

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 97-03

Authorizing receipt of gift for naming of Intermediate Theatre of the Portland Center for the Performing Arts

The Metropolitan Exposition-Recreation Commission finds:

That the Commission has identified unfunded capital project needs for the Portland Center for the Performing Arts in the 1994 Business Plan and in the Metro Capital Improvement Plan for 1997-98 through 2001-02; and

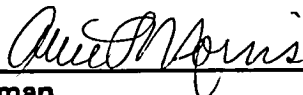
That the Commission acted by Resolution on May 13, 1992 to approve a Policy for Naming Buildings, Theatres, and Spaces at the Portland Center for the Performing Arts which included a schedule of gifts appropriate for a number of locations and features in the three buildings; and

That the PCPA Director has received a proposed gift for the naming of the Intermediate Theatre which is consistent with the adopted policy and schedule of gifts; and

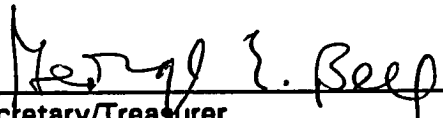
That the PCPA Advisory Committee together with the PCPA Director have recommended acceptance of the gift as consistent with the adopted policy and schedule of gifts;

BE IT THEREFORE RESOLVED that the proposed gift is approved for acceptance by the Commission, and the PCPA Director is authorized to affix the name to the Theatre in an appropriate manner when the donor elects to become known.

Passed by the Commission on February 12, 1997




Chairman



Secretary/Treasurer

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

By: 

Katie Pool
Senior Assistant Counsel

MERC STAFF REPORT

Agenda Item/Issue: Acceptance of Gift for Naming of PCPA Intermediate Theatre

Resolution No. 97-03

Date: February 12, 1997 **Presented By:** Harriet Sherburne

Background and Analysis: In May, 1992, the Commission approved a Naming Policy for PCPA which included a schedule of gifts at levels appropriate to identified locations and features of the three buildings. In 1993 there were additional discussions of this matter, but no changes to the policy nor schedule of gifts were made. In accordance with the procedure outlined in the Policy, the PCPA Director has received a proposal for naming the Intermediate Theatre, in conjunction with the 10th Anniversary of opening the New Theatre Building and the theatre space which is to be named. A gift of \$650,000 would be made in three payments over the course of 18 months, beginning August 1997, and concluding in January, 1999. The gift would provide critical resources toward completion of the unfinished space on the fourth floor of the New Theatre Building -- one of several unfunded capital projects identified in the 1994 Business Plan and the Metro 5-year Capital Improvement Plan process. Since 1986, there have been concept studies and cost estimates for this project, linked to prospects for naming gifts for the Center. The gift provides the opportunity to renew the planning process with user groups to define the appropriate use for the space, preliminary design concept and cost estimate, and time schedule for implementation. The donor has requested anonymity until an appropriate time in the course of the 10th Anniversary Celebration.

The 10th Anniversary Celebration is to include a Gala event featuring a major headline performer. MERC will separately agree to commit \$150,000 in MERC funds to be available for advance costs for the celebration events to be repaid to MERC from event proceeds.

Discussion with Commission Liaison and Advisory Committee: There have been discussions with the Liaison Commissioner for PCPA and the PCPA Advisory Committee, confirming that the naming proposal is consistent with the adopted Policy. They recommend acceptance of the gift and naming of the theatre, as proposed.

Fiscal Impact: The proposed gift has a positive fiscal impact as it would provide critical resources toward completion of the major unfinished space of the PCPA complex, identified as an unfunded capital project. Studies for completion of the unfinished space would include examination of long-term operations and maintenance, along with design and construction options.

Recommendation: The staff recommend approval of the gift and authorization for the Facility Director to affix the name in an appropriate manner and time.

**Friends of the Performing Arts Center
PCPA 10th Anniversary Celebration**

September, 1997 - August, 1998

The New Theatre Building, containing the Intermediate and Winningstad Theatres, was formally opened with ceremonies and performances in August-September, 1987. This occasion represented completion of the expanded complex of facilities to become known as the Portland Center for the Performing Arts (PCPA); other buildings in the complex include Arlene Schnitzer Concert Hall, opened after restoration in 1984; and Civic Auditorium, reopened after major remodelling in 1967.

