



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

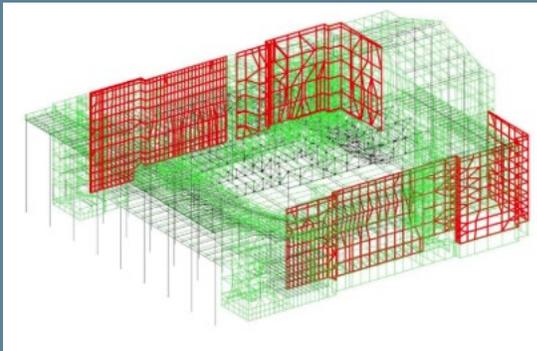
- HVAC system
- ADA
- Restrooms
- Space constraints
- And more...

Outdated Amenities

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

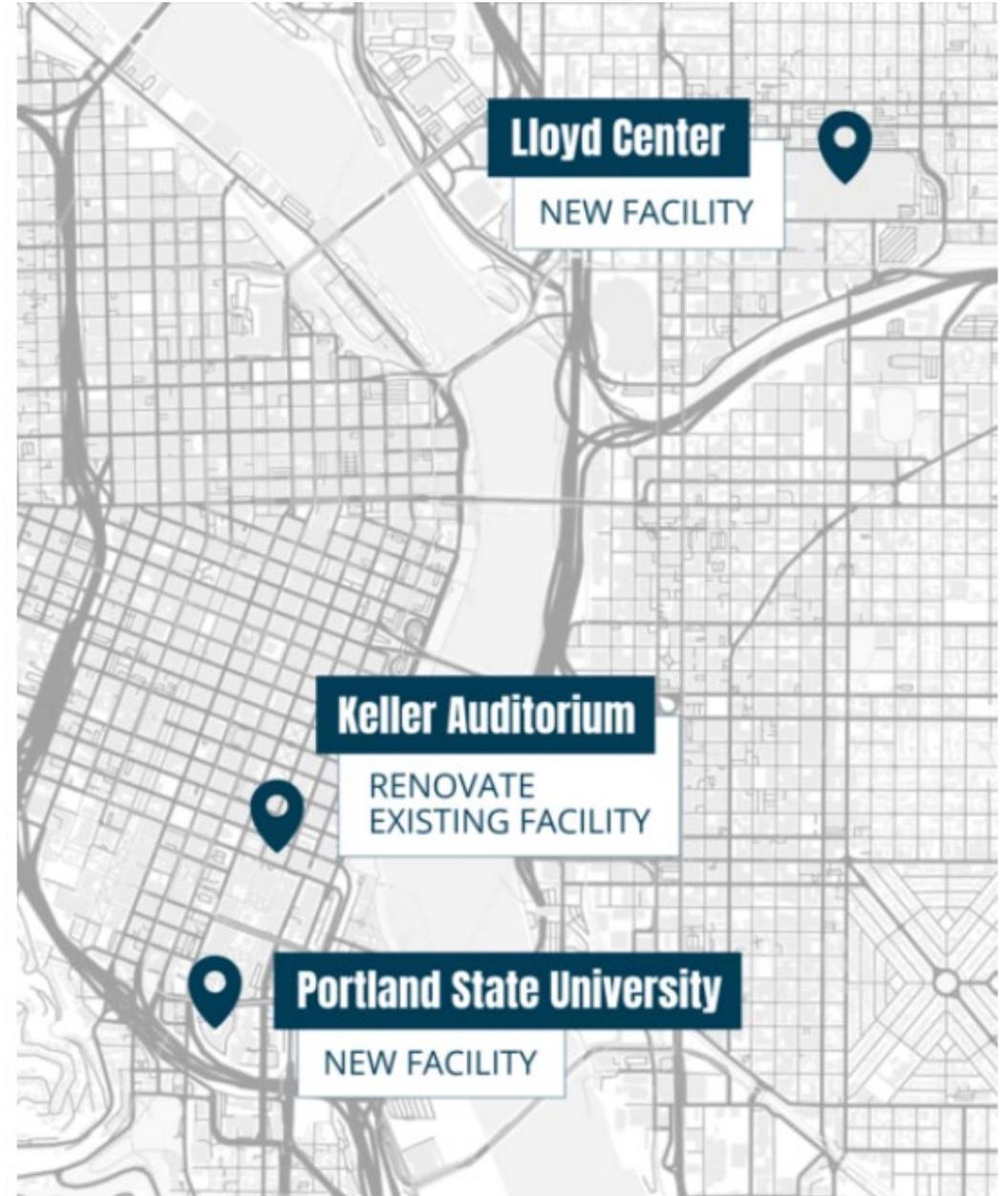
Structural Integrity

- 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

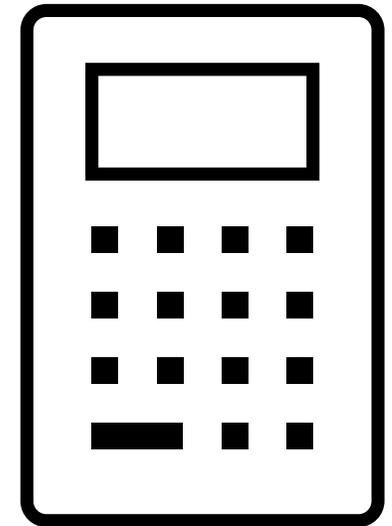
DRAFT: Considerations for Future Decision Making

