

WCH Oregon22

Outcomes

October 21, 2022

**UnOfficial
Results!**

**EUGENE
CASCADES
AND COAST**



A COLLECTIVE PARTNERSHIP





STATED GOALS



Event Metrics

Broadcast and Streaming Viewership

- 18.7 million viewers in the U.S. across NBC Sports platforms– the most EVER for a World Championships and 65% more than viewed the London event in 2016 (11.3 million viewers).
- An NBC Sports streaming record of more than 200 million minutes across Peacock, NBCUniversal and NBC Sports digital platforms.
- One billion+ viewers worldwide

Tickets

- 146,033 tickets were purchased, including tickets from all 50 states and almost 40 countries
- Six sessions sold out of all inventory of available tickets
- Capacity was roughly 15,000, with around 2,500 seats going to media and rights holders, leaving 12,500 seats for purchase.

Volunteer Engagement

- 1,583 volunteers
- 3,486 workforce uniform kits
- 10,507 workforce meals eaten

Event Metrics

Participation

- 1,700 athletes
- 179 countries (plus the Athlete Refugee Team)

Event FIRSTS

- 29 countries won gold medals (26 in 2017)
- 81 countries had athletes reach the finals (most ever)
- Liberia, Niger, Pakistan, Samoa, the Philippines and Guatemala reached a final for the first time EVER
- Team USA broke the record for the most medals at a single event, winning 33 in total – 13 gold, nine silver, and 11 bronze
- Team USA had medal sweeps in the men’s 100m, 200m and shot put
- Team USA won the first ever Team Trophy
- Instant medals (first ever) were a huge hit with athletes, families and fans



REPORT 24 JUL 2022

Mu holds off Hodgkinson to win world 800m title in Oregon

When Athing Mu saw Keely Hodgkinson cut inside and edge ahead, the US athlete's competitive instincts kicked into their highest gear

[Read more](#)

Event Metrics

Records Broken

3 World Records:

- Sydney McLaughlin of the U.S. in the 400m hurdles (50.68)
- Nigeria's Tobi Amusan in the 100m hurdles (12.12) and
- Sweden's Mondo Duplantis in the pole vault (6.21m)

13 Championship Records

30 World-Leading Performances

19 area records, 92 national records, 1 world U20 record

Allyson Felix extended her record medal total to 20 after gold in the women's 4x400m relay and bronze in the mixed 4x400m relay



Event Engagement



- 34,000 fans, media, officials, athletes and volunteers downloaded the WCH O22 app
- 1,000 bikes were parked daily at the bike valets
- 0 single use plastic water bottles were sold in stadium
- 8,000 youth representing more than 150 groups participated in the 100-day World Wide Welcome Youth Relay lead-up to WCH O22
- 200 youth carried flags of the nations in the Opening Day festivities
- 180 people per day engaged in the Making Tracks activation
- 150 people daily offered a spot in the Inspiration Zone
- Parkrun being implemented in Eugene and Springfield
- 1,000+ participants in the Asics Uplift 5k



Team Training Camps

Cottage Grove hosted Team Botswana

They arrived **six days** prior to their UO move-in. City Manager Richard Meyers met them with a Cottage Grove High School bus and delivered them to the **Best Western Cottage Grove**, decorated with Heart & Home branding. Local businesses had warm meals and gift bags ready for them.

The Cottage Grove High School track and weight room were pristine. Everything they needed ready and available. The team and coaches were in awe; facilities are quite different in their country. Cottage Grove High Athletic department provided t-shirts that were worn by the team throughout their stay. The High School provided daily bus transportation and arranged a trip for them to visit Eugene to get team apparel for competition. Restaurants and community came together to provide meals and assist with entertainment. Thursday was spent training, fueling, hydrating and resting after their long journey. Friday was spent training and shopping in Eugene. The evening was spent relaxing with a nice meal at the Vintage Inn.

