

A tall, slender metal tower stands against a twilight sky. The tower is illuminated from within, casting a warm glow. At the top of the tower, the word "expo" is spelled out vertically in large, glowing letters. Each letter is contained within a hexagonal frame that is also illuminated. The 'e' is orange, 'x' is green, 'p' is teal, and 'o' is blue. Below the "expo" sign, a circular logo featuring a stylized mountain range is visible, with the word "METRO" printed in a rectangular box directly beneath it. The tower is positioned next to a modern building with large glass windows and a dark metal railing on an upper level.

# The Portland Expo Center

2011-2012  
ANNUAL REPORT

MAKING A  
GREAT  
PLACE





The Portland Expo Center, Oregon's largest exhibition facility, is one of the most diverse and welcoming multi-purpose event spaces in the nation. Owned and operated by Metro regional government through its Metropolitan Exposition and Recreation Commission, the Expo Center hosts numerous consumer events, trade shows, conventions and meetings every year. Each one provides metro-area residents with a wealth of visitor-friendly attractions. ■ Like Metro, whose efforts to build a resilient economy crosses the limits of 25 cities, three county lines and represents 1.5 million people, the Expo Center interacts with many communities. Last year alone, everything from the Portland Boat Show to the lauded and acclaimed production, "OVO," by Cirque du Soleil took place at the historic Expo Center. ■ This variety and energy creates jobs and prosperity. In FY 2011-12, more than 450 jobs in the region were supported through the Expo Center's work, and more than \$40 million was pumped into the regional economy. The FY 2011-12 Annual Report provides economic and fiscal impact data attributed to the Expo Center's consumer trade shows, conventions, shows and special events, as well as key accomplishments, milestones and updates that occurred during the year.

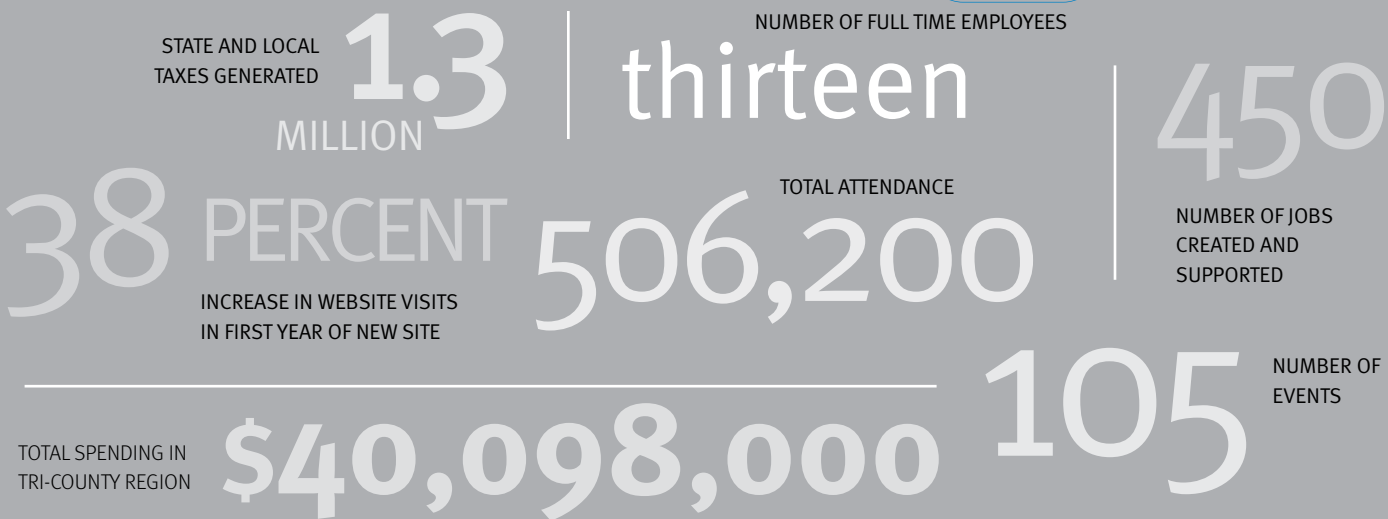
# about the Expo Center



For the Portland Expo Center, 2011-12 was a year where tradition continued to grow and evolution brought new changes. A thrilling marketing campaign effort was unveiled, for example, in late 2011. The multi-color, geometric branding update reflects the Expo Center's embrace of different kinds of events, activities, audiences and fun. A new leader, Matthew Rotchford, was appointed after an extensive national search. Rotchford brings a well earned reputation for drive, innovation, and financial stewardship honed during previous roles at the Expo Center, Oregon Convention Center and the community. Under Rotchford, the Expo Center continually displayed why it is one of the

