZ,
or 990-PF)

Department of the Treasury
Internal Revenue Service

PUBLIC DISCLOSURE COPY
Schedule of Contributors

• Attach to Form 990, Form 990-EZ, or Form 990-PF
• Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is at www.irs.gov/form990

OMB No. 1545-0047

2014

Name of the organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Organization type (check one):

Filers of:

Form 990 or 990-EZ

Section:

- 501(c)(3) (enter number) organization
 4947(a)(1) nonexempt charitable trust ~~not~~ treated as a private foundation
 527 political organization

Form 990-PF

- 501(c)(3) exempt private foundation
 4947(a)(1) nonexempt charitable trust treated as a private foundation
 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33-1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(v), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year **0**

Caution: An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer 'No' on Part IV, line 2, of its Form 990, or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, Schedule B (Form 990, 990-EZ, or 990-PF) (2014) or 990-PF.

Name of organization

TRACK TONE USA, INC.

Employer identification number

46-1562797

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$ 1,577,743	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ 10,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3		\$ 50,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4		\$ 7,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5		\$ 120,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
6		\$ 511,995	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7	----- ----- -----	\$ 463,210	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

**SCHEDULE D
(Form 990)**

Supplemental Financial Statements

OMB No. 1545-0047

2014

Department of the Treasury
Internal Revenue Service

• Complete if the organization answered "Yes," to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
• Attach to Form 990.

• Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

Name of the organization

Employer identification number

TRACK TOWN USA, INC.

46-1562797

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements.

Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply):

<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year:

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year: _____

4 Number of states where property subject to conservation easement is located: _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year: _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year: \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(e)(4)(D)(i) and section 170(e)(4)(D)(ii)? Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1 a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included in Form 990, Part VIII, line 1	▶ \$ _____
(ii) Assets included in Form 990, Part X	▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included in Form 990, Part VIII, line 1	▶ \$ _____
b Assets included in Form 990, Part X	▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
 b Scholarly research
 c Preservation for future generations
 d Loan or exchange programs
 e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered 'Yes' to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian, or other intermediary for contributors or other assets not included on Form 990, Part X? Yes No

b If 'Yes,' explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If 'Yes,' explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII:

Part V Endowment Funds. Complete if the organization answered 'Yes' to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment _____ %
 b Permanent endowment _____ %
 c Temporarily restricted endowment _____ %
 The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations

3a(i)	Yes	No
3a(ii)		

 (ii) related organizations

3a(ii)	Yes	No
3b		

b If 'Yes' to 3a(i), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered 'Yes' to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other		35,165	7,219	27,946
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				27,946

BAA

Schedule D (Form 990) 2014

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return. N/A

Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
	a Net unrealized gains (losses) on investments	2a	
	b Donated services and use of facilities	2b	
	c Recoveries of prior year grants	2c	
	d Other (Describe in Part XIII.)	2d	
	e Add lines 2a through 2d		2e
3	Subtract line 2e from line 1		3
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
	a Investment expenses not included on Form 990, Part VIII, line 7b	4a	
	b Other (Describe in Part XIII.)	4b	
	c Add lines 4a and 4b		4c
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)		5

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return. N/A

Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
	a Donated services and use of facilities	2a	
	b Prior year adjustments	2b	
	c Other losses	2c	
	d Other (Describe in Part XIII.)	2d	
	e Add lines 2a through 2d		2e
3	Subtract line 2e from line 1		3
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
	a Investment expenses not included on Form 990, Part VIII, line 7b	4a	
	b Other (Describe in Part XIII.)	4b	
	c Add lines 4a and 4b		4c
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)		5

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SCHEDULE J
(Form 990)

Compensation Information

OMB No. 1545-0047

2014

Department of the Treasury
Internal Revenue Service

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered 'Yes' on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

Name of the organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Part I Questions Regarding Compensation

	Yes	No
1 a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.		
<input type="checkbox"/> First-class or charter travel		
<input type="checkbox"/> Travel for companions		
<input type="checkbox"/> Tax indemnification and gross-up payments		
<input type="checkbox"/> Discretionary spending account		
<input type="checkbox"/> Housing allowance or residence for personal use		
<input type="checkbox"/> Payments for business use of personal residence		
<input type="checkbox"/> Health or social club dues or initiation fees		
<input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)		
b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If 'No,' complete Part III to explain.	1 b	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2	
3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.		
<input type="checkbox"/> Compensation committee		
<input type="checkbox"/> Independent compensation consultant		
<input type="checkbox"/> Form 990 of other organizations		
<input type="checkbox"/> Written employment contract		
<input type="checkbox"/> Compensation survey or study		
<input checked="" type="checkbox"/> Approval by the board or compensation committee		
4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:		
a Receive a severance payment or change-of-control payment?	4 a	X
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4 b	X
c Participate in, or receive payment from, an equity-based compensation arrangement?	4 c	X
If 'Yes' to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.		
5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a The organization?	5 a	X
b Any related organization?	5 b	X
If 'Yes' to line 5a or 5b, describe in Part III.		
6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a The organization?	6 a	X
b Any related organization?	6 b	X
If 'Yes' to line 6a or 6b, describe in Part III.		
7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If 'Yes,' describe in Part III.	7	X
8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If 'Yes,' describe in Part III.	8	X
9 If 'Yes' to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9	

EAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2014

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (j). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(1)-(4) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (C) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of 2014 and/or 1200 MISC compensation:			(C) Retirement and other deferred compensation	(D) Non-taxable benefits	(E) Total of columns (B)(1)-(5)	(F) Compensation in column (B) reported as deferred in prior Form 990
	(1) Salary compensation	(2) Bonus and incentive compensation	(3) Other taxable compensation				
MICHAEL REILLY							
1 SEC/TREAS	174,900.	0.	0.	0.	3,889.	180,789.	0.
VINCENT LAURISSA							
2 PRESIDENT	335,000.	0.	0.	0.	0.	335,000.	0.
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

- Attach to Form 990 or 990-EZ.
- Information about Schedule O (Form 990 or 990-EZ) and its instructions is
at www.irs.gov/form990.

OMB No. 1545-0047

2014

Open to Public
Inspection

TRACK TOWN USA, INC.

Employer identification number

46-1562797

FORM 990, PART III, LINE 1 - ORGANIZATION MISSION

TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO
ENHANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS
"TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN
NORTH AMERICA.

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

NO REVIEW WAS OR WILL BE CONDUCTED.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

DIRECTORS AND OFFICERS RECEIVE ANNUAL CONFLICT OF INTEREST POLICY STATEMENTS AND
SIGN ANNUAL DISCLOSURE STATEMENTS.

FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT

COMPARISON TO AVAILABLE DATA OF COMPENSATION PAID BY SIMILAR ORGANIZATIONS ENGAGED
IN COMPARABLE ACTIVITIES.

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

SEE DESCRIPTION FOR 15A

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

NO DOCUMENTS AVAILABLE TO THE PUBLIC.

SCHEDULE R
(Form 990)

Related Organizations and Unrelated Partnerships

- Complete if the organization answered 'Yes' on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
- Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2014

Department of the Treasury
Internal Revenue Service

Open to Public
Inspection

Name of the organization

TRACK TOWN USA, INC.

Employer identification number

45-1562797

Part I Identification of Disregarded Entities Complete if the organization answered 'Yes' on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) TRACK TOWN EVENTS, LLC PO BOX 11141 FUGENE, OR 97440	MANAGE OLYMPIC TRIALS AND OTHER EVENTS	OR	2,377,848.	1,935,220.	N/A
(2) -----					
(3) -----					
(4) -----					

Part II Identification of Related Tax-Exempt Organizations Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Sec 170(e)(3) controlled entity?	
						Yes	No
(1) -----							
(2) -----							
(3) -----							
(4) -----							

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

TELETYPE, 08/20/14

Schedule R (Form 990) 2014

Part III Identification of Related Organizations Taxable as a Partnership Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predecessor income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
1) -----												
2) -----												
3) -----												
4) -----												
5) -----												

Part IV Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) See Subpart S-101	
								Yes	No
1) -----									
2) -----									
3) -----									

Part V Transactions With Related Organizations Complete if the organization answered 'Yes' on Form 990, Part IV, line 34, 35b, or 36.

Notes. Complete line 1 if any entry is listed in Parts III, III, or IV of this schedule.

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts III-IV?

	Yes	No
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity		<input checked="" type="checkbox"/>
b Gift, grant, or capital contribution to related organization(s)		<input checked="" type="checkbox"/>
c Gift, grant, or capital contribution from related organization(s)		<input checked="" type="checkbox"/>
d Loans or loan guarantees to or for related organization(s)		<input checked="" type="checkbox"/>
e Loans or loan guarantees by related organization(s)		<input checked="" type="checkbox"/>
f Dividends from related organization(s)		<input checked="" type="checkbox"/>
g Sale of assets to related organization(s)		<input checked="" type="checkbox"/>
h Purchase of assets from related organization(s)		<input checked="" type="checkbox"/>
i Exchange of assets with related organization(s)		<input checked="" type="checkbox"/>
j Lease of facilities, equipment, or other assets to related organization(s)		<input checked="" type="checkbox"/>
k Lease of facilities, equipment, or other assets from related organization(s)		<input checked="" type="checkbox"/>
l Performance of services or membership or fundraising solicitations for related organization(s)		<input checked="" type="checkbox"/>
m Performance of services or membership or fundraising solicitations by related organization(s)		<input checked="" type="checkbox"/>
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)		<input checked="" type="checkbox"/>
o Sharing of paid employees with related organization(s)		<input checked="" type="checkbox"/>
p Reimbursement paid to related organization(s) for expenses		<input checked="" type="checkbox"/>
q Reimbursement paid by related organization(s) for expenses		<input checked="" type="checkbox"/>
r Other transfer of cash or property to related organization(s)		<input checked="" type="checkbox"/>
s Other transfer of cash or property from related organization(s)		<input checked="" type="checkbox"/>

2 If the answer to any of the above is 'Yes,' see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a)	(b)	(c)	(d)
Name of related organization	Transaction type (a-d)	Amount involved	Method of determining amount involved
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			

BAA

TELESON (8/2014)

Schedule B (Form 990) 2014

Part VI Unrelated Organizations Taxable as a Partnership Complete if the organization answered 'Yes' on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from like under section 512-514)	(e) Are all persons listed in section 5103(b) organizations?		(f) Share of total income	(g) State of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 Form (1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	
(1) -----													
(2) -----													
(3) -----													
(4) -----													
(5) -----													
(6) -----													
(7) -----													
(8) -----													

Part VII Supplemental information

Provide additional information for responses to questions on Schedule R (see instructions).

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 6032(a)(1) of the Internal Revenue Code (except private foundations)

- Do not enter social security numbers on this form as it may be made public.
Information about Form 990 and its instructions is at www.irs.gov/form990.

2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2015 calendar year, or tax year beginning 2015, and ending 2015

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C TRACK TOWN USA, INC.
PO BOX 11141
EUGENE, OR 97440

D Employer identification number: 46-1562797

E Telephone number: 541-343-6129

F Name and address of principal officer: VINCENT LANANNA
SAME AS C ABOVE

G Gross receipts \$ 8,904,880

H Is this a group return for subsidiaries? Yes No

I Are all subsidiaries included? If no, attach a list (see instructions) Yes No

J Website: WWW.TRACKTOWNUSA.COM

K Form of organization: Corporation Trust Association Other

L Year of formation: 2013

M State of legal domicile: OR

I Tax-exempt status: 501(c)(2) 501(c) () * (insert no.) 4947(a)(1) or 527

N Group exemption number

Part I Summary

1 Briefly describe the organization's mission or most significant activities: TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO ENHANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS "TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN NORTH AMERICA.

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VI, line 1a) 3 3

4 Number of independent voting members of the governing body (Part VI, line 1b) 4 2

5 Total number of individuals employed in calendar year 2015 (Part V, line 2a) 5 35

6 Total number of volunteers (estimate if necessary) 6 1,327

7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 0

7b Net unrelated business taxable income from Form 990-T, line 34 7b 0

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h) 8	2,752,074	2,816,891
9 Program service revenue (Part VIII, line 2g) 9	1,967,977	4,803,576
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) 10	14,978	9,162
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11a) 11	184	
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 12	4,735,213	7,629,629
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) 13		51,202
14 Benefits paid to or for members (Part IX, column (A), line 4) 14		
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 15	1,466,141	1,865,453
16a Professional fundraising fees (Part IX, column (A), line 11a) 16a		
16b Total fundraising expenses (Part IX, column (D), line 25) * 16b		215,545
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 17	4,446,617	6,007,432
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) 18	5,912,758	7,924,087
19 Revenue less expenses. Subtract line 18 from line 12 19	-1,177,545	-294,458

	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16) 20	1,938,845	1,636,357
21 Total liabilities (Part X, line 20) 21	13,556	18,770
22 Net assets or fund balances. Subtract line 21 from line 20 22	1,925,289	1,617,587

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Signature of officer: MICHAEL REILLY Date: SEC/TREAS

Print/Type preparer's name: MARTA POWERS Preparer's: MUKLER YUVA OSTERMAN POWERS LLP Date: Check self-employed PDR: F00618717

Firm's name: MUKLER YUVA OSTERMAN POWERS LLP Firm's EIN: 26-1589090

Firm's address: 225 E 4TH AVE EUGENE, OR 97401 Phone no: (541) 344-1100

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service AccomplishmentsCheck if Schedule O contains a response or note to any line in this Part III.

