



# FEASIBILITY STUDY OF A CONFERENCE & EVENTS FACILITY IN BEND, OREGON



MARCH 2, 2026

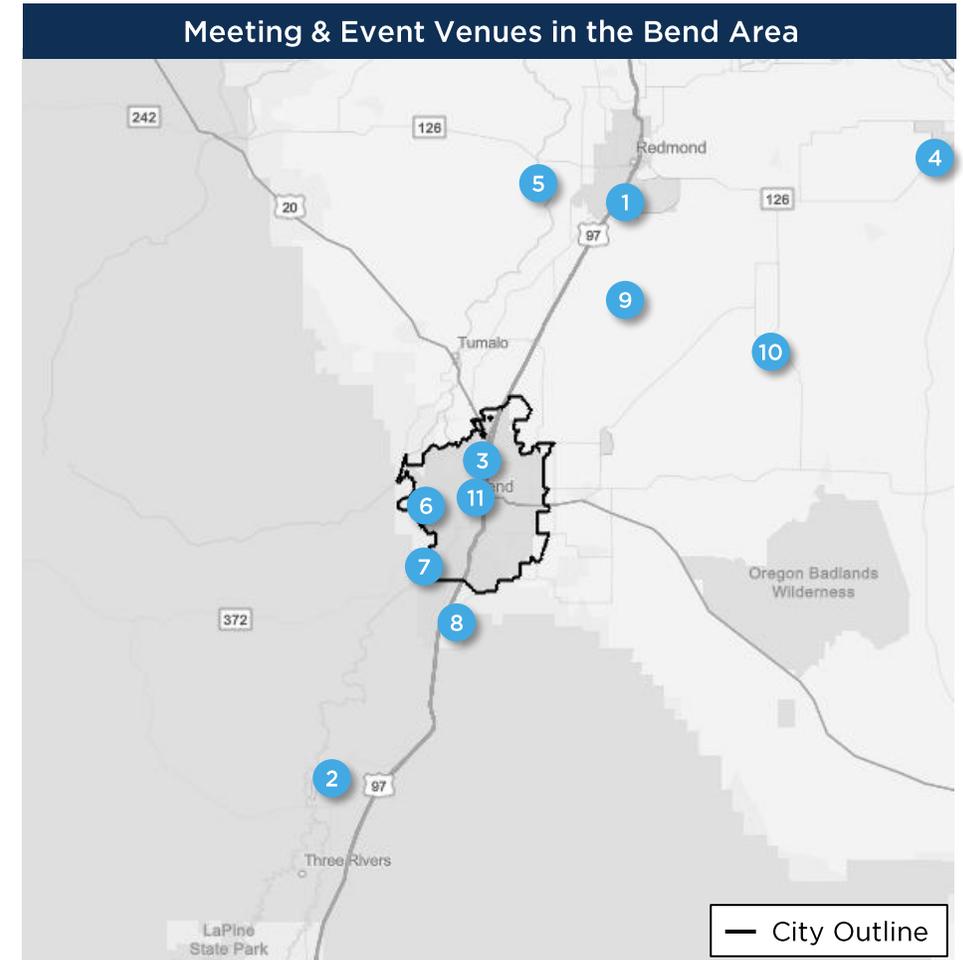


1. Urban Renewal District Plan
2. Highest & Best Use Site Plan
3. Economic Development Strategic Plan
4. Central Oregon Center for the Arts Plan
5. Hockey Venue Feasibility Study
6. Deschutes County Fairground Study
7. COIC Regional Coordination for Economic Development



