
MERC Commission Meeting

June 5, 2024
12:30 pm

Oregon Convention Center
Room F150

Metro respects civil rights

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

Thông báo về sự Metro không kỳ thị của

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

Повідомлення Metro про заборону дискримінації

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

Metro 的不歧视公告

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

Ogeysiiska takooris la'aanta ee Metro

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

Metro의 차별 금지 관련 통지서

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

Metroの差別禁止通知

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

ការម Metro
ការគោរពសិទ្ធិពលរដ្ឋរបស់ ១ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro
ឬដើម្បីទទួលបានការបណ្តឹង រឿងអំពីសូមចូលទស្សនាគេហទំព័រ
www.oregonmetro.gov/civilrights
បើលោកអ្នកត្រូវការអនុបកប្រែភាសានៅពេលអង្គ
បុណ្យសាធារណៈ សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 រឿងអស់ម៉ោង 5 ល្ងាច
ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃ
មុនថ្ងៃបុណ្យសាធារណៈ ឲ្យគេសម្របសម្រួលសំណើរបស់លោកអ្នក

إشعار بحقوق مدني من Metro

تحتزم Metro الحقوق والمدنية للمزيد من المعلومات حول برنامج Metro لحقوق والمدنية أو لإبداء شكوى خذات مديري رجي زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، ي ج ب ع ل ي ك الاتصال مقدم ب ر ق ل ه ا ت ف 503-797-1890 من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة قبل خمسة () 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. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro

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

Avizul Metro privind nediscriminarea

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

Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

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



Karis Stoudamire-Phillips
Chair

Damien Hall
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Dañel Malán

Chris Oxley

Deanna Palm

David Penilton

Meeting Agenda

June 5, 2024

12:30 to 2:30 p.m.

Oregon Convention Center Room F150

Zoom | Webinar ID: 876 0728 2304

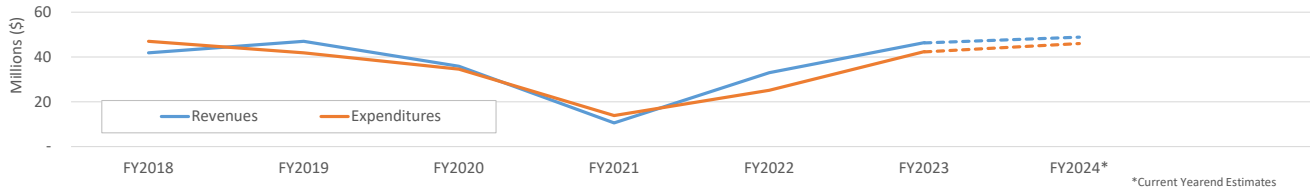
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|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:30 p.m. | Call to Order and Roll Call |
| 12:35 | Citizen Communication |
| 12:40 | Commission / Council Liaison Communications |
| 12:45 | General Manager Communications
Steve Faulstick |
| 12:50 | Financial Update
Ashley Sloan |
| 12:55 p.m. | Venue Business Reports
Craig Stroud, Robyn Williams, Matthew Rotchford |
| 1:15 | Consent Agenda <ul style="list-style-type: none">Record of MERC Actions, April 3, 2024 |
| 1:20 | Action Agenda
Resolution 24-03: For the Purpose of Electing
Metropolitan Exposition Recreation Commission
Officers for Fiscal Year 2024-25. |
| 1:25 | Keller Project Update
Karl Lisle |
| 1:40 | Travel Portland 3rd Quarter Report
James Jessie, Angela Nelson |

MERC Commission Meeting

June 5, 2024
12:30 pm

Financial Report

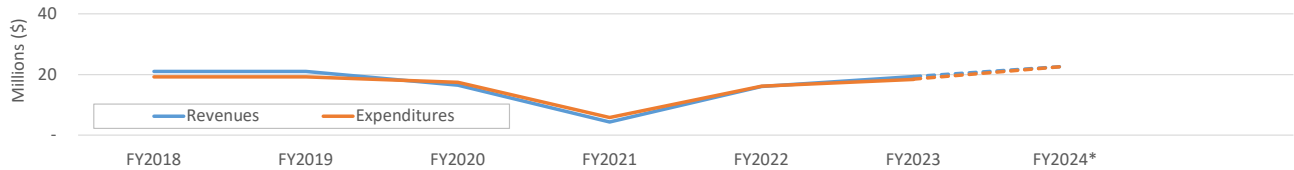
OREGON CONVENTION CENTER



Current Fiscal Year 2023-24						Prior Fiscal Year		Year over Year	
OPERATIONS	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual	Year over Year	
								% Change	\$ Change
REVENUES									
Charges for Services									
Food & Beverage	13,104,532	15,342,998	15,549,282	2,444,750	117%	11,365,020	15,441,444	26%	3,977,978
Facility Rentals	5,759,734	4,743,611	5,689,734	(70,000)	82%	4,087,606	5,123,481	14%	656,005
Audio Visual	3,000,000	2,834,335	3,410,890	410,890	94%	1,604,449	2,097,580	43%	1,229,886
Parking Revenue	2,312,500	1,840,938	2,104,253	(208,247)	80%	1,478,368	1,656,752	20%	362,570
All Other (Utility, Telecom, Etc.)	4,249,914	3,989,186	4,712,827	462,913	94%	4,136,987	5,095,418	-4%	(147,801)
Local Government Shared Revenues									
Lodging Excise Tax	14,901,200	9,302,783	14,461,297	(439,903)	62%	9,393,439	10,750,661	-1%	(90,656)
Visitor Facilities Trust Account	1,841,250	-	1,841,250	-	0%	-	-	-	-
Contributions from Private Sources									
Grants	-	229,134	405,134	405,134	-	121,870	316,052	47%	107,265
Interest Earnings	403,360	548,489	671,923	268,563	136%	300,994	435,670	45%	247,495
Miscellaneous Revenue	17,001	53,979	52,222	35,221	318%	60,229	66,094	-12%	(6,249)
REVENUE TOTAL	45,589,491	38,885,454	48,898,812	3,309,321	85%	32,548,962	40,983,151	16%	6,336,492
EXPENDITURES									
Food & Beverage	10,562,515	11,388,634	12,381,255	1,818,740	108%	7,732,998	8,988,900	32%	3,655,637
Administration	1,852,143	1,279,459	1,590,539	(261,604)	69%	952,599	1,197,026	26%	326,860
Strategy & Business Development									
Marketing & Sales	6,583,516	5,731,164	6,833,389	249,873	87%	5,304,121	6,034,764	7%	427,043
Admissions	369,878	273,187	345,074	(24,804)	74%	168,862	239,974	38%	104,324
Ticket Services	69,617	18,468	23,559	(46,058)	27%	22,641	24,348	-23%	(4,173)
Guest Experience	682,357	487,421	501,339	(181,018)	71%	282,202	304,044	42%	205,219
Parking	1,634,743	673,026	775,467	(859,276)	41%	383,824	505,053	43%	289,202
Facilities & Operations									
Facility Management	6,131,119	3,993,508	5,322,446	(808,673)	65%	3,382,014	4,904,968	15%	611,494
Utility Services	1,108,350	982,112	1,341,360	233,010	89%	1,216,040	1,456,164	-24%	(233,927)
Audio Visual	2,879,543	2,204,456	2,692,558	(186,985)	77%	1,224,906	1,500,216	44%	979,549
Telecommunications	729,284	470,963	624,274	(105,010)	65%	350,452	467,829	26%	120,511
Event Services									
Setup	4,323,569	3,251,945	4,076,124	(247,445)	75%	2,410,978	3,122,978	26%	840,967
Event Operations	1,453,200	936,933	1,298,396	(154,804)	64%	854,009	1,064,376	9%	82,924
Public Safety	2,340,121	1,884,625	2,408,085	67,964	81%	1,286,868	1,719,447	32%	597,757
Non-Dept.									
Trimet	738,750	170,625	341,250	(397,500)	23%	147,875	295,750	13%	22,750
CAP Transfers	5,541,036	4,617,520	5,541,036	-	83%	4,496,520	5,395,824	3%	121,000
EXPENDITURE TOTAL	46,999,741	38,364,047	46,096,150	(903,591)	82%	30,216,909	37,221,662	21%	8,147,138

FY2023-24 Capital Projects						FY2023 Capital Projects	
	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal Year)	Year-End Estimate	Over / (Under) Budget	% Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual
EXPENSES	8,434,843	2,748,670	4,700,000	(3,734,843)	33%	853,296	1,337,450
NET	(6,774,488)	(2,472,490)	(3,159,645)			(853,296)	(1,337,450)
FY2022-23 Beginning Fund Balance				22,934,551			
Projected Change in Fund Balance				(356,983)			
Projected Ending Fund Balance				22,577,568			

