

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION 95-14

WHEREAS, the Metropolitan Exposition-Recreation Commission manages the Oregon Convention Center; and

WHEREAS, the Oregon Convention Center will celebrate its fifth anniversary of opening in September of 1995; and

WHEREAS, the Metropolitan Exposition-Recreation Commission desires to make this anniversary with a celebration and appreciation to the Northeast Neighborhood Community; and

WHEREAS, such a celebration will also provide substantial marketing and promotion of the Center both locally and nationally; now, therefore,

BE IT RESOLVED,


That the Metropolitan Exposition-Recreation Commission approve the selection of Northwest Strategies, Inc. to plan, manage and execute the Oregon Convention Center 5th Anniversary Celebration event and directs the General Manager to execute a Personal Services Agreement to provide such services.

Passed by the Commission on April 12, 1995.


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: Consideration of Resolution 95-16 for the purpose of approving a Personal Services Contract to produce the Oregon Convention Center Fifth Anniversary Celebration and allowing the MERC General Manager to negotiate a contract with Northwest Strategies.

Resolution No.: 95-14

Date: April 12, 1995

Presented by: Jeffrey A. Blosser

Background and Analysis: The Convention Center will be five years old in September of 1995. To celebrate this fact and thank the neighborhood for the past five years, staff will put together a 5th Anniversary Party. The components of this "Party" will be as follows:

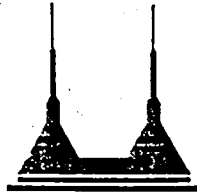
- Friday Night Gala Anniversary Dinner
- Saturday Concert (Blues) in the parking lot
- Sunday Concert (Gospel) in the parking lot
- Both days will include tours of the facility and local food vendor competitions in the parking lot
- \$2.00 per ticket sold will be a donation to 2-4 charities in the NE Neighborhood.

Staff solicited responses to an RFP (see attached) to manage, plan and execute this celebration event. Nine proposals were sent out and two declined. We received one joint venture proposal from Northwest Strategies, Inc. and L.G. & Associates to produce this party.

Fiscal Impact: OCC has a budget amount of \$50,000 to produce this event if necessary. The intent is for this event to break even or generate a positive cash flow. There will be expenditures prior to the event which will come from the \$50,000 budget with all income generated to offset this expense. (See attached budget.)

Discussion: This has been discussed and approved by the Commission at a past Commission meeting as well as through the General Manager's Progress Reports to the Commission.

Recommendation: That the Commission direct the General Manager to contract with Northwest Strategies, Inc. to plan, manage and execute the Oregon Convention Center Fifth Anniversary Celebration as outlined in their response.



OREGON CONVENTION CENTER
METRO ER COMMISSION

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Consulting, Planning and Executing the 5th Anniversary Celebration for the Oregon Convention Center

The Oregon Convention Center is soliciting written proposals to perform consulting, planning and execution of a 5th Anniversary Party. A detailed proposal needs to be returned to Jeffrey A. Blosser, Oregon Convention Center, (503) 235-7575, P.O. Box 12210, Portland, Oregon 97212.

Copies of the proposal must be delivered to the Oregon Convention Center offices located at 777 NE Martin Luther King Jr. Blvd. or mailed to the above address by March 31, 1995 by 5:00 pm, PST. All proposers must respond to the attached requirements for necessary services.

All proposals will be evaluated by the Metropolitan Exposition-Recreation Commission staff. A personal service contract between the Commission and the selected proposer is anticipated to result from this selection process. The Commission reserves the right to reject any or all proposals for cause upon a finding that it is in the public interest to do so.

