

The Portland Expo Center

2012-2013

ANNUAL REPORT



MAKING A
GREAT
PLACE





it's all
happening
here

About the Portland Expo

The Portland Expo Center is one of the most venerated and largest exhibition facilities on the west coast. It stands out amongst publicly-owned visitor venues across the country for its diversity of events, historic legacy and self sufficiency. Owned and operated by Metro through MERC, the Portland Expo Center is unique from its counterparts by operating without tax subsidies or revenue support.

■ Expo is considered home to long-time community events, tradeshows and consumer showcases, many for several decades or more. But in addition to its loyal client and customer base, new guests discover Expo each year by attending corporate meetings and trainings, special catered events, musical concerts and competitive sports activities. ■ Expo's motto, "It's all happening here," applies to the thousands of visitors who walked through the doors this year – 429,000 attendees, to be exact.

■ This FY 2012-2013 Annual Report provides the economic and fiscal impact data attributed to the facility's business and highlights the events and accomplishments of note over the past year.



Building a legacy

The Expo Center began operating as a formal visitor venue in 1951 but its history dates back to 1921, when the facility first opened as a series of live-stock exhibition halls. In the years since, it has evolved and embraced new roles, cultivating all manner of clients in the process, many of whom have been loyal partners for decades.

The Expo Center regards this league of longtime clients as a core legacy that demands care and attention. In 2013, familiar shows, including the Pacific Northwest Sportsmen's Show, America's Largest Antique Show, and the Portland Metro RV Show, among others, again visited the Expo Center while bringing in visitors from across the state. To celebrate these enduring partnerships that have helped define the success of the Expo Center, new three-year contractual commitments with core clients were introduced.

As a forward-thinking business, the Expo Center worked to stretch its business model beyond the traditional visitor venue model. The campus' singular identity presented opportunities in this regard as once again, it was used by sportswear giant Adidas for three different film shoots. Several partner agency clients, including Metro, Portland Parks & Recreation, and Multnomah County, reserved the Expo Center as a meetings venue.

Intensive efforts were made this year to secure new clients in order to further diversify the portfolio: Kaiser Permanente, Napa Auto Parts, Timber Processing and Energy Expo, Vans Warped Tour, Worst Day of the Year Run, Discover the Dinosaurs, the Rock n' Roll Half-Marathon, and Fitness Expo were just some of the events that made first-ever visits to the campus in 2013.





Matthew P. Rotchford
DIRECTOR

From the director

History tells us the past is prologue.

The Portland Expo Center has a storied past as one of the oldest visitor venues in Oregon, one that's always learned to adapt to the changing social and economic tides.

In FY 2012-2013, we continued to honor that history with another busy year full of familiar faces and events. But we also pushed ourselves beyond these well-known paths.

One hundred twelve events took place at the Expo Center this year with 429,000 people walking through the gates of the campus. Those visits accounted for \$38.3 million in direct and indirect spending across the metropolitan area. Nearly \$1.3 million in state and local tax revenues were generated as a result of Expo's business and 430 local jobs were supported. We are proud of that contribution.

These numbers and their impact on the Oregon economy reflect how the Expo Center has earned its reputation as one of the state's premier public venues. It's a point of collective pride that many of our clients have been affiliated with the Expo Center for decades, not merely several years.

But rather than rely solely on these deep connections to some of the Northwest's longest running shows, this year the Expo Center spent considerable energy, time and money on expanding its business and client platform for future generations. Some of our most loyal clients were secured to multi-year contracts, while a network of new markets was ushered through the gates of the campus for the first time.

Similarly, infrastructure changes and repairs were made to nearly every part of the campus while hard, tough capital assessments for the future were also introduced.

Increased time and money spent on the Expo Center's culinary offerings netted historic revenue and a notable rise in quality and visitor enthusiasm. Our extraordinary team also partnered with clients to make sure every event met sustainability standards that adhered to strict conservation goals.

I'd like to emphasize the fact that these efforts were accomplished with just 13 employees, all of whom possess multiple talents and carried out numerous duties this year beyond their formal job descriptions. As with every year, the staff's devotion and professionalism enabled the Expo Center to be a self-sustaining business. That's a rare status to hold in the universe of visitor venues.

We're proud of this heritage of commitment exemplified by everyone affiliated with the Portland Expo Center, from staff to clients and the public, and we intend to carry that with us into 2014 and beyond.

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ESTIMATED
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Earnings represent the wages and salaries earned by employees of businesses associated with, or impacted by, the Expo Center.

