

Ricardo Castillo

Instructor Serbulo

Portland

9 March 2015

Nike's Impact On Portland

Nike, which I'm sure everyone in this world knows about, is a worldwide footwear manufacturing company that is based in Beaverton, Oregon. We're very fortunate to have this company really close to us because it has made so many contributions to our state. From Coos Bay to Portland to Eugene, Nike has made a drastic impact on our economy, community, and has created a fitness culture here creating places to exercise in Oregon. Not only has Nike brought positive contribution to our community in the past, but they're continuing to keep growing which brings many benefits to Portland. The right to the city isn't granted to anyone or any group, it must be earned, and a shoe company has made it possible for it's employees along with local Portlanders to gain that right to the city. People have contributed to the city with projects funded by this company and we have also helped create a healthier Portland while exercising at these recreation spots. Therefore, Nike has helped us gain the right to the city to because of all the contributions and their way of putting us out there.

Nike started their company off of a five hundred dollar investment from co-founder Bill Bowerman who was the head coach track coach of Phil Knight (President, Co-founder) at the University of Oregon. In 2004, Nike added \$ 2 billion dollars to the state economy and employed 16, 580 full-time and part time. Now in 2015, they have employed more than eight thousand people since 2007. Even though this seems like an outrageous amount of people working for them, Mark Parker(CEO) say's they're still in need of more passionate and competitive employees. Not all these employees work at their headquarters which would be ridiculous. They have retail jobs and have corporate level jobs along with the athletes that they sponsor. In order

to hire more people to work at the corporate level they're going to need to expand their headquarters because apparently it's not enough for the amount of employees. Therefore, in 2013, Nike announced their plan on expanding their campus in Beaverton. They had two options: one was near the South Waterfront in Downtown Portland, or on SW Murray Boulevard and Jenkins Road near their headquarters, but they ended up choosing what was closer to them. This expansion will bring many benefits to our economy by providing more jobs to people. Also, it will bring contemporary houses, condos, restaurants, athletic facilities, eateries, parks and trails all really close to the new buildings. Which will need more employees for these people too. This makes me really happy because as a college student I want to graduate and be able to know there will be employment availability. All these employees that are working for Nike who are living in Portland are definitely earning their right to city because they're contributing to the company and to the economy.

Nike's not only has a huge team but have a lot of great people working there that represent this brand and makes sure that the company gives back to the community as well. I'm sure there are many more individuals but a retired employee named Michael Bergman from Nike, went above and beyond to give back to the community of Portland. He teamed up with some other employees and friends including my coach, Jonathan Marcus. They noticed that Roosevelt High School which is located in North Portland, had a really low graduation rate and a very few individuals were participating in sports. They all thought of ways that can pull kids into the classroom and one of their ideas they believed would make the difference was replacing the field/track facility because it was worn down. Tracks are not the cheapest thing to build these rubber tracks estimated cost are five hundred thousand dollars. Roosevelt High's track looked

very similar to a cement road and with a field that looked really bad, and with wooden stands that were completely beat up and broken. So Bergman got Nike to fund and designed and created a track, which are really expensive to create along with a nice turf field for their school. They also built new grandstands so that the community can come support the teams and actually have a place to sit. Michael Bergman's remarks on his project were, "The vision was to build not just a regionally recognized athletic facility, but also a community center for St. Johns, where poor, high-immigrant populations were stuck in a school district that had given up." Having a brand new track or football field definitely motivated people to go out there and be active and join the sports team. Ever since this track has been created more and more people have joined athletics at their school which has led these these student athletes do better in school. Many professional athletes use this track to do track workouts too and I know University of Portland uses it to since they don't have a track. Therefore, this is a great way of giving back to community and I must say, I'm pretty jealous of that the pilots get to workout there. Nike definitely helped contribute to help these group of individuals earn their right to city by having a place to work hard so they can represent Portland at the national and state level.

As many of you know that Nike has a great social media advertising with their products that do an excellent job to motivate people to buy some apparel and get out the door for a run to test out those new shoes or pants. Not only do they help us with apparel but they also have created parks and recreations for people to get out and enjoy some recreational activities. Two years ago, Nike unfortunately lost Geoff Hollister who was the third employee ever to work at Nike. So they created a two thousand five hundred meter oval trail in front of the Nike headquarters in his memory and called it the Hollister Trail. It's open to the public, they are able

to run there which is great and you often see professionals running there at times. My cross country team is fortunate enough to run there and on their campus which is only available for employees or professional athletes. Another place they have created for the public is Duniway Track that is really close to downtown heading towards Barbur street. I know many of us like the city but we want to also be able to go exercise somewhere besides the waterfront so this track is perfect. You often see people of all ages working out and our team goes there many times as well since it's so close. This track is kind of old but is still in fair condition, Nike created this track using the rubber from worn out shoes used by the public.

In final consideration, Nike has developed at a great rate starting with their co-founders Bill Bowerman and Phil Knight. We're fortunate enough to have Phil Knight come back close to Hillsboro where he grew up. Nike has brought so many jobs to economy of Oregon and is still continuing to do so, whether you're working at a retail store somewhere or your product designer at the headquarters they provide jobs for all degree levels and have very many different jobs. Now they're working on expanding this Nike empire so they can keep on employing people at the corporate level. Nike's President Mark Parker is all about Oregon he said, "Nike is a growth company with a long history in Oregon, and we look forward to continuing to grow here," Then they go in take part in helping the community by providing better performing facilities for local high schools to improve their graduate rate and sport participation. Which is such a great way because I try my hardest to stay eligible to compete in the sport that I love. This also helps people around North Portland find a place to get some exercise. Also, they have created trails for the community to enjoy. In conclusion, this shoe manufacturing company has not only earned their

right to the city with their contribution of their employees, but most importantly opened doors for the people to earn their right to city as individuals.

Work Cited

Redden, Jim. "Nike Expansion Will Have a Ripple Effect." *Portland Tribune* 25 Apr. 2013.

Pamplin Media Group. Web. .

"Michael Bergmann, "Extraordinary Volunteer of the Year" at Portland Monthly's Light a Fire Soirée - Parker Logan Media." *Parker Logan Media*. N.p., 14 Nov. 2013. Web. 16 Feb. 2015.

Abrettman@oregonian.com, Allan Brettman |. "Geoff Hollister Mile on Saturday in Arkansas; Geoff Hollister Running Trail at Nike." *Oregon Live*. N.p., n.d. Web. 17 Feb. 2015.

O'Reilly, Lara. "11 Things Hardly Anyone Knows About Nike." *Business Insider*. Business Insider, Inc, 04 Nov. 2014. Web. 15 Feb. 2015.

Bschmidt@oregonian.com, Brad Schmidt |. "Nike Expansion: Portland Ponders \$80 Million Incentive Package, County Tax Abatements, to Lure Nike to South Waterfront." *Oregon Live*. N.p., n.d. Web. 25 Feb. 2015.

"Nike Adds Nearly \$2 Billion to Oregon Economy." *NIKE, Inc*. N.p., 14 Feb. 2005. Web. 03 Mar. 2015.

"Light A Fire 2013." (*Page 2*). N.p., n.d. Web. 05 Mar. 2015.