

Washington County Fair Complex

Market Demand Assessment, Facility Recommendations and Financial Analysis Report for Proposed Multi-Purpose Event Facility

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Submitted by:



MARKIN CONSULTING ■ MAPLE GROVE, MINNESOTA

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PROJECT DESCRIPTION**BACKGROUND AND OBJECTIVES**

This report was prepared for the County of Washington, Oregon by Markin Consulting. It details the results of our market analysis and financial and assessment of a proposed multi-purpose event facility to be located at the Washington County Fair Complex (WCFC) in Hillsboro, Oregon.

It is expected that the proposed Event Facility would be used for consumer and public shows, banquets, fundraisers, animal shows, trade shows, business meetings and other events and activities as supported by the market.

The objectives of the study were to:

- Determine the level of potential market demand (niches and target markets) for a multi-purpose event facility, on the basis of potential market position, competition, unsatisfied demand segments, community needs, support services, site location, appropriate mix and sizing of facilities, and other factors
- Recommend the facilities needed to successfully attract and retain the target markets, on the basis of the potential market support, community needs, support services, and competition for event facilities (the Recommended Facilities)
- Assess the financial impacts of the Recommended Facilities

APPROACH

Markin Consulting, in conducting the market demand, financial feasibility and economic impact analysis for the proposed Multi-Purpose Event Facility, performed the following work steps:

- Toured the general area of Hillsboro and surrounding area to assess location factors and their impacts on potential events, activities and facility needs
- Researched and analyzed the impact of demographic and economic trends of Hillsboro, Washington County, and surrounding counties on potential event demand for the proposed Multi-Purpose Event Facility
- Researched and assessed the quality and quantity of community resources (lodging, retail outlet, restaurants, attractions, etc.) in Hillsboro and surrounding areas that would appeal to, and support, potential users of the proposed Multi-Purpose Event Facility
- Identified, researched and assessed facilities (local and regional) that would be considered competition for events and activities at the proposed Multi-Purpose Event Facility
- Conducted research, analyses, interviews and surveys of potential users of the proposed Multi-Purpose Event Facility to identify levels of interest in hosting their event at the proposed Multi-Purpose Event Facility, event size and duration, time of year and facility/service needs
- Developed estimates of potential uses of the proposed Multi-Purpose Event Facility and recommended facility components necessary to successfully attract and retain the identified target markets (the Recommended Facilities)
- Prepared estimates of the revenues and expenses associated with operating and maintaining the proposed Multi-Purpose Event Facility

CONDITIONS OF THE STUDY

This report is to be used for facility planning of the proposed Multi-Purpose Event Facility only. It is not to be used for any other purpose. This report may not be referred to or included in any prospectus, or as a part of any offering or representation made in connection with the sale of securities to the public.

Although we believe that the information and assumptions set forth in this report constitute a reasonable basis for the estimates of usage, the achievement of any estimate may be affected by fluctuating economic conditions and the occurrence of other future events that cannot be anticipated. Therefore, the actual results achieved will vary from the estimates and such variations may be material.

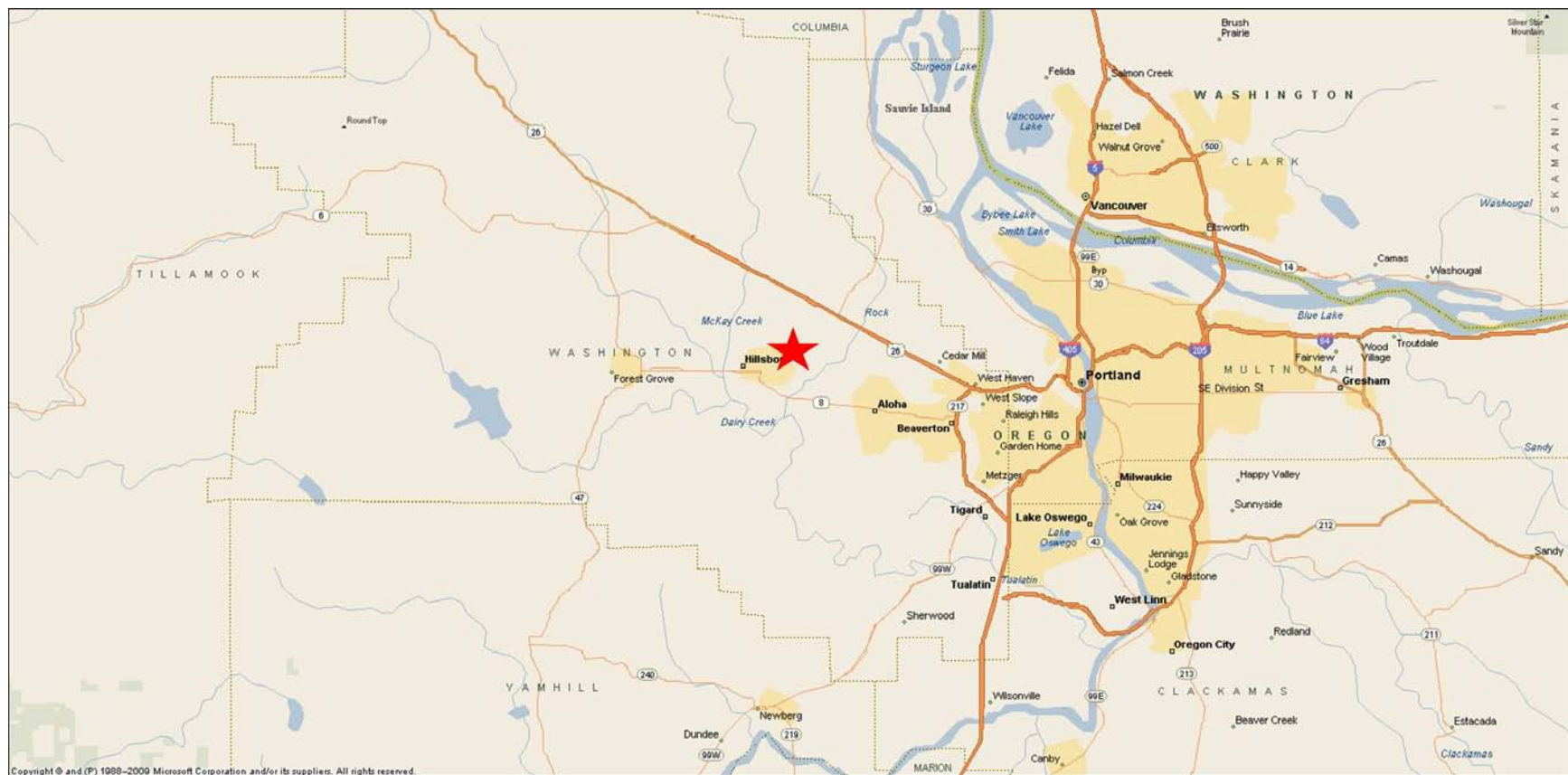
The terms of our engagement are that we have no responsibility to update this report or to revise the estimates because of event and transactions occurring subsequent to the date of this report.

FACTORS AFFECTING DEMAND FOR FACILITIES

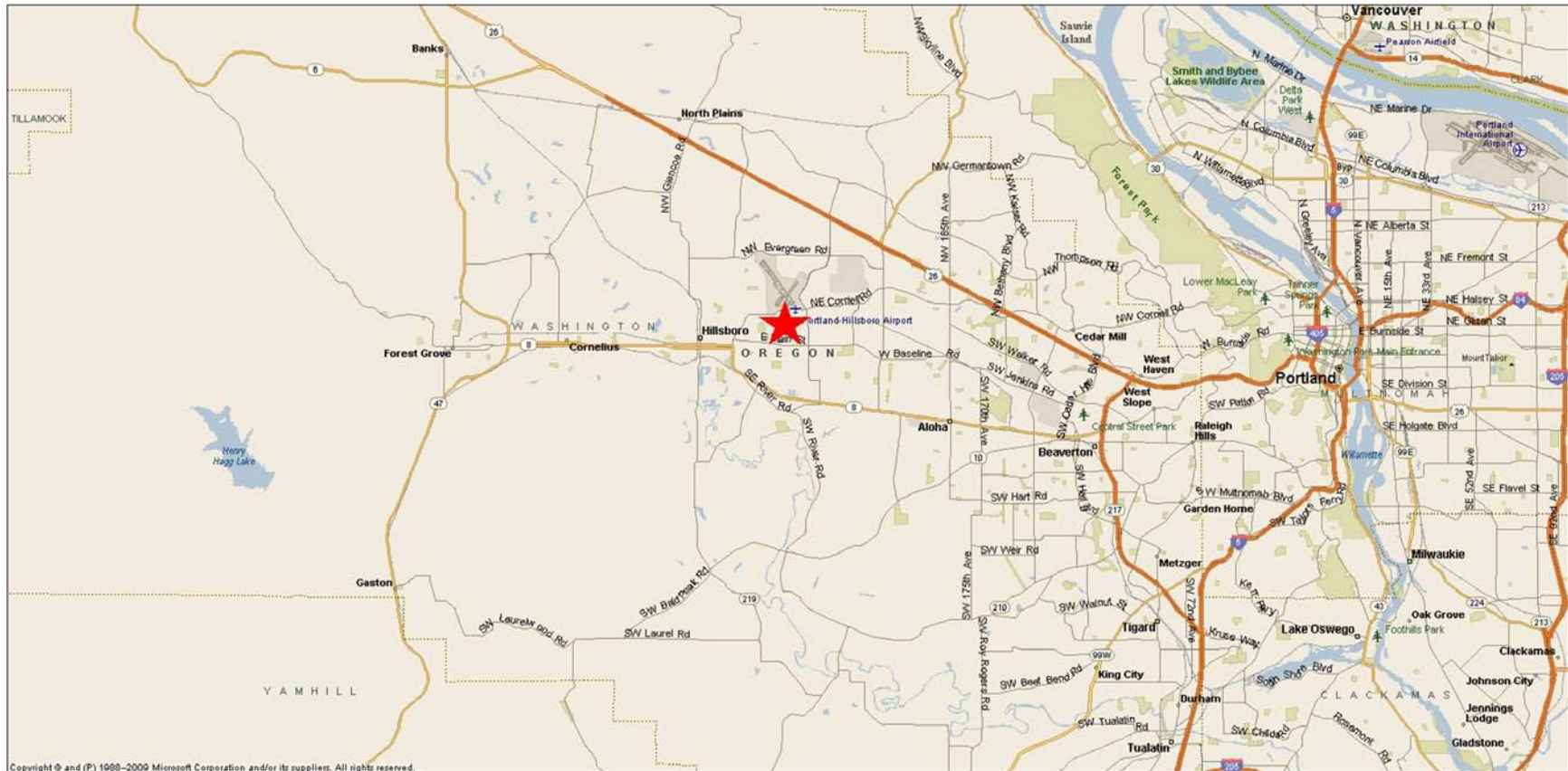
The demand for event facilities is dependent on a number of factors – location, facilities, demographic and economic trends, community resources, and competitive and comparable facilities. This section presents an overview of these factors in relation to the proposed Multi-Purpose Event Facility.

SITE LOCATION ASSESSMENT

Washington County is one of three principal counties that comprise the Portland-Vancouver-Hillsboro metropolitan statistical area (MSA). Hillsboro and the Washington County Fair Complex is located on the far west side of the Portland MSA, as shown in the map below.

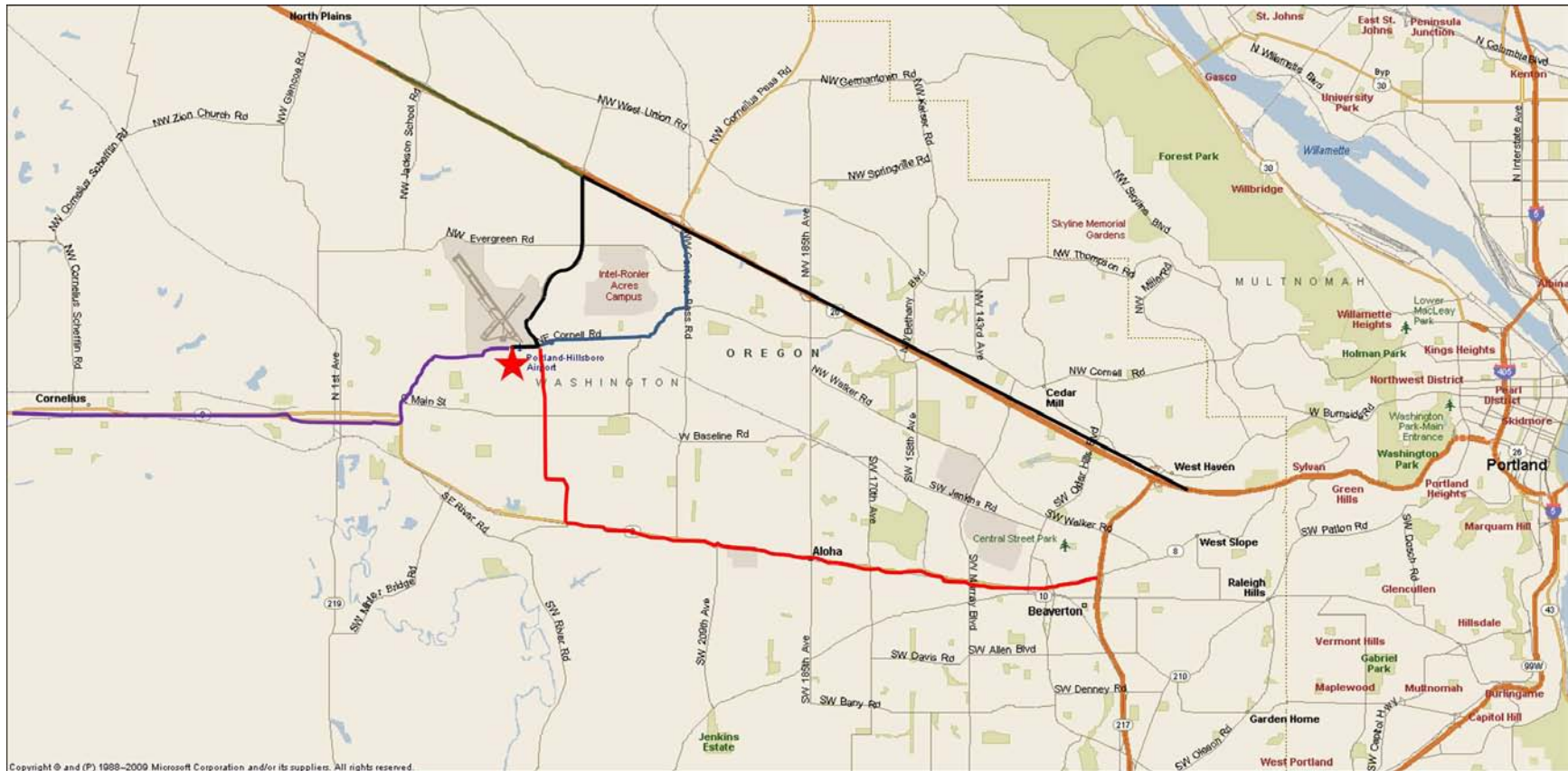


Regional access to the Hillsboro area is principally via U.S. Highway 26 and Oregon State Highway 8 from the east and west, as shown below.

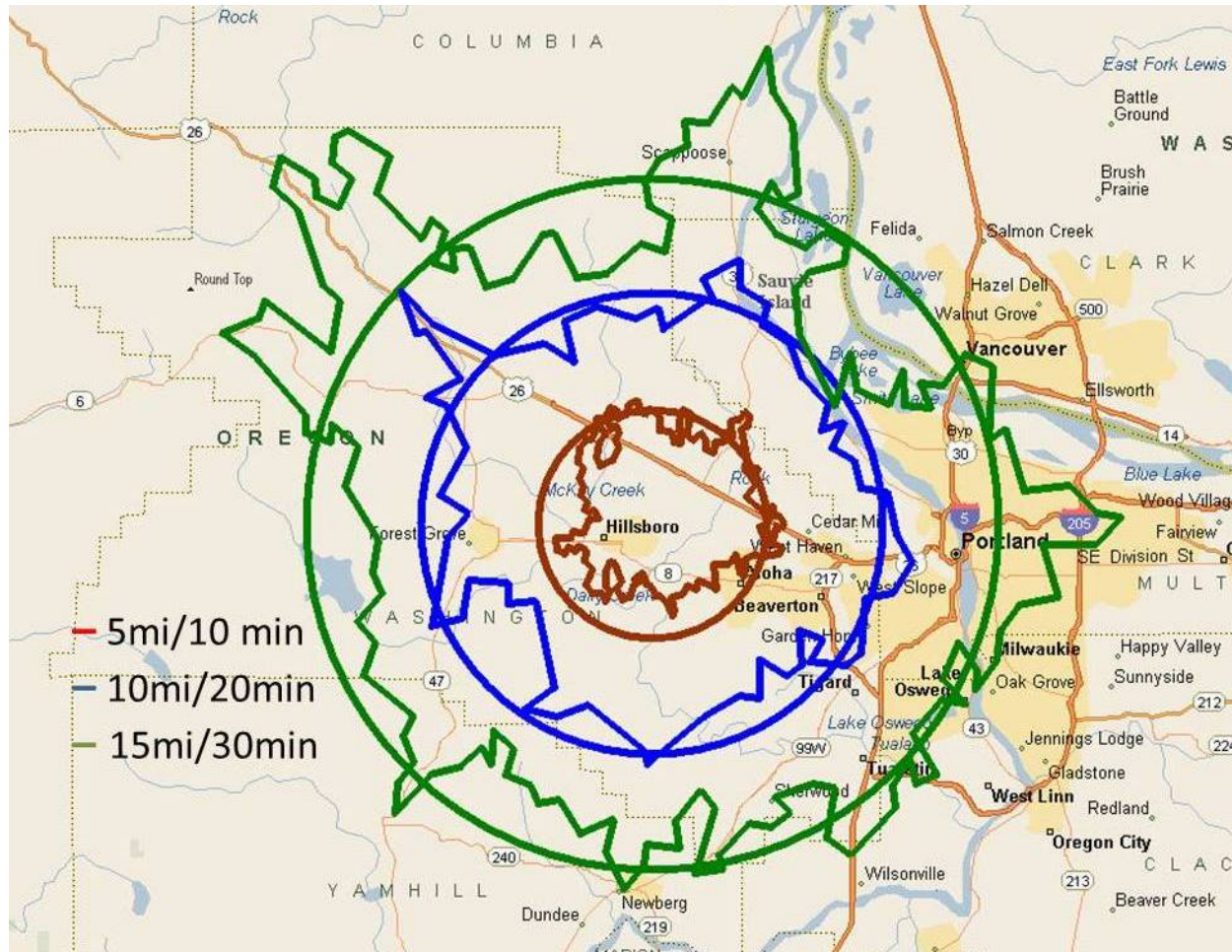


Hillsboro is approximately 17 miles from Interstate 5/405, a major north-south transportation route.

