
MERC Commission Meeting

April 3, 2024
12:30 pm

Virtual Zoom Meeting

Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro’s civil rights program, or to obtain a discrimination complaint form, visit www.oregonmetro.gov/civilrights or call 503-813-7514. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet’s website at www.trimet.org.

Thông báo về sự Metro không kỳ thị của Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1890 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1890 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧视公告 尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 www.oregonmetro.gov/civilrights。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1890（工作日上午8點至下午5點），以便我們滿足您的要求。

Ogeysiiska takooris la’aanta ee Metro Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullamada dadweynaha, wac 503-797-1890 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

Metro의 차별 금지 관련 통지서 Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1890를 호출합니다.

Metroの差別禁止通知 Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、www.oregonmetro.gov/civilrights。までお電話ください公開会議で言語通訳を必要とされる方は、Metroがご要望に対応できるよう、公開会議の5営業日前までに503-797-1890（平日午前8時～午後5時）までお電話ください。

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

Metro إشعار بحقوقكم Metro إشعار بحقوقكم المدنية. إذا كان أي شخص يعتقد أنه قد تعرض للتمييز من قبل خدمات Metro، فيحق له تقديم شكوى ضد التمييز. يرجى زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، يرجى الاتصال بمقدمي خدمات الهاتف 503-797-1890 من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة قبل موعد الاجتماع.

Paunawa ng Metro sa kawalan ng diskriminasyon Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте www.oregonmetro.gov/civilrights. Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1890 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

Avizul Metro privind nediscriminarea Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1890 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

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 lwm ua ntej ntawm lub rooj sib tham.



Metropolitan Exposition Recreation Commission

Meeting Agenda

April 3, 2024
12:30 to 2:30 p.m.
Zoom | Webinar ID: 876 0728 2304

Karis Stoudamire-Phillips
Chair

Damien Hall
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Dañel Malán

Chris Oxley

Deanna Palm

David Penilton

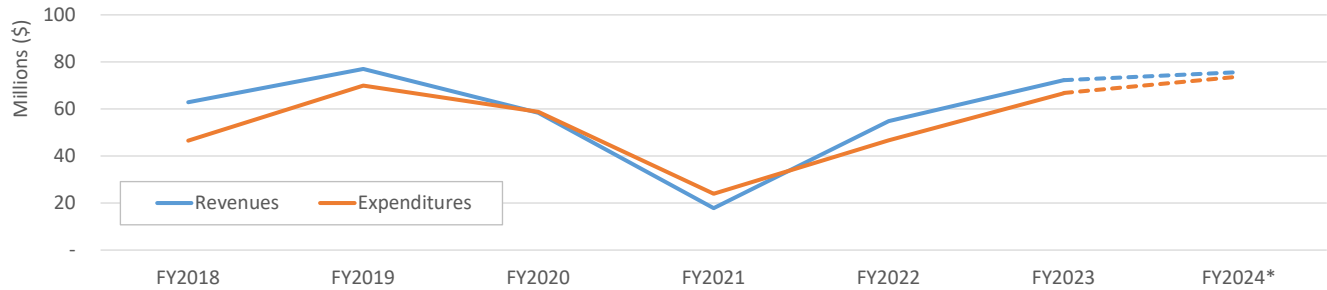
- | | |
|-------------------|---|
| 12:30 p.m. | Call to Order and Roll Call |
| 12:35 | Citizen Communication |
| 12:40 | Commission / Council Liaison Communications |
| 12:45 | General Manager Communications
Steve Faulstick |
| 12:50 | Financial Update
Ashley Sloan |
| 12:55 p.m. | Venue Business Reports
Craig Stroud, Robyn Williams, Chuck Dills |
| 1:15 | Consent Agenda <ul style="list-style-type: none">Record of MERC Actions, March 6, 2024 |
| 1:20 | Travel Portland Quarterly Report
James Jessie |
| 1:50 | Expo Future Project Update
Paul Slyman, Stephanie Redman |

MERC Commission Meeting

April 3, 2024
12:30 pm

Financial Report

Metropolitan Exposition Recreation Commission Venues



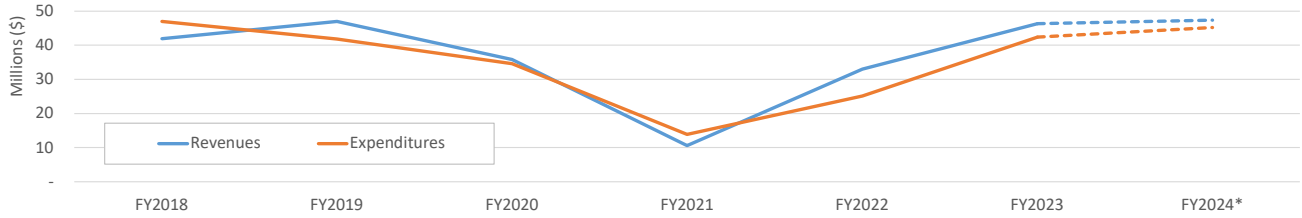
*Current Yearend Estimates, One-time Pandemic Aid Excluded

OPERATIONS	Current Fiscal Year 2023-24					Prior Fiscal Year	
	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual
REVENUES							
Charges for Services	51,608,931	35,616,257	54,137,316	2,528,385	69%	28,394,306	50,450,538
Local Government Shared Revenues	19,347,671	8,379,782	18,785,512	(562,159)	43%	8,692,032	11,918,782
Contributions from Governments	1,119,400	559,700	1,119,400	-	50%	526,792	1,053,584
Contributions from Private Sources	190,955	-	190,955	-	0%	10,000	10,000
Grants	-	15,391	15,391	15,391	-	120,496	323,052
Interest Earnings	640,887	1,025,235	1,261,705	620,818	160%	462,272	958,637
Miscellaneous Revenue	158,396	48,903	80,102	(78,294)	31%	51,230	159,581
Transfers-R	-	-	-	-	-	480,000	480,000
REVENUE TOTAL	73,066,240	45,645,269	75,590,380	2,524,140	62%	38,737,128	65,354,174
EXPENDITURES							
Personnel Services	30,050,465	16,934,974	26,376,608	(3,673,857)	56%	13,821,297	22,417,771
Materials and Services	36,664,250	23,624,933	36,447,645	(216,605)	64%	16,935,424	28,755,269
Transfers-E	10,801,221	7,523,887	10,848,169	46,948	70%	6,807,836	9,750,358
EXPENDITURE TOTAL	77,515,936	48,083,794	73,672,422	(3,843,514)	62%	37,564,557	60,923,398
Operating Margin				1,917,958		Operating Margin	
Amount (\$)	(4,449,696)	(2,438,525)	1,917,958	(4,449,696)	98%	1,172,570	4,430,776
Percent (%)	-6.1%	-5.3%	2.5%	3241695		3.0%	6.8%

CAPITAL PROJECTS	Current Fiscal Year 2023-24					Prior Fiscal Year	
	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual
REVENUES							
Contributions from Private Sources	1,465,000	-	1,465,000	-	0%	-	40,000
Local Government Shared Revenues	1,453,359	-	1,453,359	-	0%	-	-
Contributions from Governments	-	-	-	-	-	700,000	850,000
Transfers-R	300,000	-	300,000	-	0%	200,000	200,000
REVENUE TOTAL	3,218,359	-	3,218,359	-	0%	900,000	1,090,000
EXPENDITURES							
Oregon Convention Center	8,434,843	1,896,652	8,434,843	-	22%	763,928	1,337,450
Portland's	3,220,685	3,447,526	3,220,685	-	107%	1,371,690	1,722,805
Portland Expo	1,962,500	141,847	1,962,500	-	7%	23,279	39,212
EXPENDITURE TOTAL	13,618,028	5,486,026	13,618,028	-	40%	2,158,898	3,099,467

FY2022-23 Beginning Fund Balance	43,926,575
Projected Change in Fund Balance	(8,481,711)
Projected Ending Fund Balance	35,444,864

