
MERC Commission Meeting

January 5, 2022
12:30 pm

Zoom Virtual Meeting

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ការអោយដឹងពីការគោរពសិទ្ធិរបស់អ្នក ការគោរពសិទ្ធិរបស់អ្នក ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិរបស់អ្នក Metro ឬដើម្បីទទួលបានការបណ្តឹងសិទ្ធិរបស់អ្នក សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃមុន។ www.oregonmetro.gov/civilrights។ បើសិនជាអ្នកមានការប្រកាសនៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃមុន។

إشعار بحقوق مدني من Metro Metro الاحقوق والمدنية للمزيد من المعلومات حول برنامج Metro للحد من التمييز أو لإبداء شكوى ضد التمييز في زيّ زيارته الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، ي ج ب ع ل ي ك الاتصال مقدم برقم الهاتف 503-797-1890 من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة قبل خمسة (5) أيام عمل من موعد الاجتماع.

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Metro txoj kev ntxub ntxaug daim ntawv ceeb toom Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua ntej ntawm lub rooj sib tham.



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

January 5, 2022

12:30 to 2:30 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
12:55	Financial Update Katie Shifley
1:00 p.m.	Venue Business Reports Matthew P. Rotchford, Craig Stroud, Robyn Williams
1:10	Consent Agenda <ul style="list-style-type: none">Record of MERC Actions December 1, 2021
1:15	Levy Update Katherine Putnam, Michael Braendle and Ed Strong
1:30	Travel Portland Quarterly Report James Jesse and Angela Nelson
2:00 p.m.	Expo Development Opportunity Study Update Paul Slyman and Chuck Gallagher

MERC Commission Meeting

January 5, 2022
12:30 pm

Financial Report

Date: January 5, 2022
To: Commissioner Karis Stoudamire-Phillips, Chair
Commissioner John Erickson, Vice Chair
Commissioner Deidra Krys-Rusoff, Secretary-Treasurer
Commissioner Damien Hall
Commissioner Ray Leary
Commissioner Dañel Malán
Commissioner Deanna Palm
Councilor Christine Lewis
From: Katie Shifley – MERC Finance Manager
Subject: November 2021 Financial Update

November 2021 close data and low-confidence year-end projections are provided by venue, below. Updated audited beginning fund balance figures are included in the fund summaries. Each venue's spring event revenue forecasts have been updated to align with changes to the event schedule. Additional changes may be likely after the holiday, as venue customers evaluate the impact of the Omicron wave.

OCC

- OCC has seen some softening in the event schedule, with projected rental revenues down about 8% relative to earlier this year.
- Year-end projections include decision to hire additional security staffing, and the delayed return of some full time staff.
- Food & Beverage figures (actuals and projections) will continue to fluctuate with accounting finalization.

P'5

- The projected draw on fund balance for P'5 increased, related to higher-than-projected materials & services expenses and changes in event revenue forecast for the spring months.
- P'5 has seen some softening in the event schedule, with projected rental revenues down about 10% relative to earlier this year.

Expo

- Metro plans to allocate \$190k from a centralized sustainability set-aside to support an HVAC replacement project at Expo.
- Expo has seen a handful of cancellations affecting year-end projections, including a cheer competition (December) and Portland Roadster Show (March), but continues to identify pick-up business.

Shuttered Venue Operators Grant update – P'5 and Metro received notification that P'5 is eligible for a supplemental award, bringing the total grant amount to approximately \$10 million. SBA also extended the grant timeline through June 30, 2022 (from December 2021), meaning that eligible P'5 expenses for the entirety of FY 21-22 can be expended against the grant.

Schnitzer Sewer Project – \$150,000 from the City will be available in mid-January to fund preconstruction and design for the project. This work will also help define the scope and estimated cost of the project. Metro staff will work with City staff to prepare a request for additional resources during the City's Spring Budget Monitoring Process.

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Oregon Convention Center

November 2021

November 2021	YTD Actuals		Annual Budget	Year-End by QTR				
	November 2021	Year to Date		Q1 - Actuals	Q2 Projection	Q3 - Projection	Q4 - Projection	Full Year
Operations								
Charges for Services	1,389,937	3,640,048	14,162,411	1,346,268	3,002,182	4,069,459	5,072,497	13,490,406
Local Government Shared Revenues	1,188,934	2,711,983	9,991,245	1,018,918	3,107,059	2,240,319	3,684,075	10,050,371
Grants	300	1,300	-	1,000	-	-	-	1,000
Interest Earnings	4,975	34,616	160,000	20,660	20,660	20,660	20,660	82,641
Miscellaneous Revenue	1,171	72,335	9,331	69,641	-	-	-	69,641
Transfers-R	-	-	-	-	-	-	-	-
Total Revenues	2,585,318	6,460,282	24,322,987	2,456,486	6,129,901	6,330,438	8,777,233	23,694,058
Personnel Services	614,943	2,670,265	9,380,055	1,452,202	1,789,485	2,790,148	2,974,217	9,006,052
Materials and Services	848,720	2,774,870	14,321,726	1,429,566	2,188,068	3,500,077	4,568,563	11,686,273
Transfers-E	444,961	2,224,805	5,339,565	1,334,883	1,334,883	1,334,883	1,334,883	5,339,532
Total Expenditures	1,908,624	7,669,940	29,041,346	4,216,650	5,312,436	7,625,108	8,877,663	26,031,857
Net Operations	676,694	(1,209,658)	(4,718,359)	(1,760,164)	817,466	(1,294,670)	(100,430)	(2,337,799)
Capital								
Total Revenues	-	-	2,250,000	-	-	-	-	-
Total Expenditures	-	-	410,000	-	-	110,000	-	110,000
Net Capital	-	-	1,840,000	-	-	(110,000)	-	(110,000)
Change in Fund Balance	676,694	(1,209,658)	(2,878,359)	(1,760,164)	817,466	(1,404,670)	(100,430)	(2,447,799)
Beginning Fund Balance - Operating		12,541,183	8,721,708	12,541,183	10,781,019	11,598,485	10,193,815	12,541,183
Ending Fund Balance		11,331,525	5,843,349	10,781,019	11,598,485	10,193,815	10,093,384	10,093,384
Food & Beverage Restricted Capital Balance								2,250,000

Note: Food & Beverage revenues and expenses will continue to fluctuate as accounting process is finalized

