

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 105

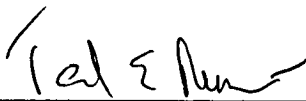
Approving authorization for changes to the Metropolitan Exposition-Recreation Commission Spacing Policy.

The Metropolitan Exposition-Recreation Commission finds:

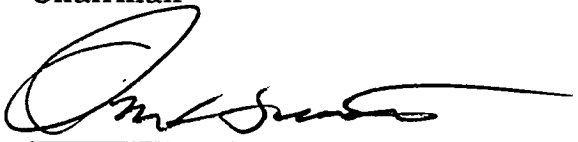
1. That it is necessary to maximize the usage of all MERC facilities for all kinds of public events and shows.
2. That the change in the Spacing Policy will allow staff to be more efficient in its booking of all facilities by allowing more events and correctly spacing similar shows.
3. That current new facilities have created more space to be utilized by promoters for additional events which attract certain types of show exhibitors and public.
4. That such changes as indicated in the attached document will be effective July 1, 1991.

BE IT THEREFORE RESOLVED that such authorization for changes to the Metropolitan Exposition-Recreation Commission Spacing Policy is hereby approved.

Passed by the Commission on January 11, 1991.



Chairman

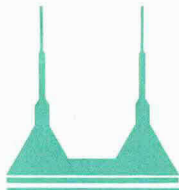


Secretary/Treasurer

APPROVED AS TO FORM:



Metro Senior Assistant Counsel




OREGON
CONVENTION
CENTER

777 N.E. Martin Luther King Jr. Blvd.
P.O. Box 12210, Portland, Oregon 97212
(503) 235-7575

January 4, 1991

MEMORANDUM

TO: Metropolitan Exposition-Recreation Commission
FROM: Jeffrey A. Blosser 
SUBJECT: Proposed Spacing Policy Changes

Background

With the opening of the Center, new promoters have the opportunity to book their events in Portland for the first time. Also, events which were at the Coliseum and have moved to the Convention Center have opened dates at the Coliseum for new shows. Staff has researched the need to book these new events in terms of the spacing policy and come to the conclusion that a tighter spacing may be necessary to accommodate the new promoters and the open dates at both facilities.

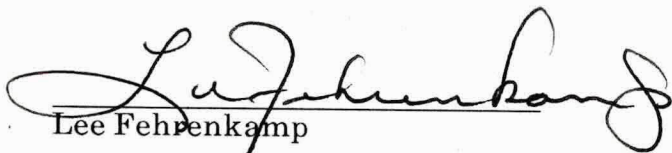
Staff sent a letter to the major users of both the Coliseum and the Convention Center (approximately 100 letters) asking for their response to the spacing policy language changes. Eight promoters sent back their comments (attached) which range from "the language is supportive" to "spacing needs to be a longer period than the current sixty-day protection".

Recommendation

Staff recommends that the attached language be approved by the Metropolitan Exposition-Recreation Commission and that the effective date for such new spacing policy be July 1, 1991. This will give staff the opportunity to provide a five-month notice to all promoters of the spacing policy changes.

JAB/ll

General Manager's Concurrence:


Lee Fehrenkamp

"Event Spacing

1. Event spacing shall apply to events which have twenty percent (20%) like exhibitors, are charging an admission to gain entry to the show and 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.

2. Similar shows renting more than 30,000 gross square feet of exhibit space and 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 for the spacing count.
 - a. 45 Days: Public / consumer shows; i.e., boat shows, RV shows, home shows, car shows, sportsman shows, etc.
 - b. 30 Days: Hobby / arts and crafts; i.e., Harvest Festival, antique shows, food shows, collectibles, gun shows, etc.
 - c. 30 Days: Flea markets, swap meets, auctions.
 - d. 30 Days: Animal / pet shows; i.e., cat shows, dog shows, bird shows, etc.
 - e. Events not falling into any of these event categories will be at the discretion of the facility manager.