Saturday Fun! Company picked them up with their tour bus and dropped them at the Cottage Grove Speedway; their first time at a racetrack. Their fascination with large vehicles was very apparent. They ran from the bus to take photos of themselves in front of the larger trucks in the parking lot. The customized large vehicles were favorites. The team was announced and the community cheered. Team Manager, Tshepo Kelaotswe (Kevin) dropped the green flag to start a race. At the end of the night, they visited the pits and were able to take photos, meet the drivers and sit in the racecars.

On Sunday the 'FUN' bus picked them up for a day at Cottage Grove Lake. Large bodies of water are not common in Botswana and they were curious where the water came from. None had been to a lake of this size before. They took turns on the bikes and kayaks, they played corn hole, ate chips and popsicles. They even got to ride on a speed boat and do a bit of tubing.

Monday summer sports camp kids came to watch practice and meet the athletes. They each made a booklet with facts about Botswana and the athletes signed them and added the events they would be running so the kids could watch for them. Branch Road Farm hosted a Welcome Dinner. The City officials, Chamber Board and Ambassadors came to meet and wish them well in their competition.

Cottage Grove has a tradition for our sports teams heading off to State competition to be escorted by Police and Fire with sirens. To create a parade to show our pride. We did the same for Botswana. Community to lined the street to cheer them on. The Mayor brought his Harley and gave Amogelang (Assistant Manager) a ride prior to their send off. They said it was so special, they had never received that type of respect.

Letsile Tobogo and Coach Kebo went back to Cottage Grove for 2 days following WCH O22 and the Chamber arranged their stay, training facility, arranged COVID testing and entertainment. They spent an afternoon in downtown Cottage Grove, visiting shops and having lunch and they spent an evening with City Manager Richard Meyers and his family for a cookout. They picked berries, ate BBQ and shared stories. They left on Wednesday morning at 5am for Cali, Columbia, where Letsile broke the U20 100m record (9.91) and the U20 200m record (19.98).

Letsile Tobogo has signed to run for the University of Oregon. Hopefully, he will visit Cottage Grove once he gets settled this September.



Team Training Camps

Creswell hosted Finland

The team of 36 athletes and 13 coaches and support staff began arriving from Finland on July 5. The team stayed at a local hotel and in a couple of rental houses. They had full access to the track and other athletic facilities at Creswell High School for training and were fed each day with catered meals at Emerald Valley Golf Club.

Their needs included a functional hammer cage — a rarity in a state that doesn't sponsor the event at the high school level — to accommodate a talented team of Finnish throwers. Lance Deal, a Eugene resident and four-time Olympian who won a silver medal in hammer throw in Atlanta in 1996. The former Oregon assistant coach offered to build and temporarily install a new hammer cage and throwing surface at the high school at a significant discount.

"We wanted this to be a full community event and we wanted Creswell to be part of this whole worldwide event," said Mike Johnson, superintendent of the Creswell School District, which is leasing the high school facilities to Finland. "I knew that Creswell would embrace this," Johnson said. "It's just a small community and you look for opportunities to be a part of a bigger thing, and this is *the* big thing."

On July 8, Finland's athletics team joined a "Creswell Welcomes the Finns" barbeque and community get-together. The Creswell community turned out in great numbers to experience the amazing skills on display by the throwers. A handful of Creswell youngsters boldly took to the cage and threw the hammer. The enthusiastic gathering included many wearing shirts made by Creswell Middle School students that featured Finland's flag on them, and read, "Finland Sisu." Sisu is an important word to the Finns that roughly translates as determination and strength of will.

Julie Johansen, the principal at Creswell Middle School incorporated Finnish culture and history into the curriculum. Sandi Green, the legendary music instructor at CHS, had the band on hand to perform the national anthems of Finland and the United States.



CMS had 45 kids and 10 teachers sign up to take part in the "Finland Is Coming" events, directed by their Principal, Julie Johansen

Team Training Camps

Florence hosted Italy

Florence worked closely with Travel Lane County over three years to be able to host the Italian team. It was a huge success for Florence on so many levels, with thanks to Assistant City Manager/PIO Megan Messmer. Megan's efforts were recognized at [the City Council Meeting on July 18th](#).