PORTLAND'S PERFORMING ARTS VENUES



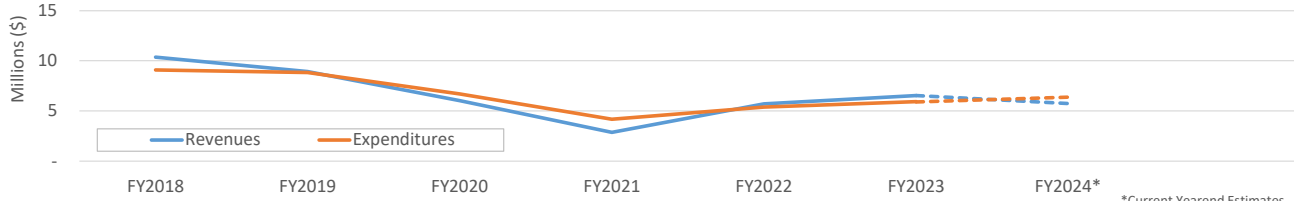
*Current Yearend Estimates

Current Fiscal Year 2023-24						Prior Fiscal Year		Year over Year	
OPERATIONS	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual	% Change	\$ Change
								REVENUES	
Charges for Services									
Ticket Services	6,402,534	6,240,157	7,310,821	908,287	97%	5,240,654	6,138,272	16%	999,503
Production Services	3,348,000	2,144,845	2,685,309	(662,691)	64%	2,097,108	2,658,091	2%	47,737
Booking & Sales	2,200,000	1,968,059	2,337,955	137,955	89%	1,644,588	1,973,980	16%	323,471
Promoted Shows (P5 Presents)	1,532,500	969,599	1,062,909	(469,591)	63%	720,802	739,537	26%	248,798
Admissions	2,427,088	1,211,557	1,476,450	(950,638)	50%	1,006,054	1,229,317	17%	205,503
Food & Beverage	1,497,160	1,372,919	1,585,883	88,723	92%	1,121,748	1,270,714	18%	251,171
All Other	816,485	1,646,377	1,997,993	1,181,508	202%	1,326,285	1,604,109	19%	320,092
Local Government Shared Revenues									
Lodging Excise Tax	1,603,971	1,016,456	1,579,816	(24,155)	63%	1,020,651	1,168,121	0%	(4,196)
Visitor Facilities Trust Account	570,000	-	570,000	-	0%	-	-	-	-
Contributions from Governments	1,119,400	559,700	1,133,762	14,362	50%	526,792	1,053,584	6%	32,908
Contributions from Private Sources	190,955	-	190,955	-	0%	10,000	10,000	-	(10,000)
Grants	-	-	-	-	-	6,300	7,000	-	(6,300)
Interest Earnings	176,000	663,311	795,891	619,891	377%	319,625	457,634	52%	343,686
Miscellaneous Revenue	63,895	26,866	29,304	(34,591)	42%	(6,556)	(3,924)	124%	33,422
REVENUE TOTAL	21,947,988	17,819,845	22,757,049	809,061	81%	15,034,050	18,306,435	16%	2,785,795
EXPENDITURES									
Administration	1,311,678	1,050,812	1,286,722	(24,956)	80%	994,025	1,209,868	5%	56,788
Sales & Promotion									
Booking & Sales	494,770	396,774	518,368	23,598	80%	331,450	414,825	16%	65,324
Marketing & Advertisement	419,046	246,918	313,991	(105,055)	59%	320,364	391,914	-30%	(73,446)
Promoted Shows (P5 Presents)	1,348,008	941,750	1,061,758	(286,250)	70%	703,321	730,766	25%	238,429
Culture & Community	684,829	432,411	540,228	(144,601)	63%	226,043	291,208	48%	206,369
Facility Operations									
Maintenance & Custodial	4,929,245	4,157,825	5,232,116	302,871	84%	3,452,794	4,516,994	17%	705,031
Security	1,287,644	935,252	1,139,233	(148,411)	73%	561,995	677,178	40%	373,257
Event Services									
Event Coordination	1,275,835	695,482	883,030	(392,805)	55%	469,482	637,842	32%	226,000
Production Services	3,451,503	2,826,412	3,535,490	83,987	82%	2,315,441	3,015,986	18%	510,972
Front of House	2,227,853	1,541,202	1,913,559	(314,294)	69%	1,033,688	1,322,747	33%	507,514
Volunteer Services	143,778	94,969	122,001	(21,777)	66%	82,365	103,691	13%	12,604
Ticket Services	2,582,571	2,233,102	2,726,858	144,287	86%	1,904,001	2,156,271	15%	329,101
Food & Beverage	100,000	70,729	79,524	(20,476)	71%	12,030	12,771	83%	58,699
Non-Dept. (Ctrl Svcs. & VFTA Exp.)	3,353,963	2,794,970	3,353,964	1	83%	2,078,220	2,492,855	26%	716,750
EXPENDITURE TOTAL	23,610,723	18,418,609	22,706,842	(903,881)	78%	14,485,218	17,974,916	21%	3,933,392

FY2023-24 Capital Projects						FY2023 Capital Projects	
	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal Year)	Year-End Estimate	Over / (Under) Budget	% Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual
REVENUES	500,000	-	-	(500,000)	0%	700,000	850,000
EXPENSES	6,575,000	3,930,994	5,645,000	(930,000)	60%	1,523,321	1,722,805
NET	(6,075,000)	(3,930,994)	(5,645,000)			(823,321)	(872,805)

FY2022-23 Beginning Fund Balance	14,274,666
Projected Change in Fund Balance	(5,594,793)
Projected Ending Fund Balance	8,679,873

PORTLAND EXPO CENTER



OPERATIONS	Current Fiscal Year 2023-24					Prior Fiscal Year		Year over Year	
	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual	% Change	\$ Change
REVENUES									
Charges for Services									
Food & Beverage	494,240	405,113	485,276	(8,964)	82%	440,307	487,861	-9%	(35,193)
Facility Rentals	1,793,982	1,719,680	1,865,741	71,759	96%	1,858,722	2,062,015	-8%	(139,042)
Parking Revenue	1,504,606	1,329,099	1,517,510	12,904	88%	1,534,791	1,699,268	-15%	(205,692)
All Other	1,165,656	1,029,126	1,321,075	155,419	88%	1,030,573	1,172,699	0%	(1,447)
Local Government Shared Revenues									
Visitor Facilities Trust Account	431,250	-	431,250	-	0%	-	-	-	-
Interest Earnings	61,527	72,502	101,532	40,005	118%	44,188	65,334	39%	28,314
Miscellaneous Revenue	77,500	30,898	33,795	(43,705)	40%	88,466	97,411	-186%	(57,567)
Transfers-R	-	-	-	-	-	480,000	480,000		(480,000)
REVENUE TOTAL	5,528,761	4,586,418	5,756,179	227,418	83%	5,477,046	6,064,588	-19%	(890,628)
EXPENDITURES									
Administration	596,056	445,037	560,020	(36,036)	75%	379,419	467,914	15%	65,617
Sales & Marketing	367,630	251,008	321,621	(46,009)	68%	203,775	267,475	19%	47,233
Facility Operations	2,387,823	1,621,510	1,976,723	(411,100)	68%	1,425,166	1,799,579	12%	196,344
Special Services	551,847	370,901	479,426	(72,421)	67%	357,754	421,832	4%	13,147
Event Coordination	442,416	374,997	478,862	36,446	85%	330,565	402,230	12%	44,432
Admissions	82,865	66,127	82,158	(707)	80%	58,484	71,707	12%	7,643
Ticket Services	180,305	(27,126)	181,055	750	-15%	139,233	146,299	613%	(166,359)
Food & Beverage	41,000	10,634	11,847	(29,153)	26%	3,040	3,040	71%	7,594
Parking	349,308	459,352	376,033	26,725	132%	206,634	280,066	55%	252,718
Non-Dept. (Central Svcs. & Debt)	1,906,222	1,742,525	1,906,222	-	91%	1,692,180	1,866,679	3%	50,345
EXPENDITURE TOTAL	6,905,472	5,314,964	6,373,968	(531,504)	77%	4,796,250	5,726,821	10%	518,714

	FY2023-24 Capital Projects					FY2023 Capital Projects	
	Adopted Budget	Actual thru Apr 2024 (83.4% of the Fiscal Year)	Year-End Estimate	Over / (Under) Budget	% Budget thru Apr 2024	Actual thru Apr 2023	Year-End Actual
REVENUES	1,058,004	-	218,004	(840,000)	0%	200,000	240,000
EXPENSES	1,962,500	399,916	626,000	(1,336,500)	20%	26,666	39,212
NET	(904,496)	(399,916)	(407,996)			173,334	200,788

FY2022-23 Beginning Fund Balance	3,303,758
Projected Change in Fund Balance	(1,025,786)
Projected Ending Fund Balance	2,277,972