3. Event spacing will be observed between the Memorial Coliseum Complex and the Oregon Convention Center under the policies set by the Intergovernmental Agreement between the Exposition-Recreation Commission and the Metropolitan Exposition-Recreation Commission dated September 13, 1988.

4. Those seated spectator events utilizing an arena, stadium, theatre or auditorium shall have no structured event spacing except those events under multi-year contractual agreement which specifically address event spacing.

5. 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 obtained from each promoter affected by the MERC spacing policy."

DEC 10 1990

HARVEST[®]

FESTIVAL

December 6, 1990


Mr. Timothy J. Fennell
Memorial Coliseum Complex
P. O. Box 2746
Portland, OR 97208

Dear Mr. Fennell:

Thanks very much for your letter of November 26th. I was heartened by your proposal for event spacing. I strongly urge the Commission to pass this policy. The 30-day spacing mentioned in section 2a. has my support.

Thank you also for including my company in the decision-making process for this proposal. Have a joyous holiday season.

Best regards,



Stephen C. Kyle
President

SCK/mh

cc: ✓ Jeff Blosser
Candy Giles

111 Liberty Street
Petaluma, CA 94952

707-778-6300
or 800-321-1213
■ outside CA

DEC 14 1990



December 4, 1990

OREGON CONVENTION CENTER
777 N.E. Martin Luther King Jr. Blvd
P.O. Box 12210
Portland, Oregon 97212

Re: Event Spacing Policies

Atten: Mr. Jeff Blosser
Convention Center Manager

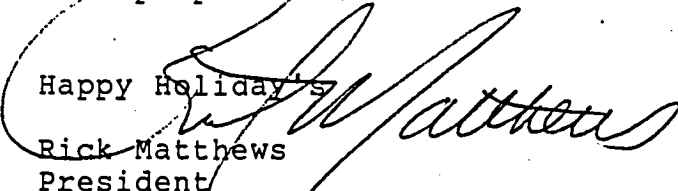
Dear Jeff,

On behalf on myself and the management of Showcase Productions, Inc., the producers of the "Portland Holiday Food & Gift Festival" annually held in the new Oregon Convention Center, respond and comment to your most recent inquiry.

We support and endorse your recommended "Event Spacing Policy" as outline for our event. In comparison to other convention center's and arena's we currently rent, your recommended policies are similar. We are members of the National Association of Exhibit Managers, Consumer Trade Show division and that division supports a 30 to 60 day spacing period on like shows. Each facility has it's own guideline in the other area's but all support a similar program.

Thank you for your consideration in protecting consumer shows like ours, as you well know, much preparation and expense goes into these events and companies like ourselves plan for long term to justify that preparation.

Happy Holidays


Rick Matthews
President
Showcase Productions, Inc.
dba "Portland Holiday Food & Gift Festival"

cc Dennis Smith
Valarie Smith

DEC 10 1990



December 6, 1991

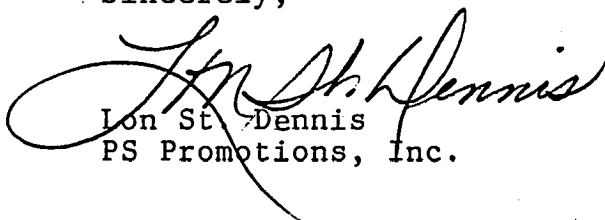
Mr. Jeffrey A. Blosser
Convention Center Manager
Oregon Convention Center
P.O. Box 12210
Portland, OR 97212

Dear Mr. Blosser:

I would like to voice my opinion concerning the scheduling procedures for events in the Oregon Convention Center and the Coliseum.

