

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF REDEVELOPING THE)	RESOLUTION NO. 25-5451
PORTLAND EXPO CENTER AS A SPORTS-)	
ORIENTED DESTINATION VENUE)	Introduced by Council President Lynn
)	Peterson

WHEREAS, the Portland Expo Center (Expo) is a regional asset that attracts more than 300,000 visitors to as many as 100 public trade shows and community events annually; and

WHEREAS, the Metro Council and the Metropolitan Exposition Recreation Commission (MERC) seek to derive the greatest public benefit of the 53-acre property and venue and are engaging with key stakeholders and partners, including communities and partners with historic and cultural ties to Expo, business interests, interested Tribes, and Expo clients and business stakeholders to identify future uses for the Expo Center; and

WHEREAS, the sports tourism industry nationally generated direct spending impact of \$52.2 billion and total economic impact of \$128 billion and supported 757,600 full-time and part-time jobs in 2023¹; and

WHEREAS, Oregon’s Athletic, Outdoor, Team and Recreation Ecosystem supports \$29 billion annually in economic impact and is growing²; and

WHEREAS, the Metro Council and MERC, recognizing Oregon’s status as an international powerhouse in the sport and outdoor industry, directed staff to take measures to align Expo’s future redevelopment as a community-centric destination venue that prioritizes amateur, professional, and recreational sports; and

WHEREAS, sports and recreational uses have been a part of Expo throughout its history and offer a means of interpretation of the rich and complex history of the site; and

WHEREAS, MERC, on behalf of Expo, adopted the *Portland Expo Center Revised Booking Policies and Procedures* on November 1, 2023, which offers priority booking to sporting events; and

WHEREAS, Metro has partnered with local experts in the areas of tourism and sports tourism, sports facility operation, amateur and professional athletic teams, hospitality, economic development, healthcare and more and government partners on a market and feasibility study to examine how Expo can best pivot its operations toward a sports facility as a primary market, with other uses such as consumer, live entertainment, and community events as secondary markets; received from Hunden Partners insights into management trends for sports facilities similar to those contemplated at Expo, which indicated that, increasingly, third-party management is favored at comparable sites across the country; and explored additional revenue generating opportunities for the site; and

¹ *State of the Industry Report for 2023*, Sports ETA, 2023.

² *Oregon: The State of Sport*, Portland Business Alliance, 2022.

WHEREAS, the *Expo Future Project Feasibility Study* completed by Hunden Partners in June 2024 found the Pacific Northwest and Portland regions lacking in indoor sports facilities; and

WHEREAS, Hunden Partners' updated economic impact analysis based on the preferred sports scenario for Expo Center shows the potential to generate up to 122 sporting events and 186 event days, annual visitation of more than one million guests, 53,195 new hotel room nights annually, 217 new fulltime-equivalent jobs, and \$1 billion in new direct spending over a thirty-year period, in addition to meeting unmet local demand for additional sports facilities; and

WHEREAS, the sports facilities proposed in the *Expo Future Project Feasibility Study* could meet local needs and unaccommodated demand for indoor court and ice sports and track; could expand demand for related public and private sports facilities; could add value to the community by providing more diversity in lodging, dining, and other uses; and could provide the public with the opportunity to be more engaged in recreational and competitive sports, which can aid residents' overall mental and physical wellbeing; and

WHEREAS, the Expo Future Sports & Facilities Committee has developed a Public Use Statement that identifies the need to balance sports tourism-derived events at Expo Future with regular public use of all indoor and outdoor facilities and amenities to ensure economic and social benefits to the region; and

WHEREAS, MERC adopted an identical resolution at its meeting on January 8, 2025; now therefore,

BE IT RESOLVED that the Metro Council

1. Accepts the preferred sports development scenario presented by the Expo Future Sports & Facilities Committee on December 10, 2024, and directs staff to continue to analyze and refine the scenario and provide regular updates to Metro Council as the project progresses.
2. Directs staff to propose a package of short-term, interim investments and funding sources in Metro's FY25-26 budget within 90 days of adoption of this resolution for the purpose of better preparing Expo Center to attract and to host more sporting events and tournaments, preferably regional or larger, and to generate resources that allow Expo to meet needs for public use.
3. Directs staff to bring forward the criteria for solicitation of a public-private partnership for full build out of the recommended Expo Center sports redevelopment scenario, including representation and memorialization recommendations and other required site features, by June 30, 2025, with the intent of selecting a development partner by December 2025.
4. Directs staff to ensure that implementation of actions pursuant to sports uses at Expo is supportive of and compatible with the representation and memorialization recommendations presented to the Metro Council and MERC on December 10, 2024, and that staff endeavor to accomplish expansion of sports uses and representation/memorialization of the site's histories and cultures in a way that does not commodify or cause harm to involved partners and communities.

5. Directs staff, within the current venue constraints, to continue to make every effort to pursue the sports event market including offering first priority booking to sporting events as specified in the *Portland Expo Center Booking and Scheduling Policies and Procedures* adopted November 1, 2023, and to report to Metro Council every 180 days on progress booking sports-related events.

ADOPTED by the Metro Council this 9th day of January 2025.



Lynn Peterson, Council President

Approved as to Form:



Carrie MacLaren, Metro Attorney

IN CONSIDERATION OF RESOLUTION NO. 25-5451 FOR THE PURPOSE OF REDEVELOPING THE PORTLAND EXPO CENTER AS A SPORTS-ORIENTED DESTINATION VENUE

Date: December 16, 2024
Department: Chief Operating Officer
Meeting Date: January 9, 2025

Prepared by: Stephanie Redman
Presenter(s): Stephanie Redman, she/they, Expo Future Project Manager
Craig Stroud, he/him, General Manager, Visitor Venues
Length: 20 minutes

ISSUE STATEMENT

Resolution 25-5451 advances one of two key objectives of the Expo Future project:

Objective 2: Leveraging Oregon’s status as an international powerhouse in the sport and outdoor industry, Metro will pivot Expo’s future redevelopment as a community-centric destination venue that prioritizes amateur, professional, and recreational sports.

It directs staff to begin to take actions to advance the preferred sports redevelopment scenario presented by the Expo Future Sports & Facilities Committee to the Council and Metropolitan Exposition Recreation Commission (MERC) on December 10, 2024.

ACTION REQUESTED

Adoption of Resolution 25-5451, which

1. Accepts the Expo Sports & Facilities Committee’s preferred sports development scenario presented on December 10, 2024; and
2. Directs staff to pursue key actions in support of implementation the preferred sports redevelopment scenario:
 - A. continue to analyze and refine the scenario and provide regular project updates to Council;
 - B. propose a package of short-term investments in Halls D & E in Metro’s FY25-26 budget to better equip Expo to attract and host sporting events;
 - C. develop criteria for solicitation of a public-private partnership for full build-out of the preferred Expo Center sports redevelopment scenario, including representation and memorialization recommendations and other required site features, with the intent of selecting a development partner by December 2025; and
 - D. continue to make every effort to pursue the sports event market per the *Portland Expo Center Booking and Scheduling Policies and Procedures*.
3. States Council’s intent and directs staff to ensure that actions in pursuit of the preferred sports scenario at Expo are compatible with the *Expo Future Historical Significance & Memorialization Committee Recommendations Report* and do not commodify or cause harm to involved partners and communities.

The actions directed in Resolution 25-5451 comprise the foundation of a nine- to 12- month workplan for staff to pursue the preferred sports redevelopment scenario in Phase 3 of the Expo Future project. Assuming adoption of this resolution on January 9, 2025, the timeline for implementation of the actions directed in this resolution is as follows.

Est. Timeline	Expected Actions
January 2025	<ul style="list-style-type: none"> • Resolution adopted • Staff identify sports equipment needed in Halls D&E, prepare and submit budget request for funding for materials, equipment • Staff continue to pursue sports event marketing to attract sporting events to Expo Center per November 2023 <i>Portland Expo Center Booking and Scheduling Policies and Procedures</i> (ongoing)
By June 30, 2025	<ul style="list-style-type: none"> • Staff develop and present to Council and MERC criteria for solicitation of a public-private partnership for full build-out of the preferred Expo Center sports redevelopment scenario, including representation and memorialization recommendations and other required site features, with the intent of selecting a development partner by December 2025
August 2025	<ul style="list-style-type: none"> • Staff solicit public-private partnership for full build-out of the preferred Expo Center sports redevelopment scenario (if directed by Council and MERC)
July 2025	<ul style="list-style-type: none"> • Staff begin to solicit purchase and installation of sports equipment and materials in Halls D&E (assumes funding for purchase, installation) • Staff provide an update on progress and sports marketing and bookings to Council and MERC
October 2025	<ul style="list-style-type: none"> • Review of public-private partnership redevelopment proposals (if directed by Council and MERC)
Dec. 2025	<ul style="list-style-type: none"> • Development partner selected (if directed by Council and MERC) • Staff provide an update on progress and sports marketing and bookings to Council and MERC

IDENTIFIED POLICY OUTCOMES

The resolution directs further staff actions in support of Expo’s redevelopment as a community-centric sports destination venue. These actions support the **Council’s fall 2019 direction to find the highest and best public use and long-term financial sustainability of Expo** and the Chief Operating Officers’ six objectives for Phase 2 of the Expo Future project, endorsed by Council and MERC in February 2023. In particular, the actions directed in this resolution begin the process of additional evaluation and planning in pursuit of the preferred sports redevelopment scenario presented by the Expo Future Sports & Facilities Committee on December 10, 2024, to Metro Council and MERC.

POLICY QUESTION(S)

- 1) Does Metro Council accept the preferred sports redevelopment scenario presented by the Expo Future Sports & Facilities Committee to Council and MERC on December 10, 2024?
- 2) Does Metro Council direct staff to pursue the resolution’s actions (2 and 3, above) in pursuit of the preferred sports redevelopment scenario presented to Metro Council and MERC by the Expo Future Sports & Facilities Committee on December 10, 2024?

POLICY OPTIONS FOR COUNCIL TO CONSIDER

- Whether to continue to pursue the preferred sports redevelopment scenario; and
- Direction to staff for next steps in the process.

STAFF RECOMMENDATIONS

Staff recommend that Metro Council adopt Resolution 25-5451.

