

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 176


Whereas the Metropolitan Exposition-Recreation Commission has been requested to approve a Policy for Naming Buildings, Theatres, and Spaces at the Portland Center for the Performing Arts.

THE METROPOLITAN EXPOSITION-RECREATION COMMISSION FINDS:

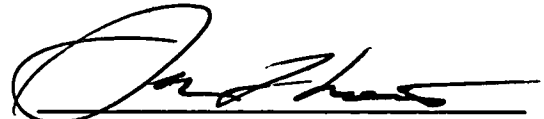
1. That the Portland Center for the Performing Arts Advisory Committee worked diligently to write such a policy;
2. That the Advisory Committee adopted the policy and has forwarded it to the Commission;
3. That the policy clearly defines methods of naming and memorializing spaces at the Portland Center for the Performing Arts;
4. That the policy is appropriate for the Portland Center for the Performing Arts;

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission adopts that policy attached as Exhibit "A".

Passed by the Commission on May 13, 1992.



Chairman



Secretary/Treasurer

APPROVED AS TO FORM:




Metro General Counsel



Portland Center for the Performing Arts

Robert A. Freedman, Director / Portland Civic Auditorium • Arlene Schnitzer Concert Hall • Intermediate Theatre • Dolores Winningstad Theatre

May 5, 1992

TO: Metropolitan Exposition-Recreation Commission
FROM: Robert A. Freedman 
Director, Portland Center for the Performing Arts
SUBJECT: Naming Policy

Background

Approximately one year ago, Commissioner Lindberg's office received several inquiries about the possibility of naming the Intermediate Theatre. These inquiries brought to light that the Portland Center for the Performing Arts did not have a policy or guidelines for handling these requests. Commissioner Lindberg's office requested that the Portland Center for the Performing Arts Advisory Committee look at this issue and determine if a policy and/or guidelines could be established.

Advisory Committee Chairperson, Harriet Sherburne asked Pam Baker to chair a sub-committee and report back to the full committee. The sub-committee members were: Pam Baker, Chair, Richard Ares, George Bell, Robert Freedman, Cindy Fuhrman, Kathleen Johnson-Kuhn, Mary Ann Normandin and Vickie Rocker.

The sub-committee reviewed naming policies that have been adopted by other area organizations such as the Zoo, Metro and the City of Portland's Parks Department.

Many issues were deliberated in the several meetings of the sub-committee and the result is the attached document which addresses the naming of spaces as a result of a contribution and the memorializing of space for an individual.

The Portland Center for the Performing Arts Advisory Committee passed the policy in their February meeting and is now submitting the document on to the Metropolitan Exposition-Recreation Commission for review and adoption.

Recommendation

It is recommended that the attached **POLICY FOR NAMING BUILDINGS, THEATRES AND SPACES AT THE PORTLAND CENTER FOR THE PERFORMING ARTS** be adopted by the Commission.


General Manager's Concurrence

**POLICY FOR NAMING
BUILDINGS, THEATRES AND SPACES
AT THE
PORTLAND CENTER FOR THE PERFORMING ARTS**

The quality of life in the Portland metropolitan region is greatly enhanced by the existence of the Portland Center for the Performing Arts. The facility and its programs could not exist without significant contributions of time and resources from citizens (individuals, families, organizations, corporations, etc).

From time to time, it may be appropriate to name certain parts of the facilities of the Portland Center for the Performing Arts for significant citizens. Numerous naming opportunities exist: buildings, theatres, dressing, meeting and rehearsal rooms. Public and private spaces lend themselves well to the recognition of a significant dedication to the region's premiere performing arts space and cultural life.

Such naming opportunities shall be in keeping with the public image of the Portland Center for the Performing Arts, signifying dedication to the arts and/or appropriate financial gifts.

These guidelines are to provide assistance to those reviewing such requests.

NAMING PROPOSAL AND APPROVAL

In general, requests for naming shall be addressed to the Director of the Portland Center for the Performing Arts. After initial staff review, the request shall be forwarded to the Portland Center for the Performing Arts Advisory Committee. Upon recommendation of the Advisory Committee, the request shall be forwarded to the Metropolitan Exposition-Recreation Commission for approval, and then on to the City and the Metro Councils. Should a proposal not be accepted, an appeal may be made to a joint committee consisting of the City Commissioner who oversees the Metropolitan Arts Commission and the chair of Metro's Regional Facilities Committee.

GENERAL CRITERIA

The Portland Center for the Performing Arts is a highly visible entity. Any naming shall be done with patience and deliberation; and shall be consistent with the public image of the facility, as well as:

1. Convey a cohesive marketing identity among the individual parts and of the facilities as a whole;
2. Carry both a regional identity as well as recognition of the role the City of Portland has played in the development of the Center;
3. Carry names that are consistent with the use of particular buildings, theatres, public spaces and various function rooms (i.e. "The John Doe Star Dressing Room" or "The John Doe Rotunda", etc.);
4. Minimize and/or avoid confusion about the exact nature of the facilities; and
5. Be in keeping with the overall value to the community of the facilities and their operation.

The magnitude of recognition shall be in keeping with the significance of the contribution to the cultural life of the Portland metropolitan region.

MEMORIALS

Consideration in providing such recognition shall be in acknowledgment of an individual's substantial efforts to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space as a memorial to an individual:

1. Significant contribution of time and talent or financial support to the fostering of the arts;
2. Significant leadership in increasing the visibility, viability and health of cultural activities and/or organizations; and
3. Community-wide recognition of the individual's name.