- 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**

21st Century Keller Auditorium

KELLER AUDITORIUM FEASIBILITY STUDY

29 May 2024



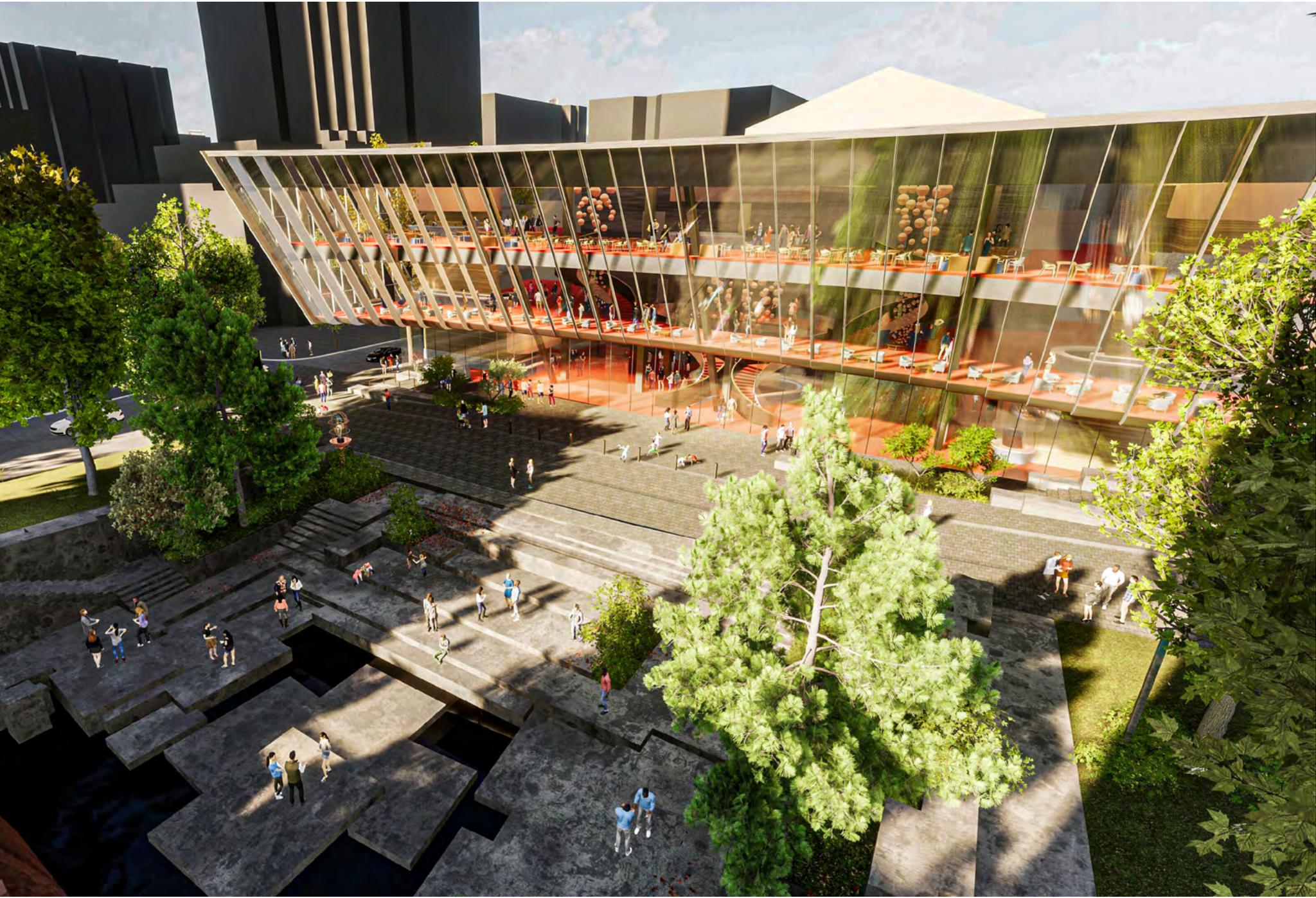
PLACE

The Shalleck Collaborative Inc.



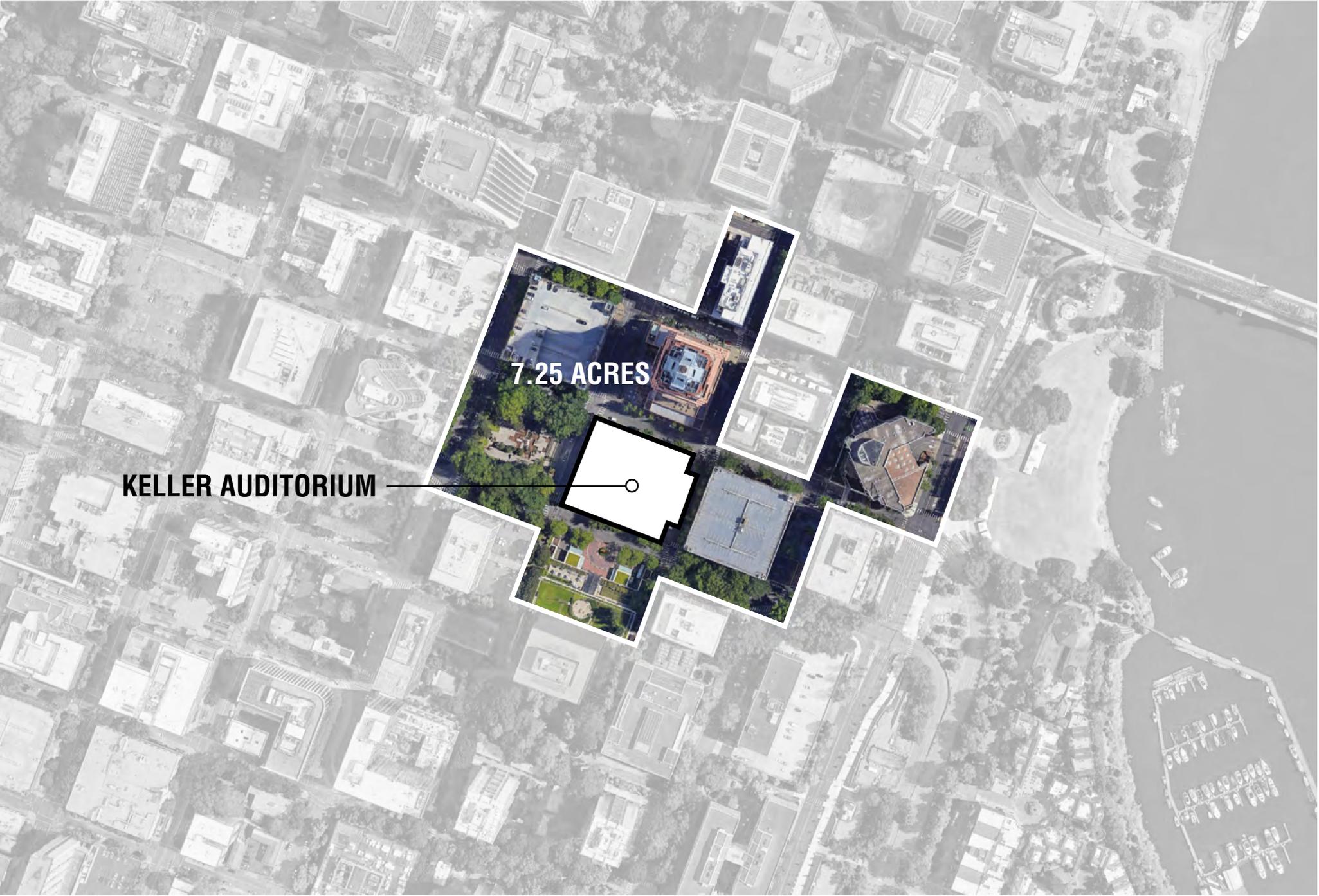


Iconic Connection to the Keller Fountain



The Keller enjoys an iconic connection to a beloved, beautiful, and world-renowned public fountain.

