

Written Testimony - Agenda Item 456

	Agenda Item	Name or Organization	Position	Comments	Attachment	Created
1	456	GP Harvey	Support with changes	Hello. I just wanted to comment in the Keller Auditorium renovation idea. I support a renovation versus a relocation. The Lloyd Center is not in my view an ideal location. The downtown area is a prime area for events that continue to bring commerce to that area. It is my understanding that renovation will take significantly less time to accomplish and less expense. As a Metro staff working at the Keller I support the plan that has the entertainment market as minimally impacted as possible while also utilizing a space that Portlanders and visitors have come to know for decades.	No	05/24/24 11:59 AM
2	456	Anonymous	Oppose	Moving the Keller to the Lloyd center would be a disservice to the downtown area. The Lloyd already gains visitation due to its proximity to moda center, the convention center, and veterans memorial. What does the downtown have except for the Keller and the other Portland's venues. If the city wants to commit to its promise of not giving up on the downtown area than they would support a proposal that leaves the Keller where it is.	No	05/25/24 4:33 PM
3	456	Virginia Belt	Oppose	Where is the research and study on the economic impact to all the arts organizations and employees not just from the arts organizations but the workers who make the shows and building run?! I realize no one "sees" us, but that is the "magic" of art! The Federal Government may have helped some arts/artists/stagehands during Covid, that is not an option here! The eco system of the city and its arts venue includes arts organizations and the highly trained people who are employed by them. Please table all 3 options until a task force has sat down with all the arts organizations and stagehands and front of house staff involved and think of the humans as well as the city. Artists and their associated organizations are nothing if not problem solvers! We would not be here if we weren't. Thank you!	No	05/26/24 9:16 PM
4	456	Rob Nosse, State Representative	Support	Please support the PSU approach!	Yes	05/28/24 6:49 AM
5	456	Kimberly Howard Wade		I 100% support rebuilding the Keller Auditorium at Lloyd Center AND I believe strongly that the City of Portland needs to invest in all three projects. They each serve a different and crucial function in the creative vibrancy of the City of Portland. The Portland University Keller rebuild offers a place for organizations while the Halprin Keller is being rebuilt and then it joins the Halprin Fountain sequence, creating a creative corridor in a beautiful part of the City that most people do not even know about. The Halprin Landscape Conservancy Keller offers much needed space to bring people back to the Central City Core with restaurants and shops and art while showcases a true jewel in the city the Keller Fountain. Trust me there is enough need for all three projects and imagine if they were all humming with art and culture and creativity how amazing this city would be. We need the trifecta to match the stunning artistry of the Portland International Airport redo. I see not only the aesthetics of the buildings themselves but also the public art that will be added with the Percent for Art program with both city and State investment.	No	05/28/24 8:07 AM
6	456	Teresa DeLorenzo	Support	The Keller has been a stellar performance space and deserves to be updated and preserved. There is no need to build new performance space(s) when one already exists and, with updating, can offer the public a wide range of cultural events. Keep the Keller with it's lovely location by the fountain, and its convenience near a variety of transportation options.	No	05/28/24 12:30 PM



HOUSE OF REPRESENTATIVES

May 27, 2024

The Honorable Mayor Ted Wheeler
Members of Portland City Council
City Hall 1221 SW 4th Ave.
Portland, OR 97204

SUBJECT: Keller Renovation.

Support the PSU - approach!

Dear Mayor Wheeler and members of the Portland City Council,

I am sorry I cannot be there in person with you at Council on May 29th. I am in Salem for spring "Legislative Days", or I would have come in person. I will get right to the point as you hopefully all saw my column in the SE Examiner about this important topic. I am writing to express my strong support for the proposed Portland State University Performing Arts Complex, an initiative that I believe is critical for the cultural and economic vitality of our community. I described this opportunity as a bit of a new brainer and here is why.

In my capacity as a state representative, I have become dedicated to promoting arts and culture and championing the arts in our city and accords our state. I have witnessed the transformative power of the arts in fostering community engagement, enhancing educational experiences, and driving economic development, as have all of you.

The opportunity to have a new performing arts complex at Portland State University embodies these values and presents a unique opportunity to significantly elevate Portland's cultural landscape.



