

 **Metro** | *Agenda*

Meeting: Joint Work Session – Metro Council and MERC Commission
Date: Tuesday, May 17, 2011
Time: 2:00 p.m. to 4:00 p.m.
Place: Portland Center for the Performing Arts – Brunish Hall
1111 SW Broadway, Portland, Oregon

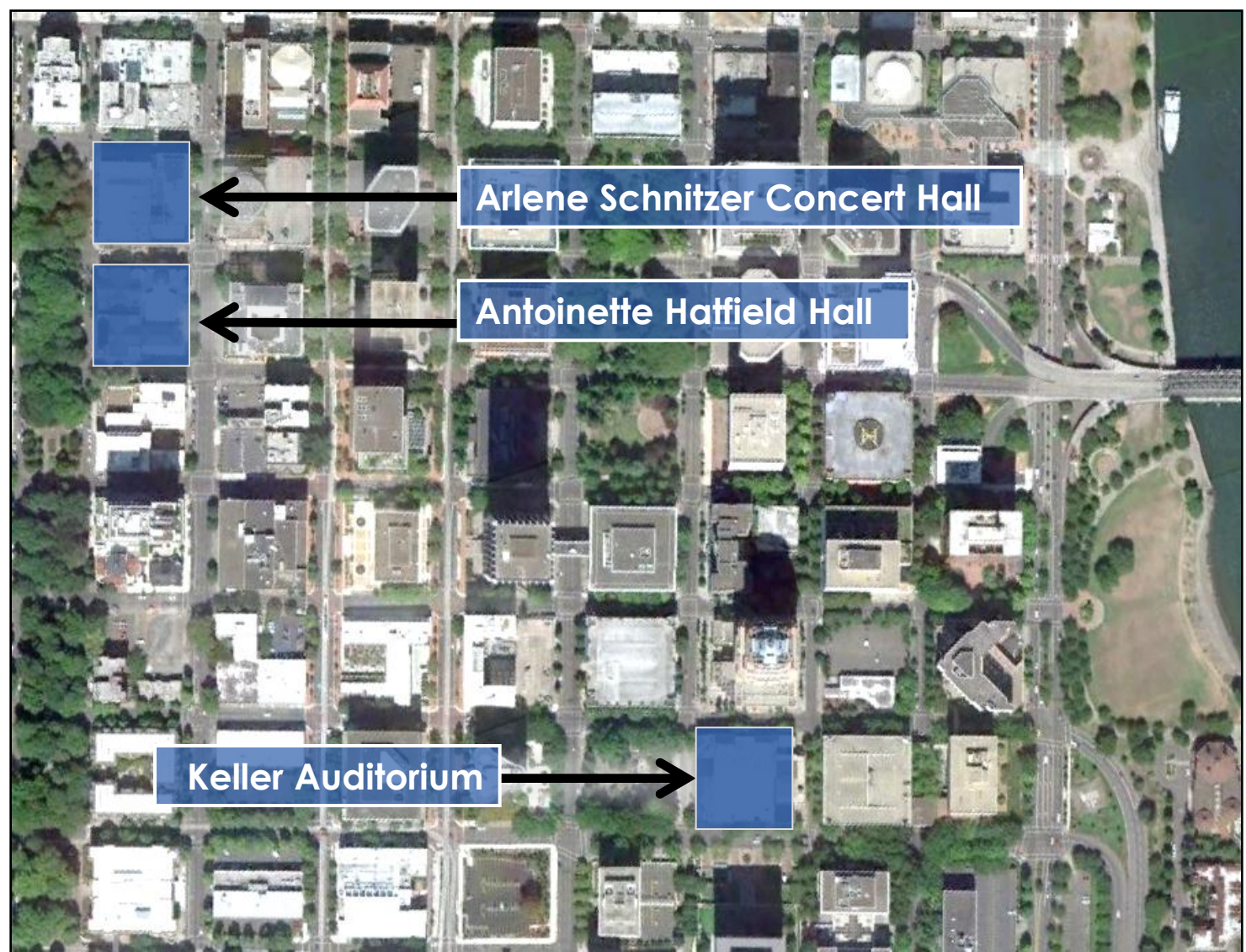
CALL TO ORDER AND ROLL CALL

- | | | | |
|-------------|-----------|--|---|
| 2:00 | 1. | UPCOMING EVENT UPDATES | Teri Dresler |
| 2:10 | 2. | MISSION OF MERCY PRESENTATION | Bill Zepp, Executive
Director, Oregon Dental
Association |
| 2:30 | 3. | ARLENE SCHNITZER CONCERT HALL RENOVATIONS/
MAIN STREET DEVELOPMENT PROJECT PROPOSAL | Robyn Williams and
Karl Schulz, inici Group |
| 3:10 | 4. | OREGON CONVENTION CENTER LONG RANGE
BUSINESS OUTLOOK | Tom Hughes |