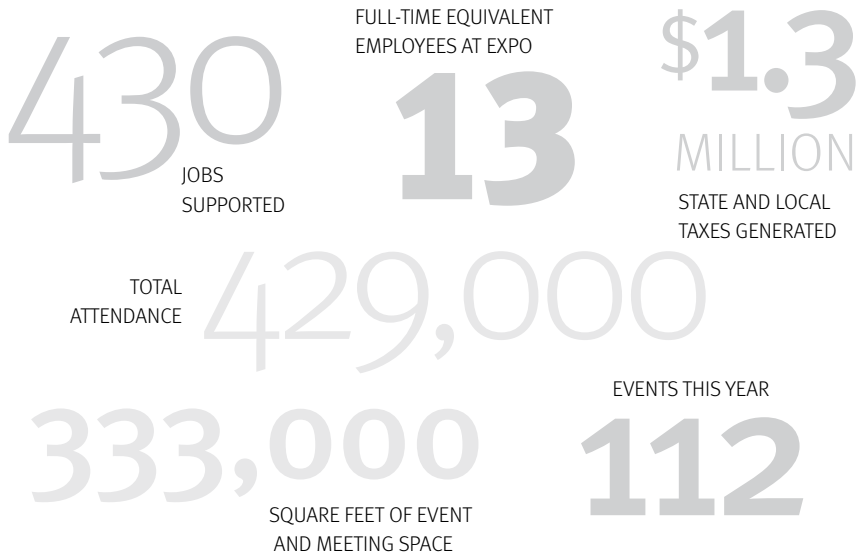
CATEGORY	AMOUNT
Spending	
Direct Spending	\$ 22,773,000
Indirect/Induced Spending	15,583,000
Total Spending	<u>\$ 38,356,000</u>
Total Jobs	430
Total Earnings	\$ 14,756,000



Metro contracts with Crossroads

Consulting Services to conduct the annual economic and fiscal impact analysis of its visitor venues.

Expenditures generated from facility operations from items such as personal services, food and beverage, goods and services, marketing, administration and capital outlay, as well as spending by attendees, sponsoring organizations, event producers and exhibitors outside the facility on items such as lodging, restaurants, retail, entertainment and transportation are included as the initial measure of economic impact in the marketplace. A calculated multiplier is applied to the amount attributed to direct spending to generate indirect and induced effects. The sum of direct, indirect and induced effects equals the total economic impact, expressed in terms of spending, employment and jobs.





Great FOOD F

Portland has earned plaudits in the national press as a destination food city over the past decade. That's why the Expo Center made a commitment of increased time, energy and resources to improve its culinary offerings this year. ■ These improve-

ments happened both behind-the-scenes and in other, more apparent ways. ■ Hall A upgraded its food offerings by introducing a new Victory Dogs stand and a higher level of overall food quality. Food concession upgrades were also made in Hall D through a complete remake of its popular burger menu and the addition of a new coffee cart made out of repurposed materials. The cart met both sustainability standards while providing a much needed caffeine outlet in this always busy meeting place. ■ The Expo Center introduced its first children's menu for the well-attended "Discover the Dinosaurs" event. The family friendly meal, which included "Dino nuggets," carrots, ranch dressing, juice and more, was a huge hit. ■ Helping spur these changes was Pro Chef II Jonathan Dempsey of the pacificwild Team, who imparted his wisdom and good taste onto the culinary staff through increased training efforts. ■ The culinary upgrades and emphasis on more precise concession targeting resulted in a banner year for food at the Expo Center. Catering for corporate events rose, for example, and the West Delta restaurant saw increased visibility and enjoyment by visitors.

Capital Improvements

The Portland Expo Center's campus embodies a distinct, authentic character. Composed of multiple buildings, the original and expanded facility was constructed for multiple purposes at multiple points in history.

This rich and complex history means some of its beloved buildings need occasional facelifts in addition to ongoing care. Long-term and short-term measures were undertaken this year to create a more satisfying visitor experience.

Wi-Fi capability has become an increasingly common amenity at visitor venues, for example, and in anticipation of meeting future demand for full access internet, Wi-Fi infra-

structure was installed in every hall. That means visitors now have complete and immediate internet capability at a moment's notice.

Similarly, sustainable operational practices have become expected of the country's better visitor venues. The Expo Center applied for – and won – a competitive grant from the Energy Trust of Oregon to install a future new water heater for Hall D.