The Keller Neighborhood



The Keller enjoys an effective site area of more than 7 acres, including existing amenities that would be costly to replicate elsewhere in the city.

Ample Parking and Easy Access to Transit



Portland Streetcar at SW 3rd & Harrison

The Keller has more than 2,100 directly adjacent parking spaces and easy access to Max, buses, and the streetcar.

The Keller is in the Heart of Downtown

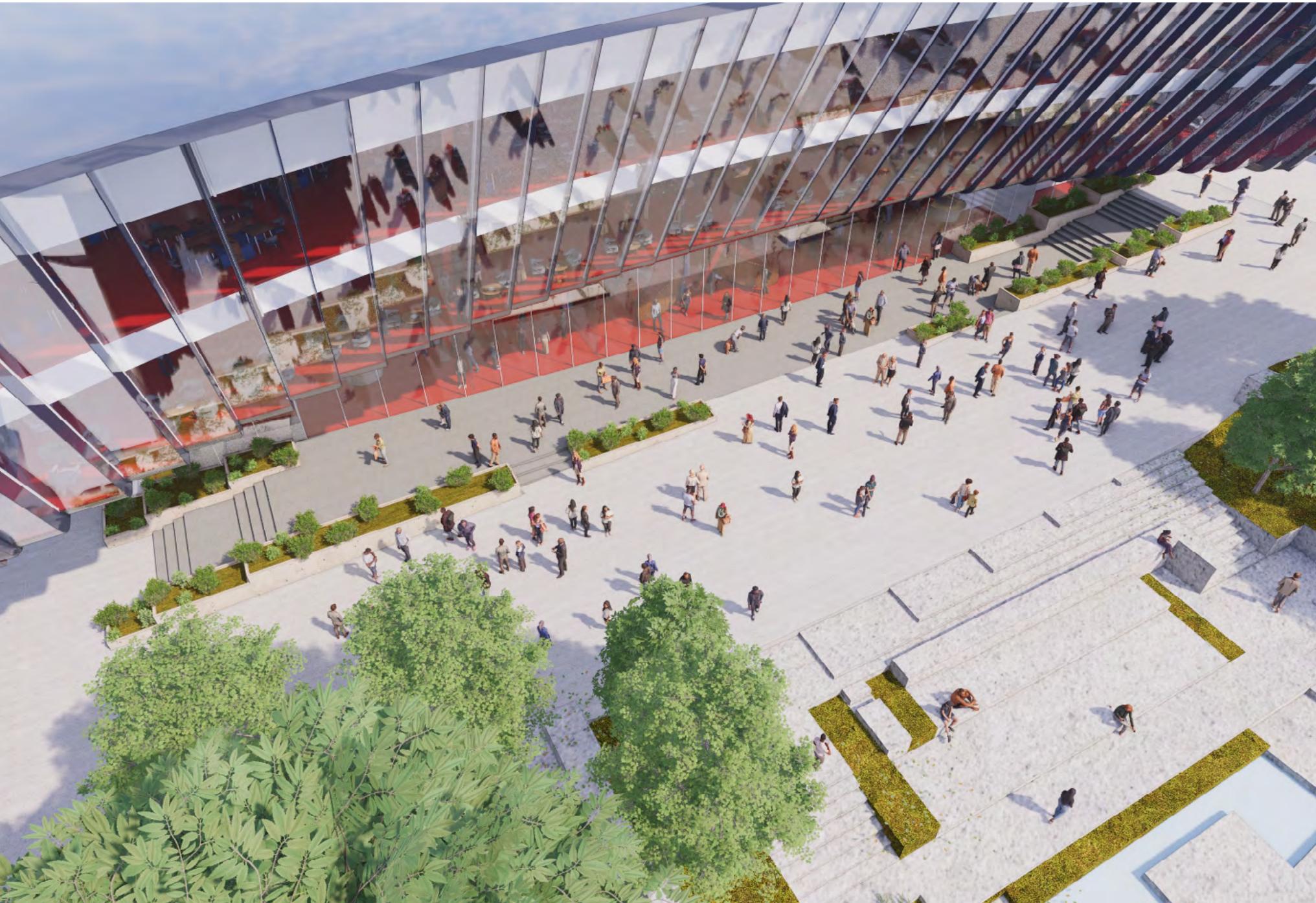


Downtown Dining

- Morton's
- Terrane
- Murata
- Proof Reader
- King Tide
- Il Terrazzo
- Higgins
- Q Restaurant

The Keller has existing nearby restaurants, bars, and 800 hotel rooms that enhance the visitor experience.

The Keller is Proven



Among Registered Portland Voters:

- 89% Believe the Keller is an important asset
- 66% Support renovating the Keller
- 10% Support a new venue at a different location

The Keller is proven. A sure thing. And renovating it will cost less and can be completed sooner than other proposals.