## LOCAL MEETING & EVENT VENUES

	Facility Name	City, State	Exhibit Space (sf)	Meeting Space (sf)	Ballroom Space (sf)	Largest Contiguous Space (sf)	Total Sellable Space (sf)
1	Deschutes County Fairgrounds	Redmond, OR	86,500	6,200	0	40,100	92,700
2	Sunriver Resort	Sunriver, OR	18,000	6,900	14,300	18,000	39,200
3	<b>Riverhouse Lodge</b>	<b>Bend, OR</b>	<b>13,700</b>	<b>4,000</b>	<b>16,600</b>	<b>16,600</b>	<b>34,300</b>
4	Crook County Fairgrounds	Prineville, OR	10,500	0	0	5,500	10,500
5	Eagle Crest Resort	Redmond, OR	0	1,500	10,000	5,400	11,500
6	Unitarian Universalist Fellowship	Bend, OR	0	3,600	7,000	4,600	10,600
7	Tetherow Resort	Bend, OR	0	1,300	3,300	3,300	4,600
8	High Desert Museum	Bend, OR	0	2,500	3,000	3,000	5,500
9	Juniper Preserve	Bend, OR	0	1,500	3,900	2,400	5,400
10	Brasada Ranch	Bend, OR	0	900	5,100	2,000	6,000
11	Oxford Hotel	Bend, OR	0	2,400	2,000	2,000	4,400
	AVERAGE		12,900	2,800	6,200	10,000	21,900
	MEDIAN		0	2,000	4,500	5,000	10,600

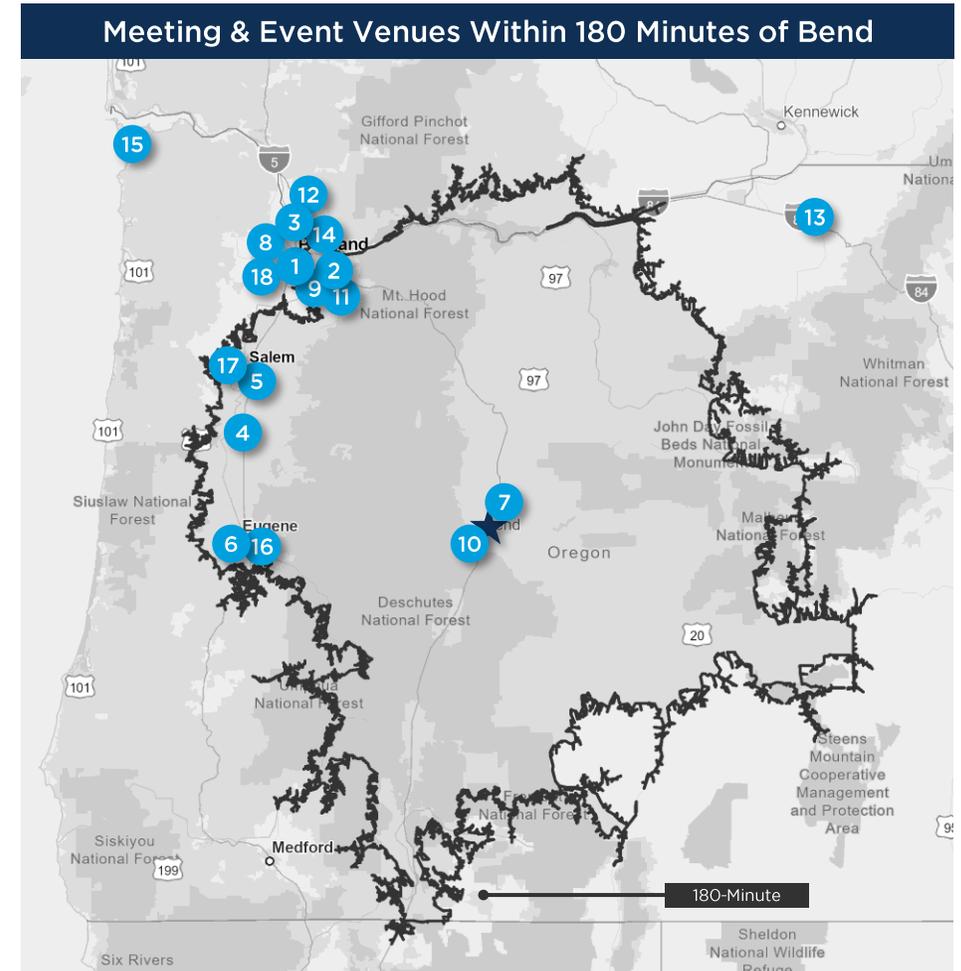


Note: Event space at High Desert Museum is under development.  
Source: Visit Bend, facility websites, facility management, 2025.

