

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 109

The Metropolitan Exposition-Recreation Commission finds:


WHEREAS, the Oregon Dome Team, subject to OLCC approval, is requesting a one-time variance in order to allow the sale and consumption of alcoholic beverage in the seating area of Memorial Coliseum for "Oregon's Greatest Super Bowl Party", promoted by the Oregon Dome Team and to be held January 27, 1991.

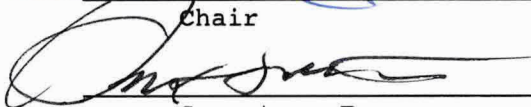
BE IT RESOLVED:

1. That the Oregon Dome Team is a non-profit corporation, EIN#931-29169, formed for the express purpose of attaining a national football league team, along with a new stadium facility;
2. That, in an effort to continue to build community support, the Oregon Dome Team is planning a family-style party billed as "Oregon's Greatest Super Bowl Party," featuring sports personalities, celebrities, sports prizes, and the normal football game food and beverage fare, to be held on January 27, 1991, at Memorial Coliseum;
3. That the Oregon Dome Team is requesting a one-time variance to allow the sale and consumption of alcoholic beverage items in the seating area of Memorial Coliseum;
4. That an attendance of approximately 2,000 people is expected in only half of the seating bowl (east side or main entrance side), with a portion of the seating to be designated non-alcohol;
5. That the service of alcoholic beverage would be provided by the exclusive caterer/concessionaire, Fine Host Corporation;
6. That, subject to OLCC approval, Staff recommends for approval Oregon Dome Team's request.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the passage of Resolution No. 109.

Passed by the Commission on January 9, 1991.

  
Chair

  
Secretary-Treasurer

APPROVED AS TO FORM:

  
Metro General Counsel

MEMORANDUM

DATE: January 9, 1991

TO: Metropolitan Exposition-Recreation Commission

FROM: Tim Fennell

RE: A ONE-TIME VARIANCE REQUEST BY THE OREGON DOME TEAM TO  
ALLOW THE SALE AND CONSUMPTION OF ALCOHOLIC BEVERAGE  
WITHIN THE SEATING AREA OF THE PORTLAND MEMORIAL  
COLISEUM

In an effort to continue to build community support, the Oregon Dome Team, a non-profit corporation formed for the express purpose of attaining a national football league team, along with a new stadium facility, is planning "Oregon's Greatest Super Bowl Party" on January 27, at the Portland Memorial Coliseum.

Mike Herford of Northwest Strategies, representing the Oregon Dome Team, met with the staff of the Coliseum to discuss the details of "Oregon's Greatest Super Bowl Party." One of the particulars discussed was the current Commission and OLCC restriction on the sale and consumption of alcoholic beverage within the seating area of the Coliseum's arena. It was concluded from our discussion that not allowing alcoholic beverages to be sold (hawked by vendors) and consumed within the seating area may have a negative impact as to the possible success of the event. The intention of the party is to project the feeling of a live Super Bowl game. The event is to be a family-style party featuring sports personalities, celebrities, sports prizes, and the normal football game food and beverage fare. The game itself would be shown on the video screen to an expected attendance of 2,000. Only half of the area would be used and a non-alcoholic beverage section would be dedicated.

The Oregon Dome Team understands the Commission and OLCC restrictions pertaining to the sale and consumption of alcoholic beverage within the seating area and are requesting a one-time variance from the Commission, subject to OLCC approval, to allow the sale and consumption of alcoholic beverage during "Oregon's Greatest Super Bowl Party" on January 27, at the Portland Memorial Coliseum.

It is Staff's recommendation that the Metropolitan Exposition-Recreation Commission approve this request.

TF:jlt  
cc: Lee Fehrenkamp

JAN 09 '91 14:04 NW STRATEGIES INC 503-299-6503

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The Oregon Dome Team is a nonprofit corporation, EIN#931029169, formed for the express purpose of attaining a National Football League team along with a new stadium facility. (I have attached an "Oregon Dome Team Fact Sheet" for additional background information).

2. In an effort to continue to build community support, we are planning "Oregon's Greatest Super Bowl Party" on January 27 at the Memorial Coliseum.

We would like the event to be a family-style party. It will feature sports personalities/celebrities, sports prizes and the normal football game food and beverage fare. The beverage service is our problem.

We understand that present OLCC regulations do not allow for the serving of alcohol within the actual arena itself. The Oregon Dome Team is requesting a one-time variance to this rule to allow this service.

We are anticipating an attendance of approximately 2,000 people; therefore, only a portion of the arena would be used -- the east-side or the main entrance-side. We would section-off a portion of the seating to allow for (alcohol-free) seating for those desirous. Service would be done only by trained Fine Host Corporation servers.

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As you are aware, the Super Bowl is a festive national phenomenon. This is an extremely valuable opportunity for us to maximize our efforts to try and bring the National Football League to Portland.

Another major league franchise would be tremendous for our city, both in social and economic benefits.

Very truly yours,



# OREGON DOME

## OREGON DOME FACT SHEET

December 13, 1990

### 1. WHAT IS THE "OREGON DOME?"

The "Oregon Dome" is a proposed new facility that will house a variety of athletic, cultural and spectator events, as well as conventions and trade shows. With the capability of attracting larger events, it will supplement current convention facilities in Oregon.

### 2. WHAT IS THE "OREGON DOME TEAM?"

The Oregon Dome Team is a group of Portland business executives working together to initiate plans for an Oregon dome, and to attract an NFL franchise.

