



Keller's Next Act

May 29, 2024
Presentation to City Council

Reimagining the Future of Performing Arts in Portland



Core Project Team

CITY OF PORTLAND



Karl Lisle

SPECTATOR VENUES MANAGER



Lauren Broudy

SPECTATOR VENUES COORDINATOR



Ashley Hernandez

LIAISON
MAYOR WHEELER



Laura Oppenheimer

COMMUNICATIONS MANAGER



Carrie Belding

PUBLIC INFORMATION OFFICER



Jill Souede

LIAISON
COMMISSIONER RYAN

ADVISORS



Greg Phillips

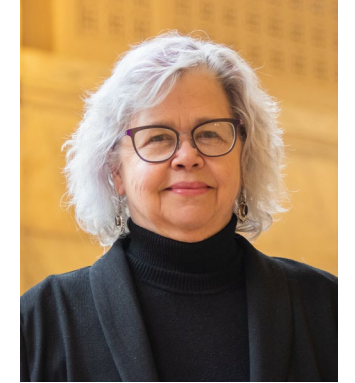
CSTAR DEVELOPMENT
ARTS ADVISOR



Leslie Carlson

IN COMMON AGENCY

METRO



Robyn Williams

EXECUTIVE DIRECTOR, P'5



Nancy Strening

CAPITAL PROJECTS MANAGER



Agenda

- Keller Auditorium Background
- Process Summary
- What Happens Next
- Three Design Presentations
- Public Testimony
- Discussion & Accept Reports

Keller Auditorium

- Workhorse of Portland's
- Hosts nearly 400,000 guests each year
- Only stage in the region capable of hosting large-scale theatrical performances such as Broadway, ballet, operas and more
- Generates more than half of Portland's revenue—enabling smaller, independent companies to afford use of Metro venues



Keller's Role in the Portland Market



UNIQUE CAPABILITIES

Only venue in the region that can host large-scale theatrical productions like Broadway



ECONOMIC IMPACT

- 400,000 annual attendance
- Broadway in Portland has 19,000+ subscription ticket holders, 89% renewal rate
- Keller operates at 97% capacity for Broadway shows



CORNERSTONE of P'S

Without revenue from the Keller, Other Portland's venues will not survive



ARTS BREATHE LIFE

90% of Portlanders feel arts venues inspire pride in their community

Keller's Economic Contribution

**IF THE KELLER WERE TO
CLOSE FOR 24 MONTHS**

**Nearly \$100 million in
lost output***



JOBS

336 JOBS LOST



**LABOR
INCOME**

**\$42.3 MILLION
LOST**



**LOCAL AND
STATE
REVENUES**

**\$5.1 MILLION
LOST**

*According to a 2024 **Crossroads Consulting Economic Impact Study** on Keller Auditorium Operations

*Building added to
City URM Listing*

Process Summary

PRIVATE DESIGN COMPETITION

2017

- Private Design Competition initiated by Halprin Landscape Conservancy and Associates to develop exterior renovation concepts for Keller Auditorium (Stufish/Michael Curry Team winners)

CITY SEISMIC REPORT

2018 - 2021

- Structural deficiencies in Keller Auditorium analyzed
- Potential options for future outlined:
 - Structural Renovation
 - Major Renovation
 - New Facility

CITY/METRO RENOVATION EXPLORATION

2022 - 2023

- City/Metro partnered with Halprin Landscape Conservancy to each contribute \$200,000 to further develop renovation concept

CITY/METRO NEW FACILITY EXPLORATION

2023 - 2024

- City/Metro partnered to conduct a solicitation for new facility site proposals and ultimate design concept development

*Engage
Stakeholders on
Possibilities - 2024*

Why We Need to Explore Keller's Next Act

Aging Infrastructure

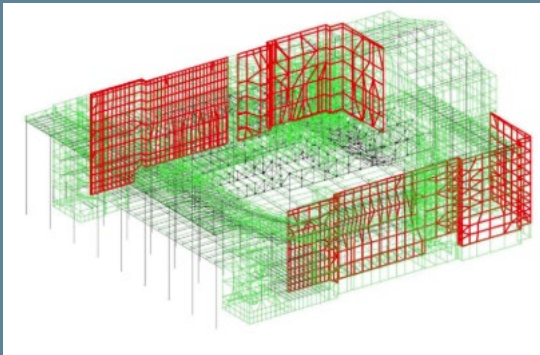
- HVAC system
- ADA
- Restrooms
- Space constraints
- And more...

