

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 96-31

Approval of Scheduling Policies for the Portland Metropolitan Exposition Center.

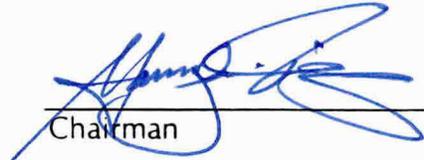
**Whereas**, the Portland Metropolitan Exposition Center is managed and operated by the Metropolitan Exposition-Recreation Commission; and

**Whereas**, the Portland Metropolitan Exposition Center primarily provides space for the presentation of consumer shows and public exhibitions which draw from or appeal to the general public; and

**Whereas**, it is in the best interest of MERC to adopt a Scheduling Policy compatible with and supportive of the Expo Center's Business Plan.

**Be it therefore resolved** that the Metropolitan Exposition-Recreation Commission approves the Scheduling Policies for the Portland Metropolitan Exposition Center.

Passed by the Commission on May 8, 1996.

  
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: Scheduling Policies for the Portland Metropolitan Exposition Center

Resolution No.: 96-31

Date: May 8, 1996

Presented by: Chris Bailey

Background and Analysis: During Phase I of the Intergovernmental Agreement (IGA) between Multnomah County and Metro which authorized MERC's management and operation of the Expo Center, staff were obliged to conform with certain existing policies; in this case, event scheduling policies and associated rules and regulations.

MERC staff determined that such policies were not necessarily clear nor did they serve the best interests of the Center; were inconsistent with similar and approved MERC policies as well as the Expo's Business Plan.

With the implementation of Phase II of the IGA which transferred ownership of the Center to Metro and subsequent management and operation to MERC, staff drafted a scheduling policy intended to address the previously noted deficiencies. The draft policy was closely fashioned to match that of the Oregon Convention Center with the primary distinction of favoring events which essentially draw from or appeal to the general public and/or local attendees and participants.

The draft scheduling policy was then provided to members of the Expo's Advisory Committee for comment and the limited responses were generally favorable. Additionally, staff contacted several facilities in an attempt to survey the existence of comparable policies with particular emphasis toward event spacing; see attached survey summary.

Recommendation: Staff recommends approval of the attached Scheduling Policies for the Portland Metropolitan Exposition Center.

## PORTLAND METROPOLITAN EXPOSITION CENTER

### SCHEDULING POLICIES

#### **MISSION STATEMENT:**

The Mission of the Portland Metropolitan Exposition Center is to provide public assembly facilities for activities which draw from or appeal to the general public; serve the best interests of community, educational, cultural, religious, athletic and/or entertainment events; and service the regional Portland community through the following:

- A. Provide adequate facilities for consumer shows and public exhibitions.
- B. Competitive rates for facility rentals and event services.
- C. Improve and upgrade the property to service current and future shows; their exhibitors and attendees.

#### **SCHEDULING PRIORITIES:**

When booking the Portland Metropolitan Exposition Center, consideration shall be given by the Commission to the following factors:

- Projected revenue to the facility both in terms of direct space rental revenue, as well as projected revenue from parking, concessions and other building services;
- Potential for repeat booking; and
- Projected economic impact on the metropolitan area of Portland

**First priority** for scheduling facilities and dates in the Portland Metropolitan Exposition Center is available to consumer shows and public exhibitions; special and entertainment events; local meetings and other activities which essentially draw from or appeal to the general public and/or local attendees and participants.

Facility and space scheduling commitments; i.e., reservations for first priority events and activities, may be made as far in advance as is necessary or appropriate and may supersede requests for other events and activities, unless a license agreement has been previously executed by the Expo and the user for such other event.

Within the first priority category, the Portland Metropolitan Exposition Center may give preference to long-standing annual consumer shows and public exhibitions with a proven record of success and of significant economic impact, and may offer alternate dates in a given year which may result in termination of other first priority scheduling commitments.

**Second priority** for scheduling facilities and dates in the Portland Metropolitan Exposition Center is available to local, regional, national and international tradeshow, conventions, meetings and similar activities which are not normally open to the general public.

Facility and date scheduling commitments for second priority events and activities are generally made not more than eighteen months in advance and are subject to change to accommodate first priority events unless a license agreement has been previously executed by the Expo and user for such event.

Subject to the priorities set forth above, the Expo Manager may find it necessary to exercise discretion as to the issuance, modification or termination of scheduling commitments.

#### **SPECIAL CONSIDERATIONS:**

It is the responsibility of the Portland Metropolitan Exposition Center management to operate the facility in a sound business manner in an effort to maximize both economic benefit and financial stability of the Expo. Consequently, Expo management reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to the Expo's objectives and to qualify all activities requesting utilization of the facility.

#### **EVENT SPACING:**

Event spacing shall apply to events which have twenty percent (20%) like exhibitors, are charging an admission to gain entry to the show and are open to the general public rather than being limited to a well-defined class of persons who normally belong to a trade or professional association.

Similar shows renting more than 50,000 gross square feet of exhibit space and actively competing for specialized and specific local markets shall maintain the following clearance periods prior to the first show day and following the last show day. Ingress and egress shall be excluded for the spacing count.

