

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**Resolution No. 19-11**

For the purpose of approving the Oregon Convention Center's Updated Scheduling Policy.

**WHEREAS**, the Metropolitan Exposition Recreation Commission (MERC) approves scheduling policy for the Oregon Convention Center (OCC), and;

**WHEREAS**, OCC management recommends the OCC scheduling policy no longer differentiate between shows that charge admissions, and;

**WHEREAS**, management recommends the policy differentiate between shows based on the percentage of exhibitors shared between shows and the amount of exhibit hall gross square feet used, and;

**WHEREAS**, management recommends adding days to event spacing; and

**WHEREAS**, management recommends adopting a 30-day event spacing for shows that are actively competing for the same/similar specialized local markets, share 20 percent like exhibitors, and using a minimum of 60,000 gross square feet of exhibit hall space, and;

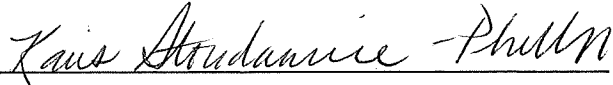
**WHEREAS**, management recommends adopting a 90-day event spacing for shows that are actively competing for the same/similar specialized local markets, share 20 percent like exhibitors, and using a minimum of 225,000 gross square feet of exhibit hall space.

**BE IT THEREFORE RESOLVED**, that the Metropolitan Exposition Recreation Commission approves the Oregon Convention Center's Updated Scheduling Policy, per Attachment A.

Passed by the Commission on July 10, 2019.

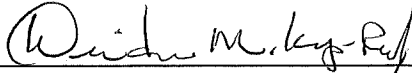
Approved as to form:

Carrie MacLaren, Metro Attorney

  
Chair

By: 

Nathan A. S. Sykes, Deputy Metro Attorney

  
Secretary/Treasurer

## MERC Staff Report

**Agenda Item/Issue:** For the purpose of approving the Oregon Convention Center's Updated Scheduling Policy.

**Resolution No.:** 19-11

**Presented By:** Craig Stroud, OCC Executive Director

**Date:** July 10, 2019

### **Background and Analysis:**

The scheduling policy approved March 2018 provides 30 or 45-day event spacing for public shows that use 60,000 gross square feet, charge admissions and have 20 percent like exhibitors. Those shows were differentiated based on their market and content. OCC surveyed 19 convention centers about their event spacing. Of those centers, 12 spaced events 60 to 90-days apart for larger consumer shows.

Based on this analysis, OCC management recommends the OCC scheduling policy no longer differentiate between shows that charge admissions. Instead, management recommends the policy differentiate between shows based on the percentage of exhibitors shared between shows and the amount of exhibit hall gross square feet used. In addition, management recommends adding days to event spacing.

Management recommends:

1. Adopting 30-day event spacing for shows that are actively competing for the same/similar specialized local markets, share 20 percent like exhibitors, and using a minimum of 60,000 gross square feet of exhibit hall space.
2. Adopting 90-day event spacing for shows that are actively competing for the same/similar specialized local markets event, share 20 percent like exhibitors, and using a minimum of 225,000 gross square feet of exhibit hall space.

This change will provide a greater number of days between larger consumer shows. Additional days help to prevent the saturation of the geographic market for a type of public show, which in turn helps prevent a potential revenue loss for both the show and the OCC.

**Fiscal Impact:** none

**Attachments to Resolution and Staff Report:** Attachment A shows the proposed red-line edits to the scheduling policy.

**Recommendation:** Staff recommends that the Metropolitan Exposition-Recreation Commission adopt Resolution 19-11, Oregon Convention Center's Updated Scheduling Policy.



## Scheduling Policy

Approved by the Metropolitan Exposition-Recreation Commission

~~March 2018~~ July 2019

The Center is a publicly-owned national and international convention, trade show and multi-purpose facility operated by the Metropolitan Exposition-Recreation Commission. The goal of the Oregon Convention Center is to provide the highest degree of cost-effective tenant and patron service, while recognizing its obligations to the citizens of Oregon in developing maximum use of the building and grounds.

