

## Metropolitan Exposition Recreation

### Commission (MERC) agenda

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Wednesday, June 4, 2025

12:30 PM

[https://us02web.zoom.us/j/81411140803?](https://us02web.zoom.us/j/81411140803?pwd=RATb1kMK7VnTrbyy1ObzzKefkj949G.1)

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This meeting will be held electronically.

You can join the meeting on your computer or other device by using this link:

<https://zoom.us/j/615079992>

#### 1. Call To Order and Roll Call

#### 2. Public Communication

Public comment may be submitted in writing. It will also be heard in person and by electronic communication (video conference or telephone). Written comments should be submitted electronically by emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Testimony on agenda and non-agenda items will be taken at the beginning of the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting Amy Nelson by phone at 503-314-2360 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Those wishing to testify in person should fill out a card located on the table directly outside the meeting room door.

Those requesting to comment virtually during the meeting can do so by joining the meeting using this link: <https://us02web.zoom.us/j/87607282304?pwd=SFBiOVJHdWp0RVIRZU1uMDA0Vitqdz09> and using the "Raise Hand" feature in Zoom or emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Individuals will have three minutes to testify unless otherwise stated at the meeting.

#### 3. Commission/Council Liaison Communication

#### 4. General Manager Communications

#### 5. Financial Update

##### 5.1 MERC Finance Report

[MERC 25-25](#)

Presenter(s): Ashley Sloan, MERC Finance Manager

Attachments: [Finance Report](#)

#### 6. Venue Business Reports

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**7. Consent Agenda**

- 7.1 In Consideration of the May 7, 2025 MERC Meeting Minutes [MERC 25-26](#)  
Attachments: [MERC meeting minutes](#)

**8. Action Agenda**

- 8.1 Resolution 25-05: For the Purpose of Electing Metropolitan Exposition Recreation Commission Officers for Fiscal Year 2025-26. [MERC RES 25-05](#)  
Presenter(s): MERC Chair Karis Stoudamire-Phillips  
Attachments: [MERC Resolution 25-05](#)

**9. Presentations**

- 9.1 Performing Arts Venue Workgroup Update [MERC 25-30](#)  
Presenter(s): Chris Oxley, (he/him) MERC Commissioner  
Rachael Lembo, (she/her) Executive Director, Portland's  
Centers for the Arts  
9.2 Travel Portland 3rd Quarter Report [MERC 25-27](#)  
Presenter(s): James Jessie, (he/him) Chief Sales Officer  
Angela Nelson, (she/her) Vice President of Equity and  
Partnerships  
Attachments: [Travel Portland 3rd Quarter 2024-25 Report](#)

**10. Adjourn**

## Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act, Section 504 of the Rehabilitation Act and other 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 [oregonmetro.gov/civilrights](http://oregonmetro.gov/civilrights) or call 503-797-1890. 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. Individuals with service animals are welcome at Metro facilities, even where pets are generally prohibited. For up-to-date public transportation information, visit TriMet's website at [trimet.org](http://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](http://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 503-797-1700 (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](http://www.oregonmetro.gov/civilrights). або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1700 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](http://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503-797-1700（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](http://www.oregonmetro.gov/civilrights). Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullaan dadweyne, wac 503-797-1700 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqo 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](http://www.oregonmetro.gov/civilrights). 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1700를 호출합니다.

### Metro의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](http://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がご要請に対応できるよう、公開会議の5営業日前までに503-797-1700（平日午前8時～午後5時）までお電話ください。

### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានការបង្កើនវិស័យអើងសូមចូលទស្សនាគេហទំព័រ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។  
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃច័ន្ទ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឱ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក។

### إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يرجى زيارة الموقع الإلكتروني [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من 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](http://www.oregonmetro.gov/civilrights). Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1700 (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

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](http://www.oregonmetro.gov/civilrights). Si necesita asistencia con el idioma, llame al 503-797-1700 (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](http://www.oregonmetro.gov/civilrights). Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1700 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

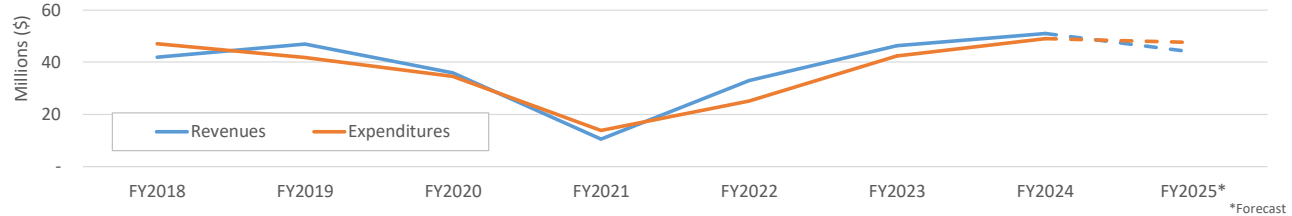
### Avizul Metro privind nediscriminare

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](http://www.oregonmetro.gov/civilrights). Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1700 (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](http://www.oregonmetro.gov/civilrights). Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lwm ua ntej ntawm lub rooj sib tham.

# OREGON CONVENTION CENTER



2024-25 Budget to Actual				2024-25 Forecast		YTD vs Prior Fiscal Year		
OPERATIONS	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Forecast Over/(Under) Budget	Actual thru April 2024	% Var	\$ Var
<b>REVENUES</b>								
<b>Charges for Services</b>								
Food & Beverage	14,864,290	12,022,970	81%	12,552,059	(2,312,231)	15,342,998	-22%	(3,320,029)
Facility Rentals	5,800,184	4,059,544	70%	5,000,000	(800,184)	4,743,611	-14%	(684,067)
Audio Visual	2,940,000	2,581,072	88%	3,000,000	60,000	2,834,335	-9%	(253,263)
Parking Revenue	2,305,000	1,864,706	81%	2,117,212	(187,788)	1,840,938	1%	23,768
All Other (Utility, Telecom, Etc.)	3,904,964	3,545,076	91%	4,180,687	275,723	3,989,186	-11%	(444,110)
<b>Local Government Shared Revenues</b>								
Lodging Excise Tax	14,901,200	9,113,012	61%	14,173,643	(727,557)	9,302,783	-2%	(189,770)
Visitor Facilities Trust Account	2,683,500	-	0%	2,209,500	(474,000)	-	-	-
<b>Grants</b>								
Interest Earnings	384,311	443,516	115%	523,516	139,205	548,489	-19%	(104,974)
Miscellaneous Revenue	13,500	61,161	453%	69,809	56,309	53,979	13%	7,182
<b>REVENUE TOTAL</b>	<b>47,796,949</b>	<b>33,713,183</b>	<b>71%</b>	<b>43,848,552</b>	<b>(3,948,397)</b>	<b>38,885,454</b>	<b>-15%</b>	<b>(5,172,271)</b>

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<b>EXPENDITURES</b>								
<b>Food &amp; Beverage</b>	11,319,385	10,205,449	90%	12,070,777	751,392	11,388,634	-10%	(1,183,185)
<b>Administration</b>	2,364,053	1,322,836	56%	1,605,169	(758,884)	1,279,459	3%	43,377
<b>Strategy &amp; Business Development</b>								
Marketing & Sales	6,870,429	5,694,466	83%	6,909,957	39,528	5,731,164	-1%	(36,699)
Admissions	337,636	301,134	89%	373,138	35,502	273,187	10%	27,947
Ticket Services	8,074	25,592	317%	32,721	24,647	18,468	39%	7,124
Guest Experience	668,555	592,269	89%	739,175	70,620	487,421	22%	104,848
Parking	1,291,793	1,024,238	79%	1,373,272	81,479	673,026	52%	351,212
<b>Facilities &amp; Operations</b>								
Facility Management	6,194,304	4,457,347	72%	5,619,327	(574,977)	3,993,508	12%	463,839
Utility Services	937,500	919,919	98%	1,100,000	162,500	982,112	-6%	(62,193)
Audio Visual	2,226,000	1,982,559	89%	2,445,725	219,725	2,204,456	-10%	(221,897)
Telecommunications	926,259	618,762	67%	776,518	(149,741)	470,963	31%	147,799
<b>Event Services</b>								
Setup	4,690,076	3,178,100	68%	4,047,351	(642,725)	3,251,945	-2%	(73,845)
Event Operations	1,367,307	1,090,345	80%	1,367,490	183	936,933	16%	153,412
<b>Public Safety</b>	2,482,699	1,931,001	78%	2,428,269	(54,430)	1,884,625	2%	46,376
<b>Non-Dept.</b>								
Materials and Services	886,500	204,750	23%	409,500	(477,000)	170,625	20%	34,125
CAP Transfers	6,341,845	5,284,871	83%	6,341,845	-	4,617,520	14%	667,351
<b>EXPENDITURE TOTAL</b>	<b>48,912,415</b>	<b>38,833,637</b>	<b>79%</b>	<b>47,640,235</b>	<b>(1,272,180)</b>	<b>38,364,047</b>	<b>1%</b>	<b>469,590</b>