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland's Centers for the Arts

November 2021

November 2021	YTD Actuals		Annual Budget	Year-End by QTR				
	November 2021	Year to Date		Q1 - Actuals	Q2 Projection	Q3 - Projection	Q4 - Projection	Full Year
Operations								
Charges for Services	1,235,797	2,516,058	10,292,646	419,233	3,022,303	2,961,346	3,544,654	9,947,536
Local Government Shared Revenues	130,364	455,190	1,332,846	111,722	448,235	209,534	432,089	1,201,580
Contributions from Governments	-	-	1,006,827	-	-	503,414	503,414	1,006,827
Contributions from Private Sources	-	-	139,350	-	-	-	-	-
Grants	-	-	-	-	-	-	-	-
Interest Earnings	6,874	42,812	71,000	23,285	26,401	20,622	20,622	90,930
Miscellaneous Revenue	1,261	7,715	21,523	4,117	3,598	-	-	7,715
Transfers-R	-	72,498	290,000	72,498	-	-	-	72,498
Total Revenues	1,374,296	3,094,273	13,154,192	630,855	3,500,537	3,694,916	4,500,779	12,327,086
Personnel Services	616,565	2,304,378	7,526,833	1,104,430	1,827,796	1,874,302	1,920,008	6,726,536
Materials and Services	820,724	2,330,331	4,893,947	1,101,337	1,713,953	1,431,873	1,461,188	5,708,352
Transfers-E	210,830	1,054,150	2,529,964	632,490	632,490	632,490	632,490	2,529,960
Total Expenditures	1,648,119	5,688,859	14,950,744	2,838,257	4,174,239	3,938,665	4,013,687	14,964,849
Net Operations	(273,823)	(2,594,586)	(1,796,552)	(2,207,403)	(673,702)	(243,750)	487,092	(2,637,763)
Capital								
Total Revenues	310	726	500,000	310	416	150,000	-	150,726
Total Expenditures	163,628	506,402	2,360,000	310,569	220,833	475,000	1,040,000	2,046,402
Net Capital	(163,318)	(505,676)	(1,860,000)	(310,259)	(220,417)	(325,000)	(1,040,000)	(1,895,676)
Change in Fund Balance	(437,142)	(3,100,261)	(3,656,552)	(2,517,661)	(894,120)	(568,750)	(552,908)	(4,533,438)
Beginning Fund Balance - Operating		3,742,069	2,601,901	3,742,069	1,534,667	860,964	617,215	3,742,069
Beginning Fund Balance - Capital		2,041,798	1,860,000	2,041,798	1,731,539	1,511,122	1,186,122	2,041,798
Total Ending Fund Balance		2,683,606	805,349	3,266,206	2,372,086	1,803,337	1,250,429	1,250,429

Food & Beverage Restricted Capital Balance

500,000

November 2021

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

January 5, 2022
12:30 pm

Venue Business Reports



MERC Commission Business Report for January 5, 2022 – Happy New Year!
Portland Expo Center – Matthew P. Rotchford, Executive Director

Events / Sales Awareness

- The Expo hosted the Hot Import Nights car event which proved to be very successful with strong on-line sales and doubling attendance from prior year. Overall strong sales across department areas and a very happy event producer!
- In addition, two electronic dance concerts by Red Cube & Disco Donnie Presents were completed, including a two-day New Year's Eve event welcoming thousands for a total of three successful events. Kudos to our events team for their safety and expertise.
- It is worth noting that the strength of our December events overall illustrate a strong younger demographic attendee base with desire to safely gather.
- Expo continues to host Amazon Driver Training into 2022 for both indoor and outdoor training for new drivers. This client has worked with us for 2 years now.
- Lastly, our partners with OHSU have decided to extend the COVID-19 Vaccination and Testing site through March 2022. We are pleased to report that through Nov. 21, the site has administered over 41,000 COVID-19 Tests and 2,500 COVID-19 Vaccinations. We are awaiting Dec. 2021 data to add to these totals.

Building / Department Awareness

- Budget refinement has continued with expert assistance from MERC Finance Manager Katie Shifley.
- Staffing levels coming into quarters three and four, will require some support as we lead into our busy times for our busiest events as well as the return of Cirque du Soleil.

Capital Project Updates

- Working with our partners, Edlen Electrical, all electrical vaults are undergoing further repair and updates based on the prior year review.
- Cosco Fire Protection went through the facility for fire suppression testing and repairs.
- GB Manchester has been to the Expo on more than one occasion to repair cameras.
- Vortex Doors has also been repairing numerous doors that are suffering from flexing campus-wide due to heavy rains and general movement

Staff / Partners

- COVID-19 policy outreach for our contracted partners has been ongoing with the bulk of those being very supportive, responsive and having completed paperwork.
- Multnomah County worked with both OCC and the Expo in regards to potential warming shelters. Due to concerts within the timeline, the Expo was not available for this use.
- Discussions with City of Portland BES regarding their desire to replace and relocate a 48 yr. old Pump Station serving Hayden Island have grown to include PBOT and BDS. We are working with them as partners to find a path that makes solid business sense for all involved both in the short and long-term.
- KOIN TV's Ken Boddie featured the Expo Center in a story that focused on our 100 year anniversary and the historical events, community and commerce the site has enjoyed.
<https://www.koin.com/news/oregon/where-we-live-portlands-expo-center-at-100/>



PORTLAND'5

CENTERS FOR THE ARTS



MERC Business Report

Portland'5 Centers for the Arts

January 2022



The month of December was packed with performances such as Gospel Christmas, Bela Fleck, The Moth, Portland Youth Philharmonic, Straight No Chaser, and Portland Gay Men's Chorus. Oregon Ballet's The Nutcracker ran for 15 performances with 30,100 in attendance. Compared to 2019-the last time they did Nutcracker-they did 18 performances for a total of 40,700 so they didn't lose a lot of ground in a COVID year.



Thanks to the help of Caleb Ford, Metro Deputy CFO, P5 received \$1,974,648-just \$33,000 short of our ask for supplemental funding as we attempt to get the full \$10 million of SVOG funding that venues could receive. Caleb discovered that the \$33k that was held back was what the Portland'5 Foundation got for PPP so is working to get documentation that the foundation and Portland'5 are separate entities. Thanks so much keeping at this, Caleb!!



P5's Constellation acoustic system was featured in a lovely article in Auditoria Magazine. Here is the link:

<http://auditoria.mydigitalpublication.co.uk/publication/?i=729589&ver=html5&p=58>

PORTLAND'5

CENTERS FOR THE ARTS



P5 makes good use of social media to promote events and let the public know what we're up to. Recently, marketing coordinator and P5 social media guru, Jeremy Jeziorski scooped up some comments that our audiences had to say about us.

Here are a few:

Arlene Schnitzer Concert Hall:

- A beautiful space with amazing concert sound!
- Love this facility, and the sound is phenomenal!
- Beautiful venue! Traveled in from Denver to see Gregory Alan Isakov perform with the Oregon Symphony. Truly magical.
- Beautiful space. Very kind & helpful staff.
- Cool theater, love the shows!
- I love the vibe of this hall. It certainly has character and history. Also the size is just right.
- Had a great time. We were there to see Alton Brown Live, and had great seats. I'm a big guy and the seats were comfortable, I didn't feel squished into them and had plenty of room for my legs.
- Wonderful venue. Very clean and well organized. Staff was great.