OREGON CONVENTION CENTER

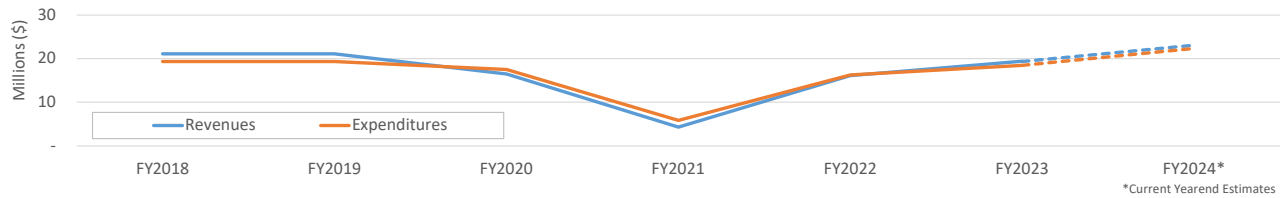


*Current Yearend Estimates

Current Fiscal Year 2023-24						Prior Fiscal Year		Year over Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual	% Change	\$ Change
REVENUES									
Charges for Services									
Food & Beverage	13,104,532	10,815,404	14,699,422	1,594,890	83%	7,292,959	15,441,444	33%	3,522,445
Facility Rentals	5,759,734	3,475,905	6,000,000	240,266	60%	2,842,174	5,123,481	18%	633,731
Parking Revenue	2,312,500	1,385,671	2,265,067	(47,433)	60%	1,040,694	1,656,752	25%	344,977
All Other (AV, Utility Svcs. Etc.)	7,249,914	4,635,290	7,564,937	315,023	64%	3,520,254	7,192,998	24%	1,115,036
Local Government Shared Revenues									
Lodging Excise Tax	14,901,200	7,554,365	14,339,041	(562,159)	51%	7,840,154	10,750,661	-4%	(285,789)
Visitor Facilities Trust Account	1,841,250	-	1,841,250	-	0%	-	-	-	-
Contributions from Private Sources									
Grants	-	15,391	15,391	15,391		120,496	316,052	-683%	(105,105)
Interest Earnings	403,360	425,104	600,415	197,055	105%	208,270	435,670	51%	216,833
Miscellaneous Revenue	17,001	36,841	37,960	20,959	217%	(20,707)	66,094	156%	57,548
REVENUE TOTAL	45,589,491	28,343,970	47,363,482	1,773,991	62%	22,844,293	40,983,151	19%	5,499,677
EXPENDITURES									
Administration	1,852,143	1,065,891	1,804,409	(47,734)	58%	778,462	1,197,026	27%	287,428
Strategy & Business Development									
Marketing & Sales	6,583,516	4,595,684	6,879,755	296,239	70%	4,249,604	6,034,764	8%	346,080
Admissions	369,878	198,365	345,041	(24,837)	54%	122,022	239,974	38%	76,343
Ticket Services	69,617	9,327	13,685	(55,932)	13%	20,914	24,348	-124%	(11,586)
Guest Experience	682,357	385,676	628,947	(53,410)	57%	178,076	304,044	54%	207,600
Parking	1,634,743	479,129	863,044	(771,699)	29%	187,814	505,053	61%	291,315
Facilities & Operations									
Facility Management	6,131,119	3,154,462	5,246,310	(884,809)	51%	2,513,488	4,904,968	20%	640,973
Utility Services	1,108,350	705,532	1,264,023	155,673	64%	535,172	1,456,164	24%	170,360
Audio Visual	2,879,543	1,427,321	2,579,165	(300,378)	50%	1,070,038	1,500,216	25%	357,283
Telecommunications	729,284	375,199	615,603	(113,681)	51%	291,384	467,829	22%	83,816
Event Services									
Setup	4,323,569	2,633,804	4,187,592	(135,977)	61%	1,863,557	3,122,978	29%	770,247
Event Operations	1,453,200	738,252	1,131,005	(322,195)	51%	662,352	1,064,376	10%	75,900
Public Safety	2,340,121	1,503,928	2,377,903	37,782	64%	951,930	1,719,447	37%	551,998
Food & Beverage	10,562,515	8,544,789	11,448,394	885,879	81%	5,366,825	8,988,900	37%	3,177,964
Non-Dept. (Ctrl Svcs. & VFTA Exp.)	6,279,786	3,864,641	5,882,274	(397,512)	62%	3,745,091	5,691,574	3%	119,550
EXPENDITURE TOTAL	46,999,741	29,682,000	45,267,149	(1,732,592)	63%	22,536,729	37,221,662	24%	7,145,272

FY2023-24 Capital Projects						FY2023 Capital Projects	
	Adopted Budget	Actual thru Feb. 2024 (66.7% of the	Year-End Estimate	Over / (Under) Budget	% Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual
REVENUES	1,660,355	-	1,660,355	-	0%	-	-
EXPENSES	8,434,843	1,896,652	8,434,843	-	22%	763,928	1,337,450
NET	(6,774,488)	(1,896,652)	(6,774,488)			(763,928)	(1,337,450)
FY2022-23 Beginning Fund Balance						22,934,551	
Projected Change in Fund Balance						(4,678,155)	
Projected Ending Fund Balance						18,256,397	

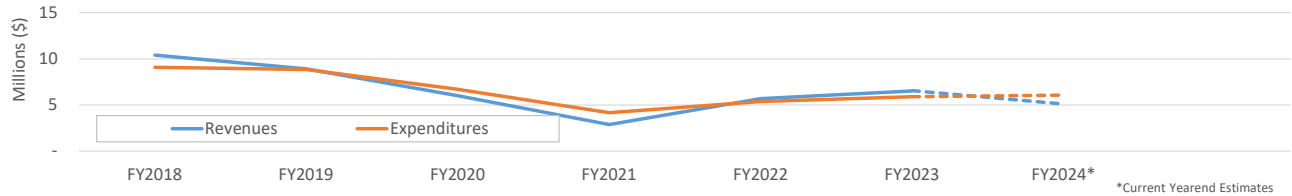
PORTLAND'S PERFORMING ARTS VENUES



Current Fiscal Year 2023-24						Prior Fiscal Year		Year over Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual	% Change	\$ Change
REVENUES									
Charges for Services									
Ticket Services	6,402,534	4,967,394	6,998,804	596,270	78%	4,159,258	6,138,272	16%	808,136
Production Services	3,348,000	1,606,601	2,654,980	(693,020)	48%	1,626,360	2,658,091	-1%	(19,759)
Booking & Sales	2,200,000	1,530,445	2,492,386	292,386	70%	1,329,859	1,973,980	13%	200,585
Promoted Shows (P5 Presents)	1,532,500	820,397	1,470,475	(62,025)	54%	291,941	739,537	64%	528,457
Admissions	2,427,088	951,697	1,960,009	(467,079)	39%	805,960	1,229,317	15%	145,737
Food & Beverage	1,497,160	1,137,384	1,686,700	189,540	76%	870,798	1,270,714	23%	266,586
All Other	816,485	1,267,164	1,759,315	942,830	155%	1,028,278	1,604,109	19%	238,886
Local Government Shared Revenues									
Lodging Excise Tax	1,603,971	825,417	1,603,971	-	51%	851,878	1,168,121	-3%	(26,461)
Visitor Facilities Trust Account	570,000	-	570,000	-	0%	-	-	-	-
Contributions from Governments	1,119,400	559,700	1,119,400	-	50%	526,792	1,053,584	6%	32,908
Contributions from Private Sources	190,955	-	190,955	-	0%	10,000	10,000	-	(10,000)
Grants	-	-	-	-	-	-	7,000	-	-
Interest Earnings	176,000	545,081	579,467	403,467	310%	224,032	457,634	59%	321,049
Miscellaneous Revenue	63,895	26,577	32,948	(30,947)	42%	(2,693)	(3,924)	110%	29,270
REVENUE TOTAL	21,947,988	14,237,858	23,119,410	1,171,422	65%	11,722,464	18,306,435	18%	2,515,393
EXPENDITURES									
Administration	1,311,678	848,727	1,318,499	6,821	65%	814,874	1,209,868	4%	33,853
Sales & Promotion									
Booking & Sales	494,770	316,915	488,721	(6,049)	64%	269,059	414,825	15%	47,856
Marketing & Advertisement	419,046	203,386	352,701	(66,345)	49%	256,826	391,914	-26%	(53,440)
Promoted Shows (P5 Presents)	1,348,008	789,899	1,232,986	(115,022)	59%	437,429	730,766	45%	352,471
Culture & Community	684,829	329,271	512,240	(172,589)	48%	172,311	291,208	48%	156,961
Facility Operations									
Maintenance & Custodial	4,929,245	3,246,067	5,002,488	73,243	66%	2,615,008	4,516,994	19%	631,059
Security	1,287,644	579,861	956,427	(331,217)	45%	472,173	677,178	19%	107,689
Event Services									
Event Coordination	1,275,835	542,437	820,139	(455,696)	43%	376,055	637,842	31%	166,381
Production Services	3,451,503	2,142,514	3,581,596	130,093	62%	1,756,852	3,015,986	18%	385,663
Front of House	2,227,853	1,164,118	2,018,274	(209,579)	52%	765,999	1,322,747	34%	398,119
Volunteer Services	143,778	74,957	124,241	(19,537)	52%	66,466	103,691	11%	8,491
Ticket Services	2,582,571	1,755,667	2,542,179	(40,392)	68%	1,475,820	2,156,271	16%	279,847
Food & Beverage	100,000	22,968	30,568	(69,432)	23%	10,858	12,771	53%	12,110
Non-Dept. (Ctrl Svcs. & VFTA Exp.)	3,353,963	2,235,976	3,353,964	1	67%	1,663,576	2,492,855	26%	572,400
EXPENDITURE TOTAL	23,610,723	14,252,765	22,335,024	(1,275,699)	60%	11,153,305	17,974,916	22%	3,099,459