- 60 Days: Consumer shows and public exhibitions; i.e., boat shows, recreational vehicle shows, home shows, computer shows, car/motorcycle shows, landscape/garden shows, mechanical/equipment shows, sportsmen's shows, etc.
- 45 Days: Seasonal/holiday shows; i.e., Christmas, Octoberfests, Independence day, etc.
- 30 Days: Hobby/arts and crafts; i.e., handcrafted wares, ceramics, antique shows, food shows, collectibles, gun shows, etc.

- 30 Days: Flea markets, swap meets, auctions, rummage sales, animal/pet shows; i.e., cat shows, dog shows, bird shows, etc.
- 13 Days: Spectator/participant events; i.e., staged presentations, concerts, dances, etc.
- Events not falling into any of these event categories will be at the discretion of the facility manager.
- No agreement with any user will be executed requiring such clearance periods.

Spacing of events may be adjusted to shorter periods of time if the producers of each event agree to shorten the spacing period. This approval would be in writing and must be obtained from each producer affected by the Commission spacing policy.

The General Manager shall have the right to establish a clearance period as deemed appropriate for the welfare of the Expo Center for any events contracting at Commission facilities.

Such special considerations do not usually apply to second priority activities. However, the Expo Center Manager shall have the right to establish a clearance period for highly competitive activities as deemed appropriate to the welfare of the Expo Center.

#### **DEFINITION OF TERMINOLOGY**

In the process of scheduling facilities and dates, the following terms and definitions shall apply to scheduling commitments:

**Tentative:** Facilities and dates will be held pending notification to the contrary by either party. In the event a tentative commitment is released by the Expo Center, the requesting party will be notified that the facilities and/or dates have been released.

**Definite:** Facilities, dates and specifications are considered definite upon the signed execution of a license agreement. However, facilities and dates may be held as "definite" upon receipt of a letter of confirmation sign by both the event sponsor and the Expo Center Manager pending the preparation of a license agreement. In the event such a letter of confirmation is signed by both the sponsor and manager, no conflicting scheduling will be made during a reasonable period to permit preparation and signed execution of a license agreement.

**First Option:** Facilities and dates reserved on a first option are tentative but a conflicting commitment for the facilities and dates will not generally be made in favor of a second requesting party within the same scheduling priority without first offering the party holding a first option an opportunity to either execute a license agreement or release it's reservation.

**Second Option:** Facilities and dates will be reserved tentatively but the tentative reservation will be contingent upon release of an existing first option.

No variance from the Expo Center's policies represented in the above terms may be made in any case except upon the prior and express written approval of the Expo Center Manager.

**DEPOSIT SCHEDULES:**

Facility rental and related expense deposits are required for all activities as follows:

Less than 6 months prior to event:	Full Rental
More than 6 months prior to event:	1/3 upon signing with balance due 1 month prior to event

Notwithstanding the foregoing, first-time events without a past history of success, and event sponsors with inadequate reference, no prior event sponsorship, a record of slow payment, etc. may be required at the Expo's option to remit up to one hundred percent (100%) of anticipated rental and related expenses upon execution of the license agreement.

Events and circumstances not covered in the above scheduling policies may be subject to special considerations as deemed appropriate by the Expo Center Manager.

**FACILITY USE APPLICATION AND APPROVAL:**

If you wish to reserve any part of the Portland Metropolitan Exposition Center on either a tentative or definite basis, you must first submit a Facility Use Application.

The Portland Metropolitan Exposition Center management may decline to approve any application for any producer on the basis of credit references, financial ability or prior experience or for any producer whose conduct is or in the opinion of the management may not be beneficial to the interest of the Metropolitan Exposition-Recreation Commission.

<u>FACILITY</u>	<u>WRITTEN POLICY</u>	<u>UNWRITTEN POLICY</u>	<u>DAYS SPACING</u> <small>BEFORE/AFTER</small>	<u>REMARKS</u>
Clark County Fair	pending	Yes	30/30	Spacing is event by event - will do what client asks
Cow Palace	No	Yes	90/60	Spacing is event by event - depends on size, success, etc.
Colorado Convention Center	No	Yes	45/45	Event by event - depends on client.
Douglas County Fairgrounds Complex	No	Yes	30/30	Event by event
Lane County Fair	No	Yes	30/30	Event by event but most clients are repeats.
Oregon State Fair	No	Yes	30/30	Event by event - will not put in writing
Sacramento Community Center	No	Yes	6 weeks	Decision up to Center, depends on size & success.
San Mateo County Expo Center	No	Yes	60/60	Event by event
Seattle Center	No	Yes	60/60	Decision up to Center
Tacoma Dome	No	Yes	2 months	Only have 1 boat show and 1 home show - but decision up to Facility
Washington County Fair & Rodeo	No	Yes	30/30	Mostly repeat shows, so spacing not a problem
Washington State Convention & Trade Center	Yes	NA	4 months	Exceptions granted by Manager. Event by event
Western Washington Fair	No	Yes	60/60	Event by event