The Keller is in the Heart of Downtown



Expanding the Keller



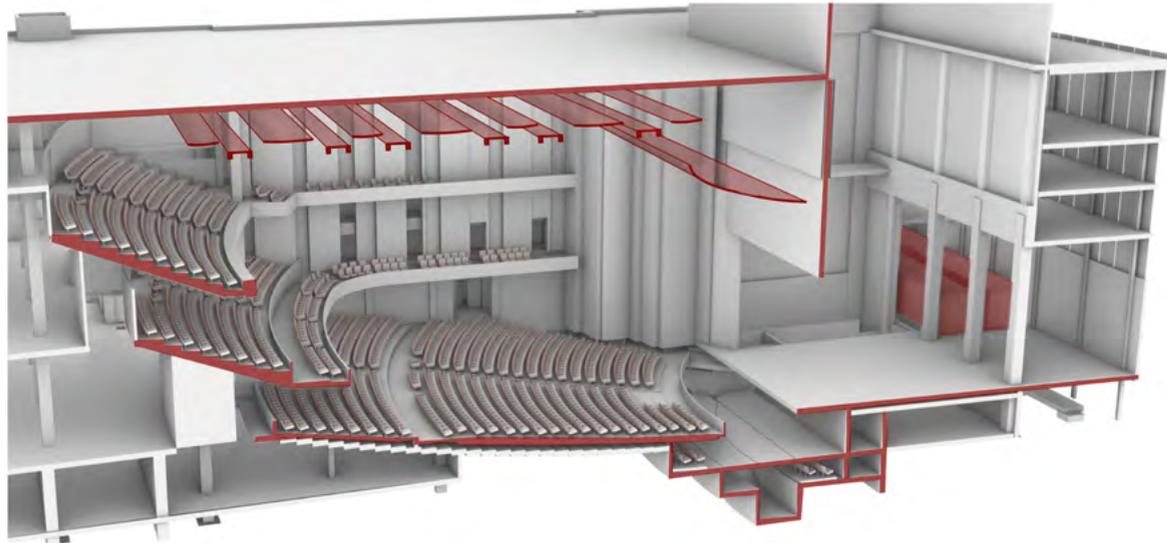
Current Keller: 151,000 SF

21st Century Keller: 195,000 SF

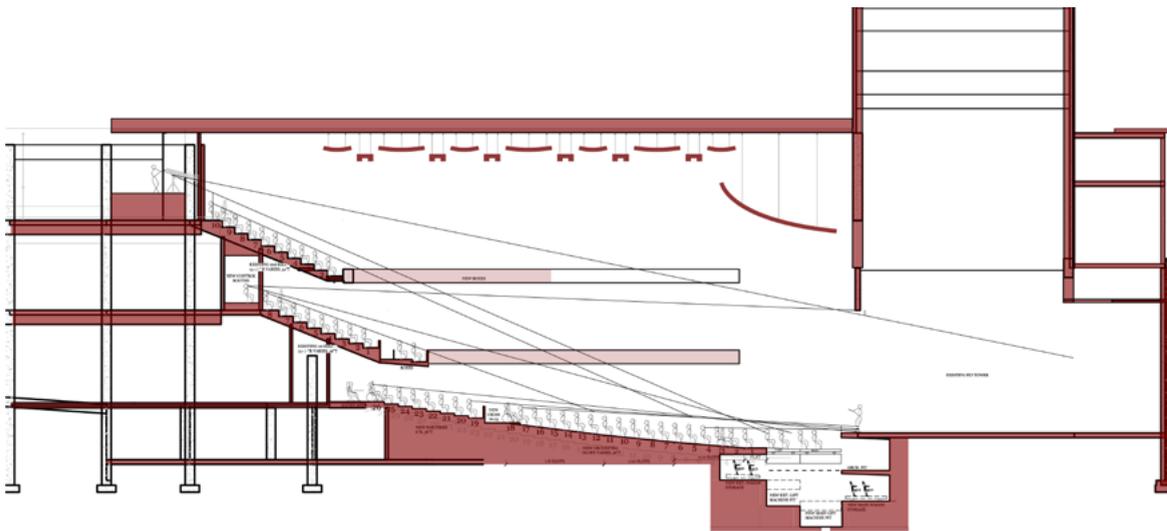
New Downtown Programmable Destination



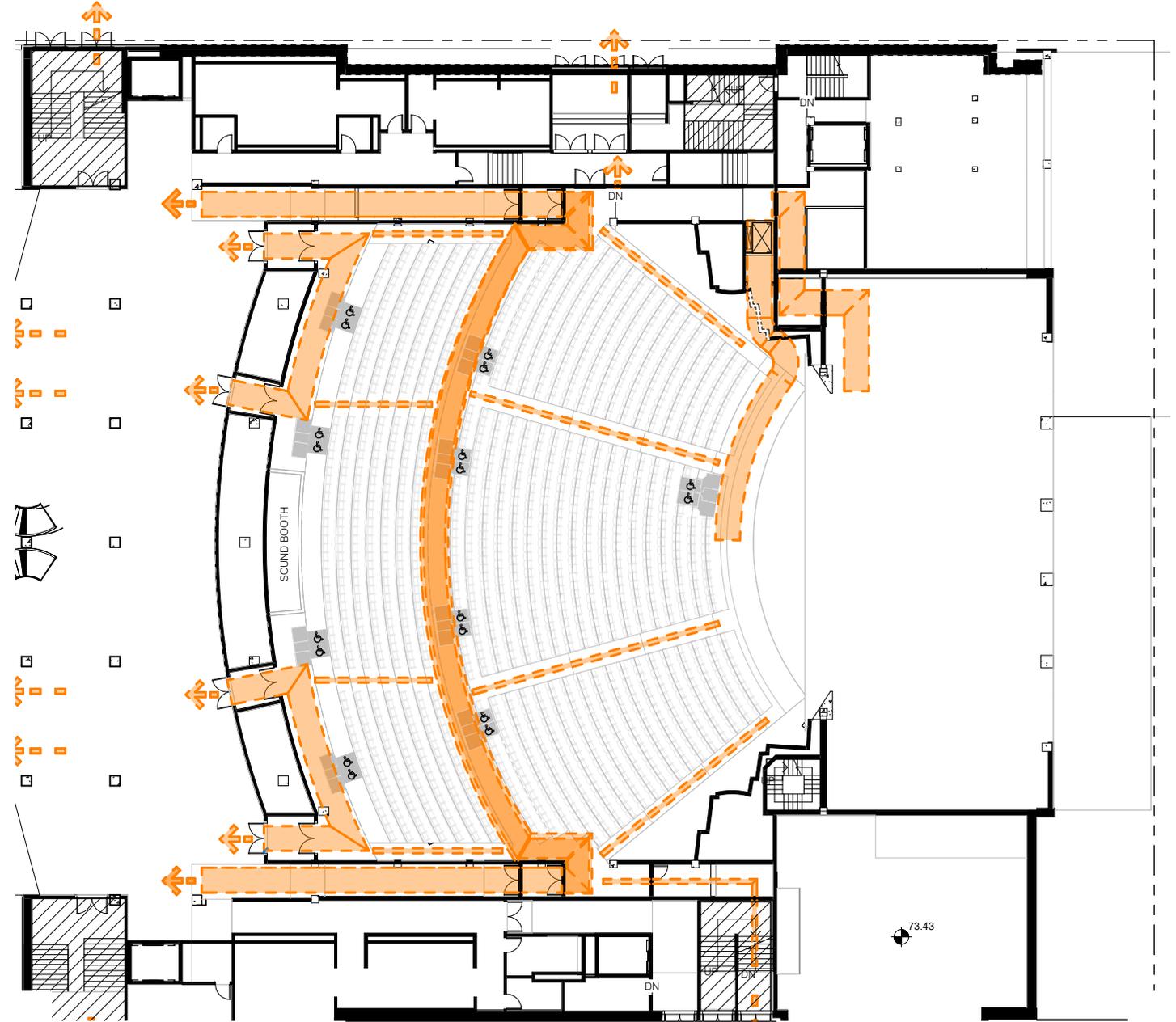
State-of-the-Art Auditorium



New Finishes, Seating, and Lighting



Improved Sightlines and Enhanced Acoustics



