

ROSE QUARTER PROPOSAL

May 20, 2010

1. 90-day process to develop a proposal.
2. VMAAC given the opportunity to access \$40,000 in stipend funds* to prepare a needs assessment and a specific proposal for purchasing or leasing of space within the Rose Quarter for the arts and educational components of the Portland Center for Arts and Athletics Development (PCAAD). Location options to be developed under 3.c. below.
3. MARC and Blazers/Winterhawks given the opportunity to access up to \$80,000 in stipend funds* to undertake a study of a joint proposal based on the following concept:
 - a. Complete renovation of Memorial Coliseum to address all issues in the “Status Quo” proposal plus consideration of “major upgrades” to include consideration of:
 - i. A range of options for modifications to the existing seating bowl to facilitate accommodations for 200M running track, 200M velodrome, new full size ice sheet and use of removable/ retractable seating to create additional event programming flexibility. Example: removal of all existing lower level seating such that the external view of the Coliseum when viewed from the east or west is “as is”.
 - ii. Other modifications as outlined in the Blazers/Winterhawks proposal.
 - b. Development of other “MARC Elements” within the Coliseum/Exhibition Hall complex or in adjacent new construction. To the extent that room does not exist in the Coliseum/Exhibition Hall complex for new uses as proposed in the MARC plan, the proposed aquatics center and other recreation elements of the MARC proposal to be moved to new building located immediately north of Memorial Coliseum. This structure could also include commercial space (retail/restaurants), parking and other uses.
 - c. Prepare a revised “Conceptual Area Plan” that would modify the Blazer’s current plan and integrate the concept described above, including possible location of PCAAD, new recreation facilities, housing, hotel, Nike Interactive Museum, retail and other facilities and uses. Under this plan option, the proposed Entertainment District would be eliminated.
 - d. Develop a proposal for location and enhancement of the Veterans Memorial in the context of the proposed “Conceptual Area Plan”.

*It is understood that any stipend funds used as described above will not be available should the RFP process proceed.

- e. Work with Bureau of Parks of Recreation to develop an understanding of proposed aquatics and other recreational facilities in the Rose Quarter relate to the Parks 2020 Vision Plan.
 - f. Conduct meetings with potential constituencies and develop recommendations for possible inclusion of PCAAD, track & field, velodrome, swimming, curling and other community facilities.
 - g. Prepare preliminary feasibility studies for the aquatics and other community recreation facilities.
 - h. Prepare preliminary development cost estimates.
 - i. Prepare a preliminary financial analysis of the combined concept to ascertain its potential to operate on a break-even basis and assuming PAM operates the arena under a modified operating agreement (see 3.m. below).
 - j. Develop a preliminary capital plan.
 - k. Prepare a preliminary development schedule.
 - l. Develop a Memorandum of Understanding that would outline the basic approach to development of a combined proposal.
 - m. Prepare outline of potential revisions to the existing operating agreement that would reflect the new operational characteristics of the Coliseum and provide for revenue sharing/incentives necessary to facilitate financial support of the proposed community recreation elements.
4. Other considerations:
- a. VMAAC would not have a on-going development role in the project other than as the potential “sponsor” for PCAAD element which would be a “plug and play” element.
 - b. Blazers to provide advise, but would not lead an effort to re-program the Coliseum per 3.a. above.
 - c. Look at ways to meld the Nike Interactive Museum and MARC elements.
 - d. Help find the Blazers local development partners for hotel, retail and office components of their plan.
5. SOJ provides overall project management for the effort.
6. Should the above efforts prove to be unfruitful, the Blazers/Winterhawks, VMAAC and MARC teams can elect to go back to their original proposals and participate in an RFP process.