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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Zoom Virtual Meeting

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August 2016

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

June 2, 2021

12:30 to 2:30 p.m.

Zoom | Webinar ID: 899 5156 1451

<b>12:30 p.m.</b>	<b>Call to Order and Roll Call</b>
<b>12:35</b>	<b>Citizen Communication</b>
<b>12:40</b>	<b>Commission / Council Liaison Communications</b>
<b>12:45</b>	<b>General Manager Communications</b> Scott Cruickshank
<b>12:55</b>	<b>Financial Update</b> Brian Kennedy
<b>1:00 p.m.</b>	<b>Venue Business Reports</b> Matthew P. Rotchford, Craig Stroud, Robyn Williams
<b>1:10</b>	<b>Consent Agenda</b> <ul style="list-style-type: none"><li>Record of MERC Actions, April 7, 2021</li></ul>
<b>1:15</b>	<b>Action Agenda</b> <ul style="list-style-type: none"><li>To Approve Facility Rental Rates for the Fiscal Years 2022 - 2024 at the Portland Expo Center (Expo).</li></ul>
<b>1:20</b>	<b>Metro DEI Program update</b> Raahi Reddy and Cassie Salinas
<b>1:45</b>	<b>Travel Portland Quarterly Report</b> Greg Newland and James Jesse

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Financial Report

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# Memorandum

Date: June 2, 2021  
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: Brian Kennedy – Chief Financial Officer  
Subject: April 2021 Financial Update

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The financial situation for the venues remains essentially the same through April. Activity from vaccination sites and the Sportsman show are positive and venue spending continues to be below budget. The combination of these factors is resulting higher projected ending balances at year end.

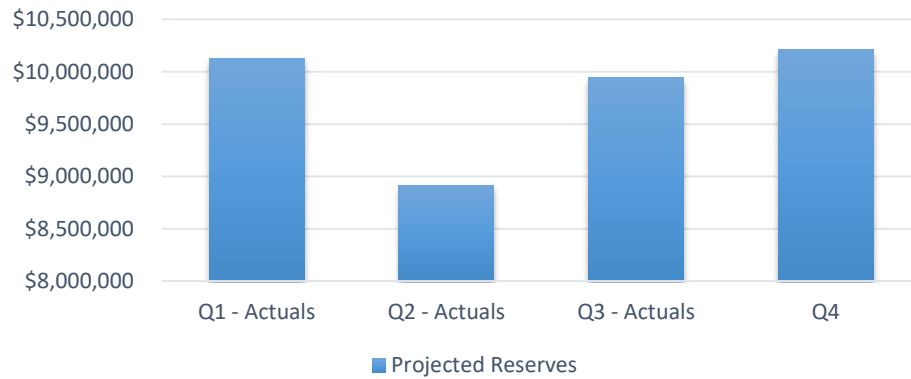
The Oregon Convention Center and Portland Expo Center are hosting COVID-19 vaccination super centers, helping speed up the distribution of vaccines. Financial impacts of the super sites are conservatively included in the projections for OCC and Expo.

Staff submitted an application for the Shuttered Venue Operators Grant funded by the recent COVID-19 relief bill for Portland's. The Small Business Administration has not yet announced any grant awards. The maximum grant per venue is \$10 million. This grant is not yet included in the Portland's projected reserves.

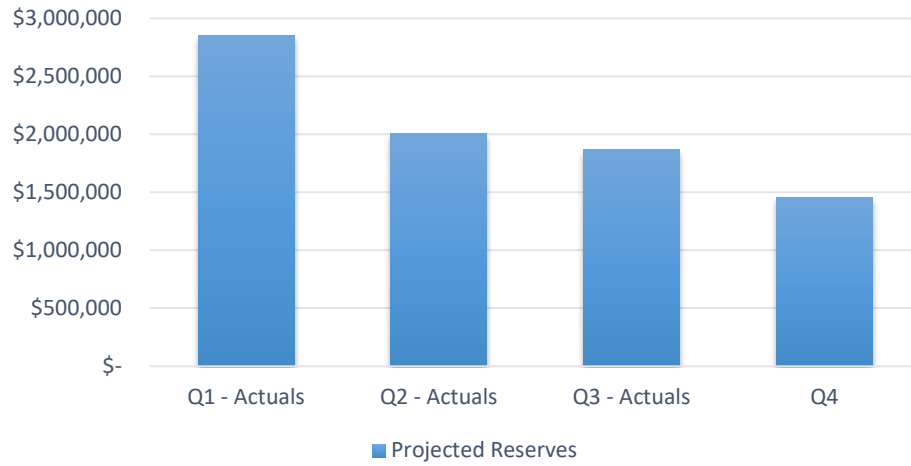
Another important piece in the venues' financial picture is the recovery of the hotel and tourism industry. Downtown hotels are continuing to struggle, but as of March, citywide occupancy is up over last year. It is important to note that for month to month comparisons, we are now comparing to months that include pandemic impacts. Year to date, occupancy is still down over last year. Staff will be closely monitoring reopening trends and reporting back to the commission.



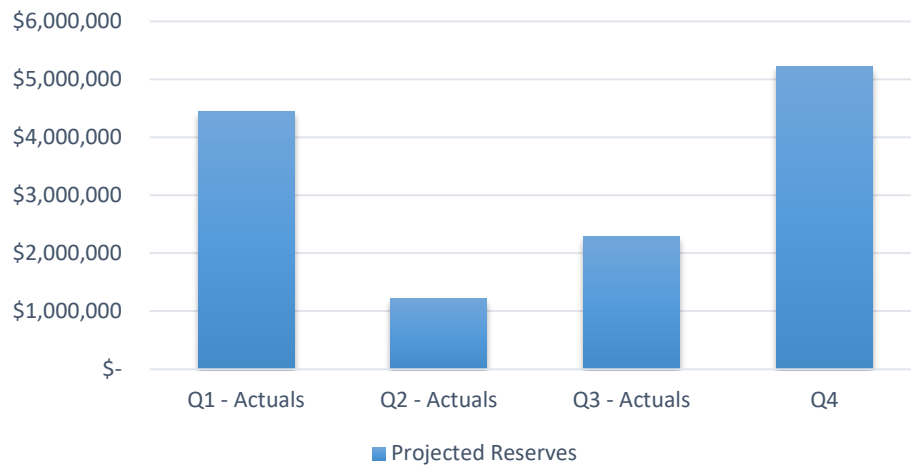
### OCC Reserves



### Expo Reserves



### Portland'5 Reserves



April 2021

April 2021	Annual Budget	Year-End Projection					
		Q1 - Actuals	Q2 - Actuals	Q3 - Actuals	Q4	Full Year	Variance
<b>Operations</b>							
Charges for Services	5,498,000	426,313	503,202	693,338	834,899	2,457,752	(3,040,248)
Local Government Shared Revenues	3,338,000	-	944,906	2,105,595	1,965,142	5,015,644	1,677,644
Grants	735,000	(177,957)	90,925	885,051	-	798,018	63,018
Interest Earnings	162,322	50,569	58,770	31,429	33,789	174,558	12,236
Miscellaneous Revenue	-	2,872	8,257	8,160	1,150	20,440	20,440
Transfers-R	3,296,669	294,843	624,781	1,188,522	1,188,522	3,296,668	(1)
<b>Total Revenues</b>	<b>13,029,991</b>	<b>596,640</b>	<b>2,230,841</b>	<b>4,912,096</b>	<b>4,023,502</b>	<b>11,763,080</b>	<b>(1,266,911)</b>
Personnel Services	4,340,153	1,062,045	1,224,060	1,163,746	1,220,543	4,670,395	330,242
Materials and Services	10,998,500	717,330	1,152,456	1,629,921	1,479,386	4,979,093	(6,019,407)
Transfers-E	4,377,113	1,138,681	1,123,261	1,068,268	1,055,450	4,385,660	8,547
<b>Total Expenditures</b>	<b>19,715,766</b>	<b>2,918,056</b>	<b>3,499,778</b>	<b>3,861,936</b>	<b>3,755,378</b>	<b>14,035,147</b>	<b>(5,680,619)</b>
<b>Net Operations</b>	<b>(6,685,775)</b>	<b>(2,321,416)</b>	<b>(1,268,937)</b>	<b>1,050,161</b>	<b>268,124</b>	<b>(2,272,068)</b>	<b>4,413,707</b>
<b>Capital</b>							
Total Revenues	-	12,818	12,818	(25,636)	-	-	-
Total Expenditures	-	64,824	(42,728)	(11,398)	-	10,698	10,698
<b>Net Capital</b>	<b>-</b>	<b>(52,006)</b>	<b>55,546</b>	<b>(14,238)</b>	<b>-</b>	<b>(10,698)</b>	<b>(10,698)</b>
<b>Change in Fund Balance</b>	<b>(6,685,775)</b>	<b>(2,373,422)</b>	<b>(1,213,391)</b>	<b>1,035,923</b>	<b>268,124</b>	<b>(2,282,766)</b>	<b>4,403,009</b>
Beginning Fund Balance	12,497,327	12,497,327	10,123,905	8,910,514	9,946,437	12,497,327	12,497,327
<b>Ending Fund Balance</b>	<b>5,811,552</b>	<b>10,123,905</b>	<b>8,910,514</b>	<b>9,946,437</b>	<b>10,214,561</b>	<b>10,214,561</b>	
				85,378			

# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland Expo Center

April 2021

April 2021		Annual Budget	Year-End Projection				Variance	
			Q1 - Actuals	Q2 - Actuals	Q3 - Actuals	Q4		Full Year
Operations								
Charges for Services		1,878,572	367,187	619,005	396,714	99,158	1,482,064	(396,508)
Local Government Shared Revenues		115,000	-	-	-	115,000	115,000	-
Grants		145,000	(53,418)	23,672	202,078	-	172,332	27,332
Interest Earnings		28,500	12,467	16,407	6,258	4,562	39,694	11,194
Miscellaneous Revenue		-	79	11,356	10,708	1,193	23,337	23,337
Transfers-R		483,068	56,361	96,130	165,288	165,288	483,067	(1)
Total Revenues		2,650,140	382,677	766,571	781,046	385,200	2,315,494	(334,646)
Personnel Services		517,357	123,358	176,356	152,395	208,153	660,262	142,905
Materials and Services		2,840,000	307,109	321,933	570,526	363,570	1,563,139	(1,276,861)
Transfers-E		1,795,653	187,872	1,158,295	194,796	227,260	1,768,223	(27,431)
Total Expenditures		5,153,010	618,339	1,656,584	917,717	798,983	3,991,623	(1,161,387)
Net Operations		(2,502,870)	(235,662)	(890,013)	(136,672)	(413,783)	(1,676,130)	826,740
Capital								
Total Revenues		-	2,076	37,924	-	-	40,000	40,000
Total Expenditures		11,000	19,814	(6,594)	158	-	13,379	2,379
Net Capital		(11,000)	(17,738)	44,518	(158)	-	26,621	37,621
Change in Fund Balance		(2,513,870)	(253,400)	(845,495)	(136,830)	(413,783)	(1,649,508)	864,362
Ending Fund Balance		590,615	2,851,085	2,005,590	1,868,760	1,454,977	1,454,977	



# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland's Centers for the Arts