Universal Accessibility and Increased Safety

New Front of House



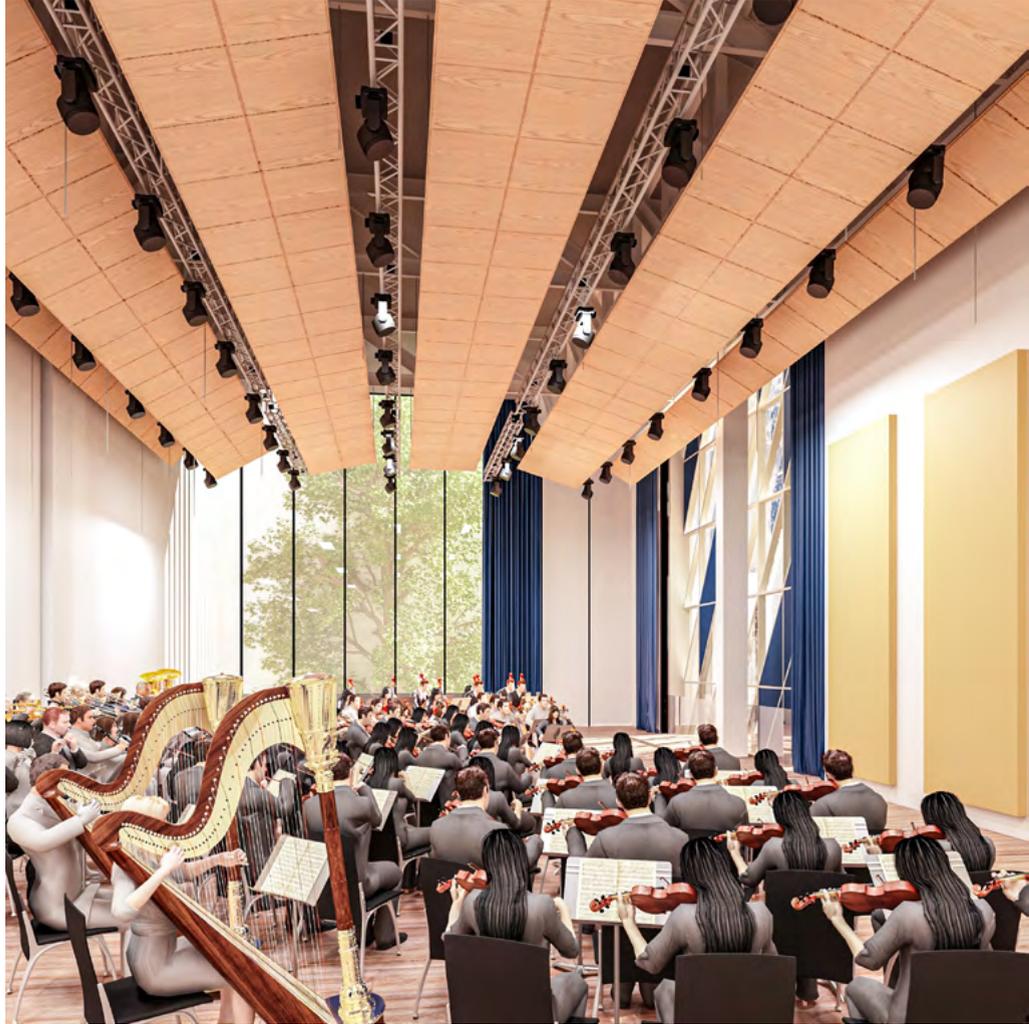
Amenities

- Spacious Lobbies at Each Level
- New Elevators and Grand Public Stairs
- Multiple Concession Areas
- Expanded Restroom Facilities
- Halprin Overlook Room
- Dramatic Upper-level Restaurant Space with Views to the Fountain
- Full Kitchen Facilities