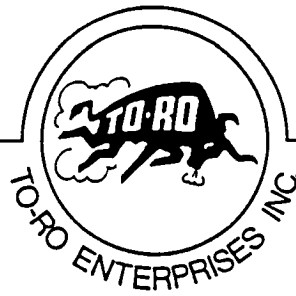
As a first-time promotor in the Portland area, I feel very strongly that events or shows of similar nature should be protected by a 60 day buffer period in order to maximize the benefits to all concerned. This policy would facilitate the promotor in selling the show, the exhibitor in demonstrating and/or selling his product or service to an enthusiastic audience, and the general public from being over-saturated by too many events too frequently. We all should be concerned about the quality of events from every perspective.

Sincerely,

A handwritten signature in cursive script that reads 'Lon St. Dennis'. The signature is written in black ink and is positioned above the typed name and company name.

Lon St. Dennis
PS Promotions, Inc.

DEC 1 0 1990



December 7, 1990

Jeffrey A. Blosser
Convention Center Manager
Oregon Convention Center
P. O. Box 12210
Portland, OR 97212

Dear Jeff:

I believe your letter dated November 27, 1990, indicates the Convention Centers lack of knowledge of the consumer exposition industry. This policy will hurt the exhibitors that rely on these shows for up to 50% of their business by diluting their effectiveness and confusing the public.

There are five (5) Home and/or Garden shows, five (5) RV shows, three (3) Boat shows and three Sportsmen's shows not to mention flea markets, festivals, etc. I don't think that Portland needs more.

In direct response to the wording of your new policy:

- 1) I would suggest that section two read '30,000 or more gross square feet.....'
- 2) There are already shows in the facilities spaced sixty (60) days apart, I would assume the show that first requested the dates gets first option to move. I think this wording should be added.
- 3) A public show is a public show whether it is a Boat Show, Antique Show or Dog Show. All should be afforded the same spacing.

In closing, the Center in reality subsidizes out-of-state business at the expense of local business.

It is my opinion that MERC and the Convention Center not adopt this policy.

Cordially,

MICHAEL P. O'LOUGHLIN, CEM
Marketing Manager

MOL: k

**CAHNS
EXPOSITION
GROUP**

221 COLUMBUS AVENUE, P.O. BOX 35, BOSTON, MA 02117-0035
PHONE (617) 536-8152 TELEX: 940 575 CPC BSN
FAX: (617) 536-8719



December 10, 1990


Mr. Jeffrey A. Blosser
Convention Center Manager
Oregon Convention Center
777 N.E. Martin Luther King Jr., Blvd
P.O. Box 12210
Portland, OR 97212

Dear Jeff:

I appreciate you're asking for input from the various producers regarding event spacing and have only one objection.

I feel the 45 day exclusive on Public/Consumer Shows is to short. Considering the substantial investment of the various producers, I feel that a 6 month protection policy should be implemented.

Sincerely,


Garry A. Edgar
Group Vice President

GAE/pf



OFFICES IN:

- | | | | |
|---------------------|-------------|-----------|-------------------|
| • STAMFORD (Hdtrs.) | • TORONTO | • TOKYO | • PARIS |
| • BOSTON | • LONDON | • MCDENA | • HONG KONG |
| • CHICAGO | • SINGAPORE | • BANGKOK | • NEW SOUTH WALES |

Jeff Blosser
FYI

★ *The*
Woodworking Shows ★

**machinery
tools • supplies**



December 7, 1990

Mr. Timothy J. Fennell
MEMORIAL COLISEUM COMPLEX
Exposition Recreation Commission
P.O. Box 2746
Portland, OR 97208

Dear Mr. Fennell:

Your proposed policy on event spacing has the potential to undermine the shows rather than protect them.

We have produced an annual consumer show in Portland since 1987. Our market is well defined -- the serious woodworking hobbyist and small shop professional. Attendance is approximately 4,000. Although in some cities, we schedule our shows twice a year, we feel the Portland market could not support that many shows. Under your proposed spacing, other promoters could come in with competing shows every 45 days. This is a serious concern for our show.