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Partner organizations in sports, tourism, and hospitality are very supportive of the project, particularly the prospect of adding sports facilities that can attract regional or national visitation and overnight lodging. These organizations generally recognize the project's potential to revitalize the northernmost part of Portland and to energize the region with positive development.

Expression of opposition to the project has been low to date. Some long-time Expo clients have expressed concern that their traditional show dates might change or that they may lose parking or exhibit space, but they also express excitement about the prospect of Expo Center renovations and new features that can refresh the site and make the venue a more attractive destination.

Racial Equity

Expo Future Phase 3 activities advance the following goals of Metro's *Strategic Plan to Advance Racial Equity, Diversity and Inclusion*:

- A, convening and supporting regional partners to advance racial equity;
- B, meaningfully engaging communities of color; and
- D, creating safe and welcoming services, programs, and destinations.

If or as the project evolves to include construction, business development, and job creation, it also has the potential to meet Goals C and E of the plan:

- C, a racially diverse workforce, and
- E, resource allocation that advances racial equity.

Climate Action

Sustainability is one of the Guiding Principles of the Expo Future Project. The preferred sports redevelopment scenario supports climate action goals through the following proposed activities:

- Retrofitting and reusing existing structures in pursuit of sports redevelopment at Expo
- Following Metro's Sustainable Building Practices as the project moves forward

BACKGROUND

Metro owns the Portland Expo Center ("Expo") site, a well-positioned, 53-acre employment and exhibition site at the economic center of greater Portland. Under the current business model, the long-term prospects of Expo are challenging due to the large-scale capital needs of Halls A, B, and C and the ongoing routine maintenance of the newer buildings and campus infrastructure. Pre-pandemic, Expo generated approximately \$50M in annual economic impact through 100+ public trade shows and community events that attracted. Post-pandemic, Expo attendance has declined; in 2023, annual attendance was approximately 311,000 visitors at 56 events.

The site is the largest exhibition space in Oregon, boasting 333,000 square feet of existing building area and 2,500 parking spaces. Halls A, B, and C have been in operation for more than 100 years. Halls D and E are 23 and 27 years old, respectively. Expo is adjacent to other popular sports assets such as Portland International Raceway and Delta Park, a multi-field outdoor sports complex owned by the City of Portland that hosts various youth and adult sports tournaments throughout the year.

Metro recognizes the site’s pre-colonial history and importance to Indigenous Peoples. The land upon which Expo sits was previously part of a dynamic and complex network of wetlands and river channels supporting Tribes and Indigenous Peoples and their ways of life since time immemorial. In addition, given Expo’s hundred-year operational history, many communities and partners in the greater Portland region have developed unique and important historical and cultural ties to the venue and surrounding area.

Specifically, the nearby Vanport Flood and World War II incarceration at the Portland Assembly Center have had lasting impacts on Black, Indigenous and Japanese American communities. Metro recognizes the past events and injustices that took place on or near the Expo property. Expo staff works with Vanport Mosaic and the Japanese American Museum of Oregon to ensure these occurrences are never forgotten.

Since 2003, Metro has been working to determine the highest and best use of the Expo Center site and to develop a plan for its financial sustainability. From 2020 to present, Metro has engaged with communities with historic and cultural ties to the site (such as the Black, urban Indigenous, and Japanese American communities), Tribes, business stakeholders, and other key partners to identify vision for the site. One outcome of this stakeholder and partner engagement was the development of the project Guiding Principles, which MERC and Metro Council adopted by resolution in spring of 2022.

In February 2023, after a multi-year, community-involved assessment of opportunities to improve the long-term financial sustainability of the Portland Expo Center, the Metro Council and the Metropolitan Exposition Recreation Commission (MERC) directed staff to focus on two overarching project objectives identified by Metro’s Chief Operating Offer.

Objective 1: Metro will recognize Expo Center’s Hall A as a site of national historical significance and meaningfully memorialize the site’s history of forced displacement during World War II and the Vanport Floods, as well as the site’s pre-colonial history and importance to Indigenous Peoples.

Objective 2: Leveraging Oregon’s status as an international powerhouse in the sport and outdoor industry, Metro will pivot Expo’s future redevelopment as a community-centric destination venue that prioritizes amateur, professional, and recreational sports.

The following table outlines the history and relevant actions of this project.

2000	Metro Council Resolution 00-3019 supports submission of a Conditional Use Master Plan to City of Portland. General components include site development plans, transportation and parking, mitigation of Expo development impacts, environmental compatibility, development review, neighborhood communication and coordination, project review procedures for future development, and public involvement. Major elements of the Master Plan include replacement and expansion of exhibit halls A, B
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	and C to match the look of Hall E and Hall D (under construction at the time). CUMP is submitted and approved in 2001.
2003	MERC completes study “Expo: A Vision for the Future” with Yost, Grube Hall architects, to replace the outdated facilities of Halls A B C, and East and West Halls with 255,000 square feet of new facilities, including an exhibit hall, meeting rooms, support facilities, landscaping and related improvements to augment Halls D and E.
2011	MERC submitted Expo Center Conditional Use Master Plan, prepared by Shiels Obletz Johnson, SERA and subcontractors to City of Portland for expansion and replacement of existing exhibition facilities –Halls A, B, and C—with a new exhibition hall similar to Hall D and E, as well as 11 other site developments.
2014	Metro commissioned Hunden Partners to provide an independent assessment of Expo governance and operations, a local competitive market analysis, and the possible impact of a new local headquarters hotel. The scope of work also included an analysis of the existing physical conditions.
2016 - 2019	From 2016 to 2019, a range of options to increase and diversify revenue streams was studied, including long-term tenancies and flexible outdoor space.
Fall 2019	At the direction of Metro Council, the Portland Expo Center Development Opportunity Study (DOS) was launched. The study’s purpose was to identify development options that could complement, support, or replace the current operations at Expo and assess its current value.
2020-2021	Metro engages with the communities and stakeholders most impacted by the site through meetings and listening sessions, and a draft set of community-driven Guiding Principles is formed.
Spring 2021	The DOS report is published, outlining nine scenarios (from logistics to film studios) the site could accommodate. MERC and Metro Council deprioritize the “sell option” and direct staff to create a solicitation process to seek creative ideas and public/private development partners for the site.
Spring 2022	MERC and Metro Council adopt the community-driven Guiding Principles developed during the DOS by resolution as part of their framework for decision-making.
Summer, fall 2022	The Request for Expressions of Interest (RFEI) is launched. Metro receives eight submittals in response to the RFEI process.
Winter 2023	Metro engages community members, Tribal and other government partners, and staff in the evaluation of RFEI submissions, culminating in the “Phase one: RFEI Findings and recommendations” report.
Spring, summer 2023	Metro Council and MERC unanimously support the COO’s recommendations for the future of Expo and Phase 2 of the Expo Future project began. In summer 2023, Metro Council and MERC endorse the proposed project governance structure and COO’s recommended next steps for the project.
Sept. 2023	Expo Future Historical Significance & Memorialization Committee, Expo Future Sport & Facility Committee, and Executive Advisory Committee begin working to fulfill their missions.

Dec. 2023 to June 2024	Hunden Partners begins to study determine the feasibility of shifting Expo Center to sports-oriented uses. The firm conducts a comprehensive market analysis and interviews dozens of local representatives of sports teams, leagues and facilities; committee members; and partner government, economic development, and tourism/hospitality organizations.
March 2024	Metro Council and MERC receive a six-month Expo Future progress report from the cochairs of the Sport & Facility and Historical Significance & Memorialization Committees and staff.
June 25, 2024	Results of the Expo Future sports feasibility study are presented to Metro Council and MERC by consultant Hunden Partners.
July to Sept. 2024	Metro engages with key communities to identify ways to honor and recognize their histories and cultures at Expo Center. Interviews, virtual discussions, in-person workshops and online input are held to gather input from urban Indigenous, Japanese American, and Vanport communities. Expo clients provide project input during a virtual discussion on August 15, 2024.
August to Nov. 2024	The Scenario Refinement Subcommittee of the Expo Future Sports & Facilities Committee analyzes all four recommended sports redevelopment scenarios identified in the sports feasibility study. Weighing multiple factors and with additional data analysis by Hunden Partners, the Subcommittee identifies a final recommended scenario, which is adopted by the Sports & Facilities Committee
March to Nov. 2024	The Expo Future Funding & Financing Task Force reviews Hunden Partners' funding models for sports redevelopment, including public private partnerships, public financing tools, and federal and philanthropic resources.
Sept. to Nov. 2024	The Historical Significance & Memorialization Committee, supported by consultants and staff, analyzes the community input and shapes its recommendations based on community input.
Nov. to Dec. 2024	Expo Center clients are invited to provide online input about the project. North Portland residents are invited to provide online input about the Expo Future project.
Dec. 10, 2024	Metro Council and MERC receive the Expo Future vision, including representation and memorialization of the histories and cultures tied to the Expo Center site, final recommended sports redevelopment scenario, and funding and financing strategies. Resolutions in support of representation and memorialization and sports are also presented for consideration.

