

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 00-40

Authorizing receipt of a 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 which is consistent with the adopted policy and schedule of gifts; and

4. That the donor has specifically requested certain terms and conditions:

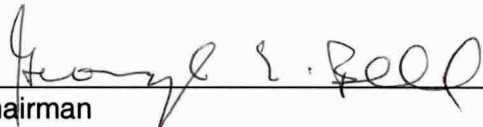
- That the name of the building be made permanent and everlasting by the City of Portland through every reasonable means; and
- That the donated funds be deposited and managed through the Friends of PCPA Capital Campaign fund account at the Oregon Community Foundation including provision for Friends to recoup reasonable administrative costs related to the gift; and
- That the donated funds be committed fully to the maintenance, and improvement of the facilities of the PCPA, including but not limited to such projects as shall be identified and agreed upon by Friends and PCPA; and
- That the name of the building be withheld until such time as the donor chooses.
- That building signage shall be installed reflecting the new name.

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 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 PCPA facilities, including but not limited to such projects as shall be identified and agreed upon by Friends and PCPA; and
4. That the name of the building be withheld until such time as the donor chooses; and
5. Building signage shall be installed reflecting the new name.

Passed by the Commission on November 15, 2000



Chairman



Secretary/Treasurer

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

By: 

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: 00-40

Date: November 15, 2000

Presented by: Robyn Williams & Mark B. Williams

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 4th 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 Director received a proposal for a gift for naming the Civic Auditorium resulting in the approval of the re-naming as the Keller Auditorium by the Portland City Council in May 2000. As a consequence of publicizing other naming opportunities, a second proposal has been received for a gift for naming a PCPA building. The donor has requested withholding of the name until a later time to be determined by the donor. The gift will be made in 7 quarterly payments; the first of which will come December 31, 2000 and the final September 30, 2002.

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 facilities to first class condition.

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.