

## The Oregonian

### City, Timbers do not have to disclose naming rights dollars for publicly-owned stadium, city says

By Allan Brettman

The City of Portland does not have to disclose how much money Providence Health paid for the rights to put its name on the city-owned stadium used by the Portland Timbers, Portland State football and others, a city official said Tuesday.

Under the Stadium Operating Agreement for Providence Park, Peregrine Sports is not required to give the city a non-redacted version of the contract, financial analyst Kelly M. Ball said in an email.

Ball's statement came on the heels of Monday night's release of a redacted copy of the Naming Rights and Sponsorship Agreement between Peregrine Sports and Providence, which was filed with the city last Friday. The term of the 15-year agreement is January through Dec. 31, 2029.

The amount Jeld-Wen Inc., the previous stadium sponsor, paid for naming rights also was redacted from its 12-year agreement that started in 2011. Jeld-Wen bowed out of the agreement recently, allowing the entrance of Providence. Portland General Electric paid \$8.5 million from 2001-2010 to name the facility PGE Park.

Peregrine is the limited liability corporation owned by Timbers owner Merritt Paulson that does business on behalf of his sports teams.

Among the amounts of money redacted in the 40-page agreement are the initial year payment Providence is paying Peregrine, subsequent year payments, food credits for the End Line Deck and the medical service fees for Portland Thorns for pre-season physicals. The document notes that the pre-season physical schedule is based on the Portland Timbers rates.

Providence already was a Timbers sponsor, maintaining a clinic within the stadium, before it became a stadium naming-rights sponsor. It is also the Thorns uniform sponsor.

While dollar amounts have been excised from the document, it's still an interesting study in sports business management.

Media attention has focused on placement of the Providence name on the stadium's north side, but the agreement includes 20 bullet points specifying where the company name or logo would appear. The list includes marquee signage atop the video board on the stadium's south end, the north end scoreboard, staff uniforms, branded table cloths, light pole banners and signs on the team benches.

The agreement also notes that Providence can count on changes on downtown Portland signage, Tri-Met MAX and Oregon Department of Transportation freeway exit signage.

The stadium's community room will be named the Providence Park Conference Center. Providence has to pay for sprucing it up, however, and the Timbers have interior decorating rights of refusal.

The pact provides a detailed description of the television and radio exposure Providence will receive as well as in-stadium promotions, such as on LED signage and in each issue of Green & White magazine. The agreement also covers usage of Providence Park in digital and social media.

Up to 10 Timbers player appearances are guaranteed at Providence-sponsored community events, the agreement says, though no time frame is specified.

Sponsorship has its privileges, and the Providence agreement specifies what the Timbers agree to provide the health organization: 60 suite tickets to the Providence Sports Care Center in Providence Park, four VIP field seat season tickets, four KeyBank Club season tickets (food and beverage include during

the first half), 18 endline season tickets, two parking passes in lots adjacent to the stadium, four pre-match field VIP passes for 20 games, a table to the annual kick-off luncheon, a table to the annual year-end awards banquet, an invitation to all Timbers Corporate Alliance Events, 125 annual uses of the Providence Park Conference Center at Providence Park and communication of health and wellness initiatives to people on the Timbers/Thorns mailing lists.

Sponsorship has its privileges for Providence employees, too. The Timbers "will use commercially reasonable efforts to offer" them discounted tickets.

Providence is the exclusive provider of rehabilitation services, injuries and other health care needs "for the Team and its developmental teams."

It's trickier with the designation of a team trainer, however. The contract includes language that gives more control to the team over employment of trainers, but includes provisions to provide Providence with branding.

The contract has a section covering Providence sponsorship of the Thorns, winners of last year's inaugural National Women's Soccer League championship. Benefits include 10 KeyBank Club season tickets, 18 Providence Deck season tickets and 500 general admission tickets a year.

## **Portland could add 18 staff positions mid-budget year to help 'steady increase' in workload tied to construction**

*By Andrew Theen*

Portland's Bureau of Development Services is asking for reinforcements on the "front lines" of the city's permitting and inspections divisions.

The bureau, responsible for permitting, building inspections and other time-sensitive tasks tied to the construction world, hopes to add 18 full time positions as soon as possible.

BDS will pay for the new jobs through permitting revenue and land use review fees. The City Council will vote Wednesday to approve the request, which would be effective immediately.

If approved, the additional jobs would still leave the bureau short of its pre-recession total of 357 positions. Starting in 2009, staffing at the bureau was decimated due to a drop in building revenue. BDS's new tally of full time positions would be 260 if the council unanimously approves Wednesday's emergency ordinance. BDS also has some 18 existing job vacancies due to retirement and promotions and other reasons.