country's premier host venues. In 2011-12, it welcomed a multitude of events and shows that supported business in the region and broadened minds, too. Everything from the Portland Metro RV Show and the PDX Bicycle Show to the Wishes on Wheels Benefit for the Randall Children's Hospital and dozens of other events chose the Expo Center as its showcase venue during 2011-12. Perhaps the most eye-catching moments were the 58 mind-and-body bending performances of "OVO," the insect-themed extravaganza by the acclaimed performance troupe Cirque du Soleil. In addition, Expo's catering partner, pacificwild catering, hosted Cirque's VIP tent, Tapis Rouge.

It's all happening here





From the Director



Matthew Rotchford  
DIRECTOR

The Portland Expo Center is known as “Portland’s gathering place” for exceptional events and superior service.

Expo hosted 105 events and 506,200 visitors, which resulted in more than \$40 million in direct and indirect spending across the metropolitan region. Business at the facility supported 450 local jobs and \$15.4 million in personal earnings. Tax revenues generated for state and local governments reached nearly \$1.3 million, funding important basic services and re-investing in Oregon’s tourism economy.

With just 13 full-time equivalent employees on staff, the boost in attendance over last year – an increase of 30% – is a point of pride for the Expo team who deserves credit for a job well done.

Creating memorable experiences for our guests is what we do best. From consumer shows to trade expositions, elegant dinners to high school graduations, convening individuals around common interests generates a sense of community among our diverse clientele.

In addition to maintaining the caliber of customer service our clients have come to know and expect, this year marked the perfect time to seize new opportunities and build new partnerships.

In anticipation of the busy winter season, we unveiled an updated and enhanced brand and logo to accompany a robust marketing plan designed to support our clients’ reach with audiences. A new and improved website followed soon after, catering to the needs of our customers with a diverse event calendar and social media campaign.

Perhaps most noteworthy was the selection by international traveling dance troupe, Cirque du Soleil, of Expo as its new home for Portland. In April, a seven-week run of “OVO” wowed audiences from across the region with outstanding performances and a unique guest experience. Expo staff worked with our long-time clients, including the Portland Auto Swap Meet, to make the endeavor a success.

The transition from sales and events manager to facility director has been a wonderful personal experience for me this year. On behalf of the staff of the Portland Expo Center and the many events that take place here, we are striving to build upon our past successes and looking forward to welcoming new guests to create a solid future for the Expo Center for years to come.

ESTIMATED  
ECONOMIC BENEFITS  
FROM PORTLAND  
EXPO CENTER  
OPERATIONS  
FY 2012

*\*Earnings represent the wages and salaries earned by employees of businesses associated with or impacted by the facility.*

CATEGORY	AMOUNT
Spending	
Direct Spending	\$23,822,000
Indirect/Induced Spending	16,276,000
Total Spending	\$40,098,000
Total Jobs	450
Total Earnings	*\$15,432,000

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.

NUMBER OF CIRQUE  
PERFORMANCES

fifty-eight

NUMBER OF  
PARKING SPOTS

2,500

\$15,400,000

TOTAL SQUARE FEET OF EXHIBITION SPACE

333,000

NUMBER OF VEHICLES  
PARKED DURING “OVO”

28,101

PERSONAL  
EARNINGS

NUMBER OF  
MEETING ROOMS

ten

18,191

TOTAL NUMBER OF DRINKS  
SOLD DURING “OVO”





# PORTLAND'S GATHERING PLACE

When hard-working Portlanders first established a livestock industry center in North Portland in the 1920s, they had little idea they were setting the stage for one of the nation's finest trade show spaces. Since 1928, the Portland Expo Center has been Portland's gathering place. Originally the focal point of the agricultural industry, Expo ultimately evolved into a showcase for the entire region for decades to come.