In general, driving access to the WCFC site is via US and state highways connecting with city streets. The map below shows four principal driving routes, from within Washington County, to the site – presented in black, red, blue and purple.



The map below shows the relationship of the WCFC to the county and MSA, in terms of 5, 10 and 15-mile radii of the site, as well as approximate drive times of 10 minutes, 20 minutes and 30 minutes.



Source: Map Point, 2012

The site is also accessed on its south side via MAX (blue line), a light rail line that runs east and west between Hillsboro and Gresham, with transfer points to the red line in Beaverton and the yellow and green lines at Pioneer Square in Portland. According to the TRIMET schedule, the average travel times to the Fair Complex stop from Beaverton and Pioneer Square are 20 minutes and 42 minutes, respectively.

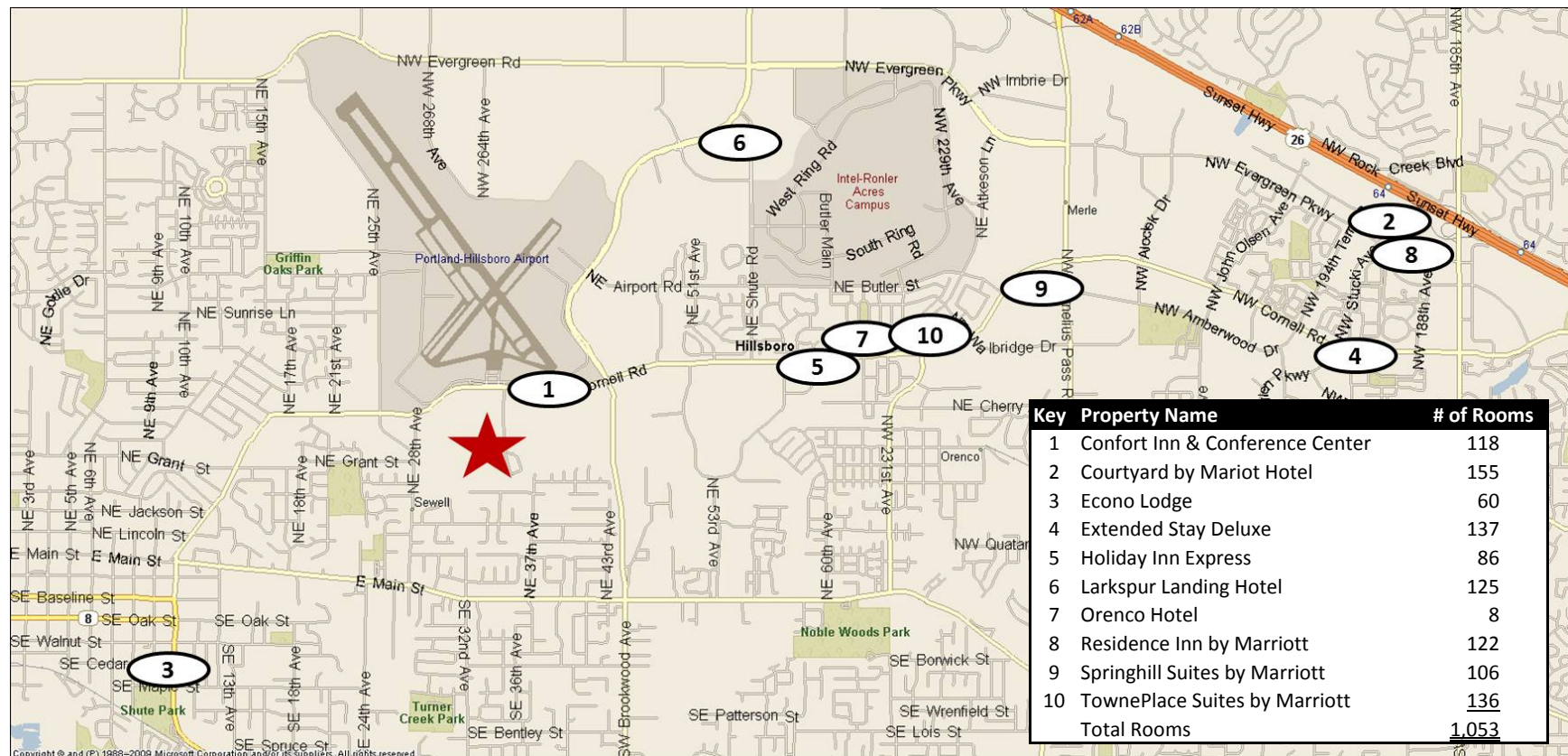


COMMUNITY RESOURCES

This section presents an overview of the availability of lodging and restaurants available in the Hillsboro/Washington County area that would serve as support services to potential users of the proposed Multi-Purpose Event Facility at the WCFC.

Lodging Facilities

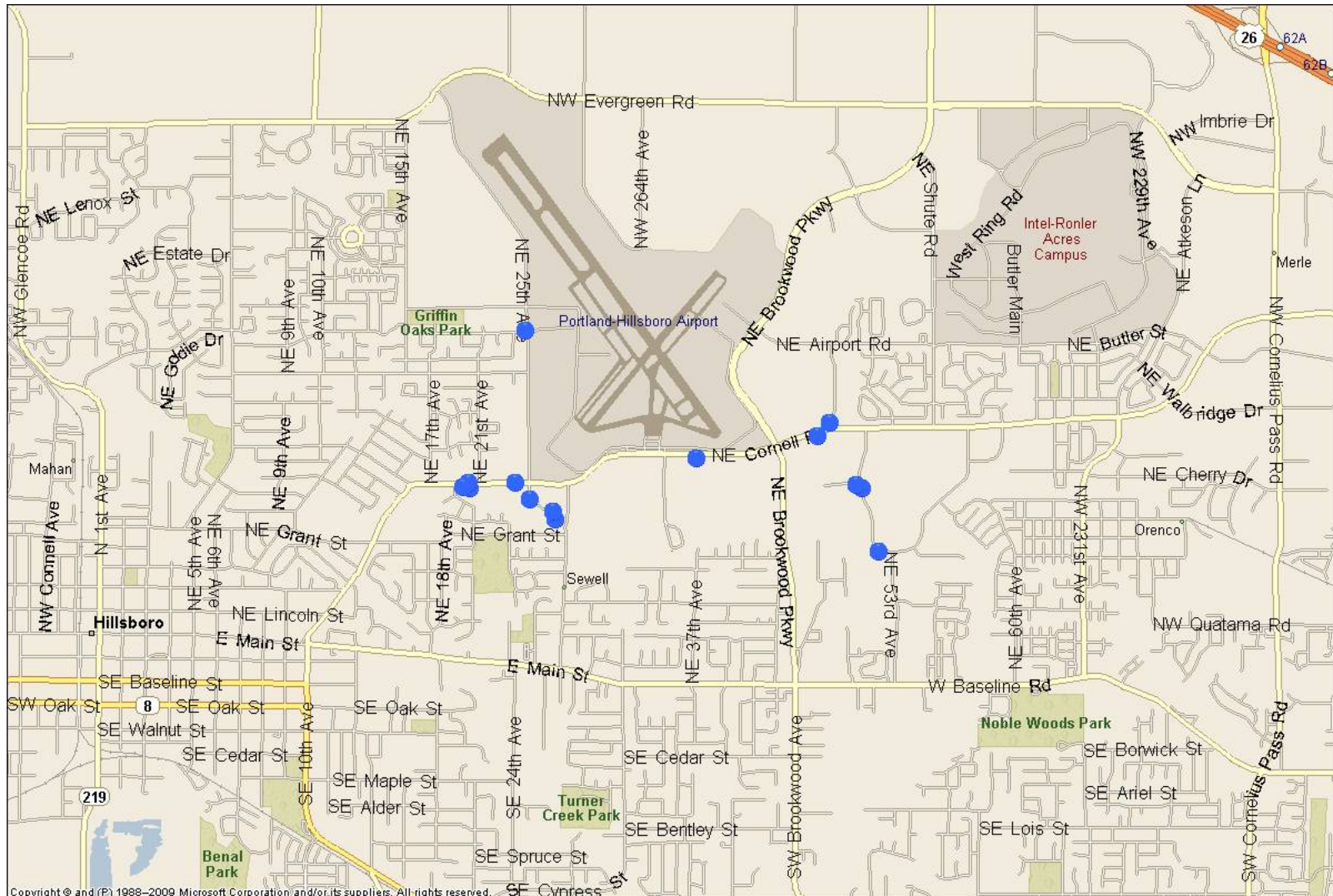
There are just over 1,000 lodging rooms within a few miles of the Fair Complex, providing significant number of lodging options for uses and participants of events held at the Fair Complex. According to the Washington County Visitors Association, there are over 4,800 lodging rooms available in the County and two more hotels are planned to be built in the Hillsboro area that will add another 171 rooms.



According to June 2012 data provided by the Washington County Visitors Association, the average daily rate and average occupancy rate for lodging in the Hillsboro area was \$108.10 and 87.1 percent, respectively.

Restaurants and Eating Establishments

There are a variety of food establishments – both fast food and dine-in – within a mile of the Fair Complex site, as shown in the map below. These establishments will most likely serve potential users of the proposed Multi-Purpose Event Facility during day-time hours.



DEMOGRAPHIC AND ECONOMIC TRENDS

For purposes of the market assessment, based on the location of the Fair Complex site, access to the site and estimated drive times and other transportation access, the primary market area for events and activities at the Fair Complex that appeal to local residents would be within a 10 mile radius. The secondary market area extends between 10 miles and 15 miles.

A review of recent and prospective trends in demographics for the primary and secondary markets shows that:

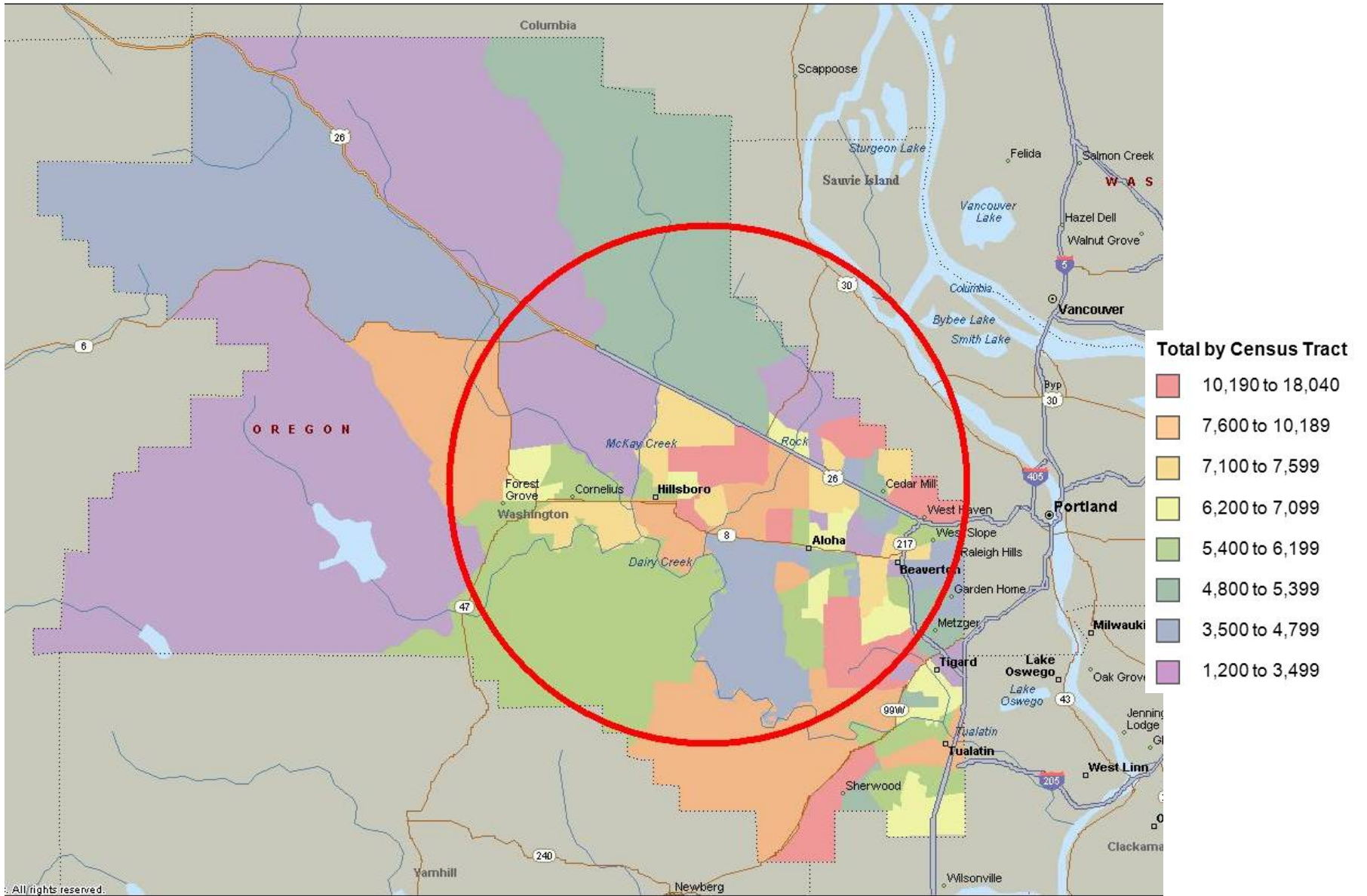
- The population of the primary market area increased by almost 80,000 people between 2000 and 2010 – a 22 percent increase. This market area is expected to increase by another 35,000 between 2010 and 2015.
- The population of the secondary market increased by about 12 percent between 2000 and 2010 and is expected to grow by about half that rate between 2010 and 2015.
- The average age in 2010 of the primary market area (34.1) was significantly lower than the average for the State of Oregon (38.4).
- The demographic makeup of the primary market area is predominantly Caucasian and Asian with a mix of other races and 17 percent of Hispanic origin

**Washington County Fair Complex
Demographics/Economics Trends**

	Washington County Fair Complex		
	5 Mile Radius	10 Mile Radius	15 Mile Radius
Population			
2000	135,477	356,593	720,075
2010	173,992	434,975	845,367
2015	190,032	469,056	906,443
Housholds			
2000	48,338	133,501	291,817
2010	62,055	161,293	341,014
2015	67,892	173,764	365,944
Median Age			
2000	30.8	32.6	34.1
2010	32.5	34.1	35.8
2015	32.9	34.3	35.9
2010 Race/Ethnicity			
White alone	71.5%	73.7%	75.8%
Black alone	2.2%	2.1%	4.5%
American Indian alone	0.8%	0.7%	0.8%
Asian alone	10.7%	10.3%	7.7%
Some other race alone	10.9%	9.2%	7.1%
Two or more races	4.0%	4.0%	4.1%
Hispanic Origin	20.4%	17.0%	13.9%

Source: ESRI, 2012

The map below presents the 2010 population by census tract for Washington County and the primary market area radius.



A review of the economic trends of households within the primary and secondary market areas shows:

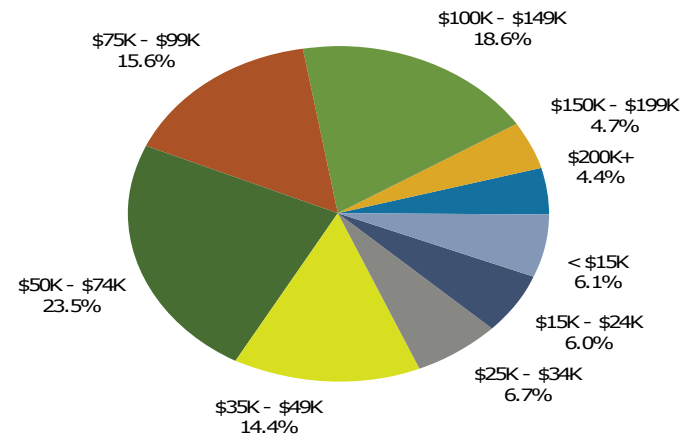
- The median household income of the primary market area, in 2010, was \$67,260; far exceeding that of the State of Oregon (\$46,560), the Portland/Vancouver/Hillsboro MSA (\$53,078) and Washington County as a whole (\$60,489), as shown in the table.
- Disposable income (after-tax household income) for the primary market area, as shown in the table to the right, appears quite healthy. There appears to be sufficient disposable income (both median and average) within the primary market area to support spending on discretionary goods and services.
- The pie chart shows the distribution of 2010 median incomes for households within the primary market area.

**Washington County Fair Complex
Demographics/Economics Trends**

	Washington County Fair Complex		
	5 Mile Radius	10 Mile Radius	15 Mile Radius
Median Household Income			
2000	\$52,898	\$52,862	\$48,534
2010	\$68,286	\$67,260	\$62,863
2015	\$76,561	\$76,561	\$71,738
Median Disposable Income	\$51,049	\$50,682	\$46,986
Average Disposable Income	\$60,237	\$63,738	\$60,828

Source: ESRI, 2012

2010 Household Income



The tables on this page and the next show 2010 household discretionary incomes and “recreation” expenditures for the 5, 10 and 15 mile radius out from the Fair Complex site. The recreation categories are typically classified as discretionary spending.