Content of the Proposal

The celebration of the Oregon Convention Center's 5th Anniversary will consist of two separate activities to be planned and managed. They are as follows:

1. Concerts on Saturday and Sunday in the parking lot with Blues on Saturday and Gospel on Sunday. This will also be complimented with local food booths to include barbecue, chicken, etc. with potential competition in the area. The intent is to use local talent and a headliner each day if the budget permits. Contractor will need to provide the following services:

- a) stage production
- b) solicitation of food vendors
- c) sponsorships' coordination
- d) categories of competition
- e) soliciting performers
- f) scheduled tours of the facility
- g) community outreach and involvement
- h) some ticket sales (groups)

There will be a charge of \$7.00 with \$2.00 going to several charities in the NE Neighborhood. All beverages, first aid, security, admissions staff, ticketing staff and selling and novelties will be managed by OCC/MERC staff.

2. Planning a Friday night fund raising dinner and the overall coordination of the total event to include the following:

- a. themes and advertising
- b. promotion and sponsorships
- c. Friday night sale
- d. help with OCC tours and historical information
- e. budget management
- f. overall event coordination

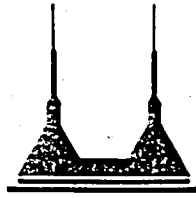
It is anticipated that two contracts will provide this work, but if qualified, a firm could provide both services if experienced and large enough to complete. Joint ventures are welcome. The idea for the celebration is to thank the NE Community for "having" the Convention Center in its district and enduring the construction, traffic, development and such. It is also intended to celebrate 5 years of successful operation with a look to the future. It is the intent to involve the neighborhood with charitable contributions, vendor participation "throwing the party for everyone".

A preliminary budget and diagram are attached for review. If you are interested in submitting a proposal(s), please send to the attention of:

Jeffrey A. Blosser
Director
Oregon Convention Center
PO Box 12210
Portland, Oregon 97212
(503) 235-7575

The proposal(s) should contain the method of management to accomplish the program and set forth experience of the firm, special expertise for such event management, cost for services and a general outline and detail for completing this project. Separate proposals should be submitted for each category with corresponding costs. Proposals will be accepted until March 31, 1995, with an award of contract or contracts by April 7, 1995.

The dates of the celebration our September 8, 9, & 10, 1995. If you have questions about the request for proposal, please call Jeffrey A. Blosser at the telephone number above.



OREGON CONVENTION CENTER
METRO ER COMMISSION

November 22, 1994

MEMORANDUM

TO: Pat LaCrosse
FROM: Jeffrey A. Blosser
RE: OCC 5th Anniversary Celebration

Pat, as we have discussed in the last few weeks, I would like to plan, prepare and execute a 5 year anniversary celebration of the Center's opening and kick off expansion publicity and fund-raising.

The following is a tentative budget for producing such an event:

<u>Revenue:</u>	
10,000 people at \$5/ea. for Concert	\$ 50,000
Sponsorships	\$ 20,000
Advertising Support	\$ 10,000
Booth Sales - 50 @ \$450	\$ 22,500
Black Tie Dinner - 500 @ \$100	\$ 50,000
Misc. Income	\$ 5,000
Concessions Income	\$ 30,000
TOTAL	\$187,500

Ticket prices would be \$6.50 or \$7.00 with \$1.50-\$2 going to NE Community efforts.

NATIONAL

Portland, Oregon 97214

MEETING

Telephone: 503.232.6666

COMPANY

Facsimile: 503.239.8556

RECEIVED MAR 27 1995

March 24, 1995

Jeffrey Blosser
Director
Oregon Convention Center
P.O. Box 12210
Portland, OR 97212

Dear Mr. Blosser:

All of us at National Meeting Company appreciate the opportunity to assist with the Oregon Convention Center's 5th Anniversary Celebration. We love bringing our corporate clients to the OCC because it is such a modern, well designed and equipped facility. You and the OCC certainly deserve a chance to celebrate the success of the past 5 years. Unfortunately, due to prior commitments in the Fall of this year, we won't be able to help with planning or production of the event.

The best of luck to you and the Oregon Convention Center. And thank you again for the chance to help.

Sincerely,


Douglas C. Daggett
President

Production and
Planning Services
For Successful
Meetings and Events