

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AGREEING TO	)	RESOLUTION NO. 84-530
ENDORSE A REGIONAL CONVENTION,	)	
TRADE AND SPECTATOR FACILITIES	)	Introduced by the
TASK FORCE AND APPOINTING A	)	Executive Officer
METROPOLITAN SERVICE DISTRICT	)	
REPRESENTATIVE	)	

WHEREAS, A Spectator and Convention Facilities Task Force was first appointed by the City of Portland in May 1980; and

WHEREAS, This Task Force recommended that expanded convention facilities be built at the Portland Memorial Coliseum site to stimulate the region's economy by adding new revenue, new jobs and an enhanced tax base; and

WHEREAS, In March 1983 the Portland City Council declared City Council support for the basic recommendations of the Task Force and directed the Portland Development Commission and the Exposition-Recreation Commission to prepare a long-term plan for the development of new facilities at the Coliseum Complex; and

WHEREAS, In April 1984 the Exposition-Recreation Commission reported back with a revised site plan and cost estimate; however, the issue of funding sources and implementation strategy were outside the scope of the report and remained unresolved; and

WHEREAS, In September 1984 an Ad Hoc Steering Committee on Regional Convention, Trade and Spectator Facilities was established by City of Portland Mayor-Elect Clark, Multnomah County Executive Buchanan, Clackamas County Commission Chairman Schumacher and Washington County Commission Chairman Myllenbeck; and

WHEREAS, The Ad Hoc Committee issued a final report which concluded that a regional approach to planning, operating and

funding convention, exhibition, trade and spectator facilities should be pursued and recommended an organization scope of work and set of guiding principles for such an effort; now, therefore,

BE IT RESOLVED,

1. That the Council of the Metropolitan Service District accepts the a) policy recommendations, b) organization, and c) work program included in the Report of the Ad Hoc Steering Committee on Regional Convention, Trade and Spectator Facilities (Exhibit A) and expresses its intent to participate in the recommended regional effort; and

2. That the Council of the Metropolitan Service District hereby appoints Councilor Ernie Bonner as its representative to the Regional Convention, Trade and Spectator Facilities Steering Committee; and

3. That the Council of the Metropolitan Service District directs the Intergovernmental Resource Center Administrator to prepare a detailed budget and work program for Intergovernmental Resource Committee and Metro Council review as part of the FY 1986 budget submittal.

ADOPTED by the Council of the Metropolitan Service District this 10th day of January, 1985.



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Presiding Officer

SS/srs  
2592C/405-4  
12/31/84

STAFF REPORT

Agenda Item No. 10.2

Meeting Date January 10, 1985

CONSIDERATION OF RESOLUTION NO. 84-530 AGREEING  
TO PARTICIPATE IN A REGIONAL CONVENTION, TRADE  
AND SPECTATOR FACILITIES TASK FORCE

Date: December 21, 1984

Presented by: Steve Siegel

FACTUAL BACKGROUND AND ANALYSIS

Several months ago, Multnomah County Executive Buchanan, City of Portland Mayor-Elect Clark, Washington County Commission Chairman Myllenbeck and Clackamas County Commission Chairman Schumacher initiated an ad hoc group to examine the status of Portland's Convention Center proposal. Several community leaders were asked to participate in the effort; Mr. Bob Ridgely, Mr. Bob Ames and Mr. Ken Lewis co-chaired the Ad Hoc Task Force.

During the deliberation, the group determined two fundamental principles: 1) convention facilities cannot be examined as a singular entity, the scope needs to be broadened to include convention, trade and spectator facilities; and 2) these categories of public facilities should be planned, funded and managed on a regional basis. These principles were detached in a set of policy recommendations made by the Ad Hoc Task Force.

The complexity and multi-jurisdictional nature of the issue calls for a systematic approach for implementation. Recognizing this fact, the Ad Hoc Task Force recommended a work program and organization for a continuing effort. The organization calls for a formally constituted regional task force.

In the recommendation, the Metro Council is asked to participate in the Regional Task Force. Furthermore, IRC staff will be requested to staff the Task Force. The details of the staffing program are being prepared and will be brought to the Intergovernmental Resource Committee and the Metro Council as part of the FY 1986 budget.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of the attached resolution.

SS/srs  
2592C/405-4  
12/31/84

REPORT OF THE AD HOC STEERING COMMITTEE  
ON REGIONAL CONVENTION, TRADE,  
AND SPECTATOR FACILITIES

DECEMBER 3, 1984

## Introduction

Over the past three months an informal group of Portland area business and political leaders has been meeting to develop and adopt a cooperative regional approach to addressing the region's need for convention, sports and trade facilities. Members of the group (listed on the last page of this report) were appointed by Portland Mayor-Elect Bud Clark; Multnomah County Executive Dennis Buchanan, and County Commission Chairman Bob Schumacher.