Spacing of six months is essential for any special interest show, such as those listed in your category 2a. For crafts, antiques and collectibles (your category 2b) a three month interval would probably be adequate. It would seem that 30 days is adequate for shows listed in 2c and 2d.

Too many shows competing for the same targeted attendees will result in confusion in the marketplace, loss of attendance at individual shows and subsequent loss of exhibitors.

We urge you to reconsider your proposed policy and revise it to give better protection to all your clients.

Yours truly,

THE WOODWORKING SHOWS

Irene Devine

Irene Devine
Vice President
Consumer Show Group

ID:oa

INTERNATIONAL SPORTSMEN'S EXPOSITIONS



December 7, 1990

Mr. Jeffrey A. Blosser
Convention Center Manager
Oregon Convention Center
777 N.E. Martin Luther King Jr. Blvd.
PO Box 12210
Portland, OR 97212

Dear Jeff:

Enclosed are preliminary comments on the Event Spacing document sent under cover of your letter dated November 27.

We would appreciate these comments being regarded as preliminary simply because the timeframe was too short to fully consider those implications for the following reasons:

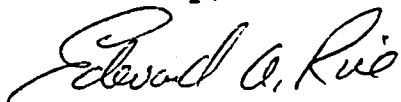
- a. The language is so general that it is difficult to consider all the implications or situations which might arise having an economic effect on the parties at interest, including the general public within the Portland Metropolitan Service Area.
- b. We only received a copy of the Intergovernmental Agreement at 2:30 this afternoon and are in the process of conforming it to the Scheduling Policy set forth by the Oregon Convention Center as of May 24, 1988.
- c. Further, this afternoon we were informed by both our counsel and by Neil McFarlane on a secondhand basis that the Consolidation Agreement supersedes the Intergovernmental Agreement. We don't know what effect that may have on Paragraph 3 of the Event Spacing document. We have ordered a copy of the Consolidation Agreement (which, we understand runs some 300 pages) and will be studying it next week.

Accordingly, I would appreciate it if these comments are regarded as preliminary, and we are requesting the opportunity to submit additional comments, change those being tendered and the opportunity to appear before the Commission on this matter.

Mr. Jeffrey A. Blosser
Convention Center Manager
Oregon Convention Center
December 7, 1990
Page 2

We look forward to a long and valued relationship with you
and the Convention Center, and best wishes for a Happy Holiday
Season.

Sincerely,



Edward A. Rice
President/Producer

EAR/jf

Enclosures

STOEL RIVES BOLEY
JONES & GREY

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December 7, 1990

Ed Rice, President
International Sportsmen's Expositions
P.O. Box 2569
Vancouver, WA 98668-2569

Re: Metropolitan Exposition-Recreation Commission
Staff Draft "Event Spacing" Rules

Dear Ed:

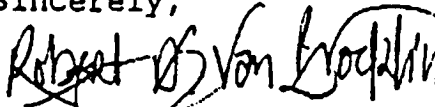
I have reviewed the "Event Spacing" rules recently sent to you for your comment by Jeff Blosser, Manager of the Oregon Convention Center. I have also briefly reviewed your preliminary response on behalf of International Sportsmen's Expositions.

I share your concerns about how several of the terms in the draft rules might be interpreted, the short amount of time that has been provided to formulate and submit comments regarding the draft rules, and the difficulty in quickly obtaining and reviewing the Intergovernmental Agreement between the Exposition Recreation Commission and the Metropolitan Exposition-Recreation Commission ("MERC") referred to in Paragraph 3 of the draft rules.

At your request, I will plan to attend any meetings of MERC where it considers event spacing rules, or policies related to the booking and management of its facilities.

Best personal regards.

