



O'LOUGHLIN
TRADE SHOWS
A DIVISION OF TO-RO ENTERPRISES, INC.

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Columbia River Crossing

June 12, 2008

Columbia River Crossing
C/O Heather Gundersen, Environmental Manager
700 Washington Street, Suite 300
Vancouver, WA 98660

Subject: Marine Drive Interchange/Portland Expo Center
Ref: DEIS - Ch. 2, Pg. 15

Dear Ms. Gundersen, CRC project staff and CRC Task Force Members:

My name is Bill O'Loughlin, President of O'Loughlin Trade Shows. O'Loughlin Trade Shows is a third generation show production company and has been in the trade show business for over 80 years, 52 of those years in Oregon and 39 of those years producing shows at the Portland Expo Center.

We produce and represent the following events:

Portland Fall RV & Van Show (25 Years)
Portland Fall Home & Garden Show (20 Years)
Portland Boat Show (49 Years)
Pacific Northwest Sportsmen's Show (33 Years)
Portland Home & Garden Show (52 Years)

We occupy approximately 60 days of the Expo Centers calendar year. Four of these events are full facility (380,000 SF) and the largest events of their kind in the Northwest. I'm sure many of you have attended at least one or more of these events. These five events draw nearly 150,000 consumers the Expo Center, many of them from beyond the three county area with two of these events requiring additional off-site parking at Portland Meadows and Portland International Raceway, shuttle buses and traffic control from the Portland Police.

The companies that exhibit with us, of which there are approximately 2000, are based locally, regionally, nationally and internationally. Two of our events, the Portland Home & Garden Show and the Pacific Northwest Sportsmen's Show have a combined economic impact of 135 million dollars. If we add in the other three shows, our economic impact is well beyond 225 -250 million dollars. Take into account the other 80 plus companies that produce events at the Expo Center and the total economic impact grows exponentially.

O'Loughlin Trade Shows is not only a client, but also a partner, as we have invested thousands of dollars over the last four decades in facility improvements when the Expo Center didn't have the funds available.

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B-037-001

Following the publication of the DEIS in May 2008, and the selection of the LPA in July 2008, the CRC project team established a Stakeholder Group to provide feedback on the function and design of the Marine Drive interchange. This advisory group was comprised of a wide range of stakeholders with strong interests in the final design of this interchange including Metro; TriMet; the Oregon Department of Transportation; the City of Portland; the Port of Portland; trucking and distributions companies; the Audubon Society; nearby property owners or operators, such as Diversified Marine and the Metropolitan Exposition Recreation Commission; as well as community members from the surrounding Bridgeton, Kenton, and East Columbia Neighborhoods.

As discussed in Chapter 2 (Section 2.7) of the FEIS, working with this advisory group, the CRC project team conducted studies that analyzed the traffic operations, property impacts, and potential environmental effects for a range of potential interchange designs. The Marine Drive interchange design included in the LPA that is analyzed in the FEIS was developed with this stakeholder advisory group to balance many competing interests, including freight mobility, property impacts to nearby properties, and environmental impacts. More detailed information regarding this process and its outcome is available in the Marine Drive Interchange Alignment Recommendation Process: Final Summary Report and Stakeholder Recommendation, available online in the project's electronic library at www.columbiarivercrossing.org or by contacting the project office.

B-037-002

Please see response to comment B-037-001.

B-037-002

I attended the DEIS Open House in Jantzen Beach on May 15th and the Expo Center Open House on May 29th. I am concerned about 2 of the 3 suggested realignments of Marine Drive and their potential impact on the Expo Center and my business based on the following:

- The diagonal option eliminates Hall A, East Hall, Operations office, Operations shop, VIP room and related support space. It has an unknown impact to Hall B and an unknown loss to parking.
- The Southern option eliminates the South access drive to Force Ave and the Force Ave parking lot and shuttle bus route. It also eliminates or limits common access from East side parking to Westside exhibitor parking. The Hall E Southern roll-up door would be eliminated and there will be an unknown loss of parking. The Southern option also has unknown acoustical impact on Hall E events. This option also eliminates +/- 10 acres of land to the Southwest of Hall E that is dedicated to additional parking as illustrated with the Expo Centers Phase III Master Plan.

Loss of square footage, parking capacity (of which there is a shortage of anyway), access and adverse changes in traffic management do not benefit the Expo Center, its clients, participants nor its attendees.

In conclusion, the DEIS does not address these potential impacts nor offer mitigation in keeping the Expo Center and its clients whole. I understand that the Locally Preferred Alternative (LPA) is yet to be determined and that specific details impacting the Expo Center's operational characteristics, its current and potential clients as well as their participants and attendees are unknown. However, I believe that the Expo Center is a viable and longstanding community asset that not only needs to be preserved but, ideally enhanced as envisioned in the Expo Center Master Plan.

I ask that MERC, Metro and the CRC Task Force remain vigilant and current in understanding the potential impacts of the DEIS and the ultimate details of the LPA and continue in its public facility stewardship in preserving the Expo Center and its clients as a valuable community asset and investment.

Thank You,



William O'Loughlin
President
O'Loughlin Trade Shows
CC: Chris Bailey, Director - Portland Expo Center