Friends of the Performing Arts Center was chartered in 1994 as a non-profit, tax exempt organization "dedicated to supporting the Portland Center for the Performing Arts (PCPA), its facilities and resident companies through region-wide community outreach, advocacy and education." The organization came into being with the assistance and support of the Metro E-R Commission, and has undertaken a number of activities formerly performed by PCPA Marketing Department (eliminated in 1994) -- including the Calendar of Events. Whereas PCPA had direct responsibility for funding and producing the 1987 Opening Celebration, the Friends organization is taking responsibility for the 10th Anniversary Celebration.

Preliminary planning is now underway for a series of events throughout the year which will call attention to the growth and achievements in the performing arts over the decade, as well as promote public awareness of these valuable community assets. Key events under consideration are as follows:

- * **Public Kick-Off: "Open House"** activities for the general public in the New Theatre Building which showcase the non-profit Principal Tenants and major users of all PCPA facilities; hands-on activities for adults and children throughout the theatres and public spaces. Proposed date: Sunday, September 14, 1997.

- * **Marketing Message/Logo:** A package of 10th Anniversary identification materials will be developed and disseminated for incorporation in as many places as possible throughout the 1997-98 Season; e.g. playbills for ALL events in PCPA facilities, ASCH marquee messages, Oregonian Sunday Banner over event ads, Friends materials on Brown Bag Series & Calendar of events, building banners, subscription information for non-profit and commercial series at PCPA, etc.

- * **Gala Event:** A dramatic evening performance event at Arlene Schnitzer Concert Hall, including use of Main Street, public areas of New Theatre Building (and possibly theatre halls) for the highlight of the Anniversary Celebration. The gala would center on a performance by a major popular artist with sufficient draw to make it a sell-out success. Because of the high level of booking for the facilities, there are few date choices available. Two possible times are weekends of September, 1997 or April, 1998. Comparable facilities elsewhere in the nation have used 10th Anniversary Celebrations as a year-long framework for building community awareness, increasing attendance at performances, as well as soliciting special gifts and

contributions. On a local basis, Oregon Symphony has conducted a highly successful year-long celebration of its 100th Season. The 1997-98 celebration creates opportunity for marking the attainment of stabilized operation of PCPA, naming the 900-seat theatre, and stimulating interest in other naming opportunities in the PCPA facilities towards addressing a number of unfunded capital projects on the books.

* **Leadership and Schedule:** The Friends' Board of Directors has developed a preliminary outline for the 10th Anniversary Gala based on experience and knowledge of comparable successes in Portland:

Co-Chairs:	Gary Maffei and Jamie Buckiewicz
Honorary Chair(s):	To Be announced after approval of Naming Gift
Event Committee:	Group of 10-12 experienced people to perform the work required execute the event.
Support Committee:	Blue Ribbon support group of 100 people, each charged with selling 10 premium tickets.
Entertainment Chair:	Andy Gilbert, Pacific Talent
Budget/Schedule:	No later than 6 months prior to the date of the Gala event, Friends will provide to the MERC Commission the overall budget, underwriting plan, ticket pricing plan, and event cost budget. The plan and support information will serve as the basis for authorization of working capital for the event.

02/06/97

POLICY FOR NAMING
BUILDING, THEATRES AND SPACES
AT THE
PORTLAND CENTER FOR THE PERFORMING ARTS

The quality of life in the Portland metropolitan region is greatly enhanced by the existence of the Portland Center for the Performing Arts. The facility and its programs could not exist without significant contributions of time and resources from citizens (individuals, families, organizations, corporations, etc.).

From time to time, it may be appropriate to name certain parts of the facilities of the Portland Center for the Performing Arts for significant citizens. Numerous naming opportunities exist: buildings, theatres, dressing, meeting and rehearsal rooms. Public and private spaces lend themselves well to the recognition of a significant dedication to the region's premiere performing arts space and cultural life.

Such naming opportunities shall be in keeping with the public image of the Portland Center for the Performing Arts, signifying dedication to the arts and/or appropriate financial gifts.

These guidelines are to provide assistance to those reviewing such requests.

NAMING PROPOSAL AND APPROVAL

In general, requests for naming shall be addressed to the Director of the Portland Center for the Performing Arts. After initial staff review, the request shall be forwarded to the Portland Center for the Performing Arts Advisory Committee. Upon recommendation of the Advisory Committee, the request shall be forwarded to the Metropolitan Exposition-Recreation Commission for approval, and then on to the City and the Metro Councils. Should a proposal not be accepted, an appeal may be made to a joint committee consisting of the City Commissioner who oversees the Metropolitan Arts Commission and the chair of Metro's Regional Facilities Committee.