## COMPETITIVE REGIONAL MEETING & EVENT VENUES

Facility Name	City, State	Exhibit Space (sf)	Ballroom Space (sf)	Meeting Space (sf)	Total Sellable Space (sf)	Largest Contiguous Space (sf)
1 Oregon Convention Center	Portland, OR	255,000	59,400	61,700	376,100	255,000
2 Portland Expo Center	Portland, OR	324,000	0	5,700	329,700	108,000
3 Clark County Event Center	Ridgefield, WA	124,000	0	0	124,000	100,000
4 Linn County Expo Center	Albany, OR	90,600	6,000	0	96,600	48,600
5 Oregon State Fair and Expo Center	Salem, OR	84,000	9,500	5,100	98,600	48,000
6 Lane Events Center	Eugene, OR	95,000	16,100	8,900	120,000	40,500
7 Deschutes County Fair and Expo	Redmond, OR	86,500	0	0	86,500	40,100
8 Westside Commons	Hillsboro, OR	39,300	0	2,700	42,000	39,300
9 Double Tree Lloyd Center	Portland, OR	17,200	27,600	20,600	65,400	17,200
10 Riverhouse Convention Center	Bend, OR	13,700	16,600	7,300	37,600	16,500
11 Portland Marriott Downtown Waterfront	Portland, OR	15,500	14,100	10,700	40,300	15,500
12 Vancouver Conference Center	Vancouver, WA	0	21,900	8,900	30,800	14,100
13 Pendleton Convention Center	Pendleton, OR	13,000	0	12,100	25,100	13,000
14 Hilton Portland and Executive Tower	Portland, OR	0	29,200	15,300	44,500	12,800
15 Seaside Civic and Convention Center	Seaside, OR	10,500	12,100	500	23,100	12,100
16 Graduate Eugene Hotel	Eugene, OR	0	20,100	2,700	22,800	11,600
17 Salem Convention Center	Salem, OR	0	23,400	900	24,300	11,400
18 NW Events & Environments	Hillsboro, OR	0	17,000	2,400	19,400	10,000
<b>AVERAGE</b>		<b>64,900</b>	<b>15,200</b>	<b>9,200</b>	<b>89,300</b>	<b>45,200</b>
<b>MEDIAN</b>		<b>16,400</b>	<b>15,100</b>	<b>5,400</b>	<b>43,300</b>	<b>16,900</b>