ADJOURN

Portland
Center
for
the
Performing
Arts

PCPA Venues



The Two Projects

Arlene Schnitzer Concert Hall (ASCH)

Objective:

- Provide necessary patron efficiencies and comforts
- Improve seating comfort and sightlines
- Increase restroom capacity
- Enhance acoustics on and off stage

Main Street

Objective:

- Create flexible space to support the Hatfield Hall and ASCH
- Create new revenue opportunities
- Iconic identity for PCPA
- Further the development of the Arts District

Project Goals for the ASCH & Main St.

Continue PCPA's ability to:

- Provide excellent customer service and improved accessibility
- Serve as good stewards of these public assets
- Create revenue-generating opportunities

Increase patron attendance based on improved environment and features

Offer new, dynamic and flexible meeting, reception and performance spaces

Incorporate sustainable design features



ASCH Renovation and Main St. Introduction

Last major renovation of the Arlene Schnitzer Concert Hall was **over 25 years ago**. Substantial renovation is necessary to insure that the hall's overall quality can meet the artistic and presentation needs of its patrons and performers.

Concert Hall's most frequent complaints:

- Narrow aisles and seats
- Lack of restrooms
- Accessibility improvements
- Acoustic dead spaces in the hall



Project Development History

2006

- Discussions began with the Schnitzer family and Symphony
- Steering Committee was formed to guide the project development

2007

- Conceptual scope defined with restroom, seating and acoustic enhancements
- Project introduced to City of Portland Arts Commissioner, Sam Adams

2008

- Project scope defined ranging from \$15-50 million
- City of Portland contributed money for design development and schematic design

2009

- Architect hired to perform design development and schematic design to more accurately estimate the project budget and schedule

2010

- Preliminary design work completed; information presented to the Steering Committee
- Initial budget of \$30 million identified for the ASCH and \$20 million for Main Street

2011

- Prioritization of Concert Hall scope established, \$20 Million
- City of Portland budget includes \$50,000 for PCPA Foundation development position

