

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 195

Authorizing an increase in the charge for parking at the Portland Memorial Coliseum Complex parking facilities from \$4.00 to \$6.00 per car for Portland Trail Blazer Basketball games and from \$4.00 to \$5.00 per car for all other Coliseum events excluding educational sponsored events, which will remain at \$4.00 per car effective October 1, 1992.


The Metropolitan Exposition-Recreation Commission finds:

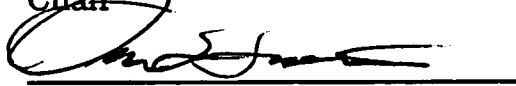
1. That the Portland Memorial Coliseum Complex last increased its' parking rates from \$3.00 to \$4.00 per car July 1, 1989.
2. Parking operational and security costs incurred by the Coliseum have increased since July 1, 1989.
3. That the Commission will continue to provide sufficient revenues to assure adequate parking lot security.
4. That an increase in the charge for parking at the Memorial Coliseum Complex parking facilities will produce needed revenue.
5. That a survey conducted in August, 1992 of parking rates in facilities similar to those of the Memorial Coliseum Complex showed most rates to be greater than the \$4.00 per car rate currently charged at the Portland Memorial Coliseum Complex.

BE IT THEREFORE RESOLVED:

That staff is authorized to increase parking at the Portland Memorial Coliseum Complex parking facilities from \$4.00 to \$6.00 per car for Portland Trail Blazer Basketball games and from \$4.00 to \$5.00 per car for all other Coliseum events excluding educational sponsored events, which will remain at \$4.00 per car effective October 1, 1992.

Passed by the Commission on this ninth day of September, 1992.

  
Chair

  
Secretary/Treasurer

APPROVED TO FORM:

  
Metro General Counsel



## Memorial Coliseum Complex

### Civic Stadium

September 3, 1992

## MEMORANDUM

TO: Metropolitan Exposition-Recreation Commission

FROM: Timothy Fennell, Facility Director  
Portland Memorial Coliseum/Civic Stadium

SUBJECT: Proposed Coliseum Parking Rate Increase

---

### Background:

The parking rate at the Portland Memorial Coliseum is currently \$4.00 per car for all events. Parking rates were last increased July 1, 1989. At that time rates were increased by \$1.00. The primary justification for the parking rate increase was the increase of manpower and equipment to better secure the Coliseum's parking lots (i.e. the bike patrol).

### Update:

Staff recently surveyed every NBA arena, as well as other regional facilities (survey attached). This survey shows that the Coliseum's parking rate of \$4.00 is below the norm for like facilities. Staff has discussed increasing the Coliseum parking rate with our two anchor tenants, the Portland Trail Blazers and the Portland Winter Hawks, as well as with City Center Parking. The Portland Trail Blazers and City Center Parking are supportive of a parking rate increase. They are also supportive of a tiered or multi-rate parking program that would charge a higher rate for Trail Blazer games than for other events. The Portland Winter Hawks are adamantly opposed to a parking rate increase that would impose a parking rate greater than the current rate of \$4.00 per car (see attached letters).

Staff has met with the Coliseum Liaison Commissioners (Cliff Carlsen and Ron Kawamoto). From that meeting it was decided that a three-tiered parking rate program was in order. A \$6.00 parking rate for Trail Blazer games, a \$4.00 parking rate (current rate) for events sponsored by educational institutions, (i.e. the Farwest Classic, the 4-A Basketball Tournament, school graduations and school dances) and a \$5.00 parking rate for all other events.

Staff has been advised that the ground breaking of the new Blazer arena will now take place sometime after the first of the year. At such time, we can expect to lose up to one-half of our current 2100 parking spaces.