MERC Commission Meeting

June 5, 2024
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission

Record of MERC Commission Actions

April 3, 2024

Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, Damien Hall, Deidra Krys-Rusoff, Dañel Malán, Chris Oxley, Deanna Palm, David Penilton
Absent:	none
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Chair Stoudamire-Phillips at 12:31.
1.0	Quorum Confirmed A quorum of Commissioners was present.
2.0	Opportunity for Public Comment on Agenda and Non-Agenda items <ul style="list-style-type: none">• None
3.0	Commission and Council Communications <ul style="list-style-type: none">• None
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none">• Budget works continues and all 3 venues will present their budgets to Metro Council on April 30th• Council / MERC joint work session is scheduled for June 25 at Expo• May MERC meeting will be cancelled
5.0	Financial Report Ashley Sloan presented a financial update: <ul style="list-style-type: none">• Commissioner Penilton asked what the main driver for P5's 1.3 million down in expenses was. Sloan responded it a mix of personnel and M&S.• Commissioner Oxley asked about next years TLT projections. Sloan responded we do have next year's projections and they are a part of the FY24-25 budget cycle. They are projecting the overall amount to be lower, but the venues should receive a slight bump.• Commissioner Krys-Rusoff asked if the trend continues upward, and we end with a surplus how would that affect our budget next year. Sloan noted it would be up to the directors on how they would want to land in June but recommends taking a conservative approach.
6.0	Venue Business Reports Craig Stroud, Robyn Williams, and Chuck Dills reported on business at the venues during the past month. <ul style="list-style-type: none">• Commissioner Penilton asked about staff moral at P5. Willams responded some departments moral is high but may be lower with frontline staff.• Commissioner Palm praised the new scholarship program at OCC.• Commissioner Krys-Rusoff asked about the potential grants for solar panels to be added to Expo's Hall E roof. Dills responded that there will be no costs for Metro / Expo.
7.0	Consent Agenda <ul style="list-style-type: none">• Record of MERC Actions, March 6, 2024 <p>A motion was made by Commissioner Krys-Rusoff and seconded by Commissioner Malán, to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Hall, Krys-Rusoff, Malán, Oxley, Palm and Penilton) NAY: 0</p> <p>MOTION PASSED</p>

<p>8.0</p>	<p>Travel Portland Quarterly Report Jeff Miller, James Jessie, Megan Conway, Andrea Markowski</p> <ul style="list-style-type: none"> • Commissioner Krysov-Rusoff is excited to see the improvements downtown from the Clean and Safe program, congratulated the Travel Portland team for the successful March Madness event, and is pleased with the new Travel Portland marketing campaign. Also wants to advise strategic planning around the upcoming election. Miller responded they are working closely with Police Chief Bob Day, and they have an internal task team coordinating planning around the election. • Commissioner Oxley asked if there is an industry standard around LEED conversion and how are they defining and measuring success. Jessie responded they were typically in the 17-20% conversion range however, currently we are backfilling, and the groups are smaller in size. Our volume needs to increase to hit our goals. Offering promotions, incentives and rebates have been successful in helping book short term business and one of the reasons we have reached our mid-year goal. • Commissioner Penilton thanked the group for the comprehensive report. • Commissioner Hall asked about the strategic plan and offered to discuss potential connections for positive stories in our region. • Chair Stoudamire-Phillips echoed that she is seeing positive improvements downtown. She also asked about the upcoming interview with a DC media outlet. Markowski confirmed currently they are in talks and finalizing the location. They may be reaching out to spokespeople as well but will know more shortly. • Commissioner Penilton asked about any takeaways from the recent Destination Capitol Hill event. Conway responded that this year the focus was on continued funding for positions within the US government around tourism as well as visa wait times for international visitors.
<p>9.0</p>	<p>Expo Future Update Paul Slyman, Stephanie Redman</p> <ul style="list-style-type: none"> • Commissioner Hall added that the Finance and Funding Committee is starting work on funding analysis and discussing public private partnership opportunities. • Commissioner Krysov-Rusoff wants to ensure the team is exploring nation and federal funding opportunities as well. Redman noted that in addition to Metro's Government Affairs work we are also monitoring federal sources, and having conversations about EPA funds, historic preservation funds, and potential for intersection with the Interstate Bridge Replacement project. • Commissioner Oxley asked when the Commission will see the final Hunden report. Redman responded we've been reluctant to share widely as its still in draft form, but MERC will receive the full copy prior to the joint session. • Commissioner Penilton thanked the project team for the report and highlighted Renee King's work as co-chair of the Sports and Facilities Committee. The energy around women's sports was noted and our focus should be on building a sustainable model for long-term success. • Commissioner Krysov-Rusoff cautioned that where we are today may not be where we are decades from now, and we need to make sure any statements we issue have enough flexibility for future needs.
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:27 p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

June 5, 2024
12:30 pm

Action Agenda

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 24-03

For the Purpose of Electing Metropolitan Exposition Recreation Commission Officers for Fiscal Year 2024-25.

WHEREAS, at the June 5, 2024 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, 2024 and ending June 30, 2025:

Chair: Karis Stoudamire-Phillips
Vice Chair: Damien Hall
Secretary-Treasurer: Deidra Kryz-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

Chair

By:

Nathan A. S. Sykes, Deputy Metro Attorney

Secretary/Treasurer

MERC Commission Meeting

June 5, 2024
12:30 pm

Keller Project Update



Date: May 28, 2024
To: Metropolitan Exposition and Recreation Commission
From: Karl Lisle, City of Portland, Spectator Venues Program Manager
Re: Process Update Regarding Future of Keller Project Next Steps

Executive Summary

The Keller Auditorium is known as the workhorse of the Portland's 5 Centers for the Arts venues, hosting nearly 400,000 guests each year and providing the only stage in the region capable of hosting large-scale theatrical performances such as Broadway productions, ballet, operas and more.

Over 100 years old and in major need of seismic, structural and programmatic upgrades, the Keller for its next act. The City and Metro are partnering to determine whether a renovation in place or a new facility on a new site is the best path forward. The biggest hurdle that a Keller renovation faces is figuring out how to generate revenue and preserve jobs and economic benefits if the Keller were to close for an extended period during renovation.

Background Information

After the Keller Auditorium was added to the City's list of unreinforced masonry (URM) buildings, work began to investigate the seismic stability of the facility.

In March 2020, the Keller Seismic Analysis Summary Report was completed, which outlined the structural deficiencies of the Keller and laid out potential options to consider moving forward:

- Limited building renovation addressing seismic upgrades;
- Major building renovation including new additions;
- Building a new facility on the existing site or an alternative site.

In 2017, a private design competition was held to explore what a large-scale renovation might look like. In 2022, neighboring property owners and design professionals joined the Halprin Landscape Conservancy to further develop a design concept for the space. HLC's private funding was matched by \$200,000 of public funding from each the City and Metro.

In 2023, HLC retained local architectural firm Henneberry Eddy to further develop the renovation concept for the existing facility. During this period, the City began a tangential effort to explore what building a new facility might look like on an alternate site.

The first step was a public solicitation for potential alternative sites to host a performing arts center. Eight sites were submitted by proposers to accommodate a new performing arts facility across

Portland. After an evaluation process that included staff from Mayor Wheeler's Office, Commissioner Ryan's Office, the Office of Management and Finance, the Bureau of Planning and Sustainability, Prosper Portland and Metro, two sites were selected to explore design concepts: Lloyd Center and Portland State University.

Over the span of five months, with \$50,000 grant agreements from the City and the help of a cost consultant retained by Metro, Lloyd Center and Portland State University worked with their own architects and theater designers to develop more detailed conceptual designs to test the feasibility of their sites.

All three options will be presented to the City Council on May 29, 2024. All three would address the deficiencies of the current Keller Auditorium and give the City and region a greatly improved performance venue capable of serving the City for another one-hundred plus years. No decisions will be made by City Council at the May presentations.

The City worked with Metro and the proposers to produce a cost analysis from Venue Consultants, a firm that specializes in analyzing costs specific to renovating and constructing performing arts venues.

In addition to the cost analysis, the City also worked with Crossroads Consulting, a firm that specializes in economic impact analysis of major venues, to understand the economic impacts of the Keller and of a potential closure of the facility.

All three design concept reports as well as the Crossroads Report and the Venue Consultants cost analysis are available on the project website: www.portland.gov/keller.