April 2021

April 2021	Annual Budget	Year-End Projection					Variance
		Q1 - Actuals	Q2 - Actuals	Q3 - Actuals	Q4	Full Year	
Operations							
Charges for Services	2,852,779	(61,726)	14,124	136,351	57,919	146,667	(2,706,112)
Local Government Shared Revenues	402,000	-	81,787	182,251	316,026	580,064	178,064
Contributions from Governments	2,581,313	-	-	1,292,332	1,402,989	2,695,321	114,008
Grants	735,000	(167,732)	7,944	785,825	-	626,037	(108,963)
Interest Earnings	78,623	34,445	21,314	9,224	7,513	72,496	(6,127)
Miscellaneous Revenue	40,756	43,410	(3,501)	(4,231)	5,565	41,243	487
Transfers-R	3,236,310	143,346	295,193	598,887	2,198,887	3,236,313	3
Total Revenues	9,926,781	(8,257)	416,861	3,000,639	3,988,898	7,398,141	(2,528,640)
Personnel Services	2,349,913	598,321	635,228	507,707	585,335	2,326,591	(23,322)
Materials and Services	4,989,000	(127,289)	387,568	647,219	474,609	1,382,108	(3,606,892)
Transfers-E	1,981,820	555,759	470,421	477,825	477,825	1,981,830	10
Total Expenditures	9,320,733	1,026,792	1,493,218	1,632,751	1,537,769	5,690,529	(3,630,204)
Net Operations	606,048	(1,035,048)	(1,076,356)	1,367,888	2,451,129	1,707,612	1,101,564
Capital							
Total Revenues	4,390,353	2,003,837	(871,162)	1,753,840	1,503,840	4,390,355	2
Total Expenditures	8,566,127	2,496,447	1,278,481	2,056,416	1,014,263	6,845,606	(1,720,521)
Net Capital	(4,175,774)	(492,610)	(2,149,643)	(302,576)	489,577	(2,455,251)	1,720,523
Change in Fund Balance	(3,569,726)	(1,527,658)	(3,225,999)	1,065,312	2,940,706	(747,639)	2,822,087
Beginning Fund Balance - Operating	1,929,275	1,929,275	894,227	(182,130)	1,185,758	1,929,275	
Beginning Fund Balance - Capital	4,045,000	4,045,688	3,553,078	1,403,435	1,100,860	4,045,688	
Total Ending Fund Balance	2,404,549	4,447,305	1,221,306	2,286,618	5,227,324	5,227,324	

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Venue Business Reports

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## **MERC Commission Business Report for June 2, 2021 Meeting Portland Expo Center – Matthew P. Rotchford, Executive Director**

### **Events / Sales Awareness**

- With Multnomah County being downgraded to lower risk, two of our yearly events will be able to move forward their plans:
  - The Columbia Empire Volleyball Association will move forward with their CEVA Regional Tournament. Capacity will be reduced to 50% per state guidance for indoor and recreational fitness establishments, however this will allow families to safely enjoy watching their players compete with teams from across the state. We are proud support this event and the work they do to support female athletes.
  - The Stumptown Cluster Dog Show will kick-off our new fiscal year a modified event that will bring over 600 dogs from around the region to the Portland Expo Center. In addition to their standard 3 day event, they will add a specialty day to order to host a larger dog show. While the event will not allow for spectators this year, we are looking forward to welcoming all of our canine friends and their handlers back to the Expo Center.
  - Q1/Q2 events are planning their return to our facility. We are anticipating about 40% of our traditional Q1 bookings to return in FY22.

### **Building / Department Awareness**

- OHSU will wrap-up their COVID-19 Testing Site on June 30<sup>th</sup>, 2021. The Portland Expo Center supported the operation for 10 months collectively and are proud of the part that we were able to contribute to our region's recovery.

### **Capital Project Updates**

- In partnership with Multnomah County, we will finalize structural repairs in Hall C by the end of June. We are looking forward to having these repairs made before we reopen to the public.
- Expo is finalizing the procurement process for the Hall D&E Lighting Project. Work will begin in early FY22.
- Overstock of food and beverage inventory and other items that required repair or were damaged are in process of recycling and removal to make room for more storage clients.

### **Staff / Partners**

- Mark your calendars this summer for the 7<sup>th</sup> Annual PDX Drive-in Movie Spectacular in partnership with Hollywood Theatre. Stay tuned for dates and line-up. Other partners may also be taking part as interest in space use has grown.
- Negotiations continue with City of Portland BES for relocation of a pump station to the southernmost property of the Expo campus.



# PORTLAND'5

## CENTERS FOR THE ARTS



### Portland'5 Centers for the Arts MERC Business Report June 2021



P5 was able to present 5 videos of Step Afrika May 5<sup>th</sup> through 25<sup>th</sup> to Title I schools. It is estimated that about 4700 students were able to view these videos-funded by the Portland'5 Foundation. P5 staff were also given access so that they could enjoy this amazing dance group.



May is Asian/Pacific American Heritage month. Staff were treated to a video of traditional Samoan dances that White Bird shared with us.



# PORTLAND'5

## CENTERS FOR THE ARTS



The Schnitzer marquee was installed and is stunningly beautiful. All messaging is programmable and the marquee can be programmed to come on and off without an engineer going to the site to do so manually.



P5 participated in a national day of awareness for Missing and Murdered Indigenous Women, Girls and Relatives on May 5<sup>th</sup>. Though the theaters are quiet, P5 is proud to provide a voice for our marginalized communities by using the tools we have available to us.



Like thousands of others, we are waiting to hear the results of our SVOG application. It is rumored that the first round of eligible applicants will be notified the week of May 24<sup>th</sup> but we have been unable to confirm that. P5 is in the 3<sup>rd</sup> round of eligible applicants. Right now, there looks like there will be funding available for all qualified applicants. P5 did not receive the Travel Oregon grant or the Cultural Advocacy Coalition grant so we're hoping that 3<sup>rd</sup> time is a charm!

# PORTLAND'5

## CENTERS FOR THE ARTS



We recently surveyed out National Geographic Live subscribers to see what topics they would like to see in the future and how they were feeling about returning to live shows in the theater. We were pleased that we got 100 responses-about a 70% return rate! 68% said they were comfortable about returning to live events. We got 58 comments from the subscribers that overwhelmingly said that they couldn't wait to return to our theatre.



As vaccination rates continue to climb and the county begins to enter lower risk levels, P5 is preparing to open for its first shows the end of August. The lengthy process of bringing back staff will begin in June and be staged according to when they will be needed back for training and event prep. Custodial and engineering staff will be brought back the soonest so the venues can be deep cleaned in areas that have been out of use for more than a year, prepare inventory, train on GBAC standards as well as new operating procedures. Air flow will be tested, HEPA filters will be installed and water systems will be thoroughly tested. Event staffing scheduling will roll in next and volunteers and admissions staff will be brought in and given refresher training. Resident company and major tenant contracting needs to be completed and we are still booking dates in the fall and spring. Ticket maps will need to be built as shows begin putting tickets on sale.



# PORTLAND'5

## CENTERS FOR THE ARTS



Staff will need training on a variety of new software and procedures-visitor management system, badging and access protocols, new incident reporting system, lost and found software as well as determining what extra staff and procedures might be needed if audiences are required to be vaccinated. Morale is on the uptick as staff focus on safely bringing back shows this fall.



**Frozen is no longer frozen!!!** Load out begins June 1 with a crew of 75 and will take place for about 6 days as the crews stage the load out in a safe approved way.

## MERC Monthly Business Report - OCC Report

### June 2021

#### 1. Mass Vaccination Site

I am very pleased to share All4Oregon reached a milestone achievement of 500,000 vaccinations administered within the Oregon Convention Center the week of March 17<sup>th</sup>. Witnessing the execution of this mass vaccination center, the symphony of healthcare providers working in partnership with each other, the many employees and volunteers, the National Guard, and all who made it happen has been and continues to be awe-inspiring. Council President Peterson and Governor Brown joined the All4Oregon staff celebration of this impressive achievement.

Please join me in thanking the entire Oregon Convention Center team who provided expertise in our building for optimal efficiencies, reviewed risk assessments to provide critical information to ensure a successful and safe event, and ensured the facility provided a safe and welcoming place for all – a motto we live by. The past several months, we welcomed Oregonians to their Oregon Convention Center for a glimmer of hope to a return to a “new normal.” Reports of the guest experience and media reviews of the mass vaccination clinic are something for which our entire team can be extremely proud!

The All4Oregon Mass Vaccination Site will be giving first dose vaccinations through May 27 and continuing with second doses through June 19.





## **2. Neighborhood Clean-ups**

OCC participated in three Lloyd neighborhood litter pick-up events with **Solve** in the past month. Two activities focused on the Lloyd neighborhood and OCC plazas were used as a meeting place for volunteers. An additional event hosted by the [Lloyd Eco District](#) performed a cleanup at the nearby Peace Memorial Park. OCC allowed disposal of the litter and debris in OCC compactors for this event. OCC is proud to support the Lloyd neighborhood and [Solve](#) in these neighborhood litter cleanup events.

## **3. Renewed Client Discussions about Future Events**

The OCC team continues to discuss future events with clients and we have clients contracted and planning to proceed in June. Given the recent national, state and local announcements reducing COVID restrictions and requirements, we are moving ahead with detail planning to ensure safe experiences that comply with rules and regulations, protect staff and attendee health and safety, and result in overall successful events. Here is a snapshot of events in the next three months:

### **June**

- Governor's Virtual Conference on Tourism

### **July**

- Colleges that Save Lives
- Unity in the Streets (outdoor)

### **August**

- Farwest
- UTC Telecom Conference
- Northwest Facilities Expo

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Consent Agenda

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**Metropolitan Exposition Recreation Commission**  
**Record of MERC Commission Actions**  
 April 7, 2021  
 Virtual Zoom Meeting

<b>Present:</b>	Karis Stoudamire-Phillips, John Erickson, Deidra Krys-Rusoff, Damien Hall, Ray Leary, Dañel Malán
<b>Absent:</b>	Deanna Palm
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order Chair Stoudamire-Phillips at 12:34.
<b>1.0</b>	<b>Quorum Confirmed</b> A quorum of Commissioners was present.
<b>2.0</b>	<b>Opportunity for Public Comment on Agenda and Non-Agenda items</b> <ul style="list-style-type: none"> <li>Eric Fruits shared his recommendation for Metro to sell the visitor venues and invest those funds elsewhere.</li> </ul>
<b>3.0</b>	<b>Commission and Council Communications</b> <ul style="list-style-type: none"> <li>Councilor Lewis shared that Metro's homeless services work is progressing and IGA's are anticipated to be signed by the end of the fiscal year. The Expo DOS Steering team met recently and we will receive an update later in today's meeting.</li> </ul>
<b>4.0</b>	<b>GM Communications</b> Scott Cruickshank provided the following updates: <ul style="list-style-type: none"> <li>Our most recent Finance Manager, Sarah Keane, has accepted a position outside of Metro and her last day was on April 2. CFO Brian Kennedy will provide the finance update today.</li> <li>After spending the past few years at Utah's Hogle Zoo, Nora, a 5-year-old polar bear returned to the Oregon Zoo and is settling in behind the scenes as the zoo puts the finishing touches on its new Polar Passage habitat.</li> <li>Our 5 year agreement with Travel Portland is up this summer. The agreement does provide for a 5 year contract extension and we are working to make any necessary modifications and will be exercising that extension.</li> <li>We are currently embarking on a Zoo Director recruitment. In advance of posting the position we are reaching out to stakeholders to gather feedback on qualities and backgrounds that would make for an ideal candidate.</li> <li>The Governor's office meetings with events/venues industry continue but it was noted that the venues and meeting industry is not the current priority.</li> <li>Congratulated Matthew Rotchford and the Expo team for successfully opening the Sportsman Show.</li> </ul>
<b>5.0</b>	<b>Financial Report</b> Brian Kennedy presented a financial update. <ul style="list-style-type: none"> <li>Commissioner Leary noted he considered the report optimistic and thanked Kennedy for acknowledging the Venue Directors work within their constricted budgets.</li> <li>Commissioner Krys-Rusoff asked if Rachael Lembo will return as the MERC Finance Director. Kennedy answered that it has not been decided yet.</li> <li>Commissioner Malan asked about the homeless services budget and if it could apply to the venues who have provided services to the houseless community. Kenney responded no, as Metro is not delivering any of the programs directly.</li> </ul>
<b>6.0</b>	<b>Venue Business Reports</b> Matthew P. Rotchford, Craig Stroud and Robyn Williams reported on business at the venues during the past month. <ul style="list-style-type: none"> <li>Commissioner Krys-Rusoff asked about any potential fears around Portland's perceived reputation moving forward, and if there is anything MERC can do to encourage business to come to the City.</li> </ul>