A second purpose of the group was to lay the groundwork necessary to develop a regional consensus on a metropolitan convention center so that local governments would begin the detailed and technical work required to move from the conceptual stage to the active study and implementation stages which are called for in this report.

It is the intent of this group that our report (adopted by unanimous vote of the Committee) be used by local governments as a guide to this effort. We sincerely believe that the recommendations contained here can spur economic development in the region and be of great benefit to its residents. With this in mind, we ask that the City of Portland; Clackamas, Multnomah and Washington Counties; and the Metropolitan Service District give careful consideration to our report and take the recommended actions necessary to see these projects to fruition.

## Policy Recommendations

1. A regional approach to planning, operating and funding all convention, exhibition, trade and spectator type facilities should be pursued. Under such a plan, a regional commission could operate existing facilities such as the Memorial Coliseum, the Expo Center, Portland International Raceway, the Zoo and Portland Civic Stadium. It could also have authority over planning, funding and management of any new facilities of this type built within the region. This recommendation complements the Committee's recommendation on regional funding (#4) and managing (#5) the Convention Center.
2. There needs to be a full service convention center located within the Portland metropolitan area in order to take advantage of an identifiable convention and trade show market capable of being attractive to the region. Such a facility should provide exhibit space in excess of 125,000 square feet which is pillar-free and high-ceilinged, a minimum of 20 meeting rooms of no less than 40,000 aggregate square feet as well as new registration and lobby areas, open space, parking facilities, and other necessary amenities and space as would be required to properly service and support medium-sized conventions.
3. The Memorial Coliseum site is the most practical location for this type of facility because it (a) builds on an existing public investment which will allow the best all-around facility to be built for a given amount of additional investment; (b) it

would result in lower facility operating costs than alternative sites; (c) it offers good regional access by highway, transit, light rail and easy access to the state's major airport; (d) the land necessary to construct the facility is already owned by a public agency or could be acquired by that agency; and (e) an adequate downtown site is not available.

4. A State, regional and local "building block" approach to cooperatively funding the convention center will be pursued.
5. An analysis of alternative regional organizational arrangements for managing the development and construction as well as the operation of the convention facility should be conducted.
6. There may be a need to build and operate one or more satellite facilities for specialized trade and convention functions. The need for and location of such satellite facilities will be examined.
7. There may need to be additional or expanded sports facilities within the region to accommodate a preceived interest in spectator events. This includes both indoor and outdoor type facilities. Such facilities should be actively and vigorously investigated as part of a broader-scale study of the region's needs to attract visitors to the area.

#### Work Program

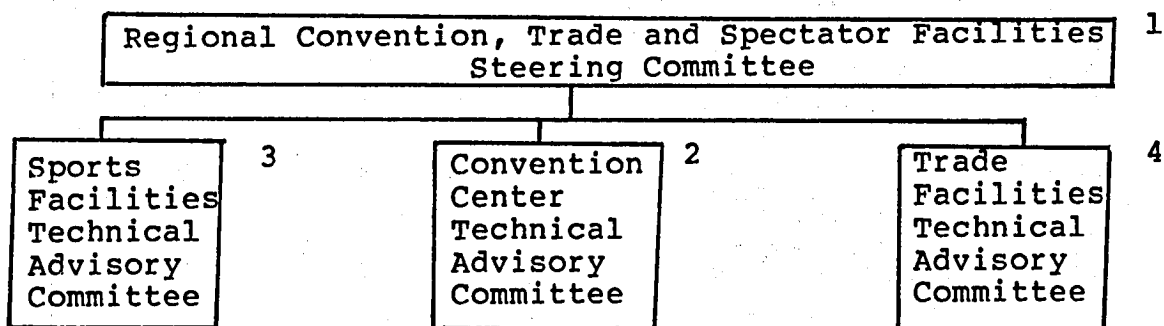
During Committee discussion of the Convention Center, several questions were raised that largely centered on the adequacy of the previous studies as a basis for a final decision on the work which has to be done before local jurisdictions can adopt ordinances and sell bonds to actually build the Convention Center. Consequently, the Committee recommends the following work program to "flesh out" the concept. All work on these elements should build upon the analysis previously produced. Where feasible, past efforts should not be duplicated but should be verified. Emphasis should be placed on information of a conclusive nature necessary to support legislative and public decisions affecting the project. The work program also recognizes that considerable work must be done on the sports and trade center concepts discussed here.

