

**[VMAAC]**  
The **V**eterans **M**emorial **A**rts and **A**thletic **C**enter

June 30, 2010

**Re: The repurposing of the Memorial Coliseum and Rose Quarter;**

To: Rose Quarter Stakeholder Advisory Committee (SAC),

Thank you for your continued support and involvement in reshaping the Rose Quarter and the Memorial Coliseum. The Veterans Memorial Arts and Athletic Center (VMAAC) is honored to be a part of this group effort. Throughout the many changes to the original plan and schedule, we have strived to remain engaged and relevant in this process. Like all of you, we've dedicated countless hours towards seeing that the Memorial Coliseum find a renewed use. All along, we too trusted the process despite the many challenges and preexisting conditions that limited our proposed control and use of the Memorial Coliseum. Now, we are becoming ever more aware of the great difficulties facing the City as it continues to work within the constraints of the operating agreement and development rights held by the Trail Blazers, among other issues.

The current decision to hold the RFP process allowed time 'to foster collaboration between the final three Coliseum concept teams.' Unfortunately these discussions were brief and concluded before mutual solutions could be found. Instead, at the Mayor's request, the PDC took over negotiations and we met individually with them on May 28<sup>th</sup>. We were told to expect a letter from the PDC describing the next steps by June 18<sup>th</sup> but have not yet received any report or update. Then, just last week, without any prior information or communication, we read the front-page Oregonian report that in effect declares an end to the present RFP process. All the while, the Coliseum continues to degrade and remains underutilized.

In good faith, and anticipation that the RFP process would continue, our committee has continued to spend hundreds of volunteer hours preparing a viable proposal. We also invested many personal funds with the expectation that there would be some level of reimbursement at the conclusion of the RFP process, as stipulated by, and ratified by the City Council. We believe that we have been awarded the right to stay included in this process. To that end, we have assembled a world-class and local team of architects, engineers, builders, as well as financial supporters to assist us. They are listed in our forthcoming RFP. Therefore, until we hear otherwise, we will continue developing our RFP and organizational structures, as well as work with the other finalists and the City to reach a mutually beneficial compromise. It is our firm belief that any final solution should adhere to the SAC's Aspirational Statement.

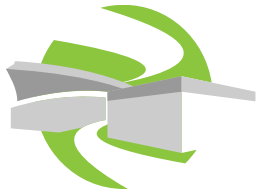
Of the final three concept teams, ours alone addresses the SAC's request to include programming for the arts, education, and community benefit. The PDC has suggested that VMAAC focus solely on a plan for the arts, allowing athletics to be developed by one or both of the other concept teams. In the spirit of cooperation, at this point we may relinquish our plan to include purely athletic programming, but we continue our commitment to the inclusion of a strong athletic education (Physical Education) and outreach program for all age groups.

To address the PDC's suggestion, the Pacific Center for Artistic Development (PCAD) has been formed. This not for profit organization is facilitating community partnerships with organizations such as Portland, Youth Philharmonic and Portland Youth Jazz Orchestra. The emerging PCAD will include shared performance, practice, and education space, as well as administrative offices for these and other non-profit organizations. This will provide numerous arts education opportunities for all ages. This new 100,000 SF facility will be a vital asset in the redevelopment of the Rose Quarter.

We eagerly look forward to updated information, and welcome your active involvement and guidance.

Sincerely,  
The VMAAC Development Group

CC: Mayor Adams, City Council, PDC



# Rose Quarter Development Project

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**Stakeholder Advisory Committee (SAC)**  
Memorial Coliseum Future Process

## **Aspirational Statement for Presentation to City Council**

*Updated March 25, 2010*

We, the Rose Quarter Stakeholder Advisory Committee, support preservation of the Memorial Coliseum as an inspiring, community-focused, multi-purpose facility with improved flexibility to accommodate a multiplicity of events for public and private purposes, at a variety of scales and uses including, without limitation: sports, entertainment, arts and culture in a manner that honors Veterans, respects the cultural heritage of the African American neighborhood that was previously in this location, integrates education, showcases innovation in sustainability, and demonstrates a triple bottom line of social, environmental and economic equity in a way that is consistent with its status as a National Register historic property. The outcome of the Memorial Coliseum and Rose Quarter development should serve to increase access to community benefits for the widest range of Portland residents. Exhibit A on the next page demonstrates the range of activities that have strong support from the community and the Rose Quarter Stakeholder Advisory Committee.

## **Exhibit A**

It is understood that the Memorial Coliseum may not be able to support all of the following activities and uses, however, our Committee urges the Memorial Coliseum concept proposers to compare the proposals for the use of the Coliseum interior spaces in terms of use, cost, operation and profitability with those for an improved base case. In so doing, they should consider improvements that augment daytime usage and district activation and may consider the following in their more detailed concept submittals in response to the Request for Proposal:

- Enhanced Veterans Memorial
- Meeting Space with Priority Usage by Veterans
- Eco-district Features, Design and operating systems that reflect state of the art sustainability features.
- Amateur Athletics Fitness Facility including an aquatics center
- Live Entertainment Venue
- Amateur and Professional Sports Spectator Facility
- Regulation Hockey Rink
- Space for Visual Arts and Performances
- Restaurants
- Skylights, roof penetrations, and other natural light features
- Programming that reflects the aspiration of educating as well as entertaining users of the facility.

# Rose Quarter Development Project

Stakeholder Advisory Committee (SAC)

Aspirational Statement for Presentation to City Council

	<b>Base-Case</b>	<b>VMAAC</b>	<b>MARC</b>	<b>Blazers</b>
1 Supports Preservation of the Memorial Coliseum	X	X	X	X
2 Inspiring		X	X	X
3 Community-Focused		X	X	
4 Multi-Purpose Facility	X	X	X	X
5 Improved Flexibility		X	X	X
6 Sports	X	X	X	X
7 Entertainment	X	X		X
8 Arts		X		
9 Culture		X		
10 Honors Veterans	X	X		
11 Respects the Cultural Heritage		X		X
12 Integrates Education		X		
13 Showcases Innovation in Sustainability		X		
14 National Register	X			X
15 Augmentation of Daytime Usage		X	X	
16 District Activation		X	X	X
17 Enhanced Veterans Memorial		X	X	X
18 Meeting Space with Priority Usage by Veterans		X		
19 Eco District		X		X
20 Amateur Athletics Fitness Facility	X	X	X	X
21 Aquatics Center		X	X	
22 Live Entertainment Venue	X	X		X
23 Amateur and Professional Sports Spectator Facility	X	X	X	X
24 Regulation Hockey Rink	X	X	X	X
25 Space for Visual Arts and Performances		X		
26 Restaurants		X		X
27 Skylights, roof penetrations, and other natural light features		X		X
28 Education		X		
<b>TOTAL</b>	<b>10</b>	<b>27</b>	<b>13</b>	<b>17</b>
<b>PERCENTAGE</b>	<b>36%</b>	<b>96%</b>	<b>46%</b>	<b>61%</b>

# Additional Elements

1	Financed with Private Funds				X
2	Aligns with plans for the overall district		X	X	X
3	No Impact to current or proposed Parks Facilities	X	X		X
4	Complements Existing Operations at the Rose Garden	X	X		X
5	Non-Competitive with the Rose Garden		X	X	X
6	Maintains the Operating Agreement	X	X		X
7	Locally Based Team	X	X	X	
8	Maintains the Seating Bowl	X	X		X
9	Offers Olympic Caliber Training		X	X	
10	Uniquely Portland Concept		X	X	
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	TOTAL	5	9	5	7
	PERCENTAGE	50%	90%	50%	70%