The draft timeline and engagement schedule includes:

MAY - Multimedia Engagement

- Media interviews with Greg Phillips, CSTAR Development, an experienced performing arts advisor/consultant on behalf of the City of Portland and Robyn Williams, Executive Director of Portland's 5 Centers for the Arts, Metro
- All available web and social media channels
- Partnership with Metro to co-promote engagement

JUNE - Online Public Input Form and Targeted Stakeholder Engagement Focus Groups

- Labor Unions
- Arts Organizations (all P'5 users)
- P'5 Staff
- MERC
- Non-profit Area Theaters
- Travel Portland and Metro Chamber
- P'5 Adult Council
- P'5 Youth Council
- Independent Venues Coalition

JULY - Results and Data Analyzed

- Analysis and Summary Report targeted for Portland City Council in August

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MERC Commission Meeting

June 5, 2024
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

3RD QUARTER 2023-24 REPORT

Highlights:

Executive Summary – Page 3



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



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 3rd Quarter, OCC realized more than \$6.5 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 28.6 to 1.
- Nine new and two repeat OCC conventions were booked for future years worth more than \$3.0 million in OCC revenue and community economic impact more than \$22.8 million. Total Travel Portland bookings, including single hotel will result in more than \$30.2 million of economic impact.
- Across domestic media outlets, Portland was included in 461 placements with a total impression of more than 3.2 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland hosted its largest ever Business Familiarization Tour with Emerald ACE convening at the Oregon Convention Center. Emerald ACE is one of the largest Multi-Management companies in the US, representing over 150 Event Rightsholders for Conventions and Tradeshows and 200 business sourcing agents with future business potential for Portland.
- Advertising: Launch of “Yours to Share” campaign that supports the Convention Sales effort, with an increased focus on business leaders and decision-makers, in addition to our traditional meeting-planner targets. Development of additional “Yours to Share” assets – including video and OOH – to be deployed this spring and summer to drive domestic leisure visitation.
- Travel Portland has hired and on-boarded EMC Communications to focus on strategic communications efforts to address the ongoing negative national media coverage and sentiment. This work will continue through FY24-25 in partnership with the City of Portland.

TRENDS, SUCCESSES, OBSTACLES

- Portland's hotel business has not seen recovery since Summer 2023, and TLT/TID collection continues softening. Combined TLT/TID collection in FY24 YTD is \$17.5M, representing +6% year on year change. According to STR report, Portland hotel revenue declined -2% since start of calendar year 2024, therefore we expect soft TLT/TID collection going forward.
- One group was lost due to safety and perception concerns which would have totaled 2,880 room nights with an estimated community economic impact of more than \$1.2 million.
- In response to the Governor’s Task Force on Central City Recovery, Travel Oregon is investing \$600,000 in existing Travel Portland grant, strategic investment and sponsorship programs that will enhance our existing funding in these areas through FY 2024-25.
- The recent NYC media blitz included meeting with Travel + Leisure, Bon Appetit, The Wall Street Journal, Thrillist, Eater, TODAY Show and multiple freelancers.
- In February our Visitor Services team partnered with the Port or Portland to offer destination information and resources to Uber, Lyft and taxi drivers. Rideshare and taxi drivers are often the first and last impression a visitor has with Portland. By offering drivers the Travel Portland Visitor Map & Guide, education on large events and access to the Near Me Now app, we create a more positive visitor experience.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$15,352,637	\$18 Million
2	ROI on future OCC business	3.6	2.0
3	Lead conversion	13.0%	17%
4	Services performance survey	3.9	3.8
5	Public relations/media	24	25
6	Community economic impact	32.9	11.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	20.4	12.0
5	International visitors against comp set*	-13.7%	Benchmark
7	Total Media Placements	240	220
7	Total Media Engagements for Minority-Owned Businesses	1,051	750
8	Services Performance Survey	25	6/Year

*See International Tourism page for further explanation



EXECUTIVE SUMMARY

HOTEL DEMAND			
COMPETITIVE SET COMPARISON			
Smith Travel			
Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	49.5%	\$142.90	\$70.76
Denver	60.2%	\$174.99	\$105.32
Seattle	59.3%	\$179.66	\$106.57
Salt Lake city	68.4%	\$167.85	\$114.87
Nashville	69.4%	\$259.71	\$180.31
Austin	66.6%	\$269.23	\$179.36
Minneapolis	40.5%	\$155.46	\$62.89
San Francisco	54.4%	\$298.30	\$162.32

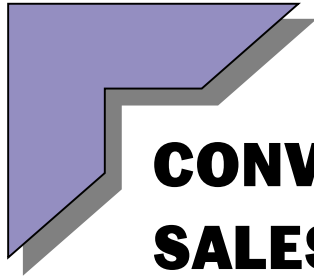
**Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

	Smith Travel Research - Region*							
	Occupancy		ADR		RevPar		Demand	
	This Year	Change	This Year	Change	This Year	Change	This Year	Change
Downtown	49.5%	1.4%	\$142.90	-6.8%	\$70.76	-5.5%	448,165	1.5%
Airport	60.2%	2.5%	\$131.86	3.1%	\$79.36	5.6%	181,622	2.5%
Eastside	59.4%	-2.7%	\$102.55	10.5%	\$60.87	7.5%	26,232	-2.7%
Jantzen Beach	53.0%	-4.6%	\$112.16	1.5%	\$59.44	-3.2%	69,214	-4.6%
City of Portland +	52.5%	0.9%	\$135.74	-3.4%	\$71.25	-2.5%	725,233	1.0%

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

REGION	LODGING TAX COLLECTIONS*			
	QUARTER 3			
TLT/TID				
	FY24 (\$)	FY24 (% of TTL)	CHANGE FY23 to FY24 (\$)	CHANGE FY23 to FY24 (%)
Central City	\$9,233,388	53%	(75,158)	-1%
Airport	\$3,364,973	19%	803,008	31%
Eastside	\$125,750	1%	(13,275)	-10%
Jantzen Beach	\$986,664	6%	(117,648)	-11%
Subtotal	\$13,710,775	78%	596,927	5%
Online Travel Agency	\$1,500,568	9%	516,350	52%
Short Term Rental	\$2,187,192	13%	(122,928)	-5%
Other	\$74,115	0%	(22,625)	-23%
Subtotal	\$3,761,875	22%	\$370,798	11%
Grand Total	\$17,472,649	100%	\$967,724	6%

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



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 23/24	\$ 22,087,234	\$ 59,373	\$ 22,146,607
FY 24/25	\$ 13,421,166	\$ 1,739,446	\$ 15,160,612
FY 25/26	\$ 7,216,203	\$ 2,056,677	\$ 9,272,880
FY 26/27	\$ 6,556,920	\$ 2,697,972	\$ 9,254,892
FY 27/28	\$ 1,549,764	\$ 2,309,461	\$ 3,859,225
FY 28/29	\$ 1,169,688	\$ 2,697,972	\$ 3,867,660
FY 29/30	\$ 1,850,552	\$ 2,309,461	\$ 4,160,013
FY 30/31	\$ 393,477	\$ 2,697,972	\$ 3,091,449
FY 31/32	\$ -	\$ 2,309,461	\$ 2,309,461
FY 32/33	\$ -	\$ 2,697,972	\$ 2,697,972
FY 33/34	\$ 727,661	\$ 2,309,461	\$ 3,037,122
TOTAL	\$ 54,972,665	\$ 23,885,228	\$ 78,857,893

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	9	34	
Repeat OCC Bookings	2	7	
Total OCC Bookings	11	41	
Room Nights from OCC Bookings	33,782	141,561	
Future OCC Revenue Booked during FY 2023/24	\$3,002,542	\$14,978,770	
ROI OCC Bookings	\$ 2.8	\$ 3.6	2.0 to 1
Community Economic Impact from OCC Bookings	\$22,813,572	\$96,583,571	
Total Room Nights Booked	50,743	224,627	
Total Community Economic Impact from Bookings	\$ 30,249,457	\$ 136,845,237	
ROI on Total Community Economic Impact	\$ 28.6	\$ 32.9	11.0 to 1
OCC Revenue Realized During FY 2023/24*	\$6,526,790	\$ 15,352,637	\$18 Million
<p>*OCC Revenue Realized includes the following meeting that occurred during quarters 1 and 2 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 3 OCC revenue realized - American Association for Aerosol Research, AVS - The Science & Technology Society, U.S. Department of Defense, Generation. Youth. Christ.</p> <p>*OCC Revenue Realized does not include the following meetings that occurred during quarter 3 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Association for Computing Machinery, Forest Business Network, Future Business Leaders of America - Phi Beta Lambda. They will be included in quarter 4 OCC revenue realized.</p>			



CONVENTION SALES

OCC LEAD CONVERSION	
	As of April 1, 2024
Lead Conversion Percentage	13.0%
Benchmark / Annual Target -17%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2024					
	FY 2023-24	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28 and beyond
Current	61	33	17	8	10
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 20/21-23/24)	37	34	23	14	12

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 3,843,456	\$ 9,209,335
Travel Portland Contract Costs	\$ 1,058,184	\$ 4,161,153
ROI (Revenue / Costs)	3.6	2.2

**Quarter 1 and Quarter 2 contract costs have been trued up.*

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	44	144,001	81,485	\$ 19,185,241	\$ 99,654,228



CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	3rd Quarter	YTD
New Diverse/Minority Group Bookings	2	13
Total Diverse/Minority Group Bookings	2	13
Room Nights from Diverse/Minority Group Bookings	215	16,269
Diverse/Minority Group Leads	9	25
Diverse/Minority Group Lost Leads	5	18

For the third quarter of FY 2023/24, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$38,000. Booked groups included the following:

National Association for the Advancement of Colored People	\$ 25,800
National Indian Child Welfare Association	\$ 12,482

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Total OCC Cancellations	0	N/A	0	0	\$ -	\$ -	



ACTIVITY DESCRIPTION	3RD QUARTER	YTD
OCC groups occurring during the quarter	17	44
Pre-convention attendance building - Site tours	15	41

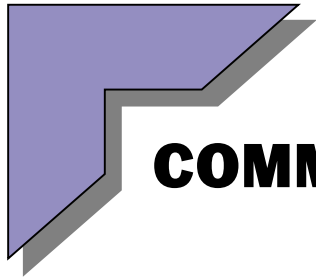
TRAVEL PORTLAND POST CONVENTION SURVEY

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	6	0	0	0	2	4.0	6
Travel Portland convention services staff	7	1	0	0	0	3.9	8
Travel Portland collateral/promotional materials	6	2	0	0	0	3.8	8
Quality and user-friendliness of the Travel Portland website	6	0	0	0	2	4.0	6
Average rating for the quarter						3.9	
Average rating YTD						3.9	
Target						3.8	

In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?

