

From the executive director

2018 proved to be a year of growth and sustainability for the Portland Expo Center. We are pleased to be Portland's gathering place for consumer shows and events as well as important historical and cultural happenings for residents throughout the region.

We are proud to serve as Oregon's premier multi-purpose event space to the community now and for years to come. In order to continue to serve our clients and community, the long-term financial sustainability of the facility is vital. Expo is diversifying its offerings and minimizing operational costs wherever we can to be fiscally responsible.

The PDX Drive-in Movie Spectacular! Series has seen increasing profit margins, our food and beverage operations are growing and new shows are considering our center more than ever. I am pleased to report that our roof restoration saved 240 dump truck loads of debris from ending up in a landfill, was completed \$500,000 under budget, and resulted in a 30-year warranty. Sealing the roof was ultimately both the most sustainable and strongest economic option for this public asset.

We would like to thank the faculty and students at Beaumont Middle School for continually diving into the difficult topics of the past so we never forget our region's history and we learn from these past events.

Again, we are honored to host so many exceptional events, guests and community events. We thank our partners, clients and guests for another outstanding year.



Matthew P. Rotchford
Portland Expo Center Executive Director



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Portland's Gathering Place

Portland Expo Center
FY 2017-18 REPORT



Portland Expo Center
Portland's Centers for the Arts
Oregon Convention Center
Oregon Zoo

oregonmetro.gov/venues

Roof restoration avoids landfill and saves money

The Portland Expo Center's roof restoration saved 83 tons— or the equivalent of 240 dump truck loads— of debris from ending up in a landfill. The 200,000 square feet of roof surface area for Exhibit Halls D, E and the Connector were sealed with AlphaGuard™ with a 30-year warranty. By utilizing a liquid applied roofing system, the Expo Roof project evolved from a complete tear-off into an environmentally friendly and sustainable roof restoration project. The restoration was completed \$500,000 under budget in a time when construction costs are escalating. Sealing the roof was ultimately both the most sustainable and strongest economic option for this public asset.



Cirque du Soleil's KURIOS boosts local economy, partners on sustainability

Cirque du Soleil hosted KURIOS, its third major presentation at the Portland Expo Center, bringing more than 100,000 guests to the facility and over \$1 million in gross revenues. The three-month residency by Cirque brings hundreds of skilled artists and technicians while providing a significant economic boost to our region. In addition, by partnering with the Portland Expo Center and Metro's Construction Project Management office, Cirque du Soleil developed a green energy solution, using the power of the Columbia River to supply Cirque's massive power needs. Shore power prevented the need for diesel generators and saved thousands of gallons of fuel. The fantastic team of engineers, electricians, and construction firms include Ramos Construction (a firm certified by the Certification Office for Business Inclusion and Diversity) as well as Portland General Electric (PGE).



Regional economic impact, FY17-18



Total spending
\$54.8 million



Total jobs
560



Total earnings
\$21.7 million



Total tax revenues
\$1.9 million

Drive-in movies with a modern twist

Expo's PDX Drive-In Movie Spectacular! beams movie favorites on a giant outdoor screen. This all-ages event is a throwback with a modern twist, delighting our summer guests for four years running. Prior to each feature film, local musicians perform and classic cartoons are screened. Every year, a portion of the proceeds benefit a local non-profit partner. This year, proceeds benefited the Saints Soccer Academy to provide affordable soccer programs to under-served communities.



Rising event tides lift all boats

The Expo sales team has been working in collaboration with the Oregon Convention Center and Travel Portland to host events that do not fit within the Convention Center's calendar. This collaboration resulted in the Columbia Empire Volleyball Association (CEVA) booking at Expo. The CEVA event has grown from one weekend to two consecutive weekends with 30,000 attendees. The Expo team believes this collaboration shows promise for increasing community events in the future as well.



Event Highlights

The Portland Expo Center events by type:



The following 5 shows were the top revenue generating events in FY18:

- Cirque KURIOS
- Pacific Northwest Sportsmen's Show
- America's Largest Christmas Bazaar
- Columbia Empire Volleyball Association
- Portland Auto Swap Meet

Gather, commemorate and remember

The Portland Expo Center serves as a remembrance site for people of color in the greater Portland region. The Vanport Flood of 1948 occurred here, and Japanese-Americans were interned here during World War II at what was then known as the Portland Assembly Center.

Interest in the Japanese-American experience during WWII has grown over the past several years. In 2018, an augmented reality project was unveiled by the Oregon Nikkei Legacy Center. Four short stories and videos unearthing the history of the center can be seen online by visiting the website at www.oregonnikkei.org/exhibit. The last spot on the tour is an art installation titled 'Voices of Remembrance' by Japanese-American artist Valerie Otani. The "torii" (gate in Japanese) inspires reflection with 3,676 tags, one for each individual interned at the site.