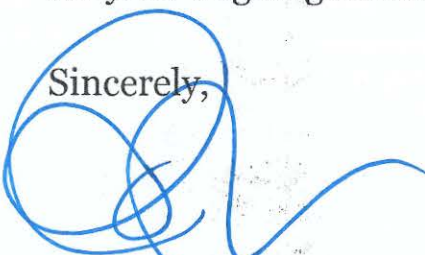
The benefit of building something new from the ground up doesn't just mean it will make use of the latest acoustic technologies and climate friendly materials, meeting the needs of artists, but it also means that the Keller Auditorium can stay open during the construction period.

If we rebuild the existing Keller, it means that the performing arts community will essentially go through another pandemic — no venue means no shows and that would be a significant financial hit for organizations that are only now getting back on their feet post-COVID. In addition, the Broadway Across America shows that so many of us enjoy would go dark for at least two seasons. You probably know that Portland has one of the highest subscription rates to those shows and it brings thousands of people downtown to spend money on restaurants and hotels.

Moreover, this complex will serve as a vital cultural hub for the entire Portland community. It will attract a diverse array of performances and events, drawing visitors from across the region and beyond. This influx of visitors will boost local businesses, enhance tourism, and create job opportunities, thereby contributing to the economic health of our city.

I know that no decision in government in politics is easy and that there are good and bad reasons and challenges with everything that we undertake but I hope you will decide in favor of the PSU approach. Thank you for your consideration and for your ongoing commitment to supporting arts and culture in Portland.

Sincerely,



Rob Nosse
Oregon State Representative
HD 42 Inner SE and NE Portland

Agenda Item	Name or Organization	Position	Comments	Attachment	Created
456	Cheryl J. McDowell	Oppose	<p>As a resident of the downtown area and frequent member of the audience at arts performances, I am distressed by the proposal to move the performing arts to Lloyd Center.</p> <p>The Lloyd Center site would tear the arts away from downtown, further destroying the vitality that once existed downtown. We have already lost Literary Arts to SE Portland; we cannot afford to lose the auditorium to NE Portland.</p> <p>Also, I must say that I never feel safe in the Lloyd Center area. So I probably would not attend events there. I am sad to think that I might be prevented from seeing ballet performances, Literary Arts lectures, and other artistic performances. If I am no longer an audience member, I doubt that I would continue to be a financial backer of any organization that relocates to the Lloyd area. That would further weaken the arts in Portland.</p> <p>Instead, I am excited about the opportunities presented in PSU's proposal. Please help move Portland forward again and vote for PSU's proposal to build an exciting performing arts complex in the heart of our city.</p>	No	05/28/24 1:50 PM
456	Anita Davidson, Downtown Condominium Owner	Oppose	See memo; I support renovation of the Keller Auditorium and not the Lloyd Center concept.	Yes	05/28/24 3:10 PM
456	Anonymous	Oppose		No	05/28/24 4:30 PM
456	Fran storrs		Please correct the terrifying super steep aisles into the auditorium. If u don't walk well or are older these aisles are all but impossible.	No	05/28/24 5:45 PM
456	Marilyn Cohen	Support	We should renovate and restore the Keller and the fountain. It is an important cultural resource and a special place.	No	05/28/24 7:58 PM
456	Karen Cooley Jennings	Support	Losing the Keller would be a travesty!!!! Do NOT succumb to Portland State. Leave the Keller and rebuild as required. Do NOT abandon a true Portland landmark!!! Also I reside in the American Plaza Towers where the majority of us are over 65. Dealing with 2-4 years of construction would be intolerable.	No	05/29/24 9:25 AM
456	Lee Ritter	Support	I strongly support the reuse of the existing Keller. I encourage the City to renovate it to take care of and improve what you already own.	No	05/29/24 10:21 AM
456	Broadway Across America		Please see attached fact sheet about Broadway in Portland.	Yes	05/29/24 1:34 PM

For: May 29, 2024

To: Portland City Council

For: Testimony for Agenda Items (Reports):

455 - Support Halprin Landscape Conservancy Keller Auditorium Renovation

456 - Oppose Lloyd Center Keller Auditorium Design Concept

457 - Oppose Portland State University Keller Auditorium Design Concept

Honorable Mayor Wheeler and Distinguished Commissioners,

I own a condominium in the Downtown Cultural District and believe the arts are the heart of every successful city.

