
MERC Commission Meeting

April 6, 2022
12:30 pm

Zoom Virtual Meeting

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Karis Stoudamire-Phillips
Chair

John Erickson
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Damien Hall

Ray Leary

Dañel Malán

Deanna Palm

Metropolitan Exposition Recreation Commission

Meeting Agenda

April 6, 2022
12:30 to 2:10 p.m.
Zoom | Webinar ID: 862 6226 6378

12:30 p.m.	Call to Order and Roll Call
12:35	Citizen Communication
12:40	Commission / Council Liaison Communications
12:45	General Manager Communications Steve Faulstick
12:50	Financial Update Katie Shifley
12:55 p.m.	Venue Business Reports Matthew P. Rotchford, Craig Stroud, Robyn Williams
1:05	Consent Agenda <ul style="list-style-type: none">Record of MERC Actions March 2, 2022
1:10	Action Agenda <ul style="list-style-type: none">Resolution 22-04 For the purpose of adopting community-developed Guiding Principles for the Portland Expo Center Development Opportunity Study Paul SlymanResolution 22-05 For the Purpose of approving rental rates for three years for Portland's Centers for the Arts (Portland's) beginning in fiscal year, 2022/2023 through 2024/2025. Robyn Williams
1:30	Travel Portland Quarterly Report James Jesse
1:50 p.m.	Expo Development Opportunity Study Update Paul Slyman and Chuck Gallagher



Metropolitan Exposition Recreation Commission



Executive Session

April 6, 2022
2:10 to 2:30 p.m.
Zoom | Webinar ID: 867 4131 2403

2:10

Executive Session: under ORS 192.660(3) to conduct deliberations with persons designated by the governing body to conduct labor relations

Karis Stoudamire-Phillips
Chair

John Erickson
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Damien Hall

Ray Leary

Dañel Malán

Deanna Palm

MERC Commission Meeting

April 6, 2022
12:30 pm

Financial Report

Date: April 6, 2022
To: Commissioner Karis Stoudamire-Phillips, Chair
Commissioner John Erickson, Vice Chair
Commissioner Deidra Krys-Rusoff, Secretary-Treasurer
Commissioner Damien Hall
Commissioner Dañel Malán
Commissioner Deanna Palm
Councilor Christine Lewis
From: Katie Shifley – MERC Finance Manager
Subject: February 2022 Financial Update

February 2022 close data and year-end projections are provided by venue, below. Each venue's spring event revenue forecasts have been updated to align with changes to the event schedule as well as staffing plans for this spring.

We're starting to get a better sense of where things will end the year, and spring is looking pretty good across the venues.

OCC's year-end draw on fund balance is noticeably different in this month's report. After a consolidation effort last fiscal year, the MERC administration sub-fund was closed out and a \$2 million transfer to OCC was processed to refund the OCC operating fund for capital expenses related to the renovation. The OCC report also reflects a \$200,000 revenue transfer from Travel Portland, which is related to the Economic Development Administration (EDA) grant work that OCC and Travel Portland are partnering on. Excluding these atypical revenues, OCC's projected operating loss would be closer to \$1 million for FY '22.

P'5 year-end projections have not substantially changed from last month, with the exception of lowered assumptions around total capital spending for the year. We expect to receive detailed pricing information for the Schnitzer sewer project in the next few days, but do not anticipate to expend full project costs during FY '22.

Expo had a great month in February, posting over \$600,000 in total charges for services. Year-end projections reflect a lower total draw on fund balance for the year relative to last month's report.

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Oregon Convention Center

February 2022

February 2022	YTD Actuals		Annual Budget	Year-End by QTR				
	February 2022	Year to Date		Q1 - Actuals	Q2 - Actuals	Q3 - Projection	Q4 - Projection	Full Year
Operations								
Charges for Services	1,322,355	6,979,173	14,162,411	1,346,268	3,719,840	3,204,421	5,015,221	13,285,750
Local Government Shared Revenues	812,599	5,583,757	9,991,245	1,018,918	3,339,561	2,025,127	3,893,466	10,277,073
Contributions from Private Sources	200,000	200,000		-	-	200,000	-	200,000
Grants	-	2,640		1,000	300	1,340	-	2,640
Interest Earnings	7,120	59,532	160,000	20,660	24,576	21,416	21,360	88,012
Miscellaneous Revenue	(502)	93,155	9,331	69,641	18,701	4,813	-	93,155
Transfers-R	2,128,592	2,128,592	-	-	-	2,128,592	-	2,128,592
Total Revenues	4,470,165	15,046,849	24,322,987	2,456,486	7,102,978	7,585,710	8,930,047	26,075,222
Personnel Services	609,601	4,807,412	9,380,055	1,452,202	2,110,278	2,027,331	2,556,289	8,146,099
Materials and Services	678,900	5,514,802	14,321,726	1,429,566	2,516,298	2,639,740	4,644,940	11,230,543
Transfers-E	444,961	3,559,688	5,339,565	1,334,883	1,334,883	1,334,883	1,334,883	5,339,532
Total Expenditures	1,733,462	13,881,902	29,041,346	4,216,650	5,961,458	6,001,954	8,536,112	24,716,174
Net Operations	2,736,703	1,164,947	(4,718,359)	(1,760,164)	1,141,520	1,583,757	393,935	1,359,048
Capital								
Total Revenues	-	-	2,250,000	-	-	-	-	-
Total Expenditures	43,480	73,710	660,000	-	-	73,710	250,000	323,710
Net Capital	(43,480)	(73,710)	1,590,000	-	-	(73,710)	(250,000)	(323,710)
Change in Fund Balance	2,693,223	1,091,237	(3,128,359)	(1,760,164)	1,141,520	1,510,047	143,935	1,035,338
Beginning Fund Balance - Operating		12,541,183	8,721,708	12,541,183	10,781,019	11,922,539	13,432,586	12,541,183
Ending Fund Balance		13,632,420	5,593,349	10,781,019	11,922,539	13,432,586	13,576,521	13,576,521

Food & Beverage Restricted Capital Balance

2,250,000

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland's 5 Centers for the Arts

February 2022

February 2022		YTD Actuals		Annual Budget	Year-End by QTR				
		February 2022	Year to Date		Q1 - Actuals	Q2 - Actuals	Q3 - Projection	Q4 - Projection	Full Year
Operations									
Charges for Services		1,433,898	6,123,413	10,292,646	419,233	3,244,159	3,609,442	3,311,384	10,584,219
Local Government Shared Revenues		89,099	770,072	1,332,846	111,722	524,002	220,208	666,177	1,522,109
Contributions from Governments			499,471	1,006,827	-	499,471	-	499,471	998,942
Contributions from Private Sources			-	139,350	-	-	-	39,509	39,509
Grants				-	-	-	-	-	-
Interest Earnings		19,256	89,992	71,000	23,285	34,517	42,190	30,000	129,992
Miscellaneous Revenue		(2,382)	7,156	21,523	4,117	4,419	(1,380)	-	7,156
Transfers-R		64,296	136,794	290,000	72,498	-	64,296	-	136,794
	Total Revenues	1,604,167	7,626,898	13,154,192	630,855	4,306,568	3,934,756	4,546,541	13,418,720
Personnel Services		636,199	4,353,567	7,526,833	1,104,430	2,067,577	1,935,704	2,262,275	7,369,986
Materials and Services		220,703	3,865,312	4,893,947	1,101,337	2,098,822	1,210,250	1,408,048	5,818,458
Transfers-E		210,830	1,686,640	2,529,964	632,490	632,490	632,490	632,490	2,529,960
	Total Expenditures	1,067,732	9,905,519	14,950,744	2,838,257	4,798,889	3,778,444	4,302,813	15,718,404
	Net Operations	536,435	(2,278,621)	(1,796,552)	(2,207,403)	(492,321)	156,312	243,728	(2,299,683)
Capital									
	Total Revenues	-	150,726	500,000	310	416	150,000	-	150,726
	Total Expenditures	297,094	934,411	2,360,000	310,569	270,633	428,209	900,000	1,909,411
	Net Capital	(297,094)	(783,685)	(1,860,000)	(310,259)	(270,217)	(278,209)	(900,000)	(1,758,685)
	Change in Fund Balance	239,341	(3,062,306)	(3,656,552)	(2,517,661)	(762,538)	(121,897)	(656,272)	(4,058,368)
	Beginning Fund Balance - Operating		3,742,069	2,601,901	3,742,069	1,534,667	1,042,346	1,198,658	3,742,069
	Beginning Fund Balance - Capital		2,041,798	1,860,000	2,041,798	1,731,539	1,461,322	1,183,113	2,041,798
	Total Ending Fund Balance		2,721,561	805,349	3,266,206	2,503,668	2,381,771	1,725,499	1,725,499

Food & Beverage Restricted Capital Balance

500,000

February 2022

Food & Beverage Restricted Capital Balance	500,000
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MERC Commission Meeting

April 6, 2022
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission
Record of MERC Commission Actions
 March 2, 2022
 Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, John Erickson, Deidra Krys-Rusoff, Damien Hall, Ray Leary, Dañel Malan, Deanna Palm
Absent:	N/A
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Chair Stoudamire-Phillips at 12:35.
1.0	Quorum Confirmed A quorum of Commissioners was present.
2.0	Opportunity for Public Comment on Agenda and Non-Agenda items <ul style="list-style-type: none"> N/A
3.0	Commission and Council Communications <ul style="list-style-type: none"> Commissioners shared kind words and appreciation for Commissioner Leary. Councilor Rosenthal shared that transportation work continues, and they will be revising the Regional transportation Plan. An additional 52 acres of land at Killin Wetlands, and 31 acres in Clackamas County were recently purchased by Metro. There will be free parking at certain Metro parks/facilities on Thursday, March 17.
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none"> Introduced COO Marissa Madrigal who shared that Steve Faulstick has accepted a permanent position as the GM of visitor venues. Sarah Donovan has been hired as the new venues communications manager and will start next week. We continue to have discussions around COVID protocols which will likely be different at each venue. We will participate in a venues visioning exercise that will include long-term strategies for the venues with engagement from MERC. Shared his gratitude for Commissioner Leary and his work over the years.
5.0	Financial Report Katie Shifley presented a financial update. <ul style="list-style-type: none"> No questions were asked.
6.0	Venue Business Reports Matthew P. Rotchford, Craig Stroud and Robyn Williams reported on business at the venues during the past month. <ul style="list-style-type: none"> Commissioner Erickson praised the Expo team for their hard work during the recent Sportsman's Show.
7.0	Consent Agenda <ul style="list-style-type: none"> Record of MERC Actions, February 2, 2022 <p>A motion was made by Commissioner Palm and seconded by Commissioner Erickson to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malan and Palm) NAY: 0</p> <p>MOTION PASSED</p>