The Florence Events Center provided breakfast, lunch, and dinner (23 meals) for the Italian Track & Field Team (55 people plus two bus drivers) as well as meeting space for the team throughout their stay July 5th through the 13th. Team Italia was all around town as they recovered from their travels, held training, and finalized preparations to compete in the World Athletics Championship Oregon22 at Hayward Field in Eugene. The City of Florence staff team put in countless hours to attract and host an athletic delegation.! FEC Director and Assistant City Manager Megan Messmer was ever present to welcome the team to the FEC for lunch and dinner. Public Works delivered breakfast down to the hotel every morning. The Siuslaw School District stepped up to prepare lunches each day which were then delivered to the FEC for consumption. This allowed for a mid-day break between the morning and evening shifts. It was a team effort to provide this volume and quality of food, to FEC's largest catering customer yet!

Team Italia stayed at RiverHouse and Old Town Inn. The Team ate and had meetings at the FEC with the FEC providing the catering. They used Siuslaw High School Track & Field, locker rooms, and weight room facilities. Peace Health Peace Harbor was on-call and provided limited medical services for the team. During lunch one day the City Council welcomed the team to the City. Mayor Henry presented a key to the City and the Team Chief Executive Officer gave the City a team shirt and the Italian Flag.

Florence gave them a send off with lights flashing as they headed to Eugene for the Championships.



Team Training Camps

Eugene Hosted Team USA

Governor Kate Brown and Second Gentleman Douglas Emhoff visited members of Team USA at their training facility at Marist High School to wish them luck at the World Athletics Championships. Gov. Brown and Emhoff were joined by USA Track and Field CEO Max Siegel and USATF COO Renee Washington

During Team USA's training camp, Marist was able to invite its students plus kids from feeder schools to watch a practice, get autographs, etc.

Team USA stayed at the Holiday Inn Express on Kruse Way in Gateway.



Federation	MF Code	Location	Facility (if known)
Austria	AUT	Monmouth, OR	Western Oregon University
Botswana	BOT	Cottage Grove, OR	
Czech Republic	CZE	Monmouth, OR	Western Oregon University
Finland	FIN	Creswell, OR	
France	FRA	McMinnville, OR	Linfield University
Great Britain & N.I.	GBR	Corvallis, OR	Oregon State University
Ireland	IRL	Blue River, OR	McKenzie High School
Italy	ITA	Florence, OR	
Jamaica	JAM	Eugene, OR	Churchill High School
New Zealand	NZL	Monmouth, OR	Western Oregon University
Slovenia	SLO	Eugene, OR	Willamette High School
Spain	ESP	Salem, OR	Corban University
Switzerland	SUI	Monmouth, OR	Western Oregon University
United States of America	USA	Eugene, OR	Marist High School
Philippines	PHI	San Diego, CA	Chula Vista Training Center
Poland	POL	Seattle, WA	
Greece	GRE	Seattle, WA	University of Washington

McKenzie Track hosted Ireland

Team Training Camps

Team Athletics Ireland practiced at McKenzie Community Track and stayed at the McKenzie Camp in Rainbow.

Matt O'Neal took a group of coaches and athletes onto the river for a raft trip and one of the local organic farmers brought fresh blueberries to the team for their smoothies.

One of their favorite stops after the workouts was to go to the Indigo Cafe in Blue River for lunch or a milkshake.

The entire community did a great job welcoming them. They hosted a farewell dinner at the track and that meal was provided by McKenzie Station.



Destination Anecdotes & Metrics

Restaurant patronage varied, with some not seeing expected volume and others seeing record volume and revenues. Timing and location mattered: many locals stayed home fearing congestion, so the typical dinner rush slowed while late night volume was higher than normal once the meet was over.

Anecdotal reports via local media:

Café Soriah was slow at 7pm, busy later, and enjoyed Arabic-speaking customers.