1 Briefly describe the organization's mission:

SEE SCHEDULE O

2 Did the organization undertake any significant program services during the year which were not listed on the prior

Form 990 or 990-EZ? Yes No

If 'Yes,' describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If 'Yes,' describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 6,638,974, including grants of \$ 51,202,) (Revenue \$ 4,803,576,)

HOSTING NATIONAL AND INTERNATIONAL TRACK & FIELD COMPETITIONS
 THE 2014 IAAF WORLD JUNIOR CHAMPIONSHIPS, 2014 ROAD TO TRACKTOWN, 2015 NCAA OUTDOOR TRACK & FIELD CHAMPIONSHIPS, 2015 USATF OUTDOOR NATIONAL CHAMPIONSHIPS, 2016 IAAF WORLD INDOOR CHAMPIONSHIPS, 2016 USA OLYMPIC TEAM TRIALS, AND 2021 IAAF WORLD OUTDOOR CHAMPIONSHIPS WERE EVENTS WRAPPED UP, HOSTED, OR PLANNED FOR DURING THE YEAR.

4b (Code:) (Expenses \$ 410,947, including grants of \$) (Revenue \$)

YOUTH AND COMMUNITY TRACK & FIELD AND FITNESS DEVELOPMENT ACTIVITIES
 THE TRACKTOWN YOUTH LEAGUE PROGRAM IS A SERIES OF FREE ALL-CORNER TRACK MEETS ACROSS OREGON OPEN TO ALL BOYS AND GIRLS AGES 8-14. THE TRACKTOWN YOUTH LEAGUE WAS CREATED TO ENCOURAGE OREGON YOUTH FROM ALL BACKGROUNDS AND INCOME LEVELS TO BECOME HEALTHY AND ACTIVE MEMBERS OF THE COMMUNITY, INSPIRE YOUTH TO PARTICIPATE IN TRACK & FIELD AND FURTHER OREGON'S POSITION AS THE INSPIRATIONAL HOME FOR THE SPORT IN THE NATION. THE STARTING BLOCK PROGRAM PROVIDES FREE RUN, JUMP AND THROW ACTIVITIES TO BOYS AND GIRLS AT A VARIETY OF TRACK & FIELD MEETS. THE TRACKTOWN FITNESS PROGRAM IS A FREE PROGRAM THAT ENCOURAGES MOVEMENT AND PROVIDES COACHING ADVICE FOR RUNNERS AND WALKERS OF ALL AGES WITH THE GOAL OF ESTABLISHING OREGON AS THE FITTEST STATE IN THE NATION.

4c (Code:) (Expenses \$ 50,822, including grants of \$) (Revenue \$)

COMMUNITY TRACK & FIELD AWARENESS ACTIVITIES
 THE TRACKTOWN TUESDAY PROGRAM IS A SERIES OF FREE TOWN HALL MEETINGS WHERE THE PUBLIC IS INVITED TO HEAR FROM ATHLETES AND COACHES AND LEARN THE LATEST INFORMATION ABOUT THE WORLD OF TRACK & FIELD. THE TRACKTOWN LIVE PROGRAM IS A FREE WEBCAST OF LIVE INTERVIEWS WITH ATHLETES AND COACHES AS THEY PREPARE FOR MAJOR COMPETITIONS.

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4d Other program services. (Describe in Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 7,100,743.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If 'Yes,' complete Schedule A.....	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I.....		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II.....		X
5 Is the organization a section 501(c)(4), 501(c)(6), or 501(c)(29) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-197? If 'Yes,' complete Schedule C, Part III.....		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part I.....		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If 'Yes,' complete Schedule D, Part II.....		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III.....		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If 'Yes,' complete Schedule D, Part IV.....		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If 'Yes,' complete Schedule D, Part V.....		X
11 If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI.....	X	
b Did the organization report an amount for investments — other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VII.....		X
c Did the organization report an amount for investments — program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII.....		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX.....		X
e Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X.....		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If 'Yes,' complete Schedule D, Part X.....		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, and XII.....		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI and XII is optional.....		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E.....		X
14a Did the organization maintain an office, employees, or agents outside of the United States?.....		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If 'Yes,' complete Schedule F, Parts I and IV.....		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If 'Yes,' complete Schedule F, Parts II and IV.....		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If 'Yes,' complete Schedule F, Parts III and IV.....		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 8 and 11e? If 'Yes,' complete Schedule G, Part I (see instructions).....		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II.....		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III.....		X

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Part IV Checklist of Required Schedules (continued)

	Yes	No
20a Did the organization operate one or more hospital facilities? If 'Yes,' complete Schedule H.		X
b If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 17 if 'Yes,' complete Schedule I, Parts I and II.	X	
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 27 if 'Yes,' complete Schedule I, Parts I and II.		X
23 Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If 'Yes,' complete Schedule J.	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No,' go to line 25a.		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I.		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I.		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If 'Yes,' complete Schedule L, Part II.		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If 'Yes,' complete Schedule L, Part III.		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.		X
b A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV.		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M.	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If 'Yes,' complete Schedule M.		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I.		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II.		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If 'Yes,' complete Schedule R, Part I.	X	
34 Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Part II, III, or IV, and Part V, line 1.		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2.		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2.		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If 'Yes,' complete Schedule R, Part VI.		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O.	X	

Part V Statements Regarding Other IRS Filings and Tax ComplianceCheck if Schedule O contains a response or note to any line in this Part V.