Can't thank you all enough for rolling out the red carpet for our team and our attendees. It was a delight from start to finish.
 Alenna was great to work with!
 Alenna was fantastic!
 Our travel team was very helpful. Beth is great to work with.
 Beth Miranda was my main point of contact with Travel Portland and she was absolutely amazing! She is so thoughtful and knowledgeable about Portland and conferences in general. She's one of the best CVB reps I've ever worked with.
 ABSOLUTELY WONDERFUL! Beth took the team on a tour of Portland when we visited in May. She created the itinerary and delivered it perfectly. Between that site visit and the convention, she was on top of things continuously asking how she could help/what we needed. She was quick to respond when a question came up and always looking to help. I told her that I would like to have one of her in each city. She was on top of things and eager to give information in any way she could. My ace in the hole for Portland!

Completed Group Survey:	
Association for Computing Machinery NTEN Forest Business Network Varsity Spirit	National Association of ESEA State Program Administrators Passenger Vessel Association Association for Student Conduct Administration



COMMUNICATION & PR

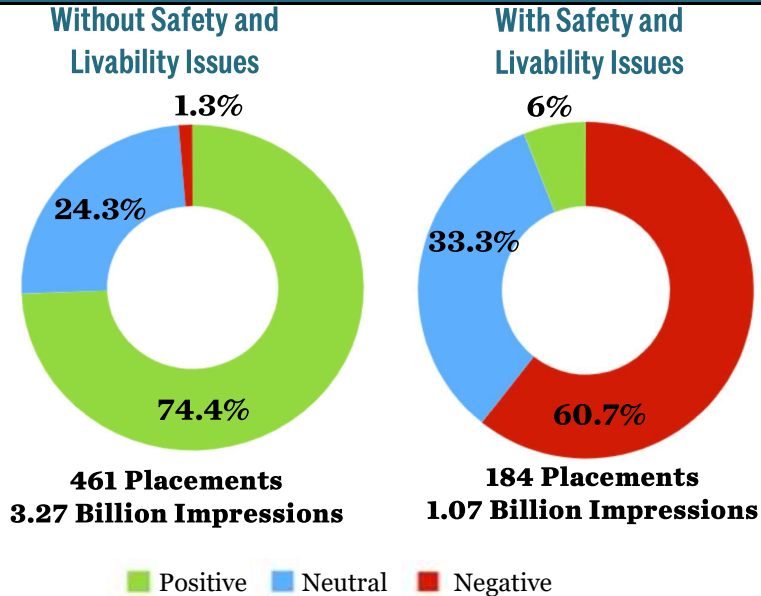
TOTAL MEDIA NARRATIVE	Q3	YTD
Placements	461	1,697
Impressions	3,273,950,835	7,788,061,560

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	8	19
Impressions	218,299	712,414

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.

3RD QUARTER TOTAL MEDIA SENTIMENT



TARGETED MEDIA NARRATIVE	Q3	YTD	Target Goal
Placements	107	240	220
Impressions	3,010,938,627	5,891,018,150	

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

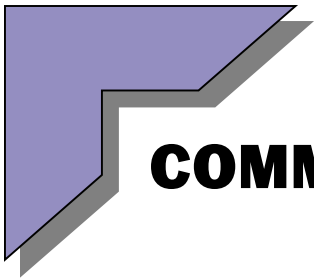
TARGETED INTERNATIONAL MEDIA*	Q3	YTD
Placements	0	0
Impressions	0	0

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 23-24*

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q3	YTD	Target Goal
Engagements	787	1,051	750

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

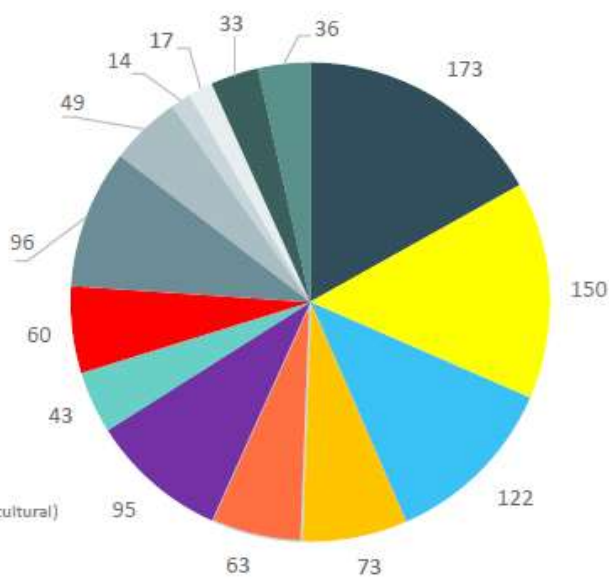


COMMUNICATION & PR

3RD QUARTER TOTAL MEDIA NARRATIVE: KEY MESSAGES PLACEMENTS & IMPRESSIONS

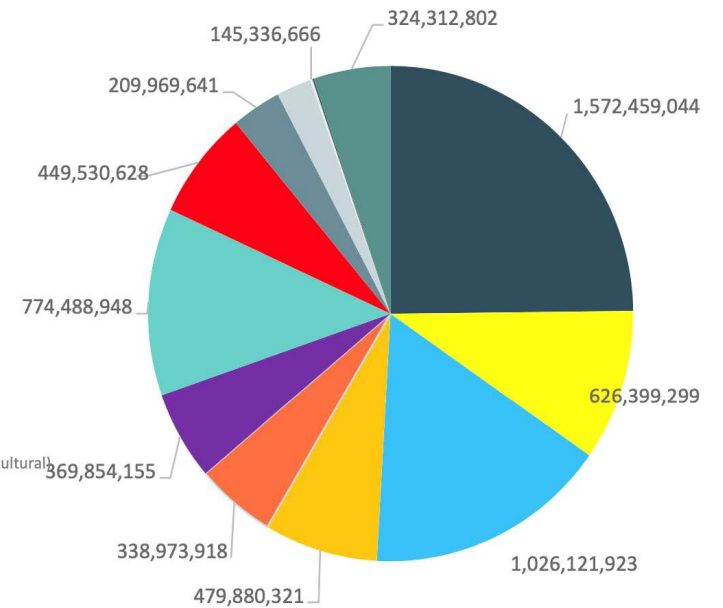
Placements

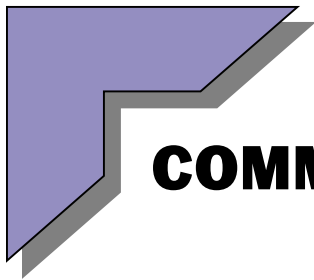
- Arts & Culture
- Events & Festivals
- Hotels & Lodging
- Makers & Shopping
- Outdoors
- Portland Region
- Neighborhoods
- Activities & Attractions
- Food & Drink
- Transportation
- Diversity (LGBTQ+, multicultural)
- Meetings & Conventions
- Nightlife
- Family-friendly



Impressions

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





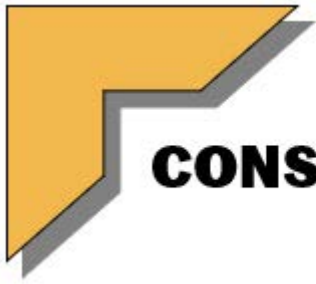
COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
January 2024	Associations Conventions & Facilities	The Meetings Industry: Taking Bold Strides Toward Sustainability	Print	20,506	1
January 2024	Prevue Meetings + Incentives	LEED Certification at U.S. Convention Centers Ticks Up	Digital	17,236	1
January 2024	Northstar Meetings Group	On Location: Visiting New Hotels and Venues in Portland, Ore.	Digital	31,869	1
January 2024	Associations Conventions & Facilities	The Meetings Industry: Taking Bold Strides Toward Sustainability	Digital	1,628	1
February 2024	Meetings Today	Foodie Finds: Locally Focused Culinary Experiences in the PNW	Print	55,100	1
February 2024	Prevue Meetings + Incentives	Connecting With Diverse Local Suppliers	Digital	17,236	1
February 2024	Meetings Today online	Locally Focused Culinary Experiences in the Pacific Northwest	Digital	42,855	1
February 2024	Northstar Meetings Group	These CVBs Can Help Planners Design More Inclusive Events	Digital	31,869	1
Total				218,299	8