TrackTown Pizza had a record-breaking ten days

Beppe & Gianni's was USATF headquarters and closed to the public

Wild Duck operated until 2a.m. daily and was packed on site and busy with catering

Sweet Life Petite had a morning rush and then was slower than anticipated

Durmrongthai was slower than anticipated

Bagel Sphere was slower than expected but received a 4,000-bagel catering contract for athletes

Catering and space rentals were strong (fraternity and restaurant take-overs, etc.)

LTD ridership up 26% on EmX bus rapid transit route, 11% system-wide during the event.

Athletes carrying large quantities of retail shopping bags into the athlete village!

In addition to visitor spend, a significant part of the estimated \$75-\$80 million operating budget for the event landed in the local economy

Destination Anecdotes & Metrics

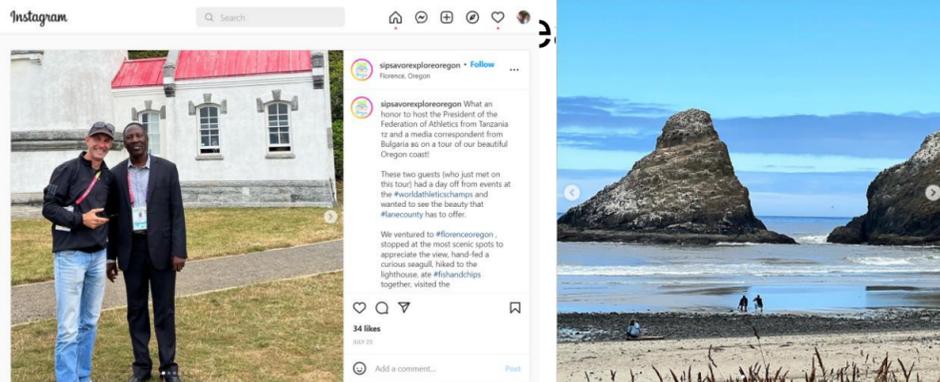
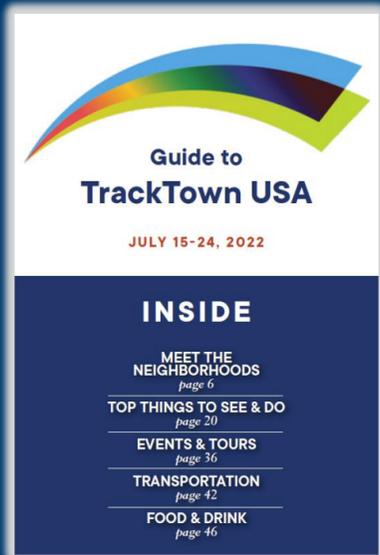
Travel Lane County had at least 41,773 pageviews of our WCH O22 pages and content from July 1-24. Our Dine After Nine page had 2,122 visits July 15-24. Our custom events and tours page had 486 visits during the event.

25,000 Pocket Guides were printed for distribution at multiple locations on campus, downtown and at the Festival. Hotel keycards provided an easy QR code connection to destination and event content.

Visitor and resident feedback at seven information tables was overwhelmingly positive. Tour volume was much lower than expected and hoped for, but tour satisfaction was very high.