FY2023-24 Capital Projects						FY2023 Capital Projects	
	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Over / (Under) Budget	% Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual
REVENUES	500,000	-	500,000	-	0%	700,000	850,000
EXPENSES	3,220,685	3,447,526	3,220,685	-	107%	1,371,690	1,722,805
NET	(2,720,685)	(3,447,526)	(2,720,685)			(671,690)	(872,805)
FY2022-23 Beginning Fund Balance						14,274,666	
Projected Change in Fund Balance						(1,936,299)	
Projected Ending Fund Balance						12,338,367	

PORTLAND EXPO CENTER



*Current Yearend Estimates

Current Fiscal Year 2023-24						Prior Fiscal Year		Year over Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2024 (66.7% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual	% Change	\$ Change
REVENUES									
Charges for Services									
Food & Beverage	494,240	265,641	455,577	(38,663)	54%	331,482	487,861	-25%	(65,842)
Facility Rentals	1,793,982	1,158,063	1,742,870	(51,112)	65%	1,332,323	2,062,015	-15%	(174,260)
Parking Revenue	1,504,606	868,986	1,336,372	(168,234)	58%	1,153,100	1,699,268	-33%	(284,115)
All Other	1,165,656	730,217	1,050,401	(115,255)	63%	768,866	1,172,699	-5%	(38,649)
Local Government Shared Revenues									
Visitor Facilities Trust Account	431,250	-	431,250	-	0%	-	-	-	-
Interest Earnings	61,527	55,050	81,823	20,296	89%	29,969	65,334	46%	25,081
Miscellaneous Revenue	77,500	(14,515)	9,194	(68,306)	-19%	74,629	97,411	614%	(89,144)
Transfers-R	-	-	-	-	-	480,000	480,000	-	(480,000)
REVENUE TOTAL	5,528,761	3,063,441	5,107,488	(421,273)	55%	4,170,370	6,064,588	-36%	(1,106,929)
EXPENDITURES									
Administration	596,056	349,475	528,797	(67,259)	59%	308,414	467,914	12%	41,061
Sales & Marketing	367,630	203,888	312,276	(55,354)	55%	164,373	267,475	19%	39,515
Facility Operations	2,387,823	1,047,432	1,683,861	(703,962)	44%	1,016,446	1,799,579	3%	30,986
Special Services	551,847	286,707	493,918	(57,929)	52%	262,651	421,832	8%	24,056
Event Coordination	442,416	282,663	454,157	11,741	64%	262,594	402,230	7%	20,069
Admissions	82,865	39,264	71,110	(11,755)	47%	40,651	71,707	-4%	(1,388)
Ticket Services	180,305	197,641	324,815	144,510	110%	100,617	146,299	49%	97,024
Food & Beverage	41,000	3,845	5,328	(35,672)	9%	3,040	3,040	21%	805
Parking	349,308	144,219	242,805	(106,503)	41%	163,693	280,066	-14%	(19,474)
Non-Dept. (Central Svcs. & Debt)	1,906,222	1,593,895	1,953,181	46,959	84%	1,552,044	1,866,679	3%	41,851
EXPENDITURE TOTAL	6,905,472	4,149,029	6,070,249	(835,223)	60%	3,874,523	5,726,821	7%	274,506

FY2023-24 Capital Projects						FY2023 Capital Projects	
	Adopted Budget	Actual thru Feb. 2024	Year-End Estimate	Over / (Under) Budget	% Budget thru Feb. 2024	Actual thru Feb. 2023	Year-End Actual
REVENUES	1,058,004	-	1,058,004	-	0%	200,000	240,000
EXPENSES	1,962,500	141,847	1,962,500	-	7%	23,279	39,212
NET	(904,496)	(141,847)	(904,496)			176,721	200,788
FY2022-23 Beginning Fund Balance						3,303,758	
Projected Change in Fund Balance						(1,867,257)	
Projected Ending Fund Balance						1,436,501	

MERC Commission Meeting

April 3, 2024
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission

Record of MERC Commission Actions

March 6, 2024

Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, Damien Hall, Deidra Krys-Rusoff, Dañel Malán, Chris Oxley, Deanna Palm, David Penilton
Absent:	none
	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">Commissioner Penilton thanked the Expo Future project team and the Portland Winterhawks for inviting committee members to attend a recent game.Chair Stoudamire-Phillips introduced and welcomed new Commissioner Chris Oxley.Councilor Rosenthal shared the zoo bond was recently authorized and will be on the May ballot. The new baby rhino, orangutan, and penguin were highlighted. The Housing and Supportive Services quarterly report was recently issued with generally positive results from all counties.
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none">Welcomed new Commissioner Chris OxleyPSU and Lloyd are working on concept designs for the Keller with financial grants from the City.User group interviews were held last weekHalprin Landscape Conservancy is advocating for the renovation concept and are meeting with public officials and arts groups.We issued an RFP for a cost consultant to monitor all 3 projects.
5.0	Consent Agenda <ul style="list-style-type: none">Record of MERC Actions, February 7, 2024 <p>A motion was made by Commissioner Malán and seconded by Commissioner Penilton, to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Hall, Krys-Rusoff, Malán, Oxley, Palm and Penilton) NAY: 0</p> <p>MOTION PASSED</p>
6.0	Expo Future Project Update Stephanie Redman, Renee King, Megan Conway, Hanako Wakatsuki-Chong <ul style="list-style-type: none">Commissioner Penilton thanked the Sport and Facility and Historical Significance and Memorialization co-chairs for their share out. Requested that we continue to look at the community engagement piece to creatively build a model that emphasizes public use.Commissioner Malán highlighted the national popularity of pickleball.Commissioner Penilton noted the report highlighted the lack of larger scale event accommodations like soccer and indoor track/field and is looking forward to hearing more details about those opportunities.

	<ul style="list-style-type: none"> • Hunden will be presenting the final report in June at a joint Metro Council / MERC meeting. • Councilor Rosenthal asked when will we be evaluating lodging, dining, and transportation needs? Redman noted support amenities will be included in the final report. One point noted early on is how to offer entertainment to traveling families of sports participants to enrich and possibly lengthen their stay. • Oxley is encouraged by how the HSMC is conceptionally contemplating the site with history and culture interwoven into the entire campus. • Hanako Wakatsuki-Chong shared she is thankful for being included in the work and is pleased with the process. Ideally, this will be a standard for other cities across the nation of how to do true integrated community work while supporting the needs of the community. • Commissioner Palm thanked the cochairs and noted the challenging work. • Chair Stoudamire-Phillips noted that we've never had a model like this in the region, and its ok to be unique.
7.0	<p>FY24-25 Proposed Budget Presentation</p> <p>Ashley Sloan</p> <ul style="list-style-type: none"> • Commissioner Krys-Rusoff kicked off the presentation and thanked venues and finance staff. • This is a difficult year due to increase cost with labor and benefits, stress of economy, inflation and capital costs resulting in presenting a deficit budget this year. • Councilor Rosenthal noted the capital costs of any decision made around the Keller will affect our reserves and capital spending. Williams notes we will need to continue making some capital investments as long as we are operating and until a permanent solution is complete. • Commissioner Krys-Rusoff noted our biggest revenue driver is Broadway and if we drop out of the line up for a few years due to construction they may not return. • Commissioner Penilton asked for more info on possibly having to reduce the P5 workforce. Williams responded that in order to affect the deficit we would need to lay off positions that are currently filled. We do not have any empty or on hold positions. We already maximize staff across the theaters. • Commissioner Hall highlighted these are lean-run operations that are necessary to run shows that drive revenue. Palm reiterated that P5 will host 800 performances this year. • Chair Stoudamire-Phillips requested that in the future venues share a comprehensive capital project list to understand where we are. • Councilor Rosenthal asked about this year's Juneteenth Rodeo. Rotchford responded that yes, rodeo is considered a sport and we have offered to host again this year however they are considering VMC. They are always welcome back to Expo. • Commissioner Oxley noted the risk from a reserve perspective and asked about any kind of backstop. Sloan responded with the help of Commissioner Krys-Rusoff we will be working with Metro Council on creative solutions for big ticket items. • Commissioner Krys-Rusoff added that we have built back strategically after the pandemic, are doing more with less and our revenue is up. There are government mandates on the salaries we pay and central services costs that our competitors don't have that will continue to be a problem for us. • Commissioner Penilton noted the revenue streams are there, but we may have to revisit labor package conversations. • Commissioner Palm highlighted that many of these are not one-time costs and when we rebound to past numbers the next employees will be more expensive, and we can't sell tickets at a rate that covers the cost. Safety costs have been outsized and needs to be contemplated. • Commissioner Hall stated we need a structural fix for the capital needs for our aging building whether it's a new revenue source or new partners etc. • Commissioner Krys-Rusoff closed with asking for MERC's support passing the proposed budget and in future conversations with Metro Council.
8.0	Action Agenda

