

*Civic Center*

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Commissioner of Finance  
July 17, 1953

## NOTES ON RECREATIONAL AND EXPOSITION PROJECT

### The Project

A program to develop a recreation, exposition and sports area providing for the much needed special facilities which are necessary to successfully carry on such activities and which are a part of the proper development of a city such as Portland and which could become a suitable living War Memorial, which the City now regrettably lacks.

### Reasons For Project

Portland and surrounding area includes the homes of over one-half million people. These people are the type who like recreation, sports and are interested in public gatherings, expositions, shows and like entertainment and have for years regretted the lack of a suitable War Memorial. This area is woefully lacking in facilities to promote large gatherings. The discontinuance of the use of the Pacific International building as an exposition center, the closing of the Ice Arena to basketball, ice shows and hockey, the obsolescence and structural condition of the Portland Beaver Ball Park and the lack of facilities for numerous other sports, recreational activities, horse shows, housing shows and other expositions and exhibits seem to indicate that the area is ripe for a project which will furnish accommodations which are so badly needed.

### Scope Of Property

This project, to be successful, should be a complete and comprehensive project including all possible diversified interests in connection with recreation, expositions and sports, and should be so set up that it would appeal to all those interests and grip the imagination of the people of Portland and the surrounding area.

It seems doubtful that a single purpose building or project would be permanently successful in operation and such a project would leave many needs unfilled.

The attached list suggests the scope of interests which might be brought into the picture to strengthen the public's acceptance of the project. Many of these items would not materially affect the cost of the project but would spread the interest and help the campaign to put over the project and keep interest in it after the project is in operation



## Development Of Project

This comprehensive project can not be developed over night and probably can not be developed under one construction program. It should be developed in units spread over many years of development. It might be broken up into units and be carried out in an orderly construction program. The first unit could properly be the sports arena and exposition building suitable for major indoor sports events, the Pacific International, housing and home shows and similar events. At the same time many of the smaller and minor recreational activities can be developed. Stadium and baseball field, permanent exhibits, museum and other further developments can be made as the need and demand justify and funds can be made available.

The preliminary plans and campaign program should include the complete comprehensive program with a definite showing of how the program will be carried out in units as revenues can be provided. The wider the scope of the project, the more public acceptance it will receive.

## Location Of Project

The location of the project should not be permitted to become the real issue and bog down the whole program. There are now sites available and suitable for certain types of projects. The Buckman Field site owned by the City could be used for a sports arena but would not be suitable or large enough for the type of project the City deserves. The East Vanport site is also owned by the City and is available and could support a complete project but would not be as well suited for the future development of a comprehensive program as would the Vanport site used in conjunction with the P.I. and city holdings adjacent.

There may be other sites which could be purchased at some expense, but the use of presently owned or government property (if obtainable) seems to be advisable.

## Operation Of Project

There are many ways in which the project can be managed and operated both during the campaign proper and after the project is ready to operate. This type of program is not one which lends itself to successful operation by a City bureau. It must be run on a highly commercialized and promotional basis in order to obtain operating revenues. The management should be free of policies and be independent of political pressures. The operator should be a properly experienced public relation and business executive who recognizes the value of advertising and promotional uses of the facilities available.

The type of organization to take the responsibility of running this project should be carefully studied. There have been very

successful operations where certain cities have made contracts with citizen organizations for the operation of projects such as the one contemplated here. The San Diego Zoo and the Vancouver, B.C. Pacific National Exhibition are of this type and both highly successfully operated with the best of acceptance by the people of their cities. It would be well to study both of those operations and their managerial set-up before making any definite decision as to how the proposed Portland project should be conducted.

#### Name of Project

A suitable name for the project should be selected. This name should include some reference to "Memorial" if the project is to be set up as a War Memorial which has been so long delayed in Portland. Not as a suggestion for adoption, but to show how difficult it is to find an attractive name the following is submitted:

Memorial, Recreational and Exposition Center <sup>Park</sup> - Portland, Oregon

~~Portland Memorial Exposition and Recreational Center~~ <sup>Park</sup>

Portland Memorial Exposition and Sports Center <sup>Park</sup>

Portland Memorial Sports and Exposition Center

Sports and Exposition--Memorial Center - Portland, Oregon



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July 1, 1953

SUGGESTED USE FOR RECREATIONAL CENTER

Auto Show	Miniature Auto
Archery	Miniature Golf
Auto Test Track	Model Boats
Baseball	Model Planes
Basketball	Motor Cycle Climb
Bike Track	Pacific Internat'l Livestock Show
Boxing	Park Program Baseball
Children's Railroad	Park Program Softball
Concessions	Picnic Areas
Construction Materials	Professional Baseball
Conventions	Rugby Football
County Fair	Scout Demonstration Field
Dog Training Field	Semi-Pro Baseball
Drag Auto Races	Seven Man Football
Exhibition Baseball	Shooting Range
Expositions	Softball
Fly Casting	Sports Arena
Football Field	Stadium
Golf Links	Tennis
Horse Racing	Wrestling
Horseshoes	Housing Show
Lawn Bowling	Ice Follies
Legion Baseball	
Little League Baseball	