Keller Auditorium:

- Had a great time seeing Mean Girls! Staff was helpful, auditorium is well kept, the show was fun!
- Concerts are always the best, Although there are places that i do not feel safe in Portland, i know i will be fine here. We come from the coast for activities at this venue so we stay at a hotel nearby.
- Amazing show, everyone was wearing masks and being safe
- Nice to be back. My first time seeing a musical since the pandemic started. I really appreciate how careful they were about checking that your covid immunization card matched my ID.
- Very nice hard working people.
- Masks and vaccinations or negative test required. Good for you, Keller. Keller is an awesome venue for shows! Go early, grab some good snacks and a drink - lobby does get a little crowded until they open the theatre doors.

PORTLAND'5

CENTERS FOR THE ARTS



In addition to a very full event schedule, P5 staff were hard at working preparing their departmental budgets. It will take some creative work to balance staffing needs with available resources, but if this team can't do it, nobody can. Katie has hit the ground running at breakneck speed and has done a great job in supporting staff as they work through this.



In early December PSU's Intro to Theater class dropped by the theater to hear about careers in performing arts venues. One young man asked for information on how to get a job with Levy as he was working in a restaurant and would prefer to be able to work in a theater!!



The intern who hasn't shown up for work since the home office relocated to the second floor made an appearance in December. We don't think it was because her work ethic changed but because Santa Paws would be coming to town. We haven't seen her since Christmas.... Finding dependable labor continues to be a problem.



The staff of Portland'5 thank you for your support this year.

We wish you a safe and wonderful new year!

MERC Monthly Business Report - OCC Report

January 2022

1. Omicron Variant and Future Events

In the past week, the Omicron variant of COVID-19 has become top news with reports of rapid spread and an expected wave of virus infections expected to peak in Oregon in February 2022. At this time, clients and guests have not inquired about future event plans. That is a bit surprising given our previous experiences with major COVID-19 news creating fresh waves of stakeholder inquiries. I attribute some of the delay to both the suddenness of the news and the holiday timeframe. I will continue to check-in with our sales and event management teams and report at the next MERC meeting any known or expected business impacts from Omicron.

2. Beyond Van Gogh Portland

The client is pleased with the Beyond Van Gogh show to date and has extended the show run through the second week of February. From an OCC perspective, the unexpected business and duration of the show occurring during a relatively slow period has helped maintain hours for variable hour staff, as well as generated revenue for OCC. Levy has experimented with food and beverage offerings and has refined their services to support the guest experience and generate net returns to OCC.

3. Inclement Weather Shelter

OCC has negotiated a revised master agreement for use of Halls A/A1 for severe weather shelter operations with Multnomah County. Most edits to the agreement were minor with the greatest discussion focused on public safety and security of shelter operations. Recall that safety and security are sole responsibilities of the county with clear understanding between the parties that OCC staff will not be called upon or expected to provide a security response for shelter incidents. In addition, county leadership understands that hall availability varies by date based on OCC license agreements with clients. The team is proud to continue offering and supporting the residents of our region with sheltering during severe weather.

MERC Commission Meeting

January 5, 2022
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission
Record of MERC Commission Actions
December 1, 2021
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 Chair Stoudamire-Phillips at 12:34.
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"> Councilor Lewis shared that Council kicked off their budget strategy session yesterday, and highlighted the venues were included in the list of focused areas of work for the next year. The redistricting process is winding down, and the empty District 6 seat must be filled by Jan 6. Supportive housing services work is currently underway, as well as work on the regional transportation plan which is currently in the scoping phase.
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none"> Shared that he has now met one on one with each Councilor in an effort to understand priorities and create relationships for open dialog. We are posting the venues communications position this week and will now focus on opportunities for new revenue and getting back to full operations. Commissioner Krys-Rusoff asked about any feedback received from the recent op ed. Steve responded that he received nothing but positive messages from community members and stakeholders who were thankful for the positive messaging.
5.0	Financial Report Katie Shifley presented a financial update. <ul style="list-style-type: none"> Commissioner Malan commented that the initial quote of 150k is not enough to cover the project cost. Shifley agreed and confirmed that this is just a start to cover some pre-construction costs and acknowledged that additional contributions will be needed. Williams also shared that part of the initial work will include identifying what the budget for the project is, as it is currently unknown.
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"> Chair Stoudamire-Phillips shared that she recently had a great time attending the Hip Hop Nutcracker and was excited to see it had moved to the Keller.
7.0	Consent Agenda <ul style="list-style-type: none"> Record of MERC Actions, November 3, 2021 <p>A motion was made by Commissioner Erickson and seconded by Commissioner Krys-Rusoff to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malan and Palm) NAY: 0</p>

	MOTION PASSED
	As there was no further business to come before the Commission, the meeting was adjourned at 1:03 p.m. p.m.

Minutes submitted by Amy Nelson.

MERC Commission Meeting

January 5, 2022
12:30 pm

Levy Update

MERC Commission Meeting

January 5, 2022
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

1ST 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 1st quarter, OCC realized approximately \$850,000 in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 26.6 to 1.
- Eight new and zero repeat OCC conventions were booked for future years worth more than \$2.7 million in OCC revenue and community economic impact more than \$14.5 million. Total Travel Portland bookings, including single hotel will result in more than \$18.5 million of economic impact.
- Across domestic media outlets this quarter, Portland was included in 525 placements with a total impression of more than 4.2 billion that could potentially influence Portland as a business and leisure travel destination.
- Completed spring/summer marketing partnerships with online travel agencies, generating more than 75,000 incremental room nights within the city; crafted plans and for an expanded, always-on approach (November 2021 – June 2022).

TRENDS, SUCCESSES, OBSTACLES

- Fiscal YTD collections of the city's transient lodging tax through September are improving, but are still down over 52.6% compared to the first quarter of FY20. The collections are significantly higher when comparing to the same time period last year, an increase of 226% from the first quarter of FY21.
- Created, launched and completed summer advertising campaign ("This is Portland") designed to drive overnight visitation; planning underway for winter campaign.
- Forged content-production partnerships with three Black-owned creative firms: Black Bald Films, better.marketing, and Early PR/Red Jasper Society.
- Meeting Planner and Delegate surveys done for Travel Portland show the perception of delegate safety and civil unrest has significantly impacted our potential attendance at already booked meetings and for meeting planners willingness to include Portland in their consideration set.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$850,970	\$14 Million
2	ROI on future OCC business	3.9	5.8
3	Lead conversion	16.7%	18%
4	Services performance survey	0.0	3.8
5	Public relations/media	3.0	12
6	Community economic impact	26.6	34.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	16.6	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	37.6%	11.9%	\$144.51	8.0%	\$54.29	20.9%	890,337	29.8%
Airport	56.1%	44.8%	\$109.56	5.4%	\$61.42	52.6%	557,444	39.4%
Eastside	72.8%	30.1%	\$83.74	16.1%	\$60.94	51.0%	116,168	24.7%
Jantzen Beach	51.8%	43.0%	\$105.84	10.3%	\$54.84	57.7%	205,678	43.0%
City of Portland +	45.1%	24.2%	\$125.02	7.5%	\$56.42	33.5%	1,769,627	33.8%

