



THE EXPO FUTURE PROJECT

Metro's vision for the future of the Expo Center

March 2023 – MPAC

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What you'll learn:

- History of the Expo Future Project
- Overview of the Request for Expressions of Interest process and findings
- Metro's new vision for Expo
- Our next steps

An aerial photograph of an industrial or waterfront development site. In the upper right, there are several large, white, arched-roof industrial buildings. To their left is a vast, mostly empty parking lot with some rows of trees planted in a grid pattern. Further left is a dense forest and a body of water. In the bottom right, a river or canal contains several large construction barges and barges, with a crane visible on one of them. A multi-lane road runs horizontally across the middle of the image, separating the parking lot from the river. The overall scene suggests a large-scale project in progress or recently completed.

From Hunden Study to Expo Future Project

2014

Hunden Study



2019

Expo DOS

2021

Expo DOS to Expo
Future

Portland Expo Center
Market and Financial Feasibility Study

2022

Expo Future Project
Phase 01: RFEI

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2023

Expo Future Project
Phase 01: Next Steps

October 29, 2014

2014

Hunden Study

2019

Expo DOS

2021

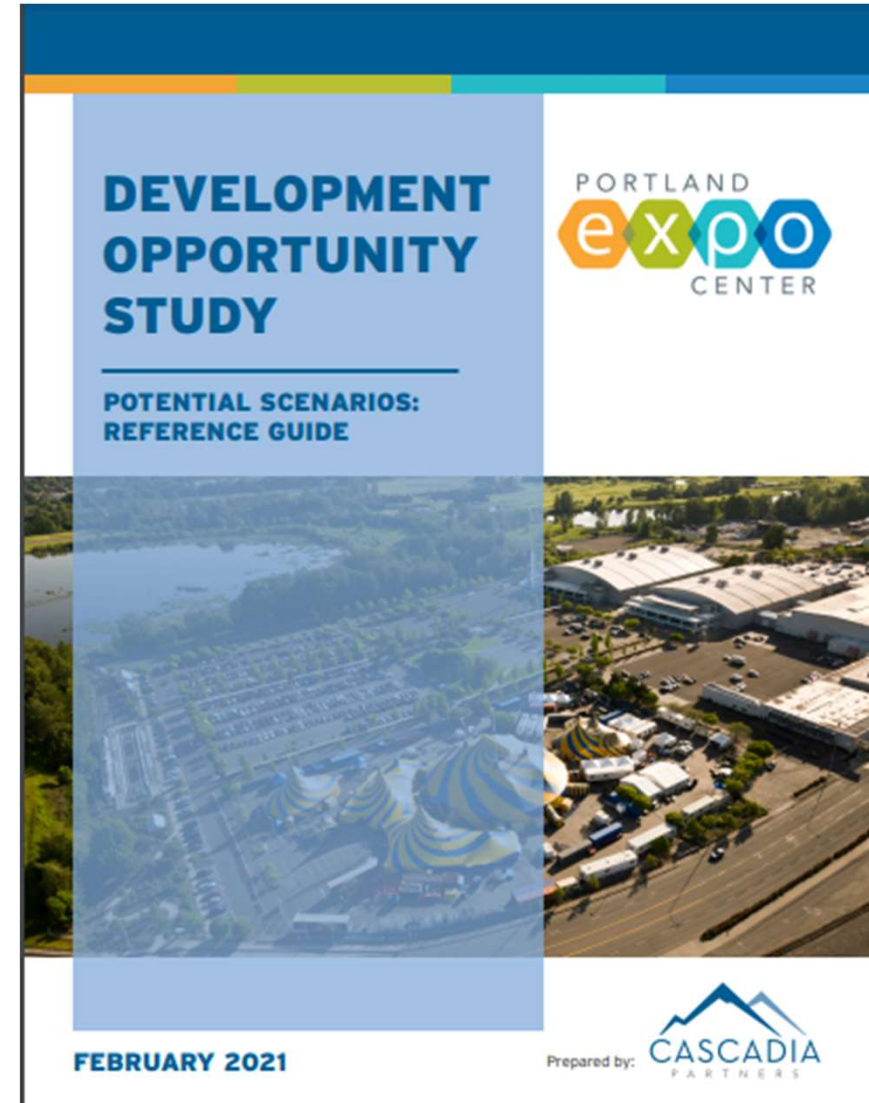
Expo DOS to Expo
Future

2022

Expo Future Project
Phase 01: RFEI

2023

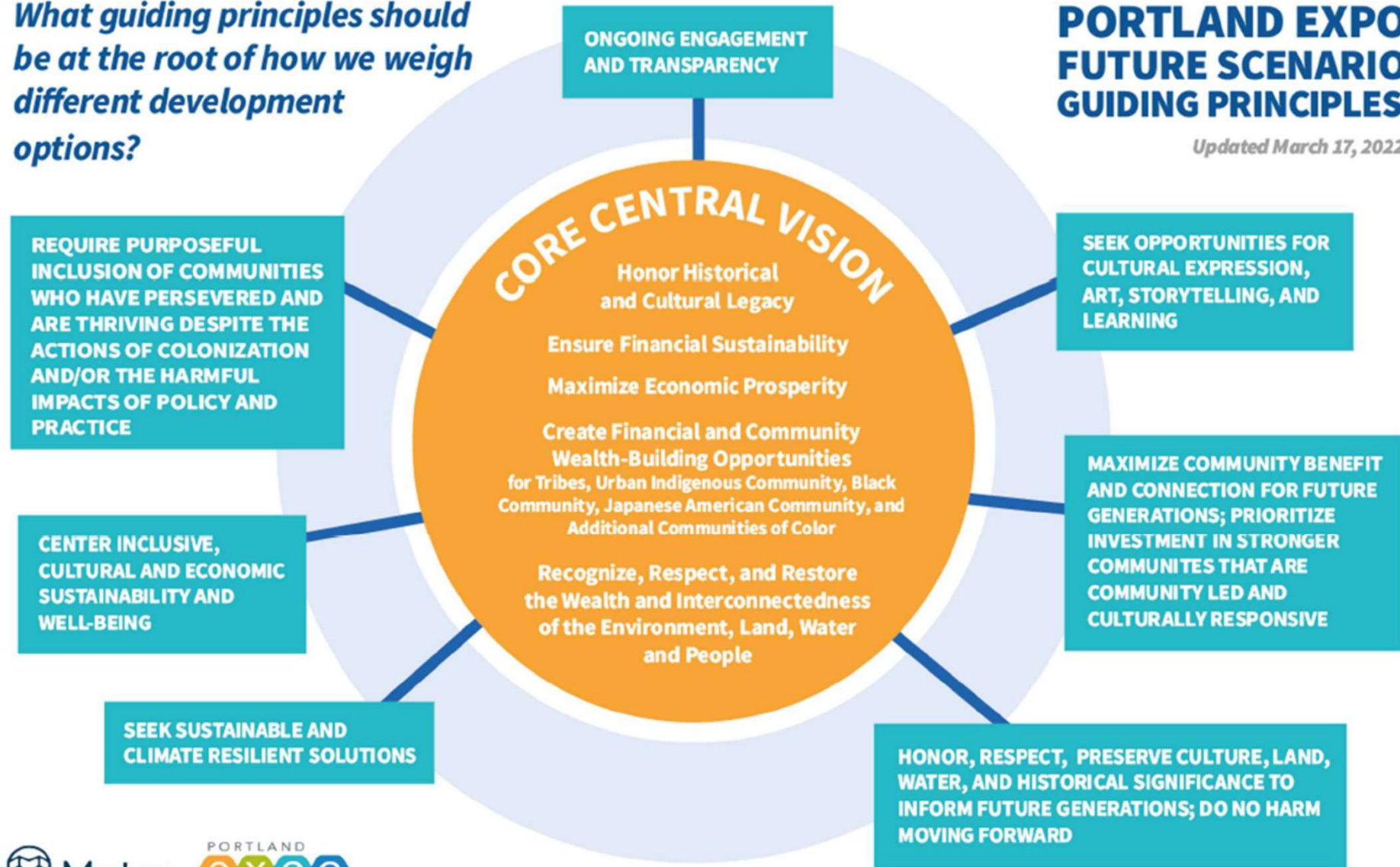
Expo Future Project
Phase 01: Next Steps



What guiding principles should be at the root of how we weigh different development options?