	<p>Stroud noted that Travel Portland does most of the market research and will likely expound on this later in the meeting but a lot of energy is dedicated to analyzing this data.</p> <ul style="list-style-type: none"> <li>• Commissioner Malan noted various upcoming events and actions planned to help activate the City and encourage community connection.</li> <li>• Commissioner Kryz-Rusoff asked if there was any information or guidance around requiring proof of vaccination to attend future events. Williams responded that she has not heard anything specific on the topic yet and brought up concerns around access and equity issues.</li> </ul>
<b>7.0</b>	<p><b>Consent Agenda</b></p> <ul style="list-style-type: none"> <li>• <b>Record of MERC Actions, March 3, 2021</b></li> </ul> <p><b>A motion was made by Commissioner Kryz-Rusoff and seconded by Commissioner Malan to approve the Consent Agenda.</b></p> <p><b>VOTING: AYE: 6 (Stoudamire-Phillips, Erickson, Kryz-Rusoff, Hall, Leary and Malan)</b>  <b>NAY: 0</b></p> <p><b>MOTION PASSED</b></p>
<b>8.0</b>	<p><b>Travel Portland Quarterly Report</b>  Jeff Miller and James Jesse presented</p> <ul style="list-style-type: none"> <li>• Commissioner Leary complimented the team on their continued reliance of economic impact research to guide decision making.</li> <li>• Chair Stoudamire-Phillips thanked the group for their optimism and presentation of raw data and offered MERC's support and partnership for any planned events to help promote the City of Portland.</li> <li>• Commissioner Kryz-Rusoff thanked Travel Portland for their work to spotlight local businesses.</li> </ul>
<b>9.0</b>	<p><b>Expo Development Opportunity Study Update</b>  Hillary Wilton and Paul Slyman presented</p> <ul style="list-style-type: none"> <li>• Commissioner Leary asked for clarity on which developers and industry groups participated in the community engagements thus far. Wilton responded that our first assessment was around market viability and as the project evolved, we reached out to experts within the emerging themes of the project. Wilton will provide a list of who was engaged thus far.</li> <li>• Commissioner Hall noted the importance of the process itself not be detrimental to Expo's current operations.</li> <li>• Commissioner Hall noted that staff and consultants have done a lot of outreach work and questions what brand new options could be brought forth in an RFI response. Slyman noted that "off-ramps" have been established in the RFI in an effort to avoid pushing the project in a direction that doesn't benefit Metro.</li> <li>• Commissioner Kryz-Rusoff requested to see the finance information for an in-depth RFI, and is concerned about outstanding costs falling to the MERC or Expo budget. Slyman responded that we haven't finalized the finances yet but Metro staff can take on around half of the total work. He acknowledged the budget is tight and we are very conscious of resources.</li> <li>• Commissioner Kryz-Rusoff requested a joint meeting with Council prior to the RFI going public. Slyman confirmed that a joint session has been scheduled for May.</li> </ul>
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:25 p.m. p.m.</p>

Minutes submitted by Amy Nelson.

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Action Agenda

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**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**Resolution No. 21-04**

To Approve the Facility Rental Rates for the Fiscal Years 2022 - 2024 at the Portland Expo Center (Expo).

**WHEREAS** the Metropolitan Exposition Recreation Commission (Commission) sets the rental rates for Commission facilities; and

**WHEREAS**, Expo staff recommends that the Commission increase Expo's rental rates in accordance with market and other considerations regarding discounted space.

**BE IT THEREFORE RESOLVED**, that the Commission approves the Expo's facility rental rates for fiscal years 2022 - 2024 as set forth in Exhibit A.

Passed by the Commission on June 2, 2021.

Approved as to form:

Carrie MacLaren, Metro Attorney

\_\_\_\_\_  
Chair

By: \_\_\_\_\_  
Nathan A. S. Sykes, Deputy Metro Attorney

\_\_\_\_\_  
Secretary/Treasurer

## MERC Staff Report

**Agenda Item:** To Approve the Facility Rental Rates for the Fiscal Years 2022 - 2024 at the Portland Expo Center

**Resolution No.:** 21-04

**Presented By:** Alicia Crawford Loos

**Date:** June 2, 2021

### **Background and Analysis:**

As previously described at the MERC Commission meeting held on April 4, 2018, the Portland Expo Center facility rates undergo full review and evaluation every three years. Our most recent review of industry rental rates of comparable venues has been completed and we have determined that the Expo Center remains very competitive in the region, while still offering a significant value to a diverse group of users, community businesses, groups as well as corporate functions.

In keeping with this methodology, staff has reviewed the previously approved the fiscal years 2020 & 2021 rate detail and has provided a schedule of rental rates for fiscal years 2022 - 2024 for your consideration. Overall, this allows for an average 3 percent increase for exhibit halls and an average 4 percent increase for outdoor exhibition space. It also includes our standard multi-hall discounts. This year, we also completed an analysis of our commercial rental rates for storage agreements for internal and external partners. We feel these rate increases are prudent to drive top sales revenues into the future.

Additionally, the sales department will continue utilizing the standard discount and yield management policies previously approved by the Commission in FY18 in order to support new and developing events as we build back from the COVID-19 Pandemic. There will be a particular focus on promoter development of diverse community event offerings. This ensures that the Expo Center remains competitive while providing high public benefit for promoters, small business owners and community/non-profit groups. These techniques are to be used at the discretion of the Sales & Marketing Manager and with the approval of the Expo Center Executive Director.

Lastly, the Portland Expo Center would like to change the rental policy that allows up to 3 move-in/out days at no charge. We are proposing that the amount of free move-in days be reduced from 3 days to 2 days for all non-premiere clients for FY22-24. This will maximize operational and calendar efficiencies for the facility and account for additional utility recovery for load-in/out days.

**Fiscal Impact:** This action anticipates an overall increase in rental revenues through focused attention on combination hall discounting, multi-year pricing procedures and standard room rental increases of 3-4 percent per year from FY2022 to FY2024. In FY19, these strategies produced over **\$425,000 in new event revenues.**

**Recommendation:** Staff recommends that the Metropolitan Exposition Recreation Commission approve the Portland Expo Center facility rental rates as presented for fiscal years 2022 - 2024.

**Attachments to Resolution and/or Staff Report:** Attachment A Rental Rates and Discount Package.

**Recommendation:** Staff recommends that the Metropolitan Exposition-Recreation Commission adopt Resolution 21-04, Portland Expo Center Rental Rates for fiscal years 2022 and 2024.



## Attachment A

## FY 2022 Facility Rental Rates / Ticketed

Locations	Fiscal Year FY21	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount <i>based on rounded total</i>	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
Combination Exhibit Halls Based on Percent Discount									
ABCDE	21,468	3.06%	656	27,655	22,124	20.00%	5,531	333,000	0.066
ACDE	19,484	3.06%	596	25,100	20,080	20.00%	5,020	292,500	0.069
CDE	18,033	3.06%	552	21,865	18,585	15.00%	3,280	240,000	0.077
ABCD	15,278	3.06%	468	17,495	15,746	10.00%	1,750	216,000	0.073
DE	15,417	3.07%	473	17,655	15,890	10.00%	1,766	180,000	0.088
ABC	9,220	3.04%	280	10,000	9,500	5.00%	500	144,000	0.066
AC	6,864	3.04%	209	7,445	7,073	5.00%	372	108,000	0.065
AB	5,339	3.02%	162	5,790	5,501	5.00%	290	84,000	0.065

Locations	Fiscal Year FY21	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Exhibit Halls									
A	3,140	3.00%	94	3,234	3,235	3.03%	95	48,000	0.067
B	2,480	3.00%	74	2,554	2,555	3.02%	75	36,000	0.071
C	4,085	3.00%	123	4,208	4,210	3.06%	125	60,000	0.070
D1	3,430	3.00%	103	3,533	3,535	3.06%	105	36,000	0.098
D2	3,430	3.00%	103	3,533	3,535	3.06%	105	36,000	0.098
D	6,860	3.00%	206	7,066	7,070	3.06%	210	72,000	0.098
E1	4,930	3.00%	148	5,078	5,080	3.04%	150	54,000	0.094
E2	4,930	3.00%	148	5,078	5,080	3.04%	150	54,000	0.094
E	9,860	3.00%	296	10,156	10,160	3.04%	300	108,000	0.094
Meeting Rooms									
D101	180	3.00%	5	185	185	2.78%	5	494	0.374
D102	155	3.00%	5	160	160	3.23%	5	330	0.485
D101-2	335	3.00%	10	345	345	2.99%	10	824	0.419
D201	450	3.00%	14	464	465	3.33%	15	1,300	0.358
D202	245	3.00%	7	252	255	4.08%	10	784	0.325
D203	245	3.00%	7	252	255	4.08%	10	812	0.314
D204	245	3.00%	7	252	255	4.08%	10	784	0.325
D205/ Expo Board Room	185	3.00%	6	191	190	2.70%	5	204	0.931
D202-3	490	3.00%	15	505	510	4.08%	20	1,596	0.320
D202-4	735	3.00%	22	757	765	4.08%	30	2,380	0.321
D203-4	490	3.00%	15	505	510	4.08%	20	1,596	0.320
D201-4	1,185	3.00%	36	1,221	1,230	3.80%	45	3,680	0.334
D201-5	1,370	3.00%	41	1,411	1,420	3.65%	50	3,884	0.366
E101	190	3.00%	6	196	195	2.63%	5	525	0.371
E102	220	3.00%	7	227	225	2.27%	5	600	0.375
E101-2	410	3.00%	12	422	420	2.44%	10	1,125	0.373

Locations	Fiscal Year FY21	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Miscellaneous									
Connector	410	3.00%	12	422	425	3.66%	15	4,500	0.094
East Hall	900	0.00%	-	900	900	0.00%	-	4,400	0.205
A Lobby	540	3.00%	16	556	550	1.85%	10	4,400	0.125
A Lounge	250	0.00%	-	250	250	0.00%	-	1,500	0.167
D Lobby	2,315	3.00%	69	2,384	2,385	3.02%	70	6,400	0.373
D Lounge	640	3.00%	19	659	660	3.13%	20	1,240	0.532
E Lobby	2,610	3.00%	78	2,688	2,700	3.45%	90	7,200	0.375
Parking Lots									
All Parking Lots	18,480			19,285	19,285	4.36%	805	803,556	0.024
Boneyard	400			412	415	3.75%	15	16,000	0.026
Lower Parking Lot 1 East	1,685			1,759	1,760	4.45%	75	73,300	0.024
Lower Parking Lot 1 West	3,190			3,326	3,325	4.23%	135	138,600	0.024
Lower Parking Lot 1	4,875			5,086	5,085	4.31%	210	211,900	0.024
Lower Parking Lot 2	2,255			2,352	2,350	4.21%	95	98,000	0.024
Lower Parking Lot 3	3,380			3,528	3,530	4.44%	150	147,000	0.024
Lower Parking Lot 1-2	7,130			7,438	7,440	4.35%	310	309,900	0.024
Lower Parking Lot 1-2-3	10,510			10,966	10,965	4.33%	455	456,900	0.024
Lower Parking Lot 1W-2	5,440			5,678	5,680	4.41%	240	236,600	0.024
Lower Parking Lot 1W-2-3	8,820			9,206	9,205	4.37%	385	383,600	0.024
Upper Parking Lot 1	1,980			2,064	2,065	4.29%	85	86,000	0.024
Upper Parking Lot 2	995			1,037	1,035	4.02%	40	43,200	0.024
Upper Parking Lot 3	910			950	950	4.40%	40	39,600	0.024
Upper Parking Lot 4	4,090			4,269	4,270	4.40%	180	177,856	0.024
Upper Parking Lot 4 South	480			504	505	5.21%	25	21,000	0.024
Upper Parking Lot 1-2	2,970			3,101	3,100	4.38%	130	129,200	0.024
Upper Parking Lot 2-3	1,905			1,987	1,985	4.20%	80	82,800	0.024
Upper Parking Lot 1-2-3	3,880			4,051	4,050	4.38%	170	168,800	0.024
Upper Parking Lot 1-2-3-4	7,970			8,320	8,320	4.39%	350	346,656	0.024
Upper Parking Lot Plaza	400			415	415	3.75%	15	11,300	0.026

Parking Rate increased to \$.024 per sq. ft. in FY22 due to market analysis.