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

REGION	LODGING TAX COLLECTIONS*	
	QUARTER 1	
TLT/TID		
Central City	\$1,175,832	53%
Airport	\$797,905	36%
Eastside	\$51,400	2%
Jantzen Beach	\$196,128	9%
Subtotal (67%)	\$2,221,266	100%
Online Travel Agency	\$370,173	34%
Short Term Rental	\$691,637	64%
Other	\$20,808	2%
Subtotal (33%)	\$1,082,618	100%
Grand Total (100%)	\$3,303,884	

**Data provided by the City of Portland Revenue Division.*

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

COMPETITIVE SET COMPARISON (YTD)			
Smith Travel Research: Central Business Districts			
	Occupancy	ADR	RevPar
Portland Central City+	37.6%	\$ 144.51	\$ 54.29
Denver (Downtown)	53.0%	\$ 155.68	\$ 82.51
Seattle (CBD)	42.8%	\$ 159.91	\$ 68.42
Salt Lake City (Downtown)	54.1%	\$ 124.96	\$ 67.55
Nashville (CBD)	57.7%	\$ 184.93	\$ 106.63
Austin (CBD)	51.4%	\$ 164.14	\$ 84.42
Minneapolis (CBD)	27.6%	\$ 120.34	\$ 33.20
San Francisco (CBD)	38.3%	\$ 147.06	\$ 56.28

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

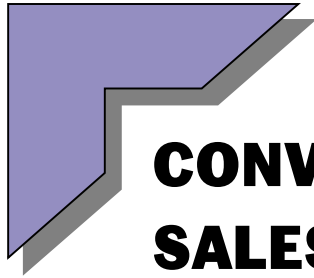


CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annals	Total Potential Future Business
FY 21/22	\$ 15,438,677	\$ 391,590	\$ 15,830,267
FY 22/23	\$ 23,811,876	\$ 1,006,562	\$ 24,818,438
FY 23/24	\$ 12,113,245	\$ 1,738,469	\$ 13,851,714
FY 24/25	\$ 7,765,954	\$ 2,102,008	\$ 9,867,962
FY 25/26	\$ 3,018,212	\$ 1,738,469	\$ 4,756,681
FY 26/27	\$ 3,436,705	\$ 2,102,008	\$ 5,538,713
FY 27/28	\$ -	\$ 1,738,469	\$ 1,738,469
FY 28/29	\$ 534,267	\$ 2,102,008	\$ 2,636,275
FY 29/30	\$ 843,896	\$ 1,738,469	\$ 2,582,365
TOTAL	\$ 66,962,832	\$ 14,658,052	\$ 81,620,884

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	8	8	
Repeat OCC Bookings	0	0	
Total OCC Bookings	8	8	
Room Nights from OCC Bookings	20,007	20,007	
Future OCC Revenue Booked during FY 2021/22	\$ 2,727,142	\$ 2,727,142	
ROI OCC Bookings	\$ 3.9	\$ 3.9	5.8 to 1
Community Economic Impact from OCC Bookings	\$14,577,655	\$ 14,577,655	
Total Room Nights Booked	29,961	29,961	
Total Community Economic Impact from Bookings	\$ 18,540,426	\$ 18,540,426	
ROI on Total Community Economic Impact	\$ 26.6	\$ 26.6	34.0 to 1
OCC Revenue Realized During FY 2021/22*	\$ 850,970	\$ 850,970	\$14 Million

*OCC Revenue Realized does not include the following meeting that occurred during quarter 1 at OCC. Group had not settled in OCC's accounting software (USI) at the time of reporting. Therefore they will be included in quarter 2 OCC revenue realized - International City County Management Association.




CONVENTION SALES

OCC LEAD CONVERSION	
	As of October 1, 2021
Lead Conversion Percentage	16.7%
Benchmark / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF OCTOBER 1, 2021					
	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26 and beyond
Current	31	34	25	12	11
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 18/19-21/22)	38	33	24	18	15

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 2,091,746	\$ 2,091,746
Travel Portland Contract Costs	\$ 697,426	\$ 697,426
ROI (Revenue / Costs)	3.0	3.0

1ST QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	20	60,522	35,735	\$ 9,247,620	\$ 38,854,023



CONVENTION SALES

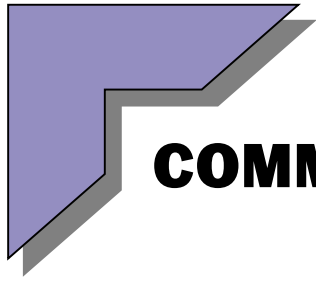
DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	1st Quarter	YTD
New Minority Bookings	0	0
Total Minority Bookings	0	0
Room Nights from Minority Bookings	0	0
Minority Leads	3	3
Minority Lost Leads	2	2

1ST QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
The Materials Show & Premiere Vision Sport	1	COVID-19	175	3,500	\$ 205,383	\$ 466,258	9/26/21
American Association of Orthodontists	1	COVID-19	1,560	800	\$ 173,109	\$ 1,291,653	10/18/21
Northwestern Mutual Life Insurance Company	1	Conference Cancelled - Not Happening	1,089	1,200	\$ 182,624	\$ 793,970	1/22/24
Society for Information Display	1	Safety & Perception Concerns (Protests, Racism, Homelessness, Negative Press)	6,760	7,500	\$ 1,619,881	\$ 6,119,146	5/13/27
Total OCC Cancellations	4		9,584	13,000	\$ 2,180,997	\$ 8,671,027	



ACTIVITY DESCRIPTION	1ST QUARTER	YTD
OCC groups occurring during the quarter	5	5
Pre-convention attendance building - Site tours	15	15

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Average = 0	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	0	0	0	0	0	0.0	0
Travel Portland convention services staff	0	0	0	0	0	0.0	0
Travel Portland collateral/promotional materials	0	0	0	0	0	0.0	0
Quality and user-friendliness of the Travel Portland website	0	0	0	0	0	0.0	0
Average rating for the quarter						0.0	
Average rating YTD						0.0	
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?							
Groups Serviced/Surveyed:							
*Although surveys have been sent, with follow-up reminders, to groups that met in the 1st quarter (July - September), we have not received any completed surveys at this time. We will include any completed surveys that we may receive in our 2nd quarter report.							