PORTLAND EXPO FUTURE SCENARIO GUIDING PRINCIPLES

Updated March 17, 2022



2014

Hunden Study

2019

Expo DOS

2021

Expo DOS to RFEI

2022

Expo Future Project
Phase 01: RFEI

2023

Expo Future Project
Phase 01: Next Steps



Submit your proposal for the Expo Future project

Seeking creative development ideas for
53 acres in North Portland

Metro invites teams interested in public-private partnerships to submit their ideas for the future of the Expo Center. Offering one of the largest remaining sites for employment-heavy uses in greater Portland, the site is a sprawling campus with excellent access to I-5 and light rail. Participate in this once-in-a-generation opportunity to help shape how this community asset will serve current and future generations. Visit expofuture.org for more information on how you can submit a proposal.

For more information

Contact expo.future@oregonmetro.gov for project information.
For more information about the proposal process, visit expofuture.org



Arts and events
Garbage and recycling
Land and transportation
Parks and nature
Oregon Zoo

oregonmetro.gov/expofuture

2014

Hunden Study

2019

Expo DOS

2021

Expo DOS to RFEI

2022

**Expo Future Project
Phase 01: RFEI**

2023

Expo Future Project
Phase 01: Next Steps

6

RFEI
Submissions

2

Cultural Legacy
Submissions

Review Committees



Internal



Finance and facilities function



Community partner



Government partner



Tribal government partner



