

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 210

Approving the request from the Metropolitan Sports Authority to appropriate \$25,000 from MERC to help develop this authority.


The Metropolitan Exposition-Recreation Commission finds:

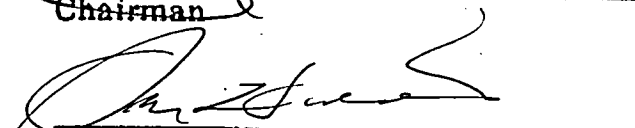
1. That the Metropolitan Sports Authority activities will be to the benefit of the Portland metropolitan region from both economical and marketing standpoints;
2. That the Metro E-R Commission will play a major role in the development of such an authority, which should ultimately benefit the facilities managed by MERC;
3. That there are sufficient funds budgeted in the Oregon Convention Center Marketing Budget, under Miscellaneous Professional Services, to cover the \$25,000; and
4. That Metro E-R Commission will establish and develop a contractual relationship with the Metropolitan Sports Authority.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the allocation of the sum of \$25,000 from the Oregon Convention Center Marketing Budget, under Miscellaneous Professional Services, to be given to the Metropolitan Sports Authority to help establish and raise additional funds for programming of the new promotional and marketing group.

BE IT FURTHER RESOLVED that the Acting General Manager is authorized to enter into a contractual relationship with the Metropolitan Sports Authority in the sum of \$25,000 for programming of new promotional and marketing activities.

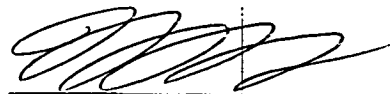
Passed by the Commission on November 18, 1992.


Chairman


Secretary/Treasurer

Approved As To Form:
Daniel B. Cooper, General Counsel

By:


Mark B. Williams
Senior Assistant Counsel

MERC STAFF REPORT

Agenda Item / Issue: **SPORTS AUTHORITY FUNDING**

Resolution No. 210

Date: November 18, 1992 Presented By: Jeffrey A. Blosser

Background and Analysis: The Metropolitan Sports Authority is being formed to consolidate efforts to bring major sporting events to the City of Portland. This effort is being organized by both the public and private sectors to establish positive communication and effectiveness in bringing together all factions necessary to promote and market Portland for large, prestigious sporting activities. If successful, the economic impact would be very beneficial to local business as well as the potential development gained from the national and international exposure Portland would receive by hosting such sporting activities.

Fiscal Impact: \$25,000 -- Fiscal Year 1992-93

Discussion with Commission Liaison and/or User Group(s): This item has been discussed at Commission level through Richard Waker, as well as discussed in at least two MERC meetings. The Metro E-R Commission has been approached to appropriate a total of \$50,000 (\$25,000 this fiscal year) to initiate seed money for funding by the private sector, as well as other public entities that may benefit from successful sports events being hosted in Portland. The intent is to create a contract between MERC and the Metropolitan Sports Authority to establish the working relationship along with MERC's involvement in oversight and participation in Metropolitan Sports Authority business.

Recommendation: Staff recommends that the Metropolitan Exposition-Recreation Commission approve a request from the Metropolitan Sports Authority to grant an amount of \$25,000 with the intent of creating a contractual relationship.

Metropolitan Exposition-Recreation Commission

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August 17, 1992

TO: Richard Ares
Cliff Carlsen
Ron Kawamoto
Ben Middleton
Mitzi Scott

FROM: Lee Fehrenkamp *Lee*

SUBJECT: Sports Authority

The attached letter from Will Glasgow, chair of the Sports Authority Task Force, was recently received by Chairman Sam Brooks and outlines the formal request for a 3 year challenge grant. This initial funding will help implement the beginning years of the Sports Authority who will be marketing Portland and our facilities to new markets.

Sam asked Ron and Ben to work with Dick Waker on how the Commission might respond to this request at the September MERC meeting.

cc: Sam Brooks
Richard Waker
Dominic Buffetta
Jeff Blosser
Tim Fennell



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William J. C. Jgo

Chairman of the Board
President and Chief Executive

August 7, 1992

Mr. Sam Brooks
Chairman
Metropolitan Exposition-Recreation Commission
P.O. Box 2746
Portland, OR 97208

Dear Sam:

As you may remember, at the last MERC meeting, I presented the draft final report from the Metropolitan Sports Authority Task Force. In my summary, I described how the Authority would be formed, what its ongoing role would be and what our vision was for how it would be funded. At that time, I indicated that we would likely be submitting a formal request for financial support from MERC.

By this letter, and on behalf of the Metropolitan Sports Authority to be formed, I would like to formally request that MERC make a three-year commitment to either enter into a contract for services in the amount of at least \$50,000 a year or to provide a challenge grant to the Sports Authority in the same amount. In the case of the contract for services, we envision that it would be modelled on MERC's similar, but much larger, arrangement with POVA.

As we discussed, MERC's obligation to advance these funds would be contingent on our raising, at a minimum, at least a like amount from the private sector before the Sports Authority commences operations. In this way, we can truly characterize the Sports Authority as a "public/private partnership."

As I noted in my presentation to MERC, we believe it is appropriate for MERC to provide the requested funding to the Sports Authority primarily because attracting increased sports events and activities will inevitably lead to increased demand for and utilization of MERC's facilities. Indirectly, of course, it will also create many other forms of economic activity, and increase our area's visibility and reputation nationally and internationally thereby adding to the economic vitality of the region and, in particular, facilities like the Convention Center.

If MERC is able to respond positively in a timely manner and if we can secure sufficient private financial commitments by early September (which we believe we can do), it is presently our plan to present our final report to the Metro Council at its

Mr. Sam Brooks
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September 10 meeting and formally announce the establishment of the Sports Authority at that time.

I and other members of the Task Force are of course available to discuss this request in more detail at your convenience. We appreciate your consideration of this matter and look forward to working with you and MERC on this exciting endeavor as it goes forward.

Very truly yours,



William J. Glasgow

cc: Rena Cusma
Dick Waker