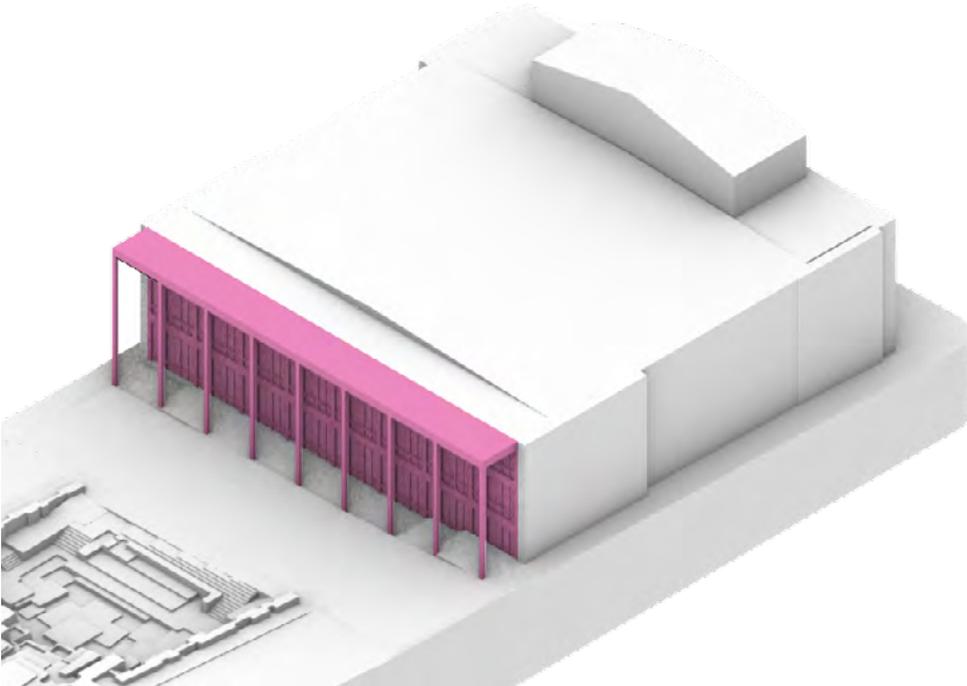
New Halprin Overlook Venue



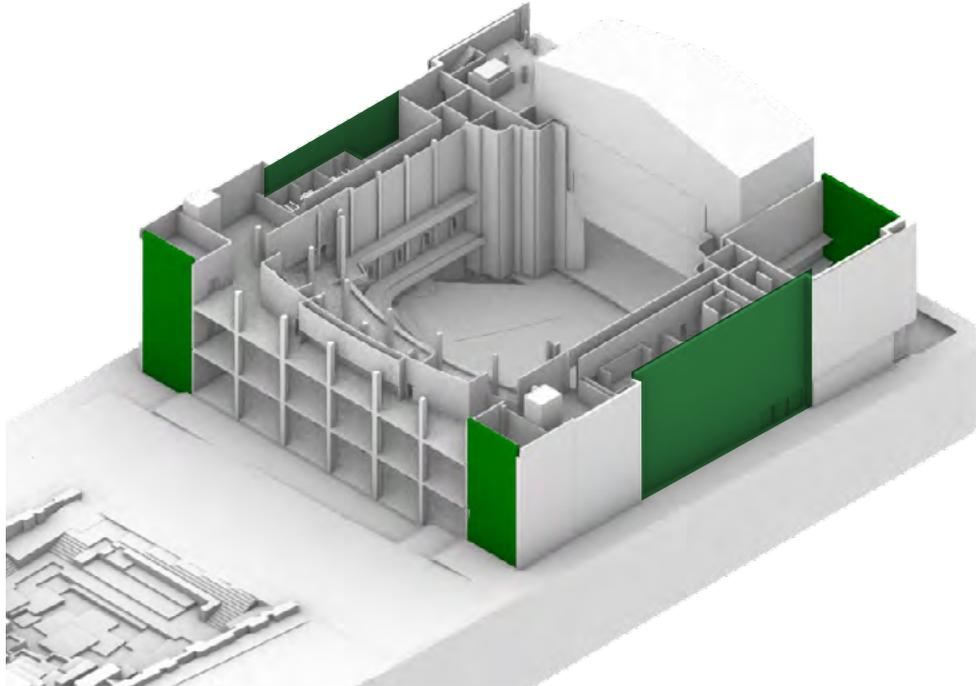
Expanded Main Rehearsal Hall



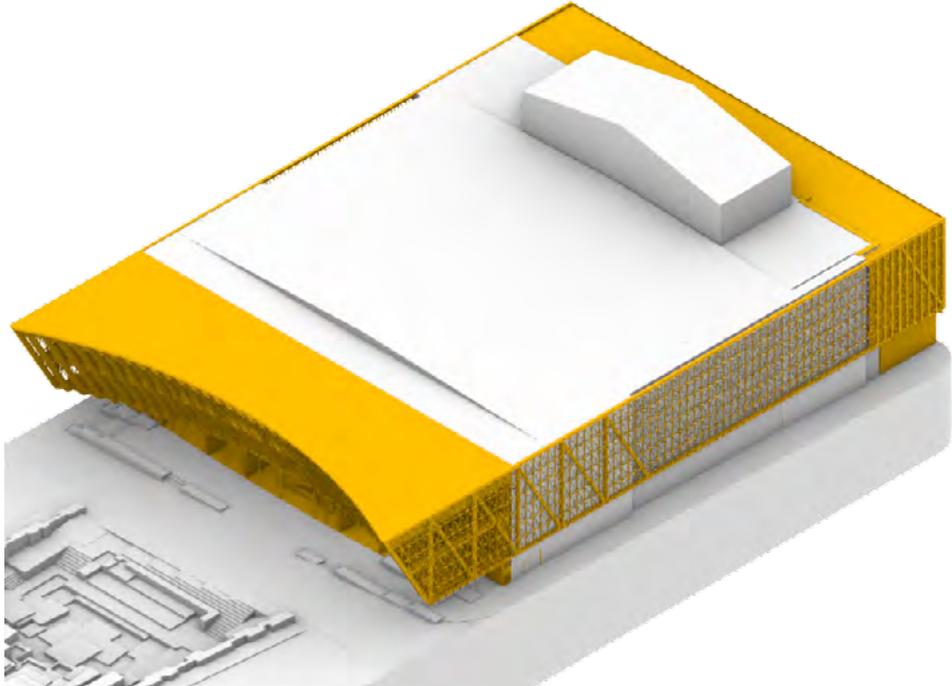
Structural Upgrades to New Building Standards



