

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AUTHORIZING A ) Resolution No. 92-1556  
PLANNING AND DEVELOPMENT EFFORT )  
FOR FINANCING REGIONAL FACILITIES ) Introduced by Rena Cusma,  
AND PROGRAMS ) Executive Officer

WHEREAS, in May of 1986 the Councils of the Metropolitan Service District and the City of Portland adopted the Convention, Trade, and Spectator Facilities Master Plan which established the Metropolitan Service District as the lead agency for regional convention, trade, and spectator facilities; and

WHEREAS, in December of 1987, the Council of the Metropolitan Service District created the Metropolitan Exposition-Recreation Commission to operate the region's inventory of convention, trade, and spectator facilities; and

WHEREAS, in December of 1989, the Councils of the Metropolitan Service District and the City of Portland approved a Phase 1 consolidation agreement providing for the management of City Spectator and Performing Arts Facilities by the Metropolitan Exposition-Recreation Commission; and

WHEREAS, in May of 1990, the Council of the Metropolitan Service District authorized a study of permanent operational funding for Metropolitan Exposition-Recreation Commission facilities, the feasibility of constructing new facilities, and interest in public funding for the arts; and

WHEREAS, in July of 1990, the Council of the Metropolitan Service District established the Public Policy Advisory Committee for Regional Convention, Trade, Performing Arts, and Spectator Facilities to conduct that study with elected and citizen representatives from Clackamas, Washington and Multnomah Counties, Metro, and the City of Portland; and

WHEREAS, in September of 1990, Arts Plan 2000 Plus was launched by the City of Portland, the Metropolitan Service District, other regional governments and private sector entities to study the regional arts industry and establish goals and priorities for cultural development; and

WHEREAS, Arts Plan 2000 Plus and the Public Policy Advisory Committee for Regional Facilities were intended to complement one another and to coordinate their research, findings and goals in subject areas of mutual concerns; and

WHEREAS, the Public Policy Advisory Committee and Arts Plan 2000 Plus submitted final reports to the Metropolitan Service District, the City of Portland and other appropriate governments and agencies in December of 1991 and January and February of 1992; and

WHEREAS, the Public Policy Advisory Committee found that if no new funds become available within three years to cover ongoing operational and capital costs of regional entertainment facilities and support for the programs of regional arts organizations, the region stands to lose its significant investment in its complex of facilities and programs; and

WHEREAS, the Public Policy Advisory Committee determined that to adequately meet the most immediate operating and capital improvements needs of the Portland Center for the Performing Arts and Civic Stadium, approximately \$2.2 million is needed annually, and that program needs identified in the Committee report and by Arts Plan 2000 Plus will require an additional \$4.6 million per year to stabilize arts organizations and implement a regional arts agenda for a total need of \$6.8 million annually; and

WHEREAS, both the Public Policy Advisory Committee and the Arts Plan 2000 Plus Steering Committee recommended that long-

term funding sources should be of regional scope and address arts and entertainment facilities and arts programs; now therefore,

BE IT RESOLVED, that:

1. The Metropolitan Service District and the City of Portland agree to work together to develop adequate long-term funding for regional arts and entertainment facilities and programs. The Metropolitan Service District will take the lead and the City of Portland will participate through the office of the City Commissioner responsible for the Metropolitan Arts Commission and liaison to the Metropolitan Exposition-Recreation Commission.

2. The Council of the Metropolitan Service District authorizes the Executive Officer to undertake a planning and development effort to address the specific financial needs of the region's performing arts and entertainment facilities and the Arts Plan 2000 Plus agenda for the arts, which process shall meet the following purposes:

a. To make recommendations to the Metropolitan Service District Executive Officer and Council on financing facility and arts program needs;

b. To promote a regional consensus on financing through coalitions with other jurisdictions, advocate groups, and community and civic organizations;


c. To develop recommended intergovernmental agreements and funding packages needed to provide regional coordination and support for arts and entertainment facilities and programs; and

d. To provide public information on financing issues to the general public, media, other public bodies, advocate groups, and civic organizations.

3. By subsequent resolution the Council shall establish a Task Force to advise staff in the conduct of this effort and to develop recommended actions. It is the Council's intent that the Task Force will represent a diversity of interests in terms of constituencies, jurisdictions, and points of view. Membership on

the Task Force shall include representatives of the public at large, Arts Plan 2000 Plus, the Metropolitan Exposition-Recreation Commission, the Metropolitan Arts Commission, the Portland Center for the Performing Arts Advisory Committee, arts and entertainment organizations, the hospitality industry, and the business community.

ADOPTED by the Council of the Metropolitan Service District  
this 27th day of February, 1992.

  
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Jim Gardner, Presiding Officer

## REGIONAL FACILITIES COMMITTEE REPORT

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RESOLUTION NO. 92-1556, AUTHORIZING A PLANNING AND DEVELOPMENT EFFORT FOR FINANCING REGIONAL FACILITIES AND PROGRAMS

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Date: February 13, 1992

Presented by: Councilor DeJardin

**COMMITTEE RECOMMENDATION:** At its February 11, 1992 meeting the Regional Facilities Committee voted 4-0 to recommend Council adoption of Resolution No. 92-1556. Voting were Councilors McLain, Collier, DeJardin, and McFarland. Councilor Gardner was excused.