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

TRAVEL PORTLAND SPONSORED ARTICLES			MERC	
Publication Date	Outlet	Headline	Medium	Total Circulation
January 2024	Skift Meetings	James Jesse: 3 Ways to Get Ahead of 2024 Megatrends	Digital	2,836
January 2024	Meetings Today	Built for Big Groups and Bigger Ideas: Get to Know Portland's LEED Platinum Oregon Convention Center	Digital	13,652
March 2024	Business Insider	4 reasons to explore Portland, Oregon, from tax-free shopping to mountain views and an award-winning food scene	Digital	12,500
March 2024	American Business Journals	Portland - Yours to Share (Targeting select markets only: D.C. Chicago, NYC, Boston, Philadelphia, Minneapolis)	Digital	960,000
Total				988,988

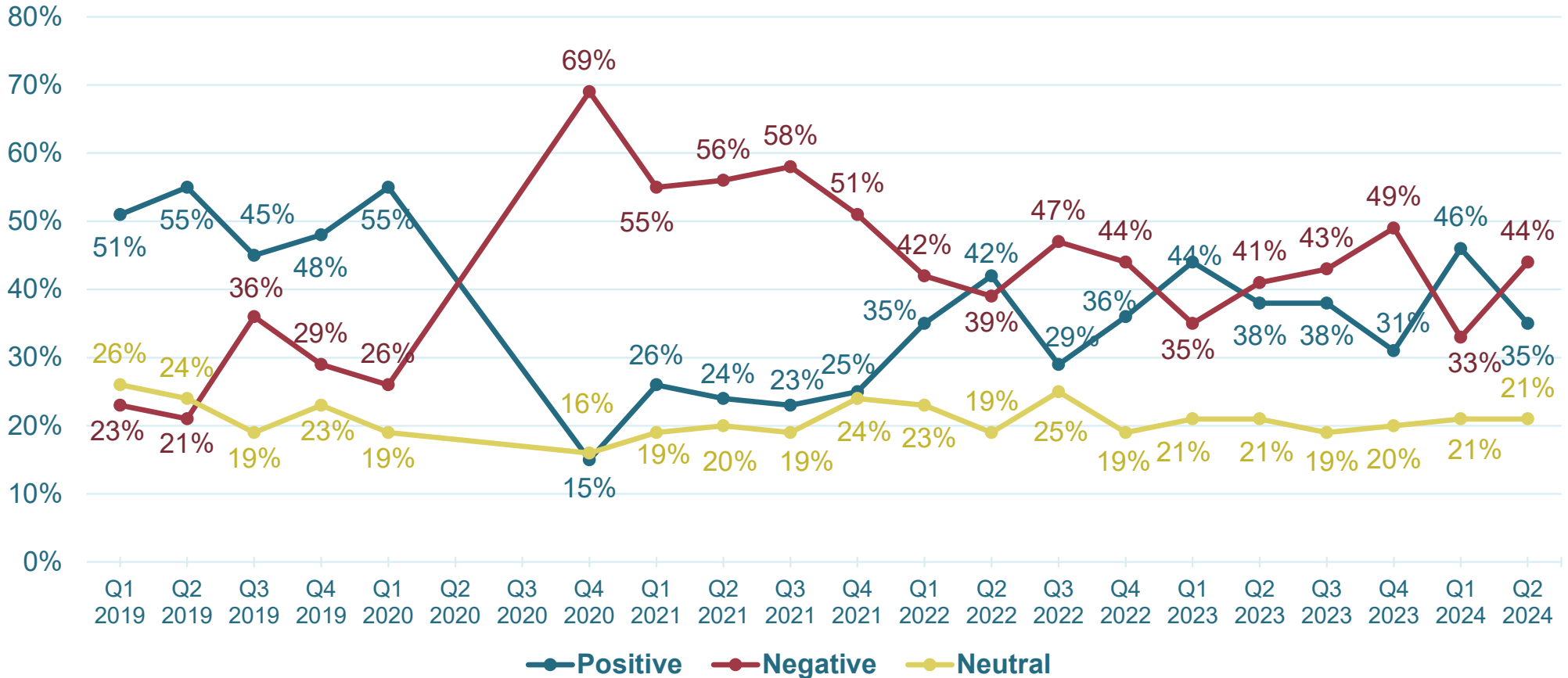
PITCHES DELIVERED	
1	Celebrating Locale Pitch: Focused on Portland's Black-owned businesses (new and existing) in conjunction with Black History Month.
2	Facilitated media lead for Nancy Mueller for Meeting News NW to include Portland in an upcoming story on Food Halls / Markets.
3	Sustainability Pitch: Spotlight Portland's sustainable meeting spaces and amenities for meeting planners and event attendees ahead of Earth Day (April 22).
4	Facilitated media lead for Sally Braley for Meetings & Conventions Magazine focused on Inclusive Meetings sharing more on Travel Portland initiatives like My People's Market and EDI resources.
5	Facilitated media lead for Danielle LeBreck for Meetings Today's April Issue highlighting The Oregon Convention Center as a sustainable meeting option with quotes from Sustainability Coordinator, Nancy Reimer.
6	Foodies Pitch: Share details on the culinary landscape in Portland with a focus on food cart pods, walking tours, and BIPOC/LGBTQ owned restaurants.
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	



CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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

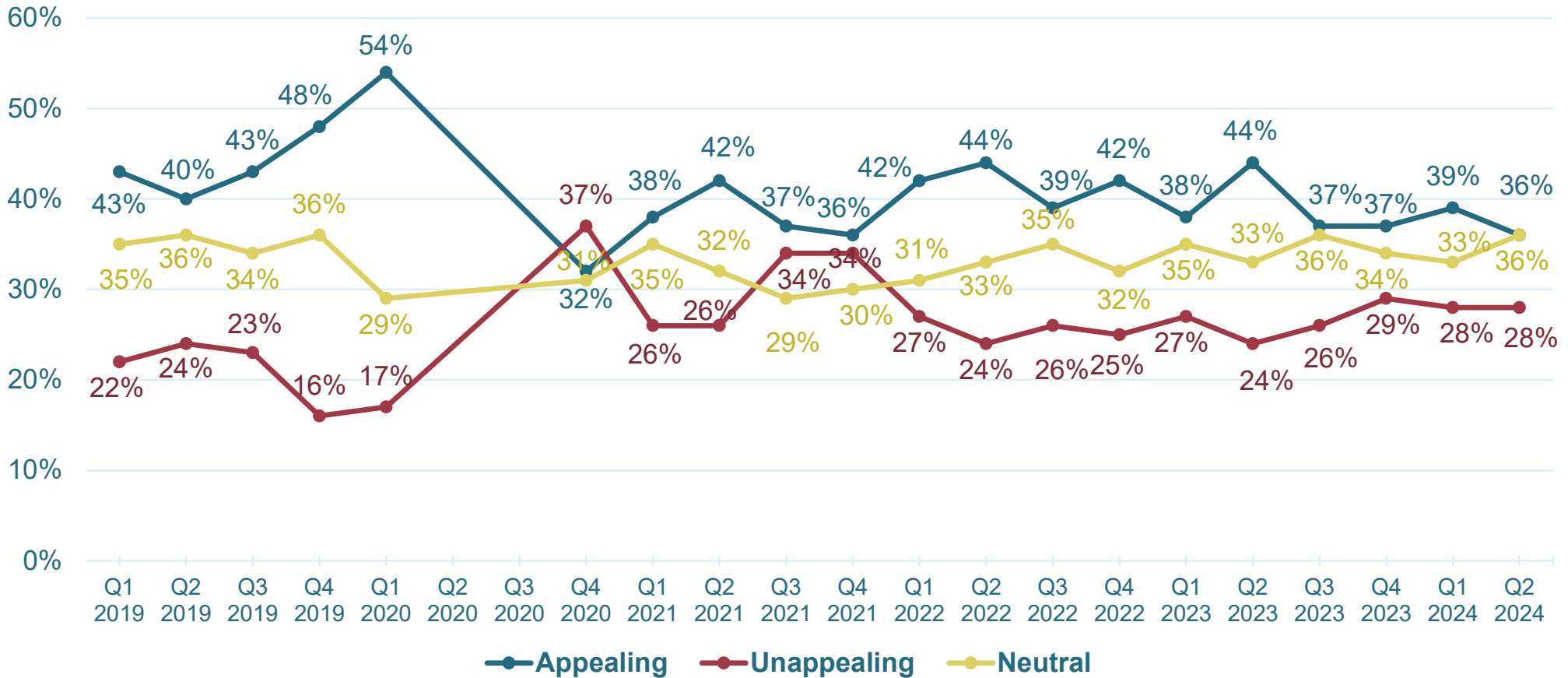




CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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