	<ul style="list-style-type: none">• Resolution 24-02: For the purpose of approving the Metropolitan Exposition Recreation Commission (“MERC”) Fiscal Year (FY) 2024-25 Proposed Budget and FY2024-25 through FY2028-29 Capital Improvement Plan. <p>Ashley Sloan</p> <p>A motion was made by Commissioner Palm and seconded by Commissioner Penilton, to approve Resolution 24-02.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Hall, Krys-Rusoff, Malán, Oxley, Palm and Penilton) NAY: 0</p> <p>Resolution 24-02 passed</p>
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:30 p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

April 3, 2024
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

2ND QUARTER 2023-24 REPORT

Highlights:

Executive Summary – Page 3



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



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 2nd Quarter, OCC realized more than \$4.3 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 42.5 to 1.
- Twenty new and two repeat OCC conventions were booked for future years worth more than \$8.6 million in OCC revenue and community economic impact more than \$46.7 million. Total Travel Portland bookings, including single hotel will result in more than \$71.5 million of economic impact.
- Across domestic media outlets, Portland was included in 757 placements with a total impression of more than 2.6 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland's Convention Sales Team exceeded their half year room night goal. They confirmed 175,017 room nights or 127% of the half year goal. The tentative pipeline of business remains robust and the second half of the year looks promising.

TRENDS, SUCCESSES, OBSTACLES

- Portland's recovery continues softening and TLT/TID collection reflects the same trend. Total combined TLT/TID collection in FY24 YTD is \$12.7M, representing +6% year on year change. We have seen challenging hotel revenue performance since summer, and expect even softer TLT/TID collection going forward.
- Four groups were lost due to safety and perception concerns which would have totaled 18,209 room nights with an estimated community economic impact of more than \$12 million.
- Travel Portland's Visitor Center located in the West End of downtown continues to see robust traffic. Continued construction on that block will continue into the spring and we anticipate a strong summer of visitor traffic.
- The Public Relations/Communications Team continues to host writers from major publications and has developed an online Coverage Book which highlights visually the positive press on Portland and our local makers.
- Development of "Yours to Share" advertising campaign targeting meeting planners (launch: January) and leisure travelers (April).

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$8,825,847	\$18 Million
2	ROI on future OCC business	3.5	2.0
3	Lead conversion	13%	17%
4	Services performance survey	3.9	3.8
5	Public relations/media	18	25
6	Community economic impact	31.0	11.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	26.2	12.0
5	International visitors against comp set	-13.7%	Benchmark
7	Total Media Placements	133	220
7	Total Media Engagements for Minority-Owned Businesses	264	750
8	Services Performance Survey	17	6/Year

***See International Tourism page for further explanation



EXECUTIVE SUMMARY

HOTEL DEMAND

COMPETITIVE SET COMPARISON

Smith Travel

Research Central Business Districts

	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	55.6%	\$ 161.55	\$ 89.76
Denver	68.7%	\$ 211.07	\$ 144.90
Seattle	68.3%	\$ 225.28	\$ 153.84
Salt Lake City	66.8%	\$ 167.45	\$ 111.90
Nashville	75.2%	\$ 293.44	\$ 220.57
Austin	67.9%	\$ 257.65	\$ 174.96
Minneapolis	51.5%	\$ 171.43	\$ 88.24
San Francisco	60.9%	\$ 253.14	\$ 154.04

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

Smith Travel Research - Region*

	Occupancy		ADR		RevPar		Demand	
	This Year	Change	This Year	Change	This Year	Change	This Year	Change
Downtown	55.6%	8.5%	\$ 161.55	-0.6%	\$ 89.76	7.9%	2,038,623	8.7%
Airport	62.2%	1.6%	\$ 135.89	2.2%	\$ 84.50	3.9%	761,111	-2.7%
Eastside	62.4%	-10.0%	\$ 102.20	15.4%	\$ 63.75	3.8%	111,793	-17.4%
Jantzen Beach	56.3%	5.1%	\$ 118.26	0.7%	\$ 66.57	5.8%	298,125	5.1%
City of Portland +	57.3%	5.5%	\$ 149.37	1.2%	\$ 85.59	6.8%	3,209,552	4.3%

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

LODGING TAX COLLECTIONS*

QUARTER 2

TLT/TID

	FY24 (\$)	FY24 (% of TTL)	CHANGE FY23 to FY24 (\$)	CHANGE FY23 to FY24 (%)
Central City	\$6,713,261	53%	(120,773)	-2%
Airport	\$2,464,371	19%	699,681	40%
Eastside	\$89,787	1%	(7,922)	-8%
Jantzen Beach	\$737,345	6%	(78,892)	-10%
Subtotal	\$10,004,764	79%	492,093	5%
Online Travel Agency	\$1,115,639	9%	341,702	44%
Short Term Rental	\$1,546,341	12%	(68,337)	-4%
Other	\$56,160	0%	(17,925)	-24%
Subtotal	\$2,718,140	21%	\$255,440	10%
Grand Total	\$12,722,905	100%	\$747,533	6%

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



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 23/24	\$ 21,677,256	\$ 59,373	\$ 21,736,629
FY 24/25	\$ 12,721,406	\$ 1,953,436	\$ 14,674,842
FY 25/26	\$ 7,216,203	\$ 1,941,192	\$ 9,157,395
FY 26/27	\$ 5,501,033	\$ 2,270,667	\$ 7,771,700
FY 27/28	\$ 1,071,293	\$ 1,941,192	\$ 3,012,485
FY 28/29	\$ 1,169,688	\$ 2,270,667	\$ 3,440,355
FY 29/30	\$ 1,520,063	\$ 1,941,192	\$ 3,461,255
FY 30/31	\$ 393,477	\$ 2,270,667	\$ 2,664,144
FY 31/32	\$ -	\$ 1,941,192	\$ 1,941,192
FY 32/33	\$ -	\$ 2,270,667	\$ 2,270,667
FY 33/34	\$ 727,661	\$ 1,941,192	\$ 2,668,853
TOTAL	\$ 51,998,080	\$ 20,801,437	\$ 72,799,517

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	20	25	
Repeat OCC Bookings	2	5	
Total OCC Bookings	22	30	
Room Nights from OCC Bookings	65,209	107,779	
Future OCC Revenue Booked during FY 2023/24	\$ 8,624,183	\$ 11,976,228	
ROI OCC Bookings	\$ 5.1	\$ 3.5	2.0 to 1
Community Economic Impact from OCC Bookings	\$ 46,773,400	\$ 73,769,999	
Total Room Nights Booked	114,429	175,017	
Total Community Economic Impact from Bookings	\$ 71,521,917	\$ 106,980,522	
ROI on Total Community Economic Impact	\$ 42.5	\$ 31.0	11.0 to 1
OCC Revenue Realized During FY 2023/24*	\$ 4,308,533	\$ 8,825,847	\$18 Million

*OCC Revenue Realized includes the following meeting that occurred during quarters 1 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 2 OCC revenue realized - Rose City Comic Con.

*OCC Revenue Realized does not include the following meetings that occurred during quarters 1 & 2 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: American Association for Aerosol Research, AVS - The Science & Technology Society, U.S. Department of Defense, Generation. Youth. Christ. They will be included in quarter 3 OCC revenue realized.