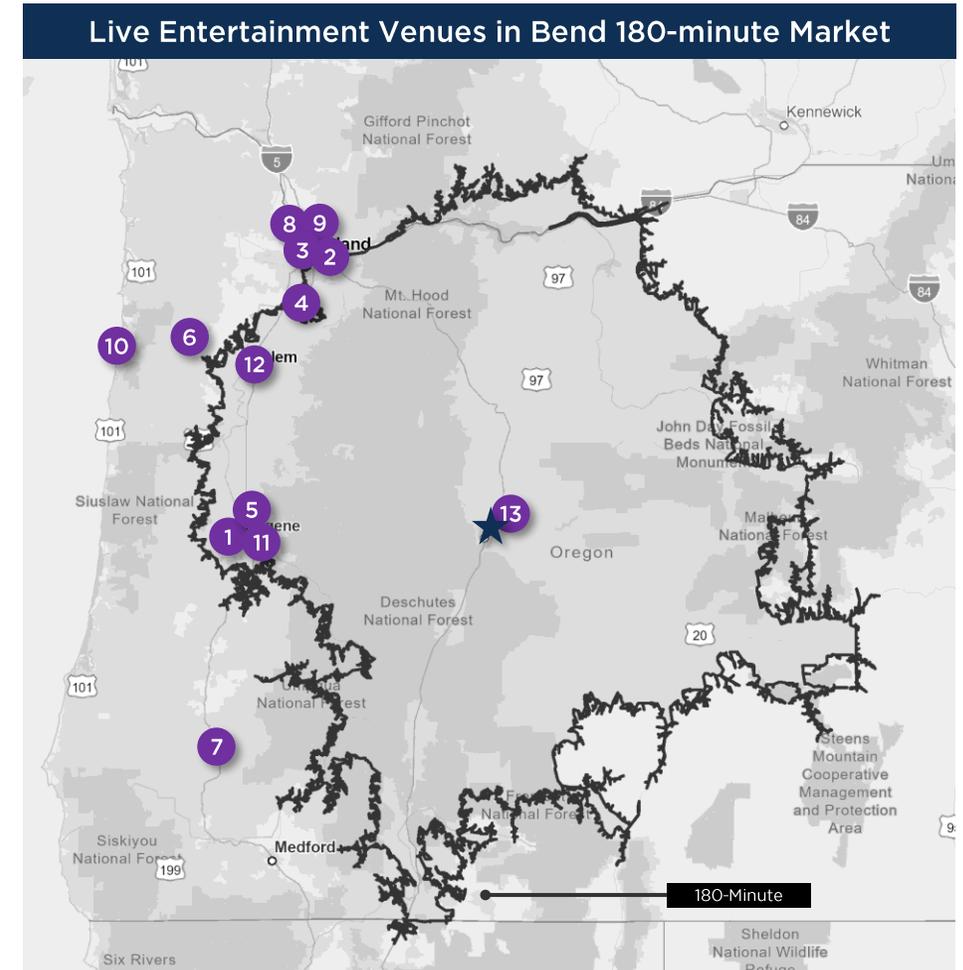
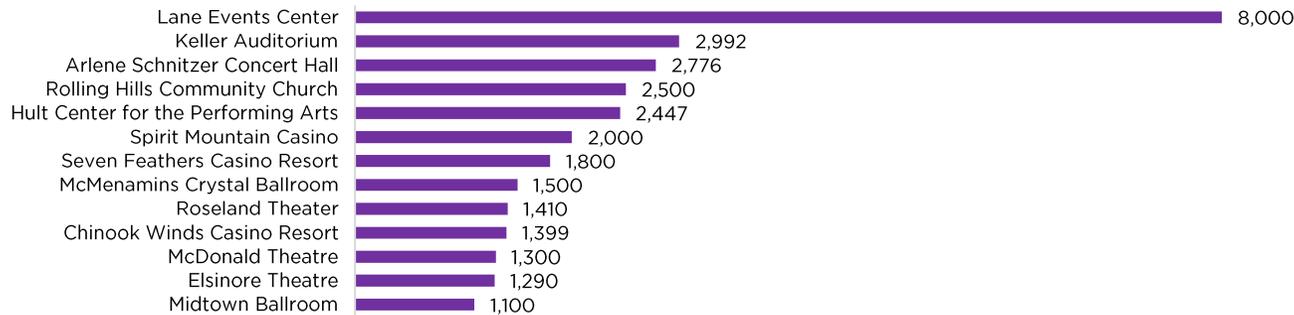
Note: Exhibit space figure for DCFE comprises Grade A, B and C Exhibit Space and Arena Floor Space.  
Source: Facility websites, facility management, 2025.