For the reasons below, I ask you to [support the Halprin Landscape Conservancy's Keller renovation plan](#) which has advantages well above both the Lloyd Center and PSU sites.

1. "Downtown First" - the Keller Auditorium is at least 8 blocks closer to the downtown core, and to the City's other well-known Cultural District venues than PSU or Lloyd Center. If we truly believe a thriving downtown is key to turning this city around, then "Downtown First" needs be our priority. And a public project—not a university, private, or partnership one—can best muster citizen support.

2. Less Public Cost - according to the concept reports, the Keller can be renovated for about \$200 million, which is roughly half the City's share of building a new venue at PSU (a \$600 million-plus cost estimate less the combined \$221 million share of PSU plus the private hotel partner).

3. Less Carbon Impact - "The greenest buildings are buildings that already exist," says the American Institute of Architects and the National Trust for Historic Preservation, attached. The U. S. Environmental Protection Agency also reports that renovating existing buildings reduces carbon emissions and is better for the environment than constructing a replacement of comparable size. If our City is serious about reducing our carbon impact, start here.

4. Proven, Simplified Management - there is additional risk for the City to take on the “condominium partnership structure” proposed for the PSU site and implied at the Lloyd Center site. Such a partnership will not manage itself—it will require additional, long-term public staff to oversee contracts, budgets, expenses, and reports. Established management and logistics at the current Keller are advantages over a new, complex and untested partnership which is likely to be less transparent, and potentially less accountable and more costly to taxpayers.

5. Other Sites Can Continue Plans - PSU and the Lloyd Center were already working on long-range plans for their sites, i.e., for possible education, performance, conference center, and sports venues. Those sites can still move forward with projects that will augment the Keller renovation, not replace it.

When time to vote, please support renovation of the current Keller Auditorium.

Yours truly,

Anita Davidson
Downtown Condominium Owner, 97201

Attachment: “Building Reuse: A Proven Climate and Economic Strategy”



National Trust for
Historic Preservation®
Save the past. Enrich the future.

Building Reuse: A Proven Climate and Economic Strategy

The greenest buildings are buildings that already exist. With nearly half of America's 125 million buildings having reached fifty years old, policies that support the preservation, retrofit, and adaptive reuse of older buildings offer an innovative and economically sound approach to reducing the nation's thirty-one percent contribution to annual emissions from building operations.¹

- Reuse and retrofit of older and historic buildings avoids the release of embodied carbon emissions—the carbon emitted by the manufacture, transport and assembly of materials—from the construction of new buildings.
- Research shows that building reuse avoids 50-75% of the embodied carbon emissions that an identical new building would generate because renovations typically reuse most of the carbon-intensive parts of the building — the foundation, structure, and building envelope.²
- Reducing embodied carbon through the preservation, reuse, and retrofitting of existing buildings helps attain emission reduction goals and offers an innovative strategy that can be replicated on a global scale.

Building Demolition Wastes Valuable Climate Assets

Thirty-four percent of buildings are demolished due to land-use concepts that have nothing to do with the physical state of the structural systems.³ Each year, approximately 1 billion square feet (about the area of Manhattan) of buildings are demolished and replaced with new construction in the United States. According to the EPA, 600 million tons of

Reduce Operational Carbon by Making Older Buildings More Energy Efficient

Retrofitting existing buildings dramatically reduces its operational carbon emissions in the future. Operational carbon is released as the result of heating, cooling, lighting, cooking, etc., within the building.

Retrofitting buildings to increase their energy efficiency has the potential to significantly reduce the amount of operational carbon released into the atmosphere. Building reuse in urban environments has the potential achieve half of carbon reduction targets.⁵

Improving the energy performance of existing buildings through rehabilitation can also be eligible for federal Historic Tax Credits. Historic rehabilitation has a thirty-eight-year track record of creating 3 million jobs and generating \$90 billion in private investment. Studies show that residential rehabilitation creates 50% more jobs than new construction.⁶

¹ The Environmental Protection Agency, "Fast Facts 1990 – 2020 National-Level U.S. Greenhouse Gas Inventory"; April 2022.