ATTACHMENTS

1. Expo Future Sports & Facilities Committee's preferred scenario for phased sports redevelopment as shown in Expo Future Project Update, dated December 10, 2024

- Is legislation required for Council action? x Yes No
- If yes, is draft legislation attached? x Yes No
- What other materials are you presenting today? None



Expo Future Project Update

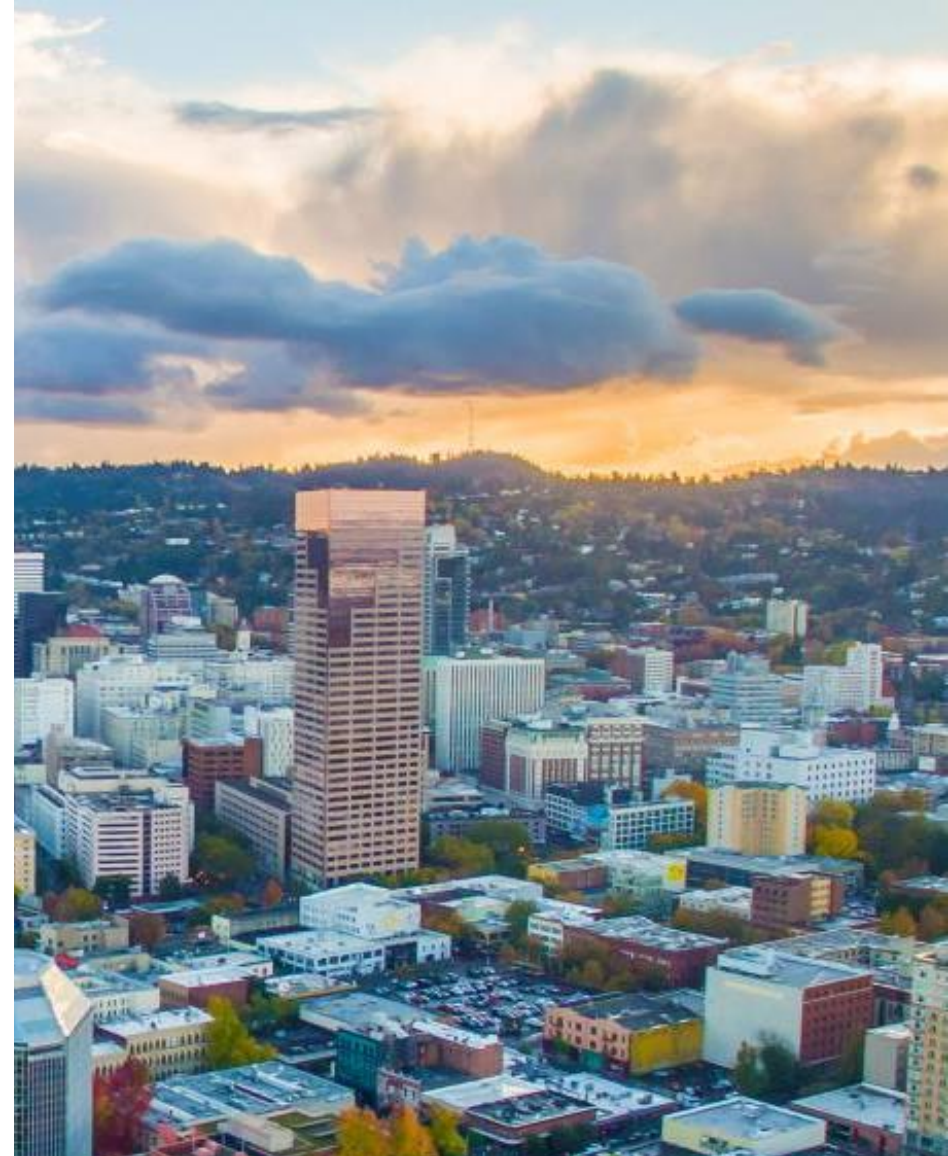
Metro / MERC
Joint Session

DECEMBER 10, 2024



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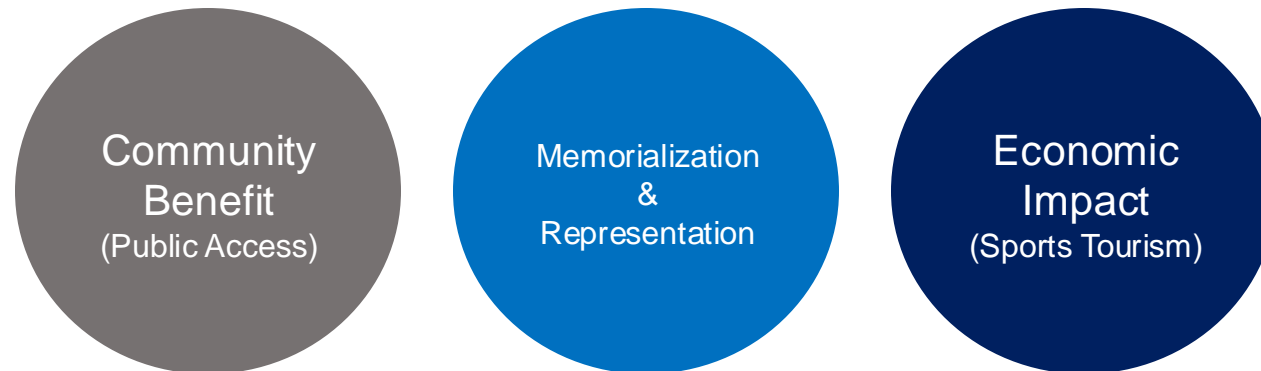


Project Purpose

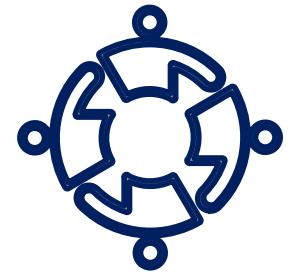
The goal for Expo's future redevelopment is to be a **community-centric destination venue that prioritizes amateur, professional, and recreational sports**. Within the Sports & Facilities Committee's Public Use Statement, an emphasis is placed on the importance of striking a balance in creating a **regionally significant sports competition and tournament venue** and **ensuring local community members have reliable venue access**.

Equally important is **memorializing Expo as a site of national historic significance** given its history of forced displacement during World War II and the Vanport Floods, as well as the site's pre-colonial history and importance to Indigenous Peoples.

PROJECT PRIORITIES



Since June of this year, additional steps have been made to help advance the Project and these priorities. This includes: **1) Memorialization & Representation Recommendations, 2) Scenario Refinement, and 3) Project Funding Strategies**. The results of this work through collaboration amongst Project committees and Metro staff are outlined on the following slides.



Community Benefit

All of the scenarios initially proposed for the Project would generate additional community benefits to the residents of the Metro area and the region beyond. The Project includes an investment in community spaces, which will provide new sports and Expo attendees, along with the public, an opportunity to learn and engage in Expo’s historical significance.

The proposed sports facilities also provide the public the opportunity to be more engaged in recreational and competitive sports, which can aid in the overall mental and physical wellbeing of residents. These sports facilities would also be an attractive proposition to families considering the Metro area for relocation and aid in the retention of the Metro area’s current resident base.

Weekday Days



**Public Access
(Community Benefit)**



Weekday Nights



Club / League



Weekends



**Tournaments
(Economic Impact)**

Memorialization & Representation

Metro's Expo Future Historical Significance & Memorialization Committee (HSMC) guided the community input process and developed recommendations of how to represent and memorialize the histories and cultures associated with the Expo site. Committee members provided their time, talent, insightful questions and thoughtful comments, with a generosity of spirit that set the tone for their work.

Throughout Metro's community engagement process, more than 140 members of urban Indigenous, Japanese American and Vanport communities generously shared their perspectives during interviews, virtual conversations, in-person workshops and online. Partner organizations, including Epworth United Methodist Church, Japanese Ancestral Society of Oregon, Japanese American Museum of Oregon, and Vanport Mosaic, provided outreach to their respective communities and hosted many of the workshops. Formal and informal community ambassadors also provided outreach and encouraged community participation in this process.

HSMC recommends that Expo's future include memorialization and representation of Impacted Communities: urban Indigenous, Japanese American, and Vanport communities, which are the three primary groups with significant historical ties to Expo and its surrounding land and water. HSMC's recommendations reflect both the pain of their histories and the joy of and pride in their ongoing community presence. The committee recommends that features that represent histories and cultures be located throughout the Expo site, indoors and out, and not concentrated in any single area. Specifics on design and placement will be identified in the next phase of planning in close collaboration with Impacted Communities.















For a complete version of recommendations for memorialization and representation recommendations, please refer to the *Expo Future Historical Significance and Memorialization Committee Recommendations Report* of November 2024.



Scenario Refinement

Scenario Recap

To the right are the four scenarios that resulted from the market study completed earlier this year. These scenarios show a range of facilities that could generate more sports tourism versus more local demand. In all scenarios, it is expected these facilities would be accessible to the public, at least on weekdays with the goal of tournaments driving weekend activity.

Scenario 1					
	2 Ice Sheets	9 BB / 18 VB	200m Track	1 Turf Field	
Scenario 2					
	2 Ice Sheets	9 BB / 18 VB			
Scenario 3					
	1 Ice Sheet	6 BB / 12 VB		1/2 Turf Field	
Scenario 4					
	2 Ice Sheets	9 BB / 18 VB	200m Track	1 Turf Field	Training Facility

Eliminated Scenarios

Through the work of the **Scenario Refinement Subcommittee**, numerous scenarios or elements were eliminated:

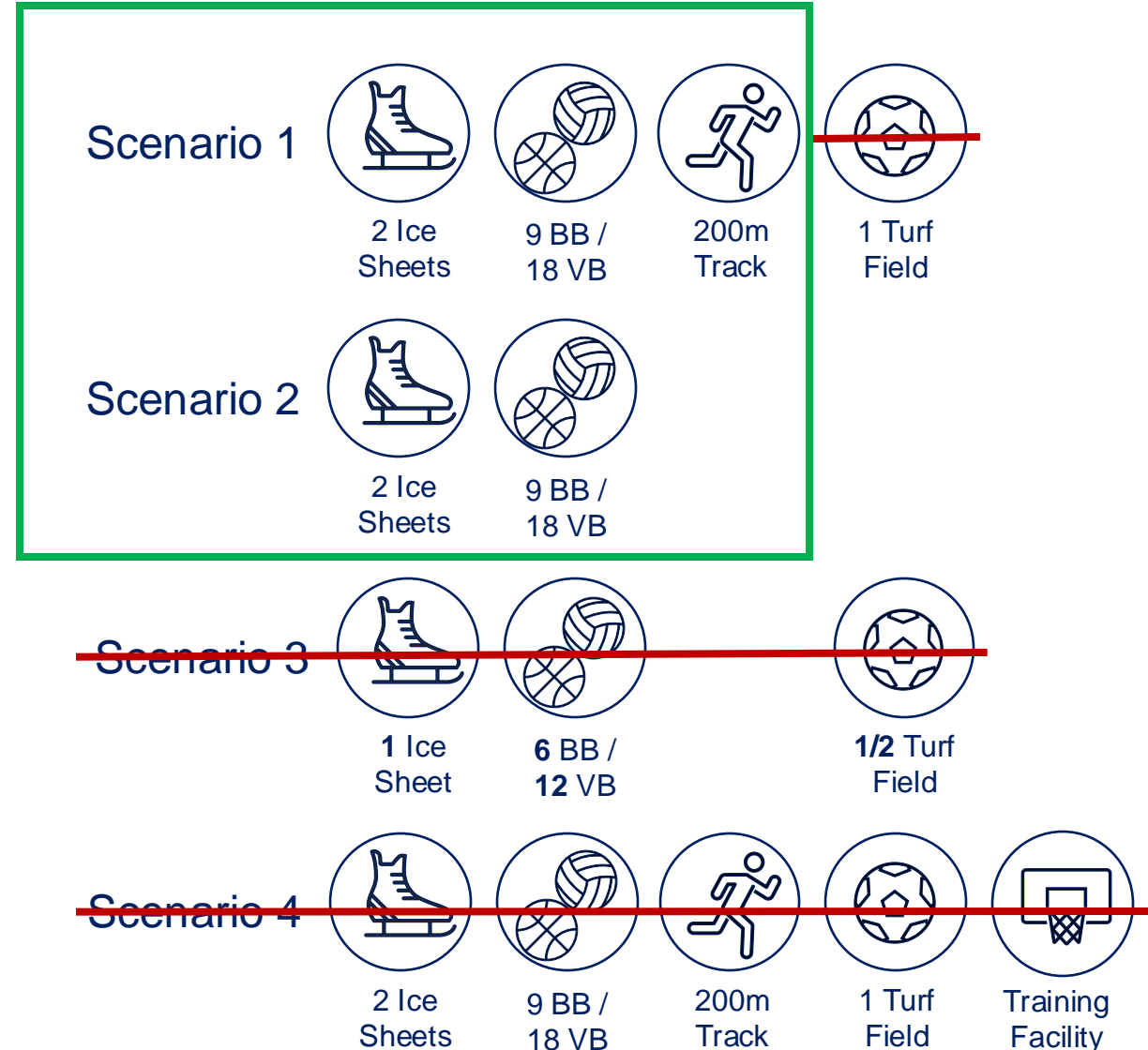
- **No** Scenario 4 - No Professional Basketball Training Facility (at Expo)
- **No** Turf Field (all scenarios)