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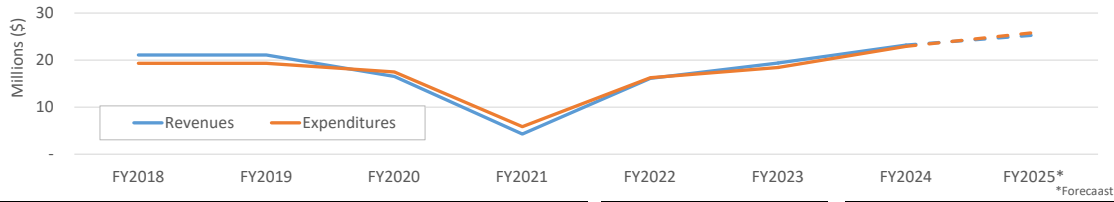
<b>NET OPERATIONS</b>	<b>(1,115,466)</b>	<b>(5,120,454)</b>	<b>(3,791,683)</b>	<b>(2,676,217)</b>	<b>521,407</b>
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	FY2024-25 Capital Projects				FY2024 Capital Projects			
	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Over / (Under) Budget	Actual thru April 2024	% Var	\$ Var
REVENUES	1,860,355	200,000	11%	1,550,000	(310,355)	276,180	-28%	-
EXPENSES	7,352,250	3,151,418	43%	5,588,000	1,764,250	2,748,670	15%	402,748
NET	(5,491,895)	(2,951,418)		(4,038,000)	1,453,895	(2,472,490)	19%	1,534,998

FY2024-25 Beginning Fund Balance  
Projected Change in Fund Balance  
Projected Ending Fund Balance

20,895,128  
(7,829,683)  
13,065,446

# PORTLAND'S PERFORMING ARTS VENUES



2024-25 Budget to Actual				2024-25 Forecast		YTD vs Prior Fiscal Year		
OPERATIONS	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Forecast Over/(Under) Budget	Actual thru April 2024	% Var	\$ Var
REVENUES								
Charges for Services								
Food & Beverage	1,572,208	1,527,649	97%	1,830,725	258,517	1,372,919	11%	154,730
Ticket Services	7,344,054	6,714,895	91%	7,685,832	341,778	6,240,157	8%	474,738
Production Services	3,522,659	2,677,585	76%	3,237,386	(285,273)	2,144,845	25%	532,741
Booking & Sales	2,700,470	2,137,546	79%	2,614,531	(85,939)	1,968,059	9%	169,487
P5 Presents	1,485,750	835,731	56%	1,400,000	(85,750)	969,599	-14%	(133,869)
Admissions	2,056,206	1,478,891	72%	2,584,793	528,587	1,211,557	22%	267,334
All Other (Utility, Telecom, Etc.)	2,204,326	1,684,947	76%	1,929,401	(274,925)	1,646,377	2%	38,570
Local Government Shared Revenues								
Lodging Excise Tax	1,603,971	964,120	60%	1,499,515	(104,456)	1,016,456	-5%	(52,335)
Visitor Facilities Trust Account	684,000	-	0%	684,000	-	-	-	-
All Other	-	-	-	-	-	-	-	-
Contributions from Governments	1,125,135	587,629	52%	1,125,135	-	559,700	5%	27,929
Contributions from Private Sources	109,580	-	0%	-	(109,580)	-	-	-
Grants	-	47,000	-	47,000	47,000	-	-	47,000
Interest Earnings	292,149	558,492	191%	636,293	344,144	663,311	-16%	(104,818)
Miscellaneous Revenue	43,000	(37,091)	-86%	(13,368)	(56,368)	26,866	-238%	(63,957)
Transfers-R	125,000	75,000	60%	75,000	(50,000)	-	-	75,000
<b>REVENUE TOTAL</b>	<b>24,868,508</b>	<b>19,252,394</b>	<b>77%</b>	<b>25,336,242</b>	<b>467,734</b>	<b>17,819,845</b>	<b>8%</b>	<b>1,432,549</b>

@ 2%

EXPENDITURES								
Food & Beverage	100,000	13,058	13%	57,267	(42,733)	70,729	-82%	(57,671)
Administration	1,420,489	1,111,862	78%	1,294,555	(125,934)	1,050,812	6%	61,049
Sales & Promotion								
Booking & Sales	587,801	393,924	67%	558,710	(29,091)	396,774	-1%	(2,850)
Marketing & Advertisement	452,953	305,412	67%	388,882	(64,071)	246,918	24%	58,494
Promoted Shows (P5 Presents)	1,457,886	903,667	62%	1,430,910	(26,976)	941,750	-4%	(38,083)
Culture & Community	725,278	422,518	58%	631,724	(93,554)	432,411	-2%	(9,893)
Youth Arts Program	144,330	94,418	65%	147,938	3,608	-	-	94,418
Facility Operations								
Maintenance & Custodial	5,151,339	4,482,154	87%	5,677,175	525,836	4,157,825	8%	324,329
Security	2,558,629	1,291,666	50%	1,796,394	(762,235)	935,252	38%	356,414
Event Services								
Event Coordination	1,638,805	1,424,399	87%	1,810,789	171,984	695,482	105%	728,917
Production Services	3,751,143	2,835,147	76%	3,481,819	(269,324)	2,826,412	0%	8,735
Front of House	1,746,141	1,305,533	75%	1,556,920	(189,221)	1,541,202	-15%	(235,669)
Volunteer Services	154,710	98,997	64%	132,353	(22,357)	94,969	4%	4,028
Ticket Services	2,959,590	2,616,513	88%	3,147,491	187,901	2,233,102	17%	383,411
Non-Dept								
Grants and Loans	125,000	75,000	60%	125,000	-	-	-	75,000
CAP Transfers	3,625,450	3,021,208	83%	3,625,450	-	2,794,970	8%	226,238
<b>EXPENDITURE TOTAL</b>	<b>26,599,544</b>	<b>20,395,477</b>	<b>77%</b>	<b>25,863,377</b>	<b>(736,167)</b>	<b>18,418,609</b>	<b>11%</b>	<b>1,976,868</b>

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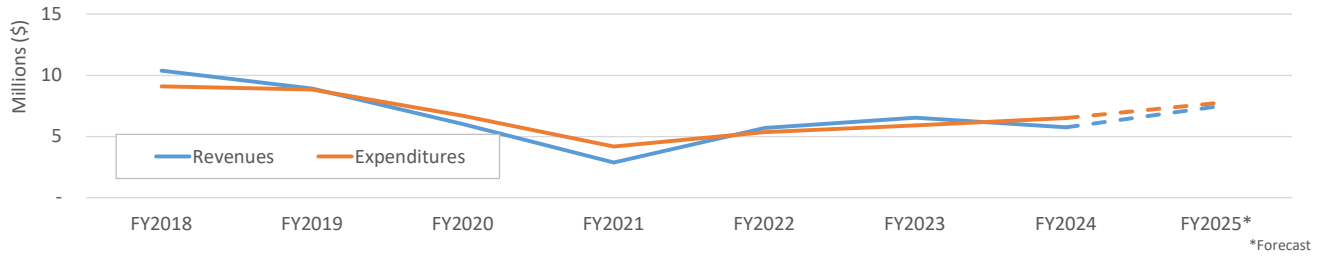
<b>NET OPERATIONS</b>	<b>(1,731,036)</b>	<b>(1,143,083)</b>	<b>(527,136)</b>	<b>1,203,900</b>	<b>(598,764)</b>
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FY2024-25 Capital Projects						FY2024 Capital Projects		
	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Over / (Under) Budget	Actual thru April 2024	% Var	\$ Var
REVENUES	2,000,000	1,024,374	51%	1,000,000	(1,000,000)	-	100%	-
EXPENSES	7,589,200	4,948,516	65%	6,164,260	1,424,940	3,930,994	26%	1,017,522
NET	(5,589,200)	(3,924,142)		(5,164,260)	424,940	(3,930,994)	0%	6,852

FY2024-25 Beginning Fund Balance  
Projected Change in Fund Balance  
Projected Ending Fund Balance

9,485,449
(5,691,396)
3,794,054

# PORTLAND EXPO CENTER



2024-25 Budget to Actual				2024-25 Forecast		YTD vs Prior Fiscal Year		
OPERATIONS	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Forecast Over/(Under) Budget	Actual thru April 2024	% Var	\$ Var
REVENUES								
Charges for Services								
Food & Beverage	579,000	500,319	86%	564,535	(14,465)	405,113	24%	95,205
Facility Rentals	2,142,042	1,855,847	87%	2,095,081	(46,961)	1,719,680	8%	136,168
Parking Revenue	2,202,158	1,842,906	84%	2,082,158	(120,000)	1,329,099	39%	513,807
Ticket Services	389,730	378,515	97%	378,328	(11,402)	382,858	-1%	(4,343)
All Other (Utility, Telecom, Etc.)	927,975	788,751	85%	957,413	29,438	646,267	22%	142,484
Local Government Shared Revenues								
Visitor Facilities Trust Account	517,500	-	0%	517,500	-	-		-
Interest Earnings	75,000	18,729	25%	27,071	(47,929)	72,502	-74%	(53,773)
Miscellaneous Revenue	82,500	58,891	71%	95,959	13,459	30,898	91%	27,993
Transfers-R	400,000	-	0%	727,766	327,766	-		-
REVENUE TOTAL	7,315,905	5,443,958	74%	7,445,813	129,908	4,586,418	19%	857,540