GENERAL CRITERIA

The Portland Center for the Performing Arts is a highly visible entity. Any naming shall be done with patience and deliberation; and shall be consistent with the public image of the facility, as well as:

1. Convey a cohesive marketing identity among the individual parts and of the facilities as a whole;

2. Carry both a regional identity as well as recognition of the role the City of Portland has played in the development of the Center;
3. Carry names that are consistent with the use of particular buildings, theatres, public spaces and various functions rooms (i.e. "The John Doe Star Dressing Room" or "The John Doe Rotunda", etc.);
4. Minimize and/or avoid confusion about the exact nature of the facilities; and
5. Be in keeping with the overall value to the community of the facilities and their operation.

The magnitude of recognition shall be in keeping with the significance of the contribution to the cultural life of the Portland metropolitan region.

MEMORIALS

Consideration in providing such recognition shall be in acknowledgment of an individual's substantial efforts to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space as a memorial to an individual:

1. Significant contribution of time and talent or financial support to the fostering of the arts;
2. Significant leadership in increasing the visibility, viability and health of cultural activities and/or organizations; and
3. Community-wide recognition of the individual's name.

The individual shall be deceased for at least 2 years, and approval for the naming granted by the next of kin.

RECOGNITION OF GIFTS

Consideration in providing such recognition shall be in acknowledgment of a citizen's substantial and/or sustaining financial contribution to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space for a citizen:

1. The gift shall be appropriate to the place to be named. A suggested list of spaces and donations is attached. This list shall be reviewed and updated from time to time.
2. The potential naming shall be reviewed in keeping with the goals of the Portland Center for the Performing Arts.
3. The gift shall be significant in improving the viability and financial strength of the Portland Center for the Performing Arts.

4. The gift shall be unrestricted in nature and shall not contain provisions for matching requirements from any other source. However, consideration may be given to a restricted gift under special circumstances and would depend upon the nature of the restriction and review by the Advisory Committee of the Portland Center for the Performing Arts.
5. The naming shall not construe endorsement of any particular product or service.
6. Each gift shall be recognized with appropriate, architecturally compatible signage as recommended by the Portland Center for the Performing Arts Advisory Committee and approved by the Metropolitan Exposition-Recreation Commission.

RECOMMENDED GIFT OPPORTUNITIES

PORTLAND CENTER FOR THE PERFORMING ARTS

Portland Center for the Performing Arts	\$19,000,000	City of Portland
ARLENE SCHNITZER CONCERT HALL	1,000,000	Arlene Schnitzer
Conductor's Suite	50,000	McCoy Foundation
Star Dressing Room	50,000	McCoy Foundation
Performer's Lounge	50,000	Lloyd Foundation
Pianos: 9 - foot	50,000	Lloyd Foundation
7 - foot	25,000	Pacific NW Bell
Crystal for Grand Lobby Chandeliers	20,000	Zell Brothers
Grand Lobby	500,000	Available
Dress Circle seating	200,000	Available
Acoustical Shell	150,000	Available
House Sound System	100,000	Available
Acoustical Enhancement System	100,000	Available
Choir Loft	75,000	Available
Chorus Warm-up Room	50,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Seats (each)	500	Available
NEW THEATRE BUILDING	1,500,000	Available
Grand Lobby	150,000	Anonymous
Glass Ceiling Dome in Lobby	50,000	M/M Fred MacDonald
Concession Bar	50,000	Anonymous
Actor's Entrance (Broadway at Madison)	75,000	Available
Central Box Office	50,000	Available
INTERMEDIATE THEATRE	650,000	Available
Piano; 7 - foot	25,000	Portland Rotary Fdtn.
Lighting/Sound/Broadcast		
Director's Control Booth	75,000	Available
Act Curtain	75,000	Available
Green Room/Lounge	75,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Acoustical Shell	50,000	Available
Seats (each)	500	Available