COMMUNICATION & PR

TOTAL DOMESTIC MEDIA NARRATIVE	Q1	YTD
Placements	525	525
Impressions	4,211,277,912	4,211,277,912

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	Q1	YTD
Placements	5	5
Impressions	339,534	339,534

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	Q1	YTD
Engagements	250	250

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

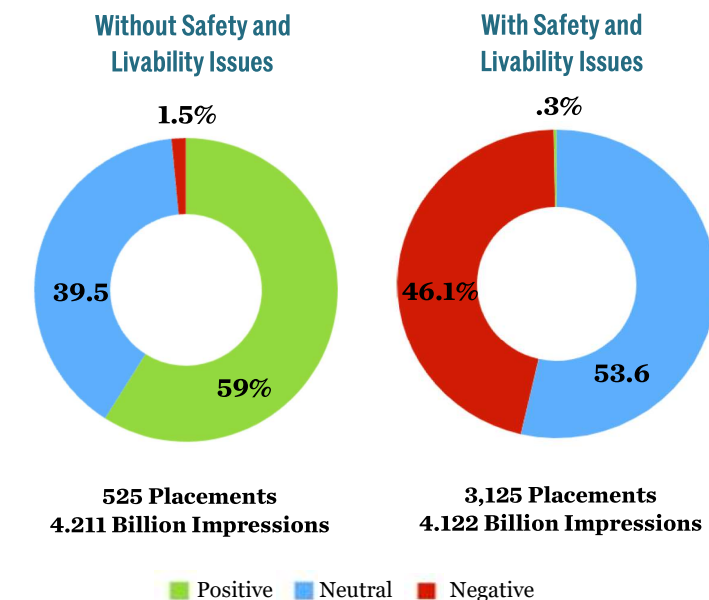
TARGETED DOMESTIC MEDIA	Q1	YTD
Placements	24	24
Impressions	772,688,534	772,688,534

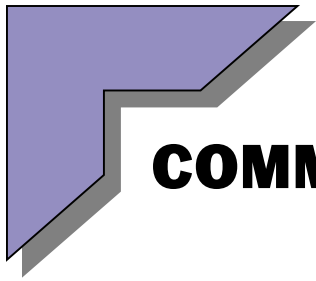
Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

TARGETED INTERNATIONAL MEDIA	Q1	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.

1ST QUARTER TOTAL DOMESTIC MEDIA SENTIMENT

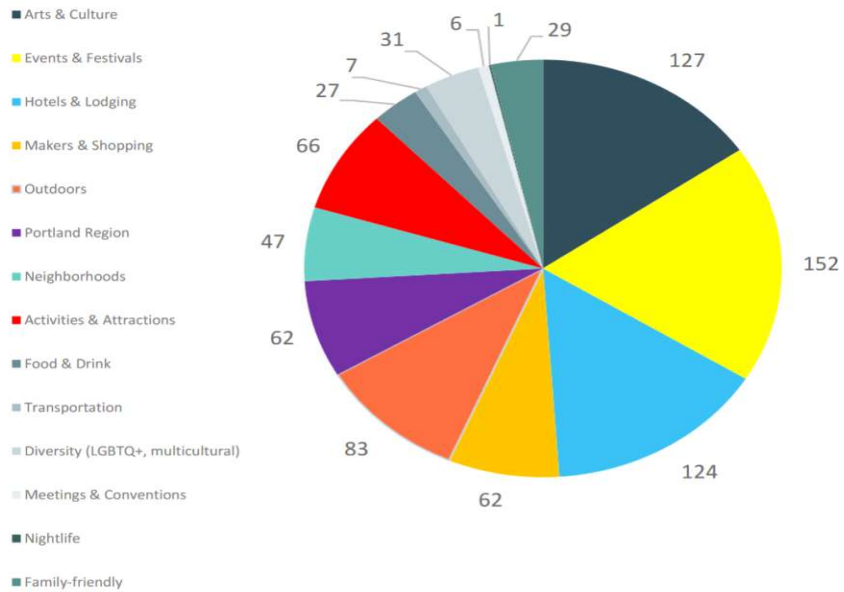




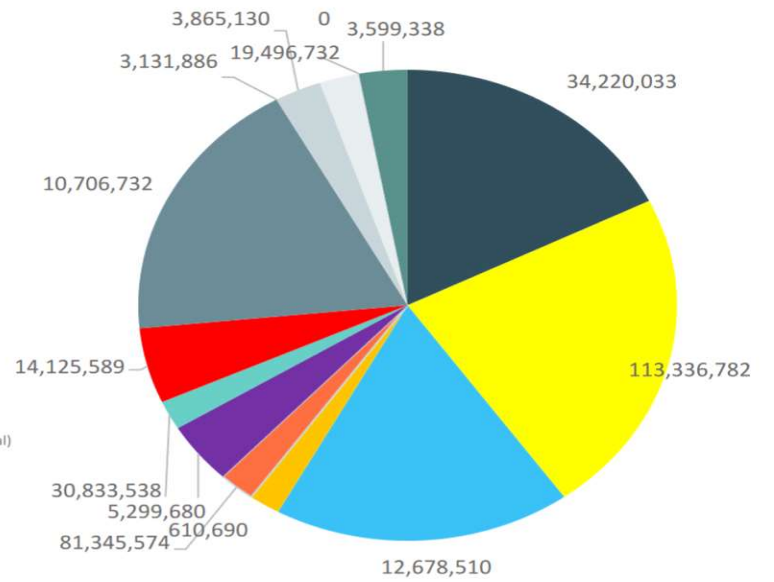
COMMUNICATION & PR

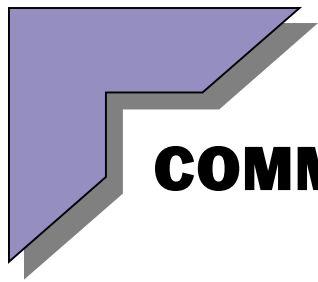
1ST QUARTER TOTAL DOMESTIC MEDIA NARRATIVE: KEY MESSAGES PLACEMENTS & IMPRESSIONS

Placements



Impressions



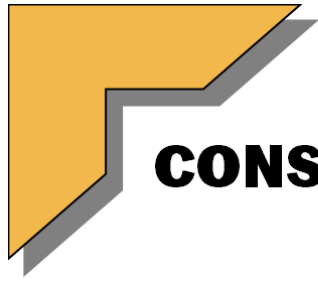


COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
July 2021	Meetings & Conventions	Latest Reopenings Mark Return to Business in Mainland U.S.	Online	11,991	1
September 2021	The Travel Vertical	People Jobs Podcast: Leading With a CEO Appointment at Visit Carlsbad, CA	Online	266	1
September 2021	SmartBrief	A look ahead to the 2021 ICMA Annual Conference	Online	315,699	1
September 2021	PCMA Convene	People on the Move	Online	722	1
September 2021	Portland Business Journal	Leader Board: 28 new Portland-area executives you should know (Q3 2021)	Online	10,856	1
Total				339,534	5