Along with the average annual household expenditures for discretionary items is an index number that is measured against the US average, which has an index of 100.

The households within 10 miles of the Fair Complex site consistently have higher indices for discretionary spending on these items than the US average. Most notably are airline fares, catered affairs, computers and hardware, fees and admissions, and pets (the highest).

**Washington County Fair Complex
Demographics/Economics Trends**

	Washington County Fair Complex		
	5 Mile Radius	10 Mile Radius	15 Mile Radius
Median Disposable Income	\$51,049	\$50,682	\$46,986
Average Disposable Income	\$60,237	\$63,738	\$60,828
Recreation Expenditures			
Airline Fares	\$510.34	\$550.80	\$513.10
Index	115	124	115
Catered Affairs	\$30.36	\$30.50	\$27.61
Index	127	128	116
Computer and Hardware	\$213.96	\$223.82	\$208.02
Index	115	121	112
Fees and Admissions	\$678.99	\$728.82	\$671.34
Index	113	121	112
Lawn and Garden	\$405.82	\$441.59	\$404.79
Index	100	109	100
Pets	\$544.68	\$574.55	\$528.98
Index	131	138	127

Source: ESRI, 2012

Below are additional annual household expenditures for discretionary items, along with indices for photo equipment, recreation vehicles, TV/Video/Audio products, toys and games and sports and recreation.

**Washington County Fair Complex
Demographics/Economics Trends**

	Washington County Fair Complex		
	5 Mile Radius	10 Mile Radius	15 Mile Radius
Median Disposable Income	\$51,049	\$50,682	\$46,986
Average Disposable Income	\$60,237	\$63,738	\$60,828
Recreation Expenditures			
Photo Equipment	\$112.87	\$118.99	\$109.61
Index	113	119	109
Recreation Vehicles	\$303.69	\$336.51	\$309.28
Index	97	108	99
TV/Video/Audio	\$745.02	\$1,378.46	\$1,282.13
Index	110	115	107
Toys & Games	\$159.60	\$164.44	\$150.46
Index	113	117	107
Sports, Recreation	\$154.09	\$163.09	\$149.29
Index	88	93	85

Source: ESRI, 2012

Labor and Employment Trends

Washington County, as all areas of the country, has been impacted by the national recession that began in 2007/2008. The tables below show the number and percent of jobs by industry, as compiled by the Oregon Employment Department, for the years 2007 – 2011.

Covered Employment and Wages

Number of Jobs by Industry - Washington County, 2007 - 2011

Industry	2007	2008	2009	2010	2011
Natural Resources & Mining	3,690	3,644	3,341	3,258	3,052
Construction	15,508	14,243	11,160	10,484	11,524
Manufacturing	47,446	44,939	40,794	41,059	43,125
Trade, Transportation. & Utilities	51,483	50,663	47,226	46,635	48,056
Information	7,945	7,998	7,899	7,809	7,910
Financial Activities	14,468	13,890	13,351	13,666	13,515
Professional & Business Services	35,073	35,092	31,935	33,965	36,488
Education & Health Services	25,629	26,672	27,193	28,513	29,567
Leisure & Hospitality	20,236	20,761	19,384	19,449	20,047
Other Services	7,936	7,675	7,316	7,298	7,471
Government	<u>21,168</u>	<u>22,064</u>	<u>22,324</u>	<u>22,554</u>	<u>22,120</u>
Total	<u>250,582</u>	<u>247,641</u>	<u>231,923</u>	<u>234,690</u>	<u>242,875</u>

Source: Oregon Employment Department

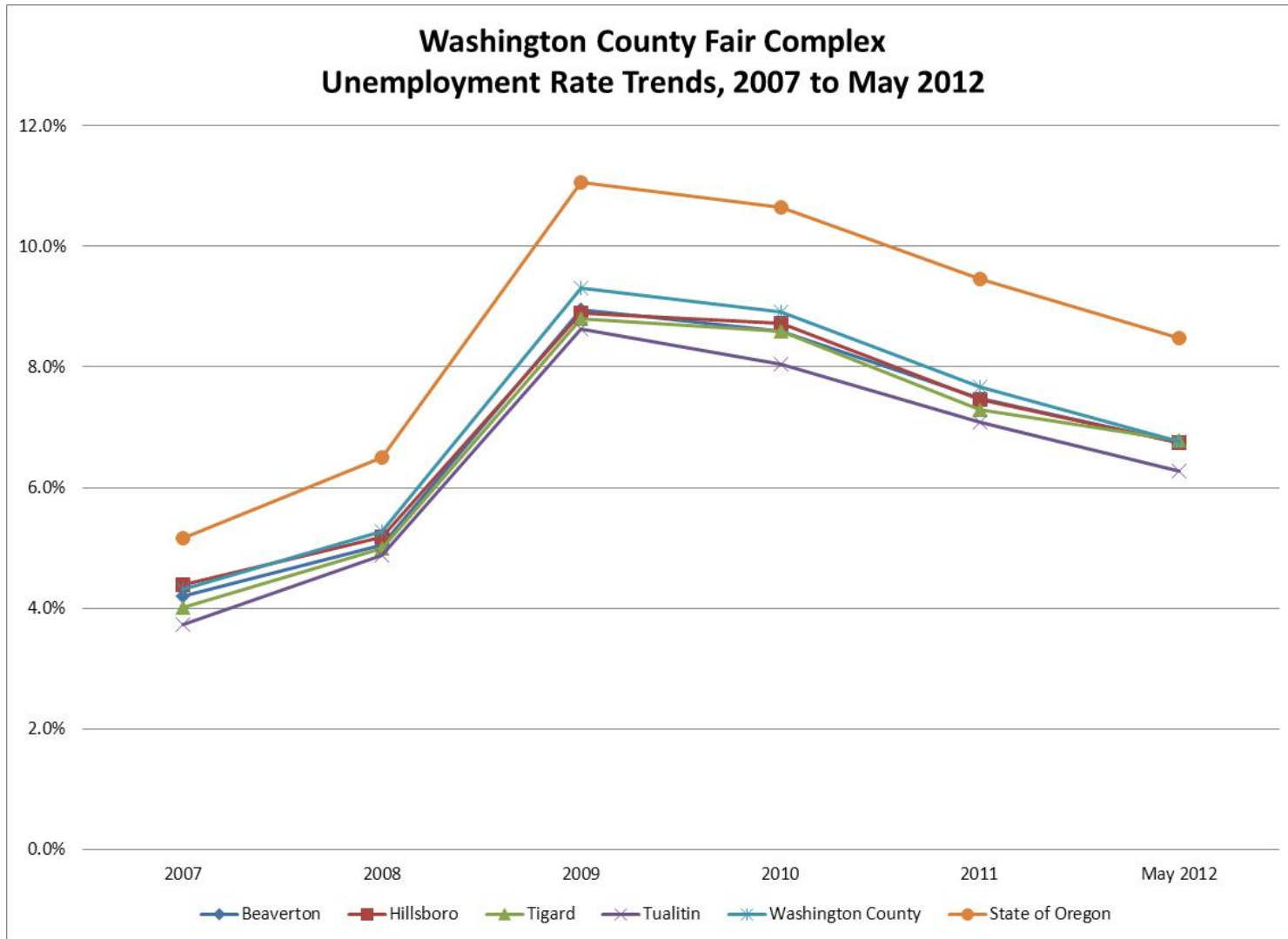
Covered Employment and Wages

Percentage of Jobs by Industry - Washington County, 2007 - 2011

Industry	2007	2008	2009	2010	2011
Natural Resources & Mining	1.5%	1.5%	1.4%	1.4%	1.3%
Construction	6.2%	5.8%	4.8%	4.5%	4.7%
Manufacturing	18.9%	18.1%	17.6%	17.5%	17.8%
Trade, Transportation. & Utilities	20.5%	20.5%	20.4%	19.9%	19.8%
Information	3.2%	3.2%	3.4%	3.3%	3.3%
Financial Activities	5.8%	5.6%	5.8%	5.8%	5.6%
Professional & Business Services	14.0%	14.2%	13.8%	14.5%	15.0%
Education & Health Services	10.2%	10.8%	11.7%	12.1%	12.2%
Leisure & Hospitality	8.1%	8.4%	8.4%	8.3%	8.3%
Other Services	3.2%	3.1%	3.2%	3.1%	3.1%
Government	<u>8.4%</u>	<u>8.9%</u>	<u>9.6%</u>	<u>9.6%</u>	<u>9.1%</u>
Total	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Source: Oregon Employment Department

The chart below presents the 2007 to May 2012 unemployment rates of the cities of Hillsboro, Beaverton, Tigard and Tualitin, along with Washington County and the State of Oregon. In general, Washington County and all cities within it have consistently reported lower unemployment rates than the State of Oregon. The higher unemployment rates, a continued result of the national recession, will have continued negative impacts on spending by local residents on discretionary items.



ESRI Tapestry Segmentation

The table below presents a summary of the socio-economic segmentation for households within 5, 10 and 15 miles of the Fair Complex site, based on ESRI definitions and analyses. The five largest clusters within 10 miles of the site (the primary market area), in descending order, are Upscale Avenues, High Society, Solo Acts, Family Portrait and Global Roots

**Washington County Fair Complex
Tapestry Household Cluster Analysis**

Cluster	0 to 5 Miles		0 to 10 Miles		0 to 15 Miles	
	Number of HH	Percent	Number of HH	Percent	Number of HH	Percent
High Society	8,865	14.41%	37,124	22.88%	62,888	18.26%
Upscale Avenues	16,850	27.38%	46,830	28.86%	79,152	22.98%
Metropolis	509	0.83%	1,448	0.89%	24,367	7.08%
Solo Acts	8,837	14.36%	27,410	16.89%	88,244	25.62%
Senior Styles	1,172	1.90%	3,997	2.46%	16,105	4.68%
Scholars and Patriots	0	0.00%	0	0.00%	779	0.23%
High Hopes	3,296	5.36%	7,093	4.37%	13,430	3.90%
Global Roots	4,465	7.26%	10,556	6.51%	14,781	4.29%
Family Portrait	13,874	22.55%	18,459	11.38%	25,854	7.51%
Traditional Living	2,695	4.38%	6,582	4.06%	15,305	4.44%
Factories and Farms	100	0.16%	456	0.28%	456	0.13%
American Quilt	874	1.42%	2,313	1.43%	3,018	0.88%
	<u>61,537</u>	<u>100.00%</u>	<u>162,268</u>	<u>100.00%</u>	<u>344,379</u>	<u>100.00%</u>

Source: ESRI, 2012

A brief description of each of the five largest clusters within 10 miles of the Fair Complex site is presented on the following pages.

Upscale Avenues (28.9% of households within 10 miles) – Prosperity is the overriding attribute shared by the seven segments in *Upscale Avenues*. Residents have earned their success from years of hard work. Similar to the *High Society* segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as *Urban Chic* and *Pacific Heights* favor townhouses and high-rises, *Pleasant-Ville* residents prefer single-family homes in suburban neighborhoods, and *Green Acres* residents opt for open spaces. Some have not settled on a home yet, such as the renters among *Enterprising Professionals*; others, such as *Cozy and Comfortable* residents, have been settled for years. The median household income for the group is \$65,912. Prosperous domesticity also characterizes the lifestyle in *Upscale Avenues*. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

High Society(22.9% of households within 10 miles) – Residents of the seven *High Society* neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is \$100,216. Most households are married couple families who live in affluent neighborhoods. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of *High Society* are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

Solo Acts(16.9% of households within 10 miles) – Residents of the *Solo Acts* summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to *High Society*, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of \$39,234 (*Old and Newcomers*) among the newest households to approximately \$84,612 (*Laptops & Lattes*) among established singles. Home ownership is at 28 percent. Contrary to modern migration patterns that flow away from the largest cities, *Solo Acts'* residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

Family Portrait (11.4% of households within 10 miles) – *Family Portrait* has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the *Up and Coming Families* segment. Youth, family life, and the presence of children are the common characteristics across the five markets in *Family Portrait*. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group’s large household size, averaging more than 3.09 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children’s clothing and toys and visiting theme parks and zoos.

Global Roots(6.5% of households within 10 miles) – Ethnic diversity is the common thread among the eight segments in *Global Roots*; the diversity index stands at 88. *Las Casas* and *NeWest Residents* represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in *Urban Melting Pot* and *International Marketplace*. Typical of new households, *Global Roots*’ residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the *Global Roots* segments. Because households with children dominate, it is not surprising that spending is high for baby products, children’s clothing, and toys. Residents of *Global Roots* are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

Below are the detail tapestry segmentations for the 162,268 households within 10 miles of the Fair Complex site.

Washington County Fair Complex 0 to 10 Miles									
Code	Name	Households within 10 miles		Activities	Median Age	Ethnicity	Ed Level	Median HHI (1)	Work Type
		Households	Pct.						
01	Top Rung	2,416	1.49%	Tv, Tech, \$, Sports, Rd, Com, HI, EX,G	44.6	White	College+	\$168,876	Prof
02	Suburban Splendor	5,013	3.09%	Tv, G, \$, Tech, HI, EX, Sports, Rd	43.1	White	College+	\$115,396	Prof
03	Connoisseurs	2,219	1.37%	HE, G, Sports, Tv, \$, Rd, Tech, Com, EX	47.2	White	College+	\$115,893	Prof
04	Boomburbs	12,500	7.70%	Tech, Sports, \$, Tv, B, G, Rd EX, HI	36.1	Mostly White	College+	\$104,395	Prof
05	Wealthy Seaboard Suburbs	1,390	0.86%	\$, Tech, Tv, HI, F	42.9	Mostly White	College+	\$98,031	Prof, WC
06	Sophisticated Squires	8,938	5.51%	\$, HE, B, Sports, G, Tech, HI	39.7	Mostly White	HS/College+	\$83,079	Prof, WC
07	Exurbanites	4,648	2.86%	\$, HE, B, Sports, G, Tech, Com, HI, Ex	46.2	Mostly White	College+	\$82,074	Prof
09	Urban Chic	7,000	4.31%	Tv, HE, Ht, Tech, \$, Sports, Rd, EX	42.7	Mostly White	College+	\$82,524	Prof
10	Pleasant-Ville	3,761	2.32%	Sports, Tv, He, HI, Rd	40.5	White, High Asian	College+	\$76,642	Prof, WC
12	Up and Coming Families	11,861	7.31%	Sports, Tv, Tech, HI	32.6	Mostly White	College	\$69,522	Prof, WC
13	In Style	14,573	8.98%	Tech, \$, He, G, Tv, EX	40.5	White	College+	\$65,387	Prof, WC
14	Prosperous Empty Nesters	873	0.54%	He, \$, G, Sports, Com, HI, Tv	47.6	Mostly White	College+	\$63,682	Prof, WC
16	Enterprising Professionals	19,403	11.96%	Tech, Tv, \$, Rd, EX	32.8	White, Asian	College+	\$63,837	Prof, WC
17	Green Acres	2,093	1.29%	He, F, B, H, MS, HI, AC	42.0	Mostly White	HS/College	\$60,461	Prof, WC, BC
19	Milk and Cookies	5,650	3.48%	Sports, Tech, Tv, \$, HI	34.1	Black, Hisp, White	HS/College+	\$57,170	Prof/WC
20	City Lights	861	0.53%	He, Tv, Rd, EX	38.3	White, Black, Hisp.	HS/College	\$60,149	WC, BC
21	Urban Villages	948	0.58%	Tv, HI, Tech	32.9	Hisp., Asian	HS/College	\$58,348	WC, BC
22	Metropolitans	587	0.36%	\$, Tv, He, Com, HI, Od, Tech	37.0	Mostly White	College+	\$53,486	Prof, WC
23	Trendsetters	3,764	2.32%	Tech, \$, He, Tv, EX	34.8	White, Hisp., Asian	College+	\$53,423	Prof
24	Main Street, USA	6,067	3.74%	Sports, He, Tv	36.8	Mostly White	HS/College+	\$50,987	Prof, WC, BC
25	Salt of the Earth	456	0.28%	F, Ht, B, He, Sports, EX	42.7	White	HS/College+	\$48,409	Prof, WC, BC
26	Midland Crowd	1,162	0.72%	Ht, F, Sports, Com, MS	37.9	White	College+	\$47,544	WC, BC
27	Metro Renters	1,072	0.66%	Sports, He, Tv, Tech, EX, Rd	32.1	White, Asian	College	\$48,211	Prof, WC, BC
28	Aspiring Young Families	7,093	4.37%	Tech, Sports, He, Tv	31.1	White, Hisp., Asian	HS/College+	\$46,275	Prof, WC, BC
30	Retirement Communities	864	0.53%	He, G, Tv, Sports, Com, Soc, \$, Rd	50.3	Mostly White	College+	\$46,251	WC
33	Midlife Junction	515	0.32%	\$, F, Rd	37.0	Mostly White	HS/College	\$42,694	WC, BC
35	International Marketplace	4,323	2.66%	N/A	32.0	Hisp., Asian	HS/College	\$42,725	BC, Ser
36	Old and Newcomers	8,442	5.20%	He, Rd	36.3	Mostly White	HS/College	\$39,234	WC, BC
38	Industrious Urban Fringe	1,196	0.74%	N/A	29.0	High Hispanic, Foreign	HS	\$40,400	BC, Ser
39	Young and Restless	14,132	8.71%	Tech, Sports, He, RD	28.9	White, Black, Hisp., Asain	College+	\$39,765	Prof, WC, BC
41	Crossroads	1,151	0.71%	Sports, F, MS, Rd	33.6	White, Hisp	College	\$37,185	BC
47	Las Casas	441	0.27%	N/A	27.7	High Hisp.	Elem/HS	\$35,867	BC
52	Inner City Tenants	2,000	1.23%	Sports, Rd	28.8	White, Black, Hisp.	HS/College	\$30,873	WC, BC
57	Simple Living	1,803	1.11%	Com, Vet, Soc	39.7	Mostly White	HS/College	\$27,284	WC, BC
58	NeWest Residents	2,596	1.60%	Sports	27.3	White, Black, Hisp., Asain	Elem/HS	\$26,983	BC, Farm
65	Social Security Set	457	0.28%	N/A	44.0	White, Black, Hisp.	HS/College+	\$16,849	BC
		162,268	100.0%						