**COMMITTEE DISCUSSION/ISSUES:** Project Manager Pamela Erickson presented the staff report. She cited the report of the Public Policy Advisory Committee for Regional Facilities, which projected the need for \$2.2 million in annual operating support for Metro's regional facilities. The Arts Plan 2000+ report has recently been issued, which identifies a \$4.6 million annual need for support of arts programs in the region. She concluded that there needs to be a marriage between the programs for facilities and for the arts, and that Resolution 92-1556 represents that marriage. It is a recognition that we can't have facilities without programs and that financing the needs of both ought to be considered together. The goal of the task force is to achieve a regional consensus on financing facilities and programs.

Bill Bulick, Director of the Metropolitan Arts Commission, and Ann Mason, Director of Arts Plan 2000+, made a presentation on Arts Plan's findings, which included a slide show. They spoke to the value of public support of the arts and the financial difficulties of many local arts organizations. Mr. Bulick summarized the Arts Plan report, saying the arts deserve more support than they are getting, both from the public and private sectors, because of the return they provide to the community. He cited three necessary elements: renewed leadership from the public and private sectors; increased investment from both; and regional cooperation.

Councilor McFarland said the impact of cultural events goes beyond the direct observers and participants. It permeates society and can raise people's concerns to a level higher than the basic needs of food and shelter. She said we cannot as a society afford not to have a healthy arts community.

Councilors DeJardin and McLain added their support and thanks.

## Staff Report

### CONSIDERATION OF RESOLUTION NO. 92-1556 FOR THE PURPOSE OF AUTHORIZING A PLANNING AND DEVELOPMENT EFFORT FOR FINANCING REGIONAL FACILITIES AND PROGRAMS

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Date: January 31, 1992

Presented by: Pamela Erickson

#### Background

Over the past five years, the Metropolitan Service District has evolved into the lead agency in the region for regional convention, trade, performing arts and spectator facilities. In 1986, the Convention, Trade, and Spectator (CTS) Master Plan served as the planning document for major facilities including the Oregon Convention Center.

In 1987, the Metro Council created the Metropolitan Exposition-Recreation Commission (MERC) to operate the region's convention, trade and spectator facilities. The Metro Council and the City of Portland Council approved the first phase of a consolidation agreement in 1989 that provided for management of city spectator and performing arts facilities by MERC.

In 1990, the Council created the Public Policy Advisory Committee for Regional Convention, Trade, Performing Arts, and Spectator Facilities (PPAC) to conduct a study of funding needs for MERC facilities, the feasibility of constructing new facilities, and interest in public funding for the arts. The Advisory Committee, which included elected officials and citizens from throughout the region, completed its study and presented its findings to the Council in December 1991.

Also in 1990, Arts Plan 2000+ was launched. Arts Plan 2000+ was an eighteen-month citizen planning process to develop a comprehensive long-range plan for arts and culture for the Portland metropolitan region. The final report was just released. Arts Plan was initiated by the City of Portland and included Metro as an active participant and financial supporter.

#### Resolution No. 92-1556

Resolution No. 92-1556 represents a merger of the Public Policy Advisory Committee study and Arts Plan 2000+. It is the first step needed to achieve a regional consensus for regional funding for arts facilities and programs. A similar resolution has been filed by City Commissioner Mike Lindberg with the Portland City Council, recognizing Metro as the lead agency for this effort.

Metro's Public Policy Advisory Committee report provides background information and a summary of the many issues surrounding region convention, trade, performing arts and

spectator facilities. The Committee found that, to adequately meet the most immediate operating and capital improvement needs of the Portland Center for the Performing Arts and Civic Stadium, \$2.2 million is needed on an annual basis. In addition, Arts Plan 2000+ identified in its study an estimated \$4.6 million annually in arts program needs.

While the Advisory Committee recommended consideration of two financing options, no regional consensus exists on the amount of funding needed nor is there regional consensus on funding sources to adequately address these needs. There is, however, regional agreement that Metro should continue to be the lead agency in developing a regional consensus. Both the PPAC and the Arts Plan 2000+ final reports identify Metro as the logical agency to perform the coordinating and planning role.

Resolution No. 92-1556 represents a continuation of Metro's planning and development efforts regarding regional entertainment facilities as well as merging Metro's efforts with those of Arts Plan 2000+. The City of Portland will join Metro and other jurisdictions as partners in this effort.

Resolution No. 92-1556 authorizes the Executive Officer to undertake a planning effort to address specific financial needs of the region's arts and entertainment facilities and the Arts Plan 2000+ agenda. The effort is intended to result in 1) recommendations to the Metro Executive Officer and Council on financing facility and arts program needs, 2) a regional consensus on financing, 3) development of intergovernmental agreements and funding packages needed to provide regional coordination and support for arts and entertainment facilities and programs, and 4) information to the public on financing issues.

A subsequent resolution will establish a Task Force to carry out this effort. The Task Force will be composed of public members and representatives of various government bodies in the region, the business community, and arts and entertainment groups.

Because this Task Force will be a continuation of the Public Policy Advisory Committee process, current personnel will provide staff support to the Task Force.

#### Executive Officer Recommendation

The Executive Officer recommends approval of Resolution No. 92-1556.