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

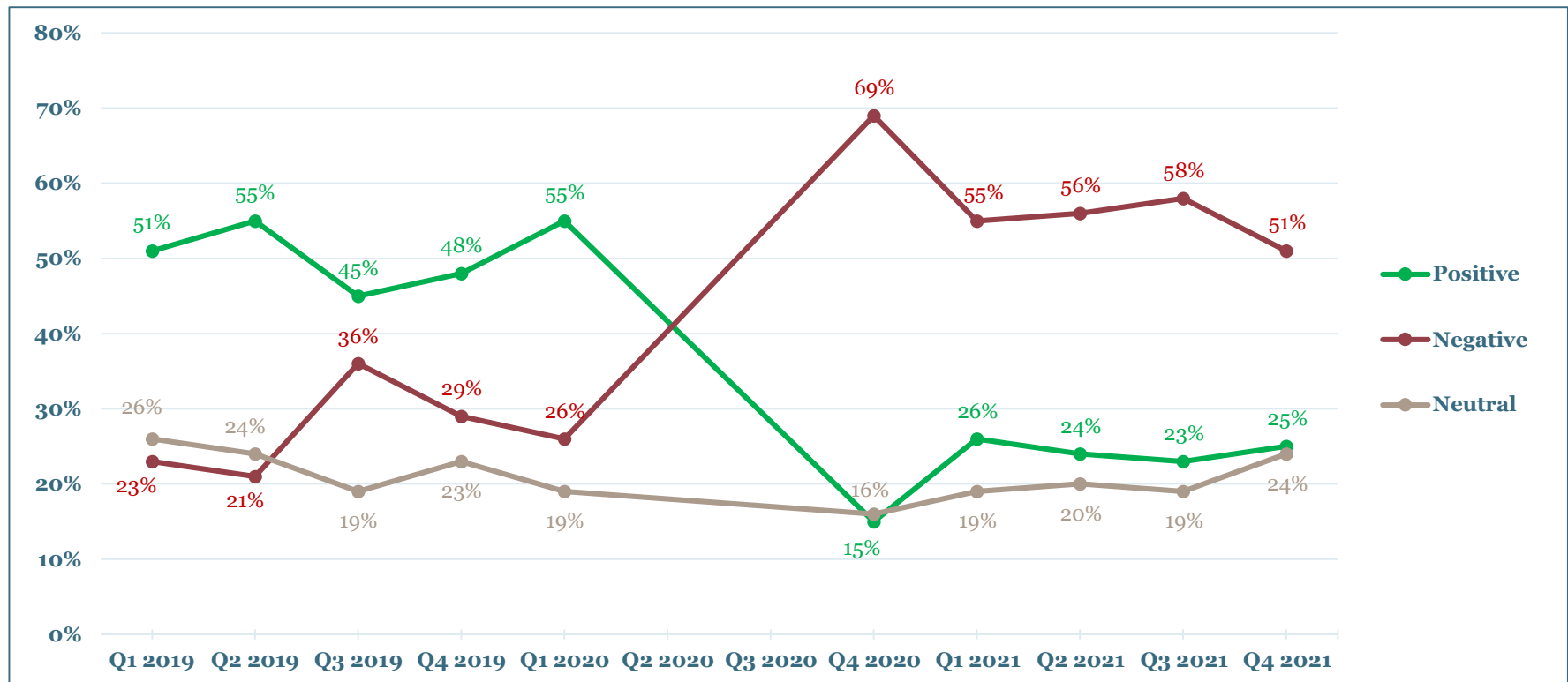
PITCHES DELIVERED	
1	Autumn attractions and prime foliage viewing near meeting and convention hotels and venues.
2	Travel Portland hires Angela Nelson as Vice President of Diversity, Equity and Inclusion.
3	Portland hosts first citywide convention since the beginning of pandemic, signaling that Portland is open for business.
Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.	