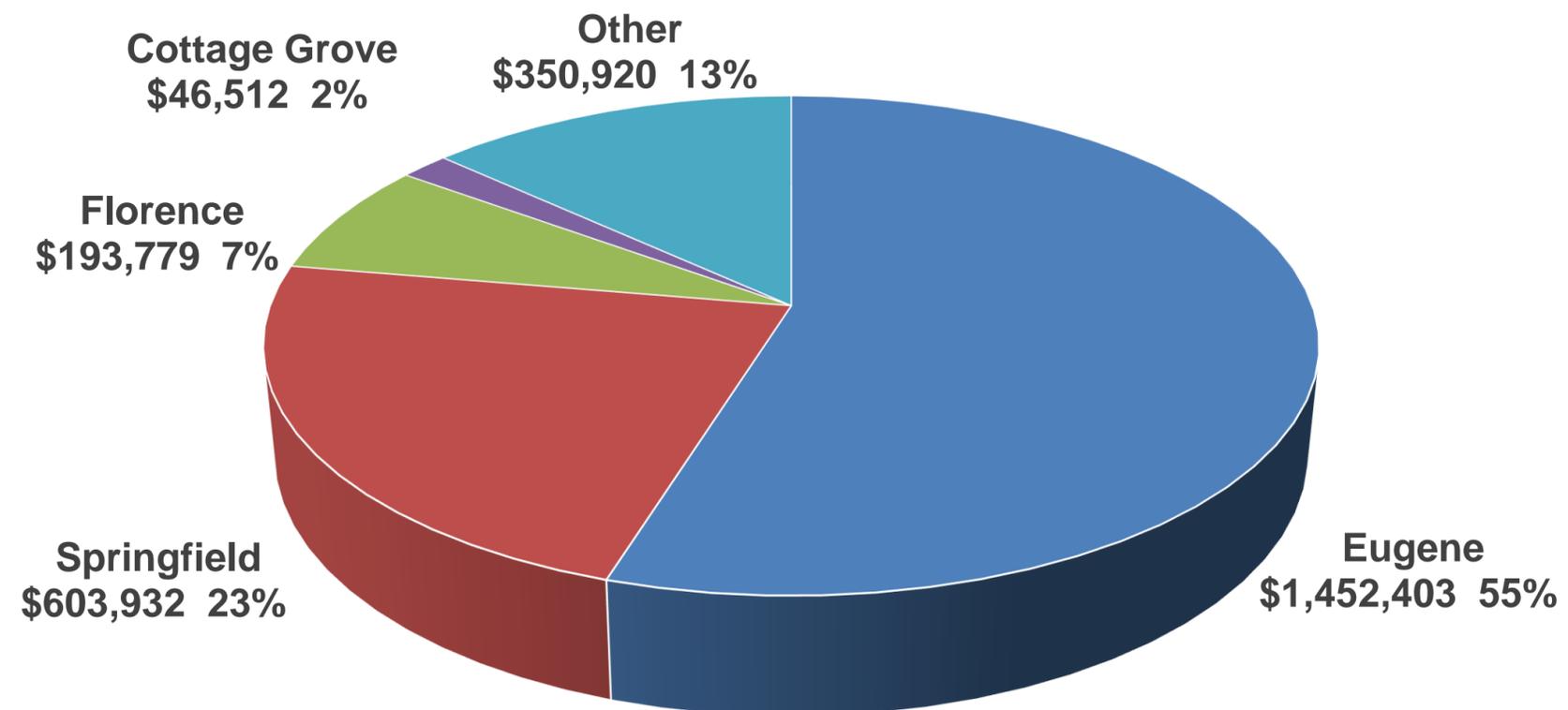
McKenzie Rafting booked 49 people during the event dates with the most popular days late starts at the track. Sip, Savor and Explore Oregon had some tours, including a tour with gentlemen from Tanzania and Bulgaria who were grateful and appreciative of having the opportunity to go to the coast. Pacific Pub Cycle saw much less business than typical for the ten-day period.

Cascade Raptor Center was very busy, like a busy summer weekend, even during the week. They met many people visiting from all over the country and world. People rode Uber/Lyfts up. And that was without putting extra money into marketing. They did list the noon raptor talks, which brought a bit more visitors also. They noticed that when there were not track events, they saw more visitors.



Destination Metrics Room Tax Revenue

July 2022 local Transient Lodging Tax revenues established a new all time one month record of \$2.65 million. This reflects lodging revenue for the entire month from all jurisdictions of Lane County and all hotels, short term vacation rentals, and campgrounds subject to collecting and remitting transient lodging tax. It represents lodging revenue of \$28.7 million for the month of July.



Fan Feedback

“It’s a beautiful facility and the people in town have just been so welcoming and lovely,” Owens said. “We don’t feel like we’re burdening anybody. It seems like they go out of their way to make us feel welcome. That was the same last month, too. I’m so happy to be back. This is the best venue we’ve ever been to.”