The Commission recognizes the intense competition for available conventions, trade shows, and other varied public events by all the convention and exhibition facilities throughout the western states, and therefore expresses confidence in the sales abilities of the Oregon Convention Center sales staff, in conjunction with the endeavors of Travel Portland to bring this highly desirable business to the State of Oregon. The Oregon Convention Center was designed as a means of serving this function, and when convention or trade show events are not booked, the facility should be scheduled in the best interest of the facility with community, educational, cultural, religious, and athletic and/or entertainment events.

These policies are intended to be guidelines within which the Oregon Convention Center Executive Director and staff will seek to obtain the optimum usage of the facility.

### Scheduling Priorities:

When booking the Oregon Convention Center, consideration shall be given by the Commission to the following factors:

- Projected overall economic impact on the state of Oregon and metropolitan area of Portland;
- Total number of hotel rooms required;
- Projected revenue to the facility both in terms of direct space rental revenue, as well as projected revenue from concessions and other building services; and
- Potential for repeat booking.

#### **First Priority:**

First priority for scheduling space and dates in the Oregon Convention Center are: conventions, trade shows, corporate meetings and similar activities that are not normally open to the general public and generating significant room night occupancy for local hotels. In addition, local conventions, trade shows or special events may be deemed appropriate to the overall objectives of the Oregon Convention Center and may be offered equal scheduling priority at the discretion of the Oregon Convention Center Executive Director.

Scheduling commitments, i.e. reservations for first priority events and activities, may be as far in advance as is necessary or appropriate and may supersede requests for other events and activities, unless a license agreement has been previously executed by the Center and the user for such other event.

Scheduling of first priority events beyond eighteen months in general will fit the following criteria:

- 18 months – 3 years  
Have a minimum of 500 guest rooms on peak night and  
Occupy 60,000 gross square feet of exhibit hall space
- 3 – 5 years  
Have a minimum of 800 guest rooms on peak night and  
Occupy 90,000 gross square feet of exhibit hall space
- 5 or more years into the future  
Have a minimum of 1,300 guest rooms on peak night and  
Occupy 130,000 gross square feet of exhibit hall space

Each event will have paid a minimum of \$1,000.00 or 25% deposit of total rental of facility with a completed license agreement.

## **Second Priority:**

Second priority for scheduling space and dates in the Oregon Convention Center is available to consumer or public exhibitions, local corporate meetings, special events, banquets, entertainment events, business meetings and other activities which essentially draw from or appeal to the general public and/or local attendees and participants.

Facility and date scheduling commitments for second priority events and activities are generally made not more than eighteen months in advance and are subject to change to accommodate first priority events unless a license agreement has been previously executed by the Center and user for such event. However, large consumer and public exhibitions held on an annual basis may at the discretion of the Convention Center Executive Director obtain tentative scheduling commitments for facilities and dates on a long term basis, subject to revision to accommodate first priority activities.

Within the second priority category, the Oregon Convention Center may give preference to long standing annual public and commercial shows with a proven record of success and significant economic impact, and may offer alternate dates in a given year which may result in termination of other second priority scheduling commitments.

Subject to the priorities set forth above, the Oregon Convention Center Executive Director may find it necessary to exercise discretion as to the issuance, modification or termination of scheduling commitments.

## **Special Considerations:**

It is the responsibility of the Oregon Convention Center management to operate the facility in a sound business manner in an effort to maximize both economic benefit and financial stability of the facility. Consequently, Center management reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to the Center's objectives, and to qualify all activities requesting utilization of the facility.

## **Event Spacing:**

• 30 Days - Event spacing shall apply to events that have twenty percent (20%) like exhibitors, when using a minimum of 60,000 gross square feet of exhibit hall space and are actively competing for specialized local markets. Events shall maintain the clearance period of 30 days prior to the first show day and 30 days after the last show day. Ingress and egress days are excluded.

• 90 Days - Event spacing shall apply to events that have twenty percent (20%) like exhibitors, when using a minimum of 255,000 gross square feet of exhibit hall space and are actively competing for specialized local markets. Events shall maintain the clearance period of 90 days prior to the first show day and 90 days after the last show day. Ingress and egress days are excluded.