**FY 22 Facility Rental Rates / Non-Ticketed**

Locations	Fiscal Year FY21	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
<b>Combination Exhibit Halls Based on Percent Discount</b>									
ABCDE	25,220	3.01%	760	32,475	25,980	20.00%	6,495	333,000	0.078
ACDE	22,920	3.02%	692	29,515	23,612	20.00%	5,903	292,500	0.081
CDE	21,080	3.02%	638	25,550	21,718	15.00%	3,833	240,000	0.090
ABCD	17,546	3.00%	526	20,080	18,072	10.00%	2,008	216,000	0.084
DE	17,964	3.03%	545	20,565	18,509	10.00%	2,057	180,000	0.103
ABC	10,987	2.98%	328	11,910	11,315	5.00%	596	144,000	0.079
AC	8,256	2.99%	247	8,950	8,503	5.00%	448	108,000	0.079
AB	6,389	2.97%	190	6,925	6,579	5.00%	346	84,000	0.078

Locations	Fiscal Year FY21	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Exhibit Halls</b>									
A	3,850	3.00%	116	3,966	3,965	2.99%	115	48,000	0.083
B	2,875	3.00%	86	2,961	2,960	2.96%	85	36,000	0.082
C	4,840	3.00%	145	4,985	4,985	3.00%	145	60,000	0.083
D1	3,965	3.00%	119	4,084	4,085	3.03%	120	36,000	0.113
D2	3,965	3.00%	119	4,084	4,085	3.03%	120	36,000	0.113
D	7,930	3.00%	238	8,168	8,170	3.03%	240	72,000	0.113
E1	5,810	3.00%	174	5,984	5,985	3.01%	175	54,000	0.111
E2	5,810	3.00%	174	5,984	5,985	3.01%	175	54,000	0.111
E	11,620	3.00%	349	11,969	11,970	3.01%	350	108,000	0.111
<b>Meeting Rooms</b>									
D101	180	3.00%	5	185	185	2.78%	5	494	0.374
D102	155	3.00%	5	160	160	3.23%	5	330	0.485
D101-2	335	3.00%	10	345	345	2.99%	10	824	0.419
D201	450	3.00%	14	464	465	3.33%	15	1300	0.358
D202	245	3.00%	7	252	255	4.08%	10	784	0.325
D203	245	3.00%	7	252	255	4.08%	10	784	0.325
D204	245	3.00%	7	252	255	4.08%	10	784	0.325
D205	185	3.00%	6	191	190	2.70%	5	204	0.931
D202-3	490	3.00%	15	505	510	4.08%	20	1568	0.325
D202-4	735	3.00%	22	757	765	4.08%	30	2352	0.325
D203-4	490	3.00%	15	505	510	4.08%	20	1568	0.325
D201-4	1,185	3.00%	36	1,221	1,230	3.80%	45	3652	0.337
D201-5	1,370	3.00%	41	1,411	1,420	3.65%	50	3856	0.368
E101	190	3.00%	6	196	195	2.63%	5	525	0.371
E102	220	3.00%	7	227	225	2.27%	5	600	0.375
E101-2	410	3.00%	12	422	420	2.44%	10	1125	0.373

Locations	Fiscal Year FY21	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Miscellaneous</b>									
Connector	410	3.00%	12	422	425	3.66%	15	4,500	0.094
East Hall	900	3.00%	27	927	900	0.00%	-	4,400	0.205
A Lobby	540	3.00%	16	556	550	1.85%	10	4,400	0.125
A Lounge	250	3.00%	8	258	250	0.00%	-	1,500	0.167
D Lobby	2,315	3.00%	69	2,384	2,385	3.02%	70	6,400	0.373
D Lounge	640	3.00%	19	659	660	3.13%	20	1,240	0.532
E Lobby	2,610	3.00%	78	2,688	2,700	3.45%	90	7,200	0.375
<b>Parking Lots</b>									
All Parking Lots	18,480			19,285	19,285	4.36%	805	803,556	0.024
Boneyard	400			412	415	3.75%	15	16,000	0.026
Lower Parking Lot 1 East	1,685			1,759	1,760	4.45%	75	73,300	0.024
Lower Parking Lot 1 West	3,190			3,326	3,325	4.23%	135	138,600	0.024
Lower Parking Lot 1	4,875			5,086	5,085	4.31%	210	211,900	0.024
Lower Parking Lot 2	2,255			2,352	2,350	4.21%	95	98,000	0.024
Lower Parking Lot 3	3,380			3,528	3,530	4.44%	150	147,000	0.024
Lower Parking Lot 1-2	7,130			7,438	7,440	4.35%	310	309,900	0.024
Lower Parking Lot 1-2-3	10,510			10,966	10,965	4.33%	455	456,900	0.024
Lower Parking Lot 1W-2	5,440			5,678	5,680	4.41%	240	236,600	0.024
Lower Parking Lot 1W-2-3	8,820			9,206	9,205	4.37%	385	383,600	0.024
Upper Parking Lot 1	1,980			2,064	2,065	4.29%	85	86,000	0.024
Upper Parking Lot 2	995			1,037	1,035	4.02%	40	43,200	0.024
Upper Parking Lot 3	910			950	950	4.40%	40	39,600	0.024
Upper Parking Lot 4	4,090			4,269	4,270	4.40%	180	177,856	0.024
Upper Parking Lot 4 South	480			504	505	5.21%	25	21,000	0.024
Upper Parking Lot 1-2	2,970			3,101	3,100	4.38%	130	129,200	0.024
Upper Parking Lot 2-3	1,905			1,987	1,985	4.20%	80	82,800	0.024
Upper Parking Lot 1-2-3	3,880			4,051	4,050	4.38%	170	168,800	0.024
Upper Parking Lot 1-2-3-4	7,970			8,320	8,320	4.39%	350	346,656	0.024
Upper Parking Lot Plaza	400			415	415	3.75%	15	11,300	0.026

Parking Rate increased to \$.024 per sq. ft. in FY22 due to market analysis.

**FY 23 Facility Rental Rates / Ticketed**

Locations	Fiscal Year FY22	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount <i>based on rounded total</i>	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
<b>Combination Exhibit Halls Based on Percent Discount</b>									
ABCDE	22,124	2.97%	656	28,495	22,796	20.00%	5,699	333,000	0.068
ACDE	20,080	2.97%	596	25,865	20,692	20.00%	5,173	292,500	0.071
CDE	18,585	2.97%	552	22,535	19,155	15.00%	3,380	240,000	0.080
ABCD	15,746	3.03%	477	18,025	16,223	10.00%	1,803	216,000	0.075
DE	15,890	2.98%	473	18,200	16,380	10.00%	1,820	180,000	0.091
ABC	9,500	2.95%	280	10,295	9,780	5.00%	515	144,000	0.068
AC	7,073	2.95%	209	7,665	7,282	5.00%	383	108,000	0.067
AB	5,501	2.93%	161	5,960	5,662	5.00%	298	84,000	0.067

Locations	Fiscal Year FY22	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Exhibit Halls</b>									
A	3,235	3.00%	97	3,332	3,330	2.94%	95	48,000	0.069
B	2,555	3.00%	77	2,632	2,630	2.94%	75	36,000	0.073
C	4,210	3.00%	126	4,336	4,335	2.97%	125	60,000	0.072
D1	3,535	3.00%	106	3,641	3,645	3.11%	110	36,000	0.101
D2	3,535	3.00%	106	3,641	3,645	3.11%	110	36,000	0.101
D	7,070	3.00%	212	7,282	7,290	3.11%	220	72,000	0.101
E1	5,080	3.00%	152	5,232	5,235	3.05%	155	54,000	0.097
E2	5,080	3.00%	152	5,232	5,235	3.05%	155	54,000	0.097
E	10,160	3.00%	305	10,465	10,470	3.05%	310	108,000	0.097
<b>Meeting Rooms</b>									
D101	185	3.00%	6	191	190	2.70%	5	494	0.385
D102	160	3.00%	5	165	165	3.13%	5	330	0.500
D101-2	345	3.00%	10	355	355	2.90%	10	824	0.431
D201	465	3.00%	14	479	480	3.23%	15	1,300	0.369
D202	255	3.00%	8	263	265	3.92%	10	784	0.338
D203	255	3.00%	8	263	265	3.92%	10	812	0.326
D204	255	3.00%	8	263	265	3.92%	10	784	0.338
D205/ Expo Board Room	190	3.00%	6	196	195	2.63%	5	204	0.956
D202-3	510	3.00%	15	525	530	3.92%	20	1,596	0.332
D202-4	765	3.00%	23	788	795	3.92%	30	2,380	0.334
D203-4	510	3.00%	15	525	530	3.92%	20	1,596	0.332
D201-4	1,230	3.00%	37	1,267	1,275	3.66%	45	3,680	0.346
D201-5	1,420	3.00%	43	1,463	1,470	3.52%	50	3,884	0.378
E101	195	3.00%	6	201	200	2.56%	5	525	0.381
E102	225	3.00%	7	232	230	2.22%	5	600	0.383
E101-2	420	3.00%	13	433	430	2.38%	10	1,125	0.382