## COMPETITIVE REGIONAL LIVE INDOOR ENTERTAINMENT VENUES

	Venue	City, State	Distance From Bend (miles)	Venue Type	Maximum Capacity (persons)
1	Lane Events Center	Eugene, OR	131.0	Multipurpose	8,000
2	Keller Auditorium	Portland, OR	175.0	Theater	2,992
3	Arlene Schnitzer Concert Hall	Portland, OR	176.0	Theater	2,776
4	Rolling Hills Community Church	Tualatin, OR	167.0	Theater	2,500
5	Hult Center for the Performing Arts	Eugene, OR	130.0	Theater	2,447
6	Spirit Mountain Casino	Grand Ronde, OR	162.0	Casino	2,000
7	Seven Feathers Casino Resort	Canyonville, OR	201.0	Casino	1,800
8	McMenamins Crystal Ballroom	Portland, OR	176.0	Club/Hall	1,500
9	Roseland Theater	Portland, OR	177.0	Club/Hall	1,410
10	Chinook Winds Casino Resort	Lincoln City, OR	188.0	Casino	1,399
11	McDonald Theatre	Eugene, OR	129.0	Theater	1,300
12	Elsinore Theatre	Salem, OR	132.0	Theater	1,290
13	Midtown Ballroom	Bend, OR	0.0	Club/Hall	1,100
	Average		149.5		2,350
	Median		167.0		1,800

Capacity of Competitive Regional Live Entertainment Venues



Source: Facility websites, facility management, 2025.



### Event Planner & Stakeholder Outreach

- Meeting Professional International – Oregon Chapter Members
- State & Regional Associations
- Amateur Sports Organizations
- Interviews With over 50 with Local and Regional Stakeholders
- Follow Up Conversations with Meeting & Event Planners on Potential Demand for Bend Event Venue



### Venue Management Outreach

- Tahoe Blue Event Center  
Stateline, NV
- Seaside Convention Center  
Seaside, OR
- Greater Tacoma Convention Center  
Tacoma, WA
- Three Rivers Convention Center  
Kennewick, WA
- Spokane Convention Center  
Spokane, WA
- Salem Convention Center  
Salem, OR



### Other Outreach

- Live Nation
- Local & Regional Concert Promoters
- MINT Database Analyses of Applicable Events for Central Oregon
- Review of regional and national concert data (Pollstar and Legends Global)