ASCH Enhancement Overview

Patron Amenities

Improved seating and sightlines

Better sound isolation between lobbies and performance spaces

Increased restroom capacity

Acoustical Enhancements

Higher quality of sound experiences for audience

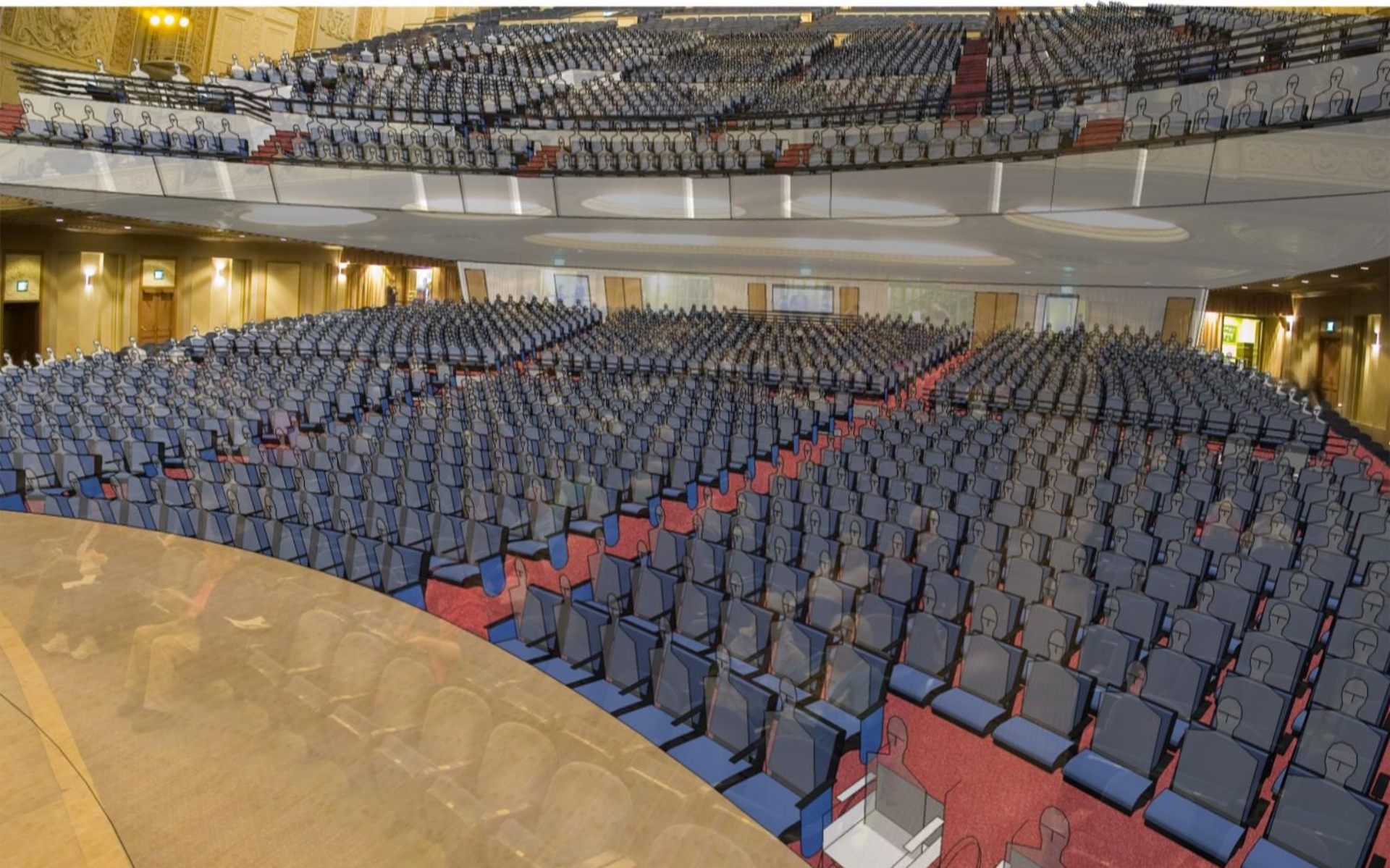
Improved performer sound feedback

Stage Efficiencies

Increased storage below stage for show flexibility

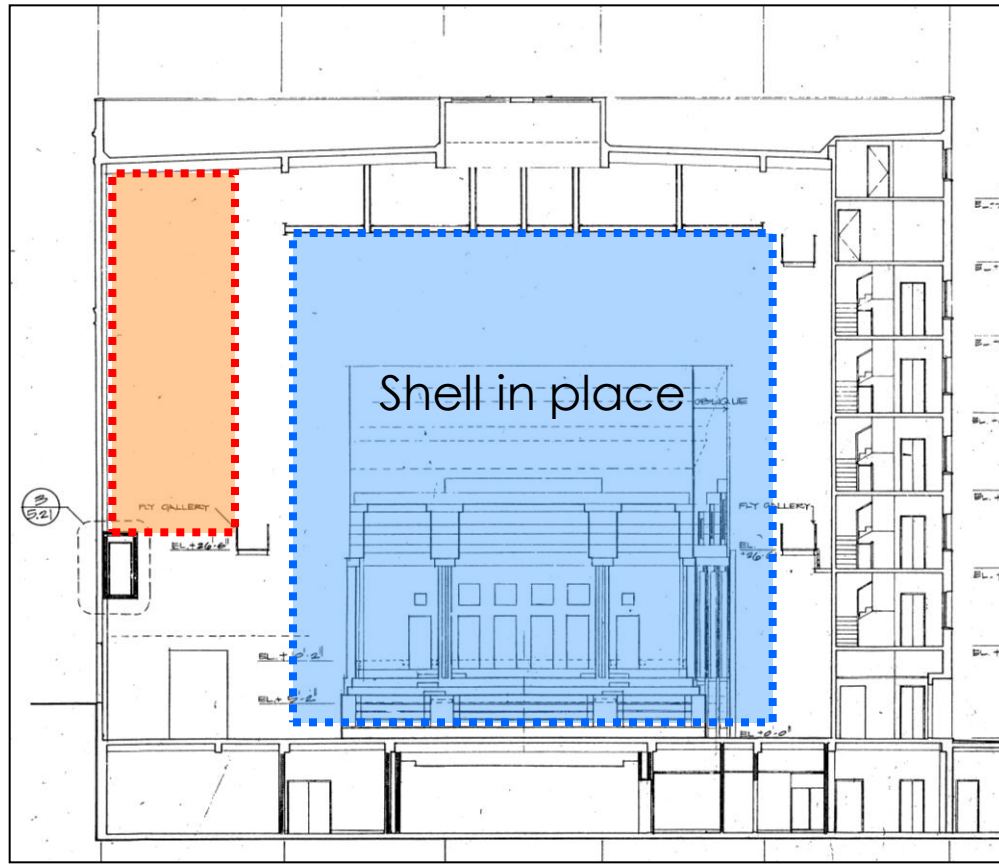
Improved venue changeover to increase number of shows