@ 2%

EXPENDITURES								
Food & Beverage	46,000	4,490	10%	15,531	(30,469)	10,634	-58%	(6,144)
Administration	732,460	585,680	80%	851,115	118,655	445,037	32%	140,644
Sales & Marketing	434,658	323,346	74%	424,028	(10,630)	251,008	29%	72,338
Facility Operations	2,783,447	2,083,489	75%	2,614,586	(168,861)	1,621,510	28%	461,979
Special Services	554,014	333,538	60%	416,343	(137,671)	370,901	-10%	(37,363)
Event Coordination	544,477	463,478	85%	606,384	61,907	374,997	24%	88,481
Admissions	88,851	76,358	86%	96,173	7,322	66,127	15%	10,231
Ticket Services	277,422	221,300	80%	264,788	(12,634)	144,522	53%	76,778
Parking	522,593	365,325	70%	482,706	(39,887)	287,704	27%	77,621
Non-Dept								
CAP Transfers	1,966,569	1,808,283	92%	1,966,569	-	1,742,525	4%	65,758
EXPENDITURE TOTAL	7,950,491	6,265,287	79%	7,738,223	(212,268)	5,314,964	18%	950,323

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NET OPERATIONS	(634,586)	(821,328)	(292,410)	342,176	(728,545)	
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	FY2024-25 Capital Projects				FY2024 Capital Projects			
	Adopted Budget	Actual thru Apr. 2025 (83.3% of the Fiscal Year)	% Budget thru April 2025	Year-End Forecast	Over / (Under) Budget	Actual thru April 2024	% Var	\$ Var
REVENUES	558,004	-	0%	-	(558,004)	-		-
EXPENSES	1,674,100	1,542,172	92%	1,684,450	(10,350)	399,916	286%	1,142,256
NET	(1,116,096)	(1,542,172)		(1,684,450)	(568,354)	(399,916)	286%	(1,142,256)

FY2024-25 Beginning Fund Balance  
Projected Change in Fund Balance  
Projected Ending Fund Balance

1,976,860  
(1,976,860)  
(0)

# Meeting Minutes

## Meeting details:

Meeting: Metropolitan Exposition Recreation Commission Meeting  
Date: May 7, 2025  
Time: 12:30pm - 2:30 pm  
Place: Oregon Convention, Room F150 | Zoom

### Commissioners present:

Chair Karis Stoudamire-Phillips, Deidra-Krys-Rusoff, Chris Oxley, Dañel Malán-González, Deanna Palm and David Penilton

### Commissioners excused:

Damien Hall

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### **Call to Order and Roll Call**

Chair Stoudamire-Phillips called the meeting to order at 12:35pm

### **Public Communication**

- Chair Stoudamire-Phillips opened the meeting to members of the public wanting to testify on agenda and non-agenda items

### **Commission / Council Liaison Communication**

- Councilor Rosenthal shared Metro supports the mayor's initiative to increase access to shelter for our houseless population. A commission was recently convened to work on the future vision for the region which will potentially impact developments like our performance venues, the Montgomery Place project, and Diamond project, among others.

### **General Manager Communications**

Craig Stroud thanked Metro Attorney Carrie MacLaren for joining us today. Matthew Rotchford's last day as Expo's Executive Director on May 2<sup>nd</sup> was acknowledged. His years of service with Metro and the Expo Center were highlighted and he was thanked and will be missed.

Venue collaboration efforts continue, and OCC and the Expo Center have now combined management teams to operate the two venues. Cindy Wallace is interim Executive Director for both venues and oversees a single organization structure. We are maintaining separate budget and accounting funds for the remainder of this fiscal year and next for financial tracking and reporting purposes. Both venues will have regular leadership and management presence to support staff, contract partners, clients, and events. Responsibility and accountability are now within a single structure.

Additional staffing changes within the Metro FY26 proposed budget include the elimination of the Expo Future project manager position with the intention of consolidating project management within the COO office under a new Project Management Office. Stephanie Redman was acknowledged and thanked for her important contributions to the Expo Future Project.

Ashley Sloan, Rachel Lembo, Cindy Wallace, and I presented the venue budgets to Metro Council in late April. The budget process continues through May. Metro Council is scheduled to vote on a resolution to adopt the FY26 budget on June 12<sup>th</sup>.



- Commissioner Palm shared she would have liked to have received an individual update on leadership transitions prior to implementation.
- Chair Stoudamire-Phillips asked who the onsite leadership representatives at Expo will be. Wallace responded there will be a “director on duty” rotating schedule ensuring there will be a daily leadership presence.
- Commissioner Kryz-Rusoff asked if there will be permanent leadership offices located at Expo. Wallace responded there is currently no adequate workspace for additional staff. It was highlighted that we are now a team of 105 combined and we’ll need to take the time in July/August to reorganize offices and add flex space modeled after the OCC and Metro.
- Chair Stoudamire-Phillips requested to attend the Expo in-person all staff meeting tomorrow at 9am and highlighted liaison roles for additional support during this time of transition.
- Commissioner Palm asked for more information regarding vendor communications around transitions. Stroud responded Rotchford communicated with vendors, clients, and key stakeholders directly in mid-April, Stroud followed up after that, and then Wallace reached out for introductions and to share contact info.
- Commissioner Malán-González asked why MERC wasn’t more involved in the decision-making process. Stroud highlighted the known challenges facing the venues and under Metro COO authority, difficult staffing decisions were made. Stroud acknowledged and apologized that this was not communicated more directly with Commissioners prior to implementation.
- Commissioner Kryz-Rusoff highlighted the 33 layoffs within MERC and asked how many positions were affected at Metro. Stroud believes the number was 69 for Metro and 35 for the venues. For context, not all departments in Metro saw a decrease in staffing depending on individual revenue streams.
- Commissioner Palm acknowledged receipt of the letter sent from the Expo Future Historical Significance and Memorialization Committee Co-Chairs and requested to reaffirm Metro’s commitment to moving forward and ensuring their voices are heard. Stroud agreed and confirmed that he along with COO Madrigal and Chair Stoudamire-Phillips will be meeting with the HSMC Co-Chairs to discuss further.

## **Financial Update**

Ashley Sloan, MERC Finance Manager

- Commissioner Kryz-Rusoff highlighted the zero-fund balance – do we have an emergency plan in place for an unexpected failure? Stroud responded that Expo falls within the larger MERC fund and can be managed from there. Additionally, we are transferring \$400,000 in FY26 to seed a fund balance and the operations collaboration changes result in \$700,000 of net operating positive revenue next year to continue to seed a fund balance. If we were to have a critical failure, we would have a conversation with Metro on a plan to resolve.
- Commissioner Kryz-Rusoff requested a meeting to look at future budgets post-merger. Stroud responded we are not merging budgets at this time until we can study data and make informed decisions around possible future changes.

Attachments: [MERC Finance Report](#)

## **Venue Business Reports**



### Oregon Convention Center and Portland Expo Center

Cindy Wallace Executive Director, shared event updates, Expo and OCC venue manager recommendation work for merging teams, series of Expo Staff Town Hall events, Venue Collaboration project plan update, recent Travel Portland sales mission event held in Chicago, and DC sales mission will be held next week.

- Commissioner Kryz-Rusoff cited a recent article highlighting that California is expected to see a 9% decrease in international visitors and asked for more information around international conference attendance in Oregon. Wallace responded that we haven't seen any cancellations due to low attendance but do anticipate impacts from lower attended conferences. Overall, it will depend on the association. We will have more data around this topic as we enter FY26.

### Portland's 5 Centers for the Arts

Rachael Lembo Executive Director, shared booking and programming updates, Culture and Community Department Art Show showing now, volunteer celebration event, Director of Operations final interviews have been completed, and closed with a Performing Arts Venue Workgroup update.

- Commissioner Kryz-Rusoff praised Lembo on her work with the P5 Advisory Committee

### **Consent Agenda**

- **Consideration of the March 5, 2025, MERC Meeting Minutes**  
This item was approved.

Attachment: [MERC Meeting Minutes](#)

### **First Opportunity Target Area (FOTA) Audit**

Metro Auditor Brian Evans, Angela Owens

- Stroud provided a response noting management agrees with the recommendations. The 6 recommendations that focus on stabilizing the program include clarifying roles and responsibilities, updating program income eligibility, improve data collection and reporting, and deepening relationships with community-based organizations relied on for program outcomes. Our timeline for stakeholder engagement is proposed to begin after a stabilization period of 2 years.

Attachments: [FOTA Audit](#)

### **Travel Portland 2nd Quarter Report**

Megan Conway, President & CEO; James Jessie, Chief Sales Officer; Jackie Hagan, Director of Communications & Public Relations; Desiree Everett, VP of Convention Sales & Services

- Commissioner Kryz-Rusoff requested the 2025 *Portland, City on the Rise* messaging playbook
- Councilor Rosenthal asked about and recent tourism impacts around Portland's status as a sanctuary city. Megan Conway responded that she hasn't received any questions or comments on the topic from clients or partners around the country, but they are monitoring. Desiree Everett added one group did reach out and shared their relief around our status due to their attendees being Indigenous.

- Commissioner Penilton cited the 10% international business piece and asked what that translates to in dollars. Conway responded she need to get back with the international spend breakdown.
- Commissioner Penilton asked if we have seen any Covid-era cancellations rebooking their events. Jessie responded we are starting to see some rebooking now but did highlight the National Conference on Race and Equity had planned on hosting in Portland every 4-5 years were forced to cancel everything and close due to recent federal government actions.
- Commissioner Oxley asked Travel Portland to identify a consistent consumer sentiment around Portland that continues to be an issue. Conway shared that the Quarterly Consumer Seniment Report shows that general negative media and continued perception issues continue to linger.
- Councilor Rosenthal asked if there are issues around public transportation that need to be addressed. Conway shared they are tracking and understand TriMet is struggling with ridership and safety perceptions. We do give convention attendees transit passes to move around the city.

