



February 21, 2024

To:

Mayor Tedd Wheeler
Commissioners Gonzalez
Commissioners Mapps
Commissioners Rubio
Commissioners Ryan

Subject: Central Eastside Industrial Council expresses support for Live Nation Development

The Central Eastside Industrial Council (CEIC) proudly represents Portland's Central Eastside Industrial District (CEID), a uniquely planned 700-acre industrial and multiple-use area on the east bank of the Willamette River, just beyond Downtown Portland. The Central Eastside is home to over 1,700 businesses employing more than 22,000 people and boasts a thriving design, entertainment, and cultural scene.

This letter serves as an expression of our support for the proposed 3,000-person music venue on Water Avenue, strategically located on the vacant workshop blocks adjacent to Interstate 5. As Water Avenue experiences renewed vitality through the OMSI redevelopment and sustained business growth in the North, the potential placement of Live Nation along the Willamette River holds significant promise. Not only does it have the power to attract a substantial local, regional, and national audience, but it also stands to connect these audiences to the Downtown Core, Willamette River, and East Portland, presenting both an economic and cultural boon for our city.

CEIC endorses this project for the following reasons –

Prosperous Business District: The planned project promises to fortify Central Eastside's distinctive food, beverage, and retail scene, fostering a more vibrant and prosperous business environment.

Activated Public Spaces: The proposed site abuts a long-vacant property, which has suffered from a lack of activation. Recognizing the potential for transformation, the CEIC believes that the proposed venue will breathe life into this underutilized space, aligning with our mission to create a more vibrant, prosperous, welcoming, and safe District.

Complementing Local Venues: Acknowledging that the proposed development will not negatively impact existing local music venues, the CEIC sees it as a valuable addition to Portland's thriving music scene, offering a 3,000-seat performance hall currently absent in the Portland Metro Region.

Economic Impact: Recent data from Oxford Economics underscores the significant economic benefits, suggesting that every out-of-town concertgoer could contribute an additional \$300 for every \$100 concert ticket sold. One sold-out Live Nation concert in the Central Eastside could potentially inject more than \$900,000 back into our community.

The approval of the performance venue for conditional use in the industrial sanctuary underscores the careful consideration for the protection of surrounding industrial land uses. It highlights CEIC's commitment to actively participating in and providing input during this approval process.

CEIC is enthusiastic about the positive impact that this proposed music venue could bring to the Central Eastside and the broader Portland community. We appreciate your consideration of our endorsement and eagerly await the transformative contributions this project can make to our city's cultural and economic landscape.

Signed,

Carolyne Holcomb
Executive Director
Central Eastside Industrial Council (CEIC)

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CEIC Board Chair

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CEIC Land Use Co-Chair

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