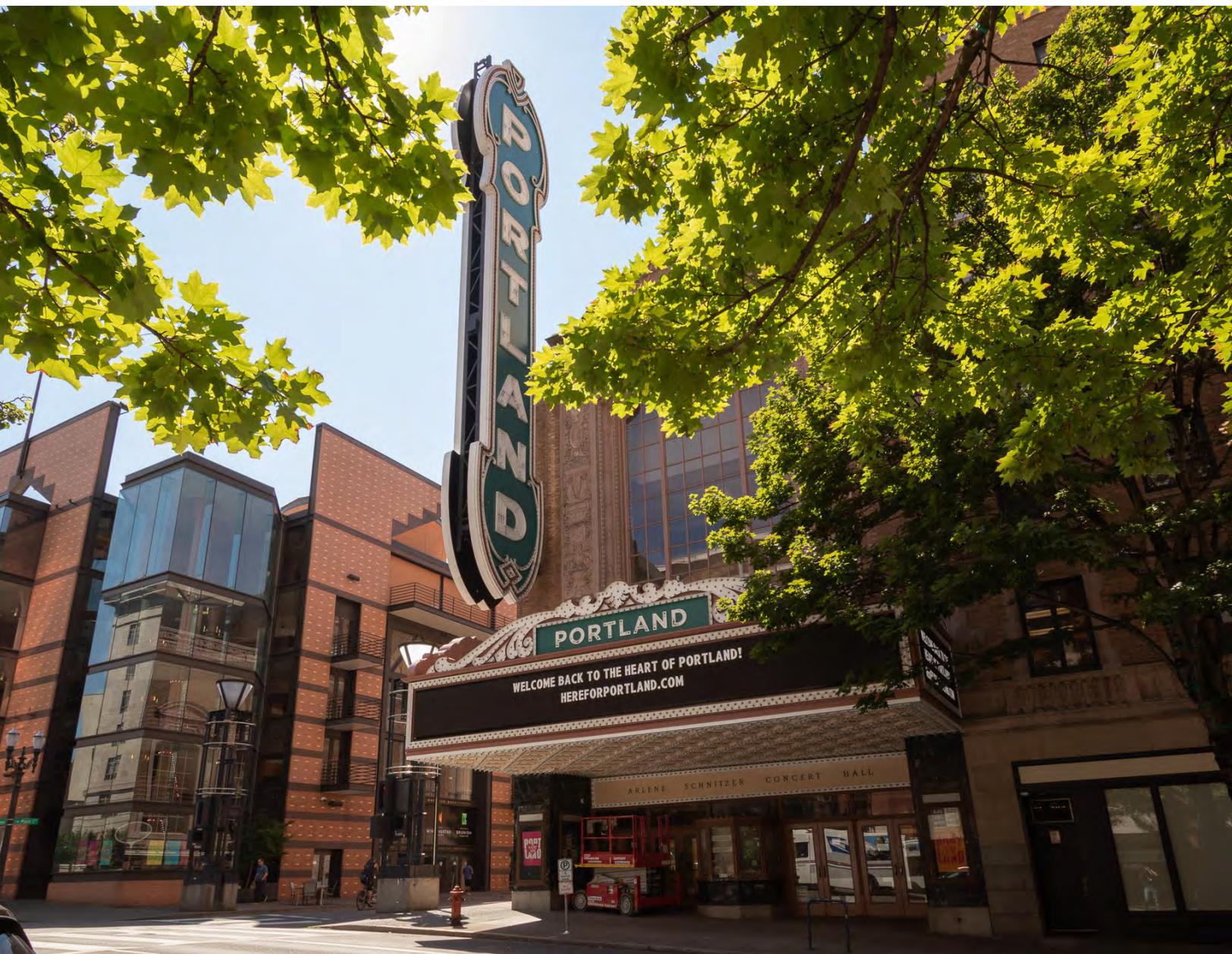


City of Portland Spectator Venues and Visitor Activities Program

ANNUAL REPORT
FISCAL YEAR 2021-2022



Mission Statement

Contribute to Portland's economic and cultural vitality by developing and managing first class spectator and performing arts facilities and by supporting a robust travel and tourism industry in the city, region and state.