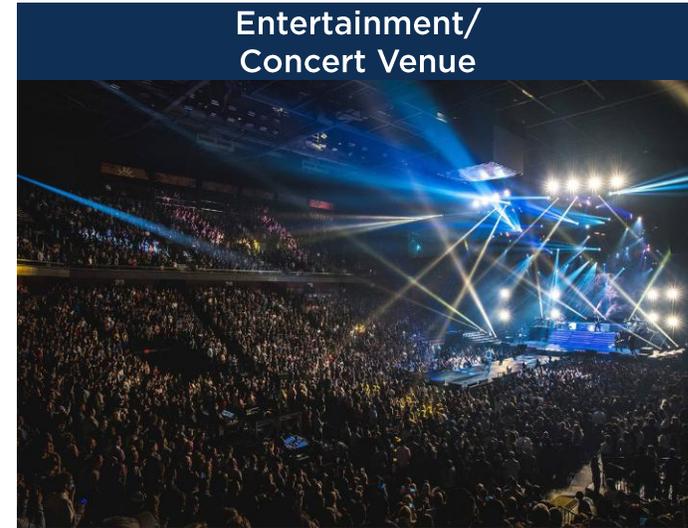
## PREVALENCE OF EVENT VENUE TYPES IN SIMILARLY SIZED MARKETS

Count	Market	CBSA Population	Existing In-Market Event Facilities			
			Convention Center	Performing Arts Center (1,000+ Capacity)	Club/Hall (1k - 3k Capacity)	Multipurpose Arena
1	Sioux Falls, SD	314,596	Yes	Yes	Yes	Yes
2	Olympia-Lacey-Tumwater, WA	309,878	No	Yes	No	No
3	Waco, TX	303,701	Yes	No	No	Yes
4	Merced, CA	293,640	No	Yes	No	No
5	Utica-Rome, NY	284,369	No	Yes	No	Yes
6	College Station-Bryan, TX	283,966	No	Yes	Yes	Yes
7	Duluth, MN-WI	281,927	Yes	Yes	No	Yes
8	San Luis Obispo-Paso Robles, CA	281,824	No	No	No	No
9	Cedar Rapids, IA	279,968	Yes	Yes	No	Yes
10	Evansville, IN	272,165	Yes	Yes	No	Yes
	<b>Bend, OR</b>	<b>271,350</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>
11	Laredo, TX	271,116	No	No	No	Yes
12	Amarillo, TX	270,179	Yes	Yes	No	Yes
13	Fargo, ND-MN	268,384	No	No	No	Yes
14	Erie, PA	266,428	Yes	Yes	No	Yes
15	Santa Cruz-Watsonville, CA	262,934	No	Yes	Yes	Yes
16	Kalamazoo-Portage, MI	261,532	No	Yes	No	Yes
17	Yakima, WA	260,570	Yes	Yes	No	Yes
18	Prescott Valley-Prescott, AZ	252,178	No	Yes	No	Yes
19	Appleton, WI	248,605	Yes	No	No	Yes
20	Champaign-Urbana, IL	235,028	No	Yes	Yes	Yes
Markets Offering Event Facilities			45%	75%	20%	85%

# A MULTI-USE VENUE CONCEPT

CONFIDENTIAL DRAFT

## CASTING A WIDE NET



# A MULTI-USE VENUE CONCEPT

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## EMERGING EVENT TYPES

Esports



Robotics & Drone Racing



Streamed Talks



Touring Podcasts



AR/VR Experiences



Hobbyist Events



Amateur Sports



Hackathons



## COMPARABLE FACILITIES - SAMPLE LOCAL EVENTS

100 Black Women - Mardi Gras Ball  
14th Annual Cookin Men  
2024 Erlanger Service Awards Banquet  
22 Shades of Pink  
5th Annual Black Tie Charity Ball  
A Salute to Service - Honoring Our Heroes  
AAA Women's Services - Fundraising Dinner

### **Academics Are Cool**

Adult P.R.O.M.  
AKA Fasionetta  
Alcor pres. Dominique Hammons and Friends  
All God's Children  
Alpha Kappa Alpha Centennial Gala  
American Cancer Society Belles & Beaus  
Arts Huntsville  
Athletic Hall of Fame Banquet  
AZ Toy Con  
Bankston Family Reunion  
BeEmpowered Seminar

### **Beer By Bike Brigade**

Beer/Hartman Wedding Reception  
Bella Ballerina  
Bessie Smith's Legacy Gala  
Bethel Country Connection

### **Big Brothers Big Sisters Gourmet Dinner**

Bishop Dwenger Senior Honor Night Banquet  
Black Excellence Awards  
Bombshells Elite Cheer - Team Room  
Boys & Girls Club Leaders and Legends  
Broad Arrow Auctions  
Carolina Foothills Dog Show Cluster  
Carroll High School Prom  
Celebration of Valor Luncheon  
Celtic Woman

Central Catholic High School 50th Class Reunion  
Chamber of Commerce - Awards Luncheon  
Chattanooga Chapter of Links Inc. Beautillion  
Chattanooga Fitness Expo  
Cheer Max Cheer & Dance Competition  
ChiroFest  
Cinderella Dress Day  
Cirque Dreams Holiday  
City of Greenville Parks & Rec Dept. Meeting  
City of Vancouver  
Colorful Hat Variety Show  
COM Wellness & Benefits Fair

