

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ESTABLISHING A) RESOLUTION NO. 92-1589 A
METROPOLITAN SPORTS AUTHORITY) INTRODUCED BY RENA CUSMA,
TASK FORCE) EXECUTIVE OFFICER

WHEREAS, the Metropolitan Service District Council appointed the Public Policy Advisory Committee for Regional Convention, Trade, Performing Arts, and Spectator Facilities in 1990 to conduct 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, the Public Policy Advisory Committee and its Stadium Subcommittee submitted its final report to the Council in December, 1991 and recommended that the Metropolitan Service District "should immediately establish a sports commission to promote and attract professional and amateur sports events and teams to the region;" and

WHEREAS, attracting sports events to the area will contribute to the economic vitality, diversity and livability of the metropolitan region; now therefore,

BE IT RESOLVED, that

1. A Metropolitan Sports Authority Task Force be established to assist in the development of a sports promotion entity which will a) promote and attract amateur and professional sports events and teams to the region, b) develop an inventory of facilities, resources, and events, and create a master sports events calendar; c) initiate relationships with private sector organizations interested in developing local sports activities; d) develop a market strategy which includes establishing relationships with

national and international sports organizations; and e) identify and develop a private fundraising strategy.

2. The charge to the Task Force is listed in Exhibit A.

3. The members of the Task Force and appointment thereto shall be according to Exhibit B.

4. The Task Force shall conclude its work and report to the Metro Executive Officer and Council no later than June 30, 1992.

ADOPTED by the Council of the Metropolitan Service District this 9th day of April, 1992.



Jim Gardner, Presiding Officer

EXHIBIT A

Charge to the Task Force

The Metropolitan Sports Authority Task Force is charged with developing a plan for creating a sports promotional body. This plan will include development of a mission statement, bylaws, structure, functions, funding and budget. The primary purpose of the plan is to create a mechanism to coordinate and focus private sector sports promotional activity in order to realize the increased economic benefits of such activity. The mechanism should define the roles of and facilitate a partnership between the public sector, non-profit sports organizations and commercial sports promoters. This is necessary to maximize effectiveness in bringing sports events to the region and to better utilize Metro's facilities.

EXHIBIT B

Membership of Task Force

Potential appointees are currently being contacted. A list will be available for the March 31 Regional Facilities Committee meeting.

EXHIBIT B

METROPOLITAN SPORTS AUTHORITY TASK FORCE APPOINTEES

Will Glasgow (Task Force Chair)
President and Chief Executive Officer, PacifiCorp Financial
Services

David Knowles (Task Force Vice Chair)
Attorney, Davis Wright Tremaine

Len Bergstein
President, Northwest Strategies

Richard Donahue
President and Chief Operating Officer, NIKE

Sonna Durdell
President, Forum Properties

Jack Elder
President, Oregon Sports Action

Steve Janik
Attorney, Ball Janik & Novack

Nathan Jones
Director of Alternative Education, Portland Public Schools

Kevin Kelly
President, U.S. Bancorp

Marty Rudolph
Member, Women's Sports Foundation Board

Dick Waker
Member, Metropolitan Exposition-Recreation Commission

REGIONAL FACILITIES COMMITTEE REPORT

RESOLUTION NO. 92-1589A, ESTABLISHING A METROPOLITAN SPORTS AUTHORITY TASK FORCE.

Date: April 2, 1992

Presented by: Councilor Collier

COMMITTEE RECOMMENDATION: At its March 31, 1992 meeting the Regional Facilities Committee voted 3-0 to recommend Council adoption of Resolution No. 92-1589A. Voting were Councilors McLain, Collier, and DeJardin. Councilors McFarland and Washington were absent.

COMMITTEE DISCUSSION/ISSUES: Regional Facilities Project Manager Pam Erickson presented the staff report. She explained that an ordinance establishing a Sports Authority in the Metro Code had earlier been considered and tabled by the Regional Facilities Committee. That ordinance projected a budget of some \$50,000 for Metro staff support of the Authority. Questions on the ordinance related to budget, the relationship with MERC, need to create another Metro bureaucracy, and permanence.

The Task Force authorized in the Resolution will be for FY 1991-92 only. Its purpose will be to propose the development of a sports promotional entity, which will probably be a private, non-profit body. The charge to the Task Force is included as Exhibit A, and the Task Force is expected to produce a report by June 30, 1992, recommending the structure of a Sports Authority. A revised Exhibit B includes the names of the people to be appointed to the Task Force. That list does not include representatives of commercial sports promotion entities, though there are two people from private, non-profit sports entities. It includes representatives of corporations that contribute to sports promotional programs, which are seen as critical to the success of a sports authority.