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Activities/Interests Key

AC=Arts/Crafts, B=Boating, EX=Exercise, F=Fishing, \$=Finance Issues, G=Golf, Ht=Hunting, He=Health Issues, MS=Motor Sports, Od=Outdoor Activities, Rd=Reading
Tv=Travel, Tech=Technology, Soc=Social, Vet=Veteran

Work Type Key

BC=Blue Collar, Farm=Agriculture, Prof=Professional, Ser=Service Industry, WC=White Collar

(1) US Averages for 2011

Based on the above summary table of ESRI's tapestry segmentation for household's within 10 miles of the WCFC, the following presents the percentage of households that have varying interests in activities that may be satisfied with events held at the proposed Multi-Purpose Event Facility:

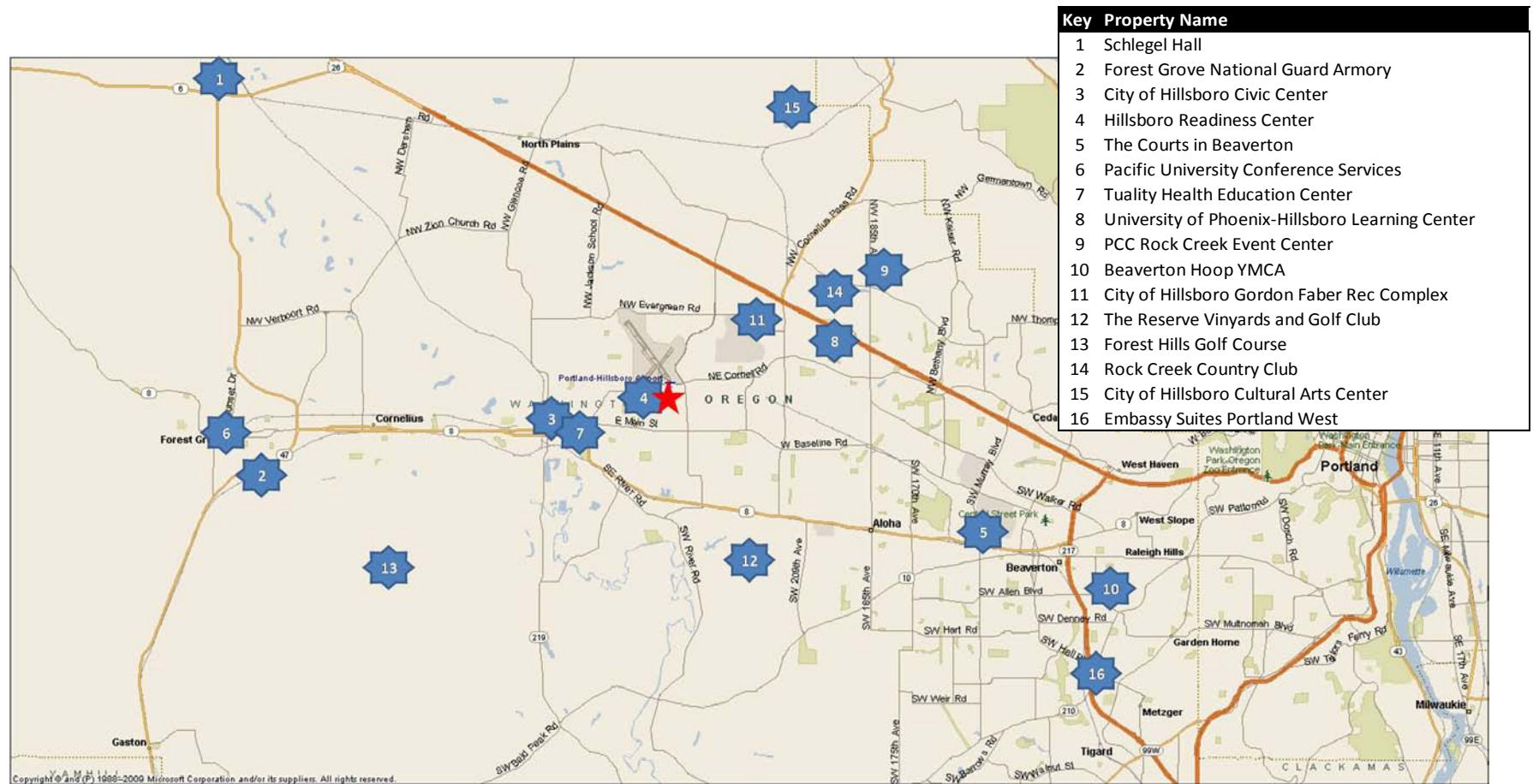
- Technology – 75.9%
- Travel – 66.5%
- Sports and Outdoor Recreation – 61.8%
- Recreation and Exercise – 47.7%
- Home Improvements – 38.5%
- Golf – 32.1%

COMPETITIVE FACILITIES

This section presents an overview of local and regional facilities that may compete, to varying degrees, with the proposed Multi-Purpose Event Facility.

Comparable Local Facilities

The map below presents the location of the event facilities within Washington County that can accommodate larger banquets, meeting and similar uses as potential event facilities at the Fair Complex. These include publicly (governmental) and privately owned facilities.



The table below presents a summary of Washington County event facilities that can accommodate meets, banquets, conferences and similar events. The largest Class A-type banquet space is located in Tigard at the Embassy Suites Portland.

Washington County Fair Complex

Summary of Local Event Facilities

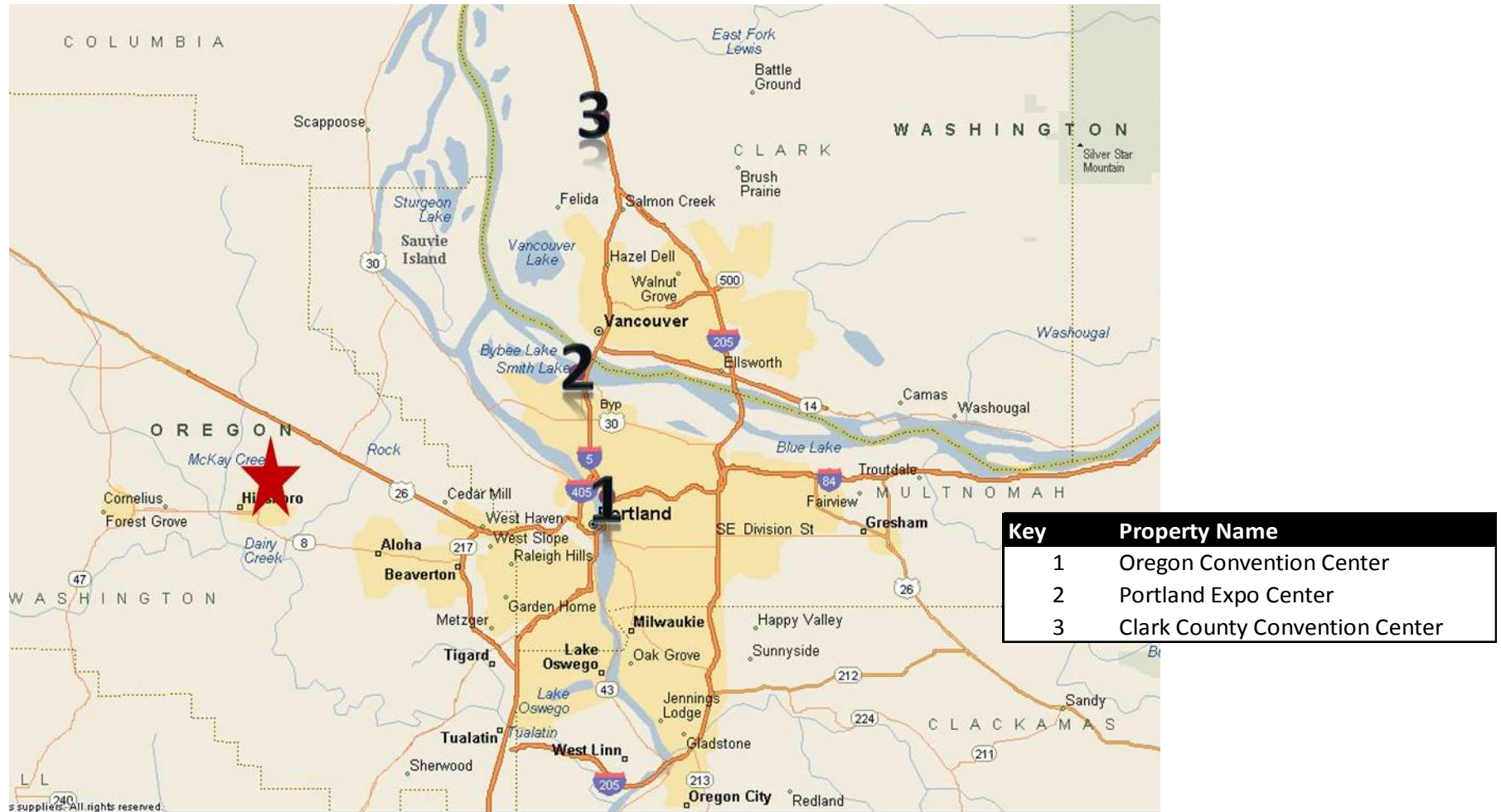
Venue Name	Room Name	Footage of Largest Room	Grand Total Square Footage of all Meeting/Event Space	Banquet Capacity	Classroom Capacity	Catering Onsite	Outside Catering Allowed
Schlegel Hall (Banks Sunset Park)	Schlegel Hall	4,000	4,000	226	266	No	Yes
Forest Grove National Guard Armory	Drill Floor	6,400	8,116	150	60	No	Yes
City of Hillsboro Civic Center	A, B & C Conference Rooms (C-113)	3,750	9,570	100	64	No	Yes
Hillsboro Readiness Center	Drill Floor	5,400	5,400	200	35	No	Yes
The Courts in Beaverton	Facility	30,000	30,000	600	800	No	Yes
Pacific University Conference Services- Forest Grove	Washburne Hall University Center	6,000	27,947	300	250	Yes	No
Tuality Health Education Center	Full Auditorium Banquet (Large)	3,036	4,796	200	-	No	Yes
University of Phoenix - Hillsboro Learning Center	Small Meeting Rooms (8)	1,200	1,950	-	32	No	Yes
PCC Rock Creek Event Center	Entire Center (A+B+C)	1,333	4,000	225	200	Yes	No
Beaverton Hoop YMCA	Gym	35,000	35,500	-	-	Yes	Yes
City of Hillsboro Gordon Faber Recreation Complex	Shelter	2,000	N/A	50	-	No	Yes
The Reserve Vineyards & Golf Club	Harvest Room	2,000	15,536	120	48	Yes	No
Forest Hills Golf Course	Banquet Room	1,500	2,200	144	-	Yes	Yes
Rock Creek Country Club	Banquet Room	3,000	15,180	200	120	Yes	Yes
City of Hillsboro Glenn & Viola Walters Cultural Arts Center	Theater/Event Space	2,146	5,946	149	140	No	Yes
Embassy Suites Portland - Washington Square	Embassy Ballroom	8,220	24,737	700	500	Yes	No

Source: Washington County Visitors Association

According to representatives of the Hillsboro and Forest Grove Chambers of Commerce and the Washington County Visitors Association, the County lacks a large banquet facility that can accommodate between 300 and 1,000 people.

Metro Area Competitive Event Facilities

Three principal large regional event facilities would compete with a larger multi-use event facility at the WFCF – the Oregon Convention Center, Portland Expo Center and Clark County Convention Center – shown in the map below.

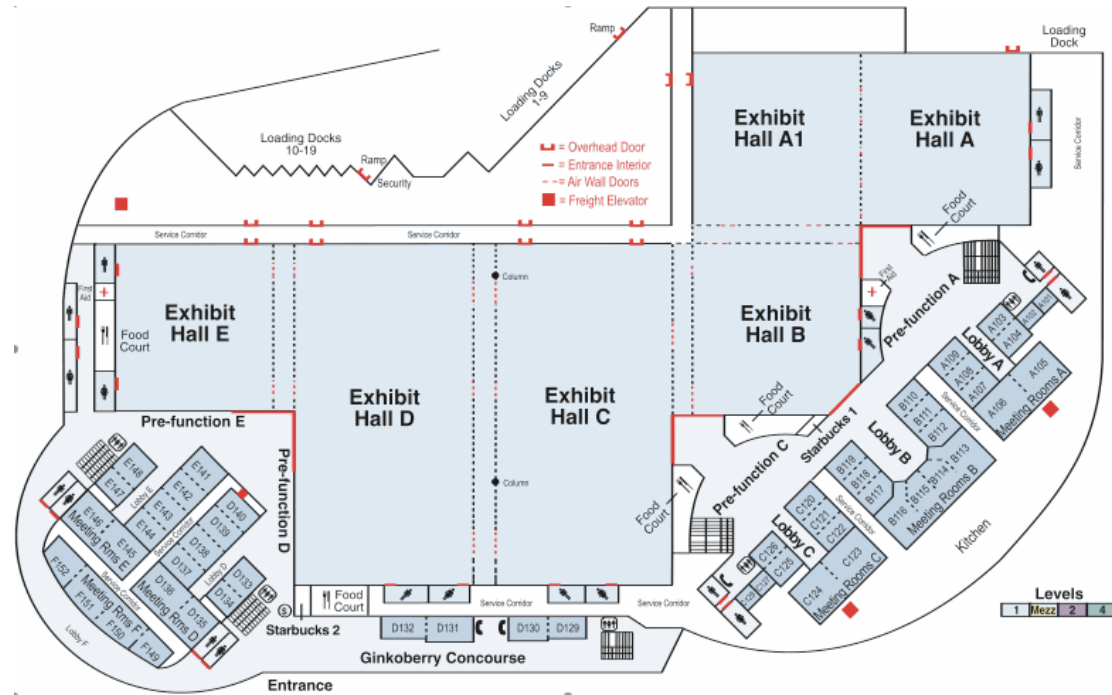


Below is a summary of these three regional competitive facilities.

Oregon Convention Center

Built in 1990 and renovated in 2003, the Oregon Convention Center is located on the east side of the Willamette River in Portland. Owned by Metro, it is operated by the Metropolitan Exposition and Recreation Commission (MERC) and consists of almost 1 million square feet of space, including 255,000 square feet of exhibit space, 50 meeting rooms and two grand ballrooms.

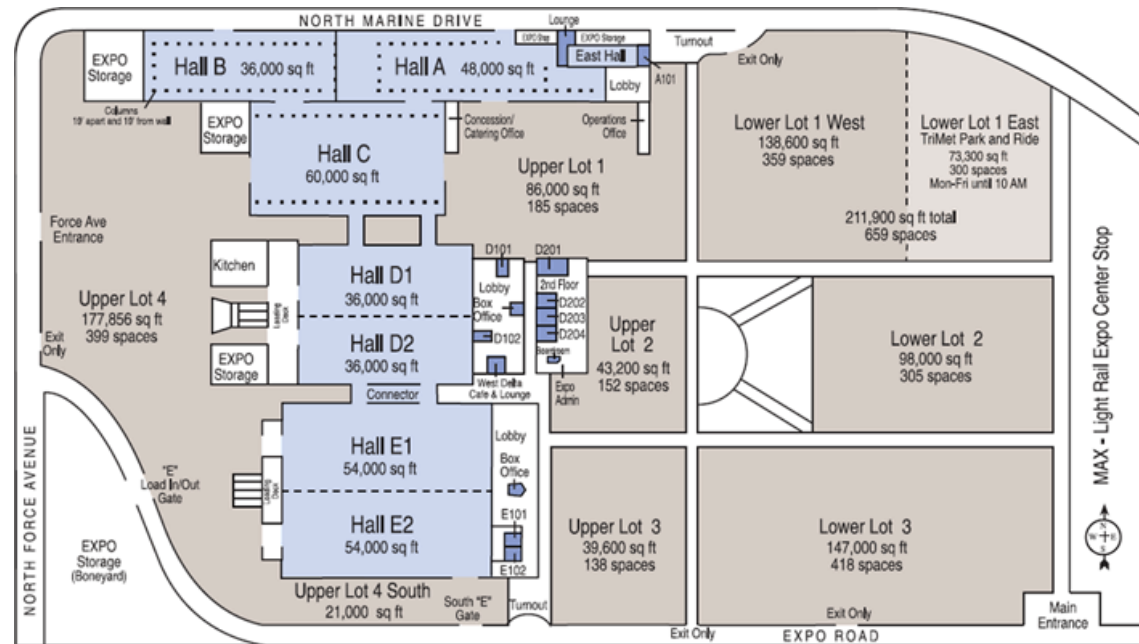
Events held at the Oregon Convention Center include conventions and conferences, tradeshows, public shows, banquets and receptions, community and political events.



Portland Expo Center

Originally opened in the 1920’s, the Portland Exposition Center (the Expo Center) is a multi-use event facility located on the north side of Portland, along the Columbia River. The Expo Center is owned by Metro and operated by MERC – the same as the Oregon Convention Center. The Expo Center has five exhibit halls ranging in size from 36,000 square feet (Hall B) to 108,000 square feet (Hall E). Hall E is the newest building in the complex (built in 2001), consisting of 72,000 square feet of space that is dividable into 2 separate spaces and 30-foot ceilings. This facility also has a number of small meeting/breakout rooms.

Over 100 events are held at the Expo Center each year, including public shows, animal shows, trade shows, car shows, Cirque du Soleil, sales and auctions.