Outdated Amenities

- Dressing rooms
- Lighting
- Sound
- Equipment
- Production elements
- Commercial kitchen
- Loading
- Seating
- Guest Experience
- And more...

Structural Integrity

- Keller Auditorium is listed by the City as an unreinforced masonry building.
- Though renovations in the 1960s reinforced portions of the building, much of the original 1917 brick structure remains.
- While the building meets current codes for existing buildings, it is not expected to survive a major seismic event.



Three Design Concepts Presented to City Council

- While the **Keller Auditorium** renovation concept design effort was underway, the City of Portland and partners also looked at possibilities for a new large-scale performing arts facility
- Request for Expression of Interest (RFEI) process produced 8 interested sites
- **Lloyd Center** and **Portland State University** were selected for the development of concepts for a new performing arts facility
- Over six months, the design teams for each site collaborated with architects, theater consultants and others to further develop their concepts
- A tremendous collaborative achievement to arrive at three inspirational designs under a very short timeline



Three Design Concepts Presented to City Council

Presentation Criteria

- Site location
- Visually show concept design
- List major amenities
- Provide conceptual space program
- Summarize vision for ongoing relationships and neighboring community
- Explain how your project would activate Portland's Central City
- Outline potential timing of project
- Provide an overview of the financial plan for your project
- Identify project partners - financial, community, others

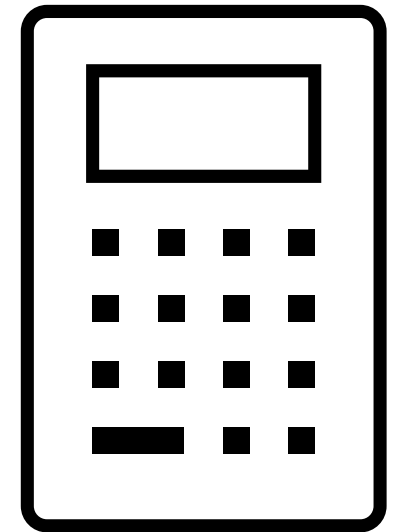
DRAFT: Considerations for Future Decision Making

- Ability to fully meet desired program
- Cost
- Leveraging opportunities
- Partnership/financing opportunities
- Economic Impacts
- Neighborhood Impacts
- Anticipated Construction Impacts
- Transportation Access and Impacts
- How this Facility will Reach and Engage Diverse and Underserved Audiences
- Community and Neighborhood Support
- Sustainability and Durability
- Compatibility with City Climate Action Goals

WHAT GOES INTO A FACILITY COST ANALYSIS

Elements examined include:

- Building Cost Elements
- Mechanical
- Electrical
- Interior Finishes
- Program Next to Gross Area Calculations



Cost Analysis - Venue Consultants LLC

	Keller Auditorium Renovation	Lloyd Center New Facility	Portland State University New Facility
Estimated Core Theater Total Project Cost* <i>(in 2027 bid dollars)</i> <i>*sum of construction cost and 35% soft costs</i>	\$290 million	\$429 million	\$447 million
Gross Floor Area	199,061 sq ft	215, 550 sq ft	213,785 sq ft
Potential Additional Uses <i>(generally not included in Core Theater Costs)</i>	Restaurant/cafe, rehearsal room, outdoor performance space, new pedestrian plaza, other	Additional smaller theater, multi dimensional co-development with Lloyd Center Master Plan, other	Additional smaller theater, hotel, conference space, office space, educational space, other

Potential Funding Opportunities

- | | | | |
|--------------------------|---|-----|--|
| LOCAL
PUBLIC | } | 1. | General Obligation Bonds |
| | | 2. | Special Levy |
| | | 3. | District Focused Funding (TIF, LID, BID, etc.) |
| | | 4. | Dedicated Tourism Funding (lodging tax, etc.) |
| OTHER
PUBLIC | } | 5. | Dedicated Purpose Funding (arts tax, PCEF, etc.) |
| | | 6. | State Funding |
| | | 7. | Federal Funding |
| EARNED
INCOME | } | 8. | Food/Beverage/Retail |
| | | 9. | Event/Promotion Revenues |
| PRIVATE | } | 10. | Grants |
| | | 11. | Philanthropy |
| | | 12. | Public/Private Partnership |
| | | 13. | Corporate Sponsorship |