Councilor Collier asked if the by-laws and organization recommended by the Task Force would be presented to the Council at the beginning of the new fiscal year. Ms. Erickson said that was the expectation. Councilor Collier asked where the budget would come from. Ms. Erickson said the task force would propose the source of funds, which are expected to be private, though there may be a request for public funds. Councilor DeJardin asked if some of the people on the Task Force would also serve on the Sports Authority expected to be created. Ms. Erickson said she expected that to happen. She added that MERC was involved in this project, and Commissioner Dick Waker had been appointed as MERC's representative. Councilor Collier recommended the Sports Authority be housed at MERC rather than Metro when it is formed. Commissioner Waker said it would be housed at neither agency: it would be private, self-supporting, and not directly affiliated with either Metro or MERC. He said it should have a symbiotic relation with MERC rather than be an arm of MERC.

EXHIBIT B

METROPOLITAN SPORTS AUTHORITY TASK FORCE APPOINTEES

Will Glasgow (Task Force Chair)
President and Chief Executive Officer, PacifiCorp Financial
Services

David Knowles (Task Force Vice Chair)
Attorney, Davis Wright Tremaine

Len Bergstein
President, Northwest Strategies

Richard Donahue
President and Chief Operating Officer, NIKE

Sonna Durdell
President, Forum Properties

Jack Elder
President, Oregon Sports Action

Steve Janik
Attorney, Ball Janik & Novack

Nathan Jones
Director of Alternative Education, Portland Public Schools

Kevin Kelly
President, U.S. Bancorp

Marty Rudolph
Member, Women's Sports Foundation Board

Dick Waker
Member, Metropolitan Exposition-Recreation Commission

Staff Report

CONSIDERATION OF RESOLUTION NO. 92-1589 FOR THE PURPOSE OF ESTABLISHING A METROPOLITAN SPORTS AUTHORITY TASK FORCE.

Date: March 23, 1992

Presented by: Pamela Erickson

Background

In 1990, the Metro Council established the Public Policy Advisory Committee to undertake a planning, development and financing effort to address on-going issues related to the region's inventory of convention, trade, and spectator facilities. The Advisory Committee formed five subcommittees to address various issues and facilities: 1) Stadium, 2) Arena, 3) Portland Center for the Performing Arts (PCPA), 4) Oregon Convention Center/Expo Center, and 5) Finance.

During the study, the Stadium Subcommittee found that a need exists for long-term coordinated efforts to seek and secure sporting events and potential new sports franchises. In the past, efforts to attract sporting events have been carried out by individuals and small ad hoc groups. Many opportunities for sports events are not pursued due to a lack of an organized effort.

The Stadium Subcommittee concluded that a coordinated, sustained public/private effort is required if the region is going to maximize use of its sports facilities. To address this need, the Stadium Subcommittee and the full Public Policy Advisory Committee recommended that Metro establish a sports commission to promote and attract amateur and professional sporting events and teams to the region.

After the Stadium Subcommittee made this recommendation, the Executive Officer invited community business leaders and others interested in sports promotion to begin development of a sports authority.

The benefit of a Sports Authority to the region can be substantial. The economic benefit of sports events on other cities is several million dollars. Sports events also add to economic diversification efforts, increase the kinds of entertainment opportunities available to both residents and visitors, and create opportunities for local residents to be involved in their community through volunteer efforts before, during and after events. It also provides opportunities for children to develop interests and participate in a variety of sports.

There is a clear need for a region-wide body that can promote the region as a venue for national amateur sports events, act as the "official host", coordinate corporate sponsorship and donations, maintain an inventory of resources and facilities, bring local sports organizations together as a working group, and present a strong, well-coordinated program to national sports governing bodies looking for event venues. This is a situation where a strong public-private partnership is essential.

Many other regions throughout the country have some kind of sports authority, although their names vary. As examples, there is the Greater Knoxville (Tennessee) Sports Corporation, DeKalb Convention & Visitors Bureau (Atlanta), Greensboro (North Carolina) Sports Commission, San Jose Sports Authority, Alaska Amateur Sports Authority, Greater Cincinnati Sports Commission, and Los Angeles Sports Council.

The nature of this business, like the convention business, is future-oriented and long-term. National sports governing bodies plan many years in advance. If the Portland metropolitan area is going to be a player in this business, planning and development efforts need to begin now. With the new arena scheduled to open in 1994, now is the optimal time to begin planning for events that could be placed in that facility.

Resolution No. 92-1589

Originally, the idea of a sports authority was submitted to the Council as Ordinance No. 91-443. Councilors expressed concerns about funding, whether the authority was a permanent or short-term body, and what priority the authority has within Metro.

Resolution No. 92-1589 represents a scaled-down version of the previous ordinance. The intent of Resolution No. 92-1589 is to establish a short-term Task Force to develop a detailed organizational plan for a sports promotion entity. This entity will need to have participation from the public sector, but the Task Force will develop a recommendation as to what form that will take.

The Executive Officer will assign current Metro personnel to staff the Task Force. Staff assistance will be limited to such tasks as setting up meetings, taking minutes, and preparing reports. The MERC chair has agreed that MERC will participate in this Task Force and has appointed a commissioner to act as the MERC liaison. The work of the Task Force should be completed by the end of the current fiscal year.

Executive Officer Recommendation

The Executive Officer recommends approval of Resolution No. 92-1589.