ASCH Seating Enhancements

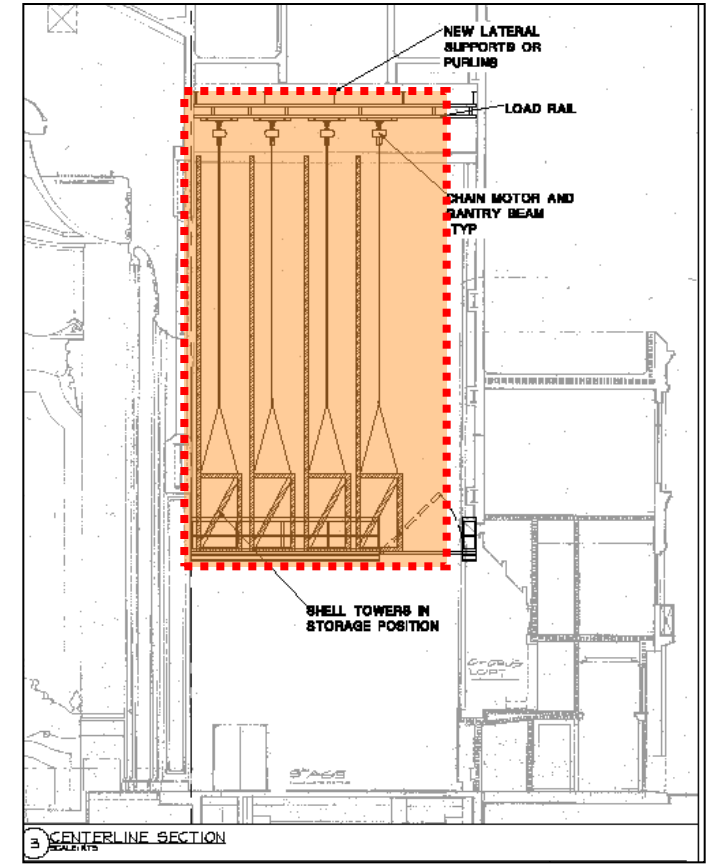


ASCH Stage Enhancements

Shell Storage

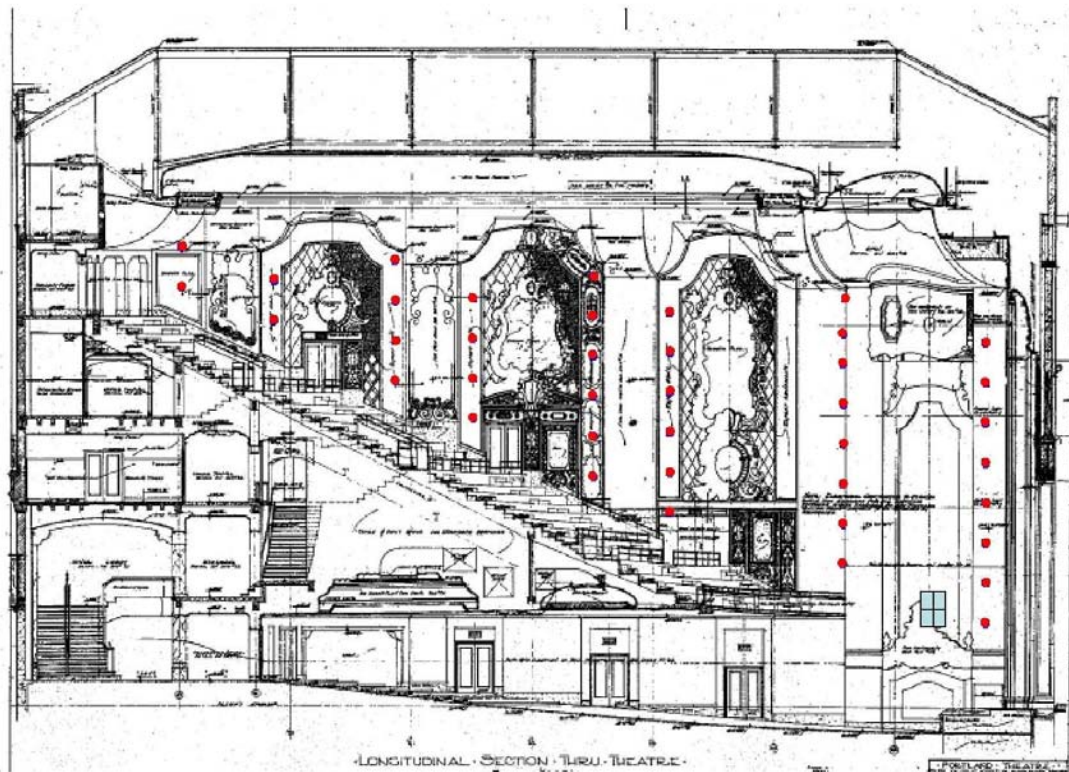


Cutaway view from audience