Attachments: [Travel Portland 2nd Quarter Report](#)

### **Expo Future Project Update**

Craig Stroud, General Manager, Visitor Venues

- Commissioner Kryz-Rusoff highlighted the uncertainty around project and budget planning with unknowns around tariffs and other federal actions.

Attachments: [Expo Future Update](#)

### **Adjourn**

There being no further business, Chair Stoudamire Phillips adjourned the meeting at 2:25 p.m.

- *Minutes submitted by Amy Nelson*

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**Resolution No. 25-05**

For the Purpose of Electing Metropolitan Exposition Recreation Commission Officers for Fiscal Year 2025-26.

**WHEREAS**, at the June 4, 2025 regular meeting of the Metropolitan Exposition Recreation Commission, the following Commissioners were nominated and elected as the Metropolitan Exposition Recreation Commission officers for a one year term, beginning July 1, 2025 and ending June 30, 2026:

**Chair: Karis Stoudamire-Phillips**  
**Vice Chair: Damien Hall**  
**Secretary-Treasurer: Deidra Krys-Rusoff**

**BE IT THEREFORE RESOLVED** that the above slate of officers of the Metropolitan Exposition Recreation Commission is hereby confirmed.

**Approved as to Form:**

**Carrie MacLaren, Metro Attorney**

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Chair

**By:**

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**Nathan A. S. Sykes, Deputy Metro Attorney**

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Secretary/Treasurer

TRAVEL  
**PORTLAND**

# 3RD QUARTER 2024-25 REPORT

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Highlights:

Executive Summary – Page 3



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



# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- For the 3rd Quarter, OCC realized more than \$1.9 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 29.6 to 1.
- Five new and two repeat OCC conventions were booked for future years worth more than \$4.9 million in OCC revenue and community economic impact more than \$16.5 million. Total Travel Portland bookings, including single hotel will result in more than \$34.4 million of economic impact.
- Across media outlets, Portland was included in 3,765 placements with a total impression of more than 82 billion that could potentially influence Portland as a business and leisure travel destination.
- In March, Travel Portland hosted its first Innovation Think Tank, which is an evolution of the Customer Advisory Board. Thirteen meeting planners joined Travel Portland and our new facilitator, Brad Weaver, conducted a destination SWOT analysis and shared industry feedback on our destination and our work.
- Travel Portland represented the tourism and hospitality industry in support of critical bills for our destination, including support of state funding for the James Beard Public Market, Major League Baseball and investment in infrastructure and signature events on Waterfront Park, and opposition for bills that would increase or modify permitted uses for transient lodging tax collections.

## TRENDS, SUCCESSES, OBSTACLES

- Total combined TLT/TID collection in FY25 YTD is \$17.0M, representing -3% year-over-year change, largely due to a soft 1st quarter collection, which was partially offset by a strong 2nd quarter collection based on summer business.
- Zero groups were lost due to safety and perception concerns.
- Bucking industry trends, TravelPortland.com generated a record-setting 3,763,518 visits from July-March. This marks a 17.2 percent increase vs. the same period last fiscal year.
- Travel Portland is engaged in conversations with the U.S. Travel Association and our research partners to monitor the impacts decisions out of Washington, D.C., may have on international travel, small local businesses, domestic travel trends and more. We attended our industry Capitol Hill fly in and the U.S. Travel Association board meetings in March to join discussions on key topics around international travel.

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$10,485,238	\$17 Million
2	ROI on future OCC business	4.1	3.1
3	Lead conversion	11.5%	17%
4	Services performance survey	3.9	3.8
5	Public relations/media	20	25
6	Community economic impact	33.1	10.7

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	20.6	21.0
5	International visitors against comp set*	2.0%	Within 20%
7	Total Media Placements	261	250
7	Total Media Engagements for Minority-Owned Businesses	1,583	825
8	Services Performance Survey	21	6/Year

\*Travel Portland is now reporting the actual difference in percentage points in international arrivals to its competitive set on 5-year rolling basis. Previously Travel Portland had reported its percentage of change in arrivals in the Executive Summary.



# EXECUTIVE SUMMARY

## HOTEL DEMAND

### COMPETITIVE SET COMPARISON

Smith Travel Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	53.3%	\$ 142.13	\$ 75.72
Denver	58.7%	\$ 181.30	\$ 106.46
Seattle	60.5%	\$ 150.37	\$ 91.01
Salt Lake city	67.8%	\$ 172.38	\$ 116.96
Nashville	71.9%	\$ 260.01	\$ 186.96
Austin	65.2%	\$ 178.48	\$ 116.41
Minneapolis	41.1%	\$ 148.26	\$ 61.00
San Francisco	56.5%	\$ 308.08	\$ 173.96

*\*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	53.3%	8.4%	\$ 142.13	-3.7%	\$ 75.72	4.4%	496,603	8.4%
Airport	57.3%	-2.7%	\$ 125.30	-4.5%	\$ 71.85	-7.0%	167,616	-3.8%
Eastside	59.6%	0.8%	\$ 98.20	-4.2%	\$ 58.52	-3.4%	26,332	0.8%
Jantzen Beach	53.6%	1.2%	\$ 103.33	-7.9%	\$ 55.36	-6.8%	69,969	1.2%
City of Portland +	54.6%	4.7%	\$ 129.50	-4.5%	\$ 70.77	0.0%	749,834	4.5%

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

REGION	LODGING TAX COLLECTIONS*			
	QUARTER 3			
TLT/TID				
	FY25 (\$)	FY25 (% of TLT)	CHANGE FY24 to FY25 (\$)	CHANGE FY24 to FY25 (%)
Central City	\$9,307,441	55%	\$74,053	1%
Airport	\$2,565,591	15%	(\$799,382)	-24%
Eastside	\$174,224	1%	\$48,474	39%
Jantzen Beach	\$856,588	5%	(\$130,076)	-13%
Subtotal	\$12,903,845	76%	(\$806,930)	-6%
Online Travel Agency	\$2,021,712	12%	\$521,145	35%
Short Term Rental	\$2,031,989	12%	(\$155,204)	-7%
Other	\$63,736	0%	(\$10,379)	-14%
Subtotal	\$4,117,437	24%	\$355,562	9%
Grand Total	\$17,021,281	100%	(\$451,368)	-3%

*\*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 24/25	\$ 17,284,046	\$ -	\$ 17,284,046
FY 25/26	\$ 14,486,337	\$ 1,121,479	\$ 15,607,816
FY 26/27	\$ 8,221,866	\$ 2,768,339	\$ 10,990,205
FY 27/28	\$ 3,515,964	\$ 2,265,747	\$ 5,781,711
FY 28/29	\$ 3,732,626	\$ 2,768,339	\$ 6,500,965
FY 29/30	\$ 3,523,911	\$ 2,265,747	\$ 5,789,658
FY 30/31	\$ 393,477	\$ 2,768,339	\$ 3,161,816
FY 31/32	\$ -	\$ 2,265,747	\$ 2,265,747
FY 32/33	\$ -	\$ 2,768,339	\$ 2,768,339
FY 33/34	\$ 727,661	\$ 2,265,747	\$ 2,993,408
FY 34/35	\$ 1,369,209	\$ 2,768,339	\$ 4,137,548
<b>TOTAL</b>	<b>\$ 53,255,097</b>	<b>\$ 24,026,162</b>	<b>\$ 77,281,259</b>

*\*FY 24/25 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 23/24 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: American Society for Engineering Education and United National Indian Tribal Youth.*

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	5	35	
Repeat OCC Bookings	2	6	
Total OCC Bookings	7	41	
Room Nights from OCC Bookings	13,310	94,002	
Future OCC Revenue Booked during FY 2024/25	\$4,993,889	\$17,791,685	
ROI OCC Bookings	\$ 4.3	\$ 4.1	3.1 to 1
Community Economic Impact from OCC Bookings	\$16,583,638	\$87,665,366	
Total Room Nights Booked	49,777	211,515	
Total Community Economic Impact from Bookings	\$ 34,444,459	\$ 144,615,293	
ROI on Total Community Economic Impact	\$ 29.6	\$ 33.1	10.7 to 1
OCC Revenue Realized During FY 2024/25*	\$ 1,915,023	\$ 10,485,238	\$17 Million

*\*OCC Revenue Realized includes the following meetings that occurred during quarter 3 at OCC, but the groups had not settled in OCC's accounting software (USD) at the time of reporting. They will be included in quarter 4 OCC revenue realized - Harbor Wholesale Foods, Food Northwest, Mary Kay, Inc., Forest Business Network, American Association for Anatomy, and Future Business Leaders of America - Phi Beta Lambda*




# CONVENTION SALES

OCC LEAD CONVERSION	
	As of April 1, 2025
Lead Conversion Percentage	11.5%
Benchmark / Annual Target -17%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2025					
	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29 and beyond
Current	51	33	16	7	14
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 21/22-24/25)	49	36	19	10	11

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 4,141,292	\$ 11,522,079
Travel Portland Contract Costs	\$ 1,163,050	\$ 4,367,185
ROI (Revenue / Costs)	3.6	2.6

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	40	160,934	127,650	\$ 22,582,713	\$ 111,610,235