8.0	<p>Expo Development Opportunity Study update</p> <p>Paul Slyman</p> <ul style="list-style-type: none"> No follow up questions asked.
9.0	<p>FY2022-23 Proposed Budget Presentation</p> <p>Katie Shifley</p> <ul style="list-style-type: none"> Commissioner Krys-Rusoff provided an introduction to the presentation. Commissioner Malan asked about resuming work on pay equity in 2024. Shifley clarified that Oregon pay equity law went into effect a few years ago. She was referencing that as we move closer to being fully staffed we are seeing the full impact of those pay increases. Commissioner Krys-Rusoff highlighted her concerns about the equity law pay increases with current wage inflation, and how that will affect future wages and impact the venues moving forward. Commissioner Malan echoed the concerns about future labor budgets and how that affects other budget items. Commissioner Erickson asked how our wages currently compare with other west coast convention centers. Stroud responded that now that the venues are fully aligned with Metro policies it is difficult to compare with other venues. We now look at comparisons with other Metro positions and are not as reliant on comps with similar business activity. Commissioner Palm echoed the concerns around increased costs. As an enterprise fund, there are only a few ways to constrict expense before having to increase prices or services which affects overall competitiveness. Commissioner Erickson highlighted that there is a need to evaluate our competitive structure. He acknowledge the need to increase personnel costs, but how we compensate for that and how to we compare to our competitors need to be our focus as we add expenses moving forward.
10.	<p>Action Agenda</p> <ul style="list-style-type: none"> Resolution 22-01 For the purpose of approving the Metropolitan Exposition Recreation Commission ("MERC") 2022-23 Proposed Budget and 2022-23 through 2026-27 Capital Improvement Plan. <p>A motion was made by Commissioner Krys-Rusoff and seconded by Commissioner Erickson to approve the Resolution 22-01.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malan and Palm) NAY: 0</p> <p>Resolution 22-01 APPROVED</p> <ul style="list-style-type: none"> Resolution 22-02 For the purpose of approving and transmitting to the Metro Council budget amendments to the Metropolitan Exposition Recreation Commission (MERC) Fund Budget for FY2021-22. <p>Katie Shifley</p> <p>A motion was made by Commissioner Palm and seconded by Commissioner Malan to approve Resolution 22-02.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malan and Palm) NAY: 0</p> <p>Resolution 22-02 APPROVED</p> <ul style="list-style-type: none"> Resolution 22-03 For the purpose of recognizing Ray Leary's contributions to the Metropolitan Exposition Recreation Commission.

	<p>A motion was made by Commissioner Erickson and seconded by Commissioner Krys-Rusoff to approve Resolution 22-03.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malan and Palm) NAY: 0</p> <p>Resolution 22-03 APPROVED</p>
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:25 p.m. p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

April 6, 2022
12:30 pm

Action Agenda

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 22-04

For the purpose of adopting community-developed Guiding Principles for the Portland Expo Center Development Opportunity Study

WHEREAS, the Portland Expo Center (Expo) attracts nearly 500,000 visitors a year to over 100 public trade shows and community events. Over the past five years it has generated an average of approximately \$50 million in economic impact annually, and;

WHEREAS, many communities in the greater Portland area and our region have unique and important historical and cultural ties to Expo and the land it is built upon, and;

WHEREAS, the nearby Vanport Floods and WWII Internment at the Portland Assembly Center have had lasting impacts on the Black, Indigenous and Japanese American communities. Metro and Expo recognize the past events and injustices that took place on or near the Expo property, and;

WHEREAS, at the direction of Metro Council, the Portland Expo Center Development Opportunity Study was launched in 2020 to assess the value and opportunities for the greatest public benefit of the 53-acre property and venue, and;

WHEREAS, throughout the process, Metro has been engaging with key stakeholders and partners, including communities and partners with historic and cultural ties and business interests. These include the Black, Indigenous and Japanese American communities, several Tribes, as well as Expo clients and business stakeholders in order to refine the project guiding principles, and;

WHEREAS, the outcome of this stakeholder and partner engagement is a set of Guiding Principles. Each potential future will be evaluated based on this community-driven, collaboratively crafted framework.

BE IT THEREFORE RESOLVED, that the Metropolitan Exposition Recreation Commission:

1. Approves the community-developed Guiding Principles.
2. Directs staff to use the Guiding Principles as important criteria when reviewing submittals for the Request for Expressions of Interest for the Portland Expo Center Development Opportunity Study.

Resolution No. 22-04 passed by the Commission on April 6, 2022.

Approved as to Form:

Carrie MacLaren, Metro Attorney

Chair

By:

Nathan A. S. Sykes, Deputy Metro Attorney

Secretary/Treasurer

MERC Staff Report

Agenda Item/Issue: For the purpose of adopting community-developed Guiding Principles for the Portland Expo Center Development Opportunity Study

Resolution No. 22-04

Presented By: Paul Slyman

Date: April 6, 2022

Background and Analysis:

The Portland Expo Center (Expo) attracts nearly 500,000 visitors a year to 100+ public trade shows and community events like home and garden, automotive, RV, antique, outdoor shows and concerts. Over the past five years it has generated an average of approximately \$50 million in economic impact annually. Expo has 330,000 square feet of exhibit space in five exhibit halls on the 53-acre campus. That said, Halls A, B, and C celebrated their 100 year anniversary this year, and Halls D and E are 25 and 21 years old respectively.

Expo pays for its debt service out of operating revenues. While the team has been able to support this financial structure for some time, without significant investment in building replacement, long term prospects under the present business model do not appear favorable. Recognizing that Expo has significant capital needs, notably Halls A, B, and C, and no identified funding source to meet these needs over time, Metro commissioned a study from Hunden Strategic Partners in 2014.

The study included an analysis of Expo governance and operations, a local competitive market analysis, and the possible impact of a local new Headquarters Hotel. The scope of work also included an analysis of the existing physical conditions.

When considering a 30-year time horizon, the study recommended that the best return on investment was to raze Halls A, B and C and replace them with slightly smaller, more efficient and higher quality buildings. In addition, the study recommended adding a flexible ballroom and more breakout meeting rooms. At the time of the report, the estimated needed investment was approximately \$63 million.

Following a presentation of findings by the Hunden Strategic Partners, a recommendation was made by the GM of Visitor Venues and CFO of Metro to explore other options as no source of funding was available or foreseen at the time of the presentation.

At the direction of Metro Council, the Portland Expo Center Development Opportunity Study (DOS) was launched in early 2020 to assess the value and opportunities for the greatest public benefit of the 53-acre property and venue. The DOS will identify development options that could complement, support or replace the current operations at Expo. Any potential future for Expo needs to be financially sustainable. Since the DOS began, COVID-19 has significantly added to Expo's financial challenges as well as for many of our visitor venues.

While the COVID-19 pandemic brought uncertainty and disruption, Metro has prioritized the continuation of this project. The goal of this project has not changed, and remains a collaborative process focused on assessing potential futures for Expo.

Many communities as well as partners in the greater Portland area and our region have unique and important historical and cultural ties to Expo and the land it is built upon. The nearby Vanport Floods and WWII Internment at the Portland Assembly Center have had lasting impacts on the Black, Indigenous and Japanese American communities. Metro and Expo recognize the past events and injustices that took place on or near the Expo property. Expo works with Vanport Mosaic and the Nikkei Legacy Center to ensure these occurrences are never forgotten.

Throughout the process, Metro has been engaging with key stakeholders and partners, including communities with historic and cultural ties and business interests. These include the African American, Indigenous and Japanese American communities, several Tribes, as well as Expo clients and business stakeholders in order to refine the project guiding principles.

The outcome of this stakeholder and partner engagement is the Guiding Principles, which we are asking you to adopt by resolution. Each potential future will be evaluated based on this community-driven, collaboratively crafted framework. Opportunities for input will continue during the Request for Expressions of Interest submission process, with a survey and public meeting and meetings requested by Tribal governments.

Additionally, at the request of MERC Commissioners, Metro COO's office is funding an additional study to estimate the "downstream" economic benefits that accrue to businesses, with particular focus on minority or emerging small businesses, which sell products or services at Expo.

Future updates and/or actions will be brought to the Commission monthly throughout the Request for Expressions of Interest process.

Fiscal Impact:

Adoption of this resolution has no fiscal impact to Expo or the Visitor Venues.

Attachments to Resolution and/or Staff Report:

Please see attached Guiding Principles

Please see attached proposed Resolution

Recommendation: Staff recommends that the Metropolitan Exposition Recreation Commission adopt Resolution 22-04 For the purpose of adopting the community-developed Guiding Principles for the Portland Expo Center Development Opportunity Study.

What guiding principles should be at the root of how we weigh different development options?

PORTLAND EXPO FUTURE SCENARIO GUIDING PRINCIPLES

Updated March 17, 2022



METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 22-05

For the Purpose of approving rental rates for three years for Portland's Centers for the Arts (Portland's) beginning in fiscal year, 2022/2023 through 2024/2025.

WHEREAS, the Metropolitan Exposition Recreation Commission (MERC) sets facility rental rates for the MERC venues, and;

WHEREAS, operating expenses have been steadily increasing over the years but rental rates at Portland's have not increased more than 3% annually, and;

WHEREAS, Portland's's financial situation makes it increasingly difficult to subsidize local arts organizations as deeply as it has in the past, and;

WHEREAS, Portland's has a mandate from MERC to operate in a fiscally-responsible manner, and;

WHEREAS, Portland's desires to spend more resources on its Diversity, Equity and Inclusion initiatives, and;

WHEREAS, Portland's seeks increased rental rates beginning in fiscal year 2022/2023 per Attachment A, and;

WHEREAS, the MERC Budget Committee as part of the budget process recommended increasing rental fees for Portland's and recommends approval to MERC.

BE IT THEREFORE RESOLVED, that the Metropolitan Exposition Recreation Commission:

Approves rental rates for Portland's Centers for the Arts for fiscal years 2022/2023 through 2024/2025 per Attachment A..

Passed by the Commission on April 6, 2022.

Approved as to form:

Carrie MacLaren, Metro Attorney

Chair

By: _____

Nathan A. S. Sykes, Deputy Metro Attorney

Secretary/Treasurer

MERC Staff Report

Agenda Item/Issue: For the Purpose of approving rental rates for Portland's Centers for the Arts beginning in fiscal year, 2022/2023 through 2024/2025

Resolution No.: 22-05

Presented By: Robyn Williams

Date: April 6, 2022

Background and Analysis: In 1995, the Commission established criteria that would allow for four tiers of rental rates at P5 facilities-resident company, preferred non-profit, non-profit and commercial in 1998. The rates were based on a percentage of the commercial base rate. The Commission approved an extension of these four tiers that are in effect today.

In June 2002, the Commission approved an increase of rental rates by CPI for every year beginning July 1, 2002 for all P5 users. At the time CPI was running at 3% and continued to do so for several years so this became the standard annual increase for all rent.