Michael and Karen Owens Drake, St. Louis

“It’s much easier to get around here,” Turner said. “The weather is better. The stadium is stunning. ”

Dave Turner & Susan Jones, England

They attended previous world championships in Helsinki, Paris, London and Edmonton



Media Coverage

In The News Wildlife crossings Nick Kristof PAC money Former Oregon prisons director Draft rules to govern poli

THINK OUT LOUD

Eugene is first US city to host global track and field competition

By Rolando Hernandez (OPB)
July 6, 2022 9:32 a.m. Updated: July 6, 2022 3:50 p.m.

Track and Field World Championships

Why Is the World's Biggest Track Meet in a Small College Town in Oregon?

July 16, 2022
Cristina Sanchez



Eugene initially bid to host the 2019 World Athletics Championships, but it lost to Doha, Qatar. Chris French for The New York Times

World championships in track and field generally take place in



Oregon22: World Athletics Championships

World Athletics Championships in Eugene drew more than 18 million viewers across NBC Sports platforms

Updated: Jul. 27, 2022, 3:57 p.m. | Published: Jul. 27, 2022, 3:49 p.m.



The men's 5,000-meter run at the World Athletics Championships on Sunday, July 24, 2022, in Eugene, Ore. Mark Graves/The Oregonian

1,772 shares

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Oregon Wine Experience

For the first time since 2019, we're so excited to gather with you under a 38,000 square-foot tent! Join us this August for the very best Oregon wine, food and philanthropy at our new breathtaking location, Stage Pass.

Tell us, what are you most excited for at #OWE2022? See More

OREGON WINE EXPERIENCE

Main Event Week Lineup
August 17-23

- 8:17 Virtual Medal Celebration
- 8:18 Collectors' Tasting
- 8:19 Founders' Barrel Auction
- 8:20 Miracle Auction & Salmon Bake
- 8:21 Grand Tasting

Oregon22: World Athletics Championships

Eugene charms athletes, fans as unlikely World Athletics Championships host

Updated: Jul. 27, 2022, 1:40 p.m. | Published: Jul. 27, 2022, 6:11 a.m.



Sweden's Armand "Mondo" Duplantis celebrates after breaking his own pole vault world record Sunday, July 24, 2022, in Eugene, Ore. It was a poetic end to a historic track meet. Mark Graves/The Oregonian

1,238 shares

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For the first time since 2019, we're so excited to gather with you under a 38,000 square-foot tent! Join us this August for the very best Oregon wine, food and philanthropy at our new breathtaking location, Stage Pass.

Tell us, what are you most excited for at #OWE2022? See More

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www.theoregonwineexperience.com

Oregon22: World Athletics Championships

Bill Oram: In 50 seconds, Allyson Felix shows why Eugene is perfect place for World Athletics Championships

Updated: Jul. 16, 2022, 10:37 a.m. | Published: Jul. 16, 2022, 6:00 a.m.



Allyson Felix holds her bronze medal after competing in the 4x400 meter at World Athletics Championships at Hayward Field on Friday, July 15, 2022, in Eugene. Vickie Connor/The Oregonian

154 shares

By Bill Oram | The Oregonian/OregonLive

EUGENE — Allyson Felix felt a rush of adrenaline as she completed the final strides of her legendary career.

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Outside

GEAR ADVENTURE HEALTH TRAVEL CULTURE LONG READS VIDEOS PODCASTS NEWSLETTERS TRIPS JOIN NOW SIGN IN

American Runners Take Aim at World Athletics Championships Marathons in Eugene

With a flat, fast and shady course, the top American marathoners are ready to take on the competition at the World Athletics Championships.



Brian Metzler
Jul 16, 2022

Get full access to Outside Learn, our online education hub featuring in-depth fitness, nutrition, and adventure courses and more than 2,000 instructional videos when you sign up for Outside.