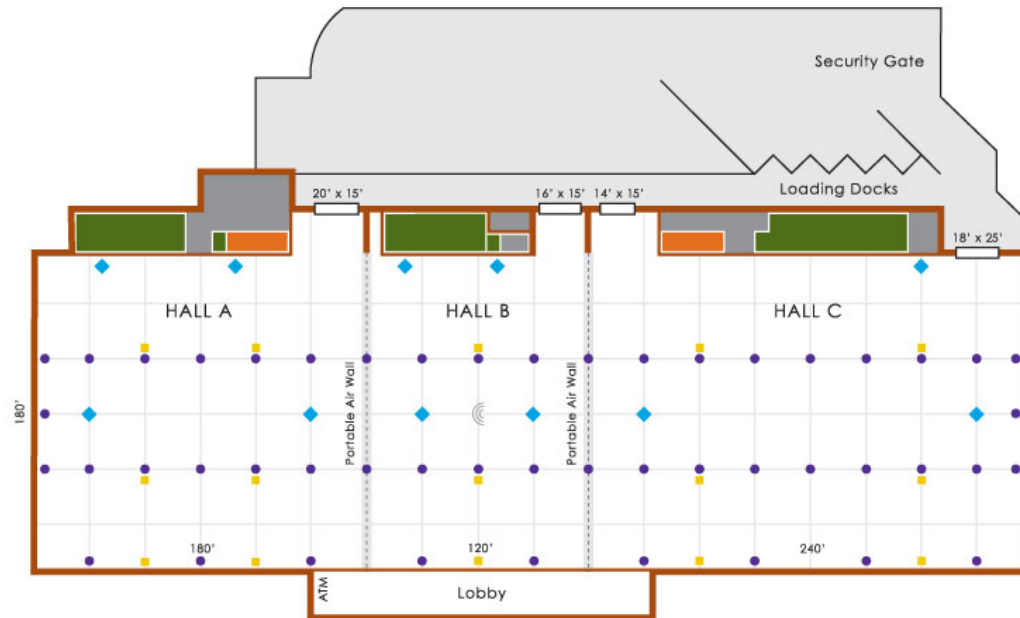


Clark County Event Center

The Clark County Event Center is located in Ridgefield, Washington, on the grounds of the Clark County Fairgrounds. Built in 2005, this multi-purpose event facility consists of 97,200 square feet of column-free exhibition space (dividable into 3 spaces), two concession areas, restrooms, a foyer entry area and five loading dock bays.



This facility is owned by Clark County and managed by the Fairgrounds Site Management Group; an internal County board. Events held at the Clark County Event Center include the annual Clark County Fair, consumer and public shows, health fair, animal shows, political activities and community events.



Below is a comparative table of the Oregon Convention Center, Portland Expo Center and Clark County Event Center. Rental rates were not available for the Oregon Convention Center. In addition to the building rentals, the Oregon Convention Center and Portland Expo Center operate their own concessions/catering and receive substantial revenues from those operations.

Another factor common to all three facilities is parking charges for attendees of events. Below is a summary of the typical parking charges at these facilities:

Oregon Convention Center - \$6 for 1 to 2 hours, \$7 for 2 to 3 hours and \$9 for 4 or more hours

Portland Expo Center - \$8 for attendees, \$7 for carpool of 3+ people and \$7 for exhibitors

Clark County Event Center - \$6 for attendees and \$5 for exhibitors

Note: While the Clark County Event Center charges ½ the daily rate for move-in/out per event, the Portland Expo Center provides for up to 3 complimentary move-in-out days, on a one-for-one basis, per rental.

**Washington County Fair Complex
Competitive Exposition Space Analysis**

Facility	Exhibit Space Sq Ft	Capacity	Rates		
			Daily	Per Sq Ft	Move in/out
Oregon Convention Center					
<u>Portland, OR</u>					
Oregon Ballroom	25,200	125 booths	N/A	N/A	N/A
Portland Ballroom	34,200	184 booths	N/A	N/A	N/A
Exhibit Halls A, A1, B & E (each)	30,000	145 booths	N/A	N/A	N/A
Exhibit Halls C & D (each)	61,000	305 booths	N/A	N/A	N/A
Entire Exhibit Space	255,000	1,275 booths	N/A	N/A	N/A
Portland Expo Center					
<u>Portland, OR</u>					
Hall A	48,000	246 booths	\$2,400	\$0.050	\$1,200
Hall B	36,000	226 booths	\$1,900	\$0.053	\$950
Hall C	60,000	333 booths	\$3,125	\$0.052	\$1,563
Hall D1, D2 (each)	36,000	193 booths	\$2,550	\$0.071	\$1,275
Hall E1, E2 (each)	54,000	320 booths	\$3,775	\$0.070	\$1,888
Hall A,B (Combined)	84,000	472 booths	\$4,150	\$0.049	\$2,075
Hall A,B,C (Combined)	144,000	805 booths	\$7,075	\$0.049	\$3,538
Clark County Event Center					
<u>Ridgefield, WA</u>					
Hall A	32,400	185 booths	\$2,250	\$0.069	\$1,125
Hall B	21,600	123 booths	\$1,700	\$0.079	\$850
Hall C	43,200	247 booths	\$3,000	\$0.069	\$1,500
Hall AB	54,000	309 booths	\$3,650	\$0.068	\$1,825
Hall BC	64,800	370 booths	\$4,200	\$0.065	\$2,100
Hall ABC	97,200	555 booths	\$5,850	\$0.060	\$2,925

Source: Listed Facilities

Summary of Key Factors Affecting Demand for Facilities

A number of key factors will affect the overall demand for the proposed Multi-Purpose Event Facility at the WCFC:

- The Hillsboro area has sufficient lodging and eating/drinking establishments to support events and activities that require such services. The occupancy rates, and resulting average daily rates, of Hillsboro hotels/motels are quite high; due in large part to the business clientele generated by major employers in the area.
- The WCFC site, while located up to 40 minutes (depending on time of day and traffic conditions) from Interstate 5, is situated within 10 miles of a population center that has almost 435,000.
- The population of the primary market area for the proposed Multi-Purpose Event Facility is estimated at almost 470,000 within the next three years. The secondary market area (between 10 miles and 15 miles of the site) is estimated at another 400,000+ people.
- Area households within the primary and secondary market areas have sufficient disposable incomes to support spending on events and activities that could be held at the proposed Multi-Purpose Event Facility, including spectator events, consumer and public shows, festivals and similar events.
- Based on social-economic traits of households within the market area, consumer and public shows that focus on sports and outdoor recreation, golf, technology, home improvements, and travel would be well received within the market area.
- The greater Washington County area lacks a larger event facility that can accommodate between 300 and 1,000 people for banquets and receptions.
- Though there are three other large event facilities within the Portland Metro area, a larger event facility at the WCFC would not be competing with those other facilities, due to its location and market access.

Approach to Potential Use Assessment

To develop estimates of market demand for event facilities at the Washington County Fair Complex, in addition to the implications of the demographic and economic trends and competitive facilities, the following work tasks were conducted:

- Discussed event potential with Washington County representatives, Fair Complex staff, Hillsboro and Forest Grove Chambers of Commerce representatives and others
- Reviewed last 3 years of events and activities held at the Fair Complex and conducted phone interviews with major users of the Fair Complex to ascertain need for new, larger/expanded facilities
- Reviewed recent calendar of events held at competitive event facilities and conducted interviews with select event promoters and organizers to discuss interest in staging an event(s) at the Fair Complex site and facilities needed; as well as overall assessment of the market area for events and activities
- Working with the Hillsboro, Forest Grove and Beaverton Chambers of Commerce and the Washington County Visitors Association, conducted on-line surveys of Chamber and Visitor Association members to identify potential demand for off-site event facilities for a variety of uses. We received 105 survey responses, of which 57 said they would be interested in using facilities at the Fair Complex that fit their event. Fifteen respondents indicated they would not be interested and another 33 gave a non-response to the question (though some did indicate a maybe).

Facility usage potential identified in the survey responses include small meetings, banquets, state association conferences, corporate training and meetings, sports events, animal shows, consumer shows, receptions and trade shows. A copy of the raw responses is presented in Exhibit A.

Potential Events/Uses

Based on the previous work tasks, it is projected that the following types of events and range of number of events per year has the potential at expanded/new event facilities at the Washington County Fair Complex.

**Washington County Fair Complex
Potential Range of Events by Type**

Event Types	Range of Number of Events
Consumer Shows	28 to 36
Conferences and Trade Shows	6 to 10
Corporate Meetings/Seminars	40 to 50
Banquets and Receptions	26 to 32
Animal Shows	1 to 3
Sporting Events	8 to 12
Fundraisers	10 to 14
Community Uses	4 to 6
Festivals	1 to 2
Spectator Event	<u>2</u> to <u>4</u>
	<u>126</u> <u>169</u>

The above range of events includes a number of consumer shows that currently rent all or a portion of the Main Exhibit Hall at the WCFC, as detailed on the following pages.

The tables below present a low and high scenario for potential events, number of event and move-in/out days, and attendance – by event type. Average attendance numbers are estimated based on discussions with current and potential event organizers, survey results, review of similar events held at competitive facilities and location/access factors.

Low Scenario

Potential Events, Low Scenario -- Stabilized Year

Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO	Ave. Attendance	Total Attendance
Exhibition Building										
Existing Shows/Events										
Gem Faire	3	3.0	2.00	15.00	9.00	25,000	225,000	150,000	1,500	4,500
Oregon Ceramics Show	1	2.0	2.00	4.00	2.00	15,000	30,000	30,000	800	800
Unique Animal Expo	1	2.0	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Rain of Glass	1	2.0	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Gun Show	4	2.0	1.00	12.00	8.00	40,000	320,000	160,000	2,500	10,000
Fenton Glass Show	1	2.0	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Regional Gem Show	1	3.0	1.00	4.00	3.00	25,000	75,000	25,000	1,500	1,500
Every Husband's Nightmare	2	5.0	2.00	14.00	10.00	15,000	150,000	60,000	1,500	3,000
	<u>14</u>			<u>58.00</u>	<u>38.00</u>		<u>950,000</u>	<u>500,000</u>		<u>22,800</u>
New Shows/Events										
Arts and Crafts Show	1	2.0	1.00	3.00	2.00	25,000	50,000	25,000	2,000	2,000
Business Expo	1	2.0	1.00	3.00	2.00	30,000	60,000	30,000	1,500	1,500
Bridal Fair	1	2.0	1.00	3.00	2.00	30,000	60,000	30,000	2,000	2,000
Electronics Show	1	2.0	1.00	3.00	2.00	50,000	100,000	50,000	2,500	2,500
Health & Fitness	1	3.0	2.00	5.00	3.00	40,000	120,000	80,000	2,000	2,000
Travel & Recreation	1	3.0	2.00	5.00	3.00	20,000	60,000	40,000	1,500	1,500
Baby & Tot Show	1	2.0	1.00	3.00	2.00	40,000	80,000	40,000	2,000	2,000
Home Show	2	3.0	3.00	12.00	6.00	75,000	450,000	450,000	8,000	16,000
Lawn and Garden Show	1	4.0	3.00	7.00	4.00	75,000	300,000	225,000	6,000	6,000
Pet Expo	1	2.0	2.00	4.00	2.00	75,000	150,000	150,000	5,000	5,000
Scrapbooking Show	1	3.0	1.00	4.00	3.00	40,000	120,000	40,000	2,500	2,500
Seasonal Shows	2	2.0	2.00	8.00	4.00	40,000	160,000	160,000	2,500	5,000
	<u>14</u>			<u>60.00</u>	<u>35.00</u>		<u>1,710,000</u>	<u>1,320,000</u>		<u>48,000</u>
	<u>28</u>	0.0	0	<u>118</u>	<u>73</u>	0	<u>2,660,000</u>	<u>1,820,000</u>		<u>70,800</u>

Low Scenario (continued)

Potential Events, Low Scenario -- Stabilized Year										
Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO	Ave. Attendance	Total Attendance
Trade and Industry Shows	<u>6</u>	3.0	2.00	<u>30.00</u>	<u>18.00</u>	60,000	<u>1,080,000</u>	<u>720,000</u>	<u>800</u>	<u>4,800</u>
Sporting Events	<u>8</u>	2.0	1.00	<u>24.00</u>	<u>16.00</u>	60,000	<u>960,000</u>	<u>480,000</u>	<u>4,500</u>	<u>36,000</u>
Animal Shows										
New Animal Shows	<u>1</u>	3.0	2.00	<u>5.00</u>	<u>3.00</u>	45,000	<u>135,000</u>	<u>90,000</u>	300	<u>300</u>
	<u>1</u>			<u>5.00</u>	<u>3.00</u>		<u>135,000</u>	<u>90,000</u>		<u>300</u>
Banquets/Receptions										
Small-Mid Sized	20	1.0	0.00	20.00	20.00	5,000	100,000	0	250	5,000
Mid-Large Sized	<u>6</u>	<u>1.0</u>	<u>0.00</u>	<u>6.00</u>	<u>6.00</u>	12,000	<u>72,000</u>	<u>0</u>	<u>600</u>	<u>3,600</u>
	<u>26</u>			<u>26.00</u>	<u>26.00</u>		<u>172,000</u>	<u>0</u>	<u>850</u>	<u>8,600</u>
Meetings/Seminars										
Small to Mid Sized	30	1.5	0.00	45.00	45.00	2,000	90,000	0	133	4,000
Mid-Large Sized	<u>10</u>	2.5	0.50	<u>30.00</u>	<u>25.00</u>	6,000	<u>150,000</u>	<u>30,000</u>	<u>400</u>	<u>4,000</u>
	<u>40</u>			<u>75.00</u>	<u>70.00</u>		<u>240,000</u>	<u>30,000</u>	<u>533</u>	<u>8,000</u>
Other Uses										
Fundraisers	10	1.0	0.00	10.00	10.00	15,000	150,000	0	1,000	10,000
Spectator Events	2	1.0	0.50	3.00	2.00	50,000	100,000	50,000	2,500	5,000
Festivals	1	2.0	1.00	3.00	2.00	60,000	120,000	60,000	5,000	5,000
Community Uses	<u>4</u>	2.0	1.00	<u>12.00</u>	<u>8.00</u>	45,000	<u>360,000</u>	<u>180,000</u>	2,500	<u>10,000</u>
	<u>17</u>			<u>28.00</u>	<u>22.00</u>		<u>730,000</u>	<u>290,000</u>		<u>30,000</u>
Total Exhibit Building Uses	<u>126</u>			<u>306.0</u>	<u>228.0</u>		<u>5,977,000</u>	<u>3,430,000</u>		

High Scenario

Potential Events, High Scenario -- Stabilized Year

Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO	Ave. Attendance	Total Attendance
Exhibition Building										
Existing Shows/Events										
Gem Faire	3	3	2.00	15.00	9.00	25,000	225,000	150,000	1,500	4,500
Oregon Ceramics Show	1	2	2.00	4.00	2.00	15,000	30,000	30,000	800	800
Unique Animal Expo	1	2	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Rain of Glass	1	2	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Gun Show	4	2	1.00	12.00	8.00	40,000	320,000	160,000	2,500	10,000
Fenton Glass Show	1	2	1.00	3.00	2.00	25,000	50,000	25,000	1,000	1,000
Regional Gem Show	1	3	1.00	4.00	3.00	25,000	75,000	25,000	1,500	1,500
Every Husband's Nightmare	2	5	2.00	14.00	10.00	15,000	150,000	60,000	1,500	3,000
	<u>14</u>			<u>58.00</u>	<u>38.00</u>		<u>950,000</u>	<u>500,000</u>		<u>22,800</u>
New Shows/Events										
Arts and Crafts Show	2	2	1.00	6.00	4.00	25,000	100,000	50,000	2,000	4,000
Business Expo	2	2	1.00	6.00	4.00	30,000	120,000	60,000	1,500	3,000
Bridal Fair	1	2	1.00	3.00	2.00	30,000	60,000	30,000	2,000	2,000
Electronics Show	2	2	1.00	6.00	4.00	50,000	200,000	100,000	2,500	5,000
Health & Fitness	1	3	2.00	5.00	3.00	40,000	120,000	80,000	2,000	2,000
Travel & Recreation	1	3	2.00	5.00	3.00	20,000	60,000	40,000	1,500	1,500
Baby & Tot Show	1	2	1.00	3.00	2.00	40,000	80,000	40,000	2,000	2,000
Home Show	2	3	3.00	12.00	6.00	75,000	450,000	450,000	8,000	16,000
Lawn and Garden Show	1	4	3.00	7.00	4.00	75,000	300,000	225,000	6,000	6,000
Pet Expo	1	2	2.00	4.00	2.00	75,000	150,000	150,000	5,000	5,000
Other Consumer Shows	3	2	1.00	9.00	6.00	35,000	210,000	105,000	2,000	6,000
Scrapbooking Show	2	3	1.00	8.00	6.00	40,000	240,000	80,000	2,500	5,000
Seasonal Shows	3	2	2.00	12.00	6.00	40,000	240,000	240,000	2,500	7,500
	<u>22</u>			<u>86.00</u>	<u>52.00</u>		<u>2,330,000</u>	<u>1,650,000</u>		<u>65,000</u>
	<u>36</u>			<u>144</u>	<u>90</u>		<u>3,280,000</u>	<u>2,150,000</u>	<u>0</u>	<u>87,800</u>

High Scenario (continued)