In June 2009, the Commission approved a "0%" increase for the resident companies and non-profit user groups for FY 10 and FY11, but allowed increases by CPI or a minimum of 3% going forward.

In March 2020, the Commission approved a rental rate increase for all-Commercial rate increased 30%, Non-profits increased 15%, Featured tenants increased 20% and resident companies increased 30%.

In June 2020, due to forced closures as the result of COVID, the Commission suspended the March increase and froze rates for non-profits and resident companies.

Portland's Centers for the Arts has not increased rental rates more than 3% annually in more than 20 years.

Portland's provides deeply subsidized rental rates to local non-profits. In 2016 an operating expense study was conducted. Data showed that Portland's subsidized its resident companies and local non-profits approximately \$2.3 million.

Portland's is mandated to operate its venues in a fiscally responsible manner and preserve these public assets. It also has a responsibility to serve the entire community and to deepen its Diversity Equity and Inclusion goals by directing more funding to restore its Education and Community Engagement department and provide support and access to diverse user groups and audiences.

Portland's is recommending that arts organizations return to having their rate based as a percentage of the commercial base rate-Not for profit-20% discount, Featured Not for Profit-50% discount and Principal/Resident Company-70% discount. This will be implemented over a three year period and continue to align with the commercial base moving forward.

The MERC budget committee has reviewed P5's proposed operating budget and recommended increasing rental rates effective July 1, 2020.

Fiscal Impact: Rental increases are expected to generate:

FY23 \$90K

FY24 \$200K

FY25 \$350K

Recommendation: Staff recommends that the Metropolitan Exposition-Recreation Commission adopt Resolution 22-05 For the Purpose of approving rental rates for Portland's Centers for the Arts beginning in fiscal year 2022/2023 through 2024/2025.

Attachment "A"

2022/2023 Rental Rates

Tier 1 - Commercial Rates	Keller	ASCH	Newmark	Winningstad	Brunish
Performance - Evening	\$6,875 vs 10%	\$6,875 vs 10%	\$ 2,360	\$ 1,075	\$ 540
2nd Performance - Same Evening	\$5,270 vs. 10%	\$5,270 vs. 10%	\$ 1,870	\$ 790	NA
Non-Ticketed Event	\$ 9,625	\$ 9,625	\$ 3,060	\$ 1,310	\$ 655
1/2 House Performance Evening	\$5,270 vs. 10%	\$5,270 vs. 10%	\$ 1,870	NA	NA
Performance - Matinee	\$5,270 vs. 10%	\$5,270 vs. 10%	\$ 1,300	\$ 915	\$ 460
Performance - Morning	\$ 2,945	\$ 2,945	\$ 1,060	\$ 860	\$ 430
Rehearsal/Load-in Day	\$ 3,440	\$ 3,440	\$ 1,295	\$ 550	\$ 275
Main Street - \$980					

Tier 2 - Non-Profit Rates

Performance - Evening	\$4,805 vs 5%	\$4,805 vs 5%	\$ 1,635	\$ 870	\$ 430
2nd Performance - Same Evening	\$3,665 vs 5%	\$3,665 vs 5%	\$ 1,295	\$ 640	NA
Non-Ticketed Event	\$ 6,755	\$ 6,755	\$ 2,050	\$ 1,065	\$ 525
1/2 House Performance Evening	\$3,665 vs. 5%	\$3,665 vs. 5%	NA	NA	NA
Performance - Matinee	\$3,665 vs. 5%	\$3,665 vs. 5%	\$ 1,340	\$ 825	\$ 370
Performance - Morning	\$ 2,055	\$ 2,055	\$ 1,255	\$ 810	\$ 345
Rehearsal/Load-in Day	\$ 2,405	\$ 2,405	\$ 955	\$ 475	\$ 220
Main Street - \$760					

Tier 3 - Featured Tenant Rates

Performance - Evening	\$ 2,635	\$ 2,635	\$ 955	\$ 490	\$ 270
2nd Performance - Same Evening	\$ 2,130	\$ 2,130	NA	NA	NA
Non-Ticketed Event	\$ 3,900	\$ 3,900	\$ 1,210	\$ 620	\$ 325
Performance - Matinee	\$ 2,130	\$ 2,130	\$ 785	\$ 465	\$ 230
Performance - Morning	\$ 1,195	\$ 1,195	\$ 730	\$ 455	\$ 215
Rehearsal/Load-in Day	\$ 1,390	\$ 1,390	\$ 520	\$ 250	\$ 140

Tier 4 - Principal/Resident Company Rates

Performance - Evening	\$ 1,315	\$ 1,315	\$ 480	\$ 240	\$ 160
2nd Performance - Same Evening	\$ 930	\$ 930	NA	NA	NA
Non-Ticketed Event	\$ 1,785	\$ 1,785	\$ 545	\$ 270	\$ 195
Performance - Matinee	\$ 940	\$ 940	\$ 265	\$ 200	\$ 140
Performance - Morning	\$ 535	\$ 535	\$ 205	\$ 185	\$ 130
Rehearsal/Load-in Day	\$ 630	\$ 630	\$ 255	\$ 165	\$ 85

2023/2024 Rental Rates

	Keller	ASCH	Newmark	Winningstad	Brunish
Tier 1 - Commercial Rates					
Performance - Evening	\$7,080 vs 10%	\$7,080 vs 10%	\$ 2,430	\$ 1,110	\$ 555
2nd Performance - Same Evening	\$5,425 vs. 10%	\$5,425 vs. 10%	\$ 1,925	\$ 810	NA
Non-Ticketed Event	\$ 9,915	\$ 9,915	\$ 3,150	\$ 1,345	\$ 675
1/2 House Performance Evening	\$5,425 vs. 10%	\$5,425 vs. 10%		NA	NA
Performance - Matinee	\$5,425 vs. 10%	\$5,425 vs. 10%	\$ 1,335	\$ 945	\$ 475
Performance - Morning	\$ 3,035	\$ 3,035	\$ 1,095	\$ 885	\$ 445
Rehearsal/Load-in Day	\$ 3,545	\$ 3,545	\$ 1,330	\$ 570	\$ 285
Main Street - \$1,010					

Tier 2 - Non-Profit Rates					
Performance - Evening	\$5,295 vs 5%	\$5,295 vs 5%	\$ 1,810	\$ 890	\$ 445
2nd Performance - Same Evening	\$4,050 vs 5%	\$4,050 vs 5%	\$ 1,435	\$ 655	NA
Non-Ticketed Event	\$ 7,430	\$ 7,430	\$ 2,305	\$ 1,090	\$ 540
1/2 House Performance Evening	\$4,050 vs 5%	\$4,050 vs 5%	NA	NA	NA
Performance - Matinee	\$4,050 vs 5%	\$4,050 vs 5%	\$ 1,215	\$ 800	\$ 380
Performance - Morning	\$ 2,265	\$ 2,265	\$ 1,065	\$ 770	\$ 355
Rehearsal/Load-in Day	\$ 2,650	\$ 2,650	\$ 1,025	\$ 470	\$ 230
Main Street - \$785					

Tier 3 - Featured Tenant Rates					
Performance - Evening	\$ 3,100	\$ 3,100	\$ 1,095	\$ 530	\$ 280
2nd Performance - Same Evening	\$ 2,440	\$ 2,440	NA	NA	NA
Non-Ticketed Event	\$ 4,465	\$ 4,465	\$ 1,400	\$ 655	\$ 340
Performance - Matinee	\$ 2,440	\$ 2,440	\$ 735	\$ 475	\$ 240
Performance - Morning	\$ 1,365	\$ 1,365	\$ 640	\$ 455	\$ 225
Rehearsal/Load-in Day	\$ 1,590	\$ 1,590	\$ 595	\$ 270	\$ 145

Tier 4 - Principal/Resident Company Rates					
Performance - Evening	\$ 1,695	\$ 1,695	\$ 600	\$ 285	\$ 165
2nd Performance - Same Evening	\$ 1,250	\$ 1,250	NA	NA	NA
Non-Ticketed Event	\$ 2,335	\$ 2,335	\$ 730	\$ 335	\$ 200
Performance - Matinee	\$ 1,255	\$ 1,255	\$ 330	\$ 240	\$ 145
Performance - Morning	\$ 710	\$ 710	\$ 265	\$ 225	\$ 134
Rehearsal/Load-in Day	\$ 830	\$ 830	\$ 325	\$ 170	\$ 85

2024/2025 Rental Rates

	Keller	ASCH	Newmark	Winningstad	Brunish
Tier 1 - Commercial Rates					
Performance - Evening	\$7,295 vs 10%	\$7,295 vs 10%	\$ 2,500	\$ 1,140	\$ 570
2nd Performance - Same Evening	\$5,590 vs. 10%	\$5,590 vs. 10%	\$ 1,985	\$ 835	NA
Non-Ticketed Event	\$ 10,210	\$ 10,210	\$ 3,245	\$ 1,390	\$ 695
1/2 House Performance Evening	\$5,590 vs. 10%	\$5,590 vs. 10%		NA	NA
Performance - Matinee	\$5,590 vs. 10%	\$5,590 vs. 10%	\$ 1,375	\$ 975	\$ 475
Performance - Morning	\$ 3,125	\$ 3,125	\$ 1,125	\$ 910	\$ 445
Rehearsal/Load-in Day	\$ 3,650	\$ 3,650	\$ 1,370	\$ 585	\$ 295
Main Street - \$1,040					

Tier 2 - Non-Profit Rates					
Performance - Evening	\$5,835 vs 5%	\$5,835 vs 5%	\$ 2,000	\$ 915	\$ 460
2nd Performance - Same Evening	\$4,470 vs 5%	\$4,470 vs 5%	\$ 1,585	\$ 670	NA
Non-Ticketed Event	\$ 8,170	\$ 8,170	\$ 2,595	\$ 1,110	\$ 555
1/2 House Performance Evening	\$4,470 vs 5%	\$4,470 vs 5%	NA	NA	NA
Performance - Matinee	\$4,470 vs 5%	\$4,470 vs 5%	\$ 1,100	\$ 780	\$ 380
Performance - Morning	\$ 2,500	\$ 2,500	\$ 900	\$ 730	\$ 355
Rehearsal/Load-in Day	\$ 2,920	\$ 2,920	\$ 1,095	\$ 470	\$ 235
Main Street - \$810					

Tier 3 - Featured Tenant Rates					
Performance - Evening	\$ 3,645	\$ 3,645	\$ 1,250	\$ 570	\$ 285
2nd Performance - Same Evening	\$ 2,795	\$ 2,795	NA	NA	NA
Non-Ticketed Event	\$ 5,105	\$ 5,105	\$ 1,625	\$ 695	\$ 350
Performance - Matinee	\$ 2,795	\$ 2,795	\$ 690	\$ 485	\$ 240
Performance - Morning	\$ 1,565	\$ 1,565	\$ 565	\$ 455	\$ 225
Rehearsal/Load-in Day	\$ 1,825	\$ 1,825	\$ 685	\$ 290	\$ 150

