

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 94-33

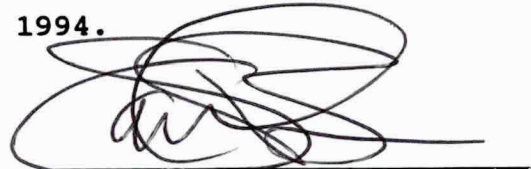
Approval of the addition of a Development Project Manager position, funded in FY 94-95.

The Metropolitan Exposition-Recreation Commission finds:

1. That the Business Plan resulted in a substantial number of work items;
2. That the number and magnitude of these work items necessitate an additional position to be named Development Project Manager;
3. That the Development Project Manager position shall be established at Range 56 within the MERC Non-Represented Employees Pay Schedule;
4. That the Development Project Manager position shall be as set forth in the attached job description;
5. That this position shall be funded through the MERC Admin (14%), OCC (42%) and PCPA (28%) funds in the FY 94-95 budget;
6. That the funding for this position requires an increase to the FY 94-95 budget for OCC and PCPA, as detailed in the attached staff report;

BE IT THEREFORE RESOLVED that the Commission approves the addition of a Development Project Manager position and approves the funding for such in the FY 94-95 budget.

Passed by the Commission June 8, 1994.



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: Approval of The Addition Of A Development Project Manager Position.

Resolution No. 94-33

Date: June 8, 1994

Presented by: Pat LaCrosse

Background:

As the Business Planning process went into action in July of '93, MERC was able to utilize the services of a "Development Project Manager" on loan from Metro Government. She was able to assist in organizing the work effort, scheduling all of the meetings, researching many of the issues and producing a large number of the products. Since then, we have added the Expo Center to our portfolio and have completed the Business Plan itself. The Business Plan outlines many additional work items that need completion; many of which, if successful, will result in substantial additional revenue to our facilities.

In the case of the PCPA, we had anticipated that the non-profit arts community would help on some of the work, and indeed they are to a limited extent, but we underestimated the sheer amount of work to be performed and underestimated the amount of effort needed to run the PCPA itself.

The following is a general statement of the items that the "Development Project Manager" would manage:

PCPA 1. With PSU assistance, analyze rent rates at comparable theater facilities for comparison with the PCPA with an eye to adjusting rents as might be warranted. (Manage the gathering and analysis of a great deal of data and manage review process over several months with interested resident companies).

2. Assess resident companies' status. The number, rates they pay, requirements (if any), common traits, etc; and then lead discussions with interested parties as to what requirements should there be, and whether MERC should limit the number and type of resident companies.

3. Review comp ticket policies for consistency and conformity.

4. Assess and review with staff list of charges for reimbursement costs for consistency and adequacy with a direction to recoup all direct charge costs related to a show's direct production.

5. Review event mix and develop data on distribution of days for events; assist in developing policy that leads to better (more efficient use of time and space) utilization. propose formal written policies for MERC.

6. Review PCPA merchandizing policies. Determine past practice and propose consistent rate schedule and policy leading to greater revenue opportunities.

7. Examine attendance numbers by venue, event, and price. Recommend any changes to MERC, PCPA, or resident policies that could lead to increased attendance at events.

8. Act as MERC principal contact with the Arts groups who are testing a model of non-profit operation of the PCPA. Research and analyze proposals as needed from these groups; and as necessary, cooperate in helping to develop background information with these groups.

9. Working with the MERC, staff, and resident groups, lead the staff effort in examining the potential for raising significant capital funds from the opportunities for "Naming" features of the PCPA. Lead the effort to put such a program together.

10. Working with PCPA Director and staff, examine the opportunities for private sector funding for marketing the PCPA; and for replacement funding for the quarterly calendar.

12. Working with PCPA Director and staff, participate as needed in other projects including revisions to the space permit agreement, catering agreements, booking policies, etc.

OCC

1. Working with the General Manager and OCC Director, manage the data gathering, organization, and presentations for the formal review of the first 4 years of the Convention Center leading to examination of the feasibility of expansion. In Phase 2, assist on all phases of planning for the marketing and funding of a \$60,000,000 expansion of the OCC over the next 2 years.

- * Establish economic impact model and organize for repetition on an annual basis.
- * Assess calendar and develop materials to demonstrate level of utilization for the facility.
- * Assist in establishing public review process and help manage it.

MERC General:

1. Advertising revenue -- research, organize and manage RFP public process to obtain an advertising contractor to place advertising in all eligible MERC facilities as a new revenue source.

2. Assist as needed on the following MERC committees involving staff, Commissioners, and public over the next year:

- * Concessions assessment leading to review of combining all MERC concession contracts via a major RFP process.
- * Ticketing assessment leading to an RFP for ticketing services.

Other: Development Project Manager may be called on from time to time to assist/manage other projects at the Stadium, Expo Center, and other duties/projects.

Fiscal Impact:

Based on the projected work items necessary to complete the Business Plan, the Development Project Manager's salary distribution would be 14% MERC Administrative, 43% OCC AND 43% PCPA. In order to accomplish this additional position in the FY 94-95 budget, the MERC Administrative portion would be paid simply by a shift from miscellaneous professional services (included in the materials and services appropriation level) to personal services. As you will recall, miscellaneous professional services included \$27,000 earmarked for anticipated consultant/contract work to assist in completing the work programs in the MERC Business Plans. For the OCC and PCPA funds, the funding of this new position would require additional allocation of monies.

At the appropriation level, the specific dollars necessary to accomplish the Development Project Manager position at Range 56 Step 6 are as follows:

<u>Fund</u>	<u>Personal Salary</u>	<u>Services Fringe</u>	<u>Materials & Services</u>	<u>Net Effect to the Fund</u>
MERC Admin	\$ 7,500	\$ 2,850 (38%)	(\$10,350)	\$0
OCC	\$22,382	\$ 9,400 (42%)	-	\$31,782
PCPA	\$22,381	\$ 6,267 (28%)	-	\$28,648

DRAFT

Class Number:

Class Title: Development Project Manager

Salary Range:

Position Summary:

Manages highly complex and sensitive planning and development projects for all MERC facilities.

Position Duties:

Under the direction of the MERC General Manager, manages planning and development projects for all MERC facilities including the Oregon Convention Center, the Portland Center for the Performing Arts, the Civic Stadium, and the Exposition Center. Requires consultation and coordination within MERC, with Metro, as well as with other agencies and interests; balances these multiple interests and motivates them toward a common goal; has responsibility for project design, work schedule, management as well as supervision of any consultants or project employees needed to complete the project; conducts research and fiscal analysis using accepted scientific research methodology; prepares written reports and summaries of findings in readable fashion; prepares and delivers oral presentations; designs methods for citizen participation in project development, identifies interests to be represented, recommends citizen members, staffs and manages citizen committees.

Qualifications:

Considerable knowledge of principles and practices regarding public project development and implementation; issues surrounding siting, financing, operating and the planning of major public facilities.

Experience in conducting studies that require a high level of citizen participation.

Ability to synthesize opinion and ideas and form a course of action based on those opinions and ideas. Knowledge of political processes, local political issues and maintains a high degree of sensitivity when dealing with political issues.

analytical skills in public policy evaluation, finance, planning, management.

Skills in effective oral and written communication.

Experience/Education

Bachelors degree in political science, public administration, business administration, urban/regional planning and a minimum of 5 years experience working in the Public Sector, including a

minimum of 2 years supervisory and 2 years in a project management setting, or any combination of education and experience which would provide the candidate with the knowledge, skill and ability required to perform the job. Master's degree in a related field highly desirable.