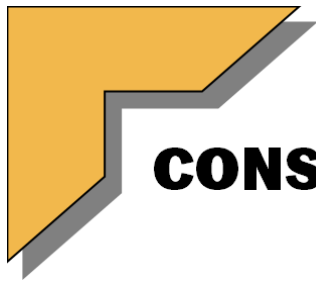


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





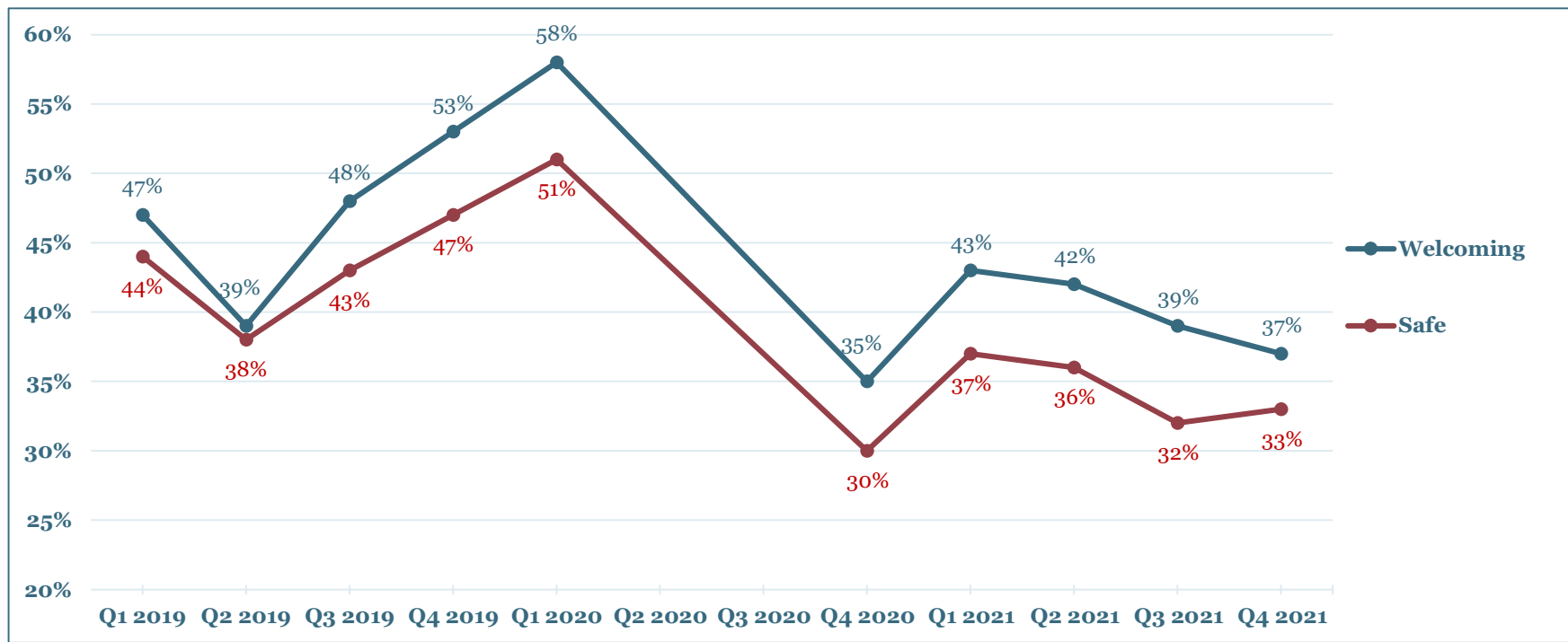
CONSUMER SENTIMENT

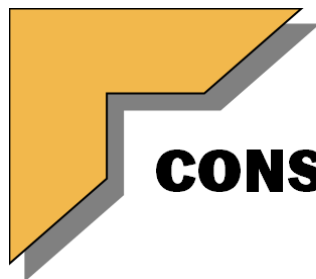
PORTLAND CONSUMER RESEARCH

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

VS.

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

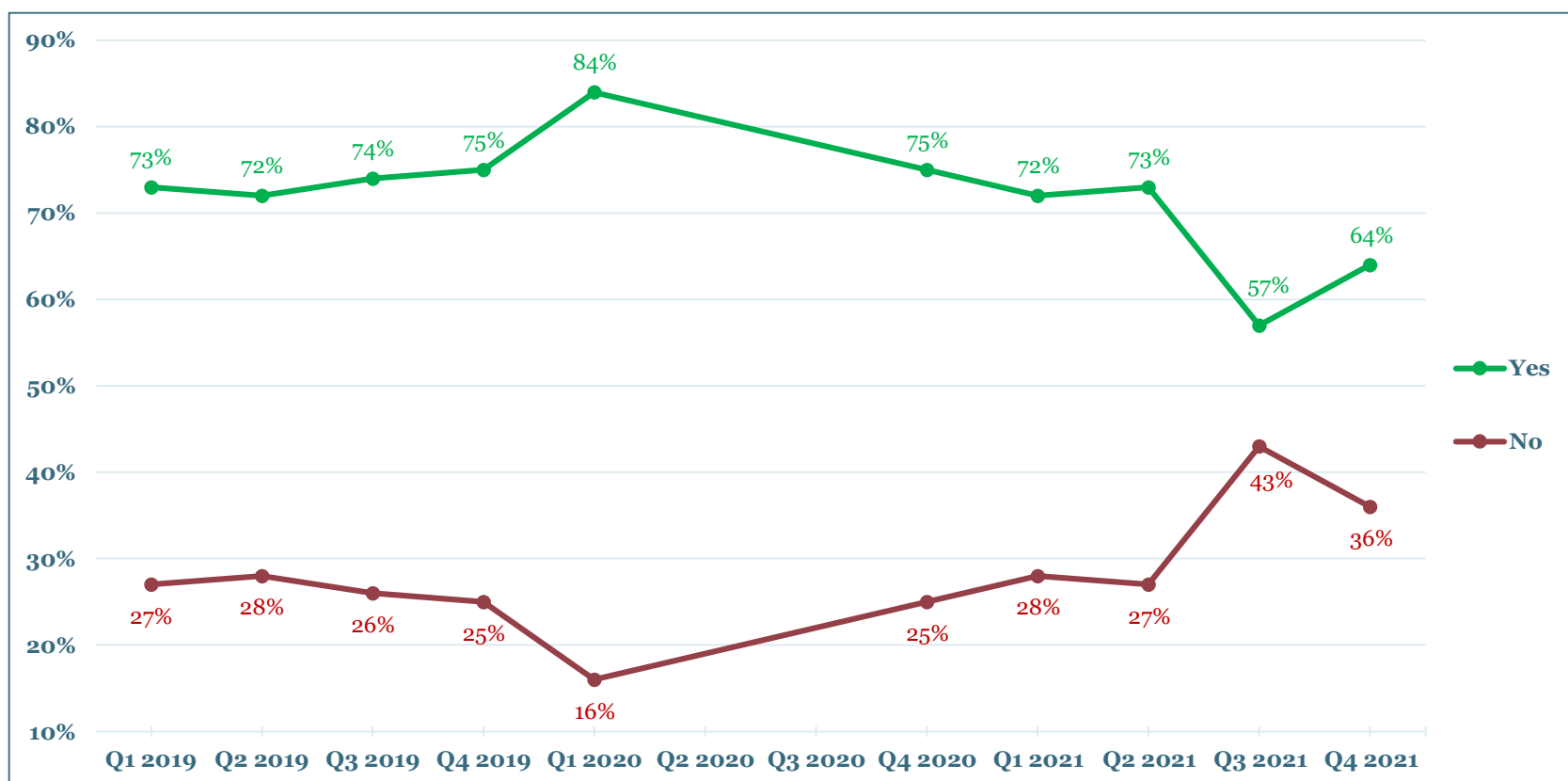




CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	1st Quarter	YTD
Visits	1,359,198	1,359,198
International Visits	76,546	76,546
Referrals	340,420	340,420
Business and Event Detail Views	765,263	765,263
TravelPortland.com/meetings		
Venue Finder Page Views	987	987

Source: Google Analytics

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



DIVERSITY EMPLOYMENT STATISTICS 2021-22					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	September 30, 2021		First 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	8	12	67%	40-60%	Monitor
Sales Workers	7	7	100%	40-60%	Monitor
Admin Support Workers	9	9	100%	40-60%	Monitor
Total	34	44	77%	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	2	12	17%	15-33%	Monitor
Sales Workers	3	7	43%	15-33%	Monitor
Admin Support Workers	2	9	22%	15-33%	Monitor
Total	11	44	25%	15-33%	Monitor
This report is based on current full and part-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA (FOTA) 1ST 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	American Society of Association Executives	AllDiversity.com
	Professional Convention Management Assn	Mac's List	Travel Portland website
	Meeting Professionals International		
Current Employees residing in MERC FOTA		7	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$197,733
--	-----------

PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1342	252	121	164

MWESB PURCHASING PARTICIPATION FY 2021-22 (YTD)

	MWESB Purchasing	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$212,821	\$1,027,662	21%
Self-Reported	\$130,185	\$1,027,662	13%
Total	\$343,005	\$1,027,662	33%