CONVENTION SALES

OCC LEAD CONVERSION	
	As of January 1, 2024
Lead Conversion Percentage	13%
Benchmark / Annual Target -17%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2024					
	FY 2023-24	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28 and beyond
Current	58	28	17	6	8
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 20/21-23/24)	38	33	23	13	10

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 2,798,054	\$ 5,365,879
Travel Portland Contract Costs	\$ 1,682,196	\$ 3,452,783
ROI (Revenue / Costs)	1.7	1.6

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	52	208,804	106,725	\$ 24,754,019	\$ 129,602,625



CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	2nd Quarter	YTD
New Minority Bookings	8	11
Total Minority Bookings	8	11
Room Nights from Minority Bookings	14,713	16,054
Minority Leads	10	16
Minority Lost Leads	6	13

For the second quarter of FY 2023/24, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$8.9 million. Booked groups included the following:

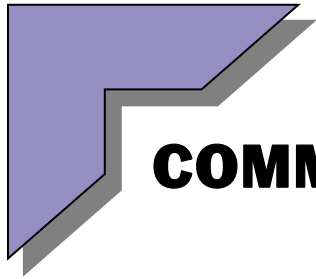
Indian Health Service	\$ 22,298
American Black Chiropractic Association	\$ 103,705
Cultivating Change Foundation	\$ 61,795
Native American Finance Officers Association	\$ 655,092
Cultivating Change Foundation	\$ 68,442
National Coalition of Black Meeting Professionals	\$ 342,869
Church of God in Christ, Inc.	\$ 7,422,386
Q Christian Fellowship	\$ 234,646

2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Total OCC Cancellations	0	N/A	0	0	\$ -	\$ -	N/A



ACTIVITY DESCRIPTION	2ND QUARTER	YTD
OCC groups occurring during the quarter	12	27
Pre-convention attendance building - Site tours	16	26

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	8	0	0	0	0	4.0	8
Travel Portland convention services staff	7	1	0	0	0	3.9	8
Travel Portland collateral/promotional materials	6	2	0	0	0	3.8	8
Quality and user-friendliness of the Travel Portland website	7	1	0	0	0	3.9	8
Average rating for the quarter						3.9	
Average rating YTD						3.9	
Target						3.8	
In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?							
More than helpful and an absolute pleasure to work with. I hope to see Beth again in the future!							
We just started to engage with Travel Portland during the late planning phase of this event and intend to work much more closely with you for next year's expo!							
The Travel Portland team, both Michael Cavanaugh and Beth Miranda, were always helpful, engaged and proactive. Great to work with and would highly recommend.							
Awesome!							
Beth Miranda, Michael Cavanaugh and Tracey Chapman were excellent. They went above and beyond, promoted the conference, checked in with our staff and made sure we had everything we needed. They were so pleasant to work with and our conference was a great success with they're partnership.							
I started with Michael Cavanaugh and ended with Beth Miranda. Both were excellent.							
Both Tracey and Beth were amazing to work with! I would consider a return trip to Portland because of Beth.							
Completed Group Survey:							
American Association for Aerosol Research				AVS - The Science & Technology Society			
Association for Vascular Access				Society for Advancement of Chicanos/Hispanics and Native Americans in Science			
Portland Retro Gaming Expo				U.S. Department of Defense			



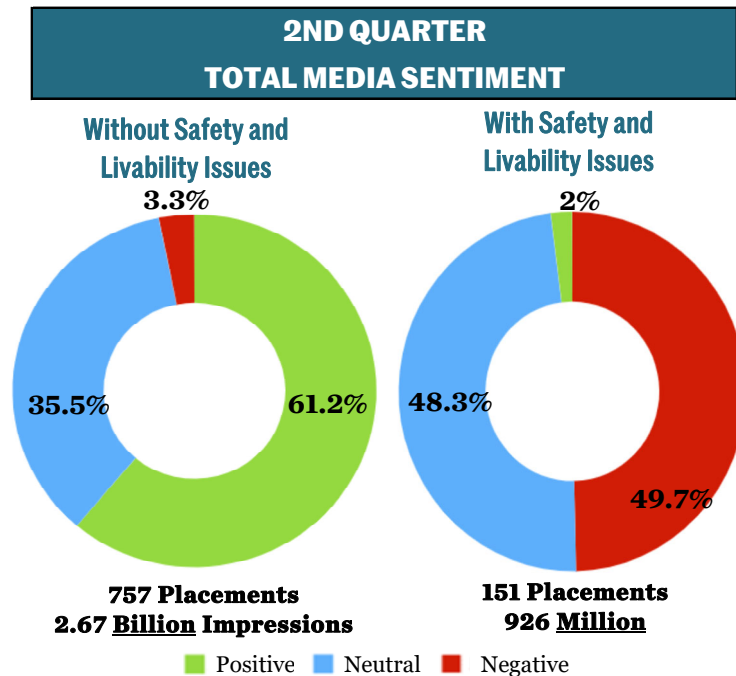
COMMUNICATION & PR

TOTAL MEDIA NARRATIVE	Q2	YTD
Placements	757	1,236
Impressions	2,666,330,684	4,514,110,725

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	8	11
Impressions	368,840	494,115

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.



TARGETED MEDIA NARRATIVE	Q2	YTD	Target Goal
Placements	76	133	220
Impressions	1,355,293,849	2,880,079,523	

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

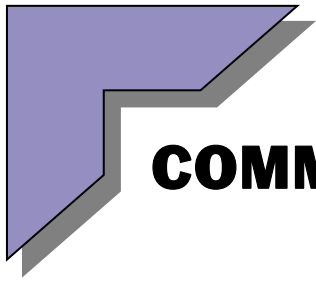
TARGETED INTERNATIONAL MEDIA*	Q2	YTD
Placements	0	0
Impressions	0	0

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.

*International media results on hold for FY 23-24

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q2	YTD	Target Goal
Engagements	120	264	750

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

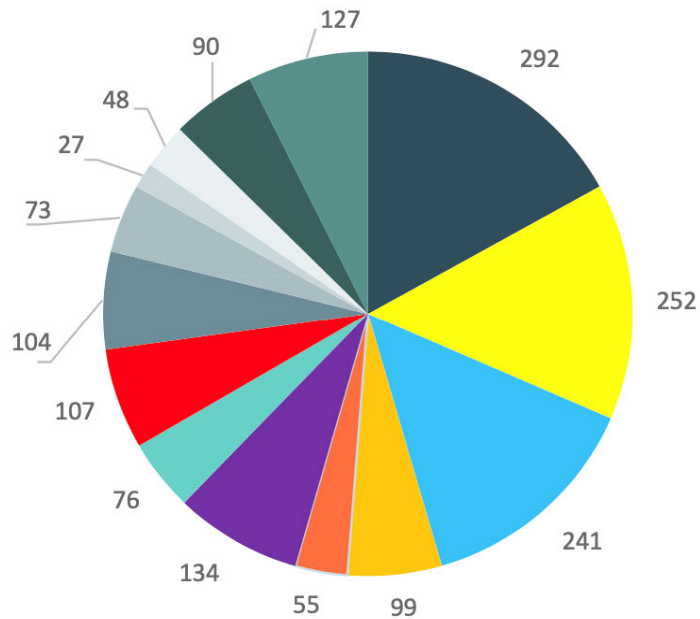


COMMUNICATION & PR

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

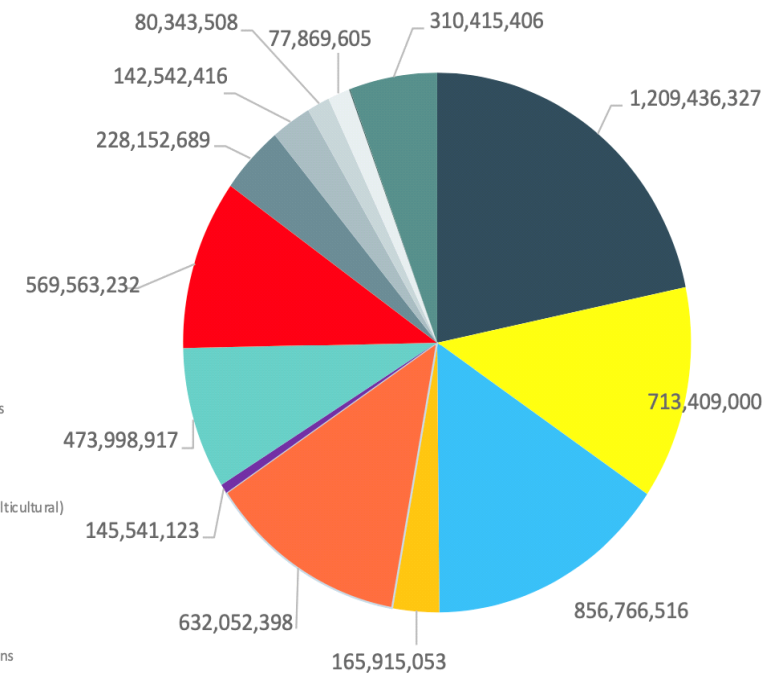
Placements

- 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



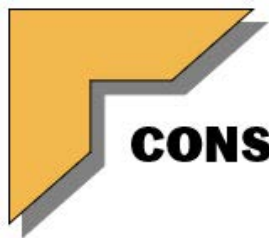
COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
December 2023	Smart Meetings Magazine	Smart Meetings Platinum Choice Awards 2023	Print	44,000	1
December 2023	Smart Meetings Magazine	Smart Meetings Platinum Choice Awards 2023	Digital	14,829	1
December 2023	Northwest Meetings + Events	A Cool Haven in Portland	Digital	16,000	1
November 2023	Meetings & Conventions	Ritz-Carlton Hotel Debuts in Portland, Ore.	Digital	129,068	1
November 2023	Northwest Meetings + Events	Travel Portland Launches Mobile App	Digital	16,000	1
October 2023	Prevue	Hot New Hotels for the Coolest Incentives & Meetings	Digital	38,887	1
October 2023	Northstar Meetings Group	Stella Awards 2023: Best CVB/DMO	Digital	55,028	1
October 2023	Northstar Meetings Group	Stella Awards 2023: Best Convention Center	Digital	55,028	1
Total				368,840	8