		Yes	No
1 a	Enter the number reported in Box 3 of Forms 1099. Enter -0- if not applicable.	1 a	18
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.	1 b	0
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1 c	X
2 a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return.	2 a	35
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2 b	X
<i>Note.</i> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).			
3 a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3 a	X
b	If 'Yes' has it filed a Form 990-T for this year? If 'No' to line 3a, provide an explanation in Schedule O.	3 b	
4 a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4 a	X
b	If 'Yes,' enter the name of the foreign country: * See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts. (FBAR)		
5 a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5 a	X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5 b	X
c	If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?	5 c	
6 a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6 a	X
b	If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6 b	
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7 a	X
b	If 'Yes,' did the organization notify the donor of the value of the goods or services provided?	7 b	X
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7 c	X
d	If 'Yes,' indicate the number of Forms 8282 filed during the year.	7 d	
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7 e	X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7 f	X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7 g	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7 h	
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8	
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?	9 a	
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9 b	
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12.	10 a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.	10 b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders.	11 a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11 b	
12 a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12 a	
b	If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year.	12 b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state?	13 a	
<i>Note.</i> See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.	13 b	
c	Enter the amount of reserves on hand.	13 c	
14 a	Did the organization receive any payments for indoor tanning services during the tax year?	14 a	X
b	If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O.	14 b	

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.Check if Schedule O contains a response or note to any line in this Part VI. **Section A. Governing Body and Management**

		Yes	No
1 a	Enter the number of voting members of the governing body at the end of the tax year. If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
1 b	Enter the number of voting members included in line 1a, above, who are independent.		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7 a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
7 b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
8 a	The governing body?	X	
8 b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10 a		X
10 b		
11 a	X	
11 b	SEE SCHEDULE O	
12 a	X	
12 b	X	
12 c	X	
13	X	
14	X	
15 a	X	
15 b	X	
16 a		X
16 b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed: OR

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. SEE SCHEDULE O

20 State the name, address, and telephone number of the person who possesses the organization's books and records: JOHN LUCAS 2350 OAKMONT WAY #201 EUGENE OR 97401 541-343-6129

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Form 990 (2015) TRACK TOWN USA, INC.

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent ContractorsCheck if Schedule O contains a response or note to any line in this Part VII. **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1. Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

 Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (do not include hours for related organizations (below dotted line))	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/MISC)	(E) Reportable compensation from related organizations (W-2/MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) GREGORY ERWIN DIRECTOR	0.5 0	X					0.	0.	0.	
(2) DAVID TAYLOR CHAIRMAN	0.5 0	X	X				0.	0.	0.	
(3) MICHAEL REILLY SEC./TREAS	40 0	X	X				174,900.	0.	5,648.	
(4) VINCENT LANANNA PRESIDENT	40 0	X	X				335,000.	0.	0.	
(5) COLLEEN WHELAN SR DIR OF VEN/INFR	40 0					X	100,000.	0.	5,648.	
(6) JASON RICE SR DIR EVENT OPER	40 0					X	100,000.	0.	5,648.	
(7) -----										
(8) -----										
(9) -----										
(10) -----										
(11) -----										
(12) -----										
(13) -----										
(14) -----										

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (do not include hours for related organizations)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Officer	Director	Trustee	Key employee	Highest compensated employee	Former officer			
(15) -----										
(16) -----										
(17) -----										
(18) -----										
(19) -----										
(20) -----										
(21) -----										
(22) -----										
(23) -----										
(24) -----										
(25) -----										
1 b Sub-total							709,900.	0.	16,944.	
c Total from continuation sheets to Part VII, Section A							0.	0.	0.	
d Total (add lines 1b and 1c)							709,900.	0.	16,944.	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **2**

3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If 'Yes,' complete Schedule J for such individual

	Yes	No
3		X
4	X	
5		X

4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If 'Yes,' complete Schedule J for such individual

5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If 'Yes,' complete Schedule J for such person

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
AM BRANDS 131 WILLAMETTE STREET EUGENE, OR 97401	ADVERTISING	394,645.
SHEELS ORLYTE JOHNSON 1140 SW 11TH AVE, SUITE 500 PORTLAND, OR 97205	PROJECT MANAGEMENT	303,940.
KYERL AGENCY 9640 SW STANSHINE CT, SUITE 400 BEAVERTON, OR 97005	EVENT MANAGEMENT	202,517.
Y&B EQUIPMENT 11065 LEADBETTER ROAD ASHLAND, VA 23005	CONSTRUCTION	157,656.
DOWSTREAM 1624 NW JOHNSON STREET PORTLAND, OR 97209	ADVERTISING	139,781.
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 5		

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII.

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns					
	b Membership dues					
	c Fundraising events					
	d Related organizations					
	e Government grants (contributions)	330,000.				
	f All other contributions, gifts, grants, and similar amounts not included above	2,486,891.				
	g Noncash contributions included in lines 1a-f: \$	275,251.				
h Total. Add lines 1a-1f		2,816,891.				
Program Service Revenue	Business Code					
	2 a TRACK & FIELD EVENTS	711210	4,803,576.	4,803,576.		
	b					
	c					
	d					
	e					
	f All other program service revenue					
g Total. Add lines 2a-2f		4,803,576.				
Other Revenue	3 Investment income (including dividends, interest and other similar amounts)		16,138.		16,138.	
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6 a Gross rents	(i) Real				
		(ii) Personal				
		b Less: rental expenses				
		c Rental income or (loss)				
	d Net rental income or (loss)					
	7 a Gross amount from sales of assets other than inventory	(i) Securities	1,268,275.			
		(ii) Other				
		b Less: cost or other basis and sales expenses	1,275,251.			
		c Gain or (loss)	-6,976.			
	d Net gain or (loss)		-6,976.			-6,976.
	8 a Gross income from fundraising events (not including . . . \$ of contributions reported on line 1c). See Part IV, line 18					
b Less: direct expenses						
c Net income or (loss) from fundraising events						
9 a Gross income from gaming activities. See Part IV, line 19						
b Less: direct expenses						
c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances						
b Less: cost of goods sold						
c Net income or (loss) from sales of inventory						
Miscellaneous Revenue						
Business Code						
11 a						
b						
c						
d All other revenue						
e Total. Add lines 11a-11d						
12 Total revenue. See instructions		7,629,629.	4,803,576.	0.	9,162.	