Locations	Fiscal Year FY22	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Miscellaneous</b>									
Connector	425	3.00%	13	438	440	3.53%	15	4,500	0.098
East Hall	900	0.00%	-	900	900	0.00%	-	4,400	0.205
A Lobby	550	3.00%	17	567	565	2.73%	15	4,400	0.128
A Lounge	250	3.00%	8	258	260	4.00%	10	1,500	0.173
D Lobby	2,385	3.00%	72	2,457	2,455	2.94%	70	6,400	0.384
D Lounge	660	3.00%	20	680	680	3.03%	20	1,240	0.548
E Lobby	2,700	3.00%	81	2,781	2,780	2.96%	80	7,200	0.386
<b>Parking Lots</b>									
All Parking Lots	19,285			20,089	20,090	4.17%	805	803,556	0.025
Boneyard	415			416	420	1.20%	5	16,000	0.026
Lower Parking Lot 1 East	1,760			1,833	1,835	4.26%	75	73,300	0.025
Lower Parking Lot 1 West	3,325			3,465	3,465	4.21%	140	138,600	0.025
Lower Parking Lot 1	5,085			5,298	5,300	4.23%	215	211,900	0.025
Lower Parking Lot 2	2,350			2,450	2,450	4.26%	100	98,000	0.025
Lower Parking Lot 3	3,530			3,675	3,675	4.11%	145	147,000	0.025
Lower Parking Lot 1-2	7,440			7,748	7,745	4.10%	305	309,900	0.025
Lower Parking Lot 1-2-3	10,965			11,423	11,425	4.20%	460	456,900	0.025
Lower Parking Lot 1W-2	5,680			5,915	5,915	4.14%	235	236,600	0.025
Lower Parking Lot 1W-2-3	9,205			9,590	9,590	4.18%	385	383,600	0.025
Upper Parking Lot 1	2,065			2,150	2,150	4.12%	85	86,000	0.025
Upper Parking Lot 2	1,035			1,080	1,080	4.35%	45	43,200	0.025
Upper Parking Lot 3	950			990	990	4.21%	40	39,600	0.025
Upper Parking Lot 4	4,270			4,446	4,445	4.10%	175	177,856	0.025
Upper Parking Lot 4 South	505			525	525	3.96%	20	21,000	0.025
Upper Parking Lot 1-2	3,100			3,230	3,230	4.19%	130	129,200	0.025
Upper Parking Lot 2-3	1,985			2,070	2,070	4.28%	85	82,800	0.025
Upper Parking Lot 1-2-3	4,050			4,220	4,220	4.20%	170	168,800	0.025
Upper Parking Lot 1-2-3-4	8,320			8,666	8,665	4.15%	345	346,656	0.025
Upper Parking Lot Plaza	415			416	420	1.20%	5	11,300	0.026

Parking Rate increased to \$.025 per sq. ft. in FY23 due to market analysis.

**FY 23 Facility Rental Rates / Non-Ticketed**

Locations	Fiscal Year FY22	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
<b>Combination Exhibit Halls Based on Percent Discount</b>									
ABCDE	25,980	3.03%	788	33,460	26,768	20.00%	6,692	333,000	0.080
ACDE	23,612	3.03%	716	30,410	24,328	20.00%	6,082	292,500	0.083
CDE	21,718	3.03%	658	26,325	22,376	15.00%	3,949	240,000	0.093
ABCD	18,072	3.04%	549	20,690	18,621	10.00%	2,069	216,000	0.086
DE	18,509	3.04%	562	21,190	19,071	10.00%	2,119	180,000	0.106
ABC	11,315	3.02%	342	12,270	11,657	5.00%	614	144,000	0.081
AC	8,503	3.01%	256	9,220	8,759	5.00%	461	108,000	0.081
AB	6,579	3.03%	199	7,135	6,778	5.00%	357	84,000	0.081

Locations	Fiscal Year FY22	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Exhibit Halls</b>									
A	3,965	3.00%	119	4,084	4,085	3.03%	120	48,000	0.085
B	2,960	3.00%	89	3,049	3,050	3.04%	90	36,000	0.085
C	4,985	3.00%	150	5,135	5,135	3.01%	150	60,000	0.086
D1	4,085	3.00%	123	4,208	4,210	3.06%	125	36,000	0.117
D2	4,085	3.00%	123	4,208	4,210	3.06%	125	36,000	0.117
D	8,170	3.00%	245	8,415	8,420	3.06%	250	72,000	0.117
E1	5,985	3.00%	180	6,165	6,165	3.01%	180	54,000	0.114
E2	5,985	3.00%	180	6,165	6,165	3.01%	180	54,000	0.114
E	11,970	3.00%	359	12,329	12,330	3.01%	360	108,000	0.114
<b>Meeting Rooms</b>									
D101	185	3.00%	6	191	190	2.70%	5	494	0.385
D102	160	3.00%	5	165	165	3.13%	5	330	0.500
D101-2	345	3.00%	10	355	355	2.90%	10	824	0.431
D201	465	3.00%	14	479	480	3.23%	15	1,300	0.369
D202	255	3.00%	8	263	265	3.92%	10	784	0.338
D203	255	3.00%	8	263	265	3.92%	10	812	0.326
D204	255	3.00%	8	263	265	3.92%	10	784	0.338
D205	190	3.00%	6	196	195	2.63%	5	204	0.956
D202-3	510	3.00%	15	525	530	3.92%	20	1,596	0.332
D202-4	765	3.00%	23	788	795	3.92%	30	2,380	0.334
D203-4	510	3.00%	15	525	530	3.92%	20	1,596	0.332
D201-4	1,230	3.00%	37	1,267	1,275	3.66%	45	3,680	0.346
D201-5	1,420	3.00%	43	1,463	1,470	3.52%	50	3,884	0.378
E101	195	3.00%	6	201	200	2.56%	5	525	0.381
E102	225	3.00%	7	232	230	2.22%	5	600	0.383
E101-2	420	3.00%	13	433	430	2.38%	10	1,125	0.382

Locations	Fiscal Year FY22	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Miscellaneous</b>									
Connector	425	3.00%	13	438	440	3.53%	15	4,500	0.098
East Hall	900	0.00%	-	900	900	0.00%	-	4,400	0.205
A Lobby	550	3.00%	17	567	565	2.73%	15	4,400	0.128
A Lounge	250	3.00%	8	258	260	4.00%	10	1,500	0.173
D Lobby	2,385	3.00%	72	2,457	2,455	2.94%	70	6,400	0.384
D Lounge	660	3.00%	20	680	680	3.03%	20	1,240	0.548
E Lobby	2,700	3.00%	81	2,781	2,780	2.96%	80	7,200	0.386
<b>Parking Lots</b>									
All Parking Lots	19,285			20,089	20,090	4.17%	805	803,556	0.025
Boneyard	415			416	420	1.20%	5	16,000	0.026
Lower Parking Lot 1 East	1,760			1,833	1,835	4.26%	75	73,300	0.025
Lower Parking Lot 1 West	3,325			3,465	3,465	4.21%	140	138,600	0.025
Lower Parking Lot 1	5,085			5,298	5,300	4.23%	215	211,900	0.025
Lower Parking Lot 2	2,350			2,450	2,450	4.26%	100	98,000	0.025
Lower Parking Lot 3	3,530			3,675	3,675	4.11%	145	147,000	0.025
Lower Parking Lot 1-2	7,440			7,748	7,745	4.10%	305	309,900	0.025
Lower Parking Lot 1-2-3	10,965			11,423	11,425	4.20%	460	456,900	0.025
Lower Parking Lot 1W-2	5,680			5,915	5,915	4.14%	235	236,600	0.025
Lower Parking Lot 1W-2-3	9,205			9,590	9,590	4.18%	385	383,600	0.025
Upper Parking Lot 1	2,065			2,150	2,150	4.12%	85	86,000	0.025
Upper Parking Lot 2	1,035			1,080	1,080	4.35%	45	43,200	0.025
Upper Parking Lot 3	950			990	990	4.21%	40	39,600	0.025
Upper Parking Lot 4	4,270			4,446	4,445	4.10%	175	177,856	0.025
Upper Parking Lot 4 South	505			525	525	3.96%	20	21,000	0.025
Upper Parking Lot 1-2	3,100			3,230	3,230	4.19%	130	129,200	0.025
Upper Parking Lot 2-3	1,985			2,070	2,070	4.28%	85	82,800	0.025
Upper Parking Lot 1-2-3	4,050			4,220	4,220	4.20%	170	168,800	0.025
Upper Parking Lot 1-2-3-4	8,320			8,666	8,665	4.15%	345	346,656	0.025
Upper Parking Lot Plaza	415			416	420	1.20%	5	11,300	0.026

Parking Rate increased to \$.025 per sq. ft. in FY23 due to market analysis.

**FY 24 Facility Rental Rates / Ticketed**

Locations	Fiscal Year FY23	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount <i>based on rounded total</i>	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
<b>Combination Exhibit Halls Based on Percent Discount</b>									
ABCDE	22,796	2.88%	657	29,350	23,480	20.00%	5,870	333,000	0.071
ACDE	20,692	2.88%	596	26,640	21,312	20.00%	5,328	292,500	0.073
CDE	19,155	2.88%	552	23,210	19,729	15.00%	3,482	240,000	0.082
ABCD	16,223	3.02%	490	18,570	16,713	10.00%	1,857	216,000	0.077
DE	16,380	2.89%	473	18,745	16,871	10.00%	1,875	180,000	0.094
ABC	9,780	3.01%	294	10,605	10,075	5.00%	530	144,000	0.070
AC	7,282	3.00%	218	7,895	7,500	5.00%	395	108,000	0.069
AB	5,662	3.02%	171	6,140	5,833	5.00%	307	84,000	0.069

Locations	Fiscal Year FY23	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Exhibit Halls</b>									
A	3,330	3.00%	100	3,430	3,430	3.00%	100	48,000	0.071
B	2,630	3.00%	79	2,709	2,710	3.04%	80	36,000	0.075
C	4,335	3.00%	130	4,465	4,465	3.00%	130	60,000	0.074
D1	3,645	3.00%	109	3,754	3,755	3.02%	110	36,000	0.104
D2	3,645	3.00%	109	3,754	3,755	3.02%	110	36,000	0.104
D	7,290	3.00%	219	7,509	7,510	3.02%	220	72,000	0.104
E1	5,235	3.00%	157	5,392	5,390	2.96%	155	54,000	0.100
E2	5,235	3.00%	157	5,392	5,390	2.96%	155	54,000	0.100
E	10,470	3.00%	314	10,784	10,780	2.96%	310	108,000	0.100
<b>Meeting Rooms</b>									
D101	190	3.00%	6	196	195	2.63%	5	494	0.395
D102	165	3.00%	5	170	170	3.03%	5	330	0.515
D101-2	355	3.00%	11	366	365	2.82%	10	824	0.443
D201	480	3.00%	14	494	495	3.13%	15	1,300	0.381
D202	265	3.00%	8	273	275	3.77%	10	784	0.351
D203	265	3.00%	8	273	275	3.77%	10	812	0.339
D204	265	3.00%	8	273	275	3.77%	10	784	0.351
D205/ Expo Board Room	195	3.00%	6	201	200	2.56%	5	204	0.980
D202-3	530	3.00%	16	546	550	3.77%	20	1,596	0.345
D202-4	795	3.00%	24	819	825	3.77%	30	2,380	0.347
D203-4	530	3.00%	16	546	550	3.77%	20	1,596	0.345
D201-4	1,275	3.00%	38	1,313	1,320	3.53%	45	3,680	0.359
D201-5	1,470	3.00%	44	1,514	1,520	3.40%	50	3,884	0.391
E101	200	3.00%	6	206	205	2.50%	5	525	0.390
E102	230	3.00%	7	237	235	2.17%	5	600	0.392
E101-2	430	3.00%	13	443	440	2.33%	10	1,125	0.391