By 1994, the Metro Exposition and Recreation Commission – a branch of Metro regional government – took over management of the historic complex from Multnomah County. That transition ensured loyal clients could continue to use the Expo Center's multi-use exhibition space. It also planted the seeds for a burgeoning future by improving the facilities at a steady pace.

Events like the Portland Home and Garden Show, America's Largest Antique and Collectible Show and the Pacific Northwest Sportmen's Show have brought returning customers annually, and have expanded their events and offerings.

## the Expo Center over the decades

### 1920s

Pacific International Livestock Association constructed the original buildings consisting of meat processing, stockyards and related structures catering to the livestock and agriculture industry.

### 1930s

Portland Union Stock Yards establishes the Expo as the largest livestock exposition on the West Coast, including auctions and rodeos.

### 1940s

By executive order during World War II, the facility becomes the temporary internment camp for more than 3,500 Japanese-Americans for five months in 1942. On May 30, 1948 the Vanport Flood devastates the city and nearby neighborhood, permanently displacing more than 18,500 residents.

### 1950s

Livestock activities continue to flourish. The first Dog Show was booked at the facility in 1951. In 1959, the Oregon Centennial Celebration takes place for 100 days and features exhibits such as Frontier Town, Adventureland and the International Garden of Tomorrow.

Vendors showcasing their products to consumers from around the Pacific Northwest aren't the only ones who value the Expo Center. Retailers, hotel owners and other businesses also are affected by the Expo Center's ability to draw visitors from the region and beyond.

More than a half million people visited the Expo Center from mid-2011 to mid-2012, including tens of thousands from outside the region who stayed at local hotels. Economists estimate that these visitors spent more than

\$16 million before and after visiting events at the Expo Center. That's a direct impact on the region's economy.

Similarly, visitors aren't the only sources of money spent. Event producers and exhibitors collectively spent another \$5.5 million.

All told, the Expo Center contributed more than \$40 million to the region's economy and generated \$1.3 million in tax revenue to support teachers, parks and tourism promotion.

**Helping  
our region's  
economy**



### 1960s

Multnomah County purchased the property and began remodeling it. In 1965, it was re-named the Multnomah County Exposition Center. In 1969, the site became home to the Multnomah County Fair.

### 1970s-80s

Slow and steady growth for consumer and trade show events began with the Portland Home and Garden Show in 1972. Other show producers found the facility to fit their needs and the Sportsmen's, Ag, Antique, Boat, RV and Gun shows soon followed – all of which continue to use the Expo today.

### 1990s

Metro and MERC manage and assume ownership of the campus starting in 1994 and a planning document, "Expo: A Vision for the Future," was created. Revitalization begins at the aging complex, and in 1997 Hall E is completed and warmly welcomes its first event, "America's Smithsonian."

### 2000s

In March of 2001, Hall D was completed as a new 112,000-square-foot building, consisting of 72,000 square feet of exhibit space, a commercial kitchen, a large lobby and eight meeting rooms. In May of 2004, TriMet Light Rail – Yellow Line opened for business at the Expo Center.

### 2011-12

The West Delta Bar & Grill restaurant opened inside Hall D lobby, offering a relaxing restaurant experience. Expo hosted "OVO" by Cirque du Soleil in 2012.



UNDER THE GRAND CHAPITEAU

On April 5, 2012, the Portland Expo Center became the newest home to the Montreal-based performance art group, Cirque du Soleil. The seven-week run presented exciting new opportunities to expand the facility's exposure to audiences beyond the consumer show circuit. A few challenges were tackled by facility staff adept at event, operations and parking logistics. "OVO" was lauded by art critics and local news media, generating a boost in ticket sales and prompting performances to sell out. Over the course of 58 shows, more than 18,000 refreshments were sold to audiences, including 11,201 glasses of beer, 2,248 sandwiches and 1,280 cocktails. Additionally, the partnership was solidified for Cirque to return in future years.