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Part IX Statement of Functional Expenses

Section 501(c)(2) and 501(c)(29) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 8b, 7b, 8b, 9b, and 10b of Part VII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21.	51,202.	51,202.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22.				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4 Benefits paid to or for members.				
5 Compensation of current officers, directors, trustees, and key employees.	515,548.	128,887.	302,911.	83,750.
6 Compensation not included above, to disqualified persons (as defined under section 4958(b)(1)) and persons described in section 4958(c)(3)(B).	0.	0.	0.	0.
7 Other salaries and wages.	1,068,080.	862,691.	129,632.	75,757.
8 Pension plan accruals and contributions (include section 401(a) and 408(a) employer contributions).				
9 Other employee benefits.	139,679.	110,989.	18,755.	9,935.
10 Payroll taxes.	142,146.	88,993.	38,833.	14,320.
11 Fees for services (non-employees):				
a Management.				
b Legal.	1,300.		1,300.	
c Accounting.	39,520.		39,520.	
d Lobbying.				
e Professional fundraising services. See Part IV, line 17.				
f Investment management fees.				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)				
12 Advertising and promotion.	149,826.	149,826.		
13 Office expenses.	33,251.	29,928.	3,323.	
14 Information technology.				
15 Royalties.				
16 Occupancy.	36,707.	33,036.	3,671.	
17 Travel.	42,620.	17,048.	17,048.	8,524.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials.				
19 Conferences, conventions, and meetings.				
20 Interest.	245.		245.	
21 Payments to affiliates.				
22 Depreciation, depletion, and amortization.	7,661.	6,895.	766.	
23 Insurance.	5,119.		5,119.	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a TRACK AND EQUIPMENT	5,394,830.	5,394,830.		
b YOUTH & COMMUNITY ACTIVITIES	115,462.	115,462.		
c COMMUNITY MANAGER ACTIVITIES	35,270.	35,270.		
d TRAINING	33,208.	3,321.	29,887.	
e All other expenses.	112,413.	72,365.	16,789.	23,259.
25 Total functional expenses. Add lines 1 through 24e.	7,924,087.	7,100,743.	607,799.	215,545.
26 Joint costs. Complete this line only if the organization reported in column (D) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).				

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X.

		(A)		(B)
		Beginning of year		End of year
Assets	1 Cash – non-interest-bearing	501,537.	1	176,865.
	2 Savings and temporary cash investments	1,050,079.	2	1,074,881.
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net		4	
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L.		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(c)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(29) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L.		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	2,000.	9	2,538.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D.	10a 41,432.		
	b Less: accumulated depreciation	10b 14,880.	10c 27,946.	26,552.
	11 Investments – publicly traded securities	357,283.	11	355,571.
	12 Investments – other securities. See Part IV, line 11.		12	
	13 Investments – program-related. See Part IV, line 11.		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11.		15	
16 Total assets. Add lines 1 through 15 (must equal line 34).	1,938,845.	16	1,636,357.	
Liabilities	17 Accounts payable and accrued expenses	13,556.	17	18,770.
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D.		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L.		22	
	23 Secured mortgages and notes payable to unrelated third parties.		23	
	24 Unsecured notes and loans payable to unrelated third parties.		24	
	25 Other liabilities (including federal income tax payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule O.		25	
	26 Total liabilities. Add lines 17 through 25.	13,556.	26	18,770.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	1,925,289.	27	1,617,587.
	28 Temporarily restricted net assets		28	
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
33 Total net assets or fund balances.	1,925,289.	33	1,617,587.	
34 Total liabilities and net assets/fund balances.	1,938,845.	34	1,636,357.	

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Part XI Reconciliation of Net AssetsCheck if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	7,629,629
2	Total expenses (must equal Part IX, column (A), line 25)	2	7,924,087
3	Revenue less expenses. Subtract line 2 from line 1	3	-294,458
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	1,925,289
5	Net unrealized gains (losses) on investments	5	-13,244
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	1,617,587

Part XII Financial Statements and ReportingCheck if Schedule O contains a response or note to any line in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2b Were the organization's financial statements audited by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
3b If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.		

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SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 509(a)(1) nonexempt charitable trust.
 * Attach to Form 990 or Form 990-EZ.
 * Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Open to Public Inspection

Name of the organization: **TRACK TOWNS USA, INC.** Employer identification number: **46-1562797**

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E (Form 990 or 990-EZ).)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vii). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(3).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. You must complete Part IV, Sections A and B.
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). You must complete Part IV, Sections A and C.
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). You must complete Part IV, Sections A, D, and E.
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). You must complete Part IV, Sections A and D, and Part V.
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations: _____
 - g Provide the following information about the supported organization(s).

(A) Name of supported organization	(B) EIN	(C) Type of organization (described on lines 1-9 above (see instructions))	(D) Is the organization listed in your governing document?		(E) Amount of monetary support (see instructions)	(F) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
Total						

BAA For Paperwork Reduction Act Notice, see the instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2015

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Schedule A (Form 990 or 990-EZ) 2015 TRACK TOWN USA, INC.

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Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)
Section A. Public Support

Calendar year (or fiscal year beginning in) *	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4						

Section B. Total Support

Calendar year (or fiscal year beginning in) *	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2015 (line 6, column (f) divided by line 11, column (f))	14	%
15 Public support percentage from 2014 Schedule A, Part II, line 14	15	%
16a 33-1/3% support test - 2015. If the organization did not check the box on line 13, and line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 33-1/3% support test - 2014. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
17a 10%-facts-and-circumstances test - 2015. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 10%-facts-and-circumstances test - 2014. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		<input type="checkbox"/>

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Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) →	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include any "unusual grants.")			1,759,856	2,752,074	2,816,891	7,328,821
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose			2,319	1,967,977	4,803,576	6,773,872
3 Gross receipts from activities that are not an unrelated trade or business under section 513						0
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0
5 The value of services or facilities furnished by a governmental unit to the organization without charge						0
6 Total. Add lines 1 through 5	0	0	1,762,175	4,720,051	7,620,467	14,102,693
7a Amounts included on lines 1, 2, and 3 received from disqualified persons	0	0	0	1,577,743	394,436	1,972,179
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year	0	0	0	0	0	0
c Add lines 7a and 7b	0	0	0	1,577,743	394,436	1,972,179
8 Public support. (Subtract line 7c from line 6.)						12,130,514

Section B. Total Support

Calendar year (or fiscal year beginning in) →	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
9 Amounts from line 8	0	0	1,762,175	4,720,051	7,620,467	14,102,693
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources			11,633	14,978	16,138	42,749
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						0
c Add lines 10a and 10b	0	0	11,633	14,978	16,138	42,749
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						0
12 Other income. Do not include gain or loss from the sale of capital assets. (Explain in Part VI.) SEE PART VI				184		184
13 Total support. (Add lines 9, 10c, 11, and 12.)	0	0	1,773,808	4,735,213	7,636,605	14,145,626
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and step here. <input checked="" type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2015 (line 8, column (f) divided by line 13, column (f))	75	
16 Public support percentage from 2014 Schedule A, Part III, line 15	76	

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2015 (line 10c, column (f) divided by line 13, column (f))	17	
18 Investment income percentage from 2014 Schedule A, Part III, line 17	18	

- 19a 33-1/3% support tests – 2015. If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and step here. The organization qualifies as a publicly supported organization.
- b 33-1/3% support tests – 2014. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and step here. The organization qualifies as a publicly supported organization.
- 20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions.