1. Review of reports and investigations which have been previously developed on the convention facility.
2. Establish the market for and value of:
  - a. Portland Metropolitan Convention Center;
  - b. Agribusiness Trade Center;
  - c. Electronics Industry Trade Center; and
  - d. Various types of sports facilities in the region.

3. Define the size, location and functional requirements of these facilities, including future expansion needs.
4. Prepare project(s) development cost estimates to include construction cost and all other project costs.
5. Develop financial forecasts, including estimates of anticipated revenues as well as operating costs.
6. Determine the economic impact of such facility(ies) on Portland, the Metro region and the state.
7. Analyze alternative regional organizational arrangements for managing the development and construction as well as the operation of the convention facility, exhibition and recreation facilities, satellite trade centers and sports facilities.
8. Analyze alternative funding plans.
9. Analyze opportunities for joint development.
10. Analyze hospitality industry issues.
11. Conduct an environmental assessment on the project(s).
12. Identify other convention and spectator facility needs in the region.
13. Identify other necessary studies.

Organization

In order to accomplish these studies, work by several separate organizations, committees and consultants will likely be required. Based on Committee discussion and the policy statements (above) it seems that a steering committee/task force approach is the best organizational structure to carry out the necessary work.



1. Steering Committee - The Steering Committee will be appointed by the participating governments and be made up of elected officials and key community leaders in the following manner:

- Clackamas County: 1 elected official, 2 citizens;
- City of Portland: 1 elected official, 2 citizens;
- Metropolitan Service District: 1 elected official;
- Multnomah County: 1 elected official, 2 citizens;
- Washington County: 1 elected official, 2 citizens.

This group will be charged with developing an overall strategy to implement a regional approach to planning, developing, financing and managing convention, sports and trade facilities in the metropolitan area. The Committee will be responsible for recommending priorities and assessing competing proposals. All technical advisory committees will report to the Committee and their proposals will be judged against the strategy and criteria established by the Committee. The Committee will also be responsible for developing the "base reports" in the areas of financial and economic impacts and forecasts for the facilities under consideration by the technical advisory committees. The Committee will be responsible for developing any legislative and/or public package necessary to implement the program.

The Steering Committee will be responsible for coordinating all elements of the study as discussed in II. Work Program (above) and will be directly responsible for the following elements of that work program; items numbers: 1\*, 6\*, 7, 8, 12 and 13 (\* = in consultation with the appropriate TAC). The Steering Committee will develop and adopt a series of technical reports and a policy recommendation report requesting participation from each of the governmental entities (and, as appropriate, the private sector) in those activities required to implement the recommendations.

Each Technical Advisory Committee will be co-chaired by two (2) members of the Steering Committee. The co-chairs will bring a list of potential TAC members to the Steering Committee for its approval. Nominees will represent the broad interests and expertise necessary to the successful completion of the TACs. Each TAC will receive staff support necessary to accomplish its work. Such staff will be assigned by the Steering Committee from among the staff provided by the participating local governments.

2. Convention Center Technical Advisory Committee - This group will be the initial focus of the work by the Steering Committee. As a priority item, the TAC will oversee those studies necessary to recommend a course of action on regional convention center facilities, consistent with the regional strategy developed by the Steering Committee. Based on their findings, the TAC will make a recommendation on the Convention Center to the Steering Committee within one year after a fully-funded effort commenced. The Convention Center Technical Advisory Committee will be directly responsible for completing the following elements of the work program: 1\*, 2a, 3, 4, 5\*, 6\*, 9, 10 and 11 (\* = in consultation with the Steering Committee).



3. Sports Facilities Technical Advisory Committee - This group will be responsible for assessing the need and demand for new spectator sports facilities; both indoor arena type and outdoor facilities. It will also examine existing facilities in terms of operation and organization and make recommendations on how they could be folded into the regional strategy developed by the Steering Committee. The TAC will then develop an overall strategy for melding existing facilities with any identified need for new sports facilities. The Sports Facilities Technical Advisory Committee will be directly responsible for completing the following elements of the work program: 1, 2d, 3, 4, 5\*, 6\*, 9 and 11 (\* = in consultation with the Steering Committee).
  
4. Trade Facilities Technical Advisory Committee - This group will focus on the special needs of particular trades and industries important to the regional economy. The primary purpose of their study will be to identify and analyze the demand for specialized facilities which could accommodate groups or "shows" which are inappropriate for the Convention Center or which could increase the effectiveness or efficiency of current arrangements. The initial charge will include an analysis of an electronics industry trade center designed to capitalize on the region's emergence as a "high tech" center. The charge will also include a mandate to study the development of an agri-business center designed to highlight the state's importance as an agricultural exporter and to provide a focal point for agricultural interests. The Trade Facilities Technical Advisory Committee will be directly responsible for completing the following elements of the work program: 1, 2b, 2c, 3, 4, 5\*, 6\*, 9 and 11 (\* = in consultation with the Steering Committee).