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

TRAVEL PORTLAND SPONSORED ARTICLES			MERC	
Publication Date	Outlet	Headline	Medium	Total Circulation
NA	NA	NA	NA	NA
Total				0

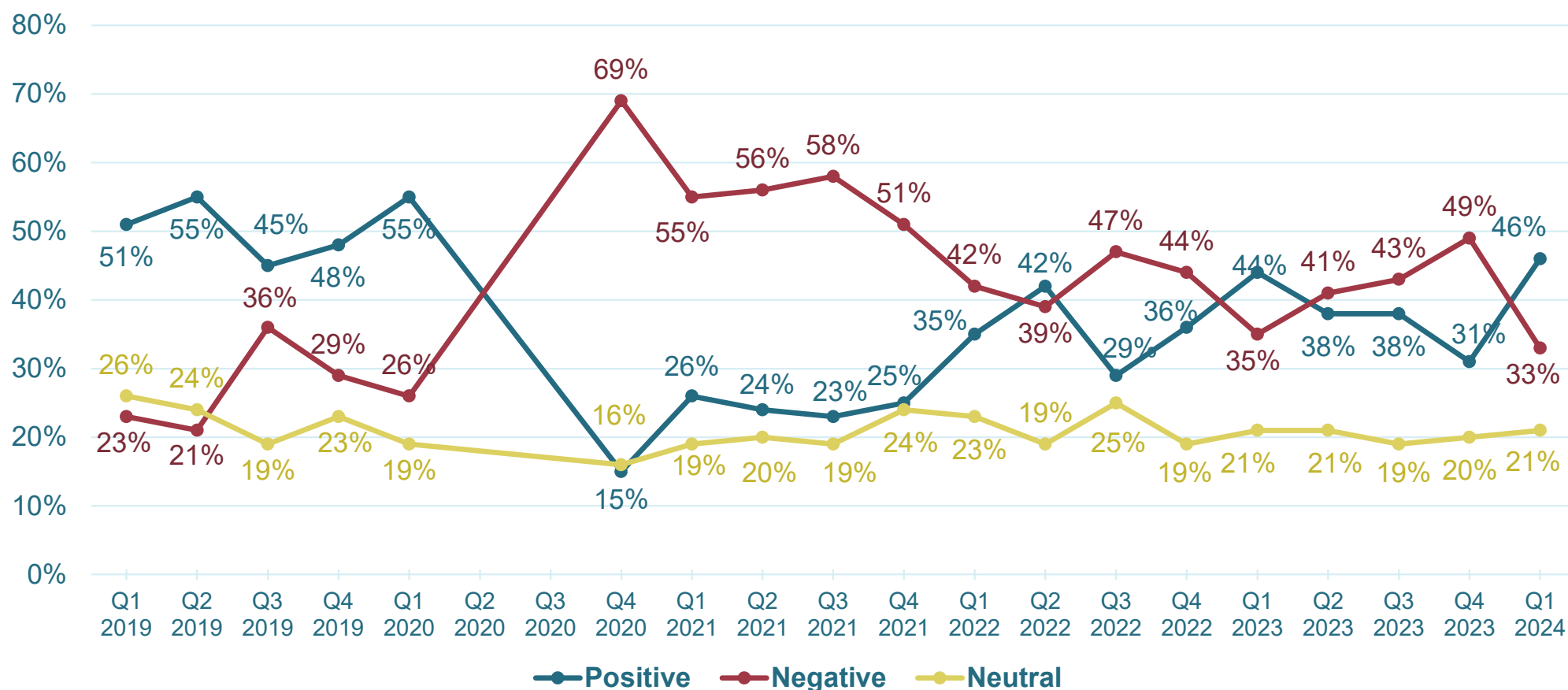
PITCHES DELIVERED	
1	Pitched What's New for 2024 in the Rose City to full target list of media outlets. Position Portland as a trend leader in the Meetings and Convention space, from sustainability to walkability, spotlighting standout team building and breakout sessions
2	New hotel openings including Ritz-Carlton (shared with outlets like Prevue and others)
3	Affordable Meetings / Events: Position the city of Portland, OR as an affordable and attractive destination for large meetings and conventions; highlight how planners can save up to 10% off their bottom line with no paperwork required with 0% sales tax on everything from F&B to vendors
4	Northwest Meetings + Events, Amanda Christensen features destination and insights from Q&A with Dione Williams for why meeting attendees should visit Portland in the winter
5	Press Trip Attendee: Northstar (M&C), Sally Braley featured news on The Ritz-Carlton, Portland opening. Will be in touch with Sally in early 2024 for post press trip coverage
6	Press Trip Attendee: Freelance (Meeting News NW), Nancy Mueller - Facilitated Q&A request with Travel Portland leadership, including meeting planner quote from the hotel teams. Coverage slated for January
7	Ignite, Laura Bickle: Requested images/fact sheet for The Ritz-Carlton Portland. Considering wider destination news for upcoming 2024 coverage.
8	Meetings Today, Danielle Lebreck, to include Portland in the upcoming February issue featuring iconic foods of the Pacific Northwest region.
9	Editorial calendar pitch: Pitch Oregon Convention Center / event venues for consideration in Exhibitor Magazine's January / December 2024 issue slated to cover convention centers / event venues
10	Meetings Today, Danielle Lebreck, to include Portland in the upcoming February issue featuring iconic foods of the Pacific Northwest region.
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	

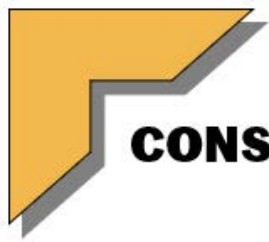


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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

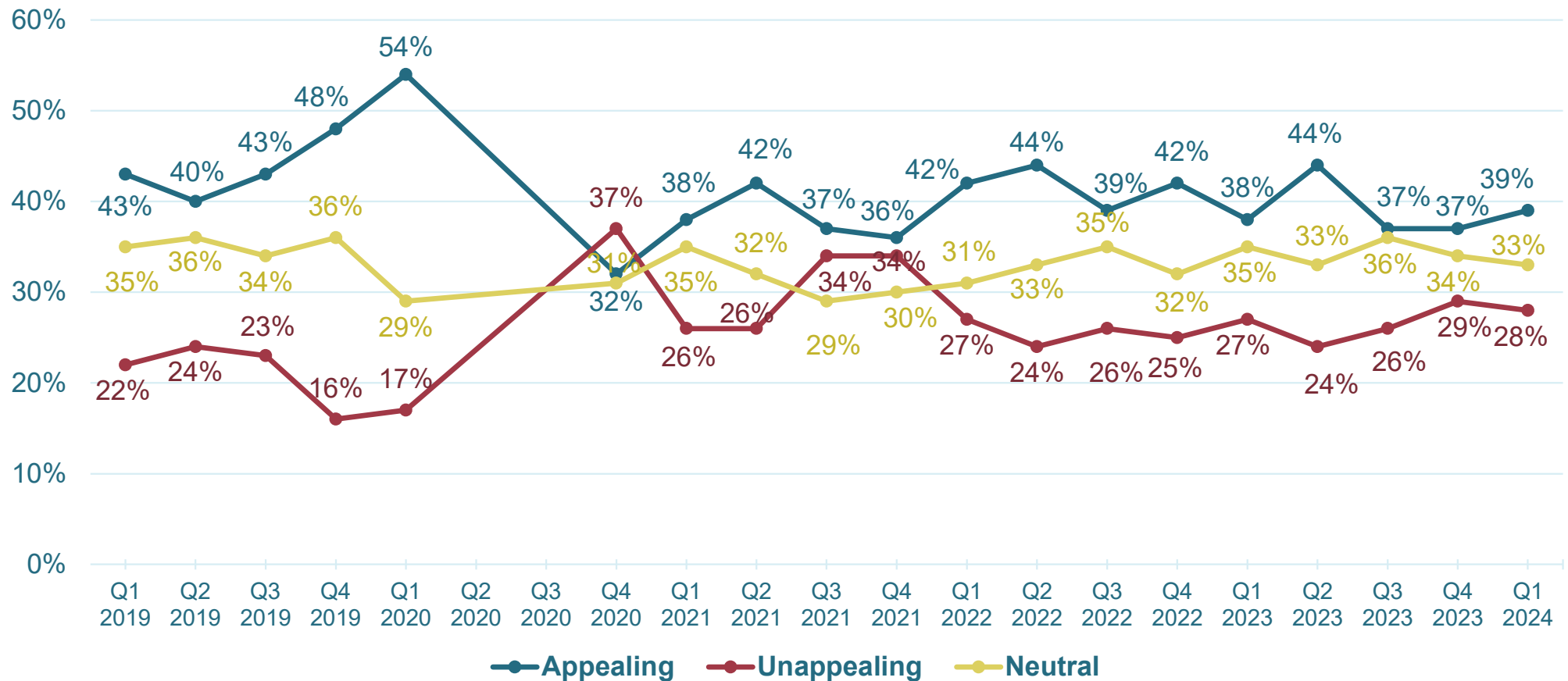




CONSUMER SENTIMENT

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)