Part IV Supporting Organizations

(Complete only if you checked a box in line 11 on Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1. Are all of the organization's supported organizations listed by name in the organization's governing documents? If 'No,' describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain		
2. Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If 'Yes,' explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2)		
3a. Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If 'Yes,' answer (b) and (c) below		
b. Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If 'Yes,' describe in Part VI when and how the organization made the determination		
c. Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If 'Yes,' explain in Part VI what controls the organization put in place to ensure such use		
4a. Was any supported organization not organized in the United States (foreign supported organization)? If 'Yes' and if you checked 11a or 11b in Part I, answer (b) and (c) below		
b. Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If 'Yes,' describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations		
c. Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If 'Yes,' explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes		
5a. Did the organization add, substitute, or remove any supported organizations during the tax year? If 'Yes,' answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document)		
b. Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c. Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6. Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If 'Yes,' provide detail in Part VI		
7. Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(2)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ)		
8. Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ)		
9a. Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2)? If 'Yes,' provide detail in Part VI		
b. Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If 'Yes,' provide detail in Part VI		
c. Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If 'Yes,' provide detail in Part VI		
10a. Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If 'Yes,' answer 10b below		
b. Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?	11a	
b A family member of a person described in (a) above?	11b	
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.	11c	

Section B. Type I Supporting Organizations

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1	
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.	2	

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).	1	

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year: (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	1	
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).	2	
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.	3	

Section E. Type III Functionally-Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions):			
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.			
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.			
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).			
2 Activities Test. Answer (a) and (b) below.		Yes	No
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	2a		
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.	2b		
3 Parent of Supported Organizations. Answer (a) and (b) below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.	3a		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization as the parent.	3b		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on November 20, 1970. See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A – Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8	

Section B – Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d	3	
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (or greater amount, see instructions)	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .025	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C – Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount . Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	

- 7 Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D – Distributions			Current Year	
1	Amounts paid to supported organizations to accomplish exempt purposes			
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity			
3	Administrative expenses paid to accomplish exempt purposes of supported organizations			
4	Amounts paid to acquire exempt-use assets			
5	Qualified set-aside amounts (prior IRS approval required)			
6	Other distributions (describe in Part VI). See instructions			
7	Total annual distributions. Add lines 1 through 6			
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions			
9	Distributable amount for 2015 from Section C, line 6			
10	Line 8 amount divided by Line 9 amount			
Section E – Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2015	(iii) Distributable Amount for 2015
1	Distributable amount for 2015 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2015 (reasonable cause required – see instructions)			
3	Excess distributions carryover, if any, to 2015:			
a				
b				
c				
d	From 2013			
e	From 2014			
f	Total of lines 3a through e			
g	Applied to underdistributions of prior years			
h	Applied to 2015 distributable amount			
i	Carryover from 2010 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from 3f			
4	Distributions for 2015 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2015 distributable amount			
c	Remainder. Subtract lines 4a and 4b from 4			
5	Remaining underdistributions for years prior to 2015, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions)			
6	Remaining underdistributions for 2015. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions)			
7	Excess distributions carryover to 2016. Add lines 3j and 4c			
8	Breakdown of line 7:			
a				
b				
c	Excess from 2013			
d	Excess from 2014			
e	Excess from 2015			

BAA

Schedule A (Form 990 or 990-EZ) 2015

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Schedule A (Form 990 or 990-EZ) 2015 TRACK TOWN USA, INC. 46-1562797 Page 8

Part VII **Supplemental information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1c; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

PART III, LINE 12 - OTHER INCOME

NATURE AND SOURCE	2015	2014	2013	2012	2011
TOTAL	\$ 0.	\$ 184.	\$ 0.	\$ 0.	\$ 0.

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Schedule B
(Form 990, 990-EZ,
or 990-PF)

Department of the Treasury
Internal Revenue Service

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Schedule of Contributors

► Attach to Form 990, Form 990-EZ, or Form 990-PF.
► Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Name of the organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Organization type (check one):

Filers of:

Form 990 or 990-EZ

Form 990-PF

Section:

- 501(c)(3) (enter number) organization
 4947(x)(1) nonexempt charitable trust **not** treated as a private foundation
 527 political organization
 501(c)(3) exempt private foundation
 4947(x)(1) nonexempt charitable trust treated as a private foundation
 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33-1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(v), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (i) \$5,000 or (ii) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received **nonexclusively** religious, charitable, etc., contributions totaling \$5,000 or more during the year 9

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it must answer 'No' on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

PUBLIC DISCLOSURE COPY

Name of organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$ 394,436.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ 275,251.	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input checked="" type="checkbox"/> (Complete Part II for noncash contributions.)
3		\$ 10,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4		\$ 50,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5		\$ 120,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
6		\$ 1,627,204.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7		\$ 210,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
8		\$ 50,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
9		\$ 20,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
10		\$ 20,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
11		\$ 8,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
12		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

Page 3 of 3 of Part I

Name of organization

TRACK TOWNE USA, INC.

Employer identification number

46-1563797

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
13		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
14		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
15		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
16		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
17		\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization

TRACK TOWN USA, INC.

Employer identification number

45-1562797

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
2	6,798 SHARES OF CMRX	\$ 275,251.	2/12/15
		\$	
		\$	
		\$	
		\$	
		\$	

BAA

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

Page 1 to 1 of Part III

Name of organization

TRACK TOWNS USA, INC.

Employer identification number

46-1562797

Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (d) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) \$ N/A
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	N/A		
		(e) Transfer of gift	(f) Relationship of transferor to transferee
Transferee's name, address, and ZIP + 4			
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	(f) Relationship of transferor to transferee
Transferee's name, address, and ZIP + 4			
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	(f) Relationship of transferor to transferee
Transferee's name, address, and ZIP + 4			
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	(f) Relationship of transferor to transferee
Transferee's name, address, and ZIP + 4			

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SCHEDULE D
(Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

2015

Department of the Treasury
Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
 Attach to Form 990.

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

Name of the organization

Employer identification number

TRACK TOWN USA, INC.