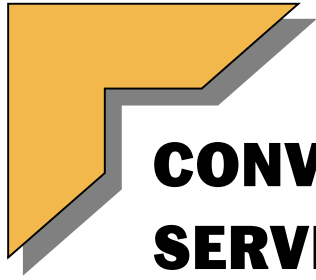
# CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	3rd Quarter	YTD
New Diverse/Minority Group Bookings	3	11
Total Diverse/Minority Group Bookings	3	11
Room Nights from Diverse/Minority Group Bookings	530	21,716
Diverse/Minority Group Leads	6	20
Diverse/Minority Group Lost Leads	5	12

For the third quarter of FY 2024/25, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$187,000. Booked groups included the following:

National Indian Child Welfare Association - June 2025	\$ 32,072
National Indian Child Welfare Association - September 2025	\$ 30,642
National Disability Rights Network	\$ 124,743

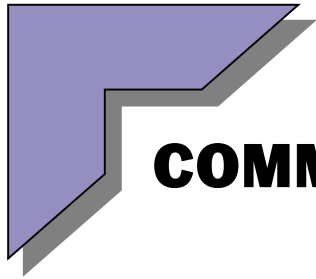
3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Aglow International	1	Conference Cancelled - Not Happening	2,335	1,200	\$ 223,984	\$ 1,219,758	9/7/25
Total OCC Cancellations	1		2,335	1,200	\$ 223,984	\$ 1,219,758	



## CONVENTION SERVICES

ACTIVITY DESCRIPTION	3RD QUARTER	YTD
OCC groups occurring during the quarter	15	37
Pre-convention attendance building - Site tours	17	41

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Fair = 2	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	3	0	0	0	1	4.0	3
Travel Portland convention services staff	4	0	0	0	0	4.0	4
Travel Portland collateral/promotional materials	3	0	0	0	1	4.0	3
Quality and user-friendliness of the Travel Portland website	3	0	0	0	1	4.0	3
Average rating for the quarter						4.0	
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?							
Amazing. This team treats us as if we are their only client and always makes us feel special. It's a great relationship and we're grateful.							
A+. We were welcomed with open arms and guided every step of the way. With us co-chairs in new leadership roles for this conference that our Chapter Association hosted several times in past years, we were entirely supported by the Travel Portland team.							
As mentioned before, Alenna is GREAT!							
I did not interact on the sales side as the contract predated me, but Crista was great. She was responsive on email in advance, made sure to check in with us regularly as the event got closer, and came on site multiple times I felt like she really took the time to understand what made our group unique and try to match the city's offerings to our interests.							
Completed Group Survey:							
Forest Business Network Association of Public Safety Communications Officials International Association for Student Conduct Administration Food Northwest							



# COMMUNICATION & PR

TOTAL MEDIA NARRATIVE	Q3	YTD
Placements	3,765	16,548
Impressions	82,620,630,379	314,003,307,656

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	Q3	YTD
Placements	3	25
Impressions	64,818	642,655

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.

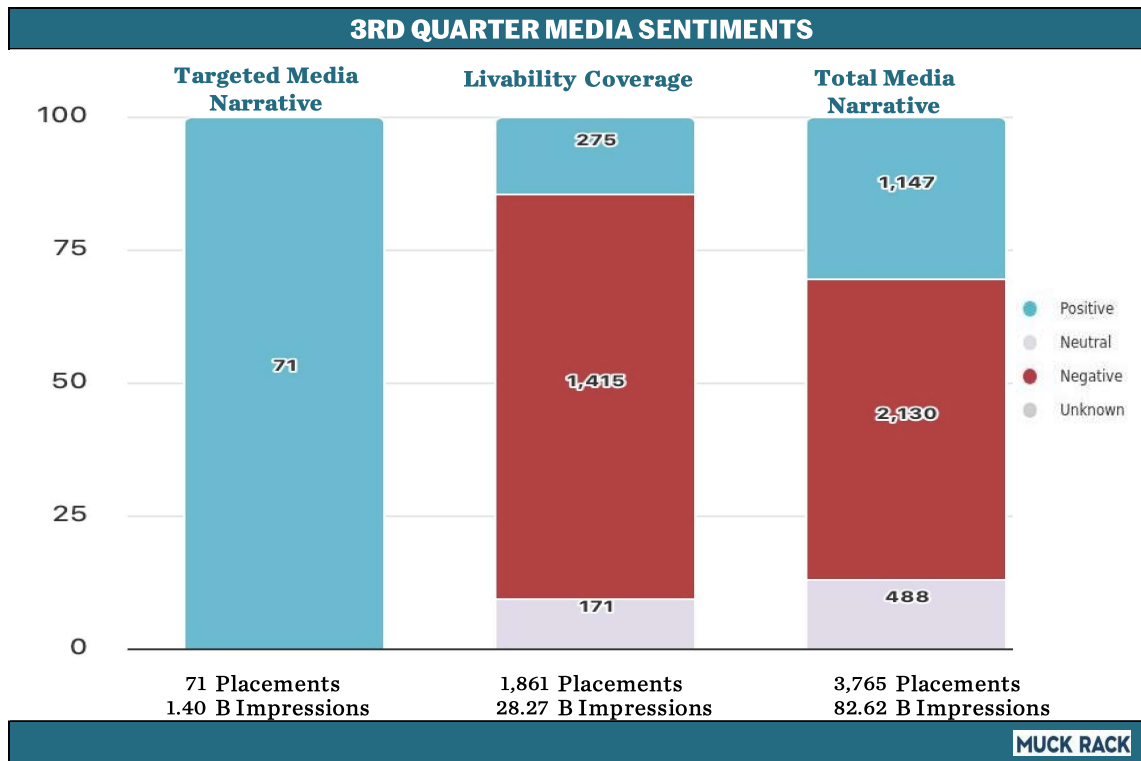
TARGETED MEDIA NARRATIVE	Q3	YTD	Target Goal
Placements	71	261	250
Impressions	1,395,716,574	6,295,474,581	

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*	Q3	YTD
Placements	0	0
Impressions	0	0

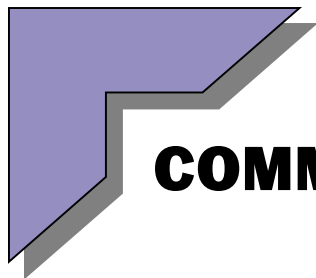
International print and online media outlets strategically targeted by Travel Portland's public relations efforts in international markets, including, but not limited to: United Kingdom, The Netherlands, Oceania and Canada.

\*International media results on hold for FY 24-25



MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q3	YTD	Target Goal
Engagements	208	1,583	825

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



# COMMUNICATION & PR

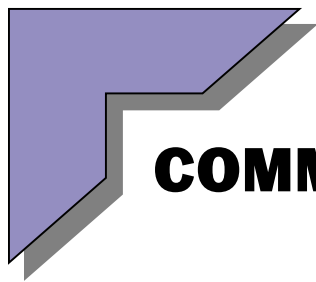
## 3RD QUARTER KEY MESSAGES PLACEMENTS & IMPRESSIONS

### TOTAL MEDIA NARRATIVE

Key Message	Articles	Unique Outlets	Average UVM
Q3 Total Media Narrative <small>Base term</small>	3,765	970	21,560,885
Neighborhoods	431	360	10,118,179
Family-Friendly	298	243	16,236,967
Culinary	122	104	28,738,430
Shopping	104	71	45,466,317
Outdoors	76	67	29,527,267
Diversity	45	37	72,532,078
Arts & Culture	17	11	99,411,409
Festivals & Events	11	9	39,206,885
Activities & Attractions	8	7	155,055,651
Hotels & Lodging	5	4	179,960,836

### NEGATIVE LIVABILITY ISSUES

Key Message	Articles	Unique Outlets	Average UVM
Q2NegativeLivability.Final <small>Base term</small>	1,861	683	15,097,743
Crime	731	423	12,737,541
Protest	504	390	17,988,264
Safety	331	231	15,640,625
travel	191	97	10,413,306
Homelessness	172	82	19,103,086
Fentanyl	97	86	39,105,606
Drug use	96	88	24,635,795
Camping	43	28	35,891,258
garbage	22	19	56,597,139
graffiti	15	14	61,257,247



# COMMUNICATION & PR

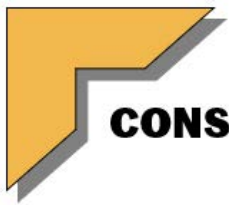
ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
January 2025	Smart Meetings	Smart Moves at Travel Portland, Metro Toronto Convention Center and More	Online	10,409	1
January 2025	Smart Meetings	Notes from the Road: Portland	Print	44,000	1
January 2025	Smart Meetings	Notes from the Road: Portland	Online	10,409	1
Total				64,818	3

*\*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
January 2025	Biz Bash	No Sales Tax? Yes Please: Get more out of your meeting with Portland's 0% sales tax.	Online	77,102
January 2025	Black Meetings & Tourism	Sipping and Savoring with Soul: Portland's Black-owned Food and Drink Scene	Online	736
January 2025	Skift	Portland's Destination Appeal Beyond the Meeting Room	Online	374,077
Total				451,915

PITCHES DELIVERED	
1	Megan Conway for Smart Meetings' Knowledge Exchange Series
2	Smart Meetings Follow-up after Portland FAM
3	Portland as an ideal destination for the Gen Z traveler
4	Quirky Portland Event Amenities like Art Vending Machines and Therapy Llamas
5	Portland Offers a People-First Approach to Meetings & Events
6	Most Sustainable Convention Centers
7	Literary Portland: Bringing #BookTok to Life
8	Invitation to NYC-based MERC journalists to chat all things Portland
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	