Tier 4 - Principal/Resident Company Rates					
Performance - Evening	\$ 2,190	\$ 2,190	\$ 750	\$ 345	\$ 170
2nd Performance - Same Evening	\$ 1,675	\$ 1,675	NA	NA	NA
Non-Ticketed Event	\$ 3,065	\$ 3,065	\$ 975	\$ 415	\$ 210
Performance - Matinee	\$ 1,675	\$ 1,675	\$ 415	\$ 290	\$ 145
Performance - Morning	\$ 940	\$ 940	\$ 340	\$ 275	\$ 225
Rehearsal/Load-in Day	\$ 1,095	\$ 1,095	\$ 410	\$ 175	\$ 90

MERC Commission Meeting

April 6, 2022
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

2ND QUARTER 2021-22 REPORT

Highlights:

Executive Summary – Page 3

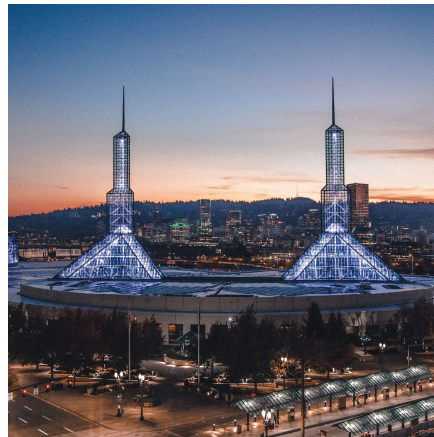


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Jeff Miller.....	President and CEO
Sarah Chisholm	Chief Financial Officer
Megan Conway	Chief Strategy Officer
James Jessie.....	Chief Sales Officer
Greg Newland	Chief Marketing Officer



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 2nd quarter, OCC realized more than \$1.6 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 42.9 to 1.
- Six new and two repeat OCC conventions were booked for future years worth more than \$3.0 million in OCC revenue and community economic impact more than \$14.2 million. Total Travel Portland bookings, including single hotel will result in more than \$21.2 million of economic impact.
- Across domestic media outlets this quarter, Portland was included in 670 placements with a total impression of more than 3.4 billion that could potentially influence Portland as a business and leisure travel destination.
- A return to trade show travel began. Travel Portland created a Travel with Us fund that sponsored hotel sales person travel to shows like IMEX and others. We continue to fund site visits so booked customers can see the city and understand the current situation which is improving.

TRENDS, SUCCESSES, OBSTACLES

- Collections of the city's transient lodging tax through first half of the fiscal year are improving from FY21, with an increase of 205% over the same period. However, the collections are still significantly down (-48.8%) from FY19. Recovery is slower than expected, leading Travel Portland to lower expected lodging receipts this year.
- We continue to suffer cancellations, the latest being a 6000 room night meeting in 2023 due to public safety. The city's reputational challenges continue.
- We also have had a small number delegates accosted or attacked while in the city. One with her three year old child who was hit by a person having mental health crisis. Many of these are connected to travel on the MAX. We continue to share this information with our elected officials and to implore them to make bold moves to keep our streets safe.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$2,525,490	\$14 Million
2	ROI on future OCC business	4.8	5.8
3	Lead conversion	17.2%	18%
4	Services performance survey	4.0	3.8
5	Public relations/media	6.0	12
6	Community economic impact	32.9	34.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	19.6	Benchmark / 25



EXECUTIVE SUMMARY

HOTEL DEMAND

	Smith Travel Research - Region*							
	Occupancy (%)		ADR (\$)		RevPar(\$)		Demand	
	This Year	Change (%)	This Year	Change (%)	This Year	Change (%)	This Year	Change (%)
Downtown	38.3	26.7	143.40	11.2	54.87	40.9	1,259,523	51.7
Airport	56.4	46.9	111.57	10.3	62.87	62.1	746,134	41.1
Eastside	71.3	27.6	84.19	16.6	60.04	48.8	148,938	19.7
Jantzen Beach	50.2	42.6	105.45	11.7	52.90	59.4	266,221	42.6
City of Portland +	45.2	32.1	125.77	12.2	56.85	48.3	2,420,816	44.9

*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year

REGION	LODGING TAX COLLECTIONS*	
	QUARTER 2	
TLT/TID		
Central City	\$2,586,860	63%
Airport	\$1,018,716	25%
Eastside	\$77,895	2%
Jantzen Beach	\$405,869	10%
Subtotal (80%)	\$4,089,340	100%
Online Travel Agency	\$344,482	33%
Short Term Rental	\$648,281	63%
Other	\$39,598	4%
Subtotal (20%)	\$1,032,362	100%
Grand Total (100%)	\$5,121,702	

*Data provided by the City of Portland Revenue Division.

*Benchmark quarter. Quarterly percentage change by region for future quarters.

COMPETITIVE SET COMPARISON			
Smith Travel Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	38.3	143.40	54.87
Denver	53.9	159.39	85.96
Seattle	44.4	161.30	71.64
Salt Lake city	54.5	129.52	70.58
Nashville	60.1	197.37	118.68
Austin	54.6	183.27	100.10
Minneapolis	30.0	128.54	38.53
San Francisco	40.5	157.40	63.82

*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year



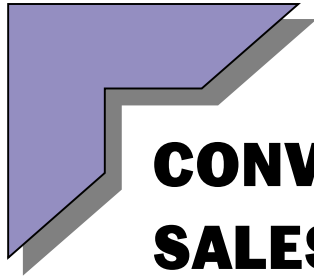
CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 21/22	\$ 13,895,201	\$ -	\$ 13,895,201
FY 22/23	\$ 22,665,488	\$ 795,308	\$ 23,460,796
FY 23/24	\$ 12,557,470	\$ 1,528,842	\$ 14,086,312
FY 24/25	\$ 7,765,954	\$ 1,859,964	\$ 9,625,918
FY 25/26	\$ 3,306,679	\$ 1,532,188	\$ 4,838,867
FY 26/27	\$ 3,436,705	\$ 1,861,663	\$ 5,298,368
FY 27/28	\$ -	\$ 1,532,188	\$ 1,532,188
FY 28/29	\$ 534,267	\$ 1,861,663	\$ 2,395,930
FY 29/30	\$ 843,896	\$ 1,532,188	\$ 2,376,084
TOTAL	\$ 65,005,660	\$ 12,504,004	\$ 77,509,664

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	6	14	
Repeat OCC Bookings	2	2	
Total OCC Bookings	8	16	
Room Nights from OCC Bookings	13,778	33,785	
Future OCC Revenue Booked during FY 2021/22	\$ 3,051,323	\$ 5,778,465	
ROI OCC Bookings	\$ 6.2	\$ 4.8	5.8 to 1
Community Economic Impact from OCC Bookings	\$ 14,288,981	\$ 28,866,636	
Total Room Nights Booked	28,787	57,491	
Total Community Economic Impact from Bookings	\$ 21,254,547	\$ 39,246,445	
ROI on Total Community Economic Impact	\$ 42.9	\$ 32.9	34.0 to 1
OCC Revenue Realized During FY 2021/22	\$ 1,674,520	\$ 2,525,490	\$14 Million

*OCC Revenue Realized include the following meeting that occurred during quarter 1 at OCC. At the close of quarter 1, the group had not settled in OCC's accounting software (USD) at the time of reporting. Therefore they are included in quarter 2 OCC revenue realized - International City County Management Association.

*OCC Revenue Realized does not include the following meeting that occurred during quarter 2 at OCC. Group had not settled in OCC's accounting software (USD) at the time of reporting. Therefore they will be included in quarter 3 OCC revenue realized - Beyond Van Gogh.




CONVENTION SALES

OCC LEAD CONVERSION	
	As of January 1, 2022
Lead Conversion Percentage	17.2%
Benchmark / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2022					
	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26 and beyond
Current	34	34	27	12	11
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 18/19-21/22)	38	38	27	20	20

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,301,555	\$ 3,393,301
Travel Portland Contract Costs	\$ 495,212	\$ 1,192,637
ROI (Revenue / Costs)	2.6	2.8

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	26	73,970	52,035	\$ 10,350,811	\$ 47,401,780



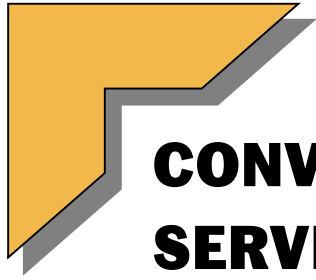
CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	2nd Quarter	YTD
New Minority Bookings	1	1
Total Minority Bookings	1	1
Room Nights from Minority Bookings	2,961	2,961
Minority Leads	4	7
Minority Lost Leads	1	3

For the second quarter of FY 2021/22, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$1.6 million. Booked groups included the following:

United National Indian Tribal Youth	\$1,656,529
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2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Achieving the Dream, Inc	1	Conference Shifted to a Virtual Event	6,040	2,300	\$ 708,029	\$ 2,605,306	2/12/2022
American Association for the Advancement of Science	1	Safety & Perception Concerns (Protests, Racism, Homelessness, Negative Press)	6,097	5,000	\$ 1,898,651	\$ 6,400,178	2/12/2023
Federal Reserve Bank of San Francisco	1	COVID-19	3,411	1,500	\$ 351,847	\$ 1,952,472	3/11/2022
Total OCC Cancellations	3		15,548	8,800	\$2,958,527	\$ 10,957,956	



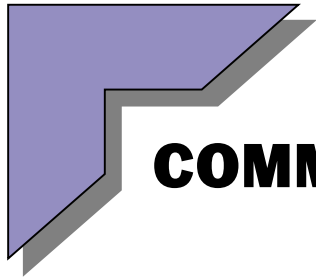
CONVENTION SERVICES

ACTIVITY DESCRIPTION	2ND QUARTER	YTD
OCC groups occurring during the quarter	6	11
Pre-convention attendance building - Site tours	16	31

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent= 4	Good= 3	Fair= 2	Poor= 1	N/A	Rating Average	Response Count
Travel Portland sales staff	3	0	0	0	0	4.0	3
Travel Portland convention services staff	3	0	0	0	0	4.0	3
Travel Portland collateral/promotional materials	3	0	0	0	0	4.0	3
Quality and user-friendliness of the Travel Portland website	2	0	0	0	1	4.0	2
Average rating for the quarter						4.0	
Average rating YTD						4.0	
Benchmark						3.8	
In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?							
Wonderful, extremely responsive and helpful during these crazy times. It was a true partnership to make this meeting happen during a pandemic and they were open and transparent.							
The main Travel Portland staff that we worked with (Desiree Everett and Michael Cavanaugh) were excellent. They were communicative, accommodating, and professional.							
Groups Serviced/Surveyed:							
Geological Society of America <i>*Completed Survey</i>				Kumoricon			
National Science Teachers Association				Beyond Van Gogh			
Coffee Fest <i>*Completed Survey</i>				The American Championships			
<i>*International City/County Management Association *Completed Survey</i>							

**The survey results include the following meeting that occurred during quarter 1 at the Oregon Convention Center.*

The client filled out the post-convention survey within the quarter 2 timeframe. Therefore, their survey response is included in quarter 2 survey results.