² Brockman, Clark, Lindsey Naganuma. "Combating Climate Change: A Study of Embodied Carbon." GreenBiz, November 8, 2021.

³ O'Connor, Jennifer. "Survey on Actual Service Lives for North American Buildings." October 2004.



National Trust for
Historic Preservation®
Save the past. Enrich the future.

construction and demolition (C&D) debris were generated in the United States in 2018, with demolition waste representing more than 90 percent of the total debris. Most of that waste is hauled using trucks producing air pollution to landfills that often occupy land formerly used for farming and forestry.⁴

Rehabilitation is Now Preferred Over New Construction

It can take up to eighty years for a new energy-efficient building to overcome, through efficient operations, the climate change impacts created by its construction. While carbon measuring methods continue to evolve, the American Institute of Architect's (AIA) 2030 Commitment—program has offered the design community a way to publicly show their dedication to a carbon-neutral future since 2007. Calling on designers to achieve carbon-neutral buildings by 2030, the 2020 expansion of the program to include embodied carbon represented data growth of more than 250 million gross square feet of tracked embodied carbon the following year.⁷

In addition to supporting climate goals, rehabilitation is good business. According to the AIA Architecture Billings Index, renovations have surpassed new construction for the first time in two decades⁸ and this market trend has been underscored by American architecture schools' increasing emphasis on embodied carbon.⁹

Repurposing old buildings—particularly those that are vacant—reduces the need for construction of new buildings and the consumption of land, energy, materials, and financial resources that they require.

Support Policies that Promote Building Reuse

- Strengthen the Historic Tax Credit Incentives
 - Through the federal historic tax credit, historic rehabilitation has a more than 40-year record of accomplishment in the U.S.—creating 3 million jobs, rehabilitating 47,000 buildings, and generating \$181 billion in private investment. This progress has been particularly impactful for small, midsize and rural communities.
- Support and Reauthorize the Historic Preservation Fund (HPF)
 - The HPF needs robust funding to support survey and digitization efforts that will significantly aid in efforts to address mitigation and planning for climate-related disasters while preserving irreplaceable historical and cultural resources.

⁴ U.S. Environmental Protection Agency. "Sustainable Management of Construction and Demolition Materials." March 8, 2016.

⁵ Rockwool. "Understanding the Potential of Energy Retrofits." AIA: American Institute of Architects, January 12, 2021.

⁶ "Federal Tax Incentives for Rehabilitating Historic Buildings." National Park Service, Technical Preservation Services, March 2022.

⁷ American Institute of Architects. "AIA 2030 Commitment By the Numbers: Embodied Carbon." 2022.

⁸ Richards, William. "Renovation claims 50% share of firm billings for first time." AIA: American Institute of Architects, May 8, 2022.

⁹ Bernstein, Fred A. "Architecture Schools Begin to Put Embodied Carbon Front and Center." Architectural Record, September 2022.



Partners with the Portland Community since 1995

BROADWAY IN PORTLAND. Through a partnership between Portland Opera and Broadway Across America, the Keller Auditorium has been the home of Broadway shows since 1995. Broadway in Portland works with show producers and booking agents to bring first-class touring shows to Portland, including the premieres of *Wicked*, Disney's *The Lion King*, and *Hamilton*, as well as iconic classics such as *Les Misérables* and *The Phantom of the Opera*.

SEASON SCHEDULES & TOURS. Shows require firm dates and guaranteed booking commitments. The booking process typically starts 2-3 years before a show opens. For longer-running shows, like *Wicked* or *Hamilton*, it starts 4-5 years out. The shows require firm booking commitments and detailed planning years in advance, as productions visit more than 200 cities across North America.

As the presenter, Broadway in Portland is responsible for:

- Securing the routing and programming of Broadway touring shows.
- Negotiating and contracting with show producers.
- Providing financial payments to both the show and the venue by underwriting all costs for show engagement expenditures, including show guarantees, venue expenses, advertising, labor, and any potential engagement losses.
- Overseeing production logistics for the show and cast/crew needs.
- Marketing and promotion of shows.
- Managing press relations and community engagements for cast and crew.
- Ticket sales and inventory management.
- Hiring and managing local stage, wardrobe, hair, and other load-in and load-out crew to support all performances.