Summer 2024 Roadmap

MAY
Launch Design
Concepts to
Public



JUNE
Public input
kick off



AUGUST
Findings brought
to City Council



JUNE
Targeted
Stakeholder
Engagement



JULY
Engagement
and input
synthesized



**2024 and
Beyond**
Direction
Forward





Now Introducing

- Keller Auditorium Renovation Team (30 Minutes)
- Lloyd Center Team (30 Minutes)
- Portland State University Team (30 Minutes)
- Public Testimony
- Council Discussion/Questions
- **Council Action: Accept Reports**

A BOLD VISION FOR PORTLAND





We believe **Portland**
can do **big things**

Dr. Ann Cudd

PRESIDENT, PORTLAND STATE UNIVERSITY

Dr. Leroy E. Bynum Jr.

DEAN, PSU COLLEGE OF THE ARTS

Nate Linton

PSU THEATER STUDENT

Jason Franklin

ASSOCIATE VP FOR PLANNING, CONSTRUCTION AND REAL ESTATE

Sarah Schwarz

PRESIDENT, PSU FOUNDATION

Andrew Colas

CEO, COLAS CONSTRUCTION

CITY OF PORTLAND

Karl Lisle, Spectator Venues Program Manager
Lauren Broudy, Spectator Venues Program Coordinator
Greg Phillips, CSTAR Development (project consultant)

METRO

Nancy Strening, Senior Manager, Capital Projects
Charlie Jelke, Venue Projects (contracted
cost consultant)

PORTLAND'S CENTERS FOR THE ARTS

Robyn Williams, CVE, Executive Director

PORTLAND STATE UNIVERSITY FOUNDATION

Sarah Schwarz, President & CEO
Sarah Kenney, Project Manager
Cate Soulages, Vice President, Communications
James Wilson, Designer, Communications

PORTLAND STATE UNIVERSITY

Dr. Ann Cudd, President
Dr. Leroy E. Bynum Jr., Dean, College of the Arts
Donald Forsythe, Treasurer
Jason Franklin, Associate Vice President, Planning,
Construction & Real Estate
Michael Grieser, Assistant General Counsel
Kimberly Koops, Associate Vice President,
Government Relations
Sheila Martin, Vice President, Public Affairs and Chief of Staff
Eric Noll, Director of Regional Government Relations & Policy
Christina Williams, Director of Strategic Communications

SWIFT PUBLIC AFFAIRS

Amy Ruiz, Partner
Jennifer Williamson, Partner
Kari Chisholm, Partner

**BORA ARCHITECTURE & INTERIORS
(ARCHITECTURAL DESIGN CONSULTING)**

Michael Tingley, FAIA, Principal

Amy Donohue, AIA, NOMA, LFA, Principal

Sarah Oeftering, AIA, Architect

Leslie Cliffe, RA, Architect

Daniela Fowler, Architectural Designer

ADDITIONAL DESIGN CONSULTING

GBD Architects

**COLAS CONSTRUCTION (CONSTRUCTION &
COST CONSULTING)**

Andrew Colas, President & CEO

Alexander Colas, Vice President, Preconstruction

GARD COMMUNICATIONS

Chelsea Punian, Director of Public Relations
and Public Affairs

**THEATER PROJECTS (VENUE PLANNING & DESIGN
CONSULTING)**

Gena Buhler, Principal

Vicki Infinito, Associate

**KITTELSON & ASSOCIATES (TRAFFIC, PARKING &
TRANSPORTATION CONSULTING)**

Julia Kuhn, Senior Principal Engineer

Chris Brehmer, Senior Principal Engineer

THIS ASSEMBLY (HOSPITALITY CONSULTING)

Bashar Wali, Founder

PRACTICE HOSPITALITY (HOSPITALITY CONSULTING)