### 3. WHO ARE THE MEMBERS?

The "team" is led by Roger Breezley, Chairman & CEO of U.S. Bancorp; Ted Runstein, law partner at Kell, Alterman & Runstein; Jerry Drummond, Executive Vice President of Pacificorp; and Gerry Frank, author, columnist and aide to Oregon Senator Mark Hatfield.

### 4. WHY A DOMED STADIUM?

A domed stadium provides year-round comfort and multipurpose use.

### 5. CAN OREGON GET AN NFL FRANCHISE?

Yes. Portland is the 25th largest market in the country and the largest never to have had an NFL franchise. Already, there are six markets smaller than Portland with an existing franchise.

### 6. WHAT EVENTS MAY BE HELD AT THE DOME?

- \* NFL football games
- \* conventions/trade shows/consumer exhibits
- \* corporate events
- \* superstar concerts
- \* NCAA Final Four Basketball Playoff
- \* NBA All Star Game
- \* college football and basketball
- \* state high school football and basketball championships
- \* national political conventions
- \* national religious conventions & crusades
- \* other sporting events (boxing, tennis, track & field, etc.)

### 7. WHAT IS ANTICIPATED COST OF CONSTRUCTION?

Total estimated cost is \$150-175 million.

### 8. WILL STATE OR PROPERTY TAXES INCREASE?

No. A possible food and beverage tax, along with stadium revenues, are the primary sources of funding.

### 9. HOW WILL INITIAL FUNDS BE RAISED?

The sale of 20,000 "founder's seat" rights, sold for \$1,000 each, will generate the necessary funds for initial projects.

### 10. WHAT ARE "FOUNDER'S SEATS"?

Founder's seats are premium reserved seats positioned between the end zones.

### 11. WHO WILL OWN AND MANAGE THE STADIUM?

It is anticipated that the stadium will be owned and managed by a public entity, in the same manner as our new convention center.

### 12. WHAT WILL THE DOME BE LIKE?

- \* will hold more than 70,000 fans
- \* requires a 10 acre site
- \* attractive design, serving as a destination facility

### 13. WHAT STUDIES WILL BE CONDUCTED?

- \* market analysis
- \* financial feasibility/financing options
- \* stadium design options
- \* location and site analysis
- \* cost estimates
- \* traffic and transportation analysis
- \* stadium organization and management
- \* community impact study

### 14. WHAT ARE THE EXPECTED BENEFITS?

- \* create jobs
- \* positive economic impact
- \* national exposure for Oregon
- \* increase tourism
- \* increase corporate relocations

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Oregonian

Sat. Oct. 13, 1990

# Tour sharpens focus of Oregon Dome Team

## Visits to four cities' stadiums help group decide on location

By ABBY HAIGHT

of The Oregonian staff

A recent tour of four stadiums convinced members of the Oregon Dome Team that a proposed covered dome should be close to the new Oregon Convention Center to be profitable, a team member said.

The group had been looking for a site outside of the downtown Portland area because of expected traffic and parking demands.

But Steve Schwab, an advertising officer for US Bancorp and Oregon Dome Team member, said managers of stadiums in Miami, Atlanta, Indianapolis and Toronto stressed the need to be in or near the downtown core to accommodate critical convention and trade show business.

The Oregon Dome Team, led by

US Bancorp Chairman Roger Breezley and Portland attorney Ted Rustein, wants to build a \$160 million to \$200 million 70,000-seat domed stadium and win a National Football League franchise.

The group is expected to meet later this month to decide the next steps in choosing a site and preparing a ballot measure for voters in Multnomah, Washington and Clackamas counties.

Backers say dome construction would hinge on securing an NFL franchise, but that voters would have to decide first whether a dome should be built.

At least eight other cities are competing for two to four NFL franchises when the league expands in the next few years. Most other already have stadiums or are building them.

"You must lobby the NFL offices and keep them updated," Schwab said. "We have our work cut out for us. We will be competing with other cities who already have their con-

facts."

Schwab said last week's tour opened the eyes of backers to some of the financial realities of building and maintaining a dome.

"Clearly, the lesson is the facility has to be open for operation 365 days of the year to be successful," Schwab said. "A facility of this nature should be first and foremost a convention center."

Atlanta is building its dome next to the Georgia World Congress Center, and the Hoosier Dome was built to supplement the Indianapolis convention center. The Toronto Skydome, a \$500 million state-of-the-art building, was constructed next to a convention center and was intended as a destination spot in addition to housing sporting events, Schwab said.

A separate committee of the Metropolitan Services District has begun meeting to study the need for a new coliseum and stadium, and long-term financing of performing arts. A committee report is due June 30.

Catering to convention business requires a stadium be built either close to hotels or have quick access to lodgings and restaurants, Schwab said. Managers of the stadiums visited told the Oregon dome backers that although studios recommended building outside of downtown areas, the documents were overruled by the need for downtown access, Schwab said.

"When it came down to the actual operating side of it, they couldn't do it" away from downtown lodgings, restaurants and businesses, Schwab said.

None of the stadiums had parking problems, he said.

Three of the stadiums were built with public money. Joe Robbie Stadium in Miami was built and operates privately.

Members of the Oregon Dome Team say they will sell rights to seats at \$1,000 to raise money for a ballot measure. Funding for the project would come from the lease of seats and skyboxes and bond sales.