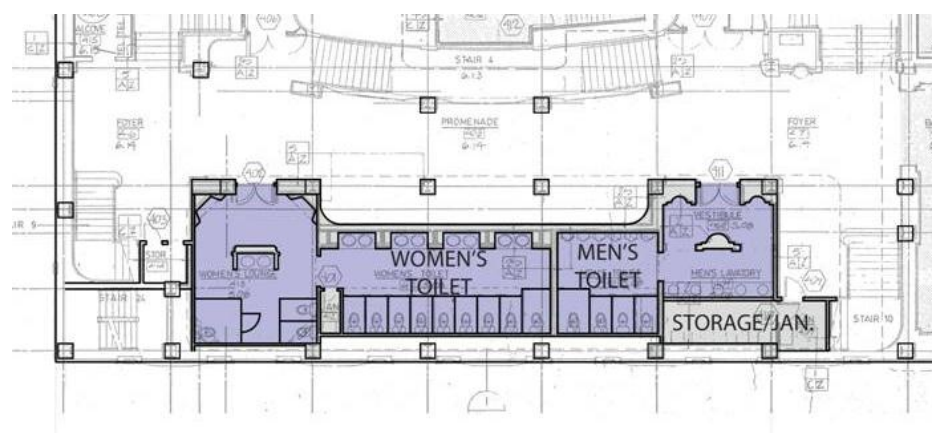


Stage cross-section

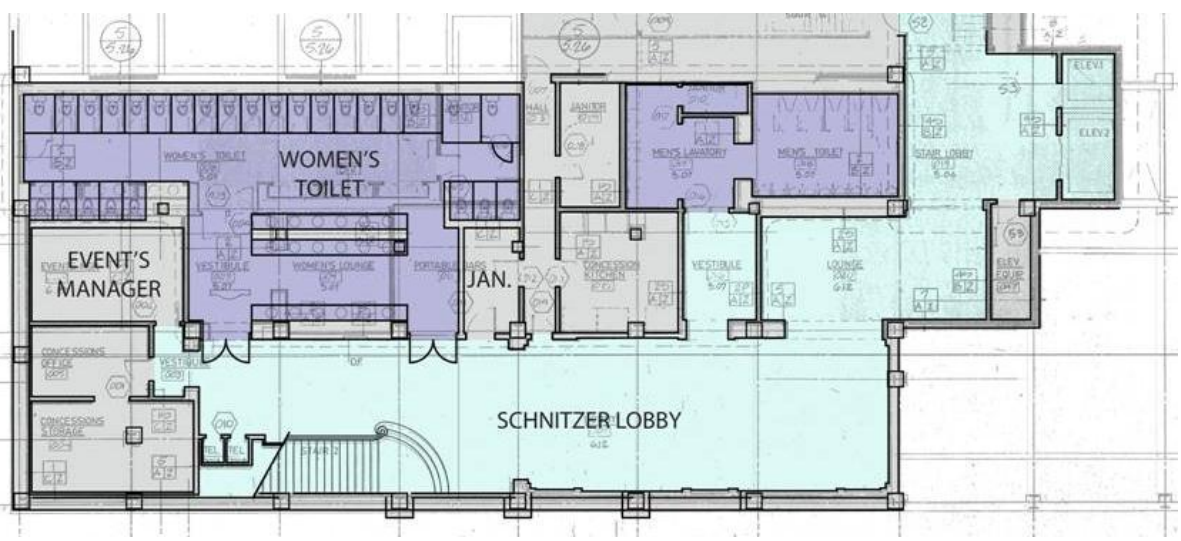
ASCH Acoustical Enhancements Electro Acoustic Enhancement System