Hunden also does not recommend moving forward with the following development options:

- **No** Scenario 3 (reduced sports tourism potential)
- **No** standalone Track Facility (underutilization)

This left Scenario 1 (without a turf field) or Scenario 2, with the difference being a portable 200m banked track being utilized within the court facility during a portion of the year. Due to conflicting basketball, volleyball, and track seasons, it was recommended the portable 200m banked track instead be designated for short-term placement within Halls D&E during track season rather than the court facility.

The following slides shows the site concept plan for the recommended new redevelopment scenario for Expo.

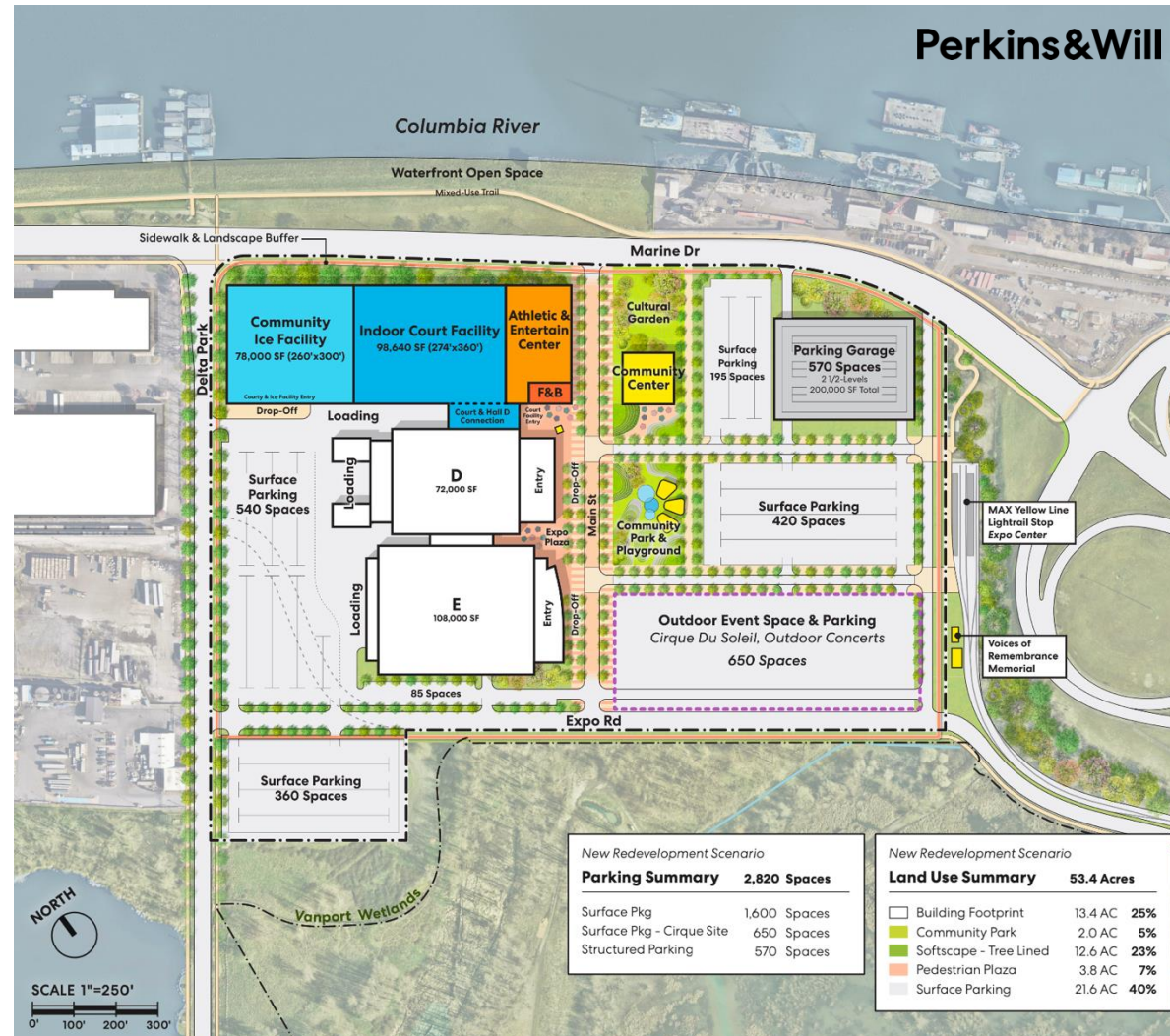


New Redevelopment Scenario

Developed by Perkins&Will, the site concept to the right shows the proposed new sports facility development scenario for the Expo site.

This includes not only a twin-sheet ice facility, but also a Hall D-connected 9 basketball court (16 volleyball court) facility, along with on-site amenities including sports support spaces, food and beverage space, and a family entertainment center.

Centralized on the site is a 15,000 SF community center surrounded by a community garden, park and playground envisioned to be used as gathering space for the public and communities affected by Expo's history.



New Redevelopment Scenario

Court & Ice Facility

Program Summary

- Existing Expo Halls D&E
- Temporary Outdoor Events / Cirque Du Soleil Repurpose of Historical Hall Materials
- Pedestrian connection around site

New Sports Facilities (Indoor) 176,640 SF

	Community Ice (2 Ice Sheets)	78,000 SF
	Court Facility (9 BB, 18 VB)	98,640 SF

On-Site Amenities 85,120 SF*

Athletic and Entertainment Center		65,170 SF*
	Fitness/Training	12,000 SF
	Sports Medicine	3,000 SF
	Meeting Space/Classrooms	6,000 SF
	Offices	8,000 SF
	Family Entertainment Center	15,000 SF
	Food & Beverage	5,000 SF

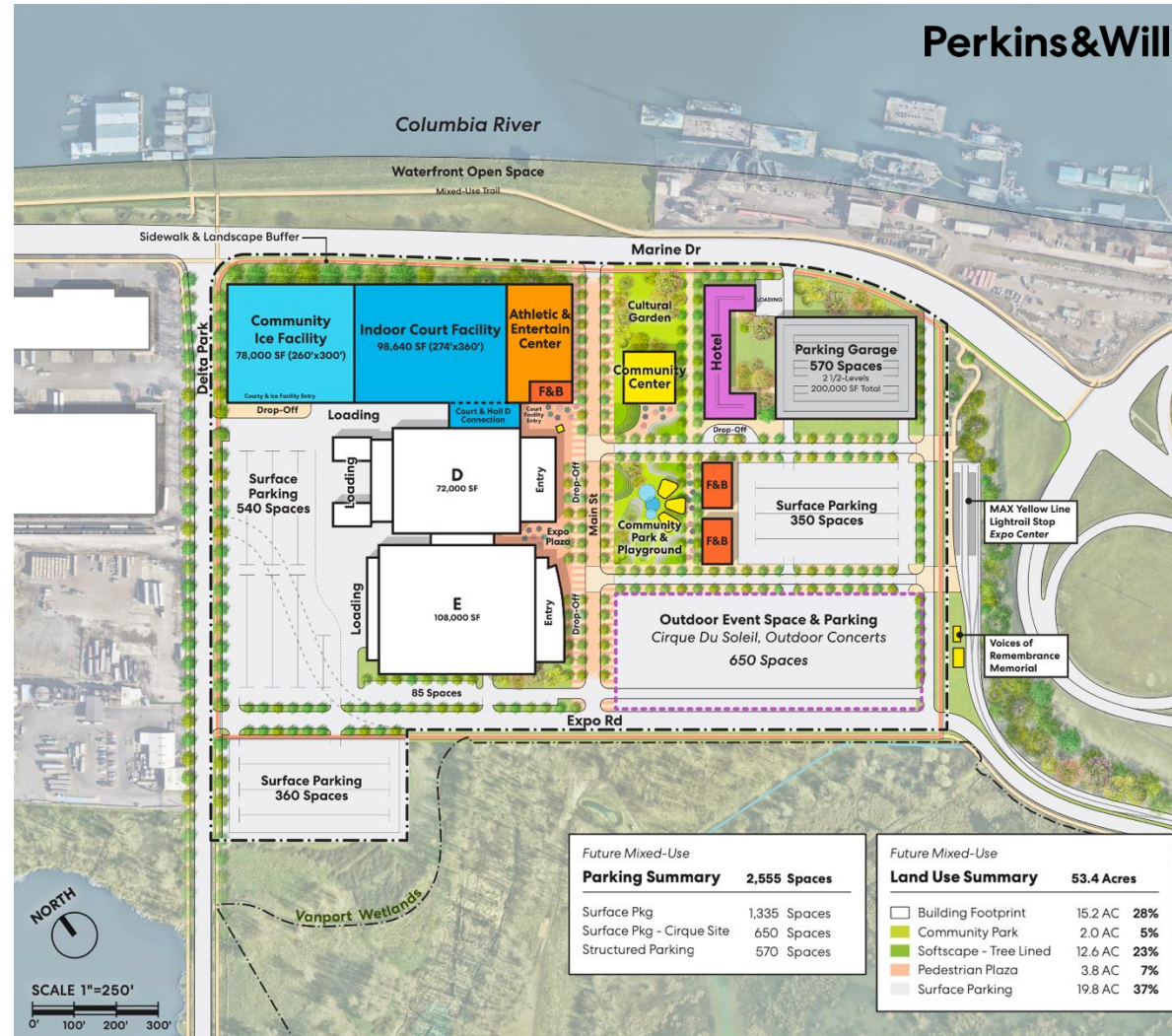
Community Space		
	Community/Event Space	15,000 SF

*Subtotal plus Grossing Factor

Future Mixed-Use Development

As these new facilities stabilize and as the local hotel and retail market continues to rebound, additional private development is recommended for the Expo site over the long-term to help support projected overnight visitation and increase on-site spending.