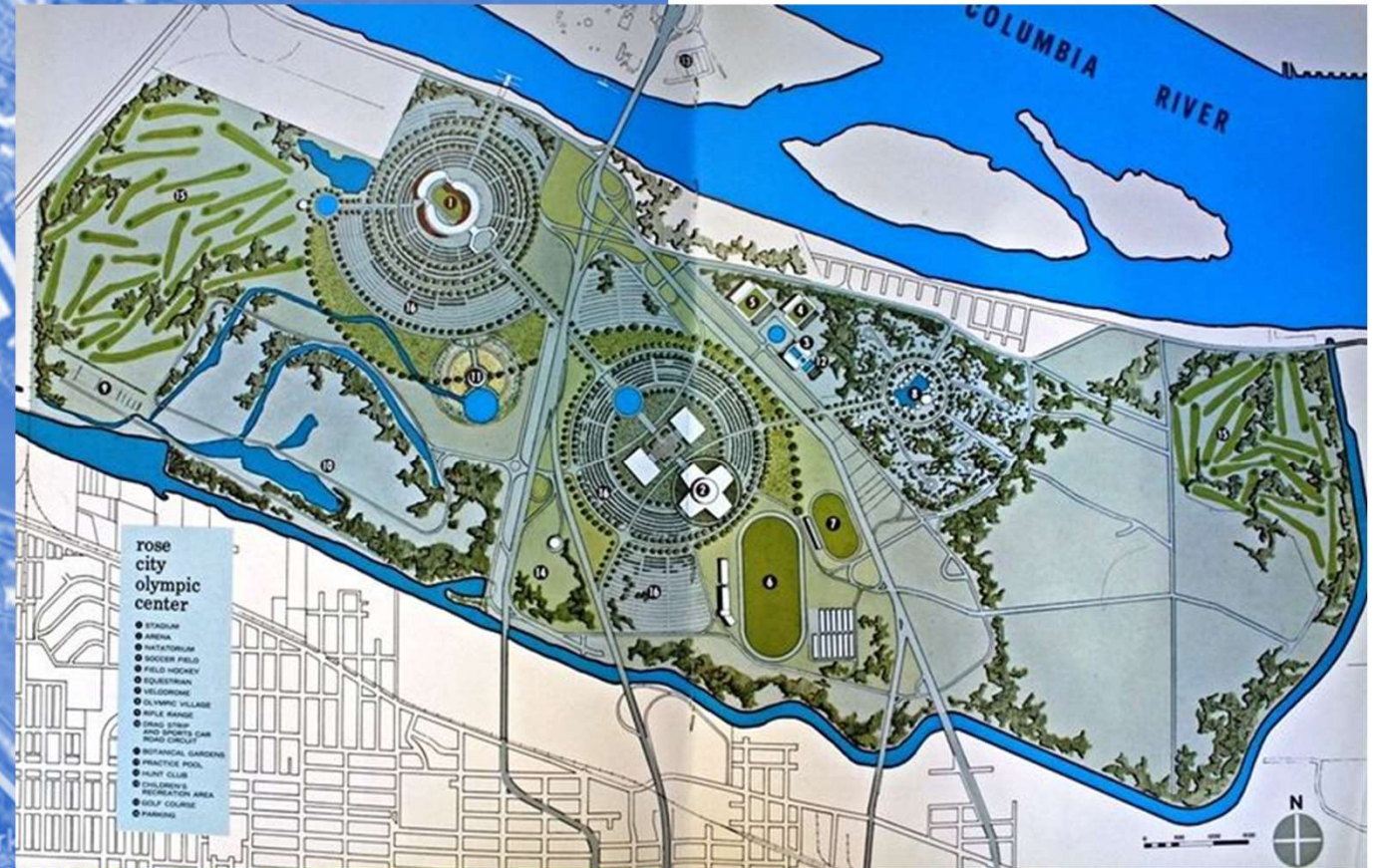
- “Think big” and consider how that area might be built up in the future.
- The project may benefit from a visioning effort to help determine how to look at the site and sequence decision-making and future project phases.
- Look to the region’s Comprehensive Economic Development Strategy (CEDS) and look for ways to maximize the opportunities and fill identified needs.
- Consider the development of a robust outreach strategy because of the cultural significance of the site.



Community review committee


OVERARCHING RECOMMENDATIONS:

1. Site should remain a community-centric asset that complements the historical and cultural significance of the site.
2. Maximize partnerships and contracts with local businesses.
3. Clear equity goals that help facilitate the accessibility of the site and the site's programming to underserved communities.
4. Metro should define its desired outcomes around the guiding principles
5. Should the site development include amenities and infrastructure consistent with a livable neighborhood, consider the addition of affordable housing in the future.



Rose City Olympic Center, 1962

A new vision for the Expo Center



The sports events and tourism industry is one of the largest sectors in the travel and tourism industry.

According to the latest State of the Industry Report, the sports tourism sector's direct spending impact is \$39.7 billion in the United States, with a total economic impact of \$91.8 billion.