Leslie Lew, Co-Founder, Vice President, Revenue & Technology

SUSTAINABILITY CONSULTING

KPFF

Celebrating and uplifting the **arts community**



LISTENING TO ARTS & CULTURE ORGANIZATIONS

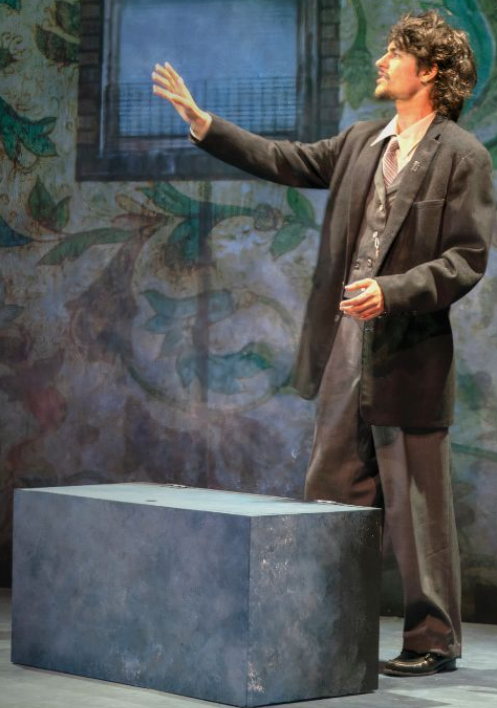


*Inclusion on slide does not constitute project endorsement.