COMMUNICATION & PR

TOTAL DOMESTIC MEDIA NARRATIVE	Q2	YTD
Placements	670	1,195
Impressions	3,499,786,920	7,711,064,832

Traditional media mentions captured across print and online that may influence consumer perception of Portland as a business and leisure travel destination.

MERC-RELATED MEDIA PLACEMENTS	Q2	YTD
Placements	1	6
Impressions	3,600	343,134

Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination.

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q2	YTD
Engagements	155	405

A media engagement is defined as an interaction with media regarding a single topic or issue.

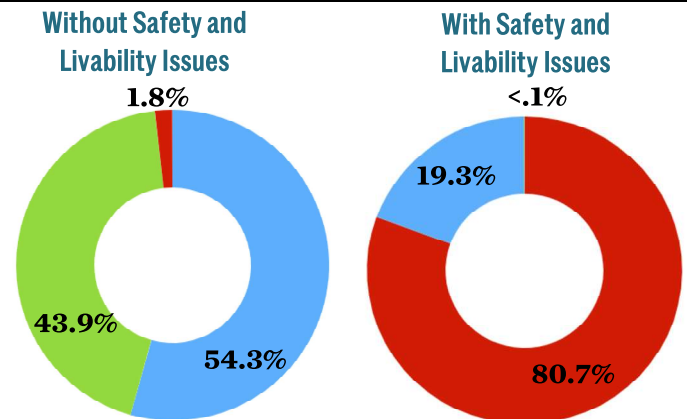
TARGETED DOMESTIC MEDIA	Q2	YTD
Placements	46	70
Impressions	614,763,105	1,387,451,639

Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

TARGETED INTERNATIONAL MEDIA	Q2	YTD
Placements	0	0
Impressions	0	0

International print and online media outlets strategically targeted by Travel Portland's public relations efforts in international markets, including, but not limited to: United Kingdom, The Netherlands, Oceania and Canada.

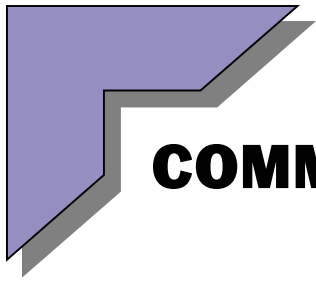
2ND QUARTER TOTAL DOMESTIC MEDIA SENTIMENT



670 Placements
3.499 Billion Impressions

8,378 Placements
14.639 Billion Impression

Positive Neutral Negative

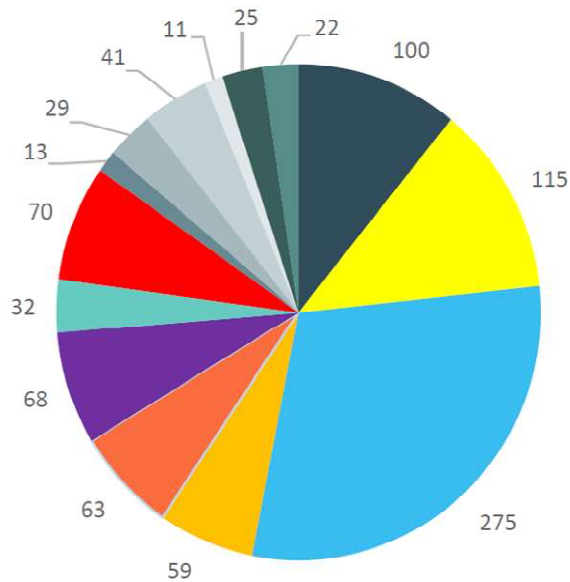


COMMUNICATION & PR

2ND QUARTER TOTAL DOMESTIC MEDIA NARRATIVE: KEY MESSAGES PLACEMENTS & IMPRESSIONS

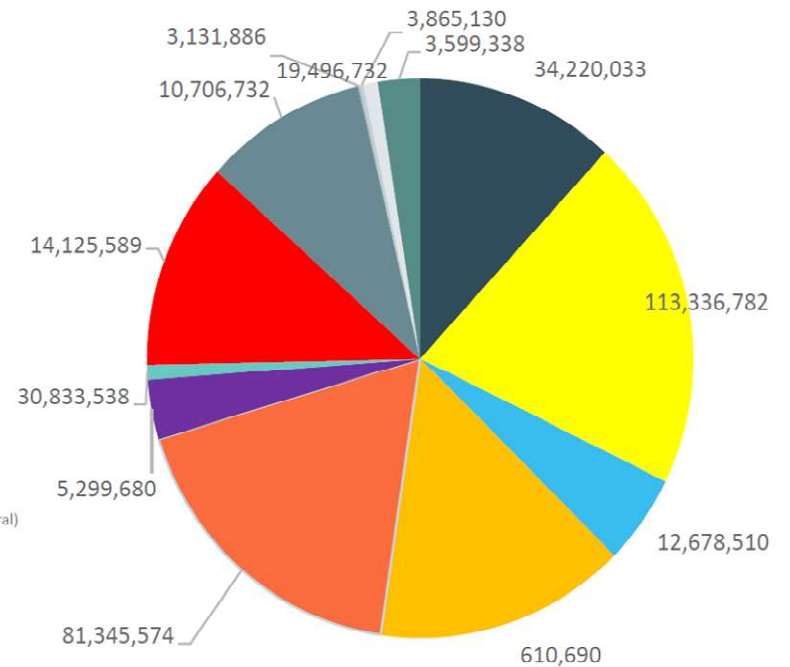
Placements

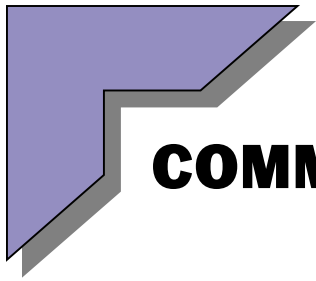
- Arts & Culture
- Events & Festivals
- Hotels & Lodging
- Makers & Shopping
- Outdoors
- Portland Region
- Neighborhoods
- Activities & Attractions
- Food & Drink
- Transportation
- Diversity (LGBTQ+, multicultural)
- Meetings & Conventions
- Nightlife
- Family-friendly



Impressions

- Arts & Culture
- Hotels & Lodging
- Events & Festivals
- Makers & Shopping
- Portland Region
- Outdoors
- Food & Drink
- Activities & Attractions
- Neighborhoods
- Diversity (LGBTQ+, multicultural)
- Nightlife
- Transportation
- Meetings & Conventions
- Family-friendly



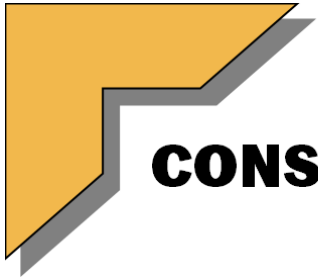


COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
November 2021	Smart Meetings Facebook	Facebook Live Interview at IMEX (Paid opportunity)	online	3,600	1
Total				3,600	1

**Entries that appear to be duplicate articles represent different media placements, i.e. print, online and broadcast.*

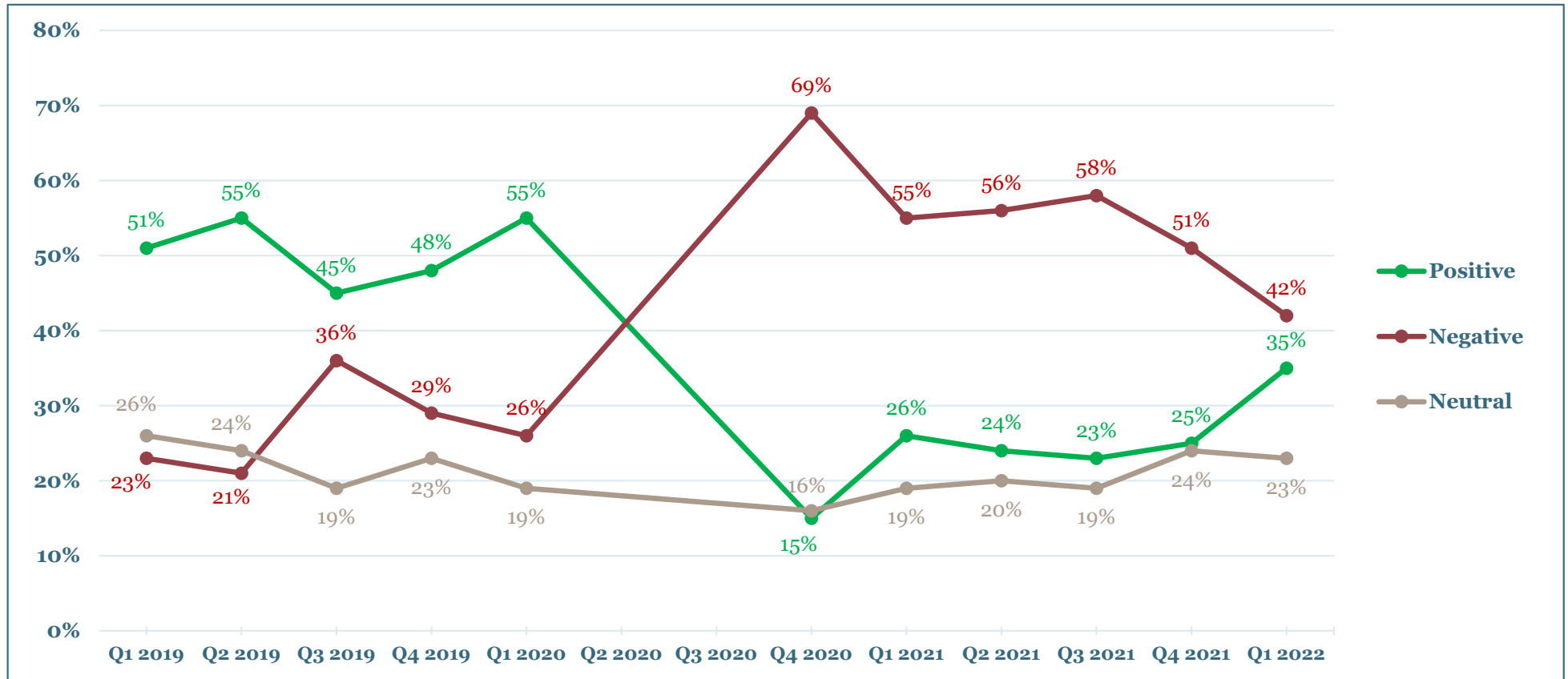
PITCHES DELIVERED	
1	Portland pivots to meetings of all shapes and sizes
2	Portland is open for meetings and lodging update for Smart Meetings IMEX interview
3	Citywide Conventions Return to Portland this Weekend (ICMA)
Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.	