Find Out More

Program and Fund Overview



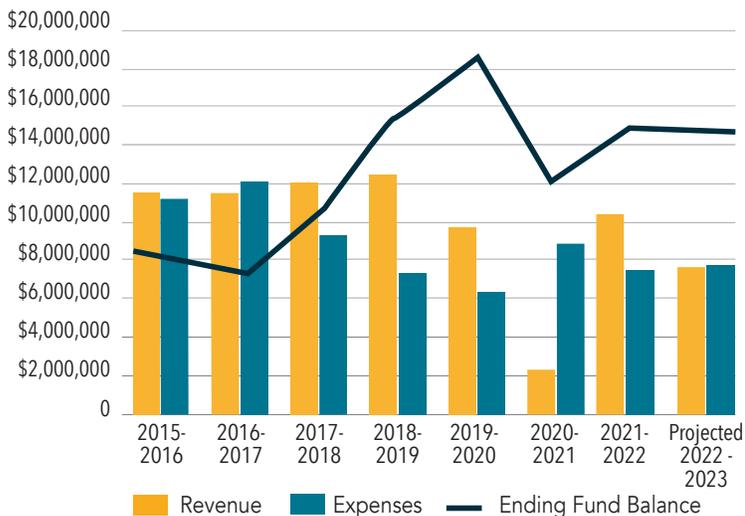
Housed in the Office of Management and Finance at the City of Portland, the Spectator Venues and Visitor Activities Program encompasses City-owned spectator and performing arts facilities and supports City travel, tourism and visitor development efforts. Program staff are responsible for the coordination of operations management, maintenance, capital improvements, financial planning, liaison duties, contract administration, debt service and special projects for popular City destinations.



Fiscal Year 2021-2022

Primary Revenue Sources		Venue	Events	Tickets Sold
Visitor Facilities Trust Account	13%	Stadium	28	421,485
Parking	24%	Veterans Memorial Coliseum	97	213,738
User Fees	54%	Portland'5	586	560,333
Other	9%			

Fund Performance



Note:

- 81% of all program revenue stems from Rose Quarter events.
- Moda Center is privately owned.

City-owned Venue Portfolio by Operator

Portland'5 Metro	
Keller Auditorium	3,000 seats
Arlene Schnitzer Concert Hall	2,800 seats
Antoinette Hatfield Hall	1,400 seats
Peregrine Sports	
Providence Park Stadium	25,000 seats
Rip City Management	
Rose Quarter Commons	Event space
Veterans Memorial Coliseum	12,000 seats
Rose Quarter Parking East & West Garages, Benton Lot	1,200 spaces

Portland'5 Metro: www.portland5.com/

Peregrine Sports: www.timbers.com/

Rip City Management: www.rosequarter.com/

Providence Park Stadium



Built by the Multnomah Athletic Club in 1926 and acquired by the City of Portland in 1966 as a multi-purpose stadium, Providence Park is home to the Portland Timbers and Portland Thorns Major League Soccer and National Women's Soccer League teams.

The stadium also hosts concerts, youth camps, ultimate frisbee leagues and business events. On average, Providence Park Stadium hosts 150 events per year.

MAJOR PROJECTS

In 2021-2022, various maintenance and replacement projects were a focus for Providence Park.

- Complicated groundwater intrusion issues required the development and implementation of a permanent mitigation measure in spring 2022
- Monitoring and mitigation work will expand going into the next fiscal year
- The turf playing surface will be replaced in winter 2022

By the Numbers

Major Ticketed 28 Events

Tickets Sold 421,000



Portland's Centers for the Arts



Under the oversight of the Metropolitan Exposition and Recreation Commission, the Portland's Centers for the Arts operates five theaters in three separate City-owned buildings in downtown Portland: the Arlene Schnitzer Concert Hall, Keller Auditorium and Antoinette Hatfield Hall, which houses the Brunish, Newmark and Winningstad theatres.

Portland's brings more than a thousand music, theater, dance and lecture performances to Portland annually. The five venues draw over one million patrons to downtown Portland's Cultural District and generate an average of \$60 million in total spending every year.

MAJOR PROJECTS

- The Arlene Schnitzer Acoustical Enhancement Project was completed in summer 2021, resulting in a new state-of-the-art electronic acoustic system and renovations to the historic building. The \$9.6 million project also included new draperies, structural work and stage and safety upgrades
- The Arlene Schnitzer Concert Hall Marquees received upgrades, funded by Prosper Portland, and now utilize modern digital technology
- Health and safety upgrades were implemented at all Portland's venues

By the Numbers

Events 586

Tickets Sold 560,000



Veterans Memorial Coliseum



The Veterans Memorial Coliseum (VMC) is a historic multi-purpose arena in the Rose Quarter Campus. The VMC serves as the primary home for the Portland Winterhawks Western Hockey League team and was the original home of the Portland Trail Blazers.

For the past 62 years, the VMC has hosted a wide range of events and played a vital role in Portland's history and community life.