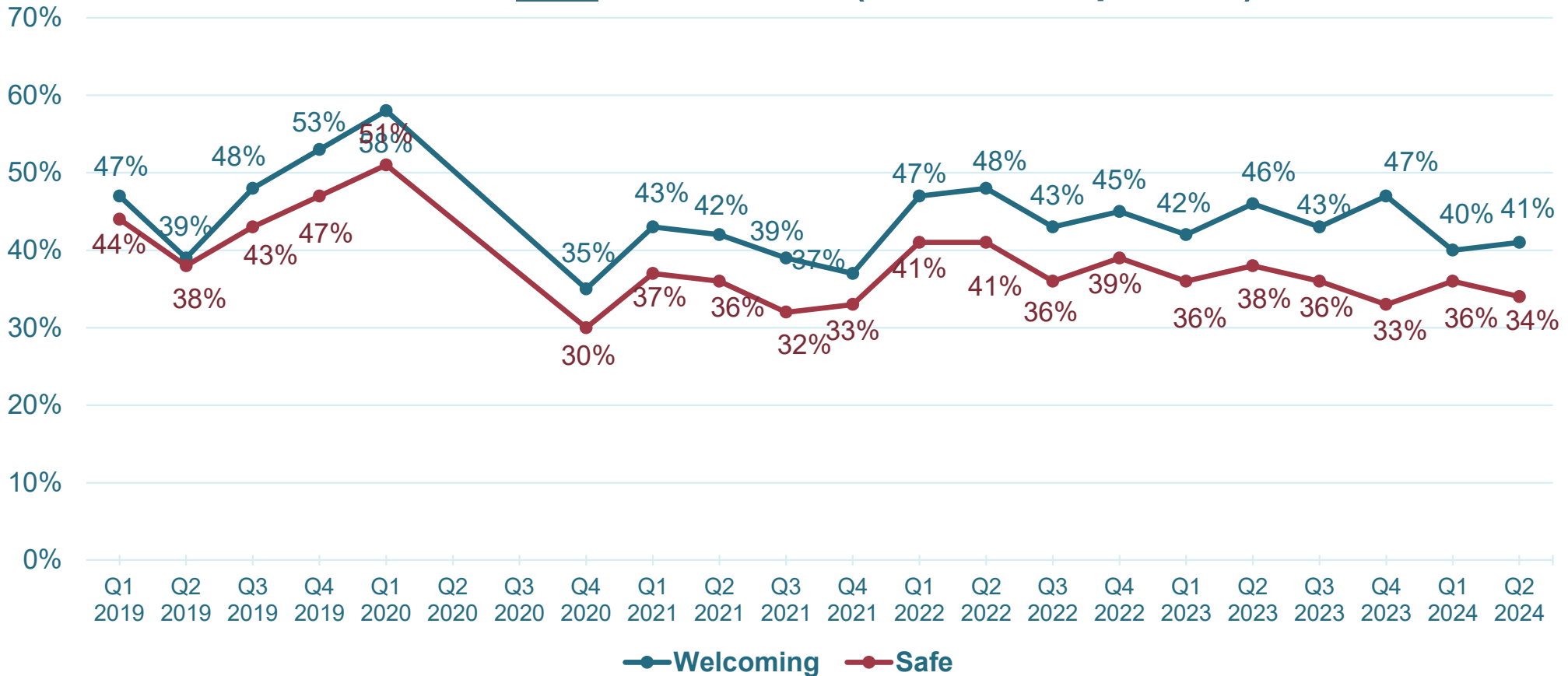


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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

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

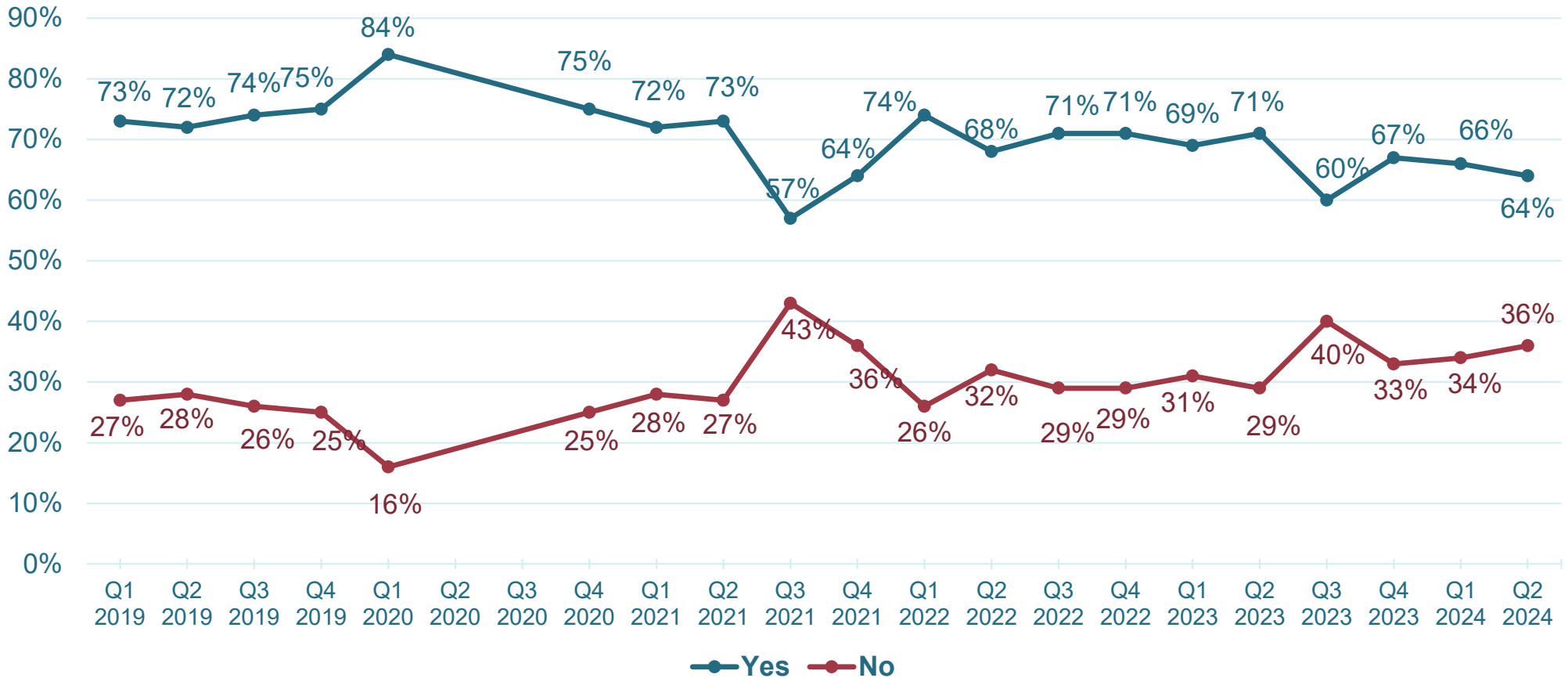


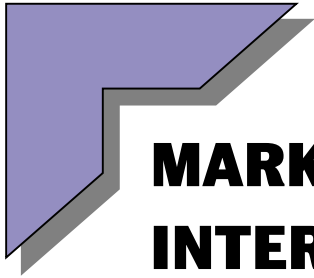


CONSUMER SENTIMENT

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	989,023	3,211,891
International Visits	74,663	229,794
Referrals	185,333	582,215
Business and Event Detail Views	502,446	1,828,032
TravelPortland.com/meetings		
Venue Finder Page Views*	4,856	6,858

Source: Google Analytics

*Significant growth in Quarter 3 page views attributed to advertising spend directed towards meeting planners

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

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

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

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

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



DIVERSITY EMPLOYMENT STATISTICS 2023-24					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	March 31, 2024		Third Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	6	13	46%	40-60%	Monitor
First/Mid Level Manager	6	9	67%	40-60%	Monitor
Professionals	17	23	74%	40-60%	Monitor
Sales Workers	9	10	90%	40-60%	Monitor
Admin Support Workers	14	16	88%	40-60%	Monitor
Total	52	71	73%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	4	13	31%	15-33%	Monitor
First/Mid Level Manager	2	9	22%	15-33%	Monitor
Professionals	6	23	26%	15-33%	Monitor
Sales Workers	4	10	40%	15-33%	Monitor
Admin Support Workers	9	16	56%	15-33%	Monitor
Total	25	71	35%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2023-24

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	Poached Jobs
Current Employees residing in MERC FOTA		14	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$	2,076,073
------------------------------------------------------------	----	-----------

PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1630	311	242	288

MWESB PURCHASING PARTICIPATION FY 2023-24 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$798,095	\$3,883,150	21%
Self-Reported	\$1,009,835	\$3,883,150	26%
Total	\$1,807,930	\$3,883,150	47%