Sincerely,



Robert D. Van Brocklin

RVB:v-g

RYBPO166

International Sportsmens Expositions
Comments on "Event Spacing" Document
(See Document Attached)

- I. In any rules relating to event spacing the Oregon Convention Center (OCC) should be considered the dominant and governing facility for the following reasons:
1. It is the larger facility planned exclusively for non-athletic events.
 2. Its burden of public ownership falls on the greatest number of citizens of three counties in addition to Portland residents.
 3. The Mission Statement under Oregon Convention Center Scheduling Policies dated May 24, 1988 mandates that the facility be put to its highest and best economic use for the public welfare for the State and Portland metropolitan area.
 4. Any event spacing requirements based on a percentage of "like exhibitors" must use one of the facilities as a benchmark. Accordingly we believe the larger OCC should be the standard.

The public's benefit from OCC's greater rental value should not be impeded by small footage shows held elsewhere.

- II. Paragraph 1 of "Event Spacing" refers to "twenty percent (20%) like exhibitors".

1. As noted above we believe the standard should be applied to the larger facility's (OCC) event.
2. The "(20%) like exhibitors" language is imprecise and inadequate. Insofar as public/consumer shows are concerned it should be specific as to whether the 20% relates to:
 - a) Number of exhibitors; or
 - b) Square footage of exhibit space occupied; or

c) A combination of (a) and (b) above.

Further it should require that such exhibitors are "cash-paying" exhibitors i.e. not in as unpaid, complimentary or exhibiting at deeply discounted rates.

III. Paragraph 1 of "Event Spacing" provides a distinction between events as follows, "are charging an admission to gain entry to the show and 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." It does not address an event encompassing the "general public" and includes an aspect "limited to a well-defined class of persons who normally belong to a trade or professional association." We have not had time to fully examine the implications of this limited definition.

IV. Paragraph 2 refers to event spacing for "shows renting more than 30,000 gross square feet and actively competing . . ."

We believe the standard footage requirement for event spacing separation should be increased from 30,000 gross square feet to 100,000 gross square feet for major shows such as boat shows, car shows, home shows, sportsmens shows, etc.

The rationale is to prevent diminishing the public's income from a large event by favoring a small production.

The public benefits not only from the facility rental at OCC, but also the 15% share gate revenue. The advertising and promotion costs in the Portland Metro market necessary to generate large gate revenue dictate that a public/consumer show must use 100,000 square feet as a minimum to be of

economic significance.

- V. Paragraph 2a specifies 45 day separation between public/consumer shows.

We believe that 45 day separation is adequate with respect to competitive shows both using the OCC. However we believe no more than 30-day separation should be required between competitive events produced at each of the facilities (i.e. one event at OCC and a different event at the Coliseum).

- VI. To fully protect the public's economic interest in shows of 100,000 gross square feet or more, we believe the deposit schedule required should be accelerated dramatically in that one-half (50%) of the rental should be required as a deposit 18 months in advance of the event.

We believe this is necessary for the public not to lose revenue from large shows because space has been reserved for the nominal amount of \$1,000.00. The selling of exhibit space for a large show requires long-term planning. Accordingly, a competitor could preclude the production of a large show simply by paying \$1,000.00 and then failing to fulfill the event production and walking away when the time frame was too short for the production of a successful show.

This further highlights the need for increasing the event space protection from 30,000 feet to 100,000 feet.

- VII. Paragraph 5 of "Event Spacing" seems to interfere with the discretion of the Commission General Manager in enforcing the following language from the Oregon Convention Center Scheduling Policies dated May 24, 1988:

"...But no agreement with any user will be executed requiring such clearance period..."

Further, since the General Manager has substantial discretionary latitude in scheduling events based on the public interest, he could certainly employ this policy on a case-by-case basis without such activity being reduced to writing.

VIII. With respect to the OCC, we believe that existing full-facility use tenants should have priority rights on any new dates becoming available in the OCC for like shows.

"Event Spacing

1. Event spacing shall apply to events which have twenty percent (20%) like exhibitors, are charging an admission to gain entry to the show and 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.
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