Locations	Fiscal Year FY23	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Miscellaneous</b>									
Connector	440	3.00%	13	453	455	3.41%	15	4,500	0.101
East Hall	900	0.00%	-	900	900	0.00%	-	4,400	0.205
A Lobby	565	3.00%	17	582	580	2.65%	15	4,400	0.132
A Lounge	260	3.00%	8	268	270	3.85%	10	1,500	0.180
D Lobby	2,455	3.00%	74	2,529	2,530	3.05%	75	6,400	0.395
D Lounge	680	3.00%	20	700	700	2.94%	20	1,240	0.565
E Lobby	2,780	3.00%	83	2,863	2,865	3.06%	85	7,200	0.398
<b>Parking Lots</b>									
All Parking Lots	20,090			20,089	20,090	0.00%	-	803,556	0.025
Boneyard	420			416	420	0.00%	-	16,000	0.026
Lower Parking Lot 1 East	1,835			1,833	1,835	0.00%	-	73,300	0.025
Lower Parking Lot 1 West	3,465			3,465	3,465	0.00%	-	138,600	0.025
Lower Parking Lot 1	5,300			5,298	5,300	0.00%	-	211,900	0.025
Lower Parking Lot 2	2,450			2,450	2,450	0.00%	-	98,000	0.025
Lower Parking Lot 3	3,675			3,675	3,675	0.00%	-	147,000	0.025
Lower Parking Lot 1-2	7,745			7,748	7,745	0.00%	-	309,900	0.025
Lower Parking Lot 1-2-3	11,425			11,423	11,425	0.00%	-	456,900	0.025
Lower Parking Lot 1W-2	5,915			5,915	5,915	0.00%	-	236,600	0.025
Lower Parking Lot 1W-2-3	9,590			9,590	9,590	0.00%	-	383,600	0.025
Upper Parking Lot 1	2,150			2,150	2,150	0.00%	-	86,000	0.025
Upper Parking Lot 2	1,080			1,080	1,080	0.00%	-	43,200	0.025
Upper Parking Lot 3	990			990	990	0.00%	-	39,600	0.025
Upper Parking Lot 4	4,445			4,446	4,445	0.00%	-	177,856	0.025
Upper Parking Lot 4 South	525			525	525	0.00%	-	21,000	0.025
Upper Parking Lot 1-2	3,230			3,230	3,230	0.00%	-	129,200	0.025
Upper Parking Lot 2-3	2,070			2,070	2,070	0.00%	-	82,800	0.025
Upper Parking Lot 1-2-3	4,220			4,220	4,220	0.00%	-	168,800	0.025
Upper Parking Lot 1-2-3-4	8,665			8,666	8,665	0.00%	-	346,656	0.025
Upper Parking Lot Plaza	420			416	420	0.00%	-	11,300	0.026

Parking Rate maintained at \$.025 per sq. ft. in FY24 due to market analysis.

**FY 24 Facility Rental Rates / Non-Ticketed**

Locations	Fiscal Year FY23	Percent Increase <i>Total with Discount</i>	Dollar Increase <i>Total with Discount</i>	Total Without Discount	Total With Discount	Percent Discount <i>Total without Discount</i>	Dollar Discount <i>Total without Discount</i>	Square Footage	Cost Per Square Footage
<b>Combination Exhibit Halls Based on Percent Discount</b>									
ABCDE	26,768	3.03%	812	34,475	27,580	20.00%	6,895	333,000	0.083
ACDE	24,328	3.03%	736	31,330	25,064	20.00%	6,266	292,500	0.086
CDE	22,376	3.02%	676	27,120	23,052	15.00%	4,068	240,000	0.096
ABCD	18,621	3.04%	567	21,320	19,188	10.00%	2,132	216,000	0.089
DE	19,071	3.02%	576	21,830	19,647	10.00%	2,183	180,000	0.109
ABC	11,657	3.05%	356	12,645	12,013	5.00%	632	144,000	0.083
AC	8,759	3.04%	266	9,500	9,025	5.00%	475	108,000	0.084
AB	6,579	6.21%	408	7,355	6,987	5.00%	368	84,000	0.083

Locations	Fiscal Year FY23	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Exhibit Halls</b>									
A	4,085	3.00%	123	4,208	4,210	3.06%	125	48,000	0.088
B	3,050	3.00%	92	3,142	3,145	3.11%	95	36,000	0.087
C	5,135	3.00%	154	5,289	5,290	3.02%	155	60,000	0.088
D1	4,210	3.00%	126	4,336	4,335	2.97%	125	36,000	0.120
D2	4,210	3.00%	126	4,336	4,335	2.97%	125	36,000	0.120
D	8,420	3.00%	253	8,673	8,675	3.03%	255	72,000	0.120
E1	6,165	3.00%	185	6,350	6,350	3.00%	185	54,000	0.118
E2	6,165	3.00%	185	6,350	6,350	3.00%	185	54,000	0.118
E	12,330	3.00%	370	12,700	12,700	3.00%	370	108,000	0.118
<b>Meeting Rooms</b>									
D101	190	3.00%	6	196	195	2.63%	5	494	0.395
D102	165	3.00%	5	170	170	3.03%	5	330	0.515
D101-2	355	3.00%	11	366	365	2.82%	10	824	0.443
D201	480	3.00%	14	494	495	3.13%	15	1300	0.381
D202	265	3.00%	8	273	275	3.77%	10	784	0.351
D203	265	3.00%	8	273	275	3.77%	10	784	0.351
D204	265	3.00%	8	273	275	3.77%	10	784	0.351
D205	195	3.00%	6	201	200	2.56%	5	204	0.980
D202-3	530	3.00%	16	546	550	3.77%	20	1568	0.351
D202-4	795	3.00%	24	819	825	3.77%	30	2352	0.351
D203-4	530	3.00%	16	546	550	3.77%	20	1568	0.351
D201-4	1,275	3.00%	38	1,313	1,320	3.53%	45	3652	0.361
D201-5	1,470	3.00%	44	1,514	1,520	3.40%	50	3856	0.394
E101	200	3.00%	6	206	205	2.50%	5	525	0.390
E102	230	3.00%	7	237	235	2.17%	5	600	0.392
E101-2	430	3.00%	13	443	440	2.33%	10	1125	0.391

Locations	Fiscal Year FY23	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
<b>Miscellaneous</b>									
Connector	440	3.00%	13	453	455	3.41%	15	4,500	0.101
East Hall	900	0.00%	-	900	900	0.00%	-	4,400	0.205
A Lobby	565	3.00%	17	582	580	2.65%	15	4,400	0.132
A Lounge	260	3.00%	8	268	270	3.85%	10	1,500	0.180
D Lobby	2,455	3.00%	74	2,529	2,530	3.05%	75	6,400	0.395
D Lounge	680	3.00%	20	700	700	2.94%	20	1,240	0.565
E Lobby	2,780	3.00%	83	2,863	2,865	3.06%	85	7,200	0.398
<b>Parking Lots</b>									
All Parking Lots	20,090			20,089	20,090	0.00%	-	803,556	0.025
Boneyard	420			416	420	0.00%	-	16,000	0.026
Lower Parking Lot 1 East	1,835			1,833	1,835	0.00%	-	73,300	0.025
Lower Parking Lot 1 West	3,465			3,465	3,465	0.00%	-	138,600	0.025
Lower Parking Lot 1	5,300			5,298	5,300	0.00%	-	211,900	0.025
Lower Parking Lot 2	2,450			2,450	2,450	0.00%	-	98,000	0.025
Lower Parking Lot 3	3,675			3,675	3,675	0.00%	-	147,000	0.025
Lower Parking Lot 1-2	7,745			7,748	7,745	0.00%	-	309,900	0.025
Lower Parking Lot 1-2-3	11,425			11,423	11,425	0.00%	-	456,900	0.025
Lower Parking Lot 1W-2	5,915			5,915	5,915	0.00%	-	236,600	0.025
Lower Parking Lot 1W-2-3	9,590			9,590	9,590	0.00%	-	383,600	0.025
Upper Parking Lot 1	2,150			2,150	2,150	0.00%	-	86,000	0.025
Upper Parking Lot 2	1,080			1,080	1,080	0.00%	-	43,200	0.025
Upper Parking Lot 3	990			990	990	0.00%	-	39,600	0.025
Upper Parking Lot 4	4,445			4,446	4,445	0.00%	-	177,856	0.025
Upper Parking Lot 4 South	525			525	525	0.00%	-	21,000	0.025
Upper Parking Lot 1-2	3,230			3,230	3,230	0.00%	-	129,200	0.025
Upper Parking Lot 2-3	2,070			2,070	2,070	0.00%	-	82,800	0.025
Upper Parking Lot 1-2-3	4,220			4,220	4,220	0.00%	-	168,800	0.025
Upper Parking Lot 1-2-3-4	8,665			8,666	8,665	0.00%	-	346,656	0.025
Upper Parking Lot Plaza	420			416	420	0.00%	-	11,300	0.026

Parking Rate to be maintained at \$.025 per sq. ft. in FY24 due to market analysis.

### **Expo Center Storage Rates:**

- Internal Partner Storage Rate:
  - Current Monthly Rate - \$0.31 per sq. ft.
  - Proposed Monthly Rate - \$0.34 per sq. ft.
- External Partner Storage Rate:
  - Current Monthly Rate - \$1.00 per sq. ft.
  - Proposed Monthly Rate - \$1.10 per sq. ft.

### **Expo Center Discounting Package FY2022 – 2024:**

The following yield-management techniques will be utilized at the discretion of the Sales & Marketing Manager and at the approval of the Expo Center Executive Director in order to maximize revenue at the Portland Expo Center:

- New business booked in the months of December and July – August
  - 25% rental discount for the 1<sup>st</sup> year booked
  - 15% rental discount for 2<sup>nd</sup> year booked
  - 5% rental discount for 3<sup>rd</sup> year booked
  - Discount would go away in the 4<sup>th</sup> year
- New business booked on Labor Day or Memorial Day Weekends
  - 30% rental discount in 1<sup>st</sup> year
  - 20% rental discount in 2<sup>nd</sup> year
  - 10 rental discount in 3<sup>rd</sup> year
  - Discount would go away in the 4<sup>th</sup> year
- Incentive discount for booking a new consumer/public event – to be used at Executive Director and Expo Sales & Manager's discretion
  - Same discount as the 1<sup>st</sup> option, but can be applied to any new consumer/public event at any point in the calendar
  - The idea behind this package is based on the idea of diversifying our calendar – example, if comparable venues around the country have a dinosaur show and we don't, this is how we can entice that type of business to come our way.
- Tradeshow incentive rental credit
  - 15% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 1<sup>st</sup> year
  - 10% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 2<sup>nd</sup> year
  - 5% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 3<sup>rd</sup> year
  - Rental credit would go away in 4<sup>th</sup> year

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Metro DEI Program Update

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# **MERC Commission Meeting**

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June 2, 2021  
12:30 pm

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Travel Portland Quarterly  
Report

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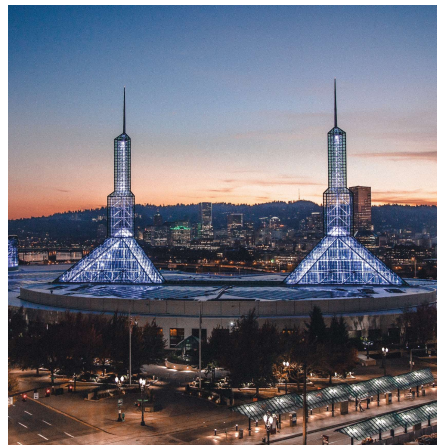
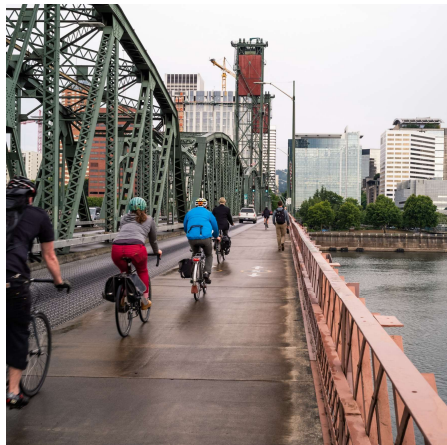
TRAVEL  
**PORTLAND**

# 3RD QUARTER 2020-21 REPORT

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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

Travel Portland  
100 SW Main, Suite 1100  
Portland, OR 97204  
503.275.9750



# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- For the 3rd quarter OCC realized zero in revenue from Travel Portland booked business due to the pandemic.
- One new and zero repeat OCC conventions were booked for future years in the quarter worth over \$664,000 in OCC revenue and community economic impact over \$3.2 million. Total Travel Portland bookings, including single hotel will result in over \$3.5 million of economic impact.
- Across domestic media outlets, Portland was included in 545 placements with a total impression of over 2.9 billion that could potentially influence Portland as a business and leisure travel destination.
- City Council approved a 1% increase to the Tourism Improvement District fee beginning July 1st. The hotel community supported the fee to begin recovery of our devastated industry.
- Finalized Marketing Campaigns that were launched city wide on Expedia, Priceline and Airbnb in April.
- Travel Portland developed a Food Cart Finder and Patio Dining Guide to help support local businesses.