#### Financial Impact

According to Dominic Buffetta, an increase of \$1.00 per car for all events, excluding Blazer games and events sponsored by educational institutions would produce additional parking revenues for M.E.R.C. of approximately \$220,000 per year with our current number of parking spaces. An increase of \$2.00 per car for Blazer games only would produce additional parking revenues for M.E.R.C. of approximately \$65,000 per year with our current number of parking spaces. A three-tiered parking program consisting of a \$6.00 parking rate for Blazer games, a \$4.00 parking rate for events sponsored by educational institutions and a \$5.00 parking rate for all other events would produce for M.E.R.C. approximately \$285,000 per year of additional parking revenues with our current number of parking spaces. However, due to the loss of up to fifty percent of the Coliseum's existing parking spaces, possibly as soon as late January, 1993, the additional parking revenue from the increases described would be estimated at approximately \$171,000 per year during construction.

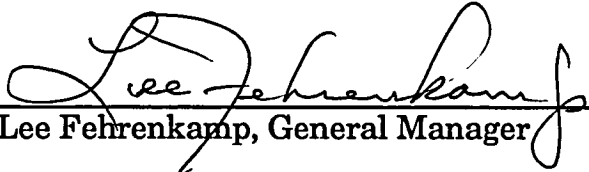
City Center Parking, has assured staff that a tiered or multi-rate parking program would not present cash control or auditing difficulties that are not standard to the industry or easily controlled.

#### Recommendation

Staff has met with the Coliseum Liaison Commissioners and in concurrence with the Commissioners and based on the results of the most recent parking survey which shows that the Coliseum's current parking rate is below the norm for like facilities, it is recommended that the Coliseum's parking rate be increased from \$4.00 to \$6.00 per car for Portland Trail Blazer games, remain at \$4.00 per car for educational sponsored events and increase from \$4.00 to \$5.00 per car for all other events effective October 1, 1992.

September 3, 1992  
Metropolitan Exposition-Recreation Commission  
Page 3

General Manager's Concurrence:

  
\_\_\_\_\_  
Lee Fehrenkamp, General Manager

9-3-92  
\_\_\_\_\_  
Date

TF:jc  
Attachments

## NBA - FACILITY PARKING RATES

<u>Facility</u>	<u>Per Car Rate</u>
Atlanta Omni	\$7/car
Charlott Coliseum	\$3/car
Chicago Stadium	\$10/car
Cleveland Coliseum	\$5/car (expected to raise to \$6)
Dallas Reunion	\$5/car
Denver McNichols	\$3/car
Detroit Palace	\$5/car
Golden State Coliseum	\$5/car
Houston Summit	\$.65 per ticket sold
Indiana Market Square	\$4/car
L.A. Sports Arena	\$5/car
L.A. Forum	\$6/car
Miami Arena	\$3-\$10/car Valet - \$12
Milwaukie Bradley Center	\$6/car
Minneapolis Target Center	\$2/car
New Jersey Meadowlands	\$5/car
New York Madison Square Gardens	No on-site parking available
Orlando Arena	\$4/car
Philadelphia Spectrum	\$4/car
Phoenix Suns America West Arena	\$5/car
Sacramento Arco Arena	\$5/car
San Antonio Hemisfair	Season Ticket Holders Only
Seattle Coliseum	\$4/days \$5/evenings
Utah Salt Lake Delta Ctr.	Season Ticket holders (any left \$5/car)
Washington Capitol Center	Concerts= \$6/car Sports & Family= \$5/car

WEST COAST VENUES

<u>Facility</u>	<u>Per Car Rate</u>
Oakland-Alameda County Coliseum	\$5/car
Anaheim Convention Center & Stadium	\$6/car
San Francisco Cow Palace	\$5/general \$7/preferred
Candlestick Park (San Francisco)	\$10/football \$5/baseball
Los Angeles Memorial Coliseum & Sports Arena	\$8/football \$10/concerts \$5/family shows \$6/soccer/basketball \$7/children's concerts
Seattle Kingdome	\$5/all event except football \$6/football
Tacoma Dome	\$3/car
Los Angeles Convention & Exhibition Center	\$5/car