WINNINGSTAD THEATRE	250,000	Winningstad
Auditorium Floor & Lifts	100,000	Available
Seating Stalls: Orchestra Level	50,000	Available
First Balcony Level	50,000	Available
Second Balcony	50,000	Available
Stage Floor & Orchestra		
Pit Elevator	50,000	Available
Seats (each)	500	Available
STUDIO/RECITAL HALL	350,000	Available
CIVIC AUDITORIUM	1,500,000	Available
<u>FRONT OF HOUSE:</u>		
Main Lobby	200,000	Available
(2) Main Lobby Concession Stands	50,000	Available
(2) Entrance Vestibules	25,000	Available
Ticket Office	25,000	Available
Coat Room	15,000	Available
(2) Elevators	10,000	Available
Men & Ladies Foyers/Restrooms	15,000	Available
Display Cases	5,000	Available
Main Floor Corridors	10,000	Available
<u>BOX LEVEL:</u>		
(2) Box Level Foyers	50,000	Available
(6) Center Boxes	100,000	Available
(2) Off-Center Boxes	15,000	Available
(8) Side Boxes	10,000	Available
<u>FRONT BALCONY LEVEL:</u>		
Front Balcony Lobby	35,000	Available
(2) Concession Stands	25,000	Available
Men & Ladies Foyers/Restrooms	10,000	Available
<u>SECOND BALCONY LEVEL:</u>		
Second Balcony Foyer	30,000	Available
(2) Concession Stands	20,000	Available
Men & Ladies Foyers/Restrooms	5,000	Available

BACKSTAGE:

Light Boards	25,000	Available
Sound Console	25,000	Available
Stage Rigging	100,000	Available
Stage Left & Prop Area	25,000	Available
Stage Shell	50,000	Available
Main Curtain	15,000	Available
Green Room	25,000	Available
Production Office	10,000	Available
(2) Star Dressing Rooms	15,000	Available
Lower Level Lounge Area	10,000	Available
(3) Lower Level Dressing Rooms	5,000	Available
Orchestra Pit	10,000	Available

SECOND FLOOR

Chorus Room	10,000	Available
(3) Dressing Rooms	5,000	Available

THIRD FLOOR

Chorus Room	7,500	Available
(4) Dressing Rooms	3,500	Available

FOURTH FLOOR

Chorus Room	5,000	Available
(3) Dressing Rooms	2,500	Available

FIFTH FLOOR

Chorus Room	2,500	Available
(3) Dressing Rooms	1,500	Available

**NEW THEATRE BUILDING
4TH FLOOR UNFINISHED SPACE
BACKGROUND INFORMATION**

Note: This contains background information only. The figures in this summary should be considered as ballpark numbers, not firm estimates.

1986 Rehearsal Hall Proposal

During the time that the building was under construction, BOORA Architects and Hoffman prepared a cost estimate for completion of the 4th floor space as a Rehearsal Hall. The outline specification for completion of 4,500 SF area included heating and air conditioning, fire protection, sprung wood floor, completion of perimeter windows, separation of hall from public lobby areas with acoustical walls and doors, actor's dressing rooms & toilets, stage rigging, basic and stage lighting, sound system, stacking chair audience seating.

Owner's costs (design fees, permits, contingency)	\$ 100,000
Construction Estimate	400,000
Estimated Total	\$ 500,000

Proposed funding source: Naming Intermediate Theatre; Furnishing & equipment from Operating Budget.

1988-89 Study: Music/Recital Room

BOORA Architects were contracted in August, 1988 for planning and preliminary design studies on the 4,500 SF "Studio Space". Representatives from a number of arts disciplines were invited to participate in the planning workshops. This program committee recommended that the space be completed as a multi purpose music/recital room. In early 1989, BOORA delivered a written report with detail exhibits and cost estimate. For the completion of a "beautiful" small music hall with construction in 1988/89:

Owner's cost (fees, permits, contingency)	\$ 173,500
Construction Estimate	867,300
Estimated Total	\$ 1,040,800

Proposed Funding Source: Design fees, permits: Operating Budget
Construction Cost: Naming Intermediate Theatre + additional gifts or grants
Submitted to Murdock & Meyer Memorial Fund - Denied February, 1989

1988 Floor Slab Construction:

A change order to the construction contract was executed in August, 1988 for an isolated concrete floor slab which would make the space useable in raw form. Cost of the installation was approximately \$27,000. Although this created a flat floor, experience has proven that noise travels easily through to the Winningstad Theatre below. Another level of engineering and construction will be required to achieve a level of isolation that is sufficient to allow both spaces to be used simultaneously. Cost: Unknown

COST ESCALATION:

Music/Recital Room:

Assuming basic cost escalation at 5%/year compounded x 8 years to 1997 x \$1,040,800	\$ 1,537,500
-----------------------------------------------------------------------------------------	--------------

Rehearsal Hall:

5%/year X 9 years to 1997 X \$500,000	\$ 775,700
---------------------------------------	------------