Nate Linton

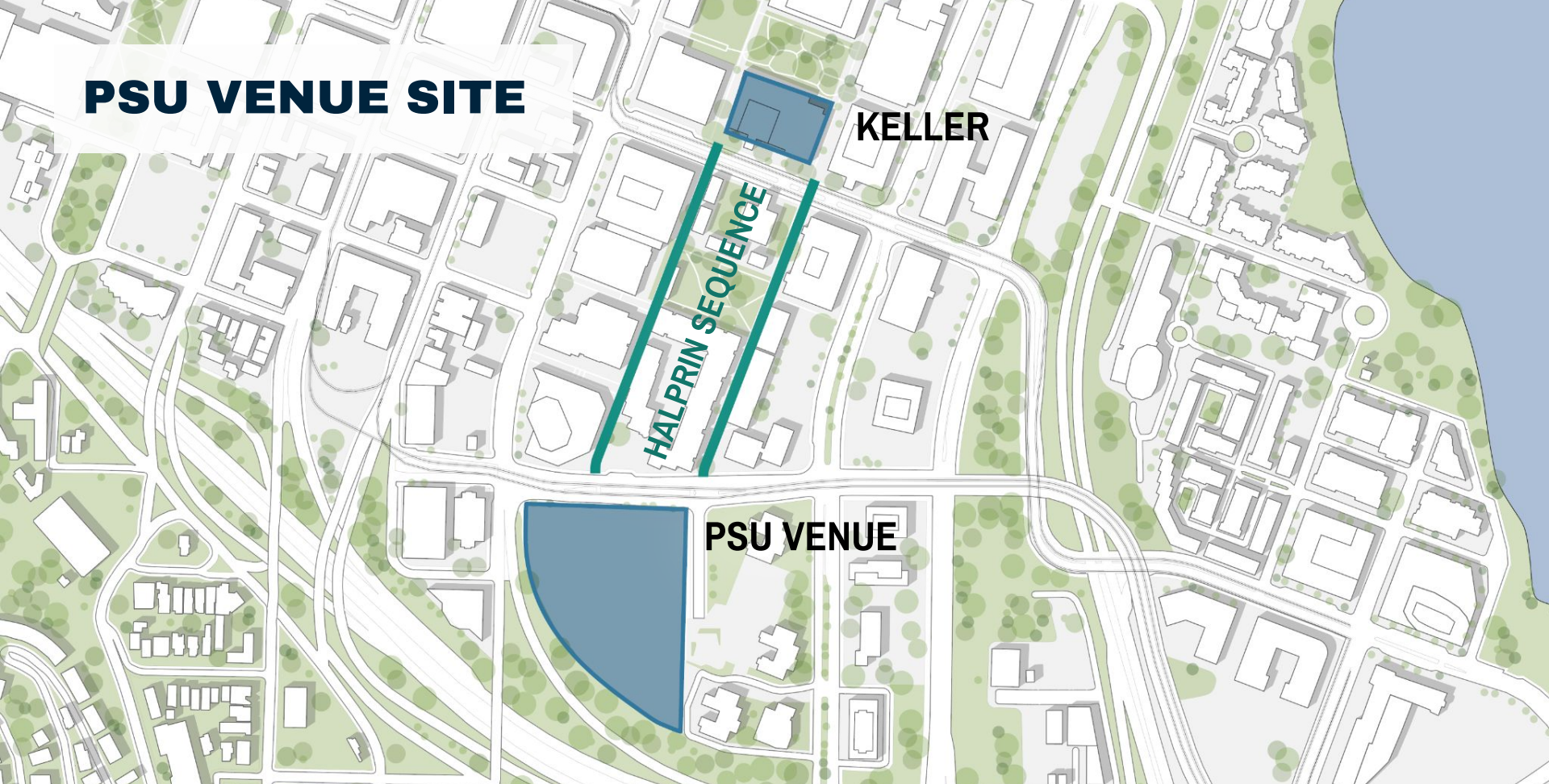
A DREAM PLAY BY AUGUST STRINDBERG
ADAPTED BY CARYL CHURCHILL

PERFORMED AT PSU'S LINCOLN HALL, MAY 2023



Building a **downtown** arts and culture **destination**

PSU VENUE SITE



KELLER

HALPRIN SEQUENCE

PSU VENUE



PERFORMING ARTS CENTER

BROADWAY
BALLET
OPERA

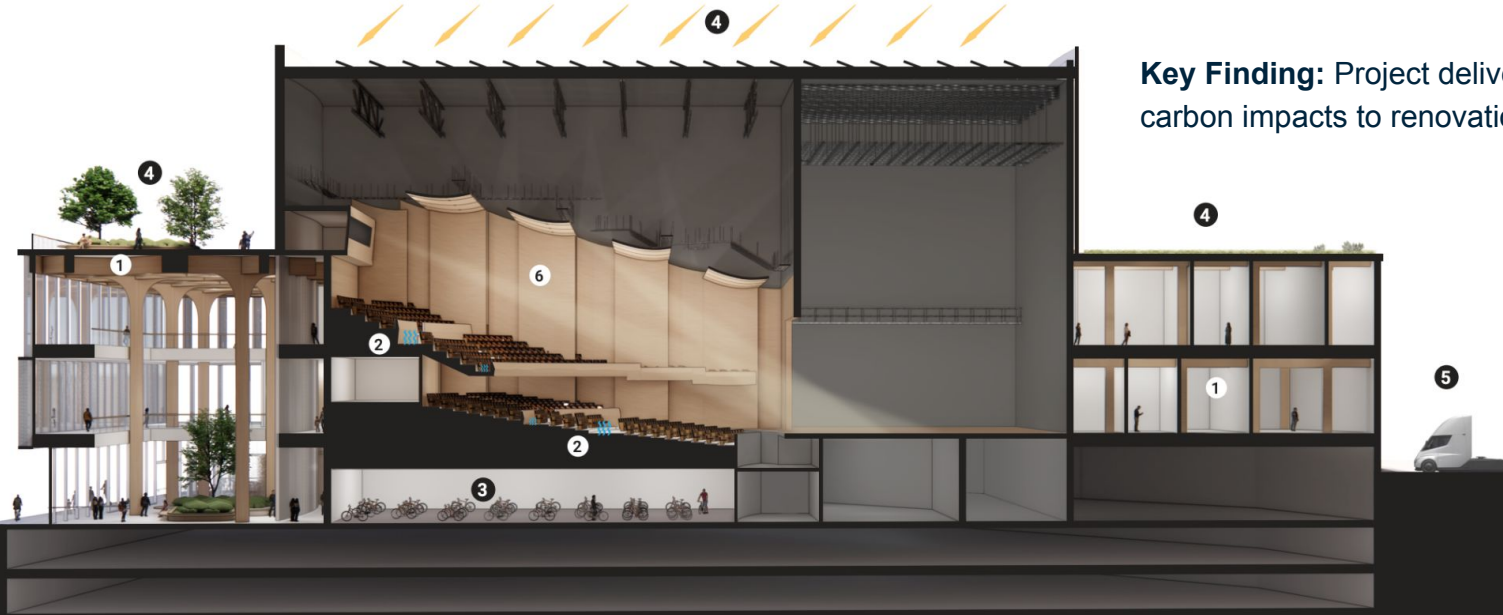
THE HUTCHINSONS BUILDING

TRIMET
MAX



VENUE DETAILS

- 3,000 seat auditorium
- 1,200 seat auditorium
- 150 room on-site hotel
- 20,000 square feet of conference space
- Multiple restaurants and bars
- Flexible academic and community spaces
- Space for arts organization offices
- 500+ spaces of on-site parking
- Active 365 days a year



Key Finding: Project delivers comparable carbon impacts to renovation.