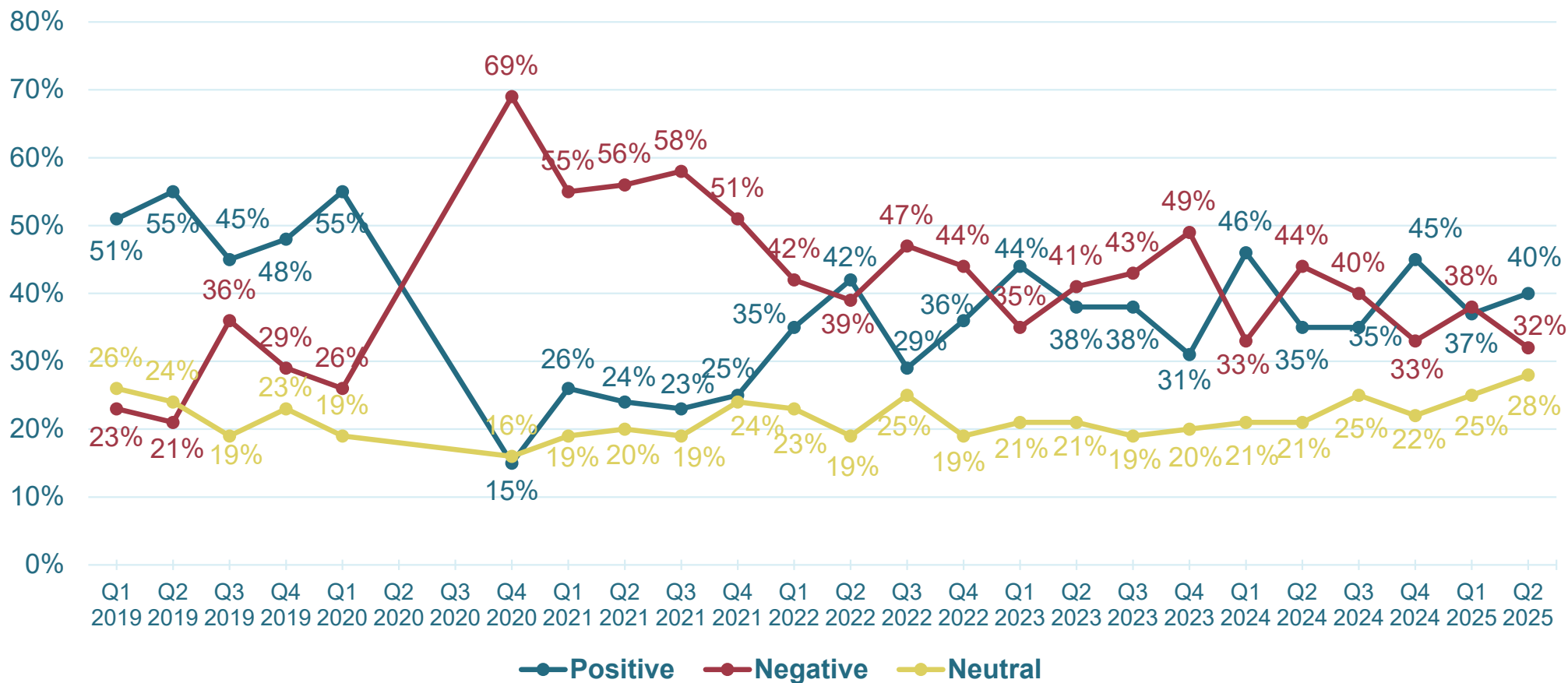


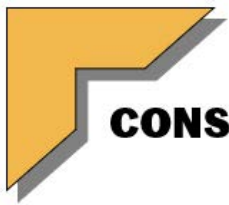


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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

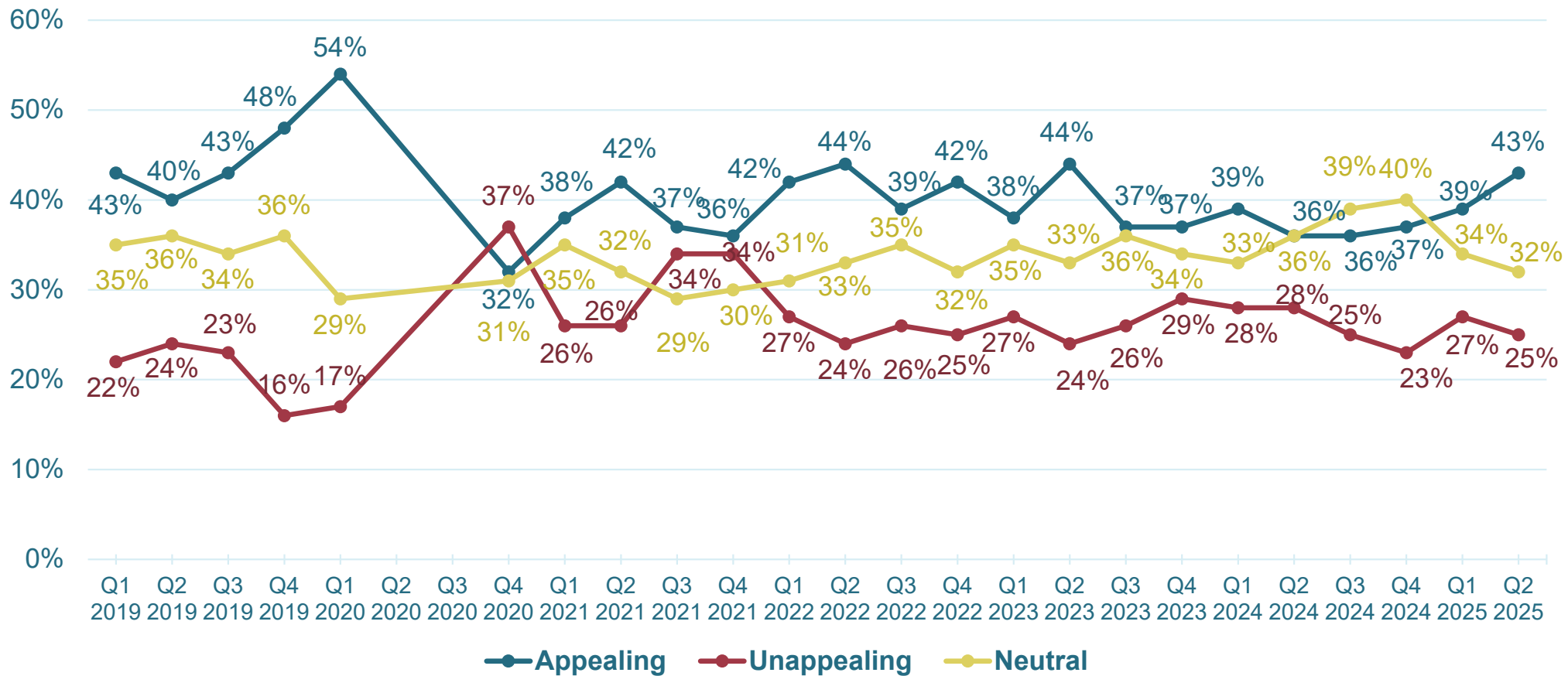


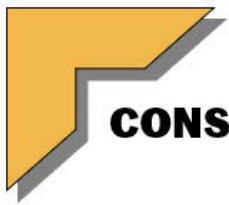


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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