PUBLIC-PRIVATE PARTNERSHIP. The long-term relationship with Metro government supports other non-profit arts organizations and resident companies by paying commercial rental rates and other fees, which allows Portland 5 (P5) to subsidize costs for other arts programming at P5 venues. Broadway in Portland at the Keller supports:

- More than 100 days of shows with 7 to 9 Broadway productions each season.
- More than 4.7 million attendees since 1995.

- Approximately \$2.1 million in revenue for the Keller Auditorium, representing 58% of the total \$3.8 million FY 23 Keller budget. [*Portland5 FY 2023 Budget*]
- One of the largest one-week subscription bases in the country, with over 19,000 Portland Season Tickets sold for 24-25 Season.
- More than 200,000 visitors annually to Portland; over 50% from outside the city.
- Over 800 local jobs each season, with IATSE labor backstage, independent musicians from AFM 99, and other union contractors.
- Contributes over \$30 million in revenue to local businesses annually. [*Broadway League Economic Impact Study 2016-2017*]

COMMUNITY IMPACT. Broadway in Portland works with local organizations to remove barriers to access and engage students interested in back and front-stage theater careers.

- Master Class: Led a master class at McDaniel High School with theater students, including workshops with the actors and Q&A with a crew member and students interested in the backstage career path.
- Student Groups: Works with schools and Broadway tours to provide a rounded panel for chats that includes cast and crew members, giving more complete access to the world of touring Broadway.
- New Avenues for Youth: Ongoing engagement with the SMYRQ (Sexual & Gender Minority Youth Resource Center) program to support youth attendance at shows at no cost. Past productions have included *Moulin Rouge! The Musical*, *Dear Evan Hansen*, Disney's *Frozen*, Disney's *Aladdin*, and *Cabaret*.
- Northwest Down's Syndrome Association: Provided tickets for each show of *Aladdin* and *Frozen* for families, most of whom could not otherwise attend.

BROADWAY ACROSS AMERICA. Broadway Across America (BAA) is the leading presenter of Broadway performances. BAA works with show producers and booking agents to route multiple tours to over 40 North American markets.

455-457

Personal Endorsement of Halprin Landscape Conservancy Vision for Our Next Keller

May 29th, 2024

Dear Mr. Mayor & City Commissioners,

My name is Xavier D. Stickler, and while you may recognize me from my involvement in the downtown community, I am speaking here today on my own behalf, but particularly from the perspective of a student of architecture and planning at PSU. I'm here today to ask a One Big Question: you merely interested, or are you genuinely committed?

Are you interested in downtown's recovery, or are you committed to investing in the heart of our entire region, the center of its cultural heritage, and what I believe will be the birthplace of our city's renaissance?

Are you interested in the benefits of preservation, or are you committed to maintaining our intergenerational landmarks, while yet still reimagining them to be fit for the 21st Century?

Are you interested in the feel-good of a new project that espouses sustainable branding, or are you committed to sustainability by prioritizing less carbon-intensive infrastructure?

And to the administration of my University--who has correctly identified our school's diversity as its greatest strength--are you interested in supporting BIPOC, first-gen, and

queer students, or are you committed to giving us the support that we need by solving the epidemic of student homelessness that disproportionately effects us, and which has effected 19% of all students--that is 1 in 5—in the last year alone? In the current crisis, I cannot see how the University can justify spending any more human, political, or financial capital (be it City, State, or philanthropic funds) on redevelopment when what we desperately need as students is affordable housing.

Interested... or committed.

Commissioners, I am aware you have a complex question before you, but one with what I believe is a simple answer. Austerity has never saved a city, investment has. Bureaucratic paralysis has never restored civic pride, forward motion has. Withdrawing and abandoning historic resources from their cultural district has never made a city great—vision has. And that is exactly what HLC has proposed here today: a Vision that is reflective of the values of Portlanders, honors and connects with Keller Fountain, and is the right project at the right time.

In closing: I'd ask you to listen to the community, to the people who know downtown the best, and Keep the Keller. Thank you.