In the campus' well-used connector area, new permanent electrical sources were added to accommodate pacificwild concessions as well as to generally allow greater flexibility and expanded use of the venue for food offerings.

An initial structural capital assessment of the campus' oldest building – Halls A, B and C –



was launched, incorporating air quality, geotech and engineering reviews. This comprehensive assessment is the first step towards ensuring a long-term vision for the campus.

In concert with these into-the-future measures, several immediate needs were met. Halls C and D required partial repairs to their respective roofs. A boom lift and sweeper scrubber were also purchased, replacing machinery that, in some cases, were about 15 years-old.

Another set of bleachers was purchased for the entire campus. When not in use for events, they are shared with another Metro venue, the Oregon Zoo, for its summer concert series. A Point of Sale (POS) System was purchased to improve line speed, efficiency and accuracy for concession and retail purchases in Halls D and E.

Perhaps the Expo Center's most visible capital improvement was the new branding effort that affected the entire campus in ways

small and great. Parking booths, for example, were re-painted blue while logos

and a complete facelift were given to Hall E Lobby.

The most conspicuous rebranding touch was the new signage and repainted tower that greets visitors upon entering the campus. The glowing neon sign, articulated in a style that captures both the Expo Center's past and future, can be seen far in the distance while driving along Interstate Five.

Although only about 15 years old, key upgrades were made to Hall E, Expo Center's largest exhibit space, capitalizing on the convenience and low cost of recycling and reusing materials.

A new grab-n-go refrigerator was added, for example, after selling older, unused equipment; marmoleum flooring was installed and seating space and additions were made using recycled materials like MetroPaint, which gives previously discarded paint renewed life. A new and now popular coffee cart was constructed entirely out of repurposed materials.

The reuse and recycle approach to Hall E upgrades serves as standard practice for the entire Expo Center campus. This commitment to sustainability isn't just internally directed. It includes Expo clients and how they present shows at the facility.

A number of clients specifically showcased sustainability efforts throughout the year, including electric car displays at the Better Living Show, sustainable garden practices at the Hardy Plant Sale, and even more at the Portland Home and Garden show. Of particular note were the efforts of the Food Services of America organizers to donate and compost the bulk of remaining food left over from its industry trends show – to the tune of an 88 percent diversion rate.

The glowing neon sign, articulated in a style that captures both the Expo Center's past and future, can be seen far in the distance while driving along Interstate Five.



community

The Portland Expo Center has a deeply ingrained role to play in the state's social and economic fabric through its commitment as an active participant in the community, not merely a business that reflects goodwill.

This year, for example, Expo hosted a booth at the popular Kenton Street Fair. In turn, different community associations were welcomed to meet at the facility, including Meeting Planners International, Kenton Business Association, and Columbia Corridor Association. Separately, the Expo Center donated unused catering equipment to the Hollywood Senior Center and other materials throughout the community.

A unique partnership offered esteemed dance and performance presenters, White Bird Dance,

a reduced rate to prepare for its Herculean, volunteer-driven dance concert at Pioneer Square, "Le Grand Continental." Two months of rehearsals involved more than 300 dancers, along with White Bird staff at the facility. Why did White Bird choose the Expo Center? Because only it could offer such a large-scale effort a mix of vast space, convenience and affordability.



The Expo Center has witnessed many unique clients in its history. But few were as galvanizing, encouraging and visionary as the late Bob O'Loughlin, who died of natural causes on Aug. 17 at the age of 80. ■ With his father, Tom O'Loughlin Sr., Bob O'Loughlin essentially introduced the outdoor show genre to the Pacific Northwest and Oregon. You've likely heard of or attended a retail exhibit created or produced for Northwest audiences by O'Loughlin's family-run business, O'Loughlin Trade Shows, including the Pacific Northwest Sportsmen's Show, Portland Boat Show and the Portland Home & Garden Show. ■ So prominent were these shows that conventional wisdom in the local outdoor industry has it that countless people

learned how to fish or boat or both through one of the trade shows presented by the O'Loughlin family, many of which were also hosted by the Portland Expo Center. ■ There may have been other outdoor show producers but few had the flair of O'Loughlin. In his obituary of O'Loughlin in *The Oregonian*, Bill Monroe wrote: "This, after all, is the man who, told it was impossible, flooded Memorial Coliseum and brought in boats and a live killer whale. The year I met him, I'd just interviewed a water-skiing squirrel named "Twiggy." ■ Indeed, O'Loughlin had the type of old school flair that is rarely seen now in the business. "That is his legacy," Bill O'Loughlin said of his father in *The Oregonian* story. "His love of family, the outdoors, the business, his work ethic. His handshake and word were golden."