### **Concordia University**

Core Chiropractic  
CPR/AED Training  
Dancing with the Fort Wayne Stars  
Democratic Municipal Officials  
Discover Your Northwest  
Dog Ball  
Dress to Kill Inc. - New Years Eve Bash  
Ducks Unlimited Vancouver Chapter  
Duncan Motivation

### **East Valley Healthy Living Expo**

Evergreen High School  
FAME Festival  
Festival of Trees  
First Robotics  
Foundation for Vancouver Public Schools  
Friends of Scouting

### **Friends of the Library Book Fair**

Girls Inc. of the Pacific Northwest  
GMC Skin Care USA Inc.  
Grace Ministries  
Greater Greenville Master Gardener Symposium

Greater Vancouver Chamber of Commerce

### **Habitat For Humanity**

### **Harrison College Graduation Ceremony**

Head to Toe Fashion Showcase  
Heritage High School  
High Country NW  
His Way Banquet  
Hispanic Metropolitan Chamber  
Hough Foundation  
I Urban Teen  
IBEW Local 48  
Idaho Book Extravaganza  
Indiana Tech Presidents Dinner  
Innovative Dance  
Jehovah's Witnesses of Avondale  
Jewish Business Network  
Kapstone Paper  
Kees/Haydock Rehearsal Dinner  
Kiaras Sweet 16  
King's Way Christian School  
KPAM 860 & SUNNY 1550  
Labor Round Table of Southwest Washington  
Lewis & Clark Young Marines  
Lularoe Mega Boutique  
M.J. Murdock Charitable Trust  
Mannheim Steamroller  
Margarita Ball  
Maritime Fire and Safety Association  
Mayor's Breakfast

### **Meals on Wheels People**

Mesa Public Schools College & Career Fair  
New Covenant Women's Christmas Event

### **Now Hiring Forums**

Oncourse Learning  
Our Lady of Lourdes School

### **Parks Foundation of Clark County**

PeaceHealth  
Pentatonix  
Persian Music Concert  
Pet Expo  
Pink Lemonade Project  
Rotary Club of Vancouver  
School District "Teacher of the Year Breakfast"

### **School of Rock Concert**

Shen Yun  
Sioux Empire Wedding Network Bridal Show  
Southern Home & Garden Show

### **Spring Art Walk**

State Cheerleading  
Steel Dynamics Holiday Party  
Stewardship Foundation  
Taste of Huntsville  
The Fort Study Club  
UFCW Local 555  
Undiscovered Talent

### **Vancouver Farmers Market**

Vancouver School of Arts and Academics

### **Vancouver Symphony**

Vancouver's Downtown Association  
Washougal High School  
WeeStreet Hometown Tour  
Women's Leadership Institute IMPACT Banquet  
Wrestling For Warriors  
Young Business Leaders Spring Breakfast  
YWCA Clark County

## TAILWINDS

- Nationally recognized leisure destination.
- Vibrant community combining an outdoor lifestyle with a growing arts, food, and live entertainment scene.
- Strong tourism and recreation economy.
- Primary urban and economic hub for Central Oregon.
- Diverse and growing economic base.
- Highly accessible via U.S. Route 97 and U.S. Route 20.
- Redmond Municipal Airport providing regional air service.
- No major municipal public assembly venues.

## HEADWINDS

- Winter season accessibility.
- Limited airlift to regional markets.
- Limited population base to draw from east of Bend.
- Strong competition from regional markets.
- Existing local event infrastructure.
- Modest corporate base.

## DEFINING A BEND PUBLIC ASSEMBLY VENUE PROGRAM OF SPACE



### 1. Built Around a Flat Floor Space

Concrete floor, with multiple portable surface options.



### 2. Retractable Seating Capabilities

Higher end seating suitable for arts and cultural events. Might include mezzanine fixed seating element.



### 3. Breakout Meeting/Community Spaces

To support conferences and to host local gatherings. Highly subdivisible with retractable air walls.



### 4. Small Carpeted Multi-Use Space

To support conferences and to host local gatherings. Highly subdivisible with retractable air walls.