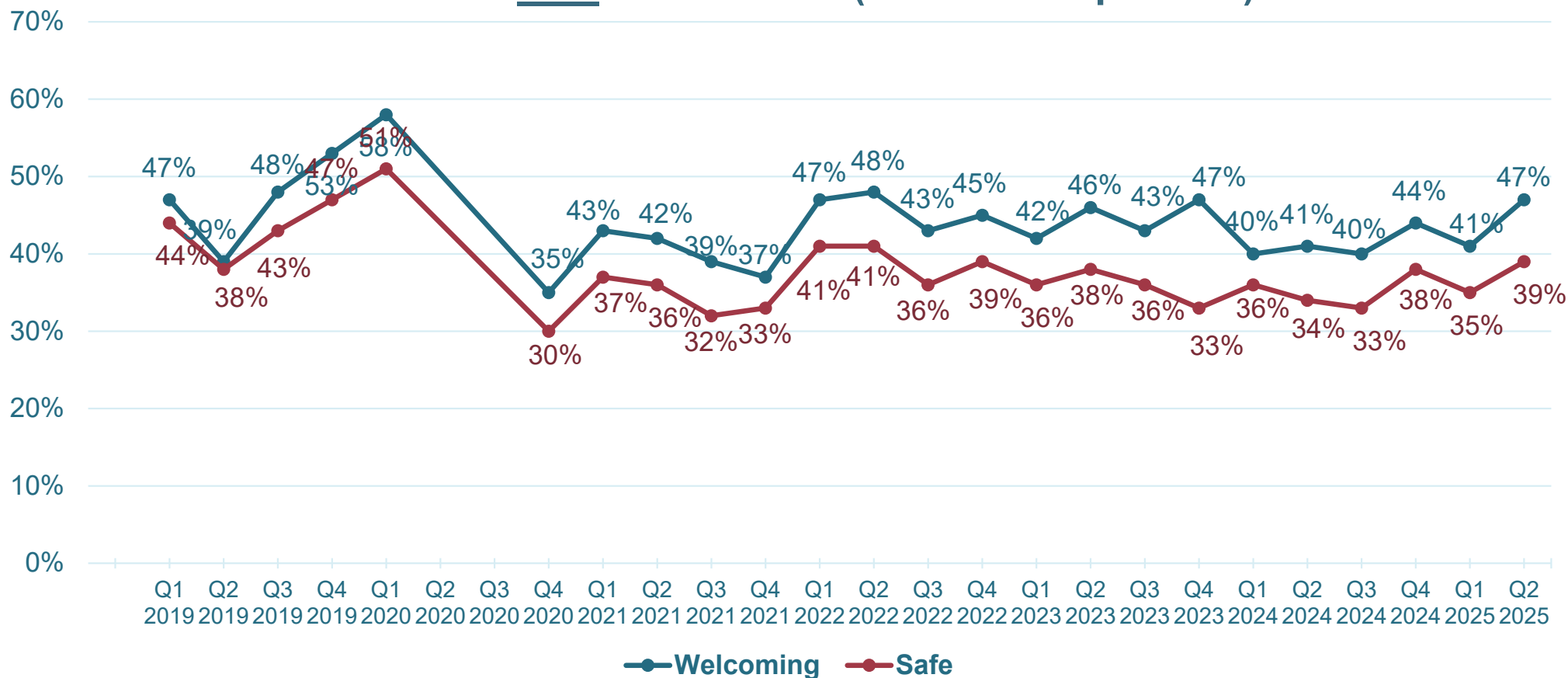


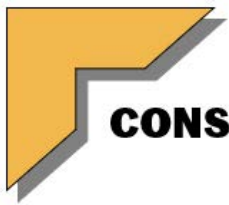


## PORTLAND CONSUMER RESEARCH

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

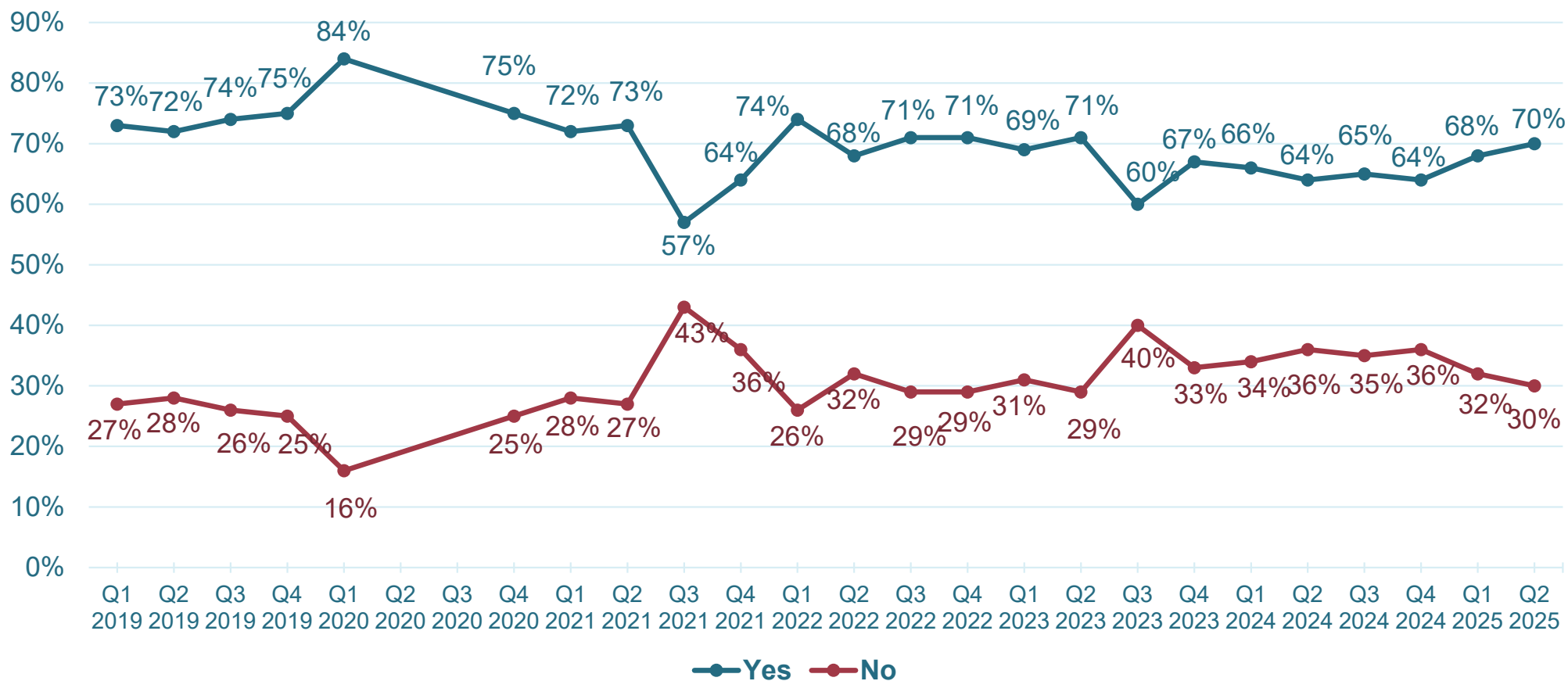
Q: Portland is a safe destination. (AGREE - Top 2 Box)





## PORTLAND CONSUMER RESEARCH

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





# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	3rd Quarter	YTD
Visits	941,708	3,763,518
International Visits	49,974	209,316
Referrals	137,691	532,500
Business and Event Detail Views	455,950	1,737,815
TravelPortland.com/meetings		
Venue Finder Page Views*	3,705	7,220

Source: Google Analytics

INTERNATIONAL TOURISM			
International Visits/Arrivals*	2nd Quarter	4th Quarter	Goal
Portland**	-15.0%	N/A	within 20% Comp Set
Competitive Set***	-13.0%	N/A	
International Visitors Comparison to Comp Set****	2.0%	N/A	

\*Source: Tourism Economics - An Oxford 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, Minneapolis

\*\*\*\*This number represents the difference in actual percentage points on International Arrivals from between Portland and its competitive set on a five year rolling basis.

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



DIVERSITY EMPLOYMENT STATISTICS 2024-25					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	March 31, 2025		Third Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	5	12	42%	40-60%	Monitor
First/Mid Level Manager	8	11	73%	40-60%	Monitor
Professionals	16	22	73%	40-60%	Monitor
Sales Workers	8	10	80%	40-60%	Monitor
Admin Support Workers	13	18	72%	40-60%	Monitor
Total	50	73	68%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	4	12	33%	15-33%	Monitor
First/Mid Level Manager	2	11	18%	15-33%	Monitor
Professionals	7	22	32%	15-33%	Monitor
Sales Workers	5	10	50%	15-33%	Monitor
Admin Support Workers	10	18	56%	15-33%	Monitor
Total	28	73	38%	15-33%	Monitor
This report is based on current full and part-time staff.					



## FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2024-25

### 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	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	Oregon Destination Assn
Current Employees residing in MERC FOTA		14	

### PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$	2,788,553
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### PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1779	353	295	354

### MWESB PURCHASING PARTICIPATION FY 2024-25 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$344,780	\$4,658,532	7%
Self-Reported	\$792,620	\$4,658,532	17%
<b>Total</b>	<b>\$1,137,400</b>	<b>\$4,658,532</b>	<b>24%</b>