The Expo Center is well known as a consumer showcase. But it also hosts corporate events, community meetings, charity dinners and business retreats.

In the spring of 2012, the Expo Center faced a daunting balancing act: how to accommodate the diverse number of trade shows it does every year while also preparing to welcome one of the world's greatest – and most challenging – traveling shows.

With the cooperation of our clients and partners, thousands of visitors came to see Cirque du Soleil's critically-acclaimed and audience-pleasing "OVO." Simultaneously, the halls of the Expo Center bustled without interruption, as attractions from Portland's Largest Garage Sale to the Food Services of America Annual Food Show both entertained visitors and fed the regional economy.

Exceptional Events,  
Superior Service

With a half-million visitors attending over 100 shows each year, a lot of trash can build up. The Portland Expo Center works with clients and guests to administer the facility's sustainability plan, which focuses on reducing waste generated for landfills, energy efficiency and education.

By using recycled, compostable and biodegradable products and replacing outdated infrastructure, Expo has made

significant strides to increase its diversion rate to nearly 44%. Clients, show producers and attendees embrace sustainability at Expo, including the Food Services of America Annual Food Show that achieved an 88% diversion rate over the three-day event.

SUSTAINABILITY



Hosting a diverse array of shows, the Expo Center is home to numerous successful and long-lasting events.





ESTIMATED FISCAL  
BENEFITS FROM  
PORTLAND EXPO  
CENTER  
OPERATIONS  
FY 2012

MUNICIPALITY/TAX	AMOUNT
<b>State of Oregon</b>	
Personal Income Tax	\$423,000
Corporate Excise & Income Tax	49,000
Transient Lodging Tax	27,000
Total	<u>\$499,000</u>
<b>Metro</b>	
Excise Tax	\$453,000
Total	\$453,000
<b>Multnomah County</b>	
Transient Lodging Tax	\$316,000
Business Income Tax	11,000
Total	\$327,000
<b>Grand Total</b>	<b>\$1,279,000</b>
<b>FY 2011-12</b>	
<b>State of Oregon Bond Payment</b>	<b>\$1,188.632.00</b>

The Portland Expo Center pays an annual debt service payment to the State of Oregon for the current bond issued to construct the Expo Center’s newest Exhibit Hall D, funded directly out of yearly operating revenues. While most publicly-owned exposition facilities receive ongoing government support to subsidize operations, Expo does not. All bond payments, excise taxes and administrative support costs are funded solely by the facility’s operating revenues.

SUMMARY OF KEY  
COMPARATIVE DATA

CATEGORY	FY 2009	FY 2010	FY 2011	FY 2012
<b>Utilization</b>				
Events	110	98	93	105
Total Use Days	449	415	371	479
Total Attendance	454,000	420,600	390,300	506,200
<b>Financial Operations</b>				
Operating Revenues	\$5,579,000	\$5,081,000	\$5,090,000	\$6,109,000
Operating Expenses	<u>4,646,000</u>	<u>4,214,000</u>	<u>4,846,000</u>	<u>5,213,000</u>
Net Operating Results	<u>\$933,000</u>	<u>\$867,000</u>	<u>\$244,000</u>	<u>\$896,000</u>
<b>Economic/Fiscal Impacts</b>				
Direct Spending	\$20,413,000	\$19,807,000	\$19,610,000	\$23,822,000
Indirect/Induced Spending	<u>14,971,000</u>	<u>14,280,000</u>	<u>14,117,000</u>	<u>16,276,000</u>
Total Spending	<u>\$35,384,000</u>	<u>\$34,087,000</u>	<u>\$33,727,000</u>	<u>\$40,098,000</u>
Total Jobs	400	370	380	450
Total Earnings	\$13,233,000	\$13,018,000	\$12,875,000	\$15,432,000
Total Fiscal Benefits	\$1,343,000	\$1,160,000	\$1,026,000	\$1,279,000

EXPO BY TRAIN  
In 2004, the metropolitan area’s light rail system, MAX, extended a new Yellow Line to the Portland Expo Center. Each year, thousands of visitors ride the train, doing their part to reduce the region’s carbon emissions.







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