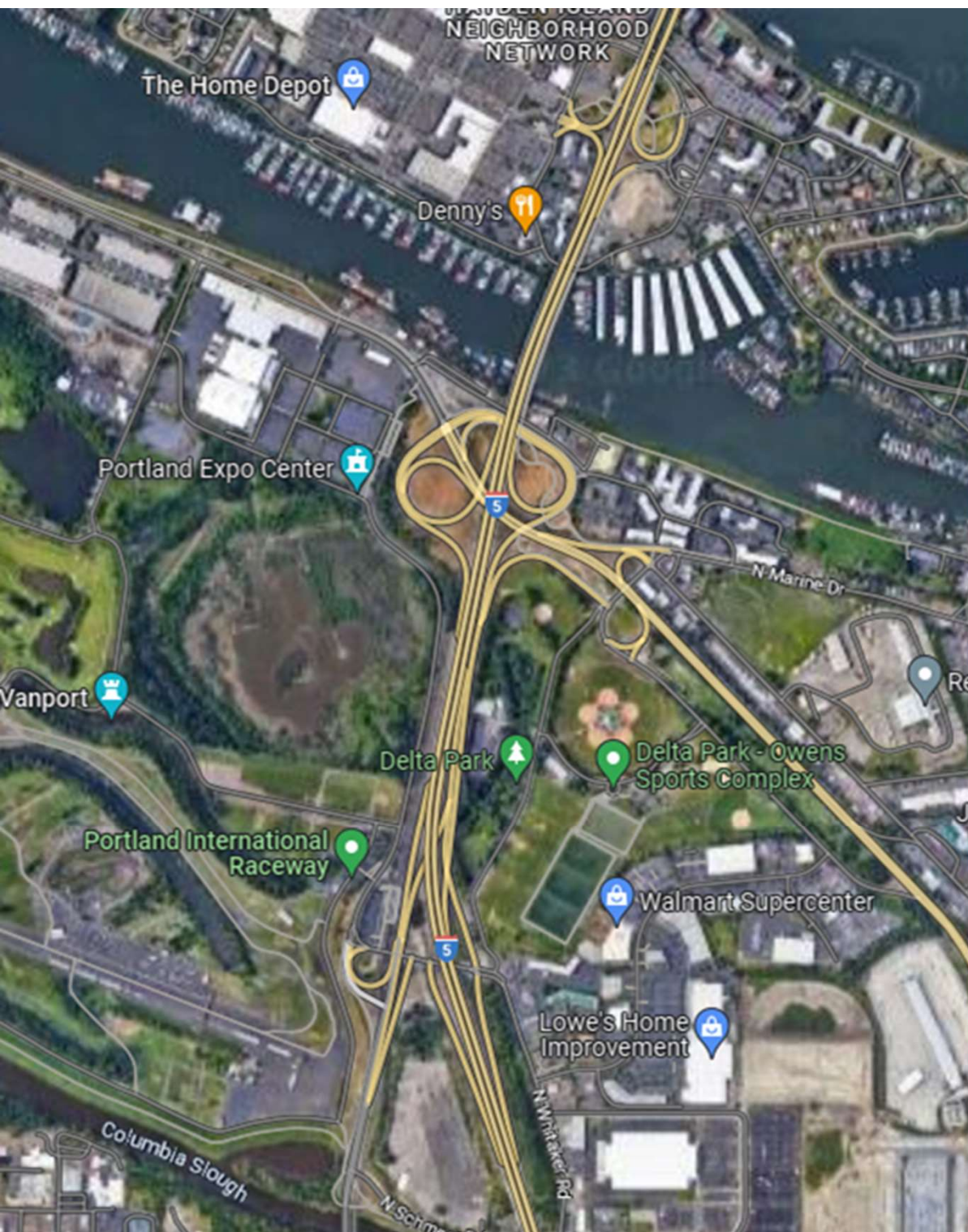
WHY SPORTS?



COO RECOMMENDATION # 1:

Metro will recognize Expo Center as a site of national significance and work with community to meaningfully memorialize the site's history of forced displacement during World War II and the Vanport Floods, as well as the site's pre-colonial history and importance to Indigenous Peoples.

As part of this, Metro shall **investigate support from federal, state, or other partners, including philanthropic partners, for financial or other opportunities** for Hall A, specifically, and the land adjacent to the Columbia River.



COO RECOMMENDATION # 2:

Metro will take measures to align Expo's future redevelopment as a **community-centric destination venue that prioritizes amateur, professional, and recreational sports.**



SUPPORTING RECOMMENDATIONS

1. Conduct due diligence
2. Form a new governance structure
3. Strengthen Expo's current operation
4. Ensure we coordinate with our jurisdictional partners



IMMEDIATE NEXT STEPS FOR 2023

1. Partner with community
2. Market and feasibility study
3. Capital needs assessment
4. Guiding Principles
5. Strengthen Expo's current operation

Questions? Contact:

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