## TRENDS, SUCCESSES, OBSTACLES


- Transient Lodging Tax due to COVID-19 will have dramatic drops well into the future. Fiscal YTD collections of the city's tax through March were down 79.5%.
- January – March saw the first increases in occupancy and average daily rate in over a year. Our statistics remain similar to our competitive set of cities across the country. The central business district remains lower than outlying areas with the lack of conventions and business travel.
- The continued violent protests and destruction across the city has resulted in millions of dollars of meeting and convention cancellations. And data suggest that meeting planners are not adding Portland as an option for future meetings.

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$0	Benchmark / \$18 Million
2	ROI on future OCC business	4.1	Benchmark / 5.8
3	Lead conversion <i>(see page 5 for details)</i>	---	Benchmark / 18%
4	Services performance survey	0.0	Benchmark / 3.8
5	Public relations/media	9.0	Benchmark / 12
6	Community economic impact	26.7	Benchmark / 44

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	19.7	Benchmark / 25



# CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annals	Total Potential Future Business
FY 20/21	\$ 250,915	\$ -	\$ 250,915
FY 21/22	\$ 16,611,583	\$ 491,090	\$ 17,102,673
FY 22/23	\$ 23,288,219	\$ 1,314,878	\$ 24,603,097
FY 23/24	\$ 10,965,209	\$ 1,881,573	\$ 12,846,782
FY 24/25	\$ 7,657,651	\$ 2,083,647	\$ 9,741,298
FY 25/26	\$ 2,429,714	\$ 1,881,573	\$ 4,311,287
FY 26/27	\$ 4,141,767	\$ 2,083,647	\$ 6,225,414
FY 27/28	\$ -	\$ 1,881,573	\$ 1,881,573
FY 28/29	\$ 534,267	\$ 2,083,647	\$ 2,617,914
FY 29/30	\$ 843,896	\$ 1,881,573	\$ 2,725,469
TOTAL	\$ 66,723,221	\$ 15,583,201	\$ 82,306,422

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	1	5	
Repeat OCC Bookings	0	2	
Total OCC Bookings	1	7	
Room Nights from OCC Bookings	4,637	22,815	
Future OCC Revenue Booked during FY 2020/21	\$664,358	\$4,339,515	
ROI OCC Bookings	\$ 1.7	\$ 4.1	Benchmark / 5.8 to 1
Community Economic Impact from OCC Bookings	\$3,255,640	\$ 18,258,417	
Total Room Nights Booked	5,239	45,381	
Total Community Economic Impact from Bookings	\$ 3,522,733	\$ 28,056,787	
ROI on Total Community Economic Impact	\$ 9.0	\$ 26.7	Benchmark / 44.0 to 1
OCC Revenue Realized During FY 2020/21	\$ -	\$ -	Benchmark / \$18 Million



# CONVENTION SALES


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

*\*Travel Portland ended its relationship with TAP report on 12/31/2020 and is now working with a different vendor to produce a similar report. FuturePace is adding a customized conversion metric to Travel Portland's report, but that data was not available as of 3/31/2021.*

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2021					
	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25 and beyond
Current	2	27	33	22	21
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 17/18-20/21)	37	39	28	19	24

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,987,473	\$ 7,085,136
Travel Portland Contract Costs	\$ 390,403	\$ 1,051,974
ROI (Revenue / Costs)	5.1	6.7

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	14	35,415	22,340	\$ 4,730,666	\$ 23,896,811



# CONVENTION SALES

DIVERSE GROUPS/MINORITY GROUPS PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	3rd Quarter	YTD
New Diverse/Minority Group Bookings	0	2
Total Diverse/Minority Group Bookings	0	2
Room Nights from Diverse/Minority Group Bookings	0	1,354
Diverse/Minority Group Leads	0	0
Diverse/Minority Group Lost Leads	2	5

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Pac West Spirit Group	1	COVID-19	2,422	7,000	\$ 211,998	\$ 2,549,456	3/3/21
American Farm Bureau Federation	1	COVID-19	2,550	1,500	\$ 253,388	\$ 1,604,592	3/9/21
Future Business Leaders of America - Phi Beta Lambda	1	COVID-19	1,336	1,700	\$ 259,332	\$ 1,221,888	4/4/21
American Society of Pediatric	1	COVID-19	2,220	2,220	\$ 309,092	\$ 1,421,392	4/19/21
American College of Nurse-Midwives	1	COVID-19	3,900	2,200	\$ 423,095	\$ 2,823,282	5/19/21
Signature EquipoVision, LLC	1	COVID-19	509	2,000	\$ 321,878	\$ 1,378,963	6/10/21
Battelle	1	COVID-19	2,448	1,200	\$ 335,750	\$ 1,551,856	6/25/21
Viewpoint Construction Software	1	COVID-19	5,140	2,500	\$ 496,369	\$ 2,793,089	8/21/21
<b>Total OCC Cancellations</b>	<b>8</b>		<b>20,525</b>	<b>20,320</b>	<b>\$ 2,610,902</b>	<b>\$ 15,344,518</b>	



# CONVENTION SERVICES

ACTIVITY DESCRIPTION	3RD QUARTER	YTD
OCC groups occurring during the quarter	0	0
Distribution of promotional pieces	0	0
Meeting planning assistance - Services leads	26	122
Pre-convention attendance building - Site tours	0	0
Pre-convention attendance building - Promo trips, e-newsletters and materials	10	19
Housing-convention room nights	0	0

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
Travel Portland convention services staff	0	0	0	0	0	0	0
Travel Portland housing services (if utilized)	0	0	0	0	0	0	0
Travel Portland collateral/promotional materials	0	0	0	0	0	0	0
Quality and user-friendliness of the Travel Portland website	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:							
<i>**Due to COVID-19, there were no meetings to be surveyed.</i>							





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

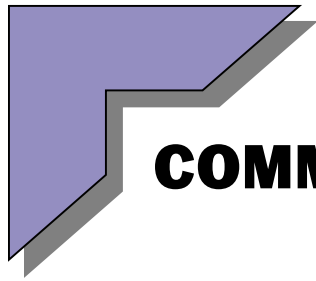
*Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination*

## A word cloud visualization of the top 100 words from a dataset. The word 'portland' is the largest and most prominent, centered in the image. Other large words include 'hotel', 'new', 'travel', 'coffee', 'oregon', 'best', 'chef', 'shops', 'radio', 'local', 'night', 'floods', 'year', 'room', 'airport', 'fence', 'february', 'great', 'brewing', 'northwest', 'wildfires', 'padma', 'film', 'news', 'back', 'dam', 'april', 'weeks', 'share', 'recovery', 'hotels', 'know', 'convenient', 'offering', 'clip', 'city', 'ever', 'two', 'online', 'restaurant', 'culinary', 'days', 'visiting', 'opening', 'use', 'convention', 'school', 'train', 'worker', 'industry', 'time', 'killed', 'always', 'call', 'recovery', 'share', 'inside', 'top', 'pandemic', 'set', 'delivery', 'windsor', 'news', 'oregon', 'absolute', 'brewery', 'work', 'hospitality', 'visit', 'seattle', 'bravo', 'house', 'friends', 'year', 'room', 'airport', 'fence', 'february', 'great', 'brewing', 'northwest', 'wildfires', 'padma', 'film', 'news', 'back', 'dam', 'april', 'weeks', 'share', 'recovery', 'hotels', 'know', 'convenient', 'offering', 'clip', 'city', 'ever', 'two', 'online', 'restaurant', 'culinary', 'days', 'visiting', 'opening', 'use', 'convention', 'school', 'train', 'worker', 'industry', 'time', 'killed', 'always', 'call'. The words are arranged in a circular pattern around the central 'portland' word, with varying sizes and colors (shades of green and brown) indicating their frequency.

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

*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*

■ Positive ■ Neutral ■ Negative



## COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
January 2021	BizBash	Business as Unusual: How Event Venues Are Keeping Guests Safe During COVID-19	Online	463,000	1
January 2021	Northstar Meetings Group	More Convention Centers, Hotels and Airports Earn GBAC Star Cleaning Accreditation	Online	39,274	1
February 2021	Northstar Meetings Group	EIC's 2020 Hall of Leaders Celebration a Hit	Online	39,274	1
February 2021	Smart Meetings	Meet EIC's 2020 Hall of Leaders and Award Winners	Online	17,445	1
March 2021	Smart Meetings	Modeling Green Venues	Online	17,445	1
<b>Total</b>				<b>576,438</b>	<b>5</b>

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

PITCHES DELIVERED	
1	Portland's venues and businesses of are prioritizing health and safety protocols of the highest standards, which establishes the foundation for a healthy return to events.
2	Delegates get a city fix and the great outdoors in Portland.
3	Innovative and experiential STEAM group experiences ignite curiosity in Portland.
Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.	



# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	3rd Quarter	YTD
Visits	513,679	1,456,583
International Visits	31,943	95,333
Referrals	113,942	300,419
Business and Event Detail Views	233,866	612,379
Meetings.TravelPortland.com		
Venue Finder Page Views	268	700

Source: Google Analytics

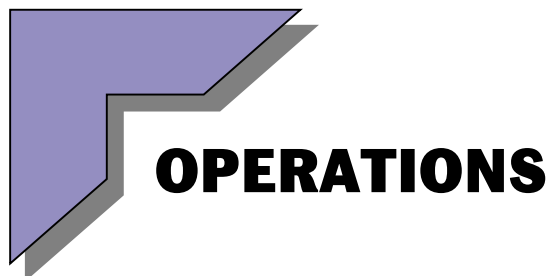
INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	0%****	N/A
Competitive Set***	0%****	N/A

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

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

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

\*\*\*\*Due to COVID-19 travel restriction, there is no international visitation in the USA.



## DIVERSITY EMPLOYMENT STATISTICS 2020-21

### TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

	March 31, 2021		Third Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	4	8	50%	40-60%	Monitor
First/Mid Level Manager	5	6	83%	40-60%	Monitor
Professionals	5	10	50%	40-60%	Monitor
Sales Workers	6	6	100%	40-60%	Monitor
Admin Support Workers	7	7	100%	40-60%	Monitor
Total	27	37	73%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	2	8	25%	15-33%	Monitor
First/Mid Level Manager	2	6	33%	15-33%	Monitor
Professionals	1	10	10%	15-33%	Improve
Sales Workers	1	6	17%	15-33%	Monitor
Admin Support Workers	2	7	29%	15-33%	Monitor
Total	8	37	22%	15-33%	Monitor
This report is based on current full and part-time staff.					