Remove Existing Porch



Strengthen Walls and Diaphragms

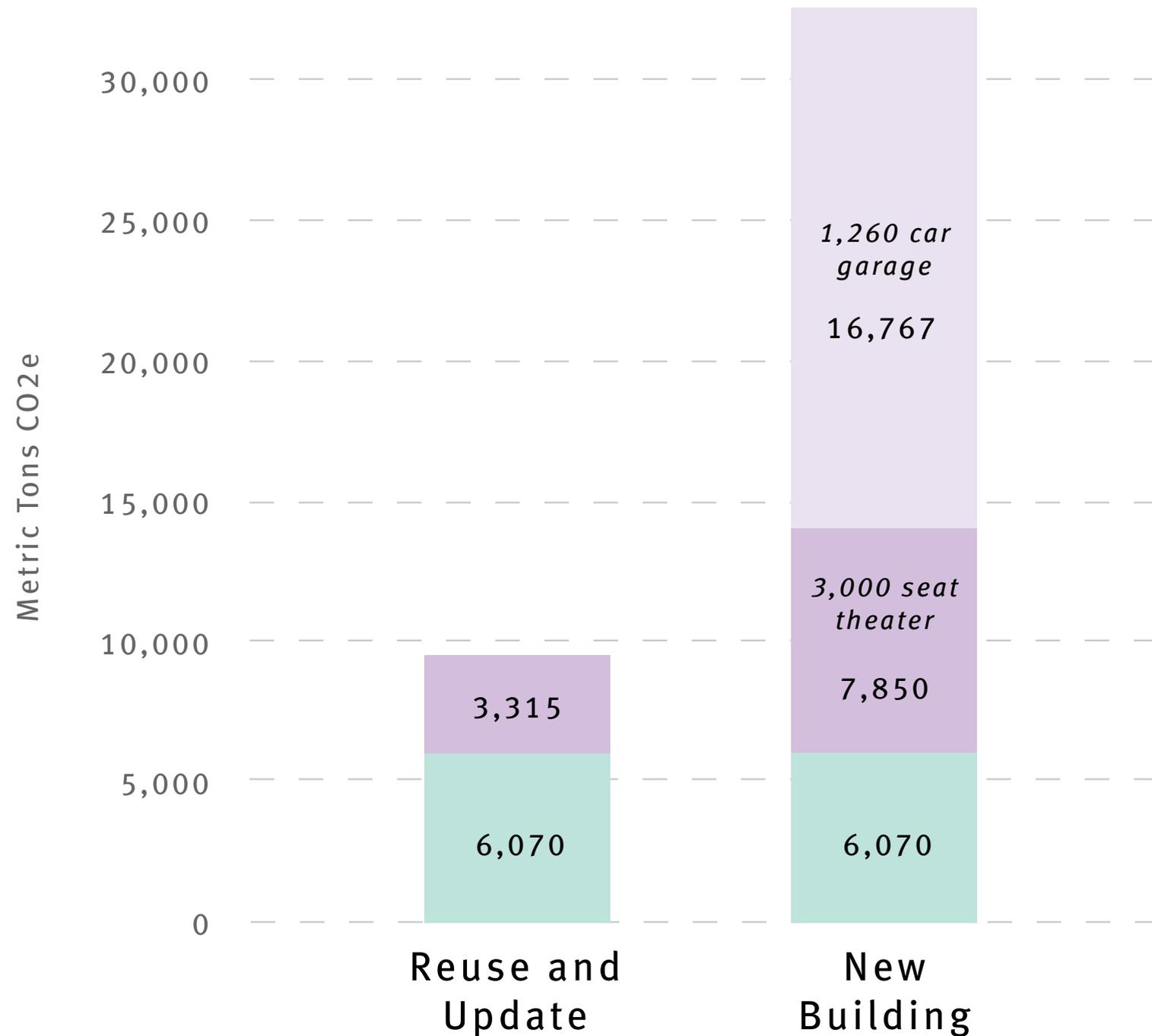


East and West Additions

Activating Market and Clay Streets



Superior Carbon Efficiency



EMBODIED CARBON

21,302 tons of CO2 emissions are avoided through reuse and update

Equivalent to:
54,000,000 vehicle miles traveled
— or all vehicle miles traveled in the metro area over five years

- Operational Emissions (Carbon)
- Embodied Emissions (Carbon)

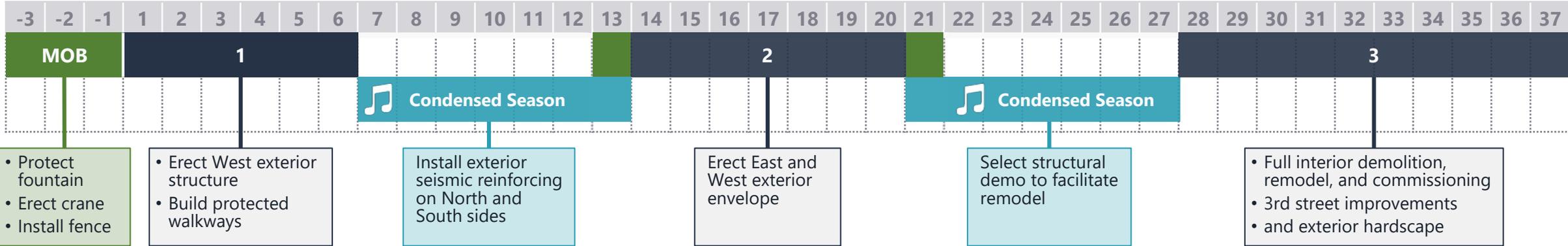
The 21st Century Keller, Keller Fountain, and Downtown