① Northwest Wood Structure

② Efficient Ventilation Strategies

③ eBike Charging & Storage

④ Green Roofs & Solar Power

⑤ Shore Power for Electric Transportation

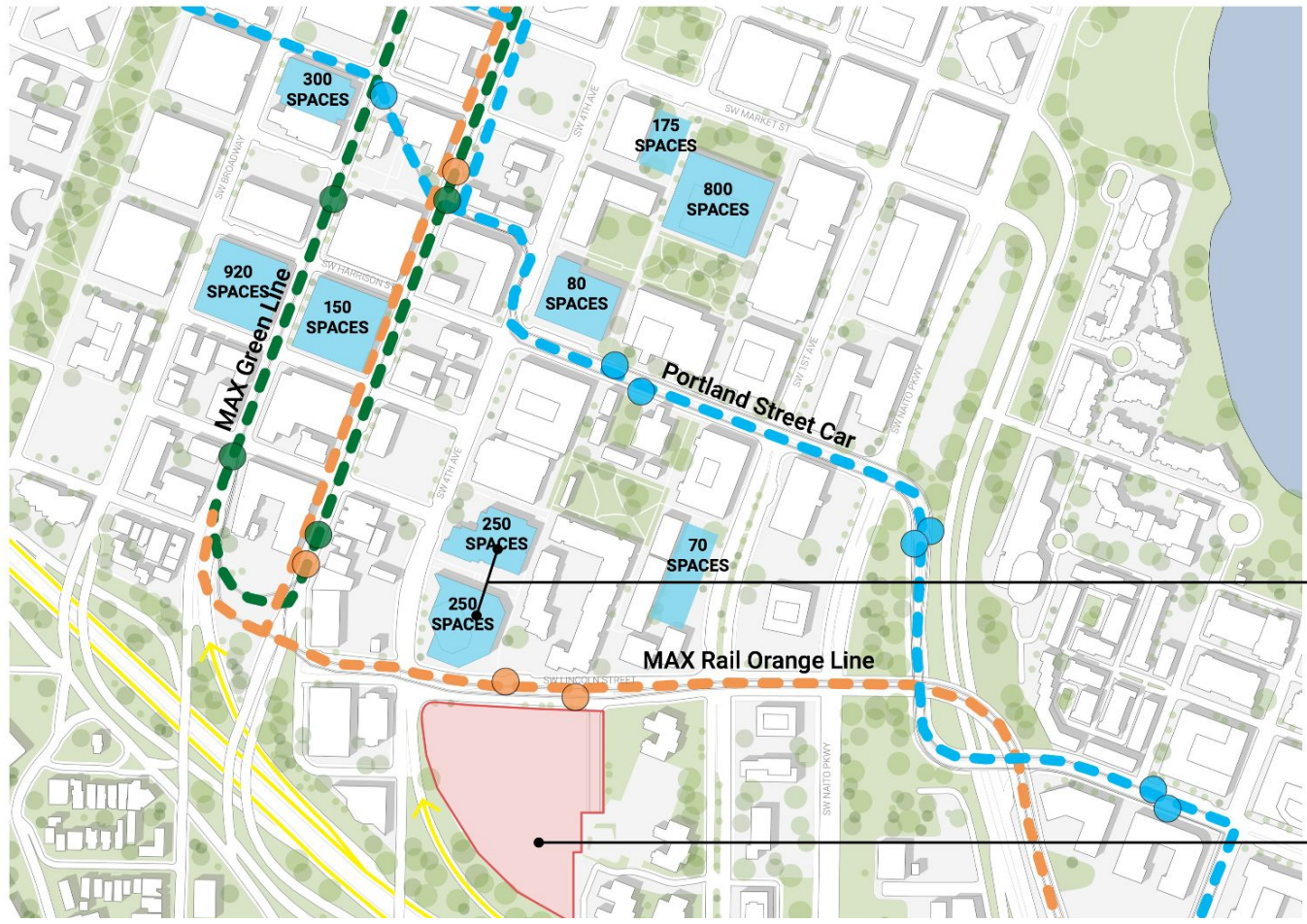
⑥ Non-Toxic Interior Environment



PERFORMING ARTS + CULTURE CENTER

cafe

BOX OFFICE



3,500 AVAILABLE PARKING SPACES
2,500 ADDITIONAL PARKING SPACES AVAILABLE WITHIN 6 BLOCKS (BLUE SHADED BLOCKS)