Potential Events, High Scenario -- Stabilized Year

Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO	Ave. Attendance	Total Attendance
Trade and industry Shows	<u>10</u>	3	2.00	<u>50.00</u>	<u>30.00</u>	60,000	<u>1,800,000</u>	<u>1,200,000</u>	<u>800</u>	<u>8,000</u>
Sporting Events	<u>12</u>	2.0	1.00	<u>36.00</u>	<u>24.00</u>	60,000	<u>1,440,000</u>	<u>720,000</u>	<u>4,500</u>	<u>54,000</u>
Animal Shows										
New Animal Shows	<u>3</u>	3.0	2.00	<u>15.00</u>	<u>9.00</u>	45,000	<u>405,000</u>	<u>270,000</u>	300	<u>900</u>
	<u>3</u>			<u>15.00</u>	<u>9.00</u>		<u>405,000</u>	<u>270,000</u>		<u>900</u>
Banquets/Receptions										
Small-Mid Sized	23	1.0	0.00	23.00	23.00	5,000	115,000	0	250	5,750
Mid-Large Sized	<u>9</u>	1.0	0.00	<u>9.00</u>	<u>9.00</u>	12,000	<u>108,000</u>	<u>0</u>	<u>600</u>	<u>5,400</u>
	<u>32</u>			<u>32.00</u>	<u>32.00</u>		<u>223,000</u>	<u>0</u>	<u>850</u>	<u>11,150</u>
Meetings/Seminars										
Small-Mid Sized	35	1.5	0.00	52.50	52.50	2,000	105,000	0	133	4,667
Mid-Large Sized	<u>15</u>	2.5	0.50	<u>45.00</u>	<u>37.50</u>	10,000	<u>375,000</u>	<u>75,000</u>	<u>667</u>	<u>10,000</u>
	<u>50</u>			<u>97.50</u>	<u>90.00</u>		<u>480,000</u>	<u>75,000</u>	<u>800</u>	<u>14,667</u>
Other Uses										
Fundraisers	14	1.0	0.00	14.00	14.00	15,000	210,000	0	1,000	14,000
Spectator Events	4	1.0	0.50	6.00	4.00	50,000	200,000	100,000	2,500	10,000
Festivals	2	2.0	1.00	6.00	4.00	60,000	240,000	120,000	5,000	10,000
Community Uses	<u>6</u>	2.0	1.00	<u>18.00</u>	<u>12.00</u>	45,000	<u>540,000</u>	<u>270,000</u>	2,500	<u>15,000</u>
	<u>26</u>			<u>44.00</u>	<u>34.00</u>		<u>1,190,000</u>	<u>490,000</u>		<u>49,000</u>
Total Exhibit Building Uses	<u>169</u>			<u>418.5</u>	<u>309.0</u>		<u>8,818,000</u>	<u>4,905,000</u>		

Facility Recommendations

Based on the results of the above projected market demand, we have determined that there exists current and potential future market demand/support for the following type of event facilities at the Washington County Fair Complex (the Recommended Facilities):

- 75,000 square feet of rentable space, consisting of:
 - 60,000 square feet of clear-span, high ceiling flat floor multi-purpose space, dividable into 2 to 3 separate spaces
 - Up to 15,000 square feet of lower-ceiling, Class B+ space that can be divided into multiple spaces that can be used for banquets, receptions, meetings, break-out rooms, etc. that would be contiguous to the clear-span space (on same level)
- Catering kitchen that is expandable to a full commercial kitchen as needed
- Restrooms to serve separate function areas
- Foyer area for pre-function space
- Box office and multiple windows
- Multiple concession areas service the large exhibition space
- Show office, technology amenities

Financial Analysis Objectives

This section presents the projected cash flows before replacement reserves and debt service for the recommended components of the proposed Multi-Purpose Event Facility. The projected statements of revenues and expenses are based on (1) the projected utilization of the Recommended Facilities, recommended rental rates and operating policies presented in this document, (2) the estimated revenues that could be realized from operating the Recommended Facilities and (3) the estimated expenses associated with operating the improvements and additions. There will usually be differences between the estimated and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.

The projections of cash flow, before replacement reserves and debt service, for the Recommended Facilities are presented on page 37. These projections are presented in current year dollars and do not reflect any increase due to inflation.

Rental Rate Assumptions

Based on the rental rate schedule of competitive facilities, as well as discussions with potential users, we have developed a proposed rental rate structure for the Recommended Facilities, presented in the following table.

**Washington County Fair Complex
Proposed Pricing of Recommended Facilities**

Facility	Rental Rates
Exhibit Space	
Consumer/public shows/festivals/community uses	\$0.0725 per square foot
Trade and industry shows	\$0.0575 per square foot
Youth sporting events	\$0.035 per square foot
Banquet Meeting Space	
Banquets, meetings, fundraisers	\$0.15 per square foot
Move-In/Out Rate	50% of regular rate
Parking (consumer shows, spectator events, festivals)	\$6 per attendee, \$5 per exhibitor

Operating Revenue Assumptions

For purposes of the projections, revenue sources include building and space rentals, concession revenue, admission fees, equipment rentals, incremental fair revenues and advertising/signage.

Building Rentals

Building and space rentals include revenues generated from renting the recommended exhibition building, shown on the previous page. Below are the detailed calculations for the low and high scenarios that were used to estimate the potential building rental income for the Recommended Facilities.

**WASHINGTON COUNTY FAIR COMPLEX
BUILDING RENTAL REVENUE - LOW SCENARIO**

EVENT	NUMBER OF EVENTS	MIMO SQUARE FOOTAGE	EVENT DAY SQUARE FOOTAGE	MIMO BASIC RENTAL	EVENT DAY BASIC RENTAL	BASIC RENTAL	
EXISTING CONSUMER SHOWS	14	500,000	950,000	\$18,125	\$68,875	\$87,000	
NEW CONSUMER SHOWS	14	1,320,000	1,710,000	47,850	123,975	171,825	
TRADE AND INDUSTRY SHOWS	6	720,000	1,080,000	20,700	62,100	82,800	
SPORTING EVENTS	8	480,000	960,000	8,400	33,600	42,000	
ANIMAL SHOWS	1	90,000	135,000	45,000	9,788	54,788	
BANQUETS AND RECEPTIONS	26	0	172,000	0	25,800	25,800	
MEETINGS AND SEMINARS	40	30,000	240,000	2,250	36,000	38,250	
SPECTATOR EVENTS	2	50,000	100,000	1,813	7,250	9,063	
FUNDRAISERS	10	0	150,000	0	22,500	22,500	
FESTIVALS	1	60,000	120,000	2,175	8,700	10,875	
COMMUNITY USES	4	180,000	360,000	6,525	26,100	32,625	
	<u>126</u>	<u>3,430,000</u>	<u>5,977,000</u>	<u>\$152,838</u>	<u>\$424,688</u>	<u>577,525</u>	<u>\$577,525</u>

WASHINGTON COUNTY FAIR COMPLEX
BUILDING RENTAL REVENUE - HIGH SCENARIO

EVENT	NUMBER OF EVENTS	MIMO SQUARE FOOTAGE	EVENT DAY SQUARE FOOTAGE	MIMO BASIC RENTAL	EVENT DAY BASIC RENTAL	BASIC RENTAL	
EXISTING CONSUMER SHOWS	14	500,000	950,000	\$18,125	\$68,875	\$87,000	
NEW CONSUMER SHOWS	22	1,650,000	2,330,000	59,813	168,925	228,738	
TRADE AND INDUSTRY SHOWS	10	1,200,000	1,800,000	34,500	103,500	138,000	
SPORTING EVENTS	12	720,000	1,440,000	12,600	50,400	63,000	
ANIMAL SHOWS	3	270,000	405,000	135,000	29,363	164,363	
BANQUETS AND RECEPTIONS	32	0	223,000	0	33,450	33,450	
MEETINGS AND SEMINARS	50	75,000	480,000	5,625	72,000	77,625	
SPECTATOR EVENTS	4	100,000	200,000	3,625	14,500	18,125	
FUNDRAISERS	14	0	210,000	0	31,500	31,500	
FESTIVALS	2	120,000	240,000	4,350	17,400	21,750	
COMMUNITY USES	<u>6</u>	<u>270,000</u>	<u>540,000</u>	<u>9,788</u>	<u>39,150</u>	<u>48,938</u>	
	<u>169</u>	<u>4,905,000</u>	<u>8,818,000</u>	<u>\$283,425</u>	<u>\$629,063</u>	<u>912,488</u>	<u>912,488</u>

For purposes of the projections presented on page __, the current building revenues generated by existing consumer shows shown above are deducted from the building revenue potential for the recommended facilities. These amounts are estimated by management of the WCFC at \$34,000.

Concessions and Catering

For purposes of the projections, it is assumed that the Fair Complex would enter into a multi-year contract with a third-party concessionaire to provide food service/concessions for consumer shows, spectator events, sporting events, animal shows and community events, paying the Fair Complex 35% of gross concession sales. For banquets, receptions, fundraisers and meetings where food is catered, it is assumed that the Fair Complex would receive a 10% caterer’s fee. Below are the detailed assumptions and calculations of concessions and catering revenues.

WASHINGTON COUNTY FAIR COMPLEX
CONCESSION INCOME POTENTIAL - LOW SCENARIO

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	PER CAP SALES	TOTAL SALES	35% PERCENT TO FACILITY
EXISTING CONSUMER SHOWS	14	22,800	\$1.00	\$22,800	\$8,000
NEW CONSUMER SHOWS	14	48,000	\$1.50	\$72,000	25,200
TRADE AND INDUSTRY SHOWS	6	4,800	\$20.00	\$96,000	9,600
SPORTING EVENTS	8	36,000	\$1.50	\$54,000	18,900
ANIMAL SHOWS	1	300	\$1.00	\$300	100
BANQUETS AND RECEPTIONS	26	8,600	\$20.00	\$172,000	17,200
MEETINGS AND SEMINARS	40	8,000	\$12.00	\$96,000	9,600
SPECTATOR EVENTS	2	5,000	\$4.50	\$22,500	7,900
FUNDRAISERS	10	10,000	\$20.00	\$200,000	20,000
FESTIVALS	1	5,000	\$2.00	\$10,000	3,500
COMMUNITY USES	4	10,000	\$1.00	\$10,000	3,500
					<u>\$123,500</u>

WASHINGTON COUNTY FAIR COMPLEX
CONCESSION INCOME POTENTIAL - HIGH SCENARIO

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	PER CAP SALES	TOTAL SALES	35% PERCENT TO FACILITY
EXISTING CONSUMER SHOWS	14	22,800	\$1.00	\$22,800	\$8,000
NEW CONSUMER SHOWS	22	65,000	\$1.50	\$97,500	34,100
TRADE AND INDUSTRY SHOWS	10	8,000	\$20.00	\$160,000	16,000
SPORTING EVENTS	12	54,000	\$1.50	\$81,000	28,400
ANIMAL SHOWS	3	900	\$1.00	\$900	300
BANQUETS AND RECEPTIONS	32	11,150	\$20.00	\$223,000	22,300
MEETINGS AND SEMINARS	50	14,667	\$12.00	\$176,000	17,600
SPECTATOR EVENTS	4	10,000	\$4.50	\$45,000	4,500
FUNDRAISERS	14	14,000	\$20.00	\$280,000	28,000
FESTIVALS	2	10,000	\$2.00	\$20,000	7,000
COMMUNITY USES	6	15,000	\$1.00	\$15,000	5,300
					<u>\$171,500</u>

Admission Fee

It is assumed that, in addition to building rental revenues, the Fair Complex would receive \$0.50 for each ticket sold for admission to consumer shows, spectator events and festivals. For purposes of the projections, it is assumed that only 80 percent of the estimated attendance at these events would be subject to the \$0.50 fee, as the other 20 percent would represent free admissions, such as children under certain ages as dictated by the event producer. The assumptions and calculations of admission fee income are presented in the tables below.

**WASHINGTON COUNTY FAIR COMPLEX
TICKET REVENUE POTENTIAL - LOW SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ATTEND SUBJECT TO FEE	TICKET CHARGE PER ATTENDEE	TICKET REVENUE
EXISTING CONSUMER SHOWS	14	22,800	18,240	\$0.50	\$9,120
NEW CONSUMER SHOWS	14	48,000	38,400	\$0.50	19,200
SPECTATOR EVENTS	2	5,000	4,000	\$0.50	2,000
FESTIVALS	1	<u>5,000</u>	4,000	\$0.50	<u>2,000</u>
		<u>80,800</u>			<u>\$32,320</u>

**WASHINGTON COUNTY FAIR COMPLEX
TICKET REVENUE POTENTIAL - HIGH SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ATTEND SUBJECT TO FEE	TICKET CHARGE PER ATTENDEE	TICKET REVENUE
EXISTING CONSUMER SHOWS	14	22,800	18,240	\$0.50	\$9,120
NEW CONSUMER SHOWS	22	65,000	52,000	\$0.50	26,000
SPECTATOR EVENTS	4	10,000	8,000	\$0.50	4,000
FESTIVALS	2	<u>10,000</u>	8,000	\$0.50	<u>4,000</u>
		<u>107,800</u>			<u>\$43,120</u>

Equipment Rentals

Equipment rentals consist of estimated incremental income from table rentals for consumer shows and pipe and drape rentals for trade and industry shows. For purposes of the projections, it is assumed that the Fair Complex would receive \$8.50 per table rented and \$2.50 per lineal foot of pipe and drape. The table below presents the assumptions and calculations of equipment rental income for the recommended facilities.

**Washington County Fair Complex
Equipment Rental Potential**

	Number of Booths	Number of Tables Rented	Number of Shows	Total Tables Rented	Rent Per Table	Revenues
<u>Table Rentals</u>						
Consumer shows - Low	223	279	14	3,906	\$8.50	<u>\$33,201</u>
Consumer shows - High	205	256	22	5,632	\$8.50	<u>\$47,872</u>
<u>Pipe & Drape</u>						
Trade & Industry Shows - Low	200	18	6	21,600	\$2.50	<u>\$54,000</u>
Trade & Industry Shows - High	200	18	10	36,000	\$2.50	<u>\$90,000</u>

Incremental Fair Revenue

With the availability of the proposed exhibition building, management of the Fair Complex expects to double the number of indoor commercial vendors, as well as food booths. In addition, signage and sponsorship revenues can be generated with the new building, ranging from \$40,000 to \$50,000 per year.

Sponsorship Revenues

It is assumed that the Fair Complex could generate sponsorship/signage revenue on a year-round basis with the addition of the proposed exhibition building, ranging from \$25,000 to \$40,000 per year.

Parking Revenue

For purposes of the projections, it is assumed that the Fair Complex would contract with a third-party parking operator to manage, control and collect parking revenues for consumer shows, spectator events and festivals. It is assumed that the Fair Complex would receive a net of \$4.00 per car parked. The tables below present the assumptions and calculations of parking revenue potential for the recommended facilities.

**WASHINGTON COUNTY FAIR COMPLEX
PARKING INCOME POTENTIAL - LOW SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ASSUMED PERSONS PER CAR	NUMBER OF CARS PARKED	PARKING REVENUE	
EXISTING CONSUMER SHOWS	14	22,800	3.00	7,600	\$30,400	
NEW CONSUMER SHOWS	14	48,000	3.00	16,000	64,000	
SPECTATOR EVENTS	2	5,000	4.00	1,250	5,000	
FESTIVALS	1	5,000	2.50	2,000	<u>8,000</u>	
					<u>\$107,400</u>	<u>\$107,400</u>

**WASHINGTON COUNTY FAIR COMPLEX
PARKING INCOME POTENTIAL - HIGH SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ASSUMED PERSONS PER CAR	NUMBER OF CARS PARKED	PARKING REVENUE	
EXISTING CONSUMER SHOWS	14	22,800	3.00	7,600	\$30,400	
NEW CONSUMER SHOWS	22	65,000	3.00	21,667	86,667	
SPECTATOR EVENTS	4	10,000	3.00	3,333	13,333	
FESTIVALS	2	10,000	2.50	4,000	<u>16,000</u>	
					<u>\$146,400</u>	<u>\$146,400</u>

Operating Expense Assumptions

Operating the recommended facilities will consist of a variety of expenses, including incremental staffing costs, utilities, general and administrative costs, supplies, repairs and maintenance, marketing and advertising and contracted services. Following is an overview of the assumptions used in preparing the operating expense projections, based on historical financial operating costs of the WCFC.

Salaries, Wages and Benefits

In addition to the current staffing levels of non-fair operations at the Washington County Fair Complex, based on the additional events and activities under the high and low scenarios, the following additional positions would be required:

- Events Coordinator – Needed for both the low and high scenarios, this position would assist the marketing manager with day-to-day contract management and scheduling, facility tours and event coordination.
- Maintenance Staff – Under the low scenario, one addition full-time maintenance staff would be needed. For the high scenario, two additional full-time maintenance staff would be needed. These positions would assist with overall facility maintenance, as well as specific set-up and clean-up activities at the WCFC.

Using current approximate salary and wage levels and benefits and taxes for other WCFC employees, below are the expected additional labor costs associated with the above positions.

**Washington County Fair Complex
Estimated Incremental Personnel Costs**

Staff Position	Low Scenario	High Scenario
Event Coordinator	\$55,000	\$55,000
Maintenance Staff	45,000	45,000
Maintenance Staff	<u>0</u>	<u>45,000</u>
	\$100,000	\$145,000
Taxes and Benefits @ 55.5%	<u>55,000</u>	<u>79,750</u>
Total Personnel Costs	<u>\$155,000</u>	<u>\$224,750</u>

Utilities

Utility costs include electricity, gas, water, sewer and trash removal for the operation of the Recommended Facilities.

General and Administrative Expenses

General and administrative expenses cover the incremental costs of operating the Recommended Facilities including office supplies, travel, postage, telephone, equipment rentals and other costs.

Supplies

Supply costs include supplies used in the operation and maintenance of the facilities, such as rest room supplies and those supplies used in cleaning and maintaining the facilities.

Repairs and Maintenance

Repairs and maintenance costs include the cost of normal repairs and maintenance of the facilities; not extraordinary costs associated with new facilities.

Advertising and marketing

These costs include the production of brochures, marketing materials, travel and tours, mailing and other costs associated with advertising and promoting the Recommended Facilities.

Contractual Services

It is assumed that the WCFC would contract for certain services associated with operating and maintaining the facilities, such as hourly works for event set-up and clean-up, as well as equipment rentals and special services.

Projected Revenues and Expenses

The projected revenues and expenses for the proposed exhibition building at the Washington County Fair Complex, in a stabilized year of operation, are presented in the table to the right. The projected cash flows are based on the assumed rental rates and operating policies presented above, the projected utilization of the proposed exhibition building, and the estimated revenues and expenses associated with operating the exhibition building. These projections and the assumptions herein represent the revenues and expenses associated with operating the exhibition building and are considered to be incremental to current revenues and expenses. There will usually be differences between the estimated and actual results because events and circumstances frequently do not occur as expected, and those differences may be material. The projections are presented in 2012 dollars.