For the last 35 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

OCC SALES AND MARKETING BUDGET

	Annual Budget	MERC Ending 31-24	QTR 03-03-24	TID/TLT QTR Ending 03-31-24	Subtotal QTR Ending 03-31-24	Sum MERC YTD 06-30-24	Sum TID/TLT YTD 06-30-24	Sum of YTD 06-30-24	Percent
Expenses									
<u>MERC Supported - Professional Services</u>									
Professional Services									
<u>Convention Sales</u>									
<u>Direct Sales:</u>									
Subtotal - Convention Sales Professional Services	1,609,925	412,847	29,933	442,780	1,274,270	29,933	1,304,203	81.01%	
<u>Program Support</u>									
Subtotal - Program Support	241,489	60,372	0	60,372	181,116	0	181,116	75.00%	
<u>Research</u>									
Subtotal - Reserach Professional Services	82,875	12,750	22,313	35,063	82,875	22,313	105,188	126.92%	
<u>Convention Services</u>									
Subtotal - Convention Services Professional Services	259,050	7,195	92,111	99,307	187,050	100,824	287,874	111.13%	
<u>Other Contractual Professional Services</u>									
Subtotal - Other Contractual Professional Services	313,675	73,343	62,603	135,946	257,683	108,453	366,136	116.72%	
<i>Total - MERC Supported - Professional Services</i>	<i>2,507,014</i>	<i>566,507</i>	<i>206,960</i>	<i>773,467</i>	<i>1,982,994</i>	<i>261,523</i>	<i>2,244,517</i>	<i>89.53%</i>	
<u>Other Non-Contractual Professional Services</u>									
<i>Total - Other Non-Contractual Professional Services</i>	<i>0</i>	<i>0</i>	<i>49,985</i>	<i>49,985</i>	<i>0</i>	<i>138,510</i>	<i>138,510</i>	<i>0.00%</i>	
<u>Convention Sales - MERC Supported Program of Work</u>									
<u>Sales Calls, Trips and Missions</u>									
Subtotal - Sales Calls, Trips and Missions	210,000	129,115	0	129,115	148,050	0	148,050	70.50%	
<u>Multicultural Sales Efforts</u>									
Subtotal - Multicultural Sales Efforts	165,000	7,548	0	7,548	82,716	0	82,716	50.13%	
<u>Trade Shows and Industy Events</u>									
Subtotal - Industry Trade Shows and Events	950,500	166,895	2,065	168,960	768,664	9,303	777,968	81.85%	
<u>Familiarization Tours & Site Visits</u>									
Subtotal - Familiarization Tours	450,000	68,307	0	68,307	303,120	0	303,120	67.36%	
<u>Other Programs</u>									
Subtotal - Other Programs	301,000	52,592	0	52,592	114,788	0	114,788	38.14%	
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>2,076,500</i>	<i>424,457</i>	<i>2,065</i>	<i>426,521</i>	<i>1,417,338</i>	<i>9,303</i>	<i>1,426,642</i>	<i>68.70%</i>	
Other Departments - MERC Supported POW									
<u>Convention Services - Other Programs</u>									
Subtotal - Con Svcs - Other Programs	155,986	26,876	46,001	72,877	135,821	50,934	186,754	119.73%	
<u>Research - Other Programs</u>									
Research	125,000	19,863	94,564	114,427	125,000	94,564	219,564	175.65%	
Subtotal - Research - Other Programs	125,000	19,863	94,564	114,427	125,000	94,564	219,564	175.65%	
<u>DEI - Other Programs</u>									
Subtotal - DEI - Other Programs	125,000	9,481	23,818	33,299	125,000	23,818	148,818	119.05%	
<u>Communications/PR</u>									
Subtotal - Comm/PR - Other Programs	100,000	11,001	24,796	35,798	100,000	29,037	129,037	129.04%	
<u>Marketing</u>									
Subtotal - Marketing - Other Programs	275,000	0	365,600	365,600	275,000	653,134	928,134	337.50%	
<i>Total Other Depts MERC Supported Program of Work</i>	<i>780,986</i>	<i>67,221</i>	<i>554,780</i>	<i>622,000</i>	<i>760,821</i>	<i>851,487</i>	<i>1,612,308</i>	<i>206.45%</i>	
<i>Grand Total</i>	<i>5,364,500</i>	<i>1,058,184</i>	<i>813,789</i>	<i>1,871,973</i>	<i>4,161,153</i>	<i>1,260,823</i>	<i>5,421,976</i>	<i>101.07%</i>	

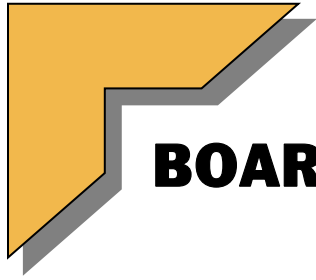
**Quarter 1 and 2 spending has been trued up.

Travel Portland
Income Statement
(Statement of Financial Activities)

	Actual YTD 3/31/2023 Column A	Actual YTD 3/31/2024 Column B	Budget YTD 3/31/2024 Column C	Actual (Prior Year) Full Year 6/30/2023 Column D	Approved Budget Full Year 6/30/2024 Column E
Revenue					
City/County Lodging Tax (1%)	4,009,186	4,239,986	5,113,518	5,212,907	6,491,784
Tourism Improvement District (TID = 2% + 1%)	12,436,069	13,655,297	15,043,168	16,118,923	19,361,278
MERC (OCC Contract)	3,680,339	4,023,375	4,023,360	4,986,618	5,364,500
Partnership Dues	139,026	194,513	0	199,772	0
Fees Earned & Other Income	544,816	1,070,244	195,318	692,550	260,421
EDA Grant	92,427	283,410	0	195,323	0
Trade-Out/In-Kind	0	0	0	2,745	0
Cooperative Programs	-1,800	6,700	0	-1,650	0
Regional RCTP (from Travel Oregon)	2,362,694	1,547,377	1,353,798	3,371,083	1,805,080
Regional Recovery & Stabilization Fund (From Travel Oregon)	0	0	0	0	0
Cultural Tourism	229,312	174,543	159,003	282,783	212,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	23,492,068	25,195,446	25,888,165	31,061,053	33,495,063
Expenses					
Convention Sales	4,983,255	5,419,969	4,976,244	6,428,142	6,634,943
Research	328,466	368,967	499,095	445,935	665,456
Marketing	7,432,575	6,260,098	8,596,836	10,371,141	11,462,469
Convention Services	829,586	727,398	874,863	1,208,851	1,166,447
Events	372,526	295,862	474,498	538,643	632,638
International Tourism	637,834	1,088,763	1,462,293	927,993	1,949,715
Communications/PR	1,057,493	940,369	1,220,841	1,506,445	1,627,735
Regional RCTP (from Travel Oregon)	2,362,694	1,596,243	1,353,807	3,371,083	1,805,080
Community Engagement	918,079	918,137	1,113,534	1,288,272	1,484,707
Visitor Services	52,991	393,351	489,582	69,967	652,764
Equity Diversity Inclusion (EDI)	346,395	442,350	493,443	514,107	657,892
Program Support	3,007,451	3,174,534	3,566,421	4,218,166	4,755,217
Total Expenses	22,329,344	21,626,041	25,121,457	30,888,746	33,495,063
<i>Net Surplus/(Deficit)</i>	<i>1,162,723</i>	<i>3,569,406</i>	<i>766,708</i>	<i>172,308</i>	<i>0</i>

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual Prior Period YTD 2/29/2024 Column A	Actual Current YTD 3/31/2024 Column B	Change MTM Percentage Column C	Actual Prior YTD 3/31/2023 Column D	Change YOY Percentage Column E
Assets					
Cash and Cash Equivalents	7,162,895	9,332,773	23%	8,716,971	7%
Investments	5,376,732	5,467,828	2%	4,920,820	11%
Accounts Receivable	4,682,725	1,171,193	-300%	957,585	22%
Prepaid Assets	1,556,361	1,519,834	-2%	1,177,342	29%
Fixed Assets, net	1,714,439	1,676,828	-2%	1,194,484	40%
Other Assets	3,851,145	3,852,045	0%	12,856	29864%
Total Assets	24,344,298	23,020,502	-6%	16,980,057	36%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	5,171,629	4,659,414	-11%	757,111	515%
Accrued Personnel	2,519,756	2,681,936	6%	2,308,033	16%
Deferred Revenue	387,767	191,294	-103%	255,359	-25%
Other Fiduciary Liabilities - RCTP/RRSF	614,580	511,161	-20%	1,261,848	-59%
Loan Liability	0	0	0%	0	0%
Total Liabilities	8,693,732	8,043,805	-8%	4,582,350	76%
Net Assets					
Undesignated	11,269,233	10,595,364	-6%	8,016,374	32%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	4,381,333	0%
Total Net Assets	15,650,566	14,976,697	-4%	12,397,707	21%
Total Liabilities and Net Assets	24,344,298	23,020,502	-6%	16,980,057	36%



BOARD OF DIRECTORS

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