500 PARKING SPACES ACROSS THE STREET

500-740 NEW PARKING SPACES ON SITE

A TRUSTED DOWNTOWN DEVELOPMENT PARTNER



1. University Pointe
4. Fourth Avenue Building

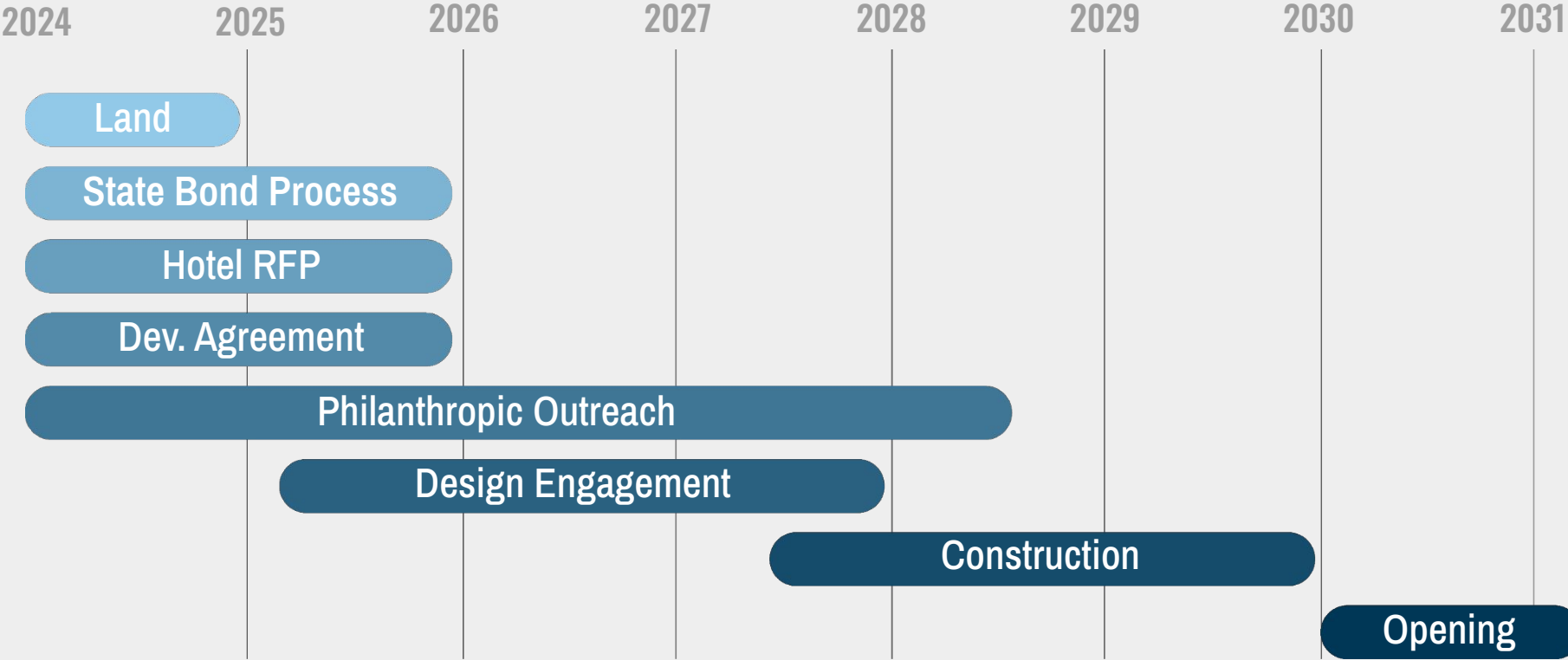


2. Broadway Housing Building
5. Vanport Building



3. Academic and Student Recreation Center
6. Joseph R. Robertson Collaborative Life Sciences Building

PROJECT TIMELINE



INVESTMENT FROM MULTIPLE SOURCES FY27 DOLLARS

PROPOSED FUNDING SOURCE	PURPOSE	ESTIMATED COST
City of Portland	3,000 Seat Auditorium	\$447.0M
State Paid Bonds and Academic Philanthropy	1,200 Seat Auditorium and Academic Space	\$115.0M
Private Investor/Operator	Hotel & Conference Center	\$70.7M
University Paid Bonds	Project Parking	\$35.5M
Tax Increment Financing	Site Preparation	\$8.4M
		\$229.6M
	Total Project Estimate	\$676.6M