Sincerely,

Xavier D. Stickler

Connie Kirk
The Portland Plaza
Portland, OR 97201-5418

May 29, 2024

TO: Mayor Ted Wheeler
Commissioners Carmen Rubio, Mingus Mapps, Rene Gonzales, Dan Ryan
1221 SW 4th Avenue
Portland, OR 97204

RE: Keller Auditorium Renovation

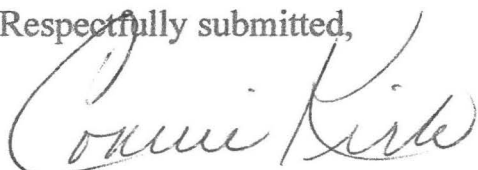
Thank you, Mayor Wheeler, and esteemed Commissioners for your welcome. My name is Connie Kirk. I'm an actor and editor based in Portland, Oregon, testifying before the civic equivalent of an all star cast.

I completed my Masters Degree at New York University in the field of Media, Culture and Communication, where I pursued doctoral studies under the auspices of the late media philosopher, Dr. Neil Postman. Dr. Postman warned that democracy would be under siege by disinformation, by substantive journalism being supplanted by spin. I'll get to the Keller but I would be remiss if I didn't reiterate that the Arts entertain but also educate and enlighten. They're the spirited and spirit-filled antidote to disinformation and a rise in Nationalism. On the heels of Memorial Day weekend, I am reminded of my late father's service as a combat veteran in World War Two. He served in the Ninth Armored Division as a tank fighter in the Battle of the Bulge. I sit here today because he and thousands of diverse service men, women and transgender service personnel served here and abroad.

I am endorsing the 21st Century Keller Project in its current location. It is well placed to thrive in the heart of Portland's downtown. Where the Arts thrive, so, too, the economy. This is confirmed at Americansforthearts.org, where one is able to track (by city and state) their Arts and Economic Prosperity Study (AEP6 attached for the City of Portland). Their data backs their claim that "Arts organizations provide jobs and generate government revenue and are the cornerstone of tourism and downtown revitalization."

The current Keller, with its historic locale, offers an ideal urban infrastructure for such revitalization with 4,500 parking spaces, 2,700 rooms of four star hotels, nearby restaurants, mass transit, residences and offices. Halprin's vision weaves in the area's natural beauty by conjoining Keller Park, where stunning multi-media will enhance and increase outdoor performances. Their vision will expand job growth and joy downtown with a stated commitment to equity and inclusion. The 21st Century Keller Project will be Portland's Lincoln Center— but better. Thank you.

Respectfully submitted,



Connie Kirk

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of Portland, OR

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$237,827,427	\$167,314,696	\$405,142,123

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	4,435	2,011	6,446
Personal Income Paid to Residents	\$215,696,898	\$93,496,443	\$309,193,341
Local Tax Revenue (city and county)	\$4,995,490	\$5,493,305	\$10,488,795
State Tax Revenue	\$9,694,295	\$5,513,491	\$15,207,786
Federal Tax Revenue	\$44,442,832	\$17,990,473	\$62,433,305

Event-Related Spending by Arts and Culture Audiences Totaled \$167.3 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	3,116,266	1,473,228	4,589,494
Percentage of Total Attendance	67.9%	32.1%	100.0%
Average Per Person, Per Event Expenditure	\$27.59	\$55.21	\$36.45
Total Event-Related Expenditures	\$85,977,778	\$81,336,918	\$167,314,696

Nonprofit Arts and Culture Audiences Spend an Average of \$36.45 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$13.99	\$19.10	\$15.63
Retail Shopping	\$3.90	\$11.89	\$6.47
Overnight Lodging (one night only)	\$0.89	\$10.34	\$3.92
Local Transportation	\$3.43	\$6.15	\$4.30
Clothing and Accessories	\$1.83	\$3.80	\$2.46
Groceries and Supplies	\$1.71	\$2.29	\$1.90
Childcare	\$0.55	\$0.71	\$0.60
Other/Miscellaneous	\$1.29	\$0.93	\$1.17
Overall Average Per Person, Per Event	\$27.59	\$55.21	\$36.45

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Portland. For more information about this study or about other cultural initiatives in the City of Portland, contact the Regional Arts & Culture Council.