This second concept shows the placement of a 120-key select-service hotel and 15,000 SF of additional restaurant space, creating more density on-site, encouraging visitors to linger longer from increased convenience and walkability.



New Redevelopment Scenario - Future Mixed-Use

Court & Ice Facility

Program Summary

- Existing Expo Halls D&E
- Temporary Outdoor Events / Cirque Du Soleil Repurpose of Historical Hall Materials
- Pedestrian connection around site

New Sports Facilities (Indoor) 176,640 SF

- Community Ice (2 Ice Sheets) 78,000 SF
- Court Facility (9 BB, 18 VB) 98,640 SF

On-Site Amenities 85,120 SF*

- #### Athletic and Entertainment Center 65,170 SF*
- Fitness/Training 12,000 SF
 - Sports Medicine 3,000 SF
 - Meeting Space/Classrooms 6,000 SF
 - Offices 8,000 SF
 - Family Entertainment Center 15,000 SF
 - Food & Beverage 5,000 SF

Community Space 15,000 SF

- Community/Event Space 15,000 SF

On-Site Amenities (Future Mixed-Use) 69,000 SF

- Hotel 120-Keys / 54,000 SF
- Food & Beverage 15,000 SF

*Subtotal plus Grossing Factor

Project Renderings – Aerial View

The image to the right shows an aerial rendering of the proposed new redevelopment scenario including a future hotel and restaurants.



Project Renderings – Aerial View

The image to the right shows a zoomed in view of the proposed new redevelopment scenario including a future hotel and restaurants.



Project Renderings – Ground Level View

This image shows a rendering of the ground level view of the **athletic & entertainment center** along Main Street.



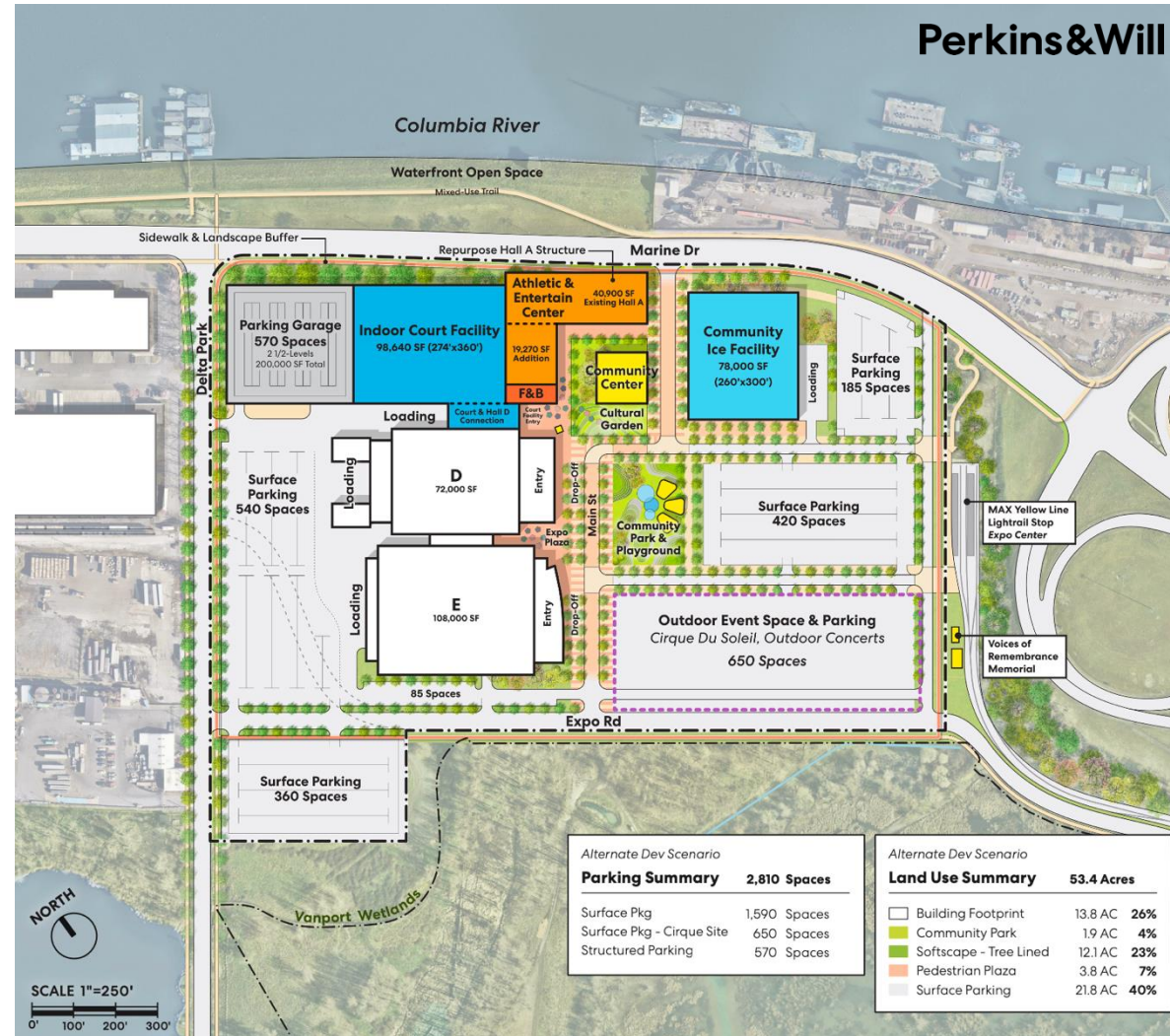
Project Renderings – Ground Level View

This image shows a rendering of the ground level view of the **community center** along Main Street from Marine Drive.



Alternate Scenario – Repurposing of Hall A

Developed by Perkins&Will, the site concept to the right shows the alternate redevelopment scenario that includes the repurposing of Hall A.



Alternate Development Scenario - Repurposing of Hall A

Court & Ice Facility

Program Summary

- Existing Expo Halls D&E
- Temporary Outdoor Events / Cirque Du Soleil Repurpose of Historical Hall Materials
- Pedestrian connection around site

New Sports Facilities (Indoor) 176,640 SF

- Community Ice (2 Ice Sheets) 78,000 SF
- Court Facility (9 BB, 18 VB) 98,640 SF

On-Site Amenities 85,120 SF*

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- Fitness/Training 12,000 SF
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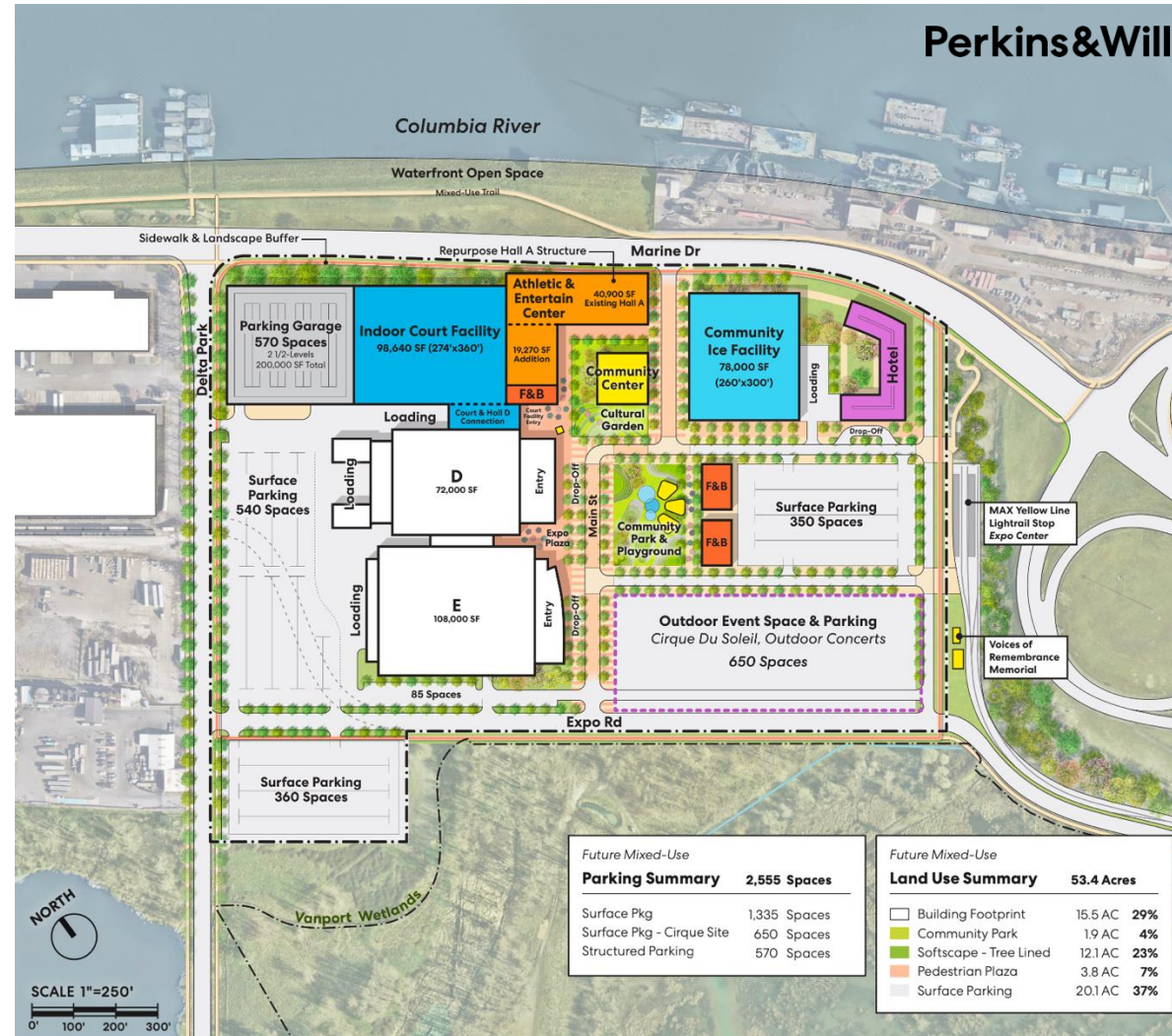
Community Space

- Community/Event Space 15,000 SF

*Subtotal plus Grossing Factor

Alternate Scenario – Future Mixed-Use

This site plan shows the alternate redevelopment scenario, including the proposed future hotel and additional restaurant space.