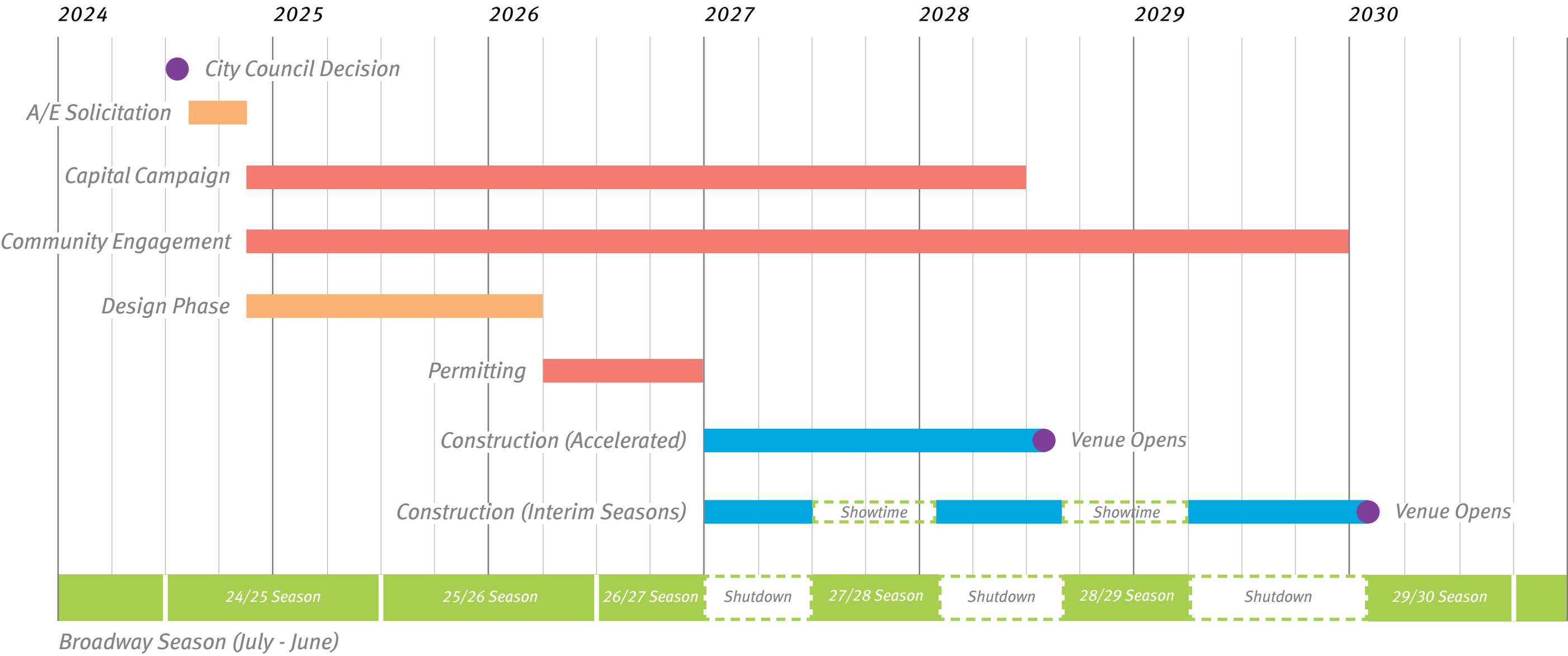
The Shows Will Go On



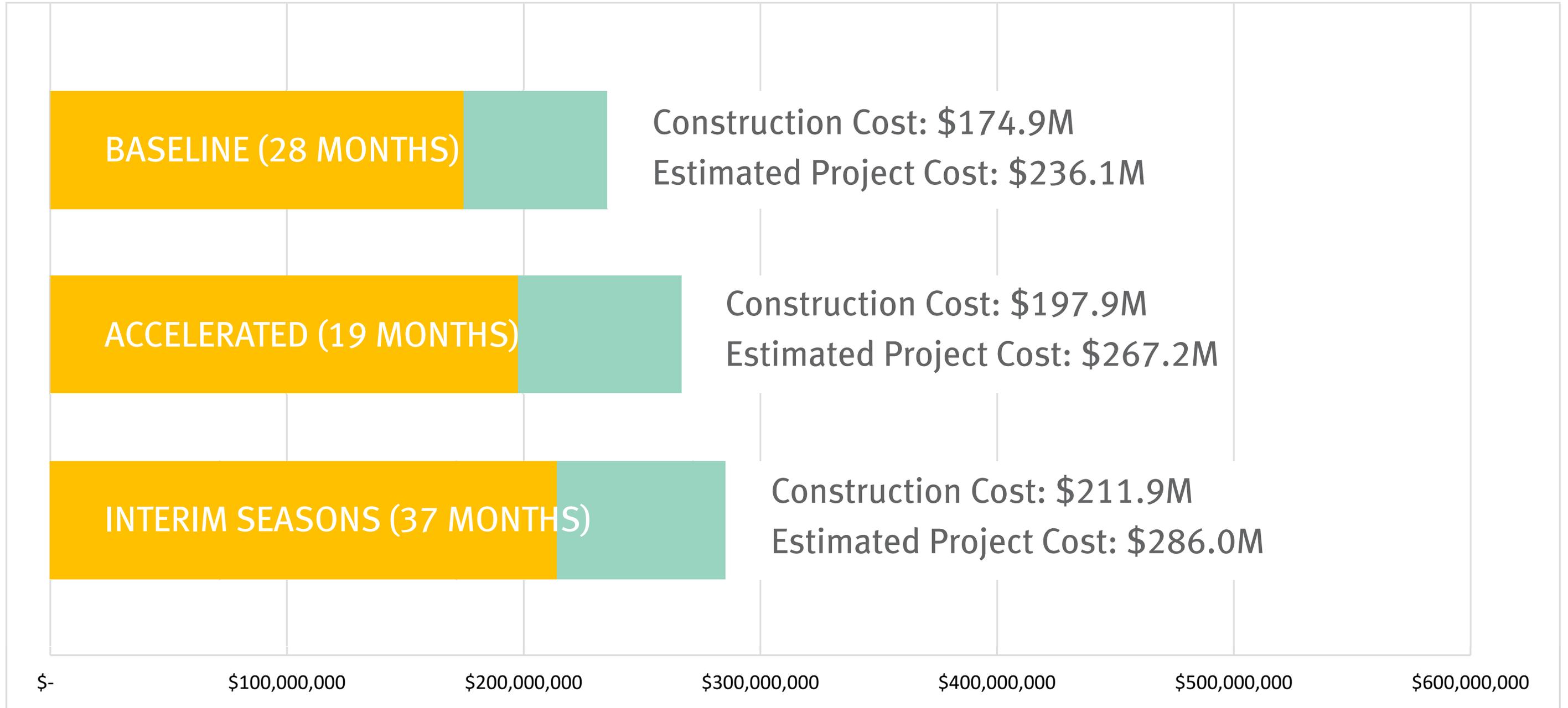
PROPOSED SCHEDULE WITH PERFORMANCE SEASONS



The Shows Will Go On



Estimated Project Cost



CONSTRUCTION COST

SOFT COSTS



Community Voices Task Force



Task Force Goals

- 1. Create a new year-round programmed downtown destination
- 2. Celebrate and engage community diversity and inclusion
- 3. Re-energize the downtown neighborhood with performance, culture, and art

Listening and Learning from Diverse Voices



Hispanic Metropolitan Chamber



Northwest Native Chamber



Downtown Neighborhood Association



Black American Chamber



Philippine American Chamber

Cultural District organizations, major arts organizations, and artists



Re-imagining The Keller | Beyond the Building



India Cultural Association of Portland (ICA) Festival at Pioneer Courthouse Square

The Community Voices Promise:
Move the image of the Keller from “a place where you had an amazing experience” to “a place that represents you, where you are always welcome, where you feel a sense of ownership and a sense of pride for our city”.