Copyright 2023 by Americans for the Arts. To learn more, visit www.AEP6.AmericansForTheArts.org.



Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the City of Portland demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
"This venue or facility is an important pillar for me within my community."	80.2%
"I would feel a great sense of loss if this activity or venue were no longer available."	87.9%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	87.2%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations"	85.1%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Regional Arts & Culture Council joined the study on behalf of the City of Portland.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the City of Portland, 184 of the 894 total eligible nonprofit arts and culture organizations identified by the Regional Arts & Culture Council provided the financial and attendance information required for the study analysis—an overall participation rate of 20.6%.** It is important to note that each study region's results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the City of Portland, a total of 1,300 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the City of Portland, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Multnomah County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Multnomah County; nonlocals live elsewhere.



455-457

To: Portland City Council

From: Kal Toth, Ph.D., P.Eng.

Dated: May 29, 2024

Subject: Keller Auditorium Improvement and Upgrade Project

Mayor Wheeler and Commissioners: Thank you for this opportunity to speak.

My name is Dr. Kal Toth. I am a member of the Downtown Neighborhood Association and a retired Portland State University Computer Science faculty member. I am a software engineering professional having worked on numerous information technology projects over my career.

I greatly respect fellow Portlanders and the downtown neighborhood for developing and/or supporting the proposal to significantly upgrade Keller Auditorium while incorporating Keller Fountain into the cultural experience.

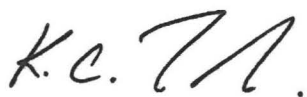
Yes, Keller Auditorium needs seismic, aesthetic, acoustic and other upgrades. But when all factors are taken into account, upgrading the existing performing arts building into a dynamic world class structure is far better for the City than letting the Keller go fallow and/or demolishing it.

Consider that Portlanders and out-of-town visitors attending performances have access to at least ten area parking facilities; a dozen local restaurants at various price points; and many hotels in the immediate vicinity. They can also use our public transit system to get to the Keller from virtually any part of Metro Portland.

Failing to add value to the Keller would erode the inner city's long-term potential. Upgrading what we already have would invigorate Portland's cultural heart.

I strongly urge City Council to support this vital project.

Thank you for your time.

A handwritten signature in dark ink, appearing to read "K.C. Toth". The signature is fluid and cursive, with a large, stylized "M" at the end.

Dr. Kalman C. Toth, Ph.D., P. Eng. (retired)

Susan Rinker's Testimony on May 29th: #18 for Agenda Item "455 – Accept updated Halprin Landscape Conservancy Keller Auditorium Renovation

I, Susan Rinker, am an active member of the Halprin Landscape Conservancy Keller Task Force. I also represent the Portland Plaza, whose Board and residents have strongly endorsed the 21st Century Keller project. I/we have given many hours to promote what could and should be a much improved destination for audiences: not only in our surrounding neighborhood but also for audiences in greater metropolitan Portland. Without it, the core and soul of Portland's cultural district would be devastated!!

However, this the best and only choice you have to ensure the right project at the right time! Our renovation will be completed sooner with either the original plan or newly adapted sequential concept which balances performance time with architectural construction. The 21st Century Keller plan is more economical with the city already owning the land and its existing zoning. With the Keller's rich Portland legacy of 100+ years, and a beloved Portland icon, **You, our Mayor and City Commissioners, have the power this summer to leave the best legacy of this City Council, by supporting and voting for the reimagined Keller, Urban Plaza and Keller Fountain!**

Dean Barnett
2211 SW 1st #1402
Portland 97201

drs.barnett89@gmail.com
In Favor of Item 455

Infrastructure

Imagine a theater patron's experience with the renovated Keller. The experience will include the performance of the moment, enhanced acoustics and creature comforts, and the iconic fountain and plaza. Conveniently adjacent infrastructure also contributes to the Keller experience. Adequate parking, mostly within a block, for efficient pedestrian and improved ADA auditorium access, restaurants interspersed among the parking options offering a variety of food and refreshment, and Hotels within easy walking distance are all included.

Keller renovation as described crafts the Auditorium into a contemporary jewel in Portland's Cultural District. The current setting for that jewel is an array of immediately adjacent parking, restaurants, hotels and the iconic Keller Fountain.