~~Event spacing shall apply to events, which have twenty percent (20%) like exhibitors, are charging an admission to gain entry to the show and/or are open to the general public rather than being limited to a well-defined class of persons who normally belong to a trade or professional association.~~

~~Similar shows renting exhibit hall space of 60,000 gross square feet or more and are actively competing for specialized and specific local markets shall maintain the following clearance periods prior to the first show day and following the last show day. Ingress and egress shall be excluded from the space count.~~

- ~~• 45 Days: Public/consumer shows; i.e. boat shows, RV shows, home shows, car shows, sportsmen shows, nursery/garden shows, business/office/computer shows, etc.~~
- ~~• 30 Days: Hobby/arts and crafts; i.e. antique shows, food shows, collectibles, children, baby, bridal shows, career fairs, etc.~~
- ~~• Events not falling into any of these event categories will be at the discretion of the Facility Executive Director.~~
- ~~• No agreement with any user will be executed requiring such clearance periods.~~

Spacing of shows may be adjusted to shorter periods of time if event producers of each show agree to shorten the protection period. This approval would be in writing and obtained from each promoter affected by the Oregon Convention Center spacing policy.

~~Generally speaking, such special considerations do not usually apply to conventions, trade shows and other first priority activities. However, the Oregon Convention Center Executive Director shall have the right to establish a clearance period for highly competitive activities. The Oregon Convention Center Executive Director shall have the right to establish an alternative spacing clearance, as deemed appropriate to the welfare of the Center.~~

## **Definition of Terminology:**

In the process of scheduling facilities and dates, the following terms and definitions shall always apply to scheduling commitments; i.e. reservations, issued by the authority:

**Tentative:** Facilities and dates will be held pending notification to the contrary by either party. In the event a tentative commitment is released by the Oregon Convention Center, the requesting party will be notified that the facilities and/or dates have been released.

**Second Option:** Facilities and dates will be reserved tentatively but the tentative reservation will be contingent upon release of a prior reservation which is considered first option.

**First Option:** Facilities and dates reserved on first option are reserved tentatively but a conflicting commitment for the facilities and dates generally will not be made in favor of a second requesting party within the same scheduling priority without first offering the party holding a first option an opportunity to either execute a license agreement or release its reservation.

**Definite:** Facilities and dates are considered a confirmed or contractual commitment only upon execution of an Oregon Convention Center license agreement by the event sponsor and the Oregon Convention Center Executive Director specifying all details of the commitment. However, facilities and dates may be held as "definite" upon receipt of a letter of confirmation signed by both the event sponsor and the Oregon Convention Center Executive Director pending the preparation of a license agreement. In the event such a letter of confirmation is signed by both the sponsor and Travel Portland, no conflicting scheduling will be made during a reasonable period, permit preparation and execution of a license agreement. Definite holds may also be placed on space by Travel Portland for confirmed room night generated business as outlined in scheduling of 1<sup>st</sup> priority events beyond 18 months.

No variance from the Center's agreement represented in the above terms may be made in any case except upon the prior, express written approval of the Oregon Convention Center Executive Director.

## **Deposit Schedules:**

Deposits are required for all activities upon execution of a formal Center license agreement. For both first and second priority events the deposit schedule is as follows:

### **Conventions, Trade Shows, Consumer/Public Exhibitions**

- On signing - \$1,000.00 to 25% of rental
- 30 days prior to event - Balance due

### **Meetings Where Rental Value is Less Than \$1,000.00**

- On signing - 100% of rental

### **Meetings Where Rental Value is More Than \$1,000.00**

- On signing - 25% of rental
- 30 days prior to event - Balance due

### **Food and Beverage Only Events**

- On signing - \$1,000.00
- 30 days prior to event - Balance due

Notwithstanding the foregoing, first-time events without a past history of success, and event sponsors with inadequate references, no prior event history, a record of slow payment, etc. may be required at the Center's option to remit up to one hundred percent (100%) of anticipated rental plus a contingency fee to cover event related costs at the discretion of the Oregon Convention Center Executive Director.

Events and circumstances not covered in the above scheduling policies may be subject to special conditions as deemed appropriate by the Convention Center Executive Director.

## **Facility Use Application and Approval:**

If you wish to reserve any part of the Oregon Convention Center on either a tentative or definite basis, you may be asked to first submit a Facility Use Application Permit.

The Oregon Convention Center management may decline to approve any application for any producer on the basis of credit references, financial ability or prior experience or for any producer whose conduct is or in the opinion of the management may not be beneficial to the interest of the Metropolitan Exposition-Recreation Commission.