

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 21-05

Approval to increase parking fees at the Portland Expo Center (Expo).

WHEREAS, the Metropolitan Exposition Recreation Commission (Commission) sets the parking fees for Commission facilities; and

WHEREAS, Expo staff recommends that the Commission increase Expo's parking fees in accordance with market rates in the region and other expense factors.

WHEREAS, this fee adjustment will have a positive impact on the budget of the Portland Expo Center, and;

BE IT THEREFORE RESOLVED, that the Commission approves the Expo's parking fee structure for fiscal years 2022, 2023 and 2024.

Passed by the Commission on August 4, 2021

Approved as to form:

Carrie MacLaren, Metro Attorney

By:

DocuSigned by:
Nathan Sykes

Nathan A. S. Sykes, Deputy Metro Attorney

DocuSigned by:
Karis Stoudamire-Phillips
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Chair

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Deidra Kryz-Rusoff
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Secretary/Treasurer

MERC Staff Report

Agenda Item: Approving Parking Fees for the Fiscal Years 2022-2024 at the Portland ExpoCenter

Resolution No.: 21-05

Presented By: Matthew P. Rotchford

Date: August 4, 2021

Background and Analysis:

The Expo Center maintains roughly 2,500 parking spaces on our 53 acre campus at considerable yearly capital expense. The facility, each year, reinvests in the parking lot maintenance, landscaping, signage and technologies that ultimately serve our shared customers. The revenue from our parking operation, managed in part by our professional parking partner, Reef Parking; represent a critical portion of how our unique business model remains successful. In addition, and at the request of our clients, we have also added the functionality of on-line advance parking sales via our partners ParkHub and TicketsWest. This functionality speeds our intake to events and provides patrons pre-sale convenience.

The Expo Center's attendee parking fee and exhibitor rates were last increased to match at \$10 in 2019. Adding the on-line component for parking as well as other increases in labor and maintenance also increases expenses, and we recommend an increase to \$12 for attendees and exhibitor rates that will match both on-line and on-site sales.

At the discretion of the Expo Executive Director or at the recommendation of the Expo Parking and Ticketing Manager; the parking rate may decrease as low as \$10 or increase as much as \$15 for specialty events, volume sales or other conditions that consider needs of equity and or economic impacts. These variance approvals must be in writing and otherwise patron and exhibitor parking rates would remain consistent on-line and on-site at \$12 per space, per day with no overnight parking allowed without authorization.

Fiscal Impact: We based our revenue assumptions on a full calendar of events from the FY19 (Non-COVID) calendar. We anticipate that this action will increase our overall parking revenue by 15 percent, taking into account the impacts of COVID-19.

Recommendation: Staff recommends that the Metropolitan Exposition Recreation Commission approve the Portland Expo Center General Parking Fees to \$12 for attendees and exhibitors for FY22-FY24. These rates will match both on-line and on-site sales. Specialty event variances are to be approved in writing at the discretion of the Expo Executive Director.