MAJOR PROJECTS

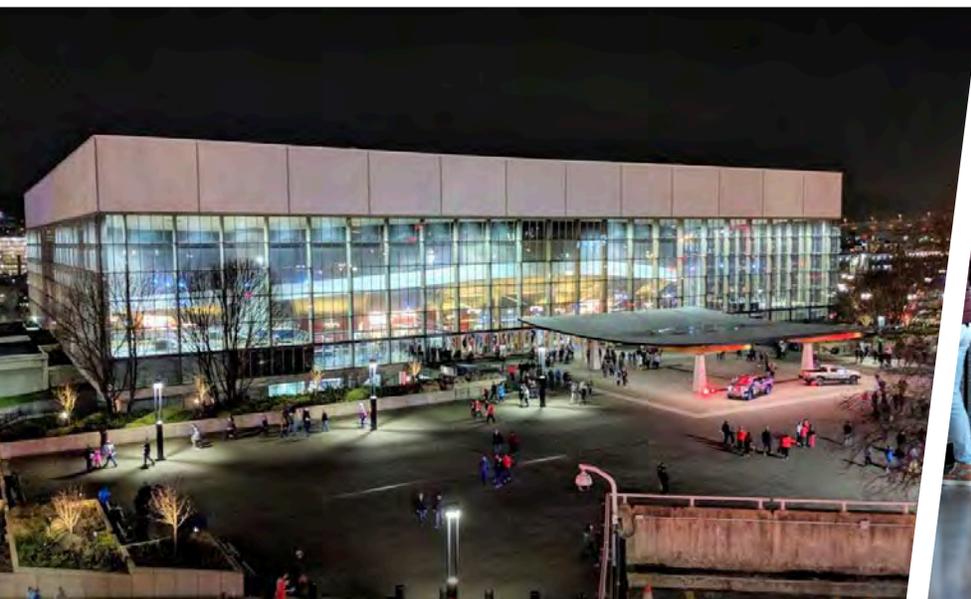
- Rooftop Cooling Towers were replaced in spring 2022
- Upgrades to point of sale stations and electric vehicle charging stations were made at City-owned parking garages
- Memorial Walls were removed outside the Veterans Memorial Coliseum to protect health and safety. Infrastructure holding the panels in place had deteriorated and several panels became displaced from their original positions. The walls, which honor local veterans who died serving their country, are being safely stored while the City explores long-term options to meaningfully honor veterans at the VMC. A new digital memorial features: history, biographies, photographs and an invitation to submit content

<https://www.portland.gov/veteransmemorial>

By the Numbers

Events 97

Tickets Sold 214,000



Ongoing Pandemic Recovery

NEW CHALLENGES

While peak pandemic closures are over, the current state of ongoing

recovery brings a new set of challenges. Venues were able to persevere through full closures but much like everywhere else, the landscape in the sporting and performing arts worlds will never be the same.

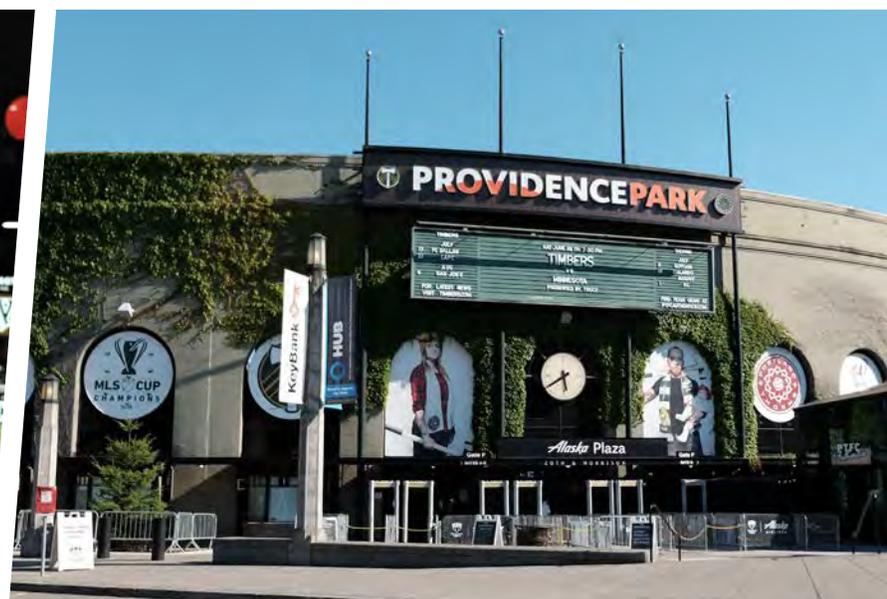
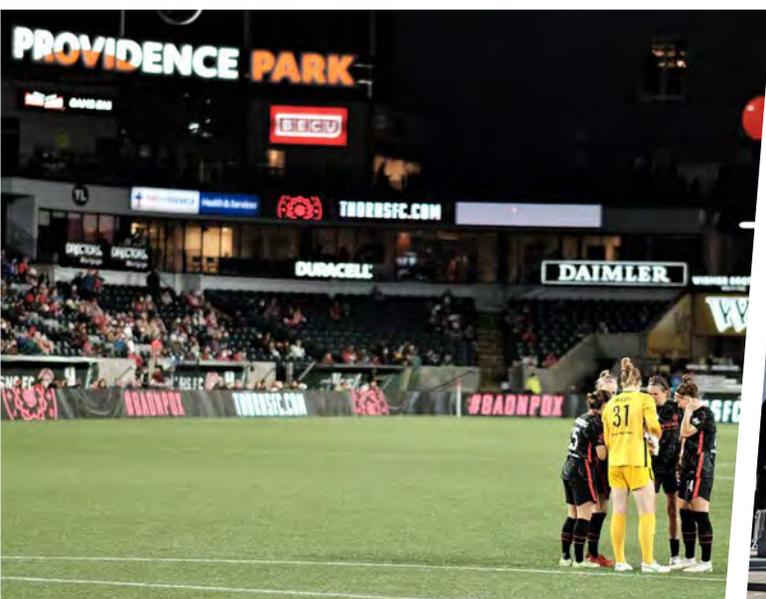
- Revenues have not returned to pre-pandemic levels and some facilities are relying on public financial support to stabilize
- Rapidly rising costs and labor shortages are a reality for venue operators
- Livability and safety concerns continue to grow across Portland's Central City



