

Dear Co-Chair Fred Girod, Co-Chair Rob Nosse, and Members of the Subcommittee on Capital Construction,

Venues can save cities.

Performance Arts Centers take it several steps further, bringing mission-driven, accessible programming to those who need it most.

Combine those crucial elements of community, economic impact and add in the imperative of academic excellence, opportunity to educate and develop careers, art forms, and professional development. Portland State's proposed Performing Art and Culture Center will be a setting of education and public service, economic impact, and will enrich Oregon's cultural, educational and economic ecosystem unlike any other project in Oregon's history.

On behalf of the Independent Venue Coalition, which represents 52 nonprofit and 34 for-profit venues, I am writing to express our strong support for Portland State University's request for \$85 million in Article XI(G) Bond funding to build academic facilities as part of a state-of-the-art Performing Arts and Culture Center.

The Independent Venue Coalition was formed to sustain the place-based and mission-based presentation of performance arts gatherings in Oregon. We know from Economic Impact Reports that no industry benefits a thriving town center more than the Performing Arts (for every \$1 spent on a ticket to a live event, \$12 is spent on surrounding industries - restaurants, hotels, travel, shopping, bars, parking, etc).

The City of Portland and surrounding Portland Metropolitan Area has roughly tripled in population since the Keller Auditorium was built. As a region, we often experience "flyover city" status with regard to significant cultural offerings, and there is no major available space in the 3,000 to 5,000 capacity range for the presentation of Arts events, use for education at any level (other than the humble Lincoln Hall). While the private sector has one or two "rock" venues in the works, these will be flat-floored, privately run entities with specific motives and relatively narrow offerings.

The Keller may be replaced, but this is about much more than that: it's about transforming our city. Located just blocks from the future renovated Keller, the new PACC will anchor a thriving entertainment and education district that restores confidence in downtown Portland and elevates Oregon's statewide arts ecosystem.

Portland needs a truly Broadway-capable theater. The Keller barely fills that bill, but is fraught with issues, including of course the construction that may improve it. The

PACC's plan for a privately financed hotel and conference center helps assure that this project will be a success and provide meaningful economic impact, jobs, and culture to downtown Portland. and spaces for a resident arts organization.

Additionally, the complex will include a community theater (of a badly needed, roughly 1,000 capacity range). Other academic and common spaces will be owned by PSU and available to community partners.

The State of Oregon should commit to participating in the construction of this much-needed venue complex; it will fill a size gap in Oregon's performing arts ecosystem, support a broader array of performances serving multi-generational and diverse communities, provide access to local arts and culture organizations and help foster K-12 collaborations to inspire the young people who will be tomorrow's artists, performers and theater goers.

As always, thank you for your investment in the Arts in Oregon. There is no more deserving project in Oregon's history, in our opinion, than the PACC. It's time for Oregon to prioritize the Arts and in turn, for the Arts to do great work for the Arts to serve Oregonians.

Sincerely,

Jim Brunberg  
Founder & ED, Independent Venue Coalition  
Board Vice President, National Independent Venue Coalition  
Board Member, P5  
Owner, Revolution Hall, Mississippi Studios, Polaris Hall, Show Bar and Mendelssohns  
Composer/Musician