Alternate Development Scenario - Repurposing of Hall A - Future Mixed-Use

Court & Ice Facility

Program Summary

- Existing Expo Halls D&E
- Temporary Outdoor Events / Cirque Du Soleil
Repurpose of Historical Hall Materials
- Pedestrian connection around site

New Sports Facilities (Indoor) 176,640 SF

Community Ice (2 Ice Sheets)	78,000 SF
Court Facility (9 BB, 18 VB)	98,640 SF

On-Site Amenities 85,120 SF*

Athletic and Entertainment Center 65,170 SF*

Fitness/Training	12,000 SF
Sports Medicine	3,000 SF
Meeting Space/Classrooms	6,000 SF
Offices	8,000 SF
Family Entertainment Center	15,000 SF
Food & Beverage	5,000 SF

Community Space 15,000 SF

Community/Event Space	15,000 SF
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On-Site Amenities (Future Mixed-Use) 69,000 SF

Hotel	120-Keys / 54,000 SF
Food & Beverage	15,000 SF

*Subtotal plus Grossing Factor



Demand & Financial Projections

Sports Facility Events

Based on Hunden’s analysis of the market and discussions held with national sports facility operators, Hunden projected the number of stabilized events and event days for the new development scenario.

Ice tournament projections were developed based on feedback from the Winterhawks team. Meetings and classes are projected to be an an additional opportunity as it relates to potential sports academies and related sports education.

Sports Facility Stabilized Event Projections (Year 3)

Events

Basketball Tournaments	12
Volleyball Tournaments	16
Pickleball Tournaments	6
Wrestling Meets	4
Cheer/Dance	8
Ice Tournaments	18
Meetings / Classes	58
Total	122

Event Days

Basketball Tournaments	24
Volleyball Tournaments	32
Pickleball Tournaments	12
Wrestling Meets	8
Cheer/Dance	16
Ice Tournaments	36
Meetings / Classes	58
Total	186

Source: Hunden Partners

Sports Facility Attendance

Hunden also projected stabilized attendance based on comparable facilities and the market opportunity in the Metro area.

Public use and daily rentals are based on the assumption that the court facility would be available to the public during weekday daytime hours, available for rental on weekday nights, and available for tournaments on the weekends.

Ice facility public use and tournament attendance was estimated based on feedback of potential programming and utilization by the Winterhawks team.

Attendance projections for the family entertainment center (FEC) and community space only include non-sports attendees and do not include attendees visiting the facility for sports.

Sports Facility Stabilized Attendance Projections (Year 3)

Public Use	116,640
Daily Rentals	124,740
Ice Facility Use	608,408
Basketball Tournaments	54,000
Volleyball Tournaments	134,400
Pickleball Tournaments	2,880
Wrestling Meets	14,400
Cheer/Dance	30,000
Ice Tournaments	30,240
Meetings / Classes	2,880
Family Entertainment Center (Non-Sports Visitors)	20,000
Community Space (Non-Sports Visitors)	10,000
Total Attendance	1,148,588

Source: Hunden Partners

Expo Events

The proposed sports facilities could have an impact on the future performance of Expo’s existing facilities. Either Halls ABC would be deconstructed or just Hall A would be repurposed for sport facility support spaces and community space.

There are a number of events that require more space than what Halls D and E provide which could result in lost attendance and revenues due to the elimination of the exhibit space in Halls ABC. Hunden projects that attendance and revenues for events that currently use all five halls would reduce by 50 percent, and attendance and revenues for events that currently use three halls would reduce by one-third.

Due to the presence of the new sports facilities, it is expected that Expo will be able to host additional larger sporting events (from 9 to 14), and that there is the potential for additional concerts / entertainment due to recent increase in demand for this at Expo.

A major outdoor event is assumed as well, which could include a Cirque event or a long-run fair / festival or a family show.

For comparison, Expo hosted 56 events over 202 event days in FY 2023. Increases to this baseline are reflected in more consumer shows, concerts / entertainment, and sporting events.

Expo Stabilized Event Projections (Year 3)

Events	
Consumer Show	37
Concert / Entertainment	4
Major Outdoor Event	1
Sporting Event	14
Meeting / Seminar	6
Banquet	2
Other	5
Total	69
Event Days	
Consumer Show	111
Concert / Entertainment	8
Major Outdoor Event	50
Sporting Event	42
Meeting / Seminar	12
Banquet	2
Other	5
Total	230

Source: Hunden Partners

Expo Attendance

Expo attendance estimates were projected based on FY 2023 average event attendance and the projected number of events by type in each scenario.

In FY 2023, Expo events generated approximately 311,000 attendees. With incremental increases in consumer shows, concerts / entertainment, and sporting events, attendance for these event types are projected to increase from FY 2023.

Expo Stabilized Attendance Projections (Year 3)

Consumer Show	148,000
Concert / Entertainment	32,000
Major Outdoor Event	80,000
Sporting Event	77,000
Meeting / Seminar	3,450
Banquet	550
Other	500
Total Attendance	341,500

Source: Hunden Partners

Financial Projections

The table to the right outlines the stabilized financial projections (Year 3) for the sports and Expo facilities. Hunden utilized FY 2023 averages for Expo facility rental revenues per event type, concessions/catering per caps, parking per caps, other event charges per event, and admission fees as a baseline for its projections of operating revenues. Sports facility assumptions were confirmed with national sports facility operators.

Rental revenues consist of court rentals along with building rental. It is assumed that the ice facility is based on a lease structure, whereby the Winterhawks pay a lease per square foot plus common area maintenance (CAM) reimbursements and are responsible for their own facility staff and operating expenses. The Winterhawks would then retain any program and other revenues generated within the ice facility; however, parking, F&B, and family entertainment center (FEC) revenues are assumed for ice facility spectators and public users.

For spectators and public users for the sports facilities, per cap concessions/catering (Food & Beverage or F&B) and FEC revenues were assumed. Parking revenues were assumed for sport tournament spectators and Expo events (events utilizing Halls D&E) only. Based on the scope of the scenario programs, it is anticipated the facility would generate new naming rights and sponsorship revenues.

Hunden assumed a full load of full-time personnel and part-time labor would be needed for the sports facility, in addition to current staff at Expo. It is also assumed a private management company would operate the facilities. Currently Expo is allocated a share of Metro CAP expenses. In FY 2024, this amounts to approximately \$950,000. If Expo moves to a private management structure, this cost allocation will need to be revisited. To be conservative, however, Hunden included this expense in the projections. It was also assumed approximately half of historical rentals and related revenues of utilizing parking lots may be lost due to the need to utilize parking on a more daily basis for the sports facilities.

Projected net operating income may appear high, but Expo would be more unique compared to some other indoor sports facilities in that it can charge for parking (only assumed for tournament spectators and Expo events) and includes a FEC that generates significant additional revenues for the facility. Without these revenues and related expenses, the facility would operate at or below breakeven. Expo also currently funds approximately \$1 million in Expo debt service annually, which will be paid off in FY 2025.

Combined Expo / Sports Stabilized Financial Projections (Year 3)

Revenues (000s)

Rental Revenues	\$	4,551
Concessions / Catering (Net)	\$	1,328
Parking (Net)	\$	2,834
Event Charges	\$	1,135
Family Entertainment Center (Net)	\$	762
Admission Fees	\$	169
Advertising & Sponsorship	\$	191
Other Revenues	\$	93
Total	\$	11,064

Expenses (000s)

Personnel & Labor	\$	3,492
Metro Cost Allocation	\$	1,008
Operating Expenses	\$	3,438
Management Fees	\$	297
Total	\$	8,235
Net Operating Income (000s)	\$	2,830

Source: Hunden Partners



Economic Impacts

New Visitation

In total, Expo (Halls D&E) and the proposed court and ice facility are projected to **generate approximately 1.5 million total annual visits and approximately 96,000 total room nights in total annually.**

It is recommended that **“Stay to Play” measures** be implemented for sporting events at a minimum to ensure a significant portion of these room nights are not lost to Vancouver. Assuming these measures are in place, **85 percent of new room nights** are assumed would be captured in Portland. Total new room nights projected in Portland due to the Project are estimated at over 81,000 annually, 53,000 of which are assumed to be net new.

Combined Expo / Sports Stabilized New Visitation

Total Visits	1,490,088
Net New Daytrips	604,764
Net New Overnights	156,333
Total Room Nights	95,714
Net New Room Nights	62,583
Total New Room Nights Captured in Portland (85%)	81,357
Net New Room Nights Captured in Portland (85%)	53,195

Source: Hunden Partners

New Impacts

The table to the right outlines the combined net new economic, fiscal, and employment impacts for the new development scenario.

Net new daytrips, overnights, and room nights have a direct impact on new spending and related new earnings and jobs in the local economy. Due to assumed “Stay to Play” measures, overall projected impacts have increased due to a higher share of new room nights assumed are generated in Portland.

Projected tax impacts are also significant, with higher net new room nights to Portland generating more net new county and city hotel taxes.