**Washington County Fair Complex
Projected Incremental Operating Revenues and Expenses
Stabilized Year of Operations**

	<u>Low Scenario</u>	<u>High Scenario</u>	<u>Average Scenario</u>
Operating Revenues			
Rental income	\$544,000	\$878,000	\$711,000
Concession income	124,000	172,000	148,000
Admission fee	32,000	43,000	37,500
Equipment rentals	87,000	138,000	112,500
Fair revenues	40,000	50,000	45,000
Sponsorship revenues	25,000	40,000	32,500
Parking income	<u>107,000</u>	<u>146,000</u>	<u>126,500</u>
Total revenues	<u>959,000</u>	<u>1,467,000</u>	<u>1,213,000</u>
Operating Expenses			
Salaries, wages & benefits	155,000	225,000	190,000
Utilities	200,000	275,000	237,500
General & administrative	50,000	80,000	65,000
Supplies	60,000	80,000	70,000
Repairs and maintenance	60,000	80,000	70,000
Marketing and advertising	75,000	100,000	87,500
Contractual services	<u>90,000</u>	<u>125,000</u>	<u>107,500</u>
Total expenses	<u>690,000</u>	<u>965,000</u>	<u>827,500</u>
Net cash flow from operations	<u>\$269,000</u>	<u>\$502,000</u>	<u>\$385,500</u>

Exhibit A

Name of Organization	Oregon Amateur Sports Foundation	Portland Events & Logistics	USA Archery	Oregon School Activities Association	Rice NW Museum of Rocks & Minerals	Health Team For You - Take Shape for Life
Contact Person	Kerry Duffy	Cris Schulz	Katrina Weiss	Steve Walker	Melena Wallace	Glen Spidal
Phone Number	503-520-1319	503-505-1280	719-866-4576	503-682-6722 ext 232	503-647-2418	503-459-3775
Off-Site Events?				Yes	No	
Type of event	Sporting Event	Meeting	Sporting Event	Sporting Event	[% Type of Event %]	Yes
Location	Various	United States	Around the United States	Gill Coliseum, Corvallis		Meeting
Dates of event	Weekends in June and July	various	Throughout Year (Feb/March through September)	early March		home
Frequency of event	Annual	200 times a year	1 Indoor, 6 Outdoor	annual		as needed
Held on	Weekend	Weekday	Weekend	Weekday	Weekday	Weekday
Number of event days	Two	Three	Four	Four	One	One
Number of persons	5,000	200+	250-540	19,000		10
Trade show space needs	0					0
Number of meeting rooms	0	200+	0			1
Current facilities adequate	Yes	Yes	Yes	Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	We use multiple venues throughout the area for our sporting events. We would definitely consider using the Fair Complex for certain sports if it made sense.		Events vary based on their scope - outdoor events take far more space and have more requirements than indoor. The indoor events are typically completed in a standard High School/College Gymnasium.	The OSAA sponsors several high school championship events that can be held in a facility that seats 5,000. Wondering what such a venue would look like that serves fair needs and others like the OSAA. I answered the survey with information from our 4A basketball tournament in Corvallis. Gill Coliseum and Matthew Knight Arena at UO no longer will be able to OSAA for state basketball due to a change in the Pac-12 schedule. OSAA rarely has a session during the state basketball tournaments that has a crowd of more than 5,000. We already host football and soccer championships at Hillsboro Stadium. A facility that potentially could host volleyball, basketball, wrestling, cheer and dance championships would give us a very interesting option. Call me anytime at number above. Cell 503-860-7683. Thanks and good luck.		We are a home business and affordability is always a consideration.

Name of Organization	American Cancer Society	Columbia Community Bank	Rodgers Instruments Corporation	City of Hillsboro	EG Metals Inc	CrossFit Hillsboro
Contact Person	Carol Liebertz	Rick A. Roby	Duane Kuhn	Toni Plunkett	Peter Van Houten	Chuck Gonzales
Phone Number	503-680-0749	503-693-7500	503-442-1443	503-681-6406	503-439-9563	503-747-7317
Off-Site Events?	Yes	Yes	Yes	Yes	Yes	[% Hold Off-Site %]
Type of event	Training	Meeting	Conference	Training	Banquet	Training
Location	Hillsboro Civic Center	City of Hillsboro meeting room	Factory	various, usually at one of our City facilities or at a restaurant w/mtg rooms	Varies	Business
Dates of event	First and third Thursday of each month	6-10 per year	June	various	December	October & December
Frequency of event	twice a month		annually	various	Annually	1 per quarter
Held on	Weekday	Weekday	Weekday	Weekday	Weekend	Weekend
Number of event days	Five+	One	Three	One	One	One
Number of persons	75	15-20	75	18-25	20-50	50
Trade show space needs	Tables and chairs for training		1,500		0	5-10,000 sq ft minimum
Number of meeting rooms	1	1	3	from one to three	0	1
Current facilities adequate	Yes	Yes	Yes	Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	We could not make the move to the Fairplex if they continue to raise the rates and if it was not part of our package deal.			We hold our department retreats several times a year. We typically have a meeting facilitator and they often like to have meeting breakout rooms .. so a meeting room that could accommodate that would be helpful. We can obviously hold our meetings at City facilities, but it really helps the creative juices flow if we can get off-site for these meetings. Allowing us to hire our own caterer if preferable. I and another staff member are vegan and finding food options can be quite a challenge. I work in the Facilities & Fleet Dept., we often get requests for breakout rooms for the larger conferences that are booked at the Civic Center. So I'd say that's a common theme for training conferences and working meetings.		I need a large area to hold our sporting events and preferable outdoor fields where we can run and sprint. Large enough for spectators too.

Name of Organization	Forest Hills Black Powder Brigade	City of Forest Grove	21st Century Group	Association of Oregon Counties	Columbia Empire Volleyball Association	City of Beaverton
Contact Person	Nick De Santis	Peter Truax	Alex P. Doyle	Joann Hendrix	Joe Boken	Miles Glowacki
Phone Number	503-704-8432	503-351-4206	503-359-5811	503-583-8351	360-281-1221	503-526-3706
Off-Site Events?	Yes	Yes				
Type of event	Trade Show	Meeting	Meeting	Conference	Sporting Event	Meeting
Location	Yamhill Fairgrounds	1910 Main, Forest Grove	Benson Hotel Portland	Eugene Hilton	Oregon State University and many other facilities	Oregon Zoo
Dates of event	Fall	February, June, September	October 26-29, 2012	November	January thru April with a major event on the 3rd weekend of April	January
Frequency of event	yearly	Three to four times a year	Annual	yearly	Two weekends per month. Three weekend in April	Yearly
Held on	Weekend	Weekday	Weekday	Weekday	Weekend	Weekday
Number of event days	Two	One	Three	Four	Two	One
Number of persons	500	25-30	245	400	10,000	200
Trade show space needs	5,000-1,000 estimate	n/a	1,200	55 exhibitors	250,000	0
Number of meeting rooms		one	3	10-20 per day	12	0
Current facilities adequate	Yes	Yes	Yes	Yes	No	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	We prefer the Fair Complex in Hillsboro - the issue has been on price	It is not often that the City would hold meetings outside the geographical limits of Forest Grove, but we have done so for the 5-city Western Washington County meeting we have coordinated in the past		Approximately 250 sleeping rooms required Tues - Fri in same hotel if possible	We hold 4 tournaments per month over two weekends each month in January, February, March and April. In April, we hold our "Regional Championship Tournament" on 54 volleyball courts over 2 days at Oregon State University and surrounding facilities in Corvallis and Albany. While we understand the County may not expand to 250,000 square feet to accommodate our Regional Championships, an expansion of 50,000 square feet of column-free space with a minimum ceiling height of 30' would allow our organization to set up 10 volleyball courts and run events in the proposed facility as frequently as two weekends per month in January, February, March, and April. We certainly would use a facility that is close to our offices and customer/member/participant base. Please build this expansion and make it usable for sports!	

Name of Organization	Oregon Medical Association	Oregon Society of CPAs	State of Oregon	Triple Crown Sports	City of Beaverton - Arts, Culture & Events	Crystalized Events LLC
Contact Person	Emily Boyd	Michelle Whetstone	Sue Ellen Seydel	Roland Rivera	Jayne Scott	Chrystal Goff
Phone Number	5036198000	503-597-5482	503-945-6687	970-672-0556	503-526-2288	503-869-7689
Off-Site Events?						
Type of event	Meeting	Meeting	Conference	Sporting Event	Banquet	Trade Show
Location	Nines Hotel	Various	Salem Conference Center, Mill Casino, Spirit Mountain, Oregon Convention Center	Different throughout US	Nike	Embassy Suites
Dates of event	Apr-13	Various	Sept 12-13, October 10-12, November 1-2, November 12	Varies	February	23-Feb-13
Frequency of event	once a year	Several in the Spring/Summer	annual	Annual	Annual	annual
Held on	Weekend	Weekday	Weekday	Weekend	Weekend	Weekend
Number of event days	Two	One	Two	Three	One	One
Number of persons	200	25	300-900	1,000	250	150
Trade show space needs	0	1,000	none	25,000	large banquet room and lobby	6200
Number of meeting rooms	5	1	8 to 12	2 to 3	2	0
Current facilities adequate	Yes	Yes	Yes	No	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments		We hold several events, particularly throughout the months of May and June. Events are mostly training classes with an average of 25-30 attendees per event.	With the state, it all depends on cost. Also, since people come from all over the state to attend, Hillsboro is further off the I-5 Corridor and adds to mileage cost to attend. Most trainings/meetings are held where we don't have to pay for the rooms.	We are an event management company based in Fort Collins, CO. Longtime NASC membership. We are currently involved in a "test pilot" volleyball and youth basketball program that would seek facilities such as these to stage the tournament competitions.	We try to hold our events in Beaverton, but we do go outside when necessary. Usually the Oregon Zoo conference center or Embassy Suites. We certainly could consider the fairplex when the size of the event outgrows our limited space within Beaverton.	Always looking for larger venues for banquets and meetings as well without having to resort to downtown parking situations.

Name of Organization	Travel Oregon	Hillsboro Schools Foundation	League of Oregon Cities	US Dog Agility Association, inc.	Pacific University	Pacific University School of Pharmacy ,Hillsboro
Contact Person	Carole Astley	Aron Carleson	Kim Shook	Kenneth Tatsch	Kelly Hering	Sandy Hess
Phone Number	503-378-8853	503-726-2159	503-588-6550	972-485-0905	503-352-7345	503-352-7283
Off-Site Events?						
Type of event	Conference	Banquet	Training	Sporting Event	Meeting	Banquet
Location	Hilton Eugene, Riverhouse, Sunriver, Portland hotels, Salem Conf Ctr	Nike Tiger Woods Center	all around Oregon	Auburn, Washington	Tuality Health Education Center	Hawthorne Farms ,Walters Center
Dates of event	March or April, Sunday - Tuesday	Late February	90-100 a year	July 6-8	usually in April - May of each year	September
Frequency of event	Annual	Annual	various	Annual	annually	once a year
Held on	Weekday	Weekend	Weekday	Weekend	Weekday	Weekday
Number of event days	Three	One	One	Three	One	One
Number of persons	500	350	10 to 40	250	125	300 plus
Trade show space needs	enough space for 50 booths		0	2,000	not sure	large gym area
Number of meeting rooms	4 breakouts, 1 gen session	2	1 per event	0	5	
Current facilities adequate	Yes	Yes	Yes	Yes	No	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	Our breakout rooms need to be 100-125 people each, 4 going at the same time. General Session room needs to be for 500 people for meals and separate room from the breakouts.	We would like a place in WashCo that held 400+ for a plated dinner and a nice auction.	Good afternoon, my name is Kim Shook and I am a training Coordinator with the League of Oregon Cities. Among other things- my organization offers training around the state to our members (city and county employees and elected officials). We present approx. 90 trainings from October-June each year. I usually use low to no cost facilities such as police and fire stations, community centers etc. But I am always looking for great meeting space. Thanks, Kim Shook kshook@orcities.org	Our event involves about 250 people with 300 dogs. Competition area needs to be level ground with sod, artificial turf or packed dirt. Competition area is approximately 60-75,000 sq.ft. with additional exhibit space for vendors of 2-3,000 sq.ft.	The space would need to be very affordable, as our budgets are small.	Program is always growing.

Name of Organization	Travel Oregon	Oregon Public Purchasing Ass	National Collegiate Roller Hockey Association	NW Food Processors Association	Pacific Universtiy School of Physical Therapy	Pacific Universtiy School of Physical Therapy
Contact Person	Carole Astley	Sandi Kalin	Brennan Edwards	Karen Waggoner	Tamarra Mellick	Tamarra Mellick
Phone Number	503-378-8853	503-378-4721	310-753-7285	503-327-2218	503-352-7279	503-352-7279
Off-Site Events?						
Type of event	Meeting	Training	Sporting Event	Trade Show	Training	Trade Show
Location	All over the state in various halls, hotels, meeting venues	Wilamette Valley from Salem to Portland	Varies each year	Oregon Convention Center	Hillsboro Civic Center	Hawthorn Farms Athletic Facility/gym
Dates of event	Happen all over the year	Multiple	Early to Mid April	mid-January	November	March
Frequency of event	monthly, weekly	every 4 - 6 weeks	Yearly	Annual	annual	annual
Held on	Weekday	Weekday	Weekend	Weekday	Weekday	Weekday
Number of event days	One	One	Five+	Three	Three	One
Number of persons	10 to 60	12 to 75	1,200	3000	100	200
Trade show space needs	zero	Depends on event	35,000	91,000		2,500
Number of meeting rooms	2	1 to 3	2	15-20	1	
Current facilities adequate	Yes	Yes	Yes	Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	We do a lot of different types of meetings, trainings, etc. so I lumped them all into this survey. I'll do another survey for my big meeting.	OK we do two annual conferences - and about 6 one to three day training events. Our conferences are small, but we usually use two rooms. The current project lead for Conferences is Shirley Smith, her phone number is 503-378-5395. I am just on the committee for now.	The NCRHA moves its National Collegiate Roller Hockey Championships around the country each year. We were most recently in Salt Lake City, Utah at the Olympic Oval (2 hockey rinks under 1 roof, with space for vendors, meeting rooms, storage, and locker rooms).			

Name of Organization	Education Northwest	Good Sport Promotion	Organizer	Claeys Catering Inc	Viasystems	Real Estate
Contact Person	Mark Workman	Ayleen Crotty	Teresa Kohl	Nathan Claeys	Marilyn Stowers	Judith Shortt
Phone Number	503.275.9572	971-221-7228	503-891-0326	503-647-1987	503-992-4497	503-523-1646
Off-Site Events?						
Type of event	Training	Sporting Event	Trade Show	Banquet	Meeting	Banquet
Location	Portland, Oregon	Various locations throughout Oregon/WA (The Oregon Garden, Pelican Pub and surrounding beach, Oktoberfest Hall, Western Oregon University, PSU, Magnuson Park, etc)	Wedding event facilities in Mult. Co or Elk Cove Vineyards	Portland Metro Area	various	231 E Main Street
Dates of event	various	All year long	Numerous throughout the year	All Year	various - sporatic, dependent on need	Christmas parties
Frequency of event	4 to 5 times annually	18 events all year	Mostly Sat. but often Fri. and Sun. as well	Possibly Every Saturday	dependent on need	1x year
Held on	Weekday	Weekend	Weekend	Weekend	Weekday	Weekday
Number of event days	Three	One	One	One	One	One
Number of persons	40 to 100	500-6,000	125 to 300	50-500	40	50-100
Trade show space needs	5,000			Varies by event		
Number of meeting rooms	1 or 2				1	1
Current facilities adequate	Yes	No		Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	Haven't really explored Washington County for events. Would entirely depend on the venue.	We would like to develop a signature ride in your region. One that becomes an annual tradition. A low cost main site with features is key to making this a sustainable venture.	I am an event photographer and also an Community Service Officer for the police department for the City of Forest Grove.	We are a catering company and having a location in the Hillsboro area that has some better decor and a working kitchen facility would be fantastic. Depending on remodeling and what the hall is turned into, we could see having many events held in the space.	we have meeting requirements at various times, not necessarily on an annual basis. We would consider the county fairgrounds if it offered competitive accommodations.	

Name of Organization	Remax Equity Group	Hillsboro Chamber of Commerce	TriQuint Semiconductor, Inc.	Portland Kennel Club	Boys & Girls Aid	Farmers ServicePoint
Contact Person	Veta Holscher	Shelly Scott	Donna Ragan	James Corbett	Jess Hoylman	Chanda Sperry
Phone Number	503-887-3095	5037262145	503-615-9619	503-680-1504	503-542-2343	503-686-6117
Off-Site Events?			Yes	Yes	Yes	Yes
Type of event	Training	Banquet	Meeting	Sporting Event	Training	Banquet
Location	various	Tuality Heath Education Center	Larkspur	Portland Exposition Center	Understanding Infant Adoption Training occurs across the state	Pumkin Ridge
Dates of event		Febuary, May	varies	July 21-22, 2012	current training dates are 8/21, 8/29, 8/31, 7/18, 7/27	February
Frequency of event		2 x's a year	varies	Annual - 29th weekend of year	1-4 trainings per month	annual
Held on	Weekday	Weekday	Weekday	Weekend	Weekday	Weekday
Number of event days	One	One	One	Four	One	One
Number of persons		240	25	2500-3000	20-40	40
Trade show space needs			N/A	150,000 - 200,000	room that holds up to 40 people	na
Number of meeting rooms		1	2	one or two	n/a	1
Current facilities adequate	No	Yes	No	Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	I do many events, fundraiser, banquets and training sessions for my real estate business as well as for nonprofits and other organizations I volunteer for. Meeting/Banquet rooms are always needed at reasonable pricing. All sizes from 20-200 would be great. Kitchen availability for in house and/or outsourced catering and wait staff. Raised stage, backstage holding areas/green rooms for guest speakers. Video(screen area)/Sound Mic system. Availability to searve alcohol.	The Tuality Health Education Center is the only large banquet facility in the area that we are able to use. It would be nice to have more options and a bigger space, as we are limited to no more then 240 people.	the library is also adding conference rooms to the second floor; this building is close to TriQuint.	Space needed for auto parking and over-night RV parking	Boys & Girls Aid is Oregon's oldest child welfare agency with two adoption programs, transitional housing services, foster care and shelter services for youth. Boys & Girls Aid is the grantee in Oregon for the federal grant to train health care providers on providing all options counseling for people experiencing unintended or unplanned pregnancies. The UIA training is education about, not advocacy for, the adoption option and how to speak openly and honestly about this option with clients. We are looking for some space to do a training in Washington County before September 29th, 2012. Any assistance that you could provide in finding space is much appreciated.	