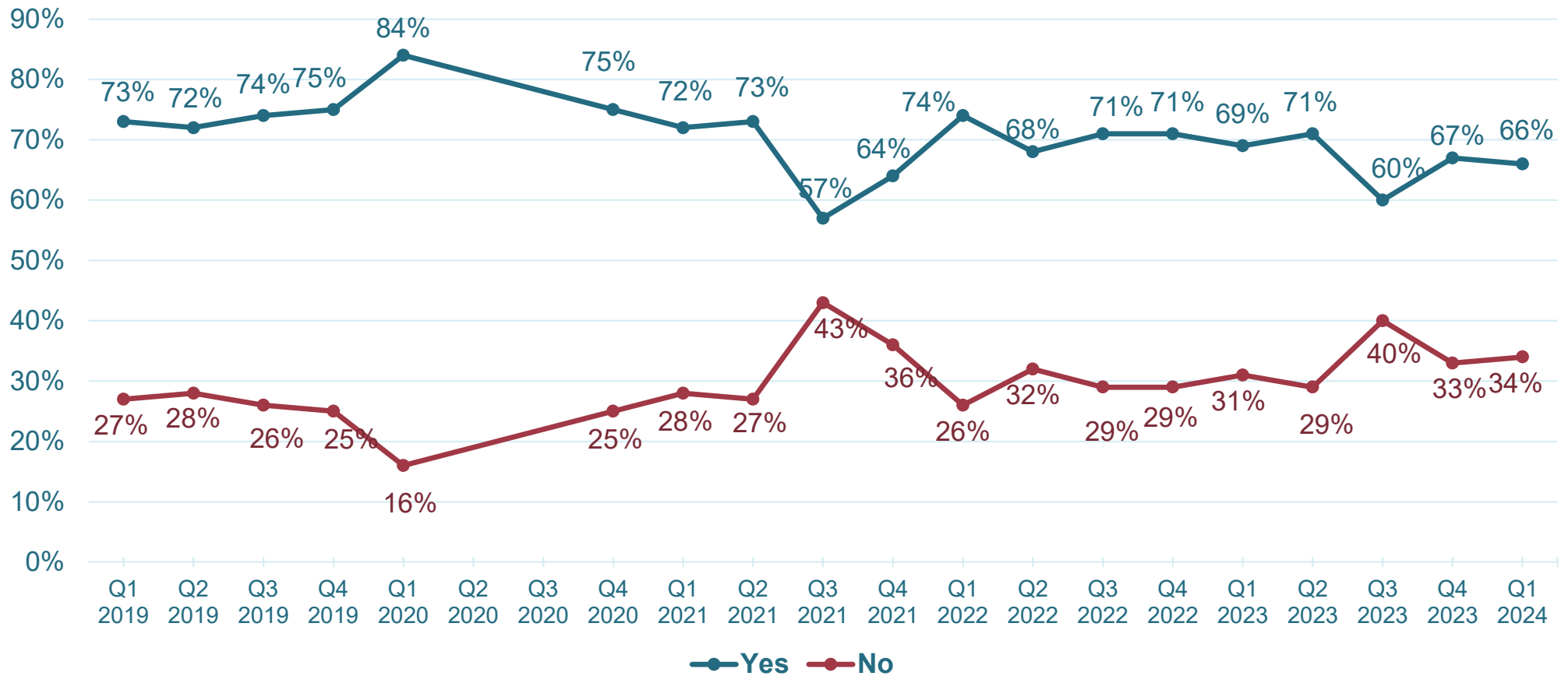
Q: Portland is a safe destination. (AGREE - Top 2 Box)





PORTLAND CONSUMER RESEARCH

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





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	1,020,856	2,222,868
International Visits	59,604	155,131
Referrals	193,848	396,882
Business and Event Detail Views	638,801	1,325,586
TravelPortland.com/meetings		
Venue Finder Page Views	1,026	2,002

Source: Google Analytics

INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	-13.7%	N/A
Competitive Set***	-13.2%	N/A

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

**Be within 20% of our competitive sets' performance for overall visits/arrivals (5 year rolling basis).

***Competitive set = Denver, Salt Lake City, San Diego, Seattle

****This will be a re-building goal for 5 years.



DIVERSITY EMPLOYMENT STATISTICS 2023-24					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	December 31, 2023		Second Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	6	13	46%	40-60%	Monitor
First/Mid Level Manager	6	9	67%	40-60%	Monitor
Professionals	18	24	75%	40-60%	Monitor
Sales Workers	9	10	90%	40-60%	Monitor
Admin Support Workers	14	16	88%	40-60%	Monitor
Total	53	72	74%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	4	13	31%	15-33%	Monitor
First/Mid Level Manager	2	9	22%	15-33%	Monitor
Professionals	6	24	25%	15-33%	Monitor
Sales Workers	4	10	40%	15-33%	Monitor
Admin Support Workers	9	16	56%	15-33%	Monitor
Total	25	72	35%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2023-24

HIRING

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League of Portland	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	AllDiversity.com
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	Travel Portland website
	LGBTConnect.com	H-Careers	PDX Women in Tech
Black Travel Alliance		Mac's List	
Current Employees residing in MERC FOTA		14	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$1,383,466
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PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-identified)	Women-Owned
1600	306	224	270

MWESB PURCHASING PARTICIPATION FY 2023-24 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$488,004	\$2,401,370	20%
Self-Reported	\$703,559	\$2,401,370	29%
Total	\$1,191,563	\$2,401,370	50%

For the last 35 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

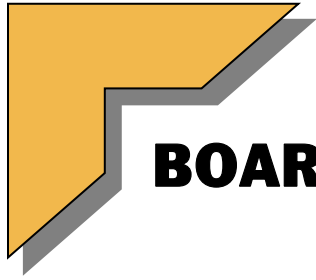
	Annual Budget	MERC QTR Ending 12-31-23	TID/TLT QTR Ending 12-31-23	Subtotal QTR Ending 12-31-23	Sum MERC YTD 06-30-24	Sum TID/TLT YTD 06-30-24	Sum of YTD 06-30-24	Percent
Expenses								
<u>MERC Supported - Professional Services</u>								
Professional Services								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	1,609,925	439,019	0	439,019	861,423	0	861,423	53.51%
<u>Program Support</u>								
Subtotal - Program Support	241,489	60,372	0	60,372	120,744	0	120,744	50.00%
<u>Research</u>								
Subtotal - Reserach Professional Services	82,875	38,569	0	38,569	70,125	0	70,125	84.62%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	259,050	92,222	0	92,222	188,567	0	188,567	72.79%
<u>Other Contractual Professional Services</u>								
Subtotal - Other Contractual Professional Services	313,675	114,663	0	114,663	221,495	8,695	230,190	73.38%
 Total - MERC Supported - Professional Services	2,507,014	744,845	0	744,845	1,462,355	8,695	1,471,050	58.68%
<u>Other Non-Contractual Professional Services</u>								
Total - Other Non-Contractual Professional Services	0	0	45,850	45,850	0	88,525	88,525	0.00%
 <u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	210,000	7,274	0	7,274	18,935	0	18,935	9.02%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	165,000	27,124	0	27,124	75,168	0	75,168	45.56%
<u>Trade Shows and Industy Events</u>								
Subtotal - Industry Trade Shows and Events	950,500	144,802	0	144,802	609,008	0	609,008	64.07%
<u>Familiarization Tours & Site Visits</u>								
Subtotal - Familiarization Tours	450,000	158,037	0	158,037	234,813	0	234,813	52.18%
<u>Other Programs</u>								
Subtotal - Other Programs	301,000	4,221	0	4,221	62,197	0	62,197	20.66%
 Total Convention Sales MERC Supported Program of Work	2,076,500	341,458	0	341,458	1,000,121	0	1,000,121	48.16%
 Other Departments - MERC Supported POW								
<u>Convention Services - Other Programs</u>								
Subtotal - Con Svcs - Other Programs	155,986	55,926	0	55,926	113,878	0	113,878	73.01%
<u>Research - Other Programs</u>								
Research	125,000	29,927		29,927	105,137	0	105,137	
Subtotal - Research - Other Programs	125,000	29,927	0	29,927	105,137	0	105,137	84.11%
<u>DEI - Other Programs</u>								
Subtotal - DEI - Other Programs	125,000	81,041	0	81,041	115,519	0	115,519	92.42%
<u>Communications/PR</u>								
Subtotal - Comm/PR - Other Programs	100,000	56,311	0	56,311	93,240	0	93,240	93.24%
<u>Marketing</u>								
Subtotal - Marketing - Other Programs	275,000	372,689	0	372,689	562,534	0	562,534	204.56%
 Total Other Depts MERC Supported Program of Work	780,986	595,894	0	595,894	990,308	0	990,308	126.80%
 Grand Total	5,364,500	1,682,196	45,850	1,728,046	3,452,783	97,220	3,550,003	66.18%

