

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution 97-52

For the purpose of authorizing the General Manager to facilitate a regionwide fund raising strategy with the Regional Cultural Tourism Council for a one-time support of the Oregon Museum of Science and Industry (OMSI).

WHEREAS, MERC has worked with the lodging industry to identify appropriate means for providing long-term funding support of MERC operated facilities, resulting in a series of legislative actions in December, 1996, by the City of Portland, Multnomah County and Metro.

WHEREAS, the Commission continues to play an important role as a community partner with both the arts and tourism industries on a regional basis. That cultural tourism is important to the economic health of the Region, and is managed as a program of Portland Oregon Visitors Association (POVA), with guidance from the Regional Cultural Tourism Coalition (RCTC) to promote and support arts and cultural activities at many facilities, including those operated by MERC.

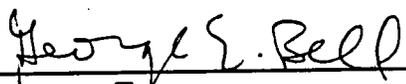
WHEREAS, a broad coalition of community organizations - RACC, POVA, NW Business Committee for the Arts, hoteliers, hospitality facilities - are committed to helping OMSI in this unique, one-time fund raising strategy to be completed by the end of the year 1997. The Commission recognizes its partnership with these groups in the regional management of facilities.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission authorizes the General Manager, on behalf of the Commission, to facilitate a region-wide fund raising strategy involving MERC facilities and operations for this one-time only effort through the end of 1997, consistent with existing MERC policy.

Passed by the Commission on October 8, 1997.



Chair



Secretary-Treasurer

APPROVED AS TO FORM:
Daniel B. Cooper, General Counsel

By: 
Daniel B. Cooper, General Counsel

MERC Staff Report

Agenda Item/Issue For the purpose of authorizing the General Manager to facilitate a region-wide fund raising strategy with the Regional Cultural Tourism Council for a one-time support of the Oregon Museum of Science and Industry (OMSI).

Resolution No.: 97-52

Presented By: Jeffrey A. Blosser
Harriet Sherburne

Date: October 8, 1997

Background and Analysis: MERC has been heavily involved with the creation of the Regional Cultural Tourism Council (RCTC), and has supported long term funding of cultural tourism through Multnomah County lodging tax, as approved in a package of decisions by City, County and Metro in December, 1996. The Cultural Tourism program of the region is managed by POVA, utilizing the approved public funding - together with funds developed from other sources. OMSI is represented in RCTC, and their plans for addressing their funding crisis has had active attention in recent months. RCTC has generally supported the plan for interim public funding to include City, County, Metro and State sources.

On September 18, 1997, many representatives of the lodging and arts industries testified before the Multnomah County Commission to support their participation in the interim public funding plan for OMSI, using General Fund or resources other than the County Lodging Tax. When the action was not approved, endangering the overall interim-funding plan for OMSI, POVA and RCTC leaders proposed taking immediate, short-term action to raise up to \$200,000 in 1997 to fill the gap. Meetings have been held, and ideas generated for a campaign with region-wide participation by lodging, hospitality and arts industry leaders. PCPA and several of its Principal Tenants have been involved in the effort, proposing various means for arts contributions to this emergency campaign.

PCPA's specific proposal involves use of tickets available to PCPA for promotional purposes under Section 36 of the standard Limited License Agreement. Management would draw 4 tickets for each selected show (non-profit or commercial presentation) at PCPA facilities for sale to the public at full price (and service charge); the proceeds of the transaction would be contributed to the OMSI Fund at the POVA Foundation. It is PCPA's hope that this type of contribution on events scheduled at PCPA facilities throughout October, November and December would generate a total \$2,000 contribution to the OMSI Fund.

OCC's participation would be with in-kind contributions of meeting space for group meetings and fund raising activities outside the OCC event schedule.

Fiscal Impact: PCPA would forego \$3 to \$5 in user fees and ticket service charges on each ticket sold to the public under the proposed project; the major contribution to OMSI comes from the participating event sponsor. Out of a total target of \$2,000, less than 10% is PCPA revenue; therefore, the project will have little fiscal impact on the facility. OCC's fiscal impact would be minimal and primarily consist of OCC staff time.

Recommendation: Staff recommends that the Metropolitan Exposition Recreation Commission authorize the General Manager, on behalf of the Commission, to facilitate a region-wide fund raising strategy involving MERC facilities and operations, as outlined in the Staff Report attached to Resolution 97-53, for this one-time only effort through the end of 1997.