Combined Expo / Sports New Impacts (millions) - 30 Years	
Net New Spending	
Direct	\$ 1,089
Indirect	\$ 426
Induced	\$ 206
Total	\$ 1,722
Net New Earnings	
Direct	\$ 471
Indirect	\$ 188
Induced	\$ 98
Total	\$ 757
Net New Jobs (actual)	
Direct	217
Indirect	87
Induced	43
Total	348
Construction Jobs (actual)	2,098
Net New Transient Lodging Taxes	
Multnomah County (5.5%)	\$ 22.0
Portland City (6.0%)	\$ 24.0
Total	\$ 46.0
Source: Hunden Partners	

Project Costs & Funding Options

Project Costs

Perkins&Will developed rough order of magnitude cost estimates for the two scenarios. Estimates include hard and soft costs, along with a 20 percent contingency.

These cost estimates also include a three-year escalation and amount to an approximate 15-percent increase in the budget from today’s dollars.

Net profits from Expo and the new facilities are projected to be sufficient to cover capital reserve funds over this period.

Current cost estimates are based on gross area calculations and per square foot cost assumptions for each building project and type. It is assumed that the cost of repurposing of Hall A will be comparable to new construction. A feasibility study on existing conditions and systems that would determine what components of Hall A are salvageable would be part of a more comprehensive master plan and design process.

Project Cost Estimates (millions)				
	New Redevelopment Scenario		Alternate Development Scenario	
Sports Facilities				
Community Ice Facility	\$	67.6	\$	67.6
Court Facility	\$	87.0	\$	87.0
Total	\$	154.6	\$	154.6
Support Amenities				
Athletic & Entertainment Center	\$	56.5	\$	59.3
Community Center	\$	18.3	\$	18.3
Total	\$	74.8	\$	77.6
Site Costs				
Expo Main Street & Pedestrian Plaza	\$	5.5	\$	5.5
Community Park / Playground & Parking	\$	7.0	\$	7.0
Cultural Garden & Green	\$	2.1	\$	2.1
Seasonal Outdoor Event Space & Parking	\$	7.2	\$	7.2
Westside Parking Lot	\$	10.2	\$	10.2
Structured Parking	\$	35.9	\$	35.8
Total	\$	67.9	\$	67.8
Existing Halls				
Existing Hall Deconstruction / Repurposing	\$	2.6	\$	1.7
Total	\$	2.6	\$	1.7
Total Project Costs	\$	299.9	\$	301.7
Source: Perkins&Will				

Funding Options

This table outlines potential public funding options for the Project as identified through the work of the **Expo Future Funding & Financing Task Force**. These funding mechanisms would require significant political will to undertake. Due to the high economic impact and community benefit of the proposed Project, however, public investment is warranted and also needed given the Project’s financial feasibility gap.

It is likely a combination of these financing tools will be needed to successfully fund the Project. While operating profits for the Project are projected to be significant and could be a potential source of capital funding, it is crucial that not only upfront capital required is funded, but also a long-term capital improvement plan to maintain the Project as a state-of-the-art facility in the region in the future.

Net estimated bond proceeds from these potential revenue streams are very preliminary based on conservative debt assumptions including 2x debt service coverage and a 20-year amortization. Having Metro’s full faith and credit backing would keep bond interest rates low, and potentially improve upon the term and coverage needed, which could in turn increase net bond proceeds available to fund the project.

Given current market conditions for residents and ongoing recovery of the hospitality market, it is not assumed that an increase in property taxes or transient lodging taxes is a likely source of funding for the Project currently.

Expo Funding Options Summary						
Source	Description	Baseline Annual Revenues	Estimated Net Bond Proceeds	Voter Approval Required	Stability	Adequacy
Targeted Funding Sources						
VFTA	Expo Budgeted Allocation	\$ 1,500,000	\$ 10,000,000	No	Mid	Low
VFTA	Motor Vehicle Rental Tax	\$ 7,900,000	\$ 50,000,000	No	Mid	Mid
Solid Waste Excise Tax	Inc. of \$8.5M	\$ 8,500,000	\$ 54,000,000	No	High	Mid
Potential Future Additional Funding Sources						
Property Tax	Inc of \$0.07/\$1,000 of AV	\$ 15,500,000	\$ 99,000,000	Yes	High	High
Metro-Wide TLT	New Tax (1%)	\$ 10,000,000	\$ 64,000,000	No	Mid	Mid
County or City TLT	Inc. in Tax (1%)	\$ 6,000,000	\$ 38,000,000	No	Mid	Mid
Source: Metro						



Short-Term Investment

Short-Term Solution

Due to the high capital and investment cost required under the new development scenario, a **\$10-15 million investment in Halls D&E** has been proposed to help drive more sporting events to Expo. This would involve the installation of sports equipment such as hoops, nets, and sport court flooring during a portion of the year along with portable seating and investments in A/V and F&B. While this lower investment could lift the number of sporting events hosted at Expo, **it would likely not create the impact this project is hoping to achieve and is not a long-term solution for the set-out goals for the future of Expo.** Below highlights the pros and cons of reverting to this strategy.

ADVANTAGES

- Lower cost and public funding required
- Additional sporting events and related impacts
- Short-term solution for long-term plan
- Sports-ready ancillary facility for larger events in the long-term

DISADVANTAGES

- Potential loss of existing Expo business, contingent upon booking priorities and windows / lead times
- Lack of competitiveness due to lack of desired amenities / infrastructure and overall appeal
- Does not address ice demand / opportunity
- Does not allow for ongoing public / community benefit
- Potential lack of material new economic impacts – new local spending, room nights, and jobs
- Risk of loss of momentum for achieving long-term goals

Hall D&E Investment

To date, Expo staff has determined Halls D&E's capacity for court sports to help estimate the cost of investing in Halls D&E to be sport ready in the near future. Total court capacity between both halls is 18 basketball courts or 24 volleyball courts.

While each of these Halls have the available floor print to hold a number of courts at or above what is proposed for the new court facility, it is a not a long-term solution for the project, due to:

- Existing Expo business and priority events
- Reduced competitiveness with other purpose-built sports facilities because of lack of:
 - Sports support facilities
 - Training / fitness space
 - Classrooms
 - Offices
 - Food & Beverage infrastructure
 - Family Entertainment Center

Hall D

8 BB /
10 VB
Courts

Hall E

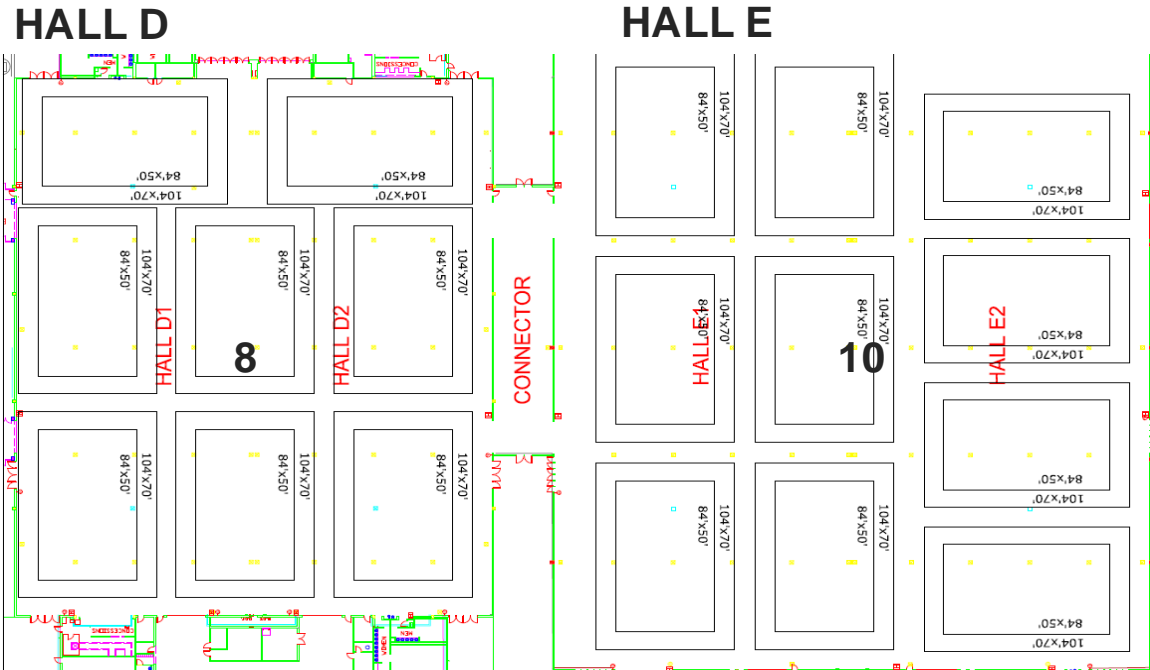
10 BB /
14 VB
Courts

Total

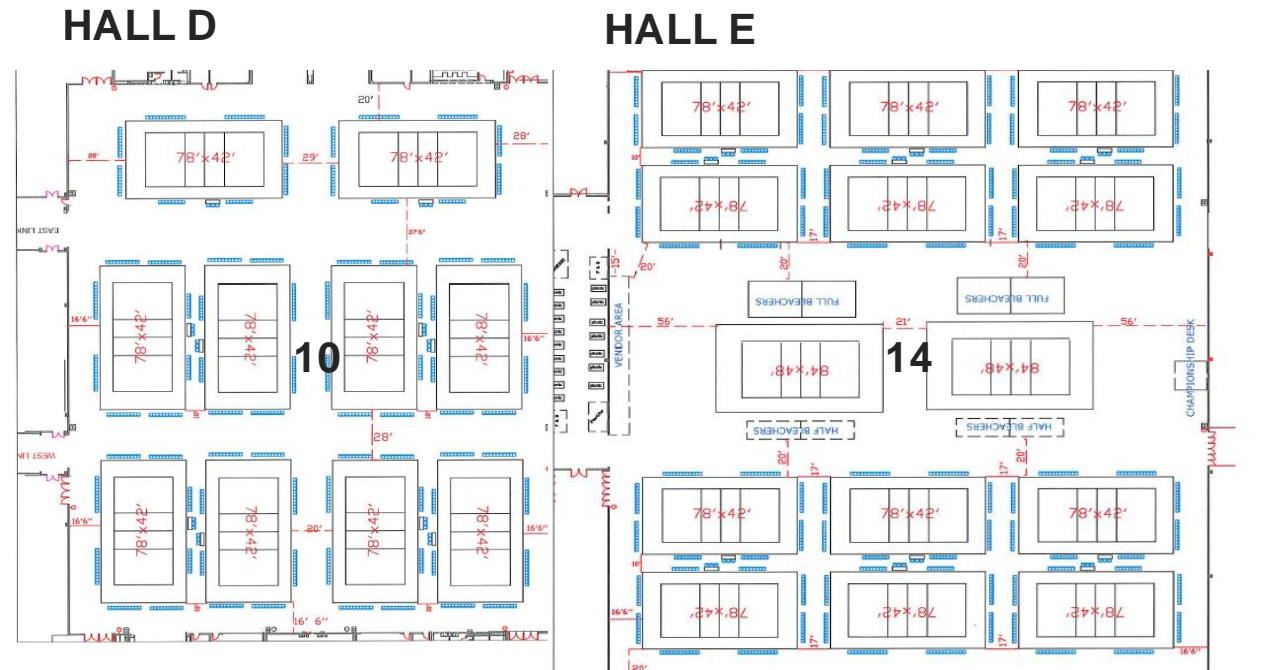
18 BB /
24 VB
Courts

Hall D&E Court Layouts

The figures below show the proposed court layouts for Halls D&E, under both a basketball and volleyball set-up.