The individual shall be deceased for at least 2 years, and approval for the naming granted by the next of kin.

RECOGNITION OF GIFTS

Consideration in providing such recognition shall be in acknowledgment of a citizen's substantial and/or sustaining financial contribution to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space for a citizen:

1. The gift shall be appropriate to the place to be named. A suggested list of spaces and donations is attached. This list shall be reviewed and updated from time to time.
2. The potential naming shall be reviewed in keeping with the goals of the Portland Center for the Performing Arts.
3. The gift shall be significant in improving the viability and financial strength of the Portland Center for the Performing Arts.
4. The gift shall be unrestricted in nature and shall not contain provisions for matching requirements from any other source. However, consideration may be given to a restricted gift under special circumstances and would depend upon the nature of the restriction and review by the Advisory Committee of the Portland Center for the Performing Arts.
5. The naming shall not construe endorsement of any particular product or service.
6. Each gift shall be recognized with appropriate, architecturally compatible signage as recommended by the Portland Center for the Performing Arts Advisory Committee and approved by the Metropolitan Exposition-Recreation Commission.

RECOMMENDED GIFTS OPPORTUNITIES

PORTLAND CENTER FOR THE PERFORMING ARTS

PORTLAND CENTER FOR THE PERFORMING ARTS	\$19,000,000	City of Portland
ARLENE SCHNITZER CONCERT HALL	1,000,000	Arlene Schnitzer
Conductor's Suite	50,000	McCoy Foundation
Star Dressing Room	50,000	McCoy Foundation
Performer's Lounge	50,000	Lloyd Foundation
Pianos: 9-foot	50,000	Lloyd Foundation
7-foot	25,000	Pacific NW Bell
Crystal for Grand Lobby Chandeliers	20,000	Zell Brothers
Grand Lobby	500,000	Available
Dress Circle seating	200,000	Available
Acoustical Shell	150,000	Available
House Sound System	100,000	Available
Acoustical Enhancement System	100,000	Available
Choir Loft	75,000	Available
Chorus Warm-up Room	50,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Seats (each)	500	Available
NEW THEATRE BUILDING	1,500,000	Available
Grand Lobby	150,000	Anonymous
Glass Ceiling Dome in Lobby	50,000	M/M Fred MacDonald
Concession Bar	50,000	Anonymous
Actors' Entrance (Broadway at Madison)	75,000	Available
Central Box Office	50,000	Available
INTERMEDIATE THEATRE	650,000	Available
Piano: 7-foot	25,000	Portland Rotary Fdtn.
Lighting/Sound/Broadcast/ Directors' Control Booth	75,000	Available
Act Curtain	75,000	Available
Green Room/Lounge	75,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Acoustical Shell	50,000	Available
Seats (each)	500	Available
WINNINGSTAD THEATRE	250,000	Winningstad
Auditorium Floor & Lifts	100,000	Available
Seating Stalls: Orchestra Level	50,000	Available
First Balcony Level	50,000	Available
Second Balcony	50,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Seats (each)	500	Available
STUDIO/RECITAL HALL	350,000	Available

CIVIC AUDITORIUM	1,500,000	Available
<u>FRONT OF HOUSE:</u>		
Main Lobby	200,000	Available
(2) Main Lobby Concession Stands	50,000	Available
(2) Entrance Vestibules	25,000	Available
Ticket Office	25,000	Available
Coat Room	15,000	Available
(2) Elevators	10,000	Available
Men & Ladies Room Foyers	15,000	Available
Display Cases	5,000	Available
Main Floor Corridors	10,000	Available
<u>BOX LEVEL:</u>		
(2) Box Level Foyers	50,000	Available
(6) Center Boxes	100,000	Available
(2) Off-Center Boxes	15,000	Available
(8) Side Boxes	10,000	Available
<u>FRONT BALCONY LEVEL:</u>		
Front Balcony Lobby	35,000	Available
(2) Concession Stands	25,000	Available
Men & Ladies Foyers/Restrooms	10,000	Available
<u>SECOND BALCONY LEVEL:</u>		
Second Balcony Foyer	30,000	Available
(2) Concessions Stands	20,000	Available
Men & Ladies Foyers/Restrooms	5,000	Available
<u>BACKSTAGE:</u>		
Light Boards	25,000	Available
Sound Console	25,000	Available
Stage Rigging	100,000	Available
Stage Left and Prop Area	25,000	Available
Stage Shell	50,000	Available
Main Curtain	15,000	Available
Green Room	25,000	Available
Production Office	10,000	Available
(2) Star Dressing Rooms	15,000	Available
Lower Level Lounge Area	10,000	Available
(3) Lower Level Dressing Rooms	5,000	Available
Orchestra Pit	10,000	Available
<u>SECOND FLOOR:</u>		
Chorus Room	10,000	Available
(3) Dressing Rooms	5,000	Available
<u>THIRD FLOOR:</u>		
Chorus Room	7,500	Available
(4) Dressing Rooms	3,500	Available
<u>FOURTH FLOOR:</u>		
Chorus Room	5,000	Available
(3) Dressing Rooms	2,500	Available
<u>FIFTH FLOOR:</u>		
Chorus Room	2,500	Available
(3) Dressing Rooms	1,500	Available