Travel Portland
Income Statement
(Statement of Financial Activities)

	Actual (Prior Year) YTD 12/31/2022 Column A	Actual YTD 12/31/2023 Column B	Budget YTD 12/31/2023 Column C	Actual (Prior Year) Full Year 6/30/2023 Column D	Approved Budget Full Year 6/30/2024 Column E
Revenue					
City/County Lodging Tax (1%)	2,900,322	3,136,291	3,780,209	5,212,907	6,491,784
Tourism Improvement District (TID = 2% + 1%)	9,092,769	9,937,245	10,868,086	16,118,923	19,361,278
MERC (OCC Contract)	2,453,559	2,682,250	2,682,240	4,986,618	5,364,500
Partnership Dues	120,684	129,350	0	199,772	0
Fees Earned & Other Income	369,924	689,702	130,212	692,550	260,421
EDA Grant	45,295	163,033	0	195,323	0
Trade-Out/In-Kind	0	0	0	2,745	0
Cooperative Programs	-4,000	6,700	0	-1,650	0
Regional RCTP (from Travel Oregon)	1,853,015	1,077,189	902,532	3,371,083	1,805,080
Regional Recovery & Stabilization Fund (From Travel Oregon)	0	0	0	0	0
Cultural Tourism	166,516	116,205	106,002	282,783	212,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	16,998,083	17,937,965	18,469,281	31,061,053	33,495,063
Expenses					
Convention Sales	3,327,849	3,920,407	3,317,496	6,428,142	6,634,943
Research	199,027	207,468	332,730	445,935	665,456
Marketing	4,942,697	4,247,713	5,731,224	10,371,141	11,462,469
Convention Services	527,202	470,619	583,242	1,208,851	1,166,447
Events	121,077	174,547	316,332	538,643	632,638
International Tourism	413,668	681,833	974,862	927,993	1,949,715
Communications/PR	571,599	638,835	813,894	1,506,445	1,627,735
Regional RCTP (from Travel Oregon)	1,853,015	1,119,483	902,538	3,371,083	1,805,080
Community Engagement	380,324	495,286	742,356	1,288,272	1,484,707
Visitor Services	43,398	257,790	326,388	69,967	652,764
Equity Diversity Inclusion (EDI)	234,488	308,988	328,962	514,107	657,892
Program Support	1,882,906	2,153,137	2,377,614	4,218,166	4,755,217
Total Expenses	14,497,249	14,676,107	16,747,638	30,888,746	33,495,063
Net Surplus/(Deficit)	2,500,834	3,261,858	1,721,643	172,308	0

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual Prior Period YTD 11/30/2023 Column A	Actual Current YTD 12/31/2023 Column B	Change MTM Percentage Column C	Actual Prior YTD 12/31/2022 Column D	Change YOY Percentage Column E
Assets					
Cash and Cash Equivalents	4,815,834	10,030,195	52%	8,657,730	16%
Investments	5,158,487	5,276,956	2%	4,756,995	11%
Accounts Receivable	7,312,075	744,914	-882%	2,412,479	-69%
Prepaid Assets	1,094,270	1,225,951	11%	1,067,373	15%
Fixed Assets, net	1,774,974	1,789,777	1%	1,286,617	39%
Other Assets	3,850,456	3,850,456	0%	6,617	58093%
Total Assets	24,006,097	22,918,249	-5%	18,187,810	26%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	4,343,511	4,769,308	9%	597,983	698%
Accrued Personnel	2,447,011	2,471,500	1%	2,032,969	22%
Deferred Revenue	61,197	26,942	-127%	49,514	-46%
Other Fiduciary Liabilities - RCTP/RRSF	1,150,291	981,350	-17%	1,771,527	-45%
Loan Liability	0	0	0%	0	0%
Total Liabilities	8,002,010	8,249,100	3%	4,451,993	85%
Net Assets					
Undesignated	11,622,753	10,287,817	-13%	9,354,484	10%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	4,381,333	0%
Total Net Assets	16,004,086	14,669,150	-9%	13,735,817	7%
Total Liabilities and Net Assets	24,006,097	22,918,249	-5%	18,187,810	26%



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andueza	Ana	CFO Advisory Services	Treasurer	Budget and Finance Committee
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		
Bramlett	Tiquette	Chosen Family Wines		
Brown	Jeff	Hotel Eastlund		
Browne	Marie	The Ritz-Carlton Portland		
Burnett	Becky	Host2Host/Hive Hospitality		
Daley	Mike	Sheraton Portland Airport Hotel		
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Mobility	Past Chair	
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Hawkins	Rick	Geffen Mesher		
Huffman	Kurt	ChefStable	Vice Chair	
Lang	Brian	Hyatt Regency Portland at the Oregon Convention Center	Chair-elect	Convention Sales Steering Committee
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crowne Plaza Portland - Downtown Convention Center		
Maldonado	Laura	Heathman Hotel		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront	Chair	Nominating Committee Tourism Improvement District Committee
McCarey	Heather	Explore Washington Park		
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC		
Penilton	David	America's Hub World Tours		
Peterson	Lynn	Metro		
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Rubio	Carmen	City of Portland		
Tabales	Dwight	Hilton Portland Downtown & The Duniway		
Tigner	Ryan	iTrip Vacations Northwest		
Vega Pederson	Jessica	Multnomah County		
Weston	Linda	Rapporto		Partner Services Committee

MERC Commission Meeting

April 3, 2024
12:30 pm

Expo Future Project Update

Expo Future MERC Update

March 2024



Historical Significance & Memorialization Committee

Committee activity included:

- Member Hanako Wakatsuki-Chong's update to MERC about the committee's accomplishments, with appreciation of Metro's true collaborative approach
- Cochair Ed Washington's update to Council about the committee's accomplishments since September 2023
- Developing content for the community engagement process, including what information to gather, whom to involve, and how to engage them (focus groups, surveys, open house, etc.)
- Identification of preliminary agenda and three potential dates in early June for the storytelling event

Sport & Facility Committee

Committee activity included:

- Cochairs Renée King and Megan Conway's update to MERC on the committee's accomplishments
- Cochair James Jessie's update to Metro Council on committee's accomplishments and initial Hunden findings
- Committee members met with Hunden Partners for deeper review of and clarification on initial market analysis, comparable sites/case studies, and regional sports tourism findings
- Completion of final draft of public use statement

Tribal and community engagement

Community engagement and Tribal Government consultation will gather important input about how to convey the site's history, culture, and meaning along with input about the expected sports pivot for Expo.

The Historical Significance Committee continues to plan the community engagement process. The urban Indigenous, Japanese American, and Vanport communities, Expo neighbors, and current Expo clients will be invited to share their perspectives during the engagement process.

Tribal Government consultation planning is underway with Metro's Tribal Liaison.

All engagement will take place from May through August.

Staff welcome suggestions of other engagement discussion topics and participants.

Sports feasibility study

The Expo Future sports feasibility study is on track for completion by mid-June.

Schedule of remaining deliverables:

March 29: five concepts and visuals, recommended mix of uses and support amenities, final market analysis.

April 30: Business case, including facility & development cost estimates, KPI and demand & financial projections, 30-year economic impact model

May 31: draft final report, including funding options for capital/construction, expansion, and long-term operations (public, private, and public-private sources, naming rights/sponsorship, partnership options)

June 15: delivery of final report

What's ahead

Notable activities for April 2024 include:

- HSMC, SFC, and Steering Committee meetings
- April 10 meeting re: Trimet MAX overnight facility
- Completion of storytelling event planning
- Completion of EF inclusion statement
- Hunden Partners' delivery of five use concepts, visuals
- Cont. engagement planning, draft communications
- April 22 EF session at Sports ETA Facility Summit
- Distribution of monthly newsletter

Related educational opportunities

Indigenous learning: [The Legacy of Dams Podcast](#) (Spring Salmon run starts in March)

Japanese American learning: [A Tour of Portland's lost Japanese-American community](#) and/or visit [Historical Plaza](#) (possible early cherry blossoms)

Vanport learning: [Jackie Winters-We Took Care of Each Other \(video\)](#)