Name of Organization	Kaiser Permanente	Hillsboro Chamber of Commerce	Nike Mt Hood Challenge	Columbia Community Bank	Washington County Dairy Women	FC Portland
Contact Person	Leslie Kilian	Julie Wilson	Valorie Westlund	Donna Satterlee	Kathy Schmidlkofer	Joe Wedding
Phone Number	503-572-6487	503-726-2140	503-740-6734	503-693-7500	503-250-4828	5034398364
Off-Site Events?	Yes	Yes		Yes	Yes	Yes
Type of event	Training	Banquet	Sporting Event	Meeting	Banquet	Sporting Event
Location	Considering renting a warehouse in the area or renting a tent to put on property	Tuality Healthcare Education Center	Portland Metro area	Civic Center, Walter's Cultural Arts, restaurants & hotels	Verboort Hall	Liberty High School; Hillsboro Stadium
Dates of event	Various dates Between May 1 and August , 2013	February and May	August 10-12, & August 17-19, 2012	weekdays or evenings during the week	2nd or 3rd Sat in April	January 19-22, 2013
Frequency of event	Varies but will need large venues (smallest group is 400, largest group is 1350) on multiple days between referenced dates.	annually	annual	several times annually	Once a year	annually
Held on	Weekday	Weekday	Weekend	Weekday	Weekend	Weekend
Number of event days	Five+	One	Three	One	One	Four
Number of persons	400 - 1350	250	20,000 to 30,000	10-100	150	2,600
Trade show space needs	N/A		0			-0-
Number of meeting rooms	1 large, size dependent on training		0	1		1
Current facilities adequate	No	Yes	No	Yes	Yes	Yes
Consider WCFC?	Yes	Yes	Yes	Yes	Yes	Yes
Comments	Kaiser is ramping up to do a significant amount of training between the months of May and August, 2013. Maximum class/presentation size is 1350 people. Currently our only viable options for the multiple dates within the Hillsboro area are warehouse space, a church (which we try to avoid) and renting a huge tent and putting it on our property. The extra work and costs associated with these options is substantial. Fairgrounds were considered but were not available in May 2013 due to renovation and not available in July due to the fair. Ongoing, Kaiser will need a large venue (1000 people) at least annually to conduct large scale training and presentations.	We would like to grow these annual banquets and can't do it in current available space. We also hold a trade show once a year that took place for the first time in 2012 in the Cloverleaf Building. It was great space for this event.	We need soccer fields at single venue locations. Ideally, 5-10 per venue. For 2011, I had 67 soccer fields at 21 different venues throughout Washington and Clackamas County.	Some of our events are held near our clients' locations and we move around Washington County. Other times, we choose to locate near downtown Hillsboro. Our group sizes varies between 10-100 but 15-40 is more common. It is important that a room's lights can vary and it can accommodate a PowerPoint presentation. Control of sound and light in a meeting room is important.		

Name of Organization	Tuality Healthcare Foundation	Edward Jones	Pacific Medical Group
Contact Person	Kathleen Redwine	Karen Bolin	Michelle Vincent
Phone Number	(503) 681-1770	503.356.1190	503-520-2813
Off-Site Events?	Yes	Yes	Yes
Type of event	Banquet	Training	Banquet
Location	Tuality Health Education Center	Portland Zoo ballroom area	Hayden's Lakefront Grill, Tualatin OR
Dates of event	January	March and October	May-June
Frequency of event	Every year	2 a year regional metg	Every 4 years
Held on	Weekend	Weekday	Weekend
Number of event days	One	One	One
Number of persons	200	70	45-80
Trade show space needs	4000		
Number of meeting rooms	4	4	
Current facilities adequate	Yes	Yes	No
Consider WCFC?	Yes	Yes	Yes
Comments	It would be nice to have a classy off-site location for future events.	We rotate our location on a regular basis.	

Name of Organization	Tualatin Chamber of Commerce	Hillsboro Law Group PC	Executive Efforts, Inc.	World Forestry Center	Forest Grove Rotary Club
Contact Person	Linda Moholt	Melissa Cornish	Mary Olhausen	Maria Jeffrey	Jim Crisp
Phone Number	503-692-0780	503-648-0707	360-892-1814	503-488-2111	503-357-2300
Off-site events?	Yes	Yes			
Type of event	Trade Show	Banquet	Conference	[% Type of Event %]	[% Type of Event %]
Location	Embassy Suites Hotel in Tigard	Local restaurant with private room - most recently CPR - McMenamins	Eugene Hilton Hotel, Salem Conf Center & Sunriver Resort		Pacific University Campus
Dates of event	3rd week of February	December	July, October & November		3rd Sunday of July
Frequency of event	once a year	Annually	Annually		Once a year
Held on	Weekday	Weekend	Weekend	Weekday	Weekend
Number of event days	One	One	Three	One	One
Number of persons	300-400	30	150		6,000 to 8,000
Trade show space needs	3,500	0	4,000		
Number of meeting rooms	ball room + 2 meeting rooms	1	4-Mar		6
Current facilities adequate	Yes	Yes	Yes		Yes
Consider WCFC?	No	No	No	No	No
Comments	The location is too far away for our community.		Only hold my events outside of Portland/Metropolitan area. Hillsboro is too close to Portland.	I answered 'no' to the first question since the World Forestry Center has its own facilities that we use for our own meetings and events. We also rent our two halls, rooms and the Discovery Museum to individuals, groups, businesses and other non-profits; 80% of the revenue from the event facilities rentals goes to support our education and museum programs. We do have one event off-site - our annual ChocolateFest event in January at the Oregon Convention Center. I doubt we would move this to the Fair Complex in Hillsboro as we want to keep the event close to the Downtown Portland core.	Our event is a car show and is called: Forest Grove Concours d'Elegance

Name of Organization	National Collegiate Wrestling Association (NCWA)	Oregon Public Health, HIV/STD Program	Comcast	Hagg Lake Hybrid Marathon	Oregon Environmental Council
Contact Person	Jim Giunta	Lila Duncan	Christine Turner	Todd Janssen	Karen Roberti
Phone Number	214-378-9900	971-673-0163	503-617-1071	503-577-6884	503-196-3100
Off-site events?	Sporting Event	Conference	Meeting	Sporting Event	Banquet
Type of event	Daytona Beach FL	Seaside Convention Center	Various locations	Hagg Lake	Leftbank Annex
Location					
Dates of event	March 13, 14, 15, 16, 17, 2013	April	None scheduled at this time	13-Oct-12	March
Frequency of event	Annually	Annual	bi-annual	Once per year	annually
Held on	Weekend	Weekday	Weekday	Weekend	Weekday
Number of event days	Five+	Two	One	One	One
Number of persons	2,500	325	50	350	400
Trade show space needs	Typical Hockey Arena	16 booths		0	?
Number of meeting rooms	1 Banquet for 700 +	5	1 lg	0	1
Current facilities adequate	Yes	Yes	Yes	Yes	Yes
Consider WCFC?	No	No	No	No	No
Comments	Weather conditions that time of year are not conducive to the event. Bad Weather for Air & Ground Transport would devastate the event		It would really depend on what the needs of the event would be and how much I would have to bring in from the outside.		Hillsboro if farther out than we tend to go. Thanks for including us though.

Name of Organization	Plans & Action	Oregon State Bar	Brain Injury Association of Oregon	Oregon Association Medical Staff Services	Portland Community College
Contact Person	Carolyn B. Wence, CMP, CGMP	Camille Greene	Sherry Stock	Ann Klinger	Janis Nichols/Kelly Marks
Phone Number	503-259-0739	503-431-6386	503-740-3155	503-681-1892	971-722-7585/971-722-7775
Off-site events?	Meeting	Meeting	Conference	Conference	[% Type of Event %]
Type of event	I do all the types of events listed above and currently none are scheduled	Salem	Sheraton Portland Airport	Cannon Beach, OR	
Location					
Dates of event	This could be any day of week or weekend	Feb	March 7-9, 2013	May-13	
Frequency of event	Many are returns each year	annually	annual three day event	Annual	
Held on	Weekday	Weekday	Weekday	Weekday	Weekday
Number of event days	Two	Two	Three	Three	One
Number of persons	from 15-1,000	100	450+	75	
Trade show space needs	6,000 ft and above as usual		6 meeting rooms and reception		
Number of meeting rooms	could be 1-10	3	6 meeting rooms and reception	2	
Current facilities adequate	Yes	Yes	Yes	Yes	Yes
Consider WCFC?	No	No	No	No	No
Comments	I think the above question should have a maybe, because really I am saying no because you do not have what I need and I don't know if you will have something to meet my needs.		This is a regional conference and being at the airport and on the Max line is important	Each year we hold our conference in different locations throughout the state to accommodate our membership which is spread throughout Oregon. 2012 was held in Bend. For 2013 I am not the contact person, but filled this out on behalf of our organization as I am currently the President until the end of the year.	We are a college with facilities scattered all over our service district so our need for meeting space is managed in-house.

Name of Organization	Tree to	AAUW Beaverton	Bunch's RV & Boat Storage	Evergreen Curling Club	Emily Lynn Knupp Attorney
Contact Person		Mitsy Dunlap	Kathi Elder-Hibler	Steve Liske	Emily Lynn Knuppp
Phone Number		503-206-4612	503-645-3123	360-645-0277	503-640-6780
Off-Site events?		No	No	No	No
Type of event	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]
Location					
Dates of event					
Frequency of event					
Held on	Weekday	Weekday	Weekday	Weekday	Weekday
Number of event days	One	One	One	One	One
Number of persons					
Trade show space needs					
Number of meeting rooms					
Current facilities adequate					
Consider WCFC?	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments		Every ten years AAUW Beaverton holds a convention in Beaverton area. Last one we put on was held at Wilsonville because there were no convention facilities in Beaverton.	We send overflow RV parking to your facility when we are full. I personally quit attending the fair many years ago. Would have been nice to move the fairgrounds to the Stadium location and the stadium to the fairgrounds. Tri Met MAX and airport avail. Parking issues become quite minimal...ah well too late.	As our club grows, we may need offsite space for banquets, but likely not at the fairgrounds.	I am a solo lawyer, none of the above applies to me.

Name of Organization	Peterson, Peterson & Walchli, L.L.P.	BarkZone	Intel Corporation	InnVentures Marriott Hotels	Rock Creek Country Club
Contact Person	John D. Peterson	Eric Simpson	Bill MacKenzie	Brian Bradley	Mike Eichenberger
Phone Number	503-547-0576	503-805-3969	503-264-1330	503-268-4355	503-577-6900
Off-Site events?	No	No	Yes	No	No
Type of event	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]
Location					
Dates of event					
Frequency of event					
Held on	Weekday	Weekday	Weekday	Weekday	Weekday
Number of event days	One	One	One	One	One
Number of persons					
Trade show space needs					
Number of meeting rooms					
Current facilities adequate					
Consider WCFC?		[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments			Rather than do a lot of survey forms, suffice it to say that Intel utilizes a variety of offsite venues for celebratory events (we just did a weekend event at the PDX Hilton for over 2000 employees), community events (we have rented the Hillsboro Cultural Arts Center for 100-150 person events on occasion), meetings (We've rented portions of the Portland Convention Center for large business group meetings), banquets (usually at local restaurants or venues such as the Reserve Golf Club) and employee events (we've used the Hillsboro Stadium). We have generally found a large enough variety of onsite and offsite facilities to meet our needs. If the Fair Complex in Hillsboro offered good facilities for Intel's various needs, those would be considered as well.	We don't, but we are always being asked by our clients about meeting space. Our hotels offer meeting room up to 1200 sqft which is not enough for many meetings that would like to come into our area. Currently they tend to go to downtown Portland or Washington Square area for their needs.	the fact that we are a provider of event space to the public and corporate arena I need to say with caution we would have trouble supporting with tax and public monies for a county facility to copete with us. i would like to make certain the pricing is competitive and fair.

Exhibit A

Name of Organization	Easton Communications	HSS Logistics	Perfect Planning	Cruise In Country Diner	Sojourn Forest Grove
Contact Person	Cindy Easton	Mary Jones	Jennifer Fox	Nancy Hummel	Mary Jo Morelli
Phone Number	503-648-4108	503-640-6543	503-926-2187	503-648-4108	503-313-9785
Off-Site events?	No	No			
Type of event	[% Type of Event %]	[% Type of Event %]	Trade Show	[% Type of Event %]	[% Type of Event %]
Location					
Dates of event					
Frequency of event					
Held on	Weekday	Weekday	Weekday	Weekday	Weekday
Number of event days	One	One	One	One	One
Number of persons					
Trade show space needs					
Number of meeting rooms					
Current facilities adequate					
Consider WCFC?	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments	<p>Whatever changes or upgrades you do at the Washington County Fair Complex shouldn't undermine the integrity of the Washington County Fair. This property has undergone changes in the past few years, and those changes combined with additional future changes, have the potential to take away from the charm embodied by our annual county fair. There should continue to be adequate room for livestock and other fair-related displays. New, modern buildings also take away from the old-time feel of the fair. Any new buildings should be designed to fit within the character of an old-time county fair.</p>				

Name of Organization	US Lacrosse	Rock Creek Campus, Portland Community College	Verizon Wireless	Hillsboro Farmers' Markets, Inc.	Nations Baseball Association
Contact Person	Beth Porreca	Dave Rule	Carolyn Ashby	Laura Conroy	Jeff LeRiche
Phone Number	410-235-6882	971-722-7305	503-574-1801	541-619-5405	503-352-5315
Off-Site events?					
Type of event	Sporting Event	[% Type of Event %]	Conference	Meeting	[% Type of Event %]
Location	National Locations		Conerence room on-site of local hotel conference room	Tuality Hospital, City Civic Center	
Dates of event	May, June, July, January, Octobe		varies	Year round	
Frequency of event	Annual		Once a month; quarterly	3-4 times year	
Held on	Weekend	Weekday	Weekday	Weekend	Weekday
Number of event days	Three	One	One	One	One
Number of persons	7000		40 - 80	50	
Trade show space needs	250000				
Number of meeting rooms	50		1	3	
Current facilities adequate	Yes		Yes	Yes	
Consider WCFC?	No	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments			Not sure if we would consider moving our events to Hillsboro because the current space and location is close to our corporate office and retail stores.	Our meeting space is donated. We will continue to use donated space.	

Name of Organization	Round House Racing	Carole Breck Destination Mgmt	Barrett Race Services	Greater OR. Chapter of the Appraisal Institute	Orienteering USA
Contact Person	Lisa Weiler	Carole Breck	Mark Barrett	Vicki Champ	Glen Schorr
Phone Number	801.798.5451	503-699-9841	503-821-9577	503.316.1979	410-802-1125
Off-Site events?	[% Type of Event %]	Banquet	[% Type of Event %]	Banquet	[% Type of Event %]
Type of event		Multiple events for clients and different locations depending on their specifications		Phoenix Inn & Suites/9575 SW Locust Street, Tigard, OR	
Location		n/a		multiple times during the year	
Dates of event		varies		about 25 classes a year	
Frequency of event	Weekday	Weekday	Weekday	Weekday	Weekday
Held on	One	One	One	One	One
Number of event days		varies 20+		35	
Number of persons		n/a		1	
Trade show space needs		n/a		Yes	
Number of meeting rooms	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Current facilities adequate		I don't think this really is addressed to what I do. I usually plan off-site events for visiting conference groups and their numbers, dates/days of week, specific requests vary.		Possibly	
Consider WCFC?					
Comments					

Name of Organization	Elite Tournaments	Steven R Dierickx, DMD	Quail Valley Golf Course	Moore & Ballard	Mama's Cookie Jar
Contact Person	Matt Libber	Carri Benson	Don Kilgras	Mike Moore	Robin McGechie
Phone Number	3017038275	503-357-2171	503-324-4444	503-357-3191	503-747-4976
Off-Site events?					
Type of event	Sporting Event	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]	[% Type of Event %]
Location					
Dates of event					
Frequency of event					
Held on	Weekend	Weekday	Weekday	Weekday	Weekday
Number of event days	Two	One	One	One	One
Number of persons					
Trade show space needs					
Number of meeting rooms					
Current facilities adequate					
Consider WCFC?	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments	We typically do not hold indoor events. Our events are mainly outdoors			We attend various events - some of which could be held locally if there was an adequate facility. If the amenities were similar to those of the Oregon Convention Center, I believe that there would be demand.	We have booths at events that we can do. Mainly KUIK's events

Name of Organization	Portland community college	B Street Self Storage	SolarWorld
Contact Person	Narce Rodriguez	Julianne Duncan	Amy Keiter
Phone Number	503-614-7215	503-359-9232	503-693-5141
Off-Site events?			No
Type of event	Conference	[% Type of Event %]	[% Type of Event %]
Location			
Dates of event			
Frequency of event			
Held on	Weekday	Weekday	Weekday
Number of event days	One	One	One
Number of persons			
Trade show space needs			
Number of meeting rooms			
Current facilities adequate	Yes		
Consider WCFC?	[% Consider Move %]	[% Consider Move %]	[% Consider Move %]
Comments			