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 09-30-21	TID/TLT QTR Ending 09-30-21	Subtotal QTR Ending 09-30-21	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								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	700,000	331,544	11,440	342,984	331,544	11,440	342,984	49.00%
<u>Program Support</u>								
Subtotal - Program Support	105,000	26,250	0	26,250	26,250	0	26,250	25.00%
<u>Research</u>								
Subtotal - Reserach Professional Services	50,000	15,600	0	15,600	15,600	0	15,600	31.20%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	95,000	60,152	0	60,152	60,152	0	60,152	63.32%
Total - MERC Supported - Professional Services	950,000	433,546	11,440	444,986	433,546	11,440	444,986	46.84%
<u>Other Non-Contractual Professional Services</u>								
Total - Other Non-Contractual Professional Services	0	0	74,581	74,581	0	74,581	74,581	0.00%
<u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	175,000	7,241	0	7,241	7,241	0	7,241	4.14%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	274,000	3,000	0	3,000	3,000	0	3,000	1.09%
<u>Trade Shows and Industy Events</u>								
Subtotal - Industry Trade Shows and Events	348,000	110,077	0	110,077	110,077	0	110,077	31.63%
<u>Familiarization Tours & Site Visits</u>								
Subtotal - Familiarization Tours	200,000	11,921	0	11,921	11,921	0	11,921	5.96%
<u>Other Programs</u>								
Subtotal - Other Programs	303,000	31,408	0	31,408	31,408	0	31,408	10.37%
Total Convention Sales MERC Supported Program of Work	1,300,000	163,647	0	163,647	163,647	0	163,647	12.59%
Other Departments - MERC Supported POW								
<u>Convention Services - Other Programs</u>								
Subtoal - Con Svcs - Other Programs	50,000	14,830	0	14,830	14,830	0	14,830	29.66%
<u>Research - Other Programs</u>								
Subtoal - Research - Other Programs	100,000	85,403	0	85,403	85,403	0	85,403	85.40%
Total Other Depts MERC Supported Program of Work	150,000	100,233	0	100,233	100,233	0	100,233	66.82%
Grand Total	2,400,000	697,426	86,021	783,447	697,426	86,021	783,447	32.64%

Travel Portland
Income Statement
(Statement of Financial Activities)
Fiscal Period 22-03 (Sep)

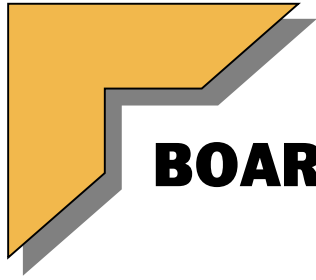
	Actual (Prior Year) YTD 09/30/220 Column A	Actual YTD 9/30/2021 Column B	Budget YTD 9/30/2021 Column C	Actual (Prior Year) Full Year 6/30/2021 Column D	Approved Budget Full Year 6/30/2022 Column E
Revenue					
City/County Lodging Tax (1%)	300,036	978,157	1,451,561	1,675,416	4,724,659
Tourism Improvement District (TID = 2% + 1%)	552,606	2,265,600	2,730,666	3,713,235	13,441,676
MERC (OCC Contract)	365,446	600,000	600,000	1,402,602	2,400,000
Partnership Dues	72,005	78,774	0	202,597	0
Fees Earned & Other Income	93,969	-24,103	0	1,424,952	0
EDA Grant	0	0	50,001	0	200,000
Trade-Out/In-Kind	0	0	0	2,845	0
Cooperative Programs	0	167,488	31,251	30,090	125,000
Regional RCTP (from Travel Oregon)	849,811	337,745	799,998	1,732,314	3,200,000
Regional Recovery & Stabilization Fund (From Travel Oregon)	0	463,884	618,429	0	618,429
Cultural Tourism	0	32,564	46,746	60,417	187,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	2,233,872	4,900,108	6,328,652	10,244,467	24,896,764
Expenses					
Convention Sales and Research	456,762	1,008,079	1,249,143	2,038,697	4,996,483
International Affairs	98,258	71,514	158,088	306,461	632,358
Marketing	278,445	1,540,432	2,051,187	2,924,957	8,204,746
Communications/PR	99,500	89,633	287,679	377,698	1,150,684
Regional RCTP (from Travel Oregon)	826,711	337,745	800,004	1,732,314	3,200,000
Convention Services, Housing, and Events	88,022	123,360	226,275	374,146	905,046
Community Engagement/DEI/VC	84,786	211,702	241,137	201,479	964,495
Program Support	928,677	1,468,014	2,106,561	3,893,824	6,570,892
Total Expenses	2,861,160	4,850,480	7,120,074	11,849,575	26,624,704
Net Surplus/(Deficit)	-627,288	49,628	-791,422	-1,605,108	-1,727,940

Travel Portland
Balance Sheet
(State of Financial Position)
Fiscal Period 22-03 (Sep)

	Actual Prior Period YTD 8/31/2021 Column A	Actual Current YTD 9/30/2021 Column B	Change MTM Percentage Column C	Actual Prior YTD 9/30/2020 Column D	Change YOY Percentage Column E
Assets					
*Cash and Cash Equivalents	7,072,419	8,718,470	19%	10,548,243	-17%
*Investments	5,398,658	5,311,060	-2%	4,880,515	9%
Accounts Receivable	3,453,231	1,647,288	-110%	216,438	661%
Prepaid Assets	1,049,558	1,014,653	-3%	883,000	15%
Fixed Assets	3,459,398	3,394,627	-2%	4,315,158	-21%
Accumulated Depr	-1,971,892	-1,945,174	-1%	-1,931,072	1%
Fixed Assets, net	1,487,505	1,449,453	-3%	2,384,086	-39%
Other Assets	2,567	2,567	0%	2,567	0%
Total Assets	18,463,939	18,143,490	-2%	18,914,850	-4%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	1,116,394	1,079,283	-3%	486,551	122%
Accrued Personnel	1,733,809	1,925,211	10%	1,319,076	46%
Deferred Revenue	158,611	189,181	16%	165,513	14%
*Other Fiduciary Liabilities - RCTP/RRSF	3,124,396	3,046,950	-3%	4,112,653	-26%
Loan Liability	0	0	0%	0	0%
Total Liabilities	6,133,210	6,240,625	2%	6,083,792	3%
Net Assets					
Undesignated	7,949,396	7,521,532	-6%	10,853,210	-31%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	1,977,848	122%
Total Net Assets	12,330,729	11,902,865	-4%	12,831,057	-7%
Total Liabilities and Net Assets	18,463,939	18,143,490	-2%	18,914,850	-4%

Note:

*Cash and Cash Equivalents	8,718,470	10,548,243
*Investments	5,311,060	4,880,515
Subtotal - Cash/Csh Equiv/Investments	14,029,530	15,428,758
*Less - Other Fiduciary Liabilities - RCTP/RRSF	3,046,950	4,112,653
Travel Portland Csh/Csh Equivalents	10,982,580	6,435,590



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICER	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services	Treasurer	Budget and Finance Committee
Boss	Dani	Red Lion Hotel on the River - Jantzen Beach		
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

January 5, 2022
12:30 pm

Expo Development Opportunity
Study Update
