

Oregon Convention Center Headquarters Hotel Study

On February 8, 2007, the Metro Council voted unanimously to analyze the feasibility of a headquarters hotel project. The Metro Council did not commit to building the hotel. In assuming responsibility to analyze the feasibility of the hotel project, the Metro Council directed its staff and MERC to conduct several thorough and rigorous studies of the anticipated costs and benefits of this project.



Why explore the development of a publicly owned headquarters hotel?
KPMG #1 & #2



What's the right approach among the Council alternatives?
HVS Report, SAG Survey



How could this be funded?
HVS Report
Input from underwriter



Decision by Metro Council
Stakeholder input
ECO Northwest Report
Metro COO recommendation
MERC Commission recommendation

The feasibility studies, conducted by nationally recognized experts in the hospitality industry, include:

- **KPMG #1** – Annual update of OCC economic impact
- **KPMG #2** – Economic impact to region with and without a convention hotel
- **SAG Survey** – Target customer analysis/Portland's competitiveness report to POVA
- **HVS Report** – Comprehensive market analysis, and hotel feasibility report
- **Underwriter Input** – Analysis of financial data
- **Stakeholder Input** – Ongoing, plus public workshop scheduled for August
- **ECO Northwest Report** – Project manager's summary of findings

All reports will be available to the public on the Metro website.