46-1562797

Part I: Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 5.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II: Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply):

Preservation of land for public use (e.g., recreation or education) Preservation of a historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year = _____

4 Number of states where property subject to conservation easement is located = _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year = _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year = \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(b)(4)(B)(i) and section 170(b)(4)(B)(ii)?

Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III: Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1 a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VII, line 1

➤ \$ _____

(ii) Assets included in Form 990, Part X

➤ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VII, line 1

➤ \$ _____

b Assets included in Form 990, Part X

➤ \$ _____

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46-1562197

Page 2

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
 b Scholarly research
 c Preservation for future generations
 d Loan or exchange programs
 e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered 'Yes' on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1 a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If 'Yes,' explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2 a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If 'Yes,' explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII:

Part V Endowment Funds. Complete if the organization answered 'Yes' on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1 a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment _____ %

b Permanent endowment _____ %

c Temporarily restricted endowment _____ %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3 a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations Yes No

(ii) related organizations Yes No

b If 'Yes' on line 3a(ii), are the related organizations listed as required on Schedule RT?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1 a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other		41,432.	14,880.	26,552.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (d), line 10c.)				26,552.

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Part VII Investments – Other Securities. N/A
 Complete if the organization answered 'Yes' on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives.....		
(2) Closely-held equity interests.....		
(3) Other.....		
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Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return. N/A

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part VII, line 12:			
	a Net unrealized gains (losses) on investments	2a		
	b Donated services and use of facilities	2b		
	c Recoveries of prior year grants	2c		
	d Other (Describe in Part XIII.)	2d		
	e Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part VII, line 12, but not on line 1:			
	a Investment expenses not included on Form 990, Part VII, line 7b	4a		
	b Other (Describe in Part XIII.)	4b		
	c Add lines 4a and 4b		4c	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)		5	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return. N/A

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
	a Donated services and use of facilities	2a		
	b Prior year adjustments	2b		
	c Other losses	2c		
	d Other (Describe in Part XIII.)	2d		
	e Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
	a Investment expenses not included on Form 990, Part VII, line 7b	4a		
	b Other (Describe in Part XIII.)	4b		
	c Add lines 4a and 4b		4c	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)		5	

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

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SCHEDULE I
(Form 990)

Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States

Complete if the organization answered 'Yes' on Form 990, Part IV, line 21 or 22.
• Attach to Form 990.

• Information about Schedule I (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047
2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization

TRACK TOSSR USA, INC.

Employer identification number
46-1562797

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantee's eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. SEE PART IV

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered 'Yes' on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section of associate	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, fair market, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) OREGON TRACK CLUB, INC. PO BOX 11754 EUGENE, OR 97440	93-6034322		25,000.	0.			AMAZON TRAILS SUMMER RIGHTS
(2) TEAM FOR EUGENE 50 E 27TH AVE EUGENE, OR 97405	45-3339345		21,318.	0.			DONATION SUPPORTING
(3) -----							
(4) -----							
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2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table 2

3 Enter total number of other organizations listed in the line 1 table 0

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

RELEASE UNDER

Schedule I (Form 990) (2015)

Part III. Grants and Other Assistance to Domestic Individuals. Complete if the organization answered 'Yes' on Form 990, Part IV, line 22. Part III can be duplicated if additional space is needed.

1	(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of such grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
1						
2						
3						
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7						

Part IV. Supplemental Information. Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

PART I, LINE 2 - PROCEDURES FOR MONITORING USE OF GRANTS FUNDS IN U.S.

TRACK TOWN USA HAS A STANDING COMMITTEE THAT REVIEWS QUALIFICATIONS AND NEEDS OF THOSE RECEIVING GRANTS.

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SCHEDULE J
(Form 990)

Compensation Information

OMB No. 1545-0047

2015

Department of the Treasury
Internal Revenue Service

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

* Complete if the organization answered 'Yes' on Form 990, Part IV, line 23.

* Attach to Form 990.

* Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

Open to Public
Inspection

Name of the organization

TRACK TOWN USA, INC.

Employer identification number

46-1562797

Part I Questions Regarding Compensation

1 a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- First-class or charter travel
- Travel for companions
- Tax indemnification and gross-up payments
- Discretionary spending account

- Housing allowance or residence for personal use
- Payments for business use of personal residence
- Health or social club dues or initiation fees
- Personal services (e.g., maid, chauffeur, chef)

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If 'No,' complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- Compensation committee
- Independent compensation consultant
- Form 990 of other organizations

- Written employment contract
- Compensation survey or study
- Approval by the board or compensation committee

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a Receive a severance payment or change-of-control payment?
- b Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c Participate in, or receive payment from, an equity-based compensation arrangement?

If 'Yes' to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a The organization?
- b Any related organization?

If 'Yes' to line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a The organization?
- b Any related organization?

If 'Yes' on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described on lines 5 and 6? If 'Yes,' describe in Part III.

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If 'Yes,' describe in Part III.

9 If 'Yes' to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1 a		
1 b		
2		
3		
4 a		X
4 b		X
4 c		X
5 a		X
5 b		X
6 a		X
6 b		X
7		X
8		X
9		

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Schedule J (Form 990) 2015

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Part III Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Notes: The sum of columns (B)-(G) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Indirect or (C) and/or (D) MISC compensation					(F) Retirement and other deferred compensation	(G) Non-taxable benefits	(H) Total of columns (B)-(G)	(I) Compensation reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other non-taxable compensation	(iv) Other non-taxable compensation	(v) Other non-taxable compensation				
MICHAEL REILLY									
1 SEC/TREAS	174,900.	0.	0.	0.	0.	0.	5,548.	180,548.	0.
VINCENT LAMANA									
2 PRESIDENT	335,000.	0.	0.	0.	0.	0.	0.	335,000.	0.
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

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**SCHEDULE M
(Form 990)**

**PUBLIC DISCLOSURE COPY
Noncash Contributions**

OMB No. 1545-0047

2015

Open To Public Inspection

Department of the Treasury
Internal Revenue Service

- Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.
- Attach to Form 990.
- Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization: **TRACK TOWN USA, INC.** Employee identification number: **46-1562797**

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VII, line 1g	(d) Method of determining noncash contribution amounts
1 Art - Works of art				
2 Art - Historical treasures				
3 Art - Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	1	275,251	MARKET VALUE
10 Securities - Closely held stock				
11 Securities - Partnership, LLC, or trust interests				
12 Securities - Miscellaneous				
13 Qualified conservation contribution - Historic structures				
14 Qualified conservation contribution - Other				
15 Real estate - Residential				
16 Real estate - Commercial				
17 Real estate - Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ()				
26 Other ()				
27 Other ()				
28 Other ()				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement: **29**

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?		X
b If "Yes," describe the arrangement in Part II.		
31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?	X	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?		X
b If "Yes," describe in Part II.		
33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.		