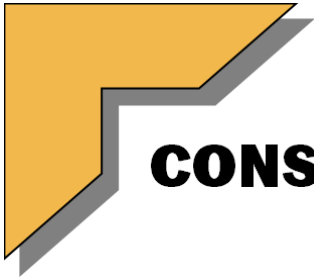


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

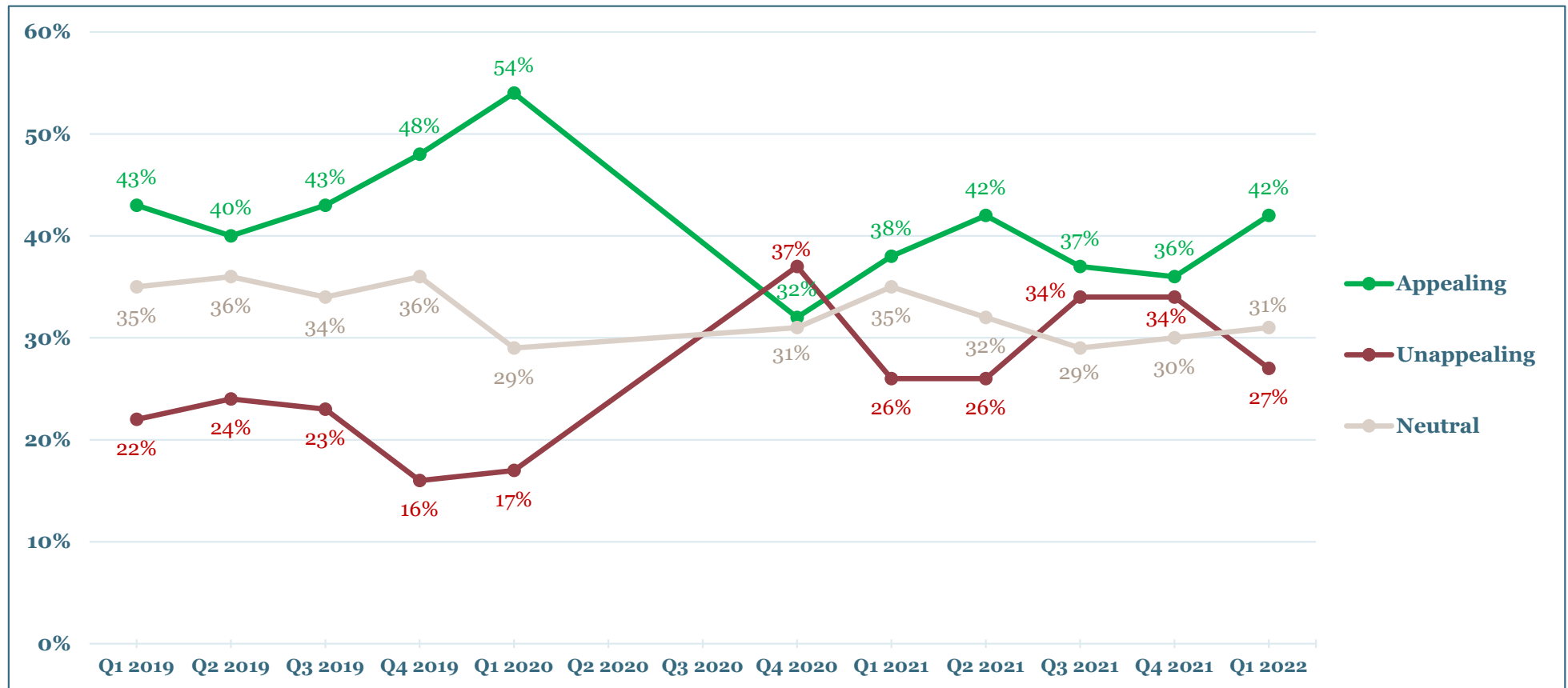


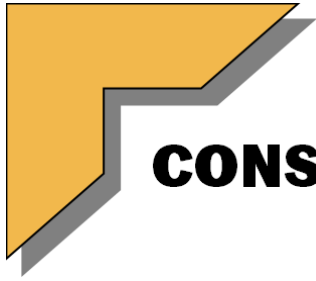


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: How appealing is Portland as a potential vacation destination to you?



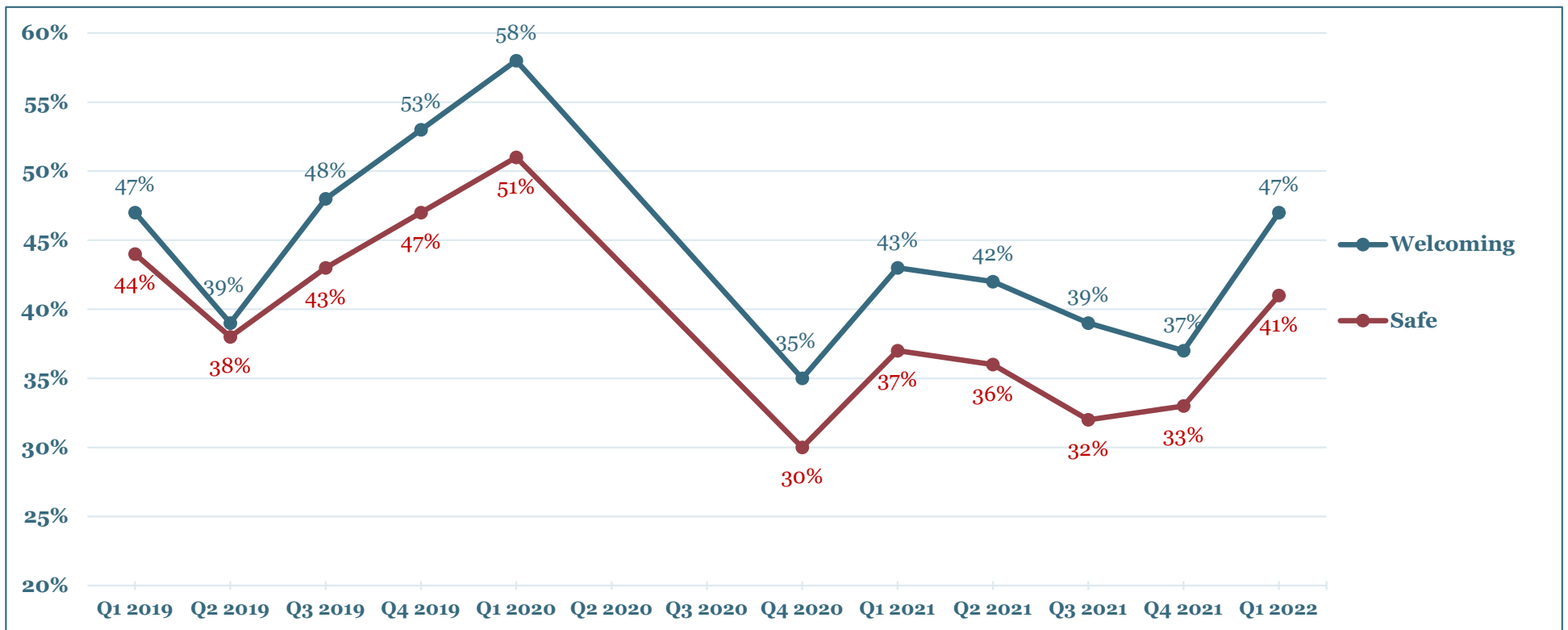


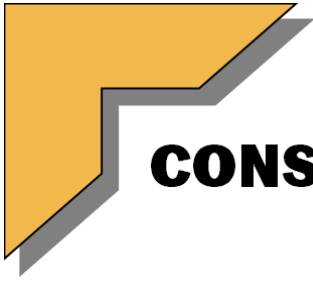
CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)
VS.

Q: Portland is a safe destination. (AGREE - Top 2 Box)

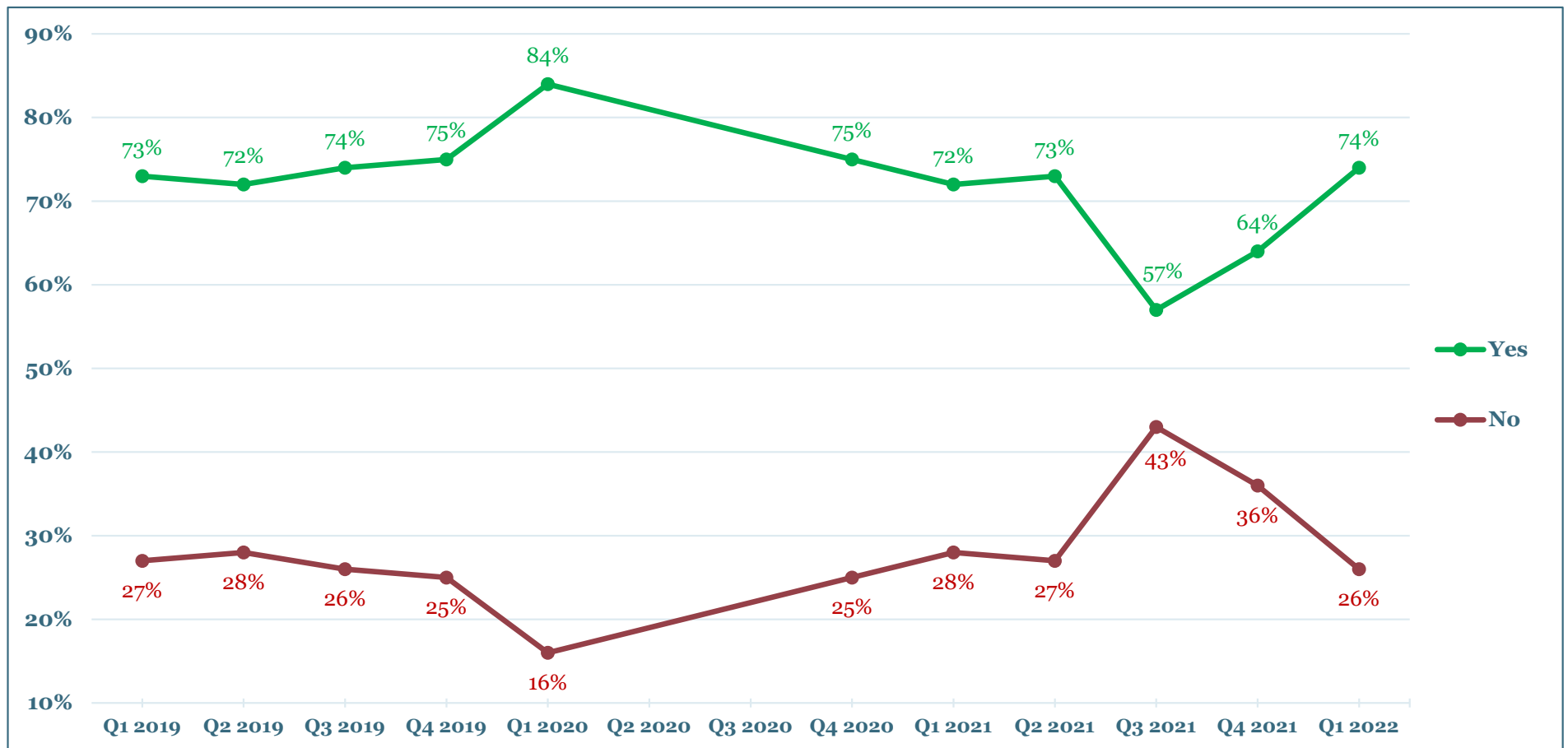




CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland, are you likely to visit again?