Ross Caron, BDS spokesman, said the department's current workload "definitely supports" the request for additional staff. The additional positions, which will be spread out among permitting, planning, inspections and support roles, will cost an estimated \$2.4 million in the next fiscal year beginning in July.

"We predict that the slow and steady increase in workload will continue," Caron said.

Adding another 18 positions would allow the bureau reopen the city's Development Services Center on Mondays.

That office is currently only open Tuesday through Friday, and offers limited services on Friday afternoon.

"Our customers consistently communicated the need for a five-day week in the development services center," Caron said, citing comments from frequent customers such as developers who rely on the city permitting services.

The ordinance includes allocating four positions to hire planners to administer city-zoning code and staff the services center.

If approved by the City Council, BDS hopes to fill the positions "as soon as possible." Caron say it would take an estimated three-six months to recruit, hire and train the new employees.

BDS has been adding additional positions since 2011. The current budget year saw 29.5 new positions added, and the previous year included 26.6 restored positions.

The City Council will vote on the proposal on Wednesday.

## **Right 2 Dream Too: Ibrahim Mubarak says he will respect court order to avoid property under Burnside Bridge**

*By Andrew Theen*

Ibrahim Mubarak, the co-founder of Right 2 Dream Too, says he now plans to respect the order issued by a Multnomah County Judge last week and not set foot on property underneath the Burnside Bridge.

Mubarak was arrested for trespassing and interfering with a police officer last week when supporters of the homeless community were checking on homeless individuals sleeping on sidewalks underneath the Burnside Bridge. The confrontation was captured on video and posted on Facebook by Right 2 Dream Too.

After his initial arraignment on Friday, Mubarak told reporters "of course" he planned on returning to the parking lot near the Mercy Corps headquarters and the University of Oregon's White Stag Building.

But now, the 57-year-old housing activist said he plans on standing on the other side of the street in order to obey Judge John Wittmayer's orders, despite his wishes to do otherwise.

Tuesday night, Right 2 Dream Too and supporters scheduled an "Under the Bridges Walk." The event, held on a regular basis and open to the public, begins at 6 p.m. at Northwest Fourth Avenue and West Burnside Street.

Mubarak and others walk underneath Portland bridges handing out resources and blankets and other items while checking on the welfare of people sleeping on the streets.

Last week's arrest left Mubarak feeling "disgruntled," because he worries advocates for the homeless will be "hassled by the police just like they're hassling the houseless community. Multnomah County's Chronic Offender Pilot Project has come under fire in recent days after the district attorney's office acknowledged the city's sidewalk ordinance was mistakenly rolled into the COPP program.

After his arraignment Friday, Mubarak alleged discrimination by law enforcement officials based on his religious beliefs. A Muslim, Mubarak changed his name decades ago. Mubarak said officials refused to call him by his "Ali-baba name." He said he's working on filing a formal complaint, although he acknowledges the allegations of verbal harassment are he-said she-said. Mubarak said he believes he has grounds for a complaint based on officials refusing to use his legal name on paperwork.

Mubarak's next court appearance is March 10.

## The Portland Tribune

### Mayor wants to pull plug on PSU district

*By Steve Law*

Mayor Charlie Hales wants to pull the plug on the fledgling urban renewal district around Portland State University championed by his predecessor Sam Adams.

Hales says the Education Urban Renewal Area isn't the best way for the city to help PSU, and he's making good on a campaign promise to put dollars back into the tax system by shrinking the land Portland ties up in urban renewal.

"Urban renewal is just one of the tools that we have in our kit to help PSU," Hales says. "There's also a general concern that urban renewal areas never seem to expire."

The Education Urban Renewal Area, however, never got off the ground.

It was approved less than two years ago, pushed by Adams and PSU President Wim Wiewel. The plan called for spending \$169 million during the next several years to refurbish PSU buildings, spur redevelopment of surrounding blocks — perhaps including Lincoln High School — and build affordable housing.

But it had some shortcomings, according to Hales and Ed McNamara, his policy director for urban renewal.

PSU doesn't pay property taxes, and that's how urban renewal areas raise money. "It's not going to produce value added for a long time," Hales says. As a result, it would take many years to finance any improvements near PSU.

As an alternative, Hales proposes to expand the nearby North Macadam Urban Renewal Area, site of the South Waterfront project. That would raise money sooner to support PSU, McNamara says.