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) 2015

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Part II **Supplemental information.** Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

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SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

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Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
* Attach to Form 990 or 990-EZ.
* Information about Schedule O (Form 990 or 990-EZ) and its instructions is
at www.irs.gov/form990.

OMB No. 1545-0047

2015

Open to Public
Inspection

Employer identification number

46-1562797

TRACK TOWN USA, INC.

FORM 990, PART III, LINE 1 - ORGANIZATION MISSION

TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO ENHANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS "TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN NORTH AMERICA.

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

THE FORM 990 IS DRAFTED BY INDEPENDENT ACCOUNTANTS BASED ON INFORMATION PROVIDED BY THE ORGANIZATION. THE DRAFT FORM 990 IS REVIEWED BY THE ORGANIZATION'S FINANCE TEAM. THE FINAL FORM 990 IS REVIEWED AND APPROVED BY THE ORGANIZATION'S OFFICERS. A COPY OF THE APPROVED FORM 990 IS PROVIDED ELECTRONICALLY TO THE ENTIRE BOARD OF DIRECTORS.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

DIRECTORS AND OFFICERS OF THE ORGANIZATION AND MANAGERS OF THE WHOLLY-OWNED LLC RECEIVE A COPY OF THE CONFLICT OF INTEREST POLICY, SIGN A DECLARATION TO ADHERE TO THE POLICY, AND COMPLETE A QUESTIONNAIRE SEEKING DISCLOSURE OF POTENTIAL CONFLICTS. THE POLICY REQUIRES THE FILING OF AMENDED QUESTIONNAIRES IN THE EVENT OF ANY CHANGE IN CIRCUMSTANCES. ANNUALLY, THE ORGANIZATION CIRCULATES THE QUESTIONNAIRE FOR REVIEW AND UPDATING. DETERMINATIONS AS TO WHETHER CONFLICTS EXIST AND, IF SO, WHAT ACTIONS SHOULD BE TAKEN ARE MADE IN CONSULTATION WITH INDEPENDENT COUNCIL.

FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT

COMPENSATION IS REVIEWED ANNUALLY AND COMPARED TO AVAILABLE DATA OF COMPENSATION PAID BY SIMILAR ORGANIZATIONS ENGAGED IN COMPARABLE ACTIVITIES. COMPENSATION OF KEY EMPLOYEES IS APPROVED BY THE OFFICERS OF THE ORGANIZATION. COMPENSATION OF OFFICERS IS APPROVED BY THE BOARD OF DIRECTORS.

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Schedule O (Form 990 or 990-EZ) 2015

Page 2

Name of the organization

Employer identification number

TRACK TOWN USA, INC.

46-1562797

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

SEE DESCRIPTION FOR 15A

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

NO OTHER DOCUMENTS AVAILABLE TO THE PUBLIC.

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SCHEDULE R
(Form 990)

Related Organizations and Disregarded Entities
 Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
 Attach to Form 990.
 Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047
2015

Department of the Treasury
 Internal Revenue Service

Open to Public Inspection

Employer identification number
46-1562797

Name of the organization
TRACK TOWN USA, INC.

Part I Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) TRACK TOWN EVENTS, LLC PO BOX 11141 EUGENE, OR 97440	MANAGE MAT'L AND INT'L CHAMPIONSHIPS AND OTHER EVENTS	OR	7,228,733.	132,849.	N/A
(2) -----					
(3) -----					

Part II Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(1) Name, address, and EIN (if applicable) of related organization	(2) Primary activity	(3) Legal domicile (state or foreign country)	(4) Exempt Code section	(5) Public charity status (if section 501(c)(29))	(6) Direct controlling entity	(7) See Section 1361(b) (1361(b) exempt entity)	
						Yes	No
(1) -----							
(2) -----							
(3) -----							
(4) -----							

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Schedule R (Form 990) 2015

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Part III Identification of Related Organizations Taxable as a Partnership Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predecessor income (related, unrelated, excluded from tax under section 513-114)	(f) Share of total income	(g) Shares of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1) -----												

(2) -----												

(3) -----												

Part IV Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Shares of end-of-year assets	(h) Percentage ownership	(i) Sec 1361(b)(3) controlled entity?	
								Yes	No
(1) -----									

(2) -----									

(3) -----									

Part V Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Notes. Complete line 1 if any entry is listed in Parts II, III, or IV of this schedule.		Yes	No
1	During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a	Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	1a	X
b	Gift, grant, or capital contribution to related organization(s)	1b	X
c	Gift, grant, or capital contribution from related organization(s)	1c	X
d	Loans or loan guarantees to or for related organization(s)	1d	X
e	Loans or loan guarantees by related organization(s)	1e	X
f	Dividends from related organization(s)	1f	X
g	Sale of assets to related organization(s)	1g	X
h	Purchase of assets from related organization(s)	1h	X
i	Exchange of assets with related organization(s)	1i	X
j	Lease of facilities, equipment, or other assets to related organization(s)	1j	X
k	Lease of facilities, equipment, or other assets from related organization(s)	1k	X
l	Performance of services or membership or fundraising solicitations for related organization(s)	1l	X
m	Performance of services or membership or fundraising solicitations by related organization(s)	1m	X
n	Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	X
o	Sharing of paid employees with related organization(s)	1o	X
p	Reimbursement paid to related organization(s) for expenses	1p	X
q	Reimbursement paid by related organization(s) for expenses	1q	X
r	Other transfer of cash or property to related organization(s)	1r	X
s	Other transfer of cash or property from related organization(s)	1s	X

2. If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(i)	(ii) Name of related organization	(iii) Transaction type (a-d)	(iv) Amount involved	(v) Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

Part VI Unrelated Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity listed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(1) Name, address, and EIN of entity	(2) Primary activity	(3) Legal domicile (state or foreign country)	(4) Predecessor issues (related, arms length, excluded from tax under sections 170-2(f))	(5) An all persons section 501(c)(3) organization?		(6) Share of total income	(7) Share of end-of-year assets	(8) Disproportionate allocations?		(9) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(10) General or managing partner?		(11) Percentage ownership
				Yes	No			Yes	No		Yes	No	
(1) -----													
(2) -----													
(3) -----													
(4) -----													
(5) -----													
(6) -----													
(7) -----													
(8) -----													

Part VII Supplemental Information

Provide additional information for responses to questions on Schedule R (see instructions).

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