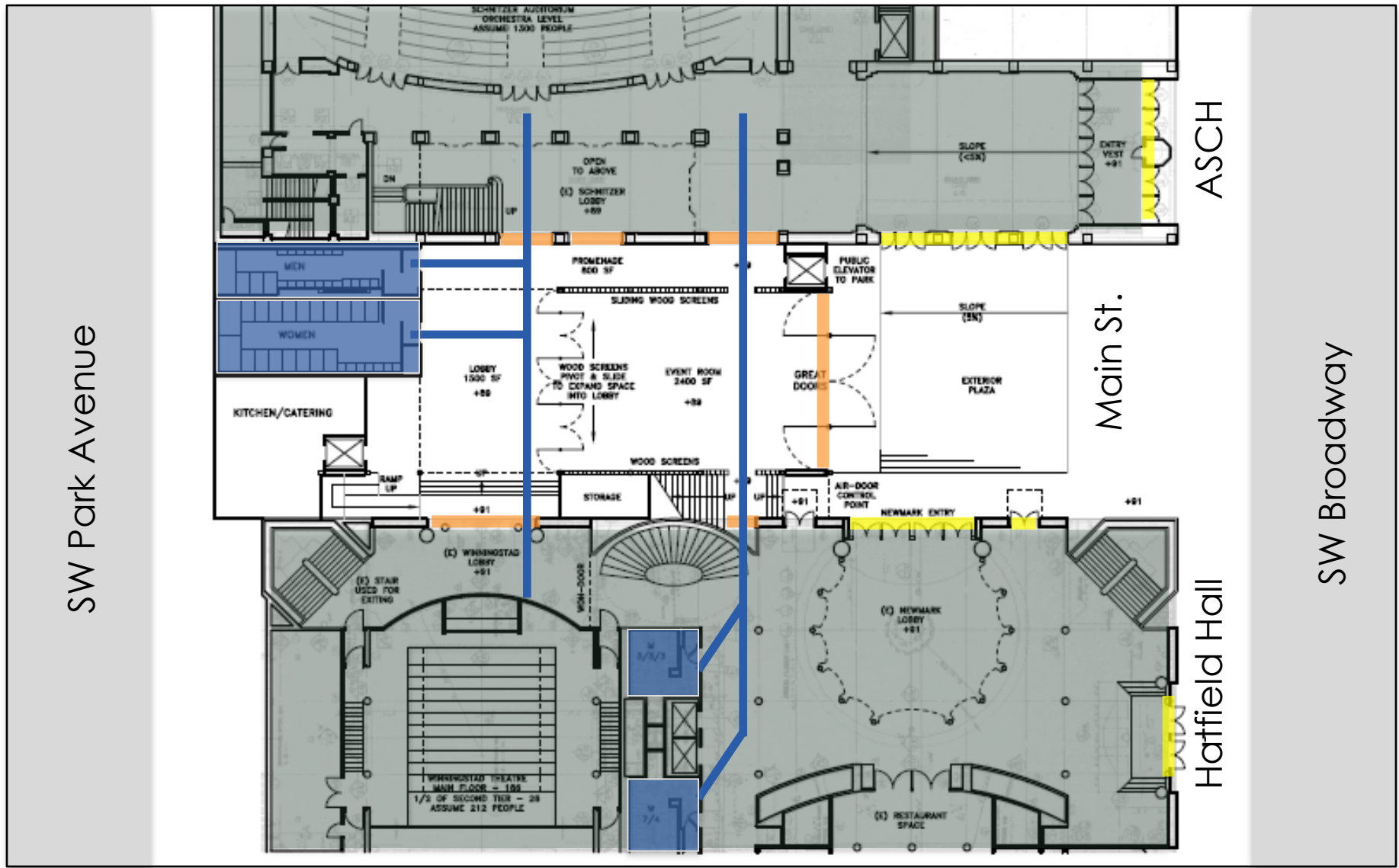
ASCH Restrooms Enhancement