Basketball



Volleyball

Recommendations

While **investment in Halls D&E** for court-based sports is a wise **short-term solution** for Expo due to the time it will require to secure funding for the project and complete construction, **Hunden does not recommend shifting to this investment strategy alone.**

A pivot to focusing on just an investment in Halls D&E poses the **risk of losing the momentum behind the purpose of this collective effort**, resulting in other capital projects to take priority over the long-term.

Without investment in dedicated and purpose-built sports facilities or the full program recommended for the complex, Portland may **not be able to generate the sports tourism it desires, provide sports-related support** (training / fitness space, offices, classrooms) **or provide attractive amenities for non-sports participants** (diverse F&B offerings, family entertainment center). Without these new facilities, Portland will also **not be able to provide an ongoing community benefit** needed to warrant such public investment.

A multi-purpose 9-court basketball / 18-court volleyball facility and twin ice sheet complex provides the highest opportunity for generating both impactful sports tourism and local public use across a variety of sports. As these new sports facilities are developed, this opens up Halls D&E to be utilized temporary for placement of a portable 200m banked track during track season. Additional investment in a standalone track facility is not recommended as it that would be underutilized for most of the year and come with additional capital investment. With the removal of the turf field and professional basketball training facility, overall capital costs are greatly reduced without significantly reducing projected new spending and room nights, and new jobs that such a facility will support both on-site and in the local economy.

Hunden strongly recommends proceeding with this new sports facility development program as well as pursuing an investment in Halls D&E, with recommended next steps outlined on the following slides.



Next Steps

Next Steps

The following are recommended next steps for proceeding with investment in Halls D&E. A number of these beginning tasks could occur simultaneously.

- 1) Due Diligence
 - a) Third party facility / infrastructure analysis to further define:
 - i. Costs
 - ii. Requirements (e.g. storage)
 - iii. Limitations (e.g. rigging)
 - b) Review of Booking Policies and Priorities
 - i. Determine approach to existing clients versus new (sports) business including legacy clients, booking priorities / windows, etc.
 - ii. Determine any adjustments required to current Expo booking policies to provide priority to sports
 - *Example: For event dates Jan-Mar, non-sports groups can only hold dates less than 12 months out*
 - c) Develop demand and financial projections and economic impacts to determine return on investment
- 2) Approval of Funding
- 3) Construction of Project

Next Steps

The following are recommended next steps for proceeding with the long-term capital investment plan for Expo, which include the Investment in Halls D&E. A number of these beginning tasks could occur simultaneously.

1. Investment in Halls D&E (steps outlined in prior slide)
2. Site Planning
 - a) Defined Memorialization - within buildings and throughout the site
 - b) Transportation, Parking, & Infrastructure Analysis – multimodal, connectivity, site circulation, interstate project / light rail impact, zoning, etc.
 - c) Building Requirements – defined program, front of house, back of house, etc.
3. Adjusted Site Concepts & Renderings
4. Detailed Cost Estimates
5. Public Funding Plan
6. RFQ / RFP Process for various Development Partners
7. Funding / Construction of Project
8. Project Opening

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- Economic and Tourism Policy/Legislation Consulting
- Research & Statistical Analysis
- Developer Solicitation & Selection

The firm and its principal have performed more than 1,000 studies over the past 28 years, with more than \$20 billion in built, successful projects.



APPENDIX



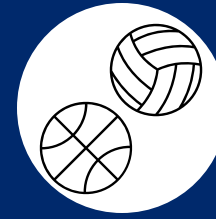
Prior Development Scenarios

Scenario 1

Max Tournaments & Local Utilization



2 Ice Sheets



9 Basketball /
18 Volleyball
Courts



200m
Track



1 Full-Size
Turf Field



694,000 New
Annual Daytrips



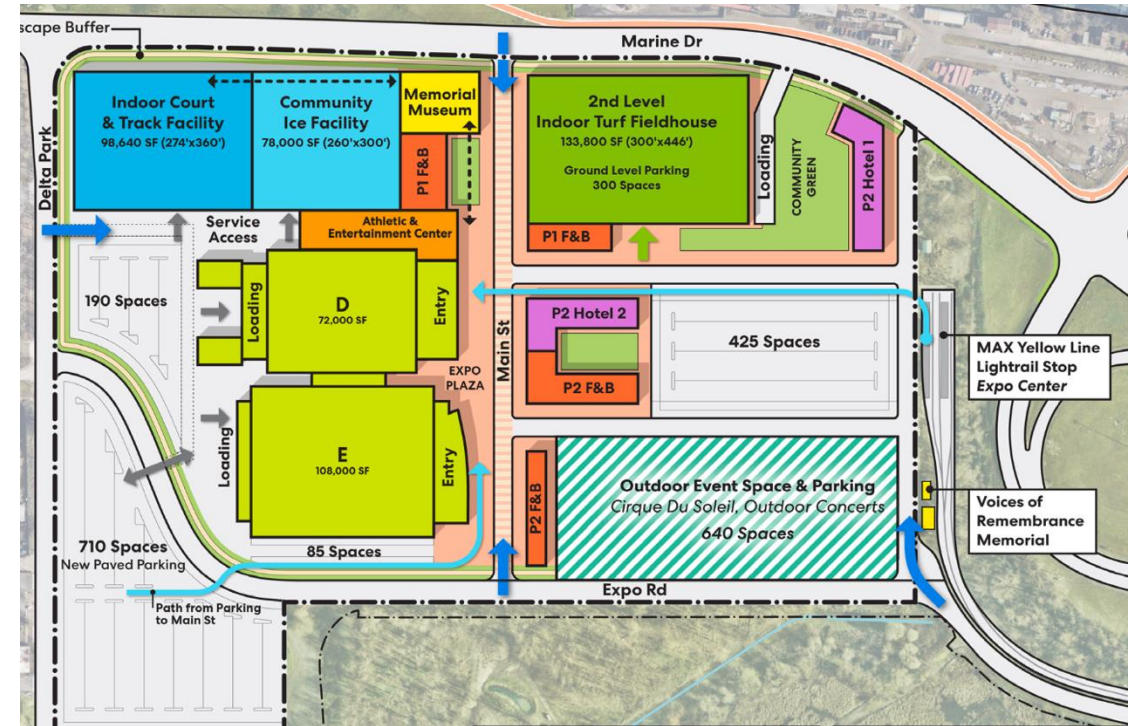
69,000 New Annual
Room Nights



223 New Direct
FTE Jobs



\$381M Capital
Investment



Scenario 2

**Max Court / Ice
Tournaments & Local
Utilization – No Turf / Track**



2 Ice
Sheets



9 Basketball /
18 Volleyball
Courts



563,000 New
Annual Daytrips



62,000 New Annual
Room Nights



146 New Direct
FTE Jobs



\$261M Capital
Investment

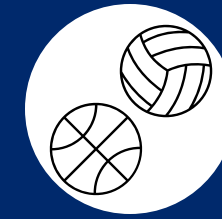


Scenario 3

Local Tournaments & Focus – No Track



1 Ice Sheet



6 Basketball / 12 Volleyball Courts



1 Half-Size Field



274,000 New Annual Daytrips



21,000 New Annual Room Nights



63 New Direct FTE Jobs



\$226M Capital Investment

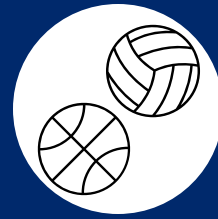


Scenario 4

Max Tournaments, Local Utilization & Professional Basketball Training Facility



2 Ice Sheets



9 Basketball / 18 Volleyball Courts



200m Track



1 Full-Size Turf Field



Training Facility



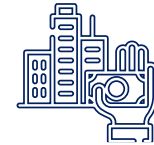
703,000 New Annual Daytrips



69,000 New Annual Room Nights



224 New Direct FTE Jobs



\$446M Capital Investment





Additional Renderings

Project Renderings – Aerial View

The image to the right shows an aerial rendering of the proposed new redevelopment scenario excluding a future hotel and restaurants.



Project Renderings – Aerial View

The image to the right shows an aerial rendering of the proposed new redevelopment scenario excluding a future hotel and restaurants.



Project Renderings – Aerial View

The image to the right shows an aerial rendering of the proposed new redevelopment scenario including a future hotel and restaurants.



Project Renderings – Aerial View

The image to the right shows a zoomed in view of the proposed new redevelopment scenario including a future hotel and restaurants.



Project Renderings – Ground Level View

This image shows the ground level view of the athletic & entertainment center along Main Street.



Project Renderings – Ground Level View

This image shows the ground level view of the community center along Main Street from Marine Drive.



Google Earth Massing View

This image shows the viewpoint of the proposed facilities from I-5 traveling south over the Columbia River.

Having visibility from roadways with high traffic counts can present signage and sponsorship opportunities for a development.



Google Earth Massing View

This image shows the viewpoint of the proposed facilities from the Martin Luther King Jr Boulevard overpass to Marine Drive.

