



## Portland Expo Center Expansion and Impact Analysis

*Portland, Oregon*

The Metropolitan Exposition Recreation Commission (MERC) engaged the Hunden Strategic Partners Team (HSP or Consulting Team), including design firm HKS and facility operations expert Barry Strafacci, to conduct a market, financial and design study related to the future potential renovation and/or expansion of the Portland Expo Center (PEC). The study included an analysis of the PEC's governance and operations, a local competitive market analysis and the potential impact of a possible new convention hotel at the Oregon Convention Center. The scope of work also included analyses of the existing PEC physical conditions for the recommended development scenarios.

HSP completed a full operational, financial and physical analysis of the existing center to determine its optimal strategy. This analysis included a look at competitive event facilities around the region to determine how best to position the Portland Expo Center to compete long term. HSP also analyzed and project operating expenses and revenues from any proposed expansion, renovation and marketing/operational changes.

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**Client:** Metropolitan Exposition Recreation Commission    **Time Period:** 2014