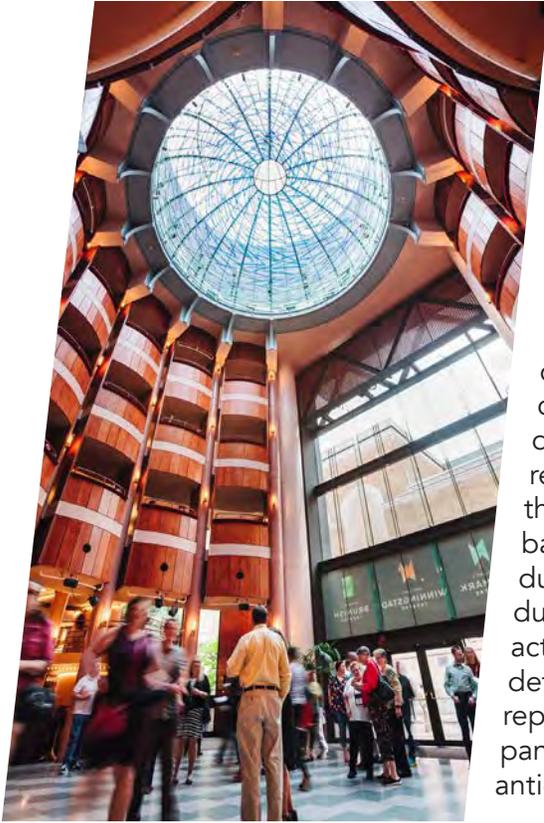
Access Improvements

While no ADA improvements were made to venues, Portland'5 was able to secure funding to retrofit box office microphone amplification systems at all three of its buildings to better serve those in need of auditory assistance, which was completed in fall 2021 and marked an investment of over \$50,000.

The new acoustic system at the Arlene Schnitzer Concert Hall also benefits accessibility as all seating locations in the hall (including accessible seats and wheelchair positions) now experience quality sound.



Program Challenges



NEAR TERM

Reputation Recovery

Persistent public safety concerns and highly visible houseless camps negatively

impacted the City's reputation as a tourist destination for visitors. This has contributed to decreased attendance at the program's venues, all of which are in the Central City and are seriously impacted by concerns about safety and livability.

Revenue Recovery

Program reserves were depleted during venue closures as revenues declined while expenses remained steady. However, the program reserve balance began to recover during fiscal year 2021-2022 due to increased venue activity. Although difficult to determine a precise date, replenishment of the pre-pandemic reserve levels is anticipated.



LONG TERM

Aging Facilities

Over the next decade, increasing costs for needed venue renovations exceed projected resources. Both the Veterans Memorial Coliseum and the Keller Auditorium need major renovations, neither of which are fully funded.

Agreement Negotiations

Original 1990s Rose Quarter agreements reach the end of their terms in 2025. Extensions of several key agreements will need to be secured in the next two years to continue Rose Quarter operations with the current operators.

Upcoming Investments

The Rose Quarter campus requires major capital investments that will require widespread political support.

The I-5 Rose Quarter Improvement Project has proposed a new street network and I-5 ramp locations that raise questions about the functionality of the event district to be able to efficiently serve the region. These challenges will need to be addressed to maintain efficient long-term operation of the event campus.