A **big-vision** moment for arts philanthropy

**10
MONTHS**

**150+
COMMUNITY
MEETINGS**

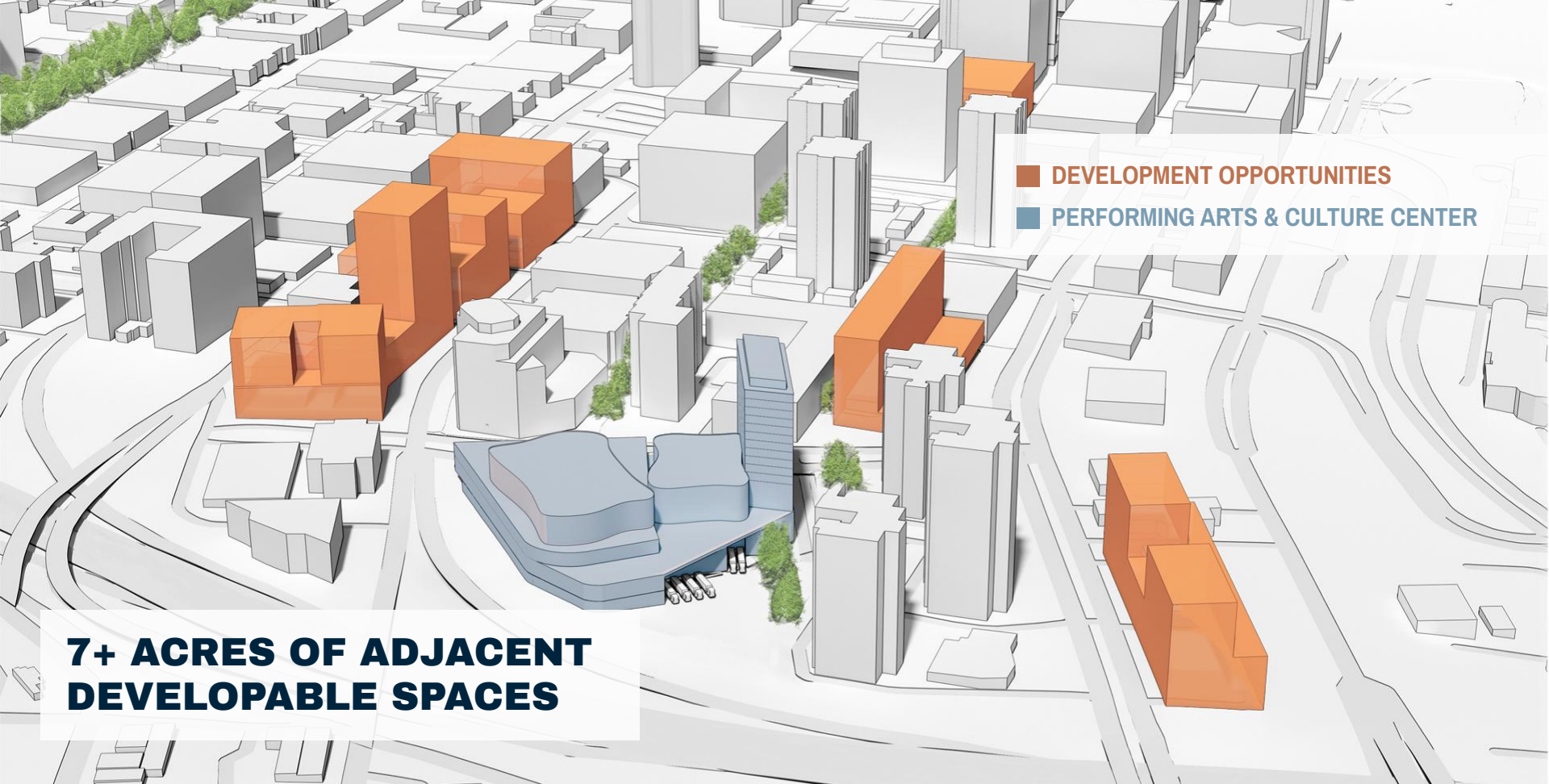
**1,000+
STAKEHOLDERS
ENGAGED
IN PERSON**

small arts organizations
large arts organizations
PSU stakeholders
elected officials
business leaders
philanthropic leaders
labor representatives
downtown neighbors
hospitality partners
general public



Restoring pride of place





- DEVELOPMENT OPPORTUNITIES
- PERFORMING ARTS & CULTURE CENTER

7+ ACRES OF ADJACENT DEVELOPABLE SPACES



opera
ballet
theater

THE KULTURACKER STRASSE 111

PERFORMING ARTS CENTER

TRU MET
MAX