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	1,048,494	2,407,692
International Visits	68,735	145,281
Referrals	282,591	623,011
Business and Event Detail Views	781,471	1,546,734
TravelPortland.com/meetings		
Venue Finder Page Views	1,033	2,020

Source: Google Analytics

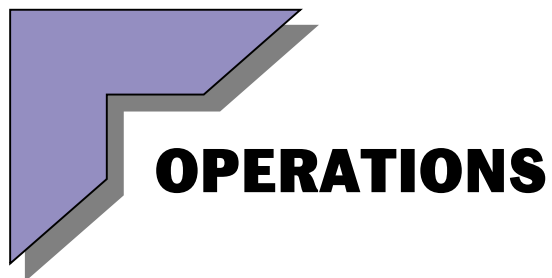
INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	0%****	N/A
Competitive Set***	0%****	N/A

**Source: Oxford Tourism Economics Company reports twice during the calendar year.*

***Be no less than 5% of our competitive sets' performance for overall visits/arrivals.*

****Competitive set = Austin, Seattle, Denver, Salt Lake City, Minneapolis*

*****Due to COVID-19 travel restriction, there is minimal international visitation in the USA.*



DIVERSITY EMPLOYMENT STATISTICS 2021-22

TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

	December 31, 2021		Second Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	5	9	56%	40-60%	Monitor
First/Mid Level Manager	5	7	71%	40-60%	Monitor
Professionals	10	14	71%	40-60%	Monitor
Sales Workers	7	7	100%	40-60%	Monitor
Admin Support Workers	9	9	100%	40-60%	Monitor
Total	36	46	78%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	3	9	33%	15-33%	Monitor
First/Mid Level Manager	1	7	14%	15-33%	Improve
Professionals	3	14	21%	15-33%	Monitor
Sales Workers	3	7	43%	15-33%	Monitor
Admin Support Workers	2	9	22%	15-33%	Monitor
Total	12	46	26%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2021-22

HIRING

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	Jooble
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	H-Careers
	LGBTConnect.com	SearchWide Global	AllDiversity.com
	Travel & Tourism Research Association	Mac's List	Travel Portland website
Current Employees residing in MERC FOTA		8	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$434,879
--	-----------

PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1368	258	130	186

COBID PURCHASING PARTICIPATION FY 2021-22 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$393,269	\$1,678,463	23%
Self-Reported	\$260,952	\$1,678,463	16%
Total	\$654,221	\$1,678,463	39%

For the last 33 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

OCC SALES AND MARKETING BUDGET

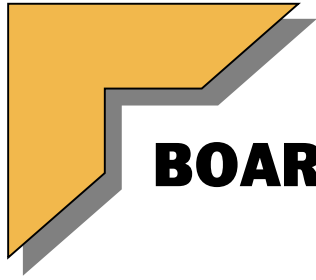
	Annual Budget	MERC QTR Ending 12-31-21	TID/TLT QTR Ending 12-31-21	Subtotal QTR Ending 12-31-21	Sum MERC YTD 06-30-22	Sum TID/TLT YTD 06-30-22	Sum of YTD 06-30-22	Percent
Expenses								
<u>MERC Supported - Professional Services</u>								
Professional Services								
Convention Sales								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	700,000	252,498	74,652	327,150	584,041	86,092	670,133	95.73%
Program Support								
Subtotal - Program Support	105,000	26,250	0	26,250	52,500	0	52,500	50.00%
Research								
Subtotal - Reserach Professional Services	50,000	14,352	0	14,352	29,952	0	29,952	59.90%
Convention Services								
Subtotal - Convention Services Professional Services	95,000	54,928	0	54,928	115,080	0	115,080	121.14%
Total - MERC Supported - Professional Services	950,000	348,028	74,652	422,680	781,573	86,092	867,665	91.33%
<u>Other Non-Contractual Professional Services</u>								
Total - Other Non-Contractual Professional Services	0	0	95,885	95,885	0	170,466	170,466	0.00%
<u>Convention Sales - MERC Supported Program of Work</u>								
Sales Calls, Trips and Missions								
Subtotal - Sales Calls, Trips and Missions	175,000	10,605	0	10,605	17,846	0	17,846	10.20%
Multicultural Sales Efforts								
Subtotal - Multicultural Sales Efforts	274,000	6,039	0	6,039	9,039	0	9,039	3.30%
Trade Shows and Industy Events								
Subtotal - Industry Trade Shows and Events	348,000	61,951	27,054	89,005	172,027	27,054	199,081	57.21%
Familiarization Tours & Site Visits								
Subtotal - Familiarization Tours	200,000	21,117	0	21,117	33,038	0	33,038	16.52%
Other Programs								
Subtotal - Other Programs	303,000	7,915	0	7,915	39,324	0	39,324	12.98%
Total Convention Sales MERC Supported Program of Work	1,300,000	107,627	27,054	134,681	271,275	27,054	298,329	22.95%
Other Departments - MERC Supported POW								
Convention Services - Other Programs								
Subtoal - Con Sves - Other Programs	50,000	24,960	0	24,960	39,790	0	39,790	79.58%
Research - Other Programs								
Subtoal - Research - Other Programs	100,000	14,597	16,783	31,380	100,000	16,783	116,782	116.78%
Total Other Depts MERC Supported Program of Work	150,000	39,557	16,783	56,339	139,789	16,783	156,572	104.38%
Grand Total	2,400,000	495,212	214,373	709,585	1,192,637	300,394	1,493,031	62.21%

Travel Portland
Income Statement
(Statement of Financial Activities)

	Actual (Prior Year) YTD 12/31/2020 Column A	Actual YTD 12/31/2021 Column B	Budget YTD 12/31/2021 Column C	Actual (Prior Year) Full Year 6/30/2021 Column D	Approved Budget Full Year 6/30/2022 Column E
Revenue					
City/County Lodging Tax (1%)	681,252	2,078,376	3,002,356	1,675,416	4,724,659
Tourism Improvement District (TID = 2% + 1%)	1,467,198	6,015,335	7,675,306	3,713,235	13,441,676
MERC (OCC Contract)	730,892	1,200,000	1,200,000	1,402,602	2,400,000
Partnership Dues	116,556	109,124	0	202,597	0
Fees Earned & Other Income	320,454	83,762	0	1,424,952	0
EDA Grant	0	0	100,002	0	200,000
Trade-Out/In-Kind	0	0	0	2,845	0
Cooperative Programs	0	201,092	62,502	30,090	125,000
Regional RCTP (from Travel Oregon)	1,322,638	864,411	1,599,996	1,732,314	3,200,000
Regional Recovery & Stabilization Fund (From Travel Oregon)	0	618,429	618,429	0	618,429
Cultural Tourism	13,810	109,528	93,492	60,417	187,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	4,652,799	11,280,057	14,352,083	10,244,467	24,896,764
Expenses					
Convention Sales and Research	883,122	1,742,018	2,498,286	2,038,697	4,996,483
International Affairs	188,545	155,106	316,176	306,461	632,358
Marketing	582,712	2,937,634	4,102,374	2,924,957	8,204,746
Communications/PR	194,631	233,240	575,358	377,698	1,150,684
Regional RCTP (from Travel Oregon)	1,065,843	864,411	1,600,008	1,732,314	3,200,000
Convention Services, Housing, and Events	193,812	285,963	452,550	374,146	905,046
Community Engagement/DEI/VC	134,981	329,511	482,274	201,479	964,495
Program Support	1,817,982	2,556,999	3,594,693	3,893,824	6,570,892
Total Expenses	5,061,627	9,104,882	13,621,719	11,849,575	26,624,704
Net Surplus/(Deficit)	-408,828	2,175,176	730,364	-1,605,108	-1,727,940

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual Prior Period YTD 11/30/2021 Column A	Actual Current YTD 12/31/2021 Column B	Change MTM Percentage Column C	Actual Prior YTD 12/31/2020 Column D	Change YOY Percentage Column E
Assets					
*Cash and Cash Equivalents	9,599,010	8,255,534	-16%	10,038,129	-18%
*Investments	5,340,400	5,418,747	1%	5,102,731	6%
Accounts Receivable	2,894,676	4,673,547	38%	596,633	683%
Prepaid Assets	1,002,680	1,098,038	9%	949,121	16%
Fixed Assets, net	1,377,890	1,344,056	-3%	2,238,994	-40%
Other Assets	2,567	2,567	0%	2,567	0%
Total Assets	20,217,223	20,792,490	3%	18,928,176	10%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	1,234,392	1,322,275	7%	648,878	104%
Accrued Personnel	1,740,852	1,767,300	1%	1,465,671	21%
Deferred Revenue	-68,997	-76,596	10%	124,284	-162%
*Other Fiduciary Liabilities - RCTP/RRSF	2,632,208	3,751,099	30%	3,639,826	3%
Loan Liability	0	0	0%	0	0%
Total Liabilities	5,538,455	6,764,077	18%	5,878,659	15%
Net Assets					
Undesignated	10,297,436	9,647,080	-7%	11,071,670	-13%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	1,977,848	122%
Total Net Assets	14,678,769	14,028,413	-5%	13,049,517	8%
Total Liabilities and Net Assets	20,217,223	20,792,490	3%	18,928,176	10%
Note:					
*Cash and Cash Equivalents		8,255,534		10,038,129	
*Investments		5,418,747		5,102,731	
Subtotal - Cash/Csh Equiv/Investments		13,674,281		15,140,860	
*Less - Other Fiduciary Liabilities - RCTP/RRSF		3,751,099		3,639,826	
Travel Portland Csh/Csh Equivalents		9,923,183		6,398,304	