A draft map shows that district expanding west from the waterfront to around Southwest Fifth Avenue, stopping short of the Park Blocks where PSU's main campus lies. Some of that area has "great economic opportunity," Hales says.

#### **Threat of lawsuit**

A second flaw surfaced after the education district was created. Critics complained that if the city spent property taxes on the PSU campus, it would shrink property taxes available for public schools, Portland Community College and the Multnomah Education Service District. Oregon's Measure 5 property tax law limits the total amount for education, and attorney Greg Howe had said he would sue the city to enforce a strict interpretation of Measure 5.

PSU has publicly downplayed that concern. However, the city's urban renewal agency says it would have to invest in infrastructure rather than PSU's campus.

"We'd be more cautious ourselves about spending money on campus-related projects, just because of the increased scrutiny on it," says Patrick Quinton, Portland Development Commission executive director.

The original campus projects identified for the Education Urban Renewal Area "look a lot more questionable today," McNamara says. "From a legal perspective," he says, Hales now sees urban renewal for PSU "as an imperfect tool."

Hales also points out that Adams hoped to use the urban renewal area to subsidize the Oregon Sustainability Center, which has since been canceled.

## **A tool for PSU's growth**

Wiewel still favors the original plan, says PSU spokesman Scott Gallagher, noting that his boss and Hales are still talking about the proposed changes, and nothing is finalized.

"We're confident that the city and PDC are still supportive of PSU's growth," Gallagher says. "Urban renewal was a tool to do that, but not the only tool."

Scrapping the district also would nix plans for PDC to pay \$19 million for a new Multnomah County office building. But that was conceived as a way of repaying the county for lost property taxes from the district.

"With the urban renewal area not going forward, the county recognizes that there's no loss to make up for," Quinton says.

Nor do Portland Public Schools leaders seem all that "enamored" of the earlier plans to redevelop Lincoln High, Hales says.

The main concern he's heard from his colleagues is about losing \$46 million that would have gone to subsidized housing. Still, Hales figures he's got enough support to pass his plans to reshape the city's urban renewal areas, after some fine-tuning.

"I believe there's a majority of the City Council and a majority of the Portland Development Commission that wants to make these reforms reality," he says.

## **Willamette Week**

### **Camping Trip**

City Hall is looking at 21 new sites for a homeless camp. But only a few options are serious.

*By Aaron Mesh*

Finding a dream home for a homeless camp is an unusual assignment for commercial real-estate broker Cushman & Wakefield.

But as the company helps Portland City Hall pick possible locations to move Right 2 Dream Too, it's using an evergreen technique from the salesman's playbook: Excite the buyer with unrealistic options.

As first reported Feb. 26 on [wweek.com](http://wweek.com), the city and its broker have revealed a list of 21 possible sites for the camp, after Portland officials pledged Feb. 17 to give camp leaders \$846,000 to move out of Old Town/Chinatown. The list shows possible locations ranging from the inner east side all the way to Milwaukie.

But like a Realtor showing a burger flipper a Dunthorpe mansion, Cushman & Wakefield has dangled properties that are beyond Right 2 Dream Too's reach.

Some cost more than the city's pledged price tag, and others are outside the camp's stated perimeter of 1.5 miles from City Hall. Many sites are located next to businesses sure to complain—such as the hip Jupiter Hotel on East Burnside Street or the Ocean, a trendy mini-restaurant complex at Northeast 24th Avenue and Glisan Street—or are uninhabitable. (An empty lot at 110 SW Arthur St. is the site of a former gas station with leaking tanks, and is still listed as an active clean-up site by the Oregon Department of Environmental Quality.)

In fact, sources inside City Hall say as few as four locations are actually being considered. Other observers wonder if Portland is seriously looking at potential sites.

Marshall Runkel, who as an aide to then-City Commissioner Erik Sten was tasked with finding a site for Dignity Village, says that was the toughest assignment in his eight-year City Hall career.

Runkel recalls a public meeting when the city identified a site next to the Safari strip club at Southeast Powell Boulevard and 30th Avenue.

“It was easily the worst public meeting I’ve ever been to,” he says. “People are really afraid about having a large homeless camp near them. That fear is really powerful.”

City insiders and local real-estate appraisers say the three sites below offer the most realistic place for Right 2 Dream Too to lay its head.

**1. 2439 NW 22nd Ave.**

- Asking price: \$499,000
- Current use: Pipe storage lot for the Bureau of Environmental Services (the city’s sewer department).
- Neighbors: Furniture boutique Schoolhouse Electric Co. and an electric transmission substation.
- Best feature: It’s a property the city already owns, and it’s not in a residential neighborhood.