# OPERATIONS

## FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2020-21

### HIRING

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	Jooble
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	H-Careers
	LGBTConnect.com	SearchWide Global	AllDiversity.com
	Travel & Tourism Research Association	Mac's List	Travel Portland website
Current Employees residing in MERC FOTA		6	

### PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$	78,181
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### PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority	Women-Owned
1333	247	82	130

### MBE/DBE/WBE PURCHASING PARTICIPATION FY 2020-21 (YTD)

	Total Expended	Expended with Minority/ Women-Owned or Emerging Small Business Enterprises	Percentage of Total Spend on Minority/Women-Owned or Emerging Small Business Enterprises
Lodging taxes expended with MBE/DBE/WBE	\$366,691	\$114,369	31%

For the last 32 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 03-31-21	RCTP QTR Ending 03-31-21	TID/TLT QTR Ending 03-31-21	Subtotal QTR Ending 03-31-21	Sum MERC YTD 06-30-21	Sum RCTP YTD 06-30-21	Sum TID/TLT YTD 06-30-21	Sum of YTD 06-30-21	Percent
<b>Expenses</b>										
<b><u>MERC Supported Program of Work</u></b>										
<b>Professional Services</b>										
<b><u>Convention Sales</u></b>										
<b><u>Direct Sales:</u></b>										
Subtotal - Convention Sales Professional Services	1,090,201	291,139	0	0	291,139	779,606	0	0	779,606	71.51%
<b><u>Program Support</u></b>										
Subtotal - Program Support	163,530	40,883	0	0	40,883	122,648	0	0	122,648	75.00%
<b><u>Research</u></b>										
Subtotal - Reserach Professional Services	76,050	16,458	0	0	16,458	50,154	0	0	50,154	65.95%
<b><u>Convention Services</u></b>										
Subtotal - Convention Services Professional Services	132,002	43,137	0	0	43,137	100,780	0	0	100,780	76.35%
<b>Total - MERC Supported - Professional Services</b>	<b>1,461,783</b>	<b>391,616</b>	<b>0</b>	<b>0</b>	<b>391,616</b>	<b>1,053,187</b>	<b>0</b>	<b>0</b>	<b>1,053,187</b>	<b>72.05%</b>
<b><u>Other Non-Contractual Professional Services</u></b>										
<b>Total - Other Non-Contractual Professional Services</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>63,355</b>	<b>63,355</b>	<b>0</b>	<b>0</b>	<b>193,349</b>	<b>193,349</b>	<b>0.00%</b>
<b><u>RCTP Supported Program of Work</u></b>										
<b><u>Sales Calls &amp; Trips</u></b>										
Subtotal - Sales Calls & Trips	30,000	0	30	0	30	0	30	0	30	0.10%
<b><u>Sales Missions</u></b>										
Subtotal - Sales Missions	100,000	0	0	0	0	0	0	0	0	0.00%
<b>Multicultural Sales Efforts</b>										
Subtotal - Multicultural Sales Efforts	61,550	0	420	0	420	0	26,452	0	26,452	42.98%
<b><u>Industry Trade Shows and Events</u></b>										
Subtotal - Industry Trade Shows and Events	133,970	0	10,006	0	10,006	0	15,966	0	15,966	11.92%
<b><u>Site Inspections</u></b>										
Subtotal - Site Inspections	65,000	0	1,906	0	1,906	0	2,104	0	2,104	3.24%
<b><u>Familiarization Tours</u></b>										
Subtotal - Familiarization Tours	87,830	0	0	0	0	0	0	0	0	0.00%
<b><u>Industry Cooperation and Partnerships</u></b>										
Subtotal - Industry Cooperation and Partnerships	80,000	0	53,600	0	53,600	0	54,625	0	54,625	68.28%
<b><u>Three-City Collective</u></b>										
Subtotal - Three-City Collective	5,000	0	-26,550	0	-26,550	0	396	0	396	7.91%
<b><u>Customer Advisory Board</u></b>										
Subtotal - Customer Advisory Board	12,500	-1,212	0	0	-1,212	-1,212	0	0	-1,212	-9.70%
<b><u>Other Programs</u></b>										
Subtotal - Other Programs	56,350	0	251	0	251	0	2,052	0	2,052	3.64%
<b>Total - RCTP Supported Program of Work</b>	<b>632,200</b>	<b>-1,212</b>	<b>39,662</b>	<b>0</b>	<b>38,450</b>	<b>-1,212</b>	<b>101,624</b>	<b>0</b>	<b>100,411</b>	<b>15.88%</b>
<b><u>TLT/TID Supported - Non-Sales Programs of Work</u></b>										
<b><u>Convention Services</u></b>										
Subtotal - Convention Services	57,156	0	0	214	214	0	0	1,652	1,652	2.89%
<b><u>Research</u></b>										
Subtotal - Research	279,000	0	0	23,303	23,303	0	0	105,436	105,436	37.79%
<b><u>Marketing</u></b>										
Subtotal - Marketing	1,012,426	0	0	108,564	108,564	0	0	204,242	204,242	20.17%
<b><u>Communications/PR</u></b>										
Subtotal - Communications/PR	30,000	0	0	0	0	0	0	0	0	0.00%
<b><u>Community Engagement</u></b>										
Subtotal - Community Engagement	18,000	0	0	-2,000	-2,000	0	0	0	0	0.00%
<b>Total - Non-Sales Programs</b>	<b>1,396,582</b>	<b>0</b>	<b>0</b>	<b>130,081</b>	<b>130,081</b>	<b>0</b>	<b>0</b>	<b>311,330</b>	<b>311,330</b>	<b>22.29%</b>
<b>Grand Total</b>	<b>3,490,565</b>	<b>390,403</b>	<b>39,662</b>	<b>193,436</b>	<b>623,501</b>	<b>1,051,974</b>	<b>101,624</b>	<b>504,679</b>	<b>1,658,277</b>	<b>47.51%</b>

Travel Portland  
Income Statement  
(Statement of Financial Activities)

	Actual (Prior Year) YTD 3/31/2020 Column A	Actual YTD 3/31/2021 Column B	Budget YTD 3/31/2021 Column C	Actual (Prior Year) Full Year 6/30/2020 Column D	Approved Budget Full Year 6/30/2021 Column E
<b>Revenue</b>					
City/County Lodging Tax (1%)	5,346,398	1,113,541	1,327,500	6,174,375	1,821,888
Tourism Improvement District (TID-2%)	10,887,724	2,501,725	2,730,332	12,697,600	3,802,082
MERC (OCC Contract)	3,473,890	1,096,337	1,096,335	4,124,500	1,461,783
Partnership Dues	335,871	130,465	0	421,798	0
Fees Earned	134,541	-165	0	131,531	0
Other Income	-88,130	443,813	0	186,050	0
Trade-Out/In-Kind	0	0	0	7,757	0
Cooperative Programs	130,690	7,090	0	134,769	0
Regional RCTP (from Travel Oregon)	2,265,798	1,925,074	1,925,074	2,017,443	3,143,500
Cultural Tourism	299,897	34,071	96,771	342,441	187,000
Visitor Development Fund (VDF)	60,000	0	0	60,000	0
<b>Total Revenue</b>	<b>22,846,680</b>	<b>7,251,950</b>	<b>7,176,012</b>	<b>26,298,266</b>	<b>10,416,253</b>
<b>Expenses</b>					
Convention Sales	3,549,022	1,075,490	1,237,413	3,858,694	2,361,133
International Affairs	1,752,517	227,458	363,588	1,813,017	671,468
Marketing and Research	6,639,565	1,177,022	2,002,412	7,195,020	3,204,085
Communications/PR	1,168,279	274,739	455,367	1,284,925	692,573
Regional RCTP (from Travel Oregon)	2,002,884	1,389,856	2,241,397	2,017,443	3,143,500
Convention Services, Housing, and Events	1,102,010	244,520	462,299	1,194,252	578,426
Community Engagement/DEI	902,298	139,332	322,145	931,581	460,963
*Visitor Center	274,989	16,036	28,237	271,068	37,646
**Program Support	3,284,652	2,851,463	2,836,764	3,657,116	3,773,719
<b>Total Expenses</b>	<b>20,676,215</b>	<b>7,395,916</b>	<b>9,949,622</b>	<b>22,223,116</b>	<b>14,923,513</b>
<b>Net Surplus/(Deficit)</b>	<b>2,170,465</b>	<b>-143,966</b>	<b>-2,773,610</b>	<b>4,075,150</b>	<b>-4,507,260</b>

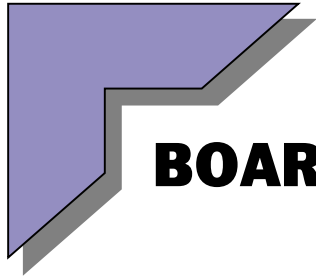
\*Note - The Visitor Center has been closed since March 2020 due to COVID.

\*\*FYE21 Rent Expense is overstated from a cash forecast due to GAAP treatment for the escalated rent calculation of \$637,644.76.

**Travel Portland**  
**Balance Sheet**  
(Statement of Financial Position)

	<b>Actual Prior Period YTD 2/28/2021 Column A</b>	<b>Actual Current YTD 3/31/2021 Column B</b>	<b>Change MTM Percentage Column C</b>	<b>Actual Prior YTD 3/31/2020 Column D</b>
<b>Assets</b>				
Cash and Cash Equivalents	11,388,678	11,366,988	0%	6,771,660
Investments	5,157,321	5,221,316	1%	4,535,579
Accounts Receivable	956,246	621,630	-54%	935,032
Prepaid Assets	857,882	893,511	4%	718,833
Fixed Assets, net	2,145,395	2,098,784	-2%	2,672,680
Other Assets	2,567	2,567	0%	746
<b>Total Assets</b>	<b>20,508,090</b>	<b>20,204,796</b>	<b>-2%</b>	<b>15,634,530</b>
<b>Liabilities and Net Assets</b>				
<b>Liabilities</b>				
Accounts Payable & Accrued Expenses	832,875	766,030	-9%	1,328,311
Accrued Personnel	1,415,530	1,447,670	2%	1,764,905
Deferred Revenue	114,017	244,237	53%	167,045
Other Fiduciary Liabilities - RCTP	3,247,090	3,037,390	-7%	820,608
Loan Liability	1,395,090	1,395,090	0%	0
<b>Total Liabilities</b>	<b>7,004,603</b>	<b>6,890,416</b>	<b>-2%</b>	<b>4,080,869</b>
<b>Net Assets</b>				
Undesignated	8,997,588	8,808,480	-2%	7,681,321
Board Designated	1,977,848	1,977,848	0%	1,525,123
Net Property and Equipment	2,528,052	2,528,052	0%	2,347,216
<b>Total Net Assets</b>	<b>13,503,488</b>	<b>13,314,380</b>	<b>-1%</b>	<b>11,553,660</b>
<b>Total Liabilities and Net Assets</b>	<b>20,508,090</b>	<b>20,204,796</b>	<b>-2%</b>	<b>15,634,530</b>





# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services		
Craddick	Shirley	Metro		
Daley	Mike	Sheraton Portland Airport Hotel	Chair	Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Endorf	Erica	AC Hotel Portland Downtown		
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Chair-elect	Nominating Committee
Goeman	Mark	CoHo Services		
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	Treasurer	Budget and Finance Committee
Kafoury	Deborah	Multnomah County		
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		
McCarey	Heather	Explore Washington Park		
Nicolopoulos	Shane	Hyatt Regency Portland at the Oregon Convention Center		
Patel	Jatin	Lodging Mgmt NW, LLC		
Penilton	David	America's Hub World Tours		
Pyne	Tim	Portland Marriott Downtown Waterfront		Convention Sales Steering Committee
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Past Chair	Partner Services Committee
White	Daryn	Provenance Hotels		