Bob O'Loughlin, Sr. (1932-2012)



VANPORT FLOOD

This year, on the 65th anniversary of this sad, disconsolate chapter of Oregon history, the Expo Center quietly honored those who lost their homes, possessions and loved ones that day.

Community participation took another form this year as the Expo Center created a special advisory committee to help plot the future success of its business. The committee, composed of clients, political advisors, neighborhood leaders and industry experts, met regularly to discuss a wide range of crucial issues including the center's long-term financial stability and the possible effects of future Columbia River Crossing bridge construction.

The Expo Center has played a major role in some of the state's most significant and dramatic historical events.

history

In the early part of the 20th century, the Expo Center operated primarily as a livestock terminal. But when World War II broke out, the Expo Center suspended operations for several months and was transformed into a waiting station for roughly 3,500 Japanese and Japanese-Americans who were eventually sent to internment camps in California and Idaho. This difficult moment in American history is commemorated by Valerie Otani's public

artwork located near the entrance of the Expo Center.

In the post-World War II era, the area that is now Expo was still there. The Portland International Raceway was occupied by Vanport City. Vanport was the home to many of the workers hired to build the shipyards owned by local magnate Henry Kaiser. It was also home to many of the Portland-area's African-Americans.

On Memorial Day in 1948, a raging and swollen Columbia River overtook a nearby railroad embankment that had served as a dike, creating an epic flood that wiped out the entirety of Vanport City. About 15 people died, though 18,000 people were left homeless as a result of the natural disaster.

A few generations have passed since that fateful day, and it is conceivable that many visitors to the Expo Center have never even heard of the flood. This year, on the 65th anniversary of this sad, disconsolate chapter of Oregon history, the Expo Center quietly honored those who lost their homes, possessions and loved ones that day.



ESTIMATED
FISCAL BENEFITS
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EXPO CENTER
OPERATIONS
FY 2013

Note: Although Multnomah County collects the Transient Lodging Tax, a portion of this tax is distributed to the City of Portland's general fund and to Travel Portland.

MUNICIPALITY/TAX	AMOUNT
State of Oregon	
Personal Income Tax	\$388,000
Corporate Excise & Income Tax	47,000
Transient Lodging Tax	31,000
Total	\$466,000
Metro	
Excise Tax	\$429,000
Total	\$429,000
Multnomah County	
Transient Lodging Tax	\$353,000
Business Income Tax	10,000
Total	\$363,000
Grand Total	\$1,258,000
FY 2012-13	
State of Oregon Bond Payment	\$1,187,132



SUMMARY OF KEY
COMPARATIVE DATA

CATEGORY	FY 2010	FY 2011	FY 2012	FY 2013
Utilization				
Events	98	93	105	112
Total Use Days	415	371	479	584
Total Attendance	420,600	390,300	506,200	429,800
Financial Operations				
Operating Revenues	\$5,081,000	\$5,090,000	\$6,109,000	\$5,780,000
Operating Expenses	4,214,000	4,846,000	5,213,000	5,221,000
Net Operating Results	\$ 867,000	\$ 244,000	\$ 896,000	\$ 559,000
Economic/Fiscal Impacts				
Direct Spending	\$19,807,000	\$19,610,000	\$23,822,000	\$22,773,000
Indirect/Induced Spending	14,280,000	14,117,000	16,276,000	15,583,000
Total Spending	\$34,087,000	\$33,727,000	\$40,098,000	\$38,356,000
Total Jobs	370	380	450	430
Total Earnings	\$13,018,000	\$12,875,000	\$15,432,000	\$14,756,000
Total Fiscal Benefits	\$ 1,160,000	\$ 1,026,000	\$ 1,279,000	\$ 1,258,000

\$38.3 million
IN ECONOMIC IMPACT

\$353,000

ACRES AT EXPO

53

\$14.7

MILLION PERSONAL EARNINGS

TRANSIENT LODGING TAXES GENERATED
IN MULTNOMAH COUNTY

\$83

2,500
PARKING SPACES

\$6.34

ECONOMIC IMPACT ON
PORTLAND FOR EVERY
DOLLAR SPENT

AMOUNT ATTENDEES SPEND
IN AND AROUND EXPO



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Photos by Bruce Forster except as noted.

Pages 3 and 9: Oregon Historical Society; page 5: 2013 Vans Warped Tour; page 8: Carolyn S. Campbell