FLY HUMAN FLY
HOKA SHOP NOW

When elite runners from around the world toe the starting lines of the men's and women's marathons at the World Athletics Championships on July 17-18, respectively, in Eugene, Oregon, Colin Mickow and Sara Hall might have the best stories of the bunch.

Media Coverage

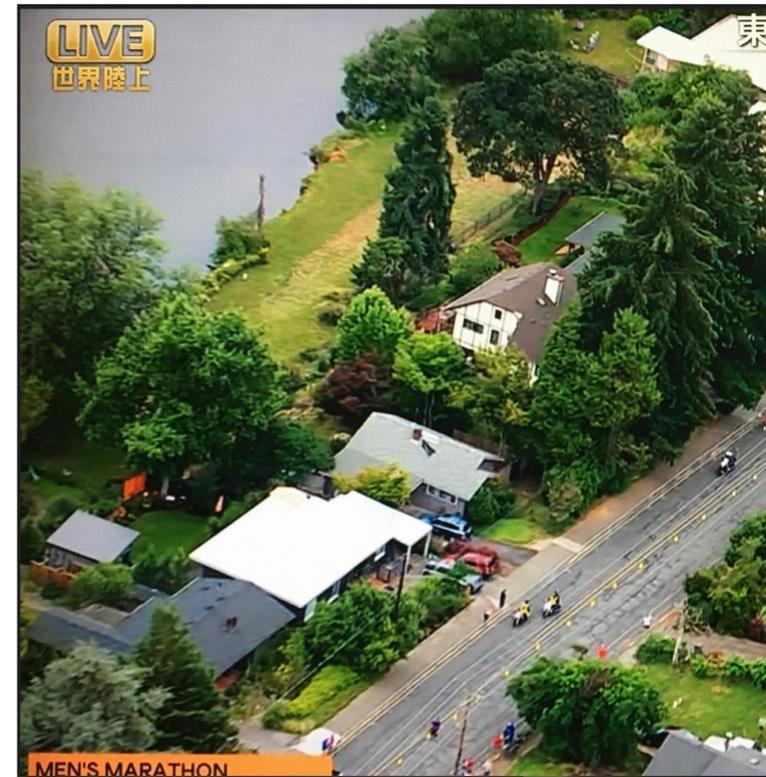


Initial online news stories from massive top-tier outlets that included more of a highlight/mention/feature of the destination (rather than a straight report on an athlete's performance for example):

- [NPR: Here are 4 special moments from the World Athletics Championships in Oregon](#)
- [New York Times: Why is the World's Biggest Track Meet in a Small College Town in Oregon?](#)
- [New York Times: Highlights from the Track and Field World Championships](#)
- [The Guardian: Camera Chaos and Water falls: 2022 world athletics championships in pictures](#)
- [The Guardian: Small town, big dreams: USA banks on hosting worlds to boost athletics](#)
- [Independent: How to watch World Athletics Championships online and on TV](#)
- [CNN: Armand Duplantis breaks own world record for fifth time, as Team USA makes history](#)
- [BBC: World Athletics Championships: Michael Johnson's five highlights from Eugene 2022](#)
- [Oregonlive: Allyson Felix shows why Eugene is perfect place for World Athletics Championships](#)
- [Oregonlive: World Athletics Championships in Eugene drew more than 18 million viewers across NBC Sports platforms](#)
- [Outside: American Runners Take Aim at World Athletics Championships Marathons in Eugene](#)
- [DW: 2022 World Athletics Championships in Eugene: the Visual highlights](#)
- [The Week: The 2022 World Athletics Championships](#)
- [OPB: Eugene is the first US city to host global track and field competition](#)

Media Coverage

Social posts of broadcast television coverage of the marathons in Japan



Media Coverage

“In the final moment of the final event on the final evening of the World Athletics Championships in Eugene, Swedish pole vaulter Mondo Duplantis cleared a new world record: 20 feet, 4.5 inches.

It was a fitting end to what some longtime observers are calling the best track meet they’ve ever seen.

From an athletic point of view, Eugene’s unlikely star turn has been an enormous success. New world, national and meet records were set. Competitions were breathtakingly close.

