



Rose City Amphitheater

The more
you hear
about it,
the better
it sounds.

The proposed Rose City Amphitheater is an 18,000-seat state-of-the-art, outdoor concert venue to be located in the center of the Portland International Raceway.

The project represents a significant, long-term cultural and civic investment in Portland's future.

The amphitheater will be funded and managed by Paul Allen and Universal Concerts. Paul Allen brought Portland the award-winning Rose Garden. Universal Concerts is the acclaimed concert producer and operator of amphitheaters throughout North America including The Gorge.

Recent acts Universal Concerts has brought to The Gorge include Bob Dylan, Joni Mitchell, Van Morrison, Vince Gill, James Taylor, Tina Turner, B.B. King, Jimmy Buffett, and the Beach Boys.

It can be a reality,
but we need to
hear from you
to make it happen.



What the new amphitheater will mean for Portland:

It will be privately funded. The amphitheater will be entirely funded and managed by Paul Allen and Universal Concerts. Paul Allen brought Portland the Rose Garden, the award-winning home of Trail Blazers basketball. The Rose Garden exceeded city goals for cooperation with minority contractors, and gives over half a million dollars a year to non-profit groups and charities.

It will be World Class. The acoustically superior new amphitheater will be a wonderful place to enjoy music from country, jazz, and rock and roll to world music, symphony, pops and opera. In addition to offering world class entertainment, the amphitheater will be available for benefit concerts, theater productions, and high school and college graduations.

It will benefit nearby neighborhoods. The amphitheater is a private investment that will pay yearly dividends to nearby neighborhoods. Fifty cents from every ticket sold will be deposited into a fund for community projects. The first year, the fund is expected to earn \$108,000.

And what it won't:

It won't use public funds. No public funds will be used to build or operate the Rose City Amphitheater. It will be 100% privately financed. Even though it's entirely paid for with private money, the public will benefit from having a world class amphitheater in Portland.

It won't make rush hour traffic worse. Events will be scheduled to not interfere with rush hour traffic. Even the largest concerts will generate less than one-third of the traffic of the largest racing event. That doesn't mean that traffic impacts will be ignored. The project has a detailed traffic management plan to make sure the amphitheater doesn't make traffic congestion worse. For example, large concerts will have shuttle busses operating from off-site locations, further decreasing the amount of traffic at amphitheater events. If the amphitheater is built across the river in Clark County - Portland and Oregon State traffic planners will have no way to prevent concerts from being scheduled during rush hour.

It won't even be heard in most nearby neighborhoods. Using state-of-the-art acoustical engineering, amphitheater sound will be directed away from neighborhoods. Berms and stage walls will further buffer noise. According to recent sound tests, amphitheater sound will be inaudible or just slightly higher than background noise in nearby neighborhoods. More sound tests are scheduled.

Call the Rose City Amphitheater Project Hotline today:

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