**2. 2310 N Albina Ave.**

- Asking price: \$4,000 a month
- Current use: Gravel parking lot.
- Neighbors: Chemical supply company Tarr LLC and cabinet carpenter ECOpx.
- Best feature: One block from MAX Yellow Line, offering quick access to downtown social services.

**3. 686 N Russell St.**

- Asking price: \$260,000
- Current use: Grassy lot.
- Neighbors: Widmer Brothers Brewing Company, Tarr LLC and cocktail bar Mint/820.
- Best feature: MAX access—and the area has limited redevelopment potential.

## Getting Totally Hosed

A retired fire bureau official is still doing his former job—but he’s getting paid twice.

*By Nigel Jaquiss*

When Mark Schmidt retired from Portland Fire & Rescue in June 2012, shortly after picking up his 35-year pin, he didn’t actually go anywhere.

In fact, although Schmidt began collecting a \$132,812 annual pension upon retirement, he returned to work immediately in a position newly created by his longtime colleague, then-Fire Chief John Klum.

Schmidt’s new duties included most of his old duties. But now he’s getting paid twice to do the same work—at a total cost to city taxpayers of \$272,514 a year.

Firefighters protect their pay and benefits nearly as zealously as they protect public safety, but even the union is calling foul on Schmidt’s gig.

“It seems contradictory to what we’re trying to do as a bureau,” says Lt. Alan Ferschweiler, president of the Portland Firefighters Association. “If we could have a firefighter in that position instead of a retiree, that would get another person working.”

As the city draws up its 2014-15 budget, no bureau has more riding on the outcome of this year's allocation of city resources than Portland Fire & Rescue.

Mayor Charlie Hales campaigned on bringing fiscal discipline to a bureau that for a decade enjoyed the protection of then-City Commissioner Randy Leonard, a retired firefighter.

Last year, in the first budget after Leonard's retirement, the city announced a previously unthinkable move—that 26 firefighters would lose their jobs due to budget cuts.

Yet those cuts never happened. In December, the bureau secured a federal grant that preserved all 26 positions for two years. Now, the bureau wants to restore those positions permanently and add three positions.

Fire Chief Erin Janssens' success in securing that funding depends on her ability to convince the City Council that her embrace of reforms—such as sending two-person SUVs rather than four-person fire rigs on routine medical calls—is more indicative of the bureau's culture than Schmidt's double-dipping.

Prior to his retirement, Schmidt, 59, rose to division chief, the bureau's second-highest rank, topping out at an annual salary of \$145,745. His primary focus in his final years was to integrate a new radio, dispatch and record-keeping system the fire bureau had purchased with a \$72 million bond measure voters passed in 2010.

As Schmidt moved toward turning in his helmet in spring 2012, Klum sought an exception to a hiring freeze the city then had in place.

Klum received permission to create a new position that would report directly to him. The job required deep knowledge of the fire bureau and specific expertise with the bureau's communication and record-keeping systems.

"It is crucial that PF&R maintain a single point of contact with the background and expertise to make high-level decisions," Klum wrote in a letter dated April 17, 2012.

The job opening was posted citywide, but there was only one applicant—Mark Schmidt.

Schmidt retired as a sworn officer in June 2012 and immediately returned as a civilian employee. He benefited from reforms intended to reduce the expense of the Fire and Police Disability and Retirement system by gradually ending that system and placing new employees in the state's Public Employee Retirement System.

Because Schmidt was retiring from one system and joining another, he could double-dip, earning a second paycheck and full medical and pension benefits.

Schmidt effectively created that opportunity for himself by failing to train a replacement to implement the bond-funded projects.

He says the bond work was more complex than anticipated.

"I didn't have the experience of managing a project like this," Schmidt says, "so I became the technical person myself."

Schmidt denies that his friendship with Klum had anything to do with his getting the retirement job. He says if maximizing earnings was his goal, he would have retired from Portland after 30 years and taken a job with another metro-area agency.

"If I'd wanted to, I'd already be vested on a second pension," Schmidt says.

Janssens, Schmidt's boss, defends him but not the events that led to his current position.

"Mark does bring an enormous expertise to a high-profile project," Janssens says. "But since I've become chief, succession planning is something we've worked really hard to address."

Fire Commissioner Dan Saltzman's bureau liaison, Matt Grumm, says Saltzman only recently learned about Schmidt's double-dipping.

"This situation is a vestige of the past that Dan would not have approved if he'd been in charge of the bureau," Grumm says. "And it will not happen in the future."