### 5. Fixed Stage Capabilities

Incorporating rigging capabilities for music and entertainment events. Consider fly and wing space for the stage area to accommodate community theater productions.



### 6. Dressing/Green Rooms

Could be used for a variety of event types from arts/culture to youth sports activities.



### 7. Locally Inspired Design Elements

Creating a unique outdoor ambience tied to local hospitality elements including the brewing/distilling sector, arts, design and outdoors.



### 8. Hotel Inventory

Sufficient attached/adjacent and nearby hotel inventory. New attached hotel likely a necessary element to the success of attracting non-local event activity.

## EVENT CAPACITY & SQUARE FOOTAGE TARGETS

	Approximate Space Target (s.f.)	Approximate Attendance Maximum
Flat Floor Space	Up to 30,000	1,500
Meeting Space	7,500	50 to 200 in various spaces
Multipurpose Space	10,000	650
Portable Tiered Seating	N/A	2,000
Limited Fixed Seating	N/A	500

# A MULTI-USE VENUE CONCEPT

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Public/Consumer Show Set-up  
Stride Bank Center – Enid, OK



Trade Show Set-up  
Tahoe Blue – Stateline, NV



Multi-Tiered Seating  
Star Centre – Sydney, AUS



Banquet Seating  
Mission Ballroom – Denver, CO



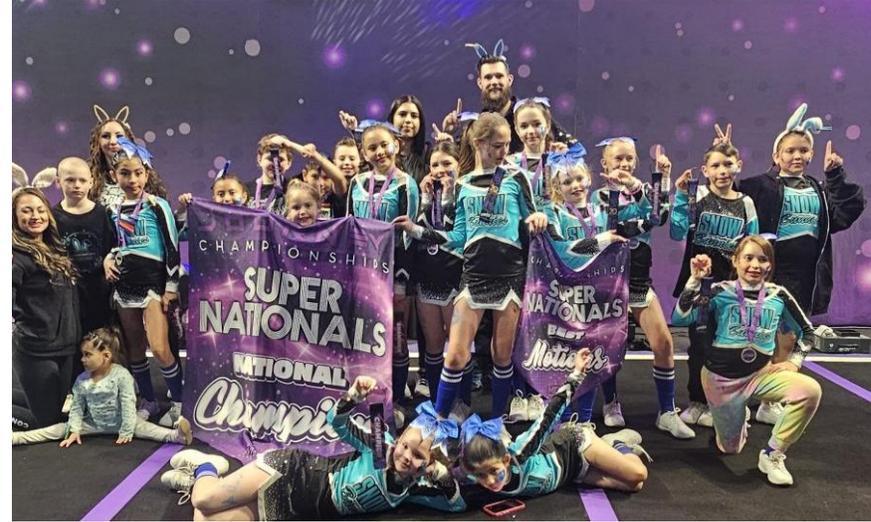
# A MULTI-USE VENUE CONCEPT

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Buyers Conference – Go West Summit  
Tahoe Blue, Stateline, NV



Youth Sports  
Tahoe Blue, Stateline, NV



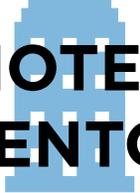
Banquet Set-up  
Stride Bank Center – Enid, OK



Live Entertainment  
Mission Ballroom, Denver, CO



## FACTORS INFLUENCING A SUPPORTABLE PROJECT SITE



**HOTEL  
INVENTORY**



**TRAFFIC  
AND  
PARKING**



**DINING**



**RETAIL &  
NIGHTLIFE**



**CONNECTIVITY**



**ONGOING  
DEVELOPMENT**

1. Continued Program & Demand Refinement
  2. Financial Operating Assessment
  3. Economic Impact Assessment
  4. Integrate With Existing/On-Going Strategic Plans
  5. Report Development
- 
6. Conceptual Planning