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services	Treasurer	Budget and Finance Committee
Boss	Dani	Holiday Inn Portland - Columbia Riverfront		
Craddick	Shirley	Metro		
Daley	Mike	Sheraton Portland Airport Hotel	Chair	Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Chair-elect	Nominating Committee
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Hiller-Webb	Shannon	Host2Host/Prosparus		
Holt	Charles	The Mark Spencer Hotel	Vice Chair	
Huffman	Kurt	ChefStable		
Johnson	Dennis	CPA		
Kafoury	Deborah	Multnomah County		
Kunzer	Ryan	AC Hotel Portland Downtown		
Lopuszynski	Ziggy	Crown Plaza Portland - Downtown Convention Center		
Mann	Amanda	Rose Quarter		
Mapps	Mingus	City of Portland		
Martinez	Martin	Orox Leather Co.		
Mayelzadeh	Farshad	DoubleTree by Hilton - Portland		
McAllister	Martin	Portland Marriott Downtown Waterfront		
McCarey	Heather	Explore Washington Park		
Nicolopoulos	Shane	Hyatt Regency Portland at the Oregon Convention Center		Convention Sales Steering Committee
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC		
Penilton	David	America's Hub World Tours		
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Tabales	Dwight	Hilton Portland Downtown & The Duniway		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Past Chair	Partner Services Committee
White	Daryn	Provenance Hotels		

MERC Commission Meeting

April 6, 2022
12:30 pm

Expo Development Opportunity
Study Update

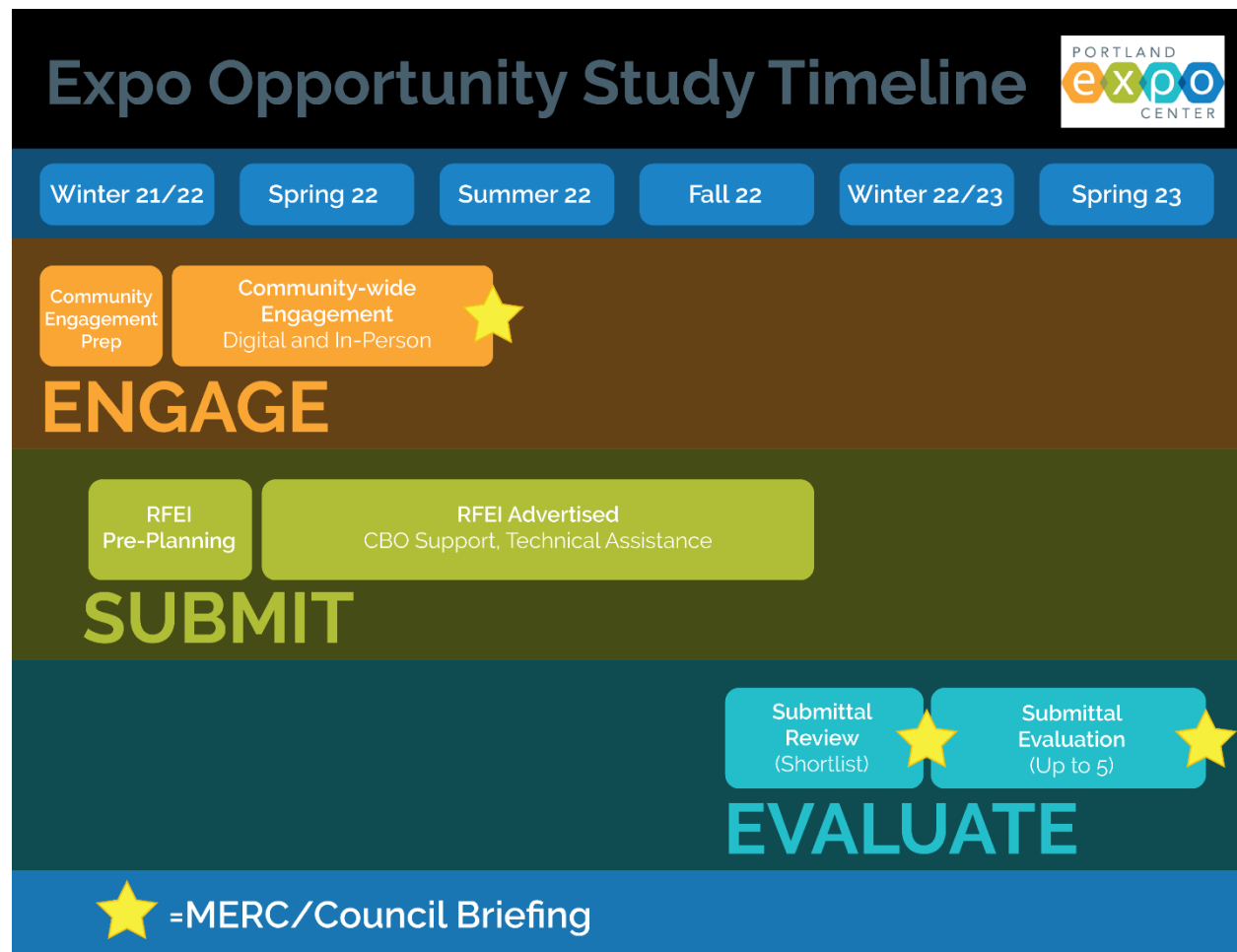
Date: March 29, 2022
To: MERC Commissioners
From: Paul Slyman, Project Sponsor
Subject: Expo Futures: Expo Development Opportunity Study Monthly Update

Chair Stoudamire-Phillips, MERC Commissioners, and Councilor Lewis:

Thank you for your continued support, leadership and interest in the Expo Development Opportunity Study. We have made a lot of progress since our report to you last month and I'm pleased to share the following updates:

Guiding Principles

We will be bringing a resolution to MERC at your April 6 meeting for consideration of adopting Expo DOS Community-generated Guiding Principles by Resolution. Detailed information about the Guiding Principles is contained in the Staff Report and Attachment. We are very excited to bring these to you for consideration at your meeting, and then to Metro Council for consideration at their May 5 Meeting.



Project Timeline Progress

1. Engage the community and potential partners

Our new website is complete and we are currently refining our social media and launch strategy to maximize distribution. In addition to updated content and information for partners and the general public, it will include three important features—an introductory video, resources for potential partners, and a community survey.

Production and post-production for the short video describing Expo's history, cultural relevance, economic importance, and future opportunities has been completed. We will ask that you share the video through your social media channels once it goes live.

We have also finalized survey questions to be asked on the Social Pinpoint website, which will allow us to hear more thoughts from community members, learn more about their desires for Expo, and share important historical and cultural information. We will be distributing the survey using a number of channels, including Metro's social media platforms in combination with community-based organizations and their networks. We will also issue a press release announcing the launch of the website and survey.

We have sent communication to six Tribal Governments; the Confederated Tribes of the Umatilla (CTUIR); Confederated Tribes of Grand Ronde (CTGR); Confederated Tribes of Siletz Indians (CTSI); Confederated Tribes and Bands of the Yakama Nation (CTBYN); Confederated Tribes of Warm Springs (CTWS); and the Cowlitz Indian Tribe (CTI), to ask them how they would like to be engaged in this work and if they would like more information. Three of these tribes are new to the Expo DOS (CTBYN, CTWS and CIT) and received a formal invitation from President Peterson earlier this year.

2. Submit quality proposals for review

We continue working with Expo Center staff to offer tours to potential partners consistent with the availability of Alicia, Matthew and Chuck. Once the RFEI package is complete, we will offer tours on a set schedule to minimize any possible work conflicts and also ensure that we are answering all questions consistently and comprehensively.

We are continuing to answer the long list of historical, financial, legal, policy, and other questions (collectively known as the "Big Questions List") with our Steering Committee--Councilor Lewis, Commissioner Kryz-Rusoff, Commissioner Hall, DCOO Andrew Scott, Expo Director Matthew Rotchford--and with legal and other staff. These questions, when answered, will allow us to make the RFEI package as coherent and useful as possible to potential partners.

We are refining our timelines to ensure that time is allotted for internal review of documents that come to us from our consultant Cascadia Partners without undue delay to the overall project.

In addition to our many meetings with potential partners, we have met with Prosper Portland to better understand opportunities for Expo within the Interstate Urban Renewal Area, Levee Ready Columbia to learn more about levee obligations, and the Madras Economic Development Team to learn from their recent RFEI experience. Additionally, Port of Portland has agreed to serve as one of our government partners in reviewing submissions.

We have meetings planned with the City to discuss regulatory, service, and conditional use implications associated with possible development scenarios, which information is intended to supplement existing information and aid the RFQ process.

3. **Evaluate** the proposals with Guiding Principles

Our Expo DOS Community Review Committee has been established. While they will not actually review the submittals until much later, we are identifying members now so that they can share their perspectives and insights through the duration of our work. Metro COO Marissa Madrigal sent individual letters to each member on March 25, and Chuck has followed up with them to ensure they have adequate information to serve in this role. Members include:

1. Ed Washington, former Metro Council member, Community Liaison for Diversity Initiatives & Inclusion for PSU
2. Lynn Fuchigami-Parks, Former Executive Director, Japanese American Museum of Oregon
3. Paul Lumley, Executive Director NAYA
4. Terrance Moses, Kenton Neighborhood Association Chair
5. Tony DeFalco, Executive Director, Latino Network
6. David Van't Hof, Senior Fellow, Climate Solutions
7. Stephen Green, Entrepreneur, Founder Pitch Black and COO, A Kids Company About

We will also seek review of top submittals through our local **Government Partners**, including:

Eric Engstrom, Principal Planner, Planning and Sustainability, City of Portland
Amy Nagy, Development Manager, Prosper Portland
Ken Anderton, Industrial Development, Senior Management, Port of Portland
Colin Sears, Regional Development Officer, Business Oregon

Submittals will also be made available to **Tribal Governments** that do not submit an RFEI to get the benefit of their review and feedback.

We are finalizing the **RFEI Evaluation Criteria**. The Evaluation Criteria are derived from the Guiding Principles, which were crafted through several rounds of engagement with key stakeholders and project partners. The stakeholders and partners included members of the Japanese American, Black, and Urban Indigenous communities, current vendors and clients of Expo, and input through direct government-to-government conversations between Metro and the Tribes. The RFEI Evaluation Criteria will be used to assess how well each RFEI submitter considered the Principles in their project concept and submittal materials.

4. **Downstream Economic** benefits of shows at Expo

With the assistance of Expo Center staff, Crossroads Consulting has finalized a survey tool that will be used to estimate the downstream economic benefits that accrue to vendors that participate in shows at Expo. This is in response to MERC Commissioners' requests to better understand how Expo shows create business opportunities and wealth creation for small, disadvantaged and minority-owned Oregon businesses. We are working to have the survey deployed in mid-April. Accuracy of survey results will depend highly on participation from vendors who participate in Expo shows. We have designed the survey so that it can be deployed for past shows, as well as upcoming shows for the duration of the DOS.

As of this writing the project remains on scope, on schedule, and on budget. We expect additional pressure on the project schedule as unanticipated questions or interests arise.

Please don't hesitate to reach out to me or any members of our Steering Committee or Project Team if you have any questions.