### Study Funding

In order to carry out this plan, a significant amount of financial resources will be required. Because it is the governmental entities which must eventually implement or facilitate the project(s), the Committee requests their full participation during the study phase. This should include staff and logistical support as well as direct financial support for consultants, materials and services necessary to conduct the various studies. Three elements of their participation are critical:

- the time and participation of the elected official appointed to the Steering Committee;
- the donation of staff time to accomplish the work called for on this proposal; and
- to agree upon participating in the costs of conducting the studies called for here, including the cost of consultants and contracted experts.

In addition to local governments within the region, a request for assistance from certain state agencies and commissions is included in the recommendation. Examples include the State Tourism Council and the State Economic Development Commission.

In order to coordinate the required studies and ensure uniform quality throughout the work program, the effort will be coordinated through the Steering Committee.

MH/srs  
2468C/404-2  
12/03/84

AD HOC REGIONAL CONVENTION,  
TRADE, AND SPECTATOR FACILITIES STEERING COMMITTEE

Co-Chairmen

Mr. Bob Ridgley  
Executive Vice President  
Northwest Natural Gas Co.

Mr. Bob Ames, President  
First Interstate Bank

Mr. Ken Lewis, President  
Lasco Shipping Co.

Members

Ms. Kathy McKinney  
Sunnyside Inn

Mr. Ray Miller  
Retired

Ms. Sandra Suran, Partner  
Suran & Company

Mr. Tom VanderZanden  
Deputy Director  
Clackamas County Department of  
Environmental Services

Mr. Ted Runstein  
Kell, Alterman & Runstein

Elected Officials

Bud Clark, Mayor-Elect  
City of Portland

Dennis Buchanan, County Executive  
Multnomah County

Earl Blumenauer, Commissioner  
Multnomah County

Rick Gustafson, Executive Officer  
Metropolitan Service District

Wes Myllenbeck, Chairman  
Washington County Board of  
Commissioners

Bob Schumacher, Chairman  
Clackamas County Board of  
Commissioners

Technical Advisory Committee

Mr. Steve Telfer, Executive  
Assistant to Dennis Buchanan

Mr. John Christison, Director  
Memorial Coliseum Complex

Mr. David Heintz  
Executive Director  
Greater Portland Convention &  
Visitors Association, Inc.

Mr. Marion Hemphill  
Intergovernmental Resource Center  
Metropolitan Service District

Mr. Pat LaCrosse, Director  
Portland Development Commission

Mr. George Lee  
Executive Assistant to Bud Clark

Mr. Steve Siegel, Administrator  
Intergovernmental Resource Center  
Metropolitan Service District

Mr. Robert VanBrocklin, Director  
Legislative Liaison &  
Intergovernmental Affairs  
City of Portland

10.2 Consideration of Resolution No. 85-530, for the purpose of Agreeing to Participate in a Regional Convention, Trade and Spectator Facilities Task Force

In summarizing the staff report contained in the agenda packet, Steve Siegel said Mayor Clark had declared the above-named facility a priority project during his administration. He said an ad hoc group had reviewed the convention center proposal and published its findings and recommendations. This resolution would accept the findings and recommendations of that report, appoint Presiding Officer Bonner as the Metro Council representative to the Regional Convention, Trade and Spectator Facilities Steering Committee, and direct the IRC Administrator to prepare a detailed budget and work program for IRC Committee and Council review as part of the FY 1986 budget process, Mr. Siegel said.

Councilor Waker asked if the Council would be making funding commitments by voting to adopt this Resolution. Mr. Siegel responded no such commitments would be made at this time. The Council would review funding proposals as part of the FY 1986 budget review process and could support or deny any funding program at that time.

Motion: Councilor Kirkpatrick moved to adopt the Resolution. Councilor Kelley seconded the motion.

Vote: A vote on the motion resulted in:

Ayes: Councilors Cooper, DeJardin, Gardner, Kirkpatrick, Kelley, Myers, Oleson, Van Bergen, Waker and Bonner

Absent: Councilors Hansen and Kafoury

The motion carried and the Resolution was adopted.

10.3 Consideration of Resolution No. 85-533, for the Purpose of Amending Resolution No. 84-526 (Amending the Metro Pay Plan for Non-Union Metro Employees)

Jennifer Sims explained the previously adopted Resolution No. 84-526 had provided for a 2 percent cost of living increase to all non-union Zoo employees retroactive to July 1, 1984. However, she said the original Resolution intended to exclude from consideration for increases temporary employees separated from Metro prior to December 31, 1984. This current Resolution would provide for that exclusion, she said.