But the event also worked on several other levels. Ticket sales exceeded 146,000. Meet officials insist that several evening sessions were sold out.

Many of the athletes said they enjoyed being in a small town and appreciated that the venue was within easy walking distance from the student dorms most of them stayed in.

Logistically, it was largely smooth sailing. Long lines of people waited to board buses for various hotels after the daily sessions concluded. But no one missed the massive traffic of London or the 35-minute bus rides from athletes’ living quarters to the stadium in Doha, Qatar, which hosted the championships in 2019.”

Jeff Manning, The Oregonian/OregonLive

World Athletics Powerful Platform Pumped Out Continuous Updates

WCH OREGON22 REPORTS



McLaughlin obliterates world 400m hurdles record with 50.68 in Oregon



Duplantis breaks world pole vault record with 6.21m in Oregon



Amusan wins world 100m hurdles title after breaking world record in semis



Dos Santos wins first major title with 400m hurdles gold in Oregon



Rojas rockets to record third world triple jump title in Oregon



On scene of U20 triumph, Wang wins senior world long jump title in Oregon

Eugene Riverfront Festival

Estimated attendance over the 10-day festival : 37,000 attendees

Run Jump Whoa!

- Over 6500 family participants
- Handed out over 4500 wildflower seeds and pins.
- 53 countries pinned on the world map and all 50 states pinned



Sustainability:

- Avoided the use of over 10,000 units of single-use food service ware via reusables, that were compostable or made of biodegradable materials, thanks to volunteers and staff.
- Waste Prevention gave out approximately 3,500 reusable items to attendees: stainless-steel straws, washable reusable Ziploc bags, fabric produce/shopping bags, sponges and tape measures.
- No single use plastic water bottles were allowed at the Riverfront Festival
- Made and handed out over 900 Riverfront Festival buttons at the reusable dishware booth.

Alternative Transportation

The City's sustainability program encouraged alternate transportation methods to and from the festival

- 9,000 trips made on PeaceHealth Rides bikes during the 10 days (apx. 15,000 miles and 13,000 pounds of carbon saved!)
- 1,000 new PeaceHealth Rides bike share memberships
- Over 1,000 bikes were parked daily at the bike valets at both the festival and Hayward Field

Library:

- An estimated 6,200 visitors visited the library booth and the Library gave away 3,000 books

HeartsSAFE and Eugene/Spring Fire & EMS:

- 717 people trained to perform Hands-Only CPR and to use an AED

Legacy Projects



TO THE HEART & HOME OF TRACK & FIELD



Champion World Hosts

What does it mean to be a Champion World Host? We want to inspire our local community to be excellent hosts and help us deliver positive, meaningful visitor experiences as we welcome the world to the Eugene, Cascades & Coast region for the World Athletics Championships Oregon22 in July 2022.

We are: welcoming, adventurous, friendly, involved and knowledgeable. Join us in providing excellent customer service to put Lane County on the map as a destination that is equipped to host the world in large scale events.

Use the resources on this page to familiarize yourself with the destination so you can share with the world the wonderful region we live in and give them the best experience possible while they're visiting Oregon. The Trainings page offers helpful courses and webinars on guest service best practices.



Heart & Home Brand

Champion World Hosts

20 x 21 EUG Mural Project

Planting 2021 Giant Sequoias

Eugene Riverfront Park & Riverfront Development

Tour Product



Legacy Projects



Fraternity House Renovations Created a Lasting Neighborhood Benefit

Legacy Projects

Sigma Chi Became Adidas HQ



AA

[nytimes.com](https://www.nytimes.com)



Chi Psi Became Puma House



Members of team Cuba playing video games in the living space of a fraternity that turned into a Puma headquarters. Chris Pietsch for The New York Times

See details at [nytimes.com](https://www.nytimes.com). Photo credits to [nytimes.com](https://www.nytimes.com).

Partnerships




WELCOME
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OF **TRACK & FIELD**



EUGENE CASCADES AND COAST