For the last 36 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**

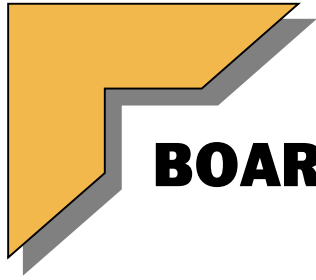
	Annual Budget	MERC QTR Ending 03-31-25	TID/TLT QTR Ending 03-31-25	Subtotal QTR Ending 03-31-25	Sum MERC YTD 06-30-25	Sum TID/TLT YTD 06-30-25	Sum of YTD 06-30-25	Percent
<b>Expenses</b>								
<u><b>MERC Supported - Professional Services</b></u>								
<b>Professional Services</b>								
<u><b>Convention Sales</b></u>								
<u><b>Direct Sales:</b></u>								
Subtotal - Convention Sales Professional Services	1,859,725	450,797	150,397	601,193	1,480,649	239,869	1,720,518	92.51%
<u><b>Program Support</b></u>								
Subtotal - Program Support	278,959	69,740	0	69,740	209,220	0	209,220	75.00%
<u><b>Research</b></u>								
Subtotal - Reserach Professional Services	88,725	15,356	25,594	40,950	88,725	25,594	114,319	128.85%
<u><b>Convention Services</b></u>								
Subtotal - Convention Services Professional Services	268,025	29,506	74,478	103,984	191,225	85,383	276,608	103.20%
<u><b>Other Contractual Professional Services</b></u>								
Subtotal - Other Contractual Professional Services	333,825	66,111	77,066	143,177	274,996	127,411	402,407	120.54%
 <i>Total - MERC Supported - Professional Services</i>	 2,829,259	 631,510	 327,535	 959,044	 2,244,814	 478,257	 2,723,070	 96.25%
<u><b>Other Non-Contractual Professional Services</b></u>								
<i>Total - Other Non-Contractual Professional Services</i>	0	0	63,226	63,226	0	160,898	160,898	0.00%
 <u><b>Convention Sales - MERC Supported Program of Work</b></u>								
<u><b>Sales Calls, Trips and Missions</b></u>								
Subtotal - Sales Calls, Trips and Missions	220,000	141,499	0	141,499	147,568	0	147,568	67.08%
<u><b>Multicultural Sales Efforts</b></u>								
Subtotal - Multicultural Sales Efforts	120,000	0	169	169	68,984	474	69,458	57.88%
<u><b>Trade Shows and Industy Events</b></u>								
Subtotal - Industry Trade Shows and Events	865,500	175,035	29,186	204,221	690,568	43,552	734,120	84.82%
<u><b>Familiarization Tours &amp; Site Visits</b></u>								
Subtotal - Familiarization Tours	440,000	67,569	0	67,569	274,122	0	274,122	62.30%
<u><b>Other Programs</b></u>								
Subtotal - Other Programs	244,000	62,713	7,279	69,992	197,707	7,279	204,986	84.01%
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>1,889,500</i>	<i>446,815</i>	<i>36,634</i>	<i>483,450</i>	<i>1,378,949</i>	<i>51,305</i>	<i>1,430,254</i>	<i>75.69%</i>
 <b>Other Departments - MERC Supported POW</b>								
<u><b>Convention Services - Other Programs</b></u>								
Subtotal - Con Svcs - Other Programs	125,000	13,825	67,520	81,345	114,712	97,783	212,495	170.00%
<u><b>Research - Other Programs</b></u>								
Subtotal - Research - Other Programs	100,000	0	177,832	177,832	100,000	233,265	333,265	333.27%
<u><b>DEI - Other Programs</b></u>								
Subtotal - DEI - Other Programs	125,000	38,850	0	38,850	123,210	0	123,210	98.57%
<u><b>Communications/PR</b></u>								
Subtotal - Comm/PR - Other Programs	125,000	32,050	16,250	48,300	122,259	23,916	146,175	116.94%
<u><b>Marketing</b></u>								
Subtotal - Marketing - Other Programs	283,241	0	434,336	434,336	283,241	987,780	1,271,021	448.74%
<i>Total Other Depts MERC Supported Program of Work</i>	<i>758,241</i>	<i>84,725</i>	<i>695,939</i>	<i>780,664</i>	<i>743,423</i>	<i>1,342,744</i>	<i>2,086,166</i>	<i>275.13%</i>
 <i>Grand Total</i>	<i>5,477,000</i>	<i>1,163,050</i>	<i>1,123,334</i>	<i>2,286,384</i>	<i>4,367,185</i>	<i>2,033,204</i>	<i>6,400,389</i>	<i>116.86%</i>

Income Statement - Year to Date  
As of March 31, 2025

	Year To Date 03/31/2024		Year To Date 03/31/2025		Year Ending 06/30/2024	Year Ending 06/30/2025
	Actual (PYTD)	Actual YTD	Budget YTD	Variance	Actual (Prior Year)	Revised Budget
<b>Revenue</b>						
City/County Lodging Tax (1%)	4,239,986	4,011,199	4,388,557	(377,358)	5,400,785	5,502,405
Tourism Improvement District (TID=2% + 1%)	13,655,297	13,600,926	13,887,836	(286,910)	17,525,506	17,533,636
MERC (OCC Contract)	4,023,375	4,107,750	4,083,336	24,414	5,364,500	5,444,500
Partnership Dues	194,513	94,041	145,885	(51,844)	210,742	194,513
Fees Earned & Other Income	1,070,244	383,263	493,880	(110,617)	1,269,640	658,511
EDA Grant	283,410	0	0	0	385,550	0
Cooperative Programs	6,700	3,000	0	3,000	-2,225	0
Regional RCTP (from Travel Oregon)	1,547,377	1,594,220	1,542,906	51,314	2,003,027	2,057,210
Cultural Tourism	174,543	187,720	205,317	(17,597)	253,458	273,756
Travel Oregon Grant	0	497,000	375,003	121,997	100,000	500,000
<b>Total Revenue</b>	<b>25,195,446</b>	<b>24,479,120</b>	<b>25,122,720</b>	<b>(643,600)</b>	<b>32,510,983</b>	<b>32,164,530</b>
<b>Expenses</b>						
Convention Sales Expenses	5,419,969	5,241,856	5,147,280	94,576	7,011,095	6,782,958
Research Expenses	368,967	486,857	520,101	(33,244)	477,426	585,125
Marketing Expenses	6,260,098	7,504,974	8,166,177	(661,203)	11,239,184	10,891,609
Convention Services	727,398	811,950	852,282	(40,332)	995,812	1,096,350
Events	295,862	285,175	464,544	(179,369)	580,390	619,375
International Tourism	1,088,763	1,062,939	1,349,739	(286,800)	1,726,047	1,849,642
Communications & PR	940,369	933,236	725,481	207,755	1,252,347	1,067,265
RCTP	1,596,243	1,606,503	1,542,924	63,579	2,003,027	2,057,210
Destination Stewardship	0	1,253,592	1,433,187	(179,595)	1,396,318	615,038
Community Engagement	918,137	320,503	461,259	(140,756)		1,910,900
Visitor Services	393,351	572,135	499,401	72,734	581,906	665,876
Diversity, Equity & Inclusion	442,350	402,707	455,553	(52,846)	593,755	607,410
Administration	3,174,534	4,667,165	3,995,541	671,624	4,204,727	5,905,730
<b>Total Expenses</b>	<b>21,626,041</b>	<b>25,149,591</b>	<b>25,613,469</b>	<b>(463,878)</b>	<b>32,062,034</b>	<b>34,654,488</b>
<b>Total Net Surplus/(Deficit)</b>	<b>3,569,406</b>	<b>(670,471)</b>	<b>(1,115,100)</b>	<b>444,629</b>	<b>448,949</b>	<b>(2,489,958)</b>

Balance Sheet  
Statement of Financial Position

	Period Ending 02/28/2025	Year To Date 03/31/2025		Prior Year To Date 03/31/2024	
	Prior Period YTD	Current YTD	Change MTM	Prior YTD	Change YOY
<b>Assets</b>					
Cash and Cash Equivalents	5,892,447	5,969,450	1 %	9,332,773	(36) %
Investments	5,913,039	5,821,008	(2) %	5,467,828	6 %
Accounts Receivable	2,474,013	1,549,460	(60) %	1,162,727	33 %
Prepaid Assets	1,561,911	1,536,261	(2) %	1,524,234	1 %
Fixed Assets, net	1,284,486	1,262,127	(2) %	1,616,575	(22) %
Other Assets	3,408,558	3,408,829	0 %	3,852,045	(12) %
<b>Total Assets</b>	<b>20,534,454</b>	<b>19,547,135</b>	<b>(5) %</b>	<b>22,956,183</b>	<b>(15) %</b>
<b>Liabilities and Net Assets</b>					
Liabilities					
Accounts Payable & Accrued Expenses	4,123,990	4,244,962	3 %	4,371,107	(3) %
Accrued Personnel	3,392,565	3,466,529	2 %	2,681,936	29 %
Deferred Revenue	813	6,353	87 %	187,317	(97) %
Other Fiduciary Liabilities - RCTP/Grant	759,161	643,522	(46) %	511,161	1 %
<b>Total Liabilities</b>	<b>8,276,529</b>	<b>8,361,365</b>	<b>(0) %</b>	<b>7,751,521</b>	<b>6 %</b>
<b>Net Assets</b>					
Undesignated	(7,474,908)	7,474,908	0 %	(7,025,958)	6 %
Board Designated	(4,381,333)	4,381,333	0 %	(4,381,333)	0 %
YTD Net Change	401,685	(670,471)	174 %	3,797,370	(114) %
<b>Total Net Assets</b>	<b>(12,257,926)</b>	<b>11,185,769</b>	<b>(8) %</b>	<b>(15,204,662)</b>	<b>(26) %</b>
<b>Total Liabilities and Net Assets</b>	<b>20,534,454</b>	<b>19,547,135</b>	<b>(5) %</b>	<b>22,956,183</b>	<b>(15) %</b>



# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andrejic	Dragan	The Nines Hotel		
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		
Bramlett	Tiquette	Our Legacy Harvested		
Brim-Edwards	Julia	Multnomah County		
Brown	Jeff	Hotel Eastlund		
Browne	Marie	The Ritz-Carlton Portland		
Burnett	Becky	Host2Host/Hive Hospitality		
Cairo	Michelle	Olympia Provisions		
Daley	Mike	PM Hotel Group		
Davis	Heather	Portland Timbers		
Faustin	Bertony	Abbey Creek Vineyard		
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		Multicultural Tourism Advisory Committee
Hawkins	Rick	Geffen Mesher	Treasurer	Budget and Finance Committee
Huffman	Kurt	ChefStable	Chair-elect	
Lang	Brian	Hyatt Regency Portland at the Oregon Convention Center	Vice Chair	
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crowne Plaza Portland - Downtown Convention Center		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront	Past Chair	Tourism Improvement District Committee
McLeod	Mike	Hilton Portland Downtown & The Duniway		
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC	Chair	
Simpson	Ashton	Metro		
Stansbury	Todd	Enterprise Mobility		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	David	Doubletree by Hilton Hotel Portland		Convention Sales Steering Committee
Weston	Linda	Rapporto		Nominating Committee, Partner Services Committee
Wilson	Keith	City of Portland		