No alternate location can provide similar adjacent infrastructure for a major performance venue.

You must approve the proposed Keller renovation.

29 May 2024

Portland City Council

Re: Testimony in Favor of Renovating Keller Auditorium

Members of the Council, Good Afternoon:

My name is Rudolph Barton, 1920 South River Drive, Portland.

I am speaking in support for renovating Keller Auditorium. Today's meeting is not about architecture; we're not there yet. Instead, I wish to address urban design in Portland. Great cities all have great spaces for communal gatherings – inside in remarkable institutions and outside as a dynamic embodiment of a shared civic realm. Both are necessary for a city to be great.

For over forty years I have been involved with urban design in Portland as a professor of architecture, urban design consultant and former member of the Portland Design Commission.

In the private sector, I have been engaged in numerous studies to select sites for performing arts centers. Such studies always involve evaluating objective, and subjective, criteria such as ease of public access, minimizing public infrastructure costs, and weighing short-term against long-term benefits.

For me, the most important criterium is – which site can best maximize its “halo effect?” In essence, which site has the capacity to anchor and build upon Portland's adopted urban design programs, can maximize connections with encircling properties, to best stimulate and inspire the city's public life.

I firmly believe that renovation of the Keller is the best option before you. It offers, by far, greater opportunities to reinforce decades of public investments; it already has a world-renown civic fountain and sequence of open spaces. Furthermore, the Keller option will be the strongest catalyst for vibrant private development in its radius, particularly along Market and Clay streets. With a revamped Keller at its center, a short walk connects the cultural institutions along the South Park Blocks with the riverfront.

Great cities require vision. Portland can be a truly great city. Thank you for your consideration.

L. Rudolph Barton 
Professor Emeritus, Portland State University, School of Architecture
1920 South River Drive
Portland, OR 97201

Portland City Council Meeting
 Wednesday, May 29, 2024 2:00 p.m.
 Verbal Testimony

	Agenda Item	Name
1	455-457	LaJune Thorson
2	455-457	Kevin Schoelen
3	455-457	Jen Fuentes Luna
4	455-457	Sophia Francis
5	455-457	Omar Sanchez
6	455-457	Susan Dixon
7	455-457	Erica Rodriguez-Ortiz
8	455-457	Johnny Le
9	455-457	Dean Barnett
10	455-457	Kleverson Domingo Villanue
11	455-457	Carole Morse
12	455-457	Diana Stuart
13	455-457	John Russell
14	455-457	Ethan Sperry
15	455-457	Tom Reichert
16	455-457	Darrell Grant
17	455-457	Michael Curry
18	455-457	Susan Rinker
19	455-457	Xavier Stickler
20	455-457	Kevin Lux
21	455-457	Bob Naito
22	455-457	Katie Quick
23	455-457	Linda McKim-Bell
24	455-457	David Jamieson
25	455-457	Emily Horton
26	455-457	Helen Ying
27	455-457	Connie DeNault
28	455-457	Be Marston
29	455-457	Michael Tingley
30	455-457	Mont Chris Hubbard
31	455-457	Nicole Possert
32	455-457	Adam Shalleck
33	455-457	Connie Kirk
34	455-457	Joel Thorson
35	455-457	Dr. Kalman Toth
36	455-457	Emily Sahler
37	455-457	Don Mazziotti
38	455-457	Rose Venetucci
39	455-457	Rudolph Barton
40	455-457	James Peterson
41	455-457	George Schweitzer

	Agenda Item	Name
42	455-457	Kristina Chapman
43	455-457	Chris Finks
44	455-457	Bill Foster
45	455-457	Marian Debardeleben
46	455-457	Kate Dickson
47	455-457	Mark Stevenson
48	455-457	Remember (Remy) Watts
49	455-457	Angela Jackson
50	455-457	Bashar Wali
51	455-457	Stan Penkin
52	455-457	Kathleen Miller
53	455-457	John Liu
54	455-457	Anita Davidson
55	455-457	Brad Perkins
56	455-457	Robert Grummel
57	455-457	Vadim Mozyrsky
58	455-457	Derek Trost
59	455-457	Steven Koch
60	455-457	Mary Coolidge
61	455-457	Marion McNamara