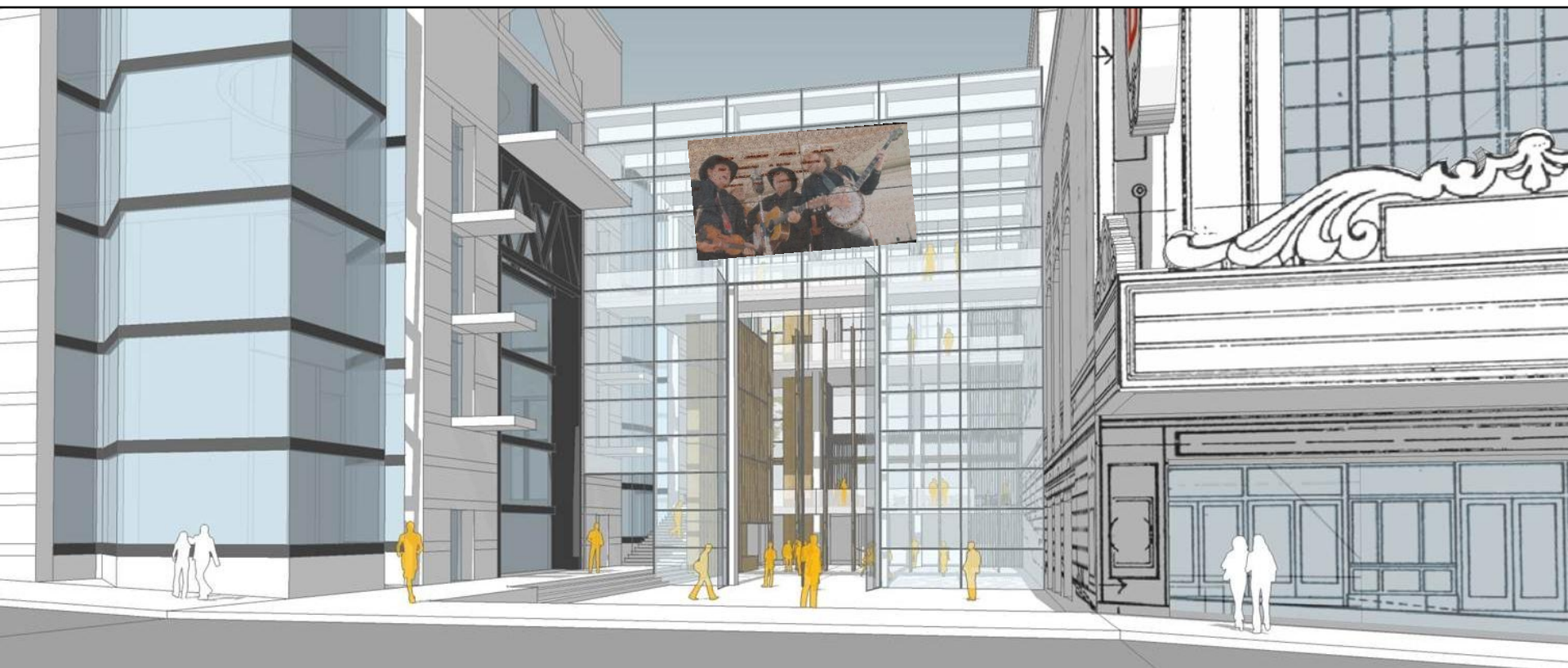
Restroom Count	Women	Men
Current	26	25
Proposed total	66	45



