

# METROPOLITAN EXPOSITION-RECREATION COMMISSION

## RESOLUTION NO. 2000-16

Authorizing receipt of gift for naming of a building of the Portland Center for the Performing Arts.


### **The Metropolitan Exposition-Recreation Commission Finds:**


1. 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; and
2. That the Commission acted by Resolutions on December 15, 1999 and January 19, 2000 to approve a PCPA Capital Campaign through the Friends of the Performing Arts Center to include solicitation of donations for naming purposes as outlined in the Naming Policy; and
3. That through the campaign efforts of the Friends, the PCPA Director has received a proposal for a gift for the permanent naming of a building to be disclosed later, which is consistent with the adopted policy and schedule of gifts; and
4. That the donor has specifically requested certain terms and conditions:
  - That the donated funds be deposited and managed through the Friends of PCPA Capital Campaign fund agency account at the Oregon Community Foundation including provision for Friends to recoup reasonable administrative costs related to the gift; and
  - That the donated funds be committed fully to the maintenance and improvement of the named building, including but not limited to such projects as shall be identified and agreed upon by Friends and PCPA for the benefit of the named building; and
  - That the name of the building be made permanent and everlasting by the City of Portland through every reasonable means; and
  - That building signage reflecting the new name be equal in size and quality to that in place prior to acceptance of the naming gift; and
  - That a plaque no less that 48" by 60" in size be installed as a permanent fixture on the south end of the front facade of the building to commemorate the naming gift.
5. That the PCPA Advisory Committee together with the PCPA Director have recommended acceptance of the gift together with donor requests for management and expenditure of the naming gift.

**BE IT THEREFORE RESOLVED** that the proposed gift is approved for acceptance by the Commission, contingent upon City of Portland approval of the naming of the facility and on the following terms and conditions:

1. The Commission recommends that the name of the building be made permanent and everlasting by the City of Portland through every reasonable means; and
2. The donated funds shall be deposited and managed through the Friends of PCPA Capital Campaign fund agency account at the Oregon Community Foundation including provision for Friends to recoup reasonable administrative costs related to the gift; and
3. The donated funds shall be committed fully to the maintenance and improvement of the named building, including but not limited to such projects as shall be identified and agreed upon by Friends and PCPA for the benefit of the named building, and
4. Building signage shall be installed reflecting the new name, and shall be equal in size and quality to that in place prior to acceptance of the naming gift; and
5. A plaque no less than 48" by 60" in size shall be installed as a permanent fixture on the south end of the front façade of the building to commemorate the naming gift.

Passed by the Commission on May 17, 2000

  
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Chairman

  
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Secretary/Treasurer

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

By:   
\_\_\_\_\_  
Kathleen A. Pool  
Senior Assistant Counsel

## MERC STAFF REPORT

**Agenda Item/Issue:** Acceptance of Gift for Naming a Building of the Portland Center for the Performing Arts

**Resolution No:** 2000-16

**Date:** May 17, 2000

**Presented by:** Harriet Sherburne

**BACKGROUND:** In May 1992, the Commission approved a Naming Policy for PCPA that included a schedule of gifts at levels appropriate to identified locations and features of the three buildings. In December 1997 and in January 1999 the Commission took action by resolution to accept gifts for naming the Newmark Theatre and the 4<sup>th</sup> floor space of the New Theatre Building, in accordance with the Naming Policy; monies from those naming gifts has been used for design, construction, furnishings, fixtures and equipment in the new Brunish Hall. Through the 1994 and 1997 PCPA Business Plans and additional analyses, the Commission has identified a significant backlog of unfunded capital projects totaling more than \$6 million that must be addressed in the near future to maintain the long-term life of the buildings and their theatres. In recognition of the capital improvement needs of the facilities, and of the willingness of the Friends of the Performing Arts Center to undertake a capital campaign on behalf of the facilities, the Commission took action by resolution in December 1999 and January 2000 to authorize Friends to initiate a PCPA Capital Campaign and fund managed under the Oregon Community Foundation. The inauguration of Brunish Hall in February 2000 served as the first program of the capital campaign and had the desired result of gaining capital gifts for naming many seats in the Theatres of PCPA as well as attracting interest in the major remaining naming opportunities in the facilities. Through the Capital Campaign efforts of the Friends, the PCPA Director received a proposal for a gift for naming a building of the performing arts complex that is consistent with the adopted schedule of gifts for such a naming opportunity. The gift would be made in two payments over the course of 8 months: June 2000 and January 2001. The donor has requested withholding of the name until an appropriate time in the gift acceptance process.

As a major element in the Friends PCPA Capital Campaign, the gift provides critical resources toward completion of the many projects necessary to bring the subject building to first class condition. The donor family is committed to the long-term life of the named building and requests that the PCPA Management and Friends work together for timely implementation of the types of repairs, renewal and replacements, and improvement investments in the current fiscal year.

**DISCUSSION WITH ADVISORY COMMITTEE AND LIAISON COMMISSIONERS:** The proposed donation has been reviewed by the PCPA Advisory Committee and Liaison Commissioners to confirm that the naming proposal is consistent with the adopted Policy. They recommend acceptance of the gift and naming of the building in accordance with the terms and conditions proposed in the Resolution.

**FISCAL IMPACT:** Although cooperative actions by City of Portland, Multnomah County, MERC and Metro together with the lodging industry in 1997 and 2000 appear to make major progress in providing stable long-term funding support for operating PCPA facilities, these public resources do not appear to be sufficient to erase the backlog of capital projects for maintenance, repair renewal and improvement of the theatre buildings. This naming gift and other private contributions to the PCPA Capital Campaign and fund provide urgently needed additional resources to sustain safe, high quality operations of the buildings.

**RECOMMENDATION:** The staff recommends acceptance of the gift together with donor requests for management and expenditure of the naming gift.