Main Street Development



Main Street Development



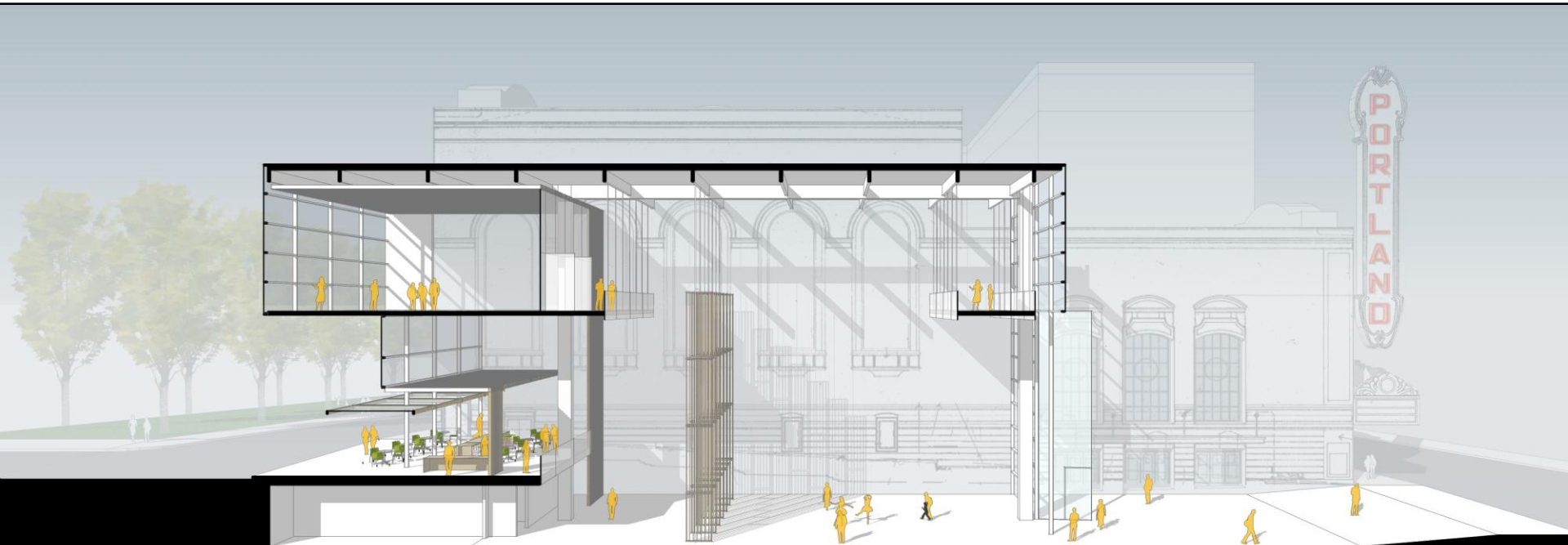
View from Broadway

Main Street Development



View from Park Blocks

Main Street Development



Cross-section view looking from the Hatfield
towards the ASCH

Project Budget

ASCH Project Cost	
ASCH Priority One	\$13,894,885
ASCH Priority One & Two	\$20,279,702

Main Street Project Cost	
Main Street	\$19,397,419



Assets

Strong support from

City of Portland

Schnitzer family and major donors

Resident tenants

Local foundations and other key stakeholders

Historic and New Market Tax Credits possible

PCPA Foundation is in place and gearing up to launch a capital campaign

Challenges

Fundraising is a critical step and is dependent on the local economy and other capital campaigns in the community

PCPA will lose approximately five months in gross revenues

Projects will create additional operational costs

Next steps include development of a detailed business plan based on the scope of the project which has yet to be confirmed

Cost and scope controls will be critical to maintain project budget

Establishment of a Public/Private partnership organizational structure

Next Steps


1. MERC Commission / Metro Council approve moving forward with project development
2. Locate funding for final stages of schematic design and design development
3. Create a project development agreement with key partners

Questions?



Materials following this page were distributed at the meeting.

2009 Aerial Photography

 Metro owned tax lots

