
MERC Commission Meeting

October 7, 2020
12:30 pm

Zoom Virtual Meeting

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ការ​គោរព​សិទ្ធិ​ពលរដ្ឋ​របស់​ ។​ សំរាប់​ព័ត៌មាន​អំពី​កម្មវិធី​សិទ្ធិ​ពលរដ្ឋ​របស់​ Metro ឬ​ដើម្បី​ទទួល​ពាក្យ​បណ្តឹង​រឿង​អំពី​សូម​ចូល​ទស្សនា​គេហទំព័រ www.oregonmetro.gov/civilrights។ បើ​លោក​អ្នក​ត្រូវ​ការ​អនុបកប្រែ​ភាសា​នៅ​ពេល​អង្គបុគ្គល​សាធារណៈ​ សូម​ទូរស័ព្ទ​មក​លេខ 503-797-1890 (ម៉ោង 8 រឿង​អស់​ម៉ោង 5 ល្ងាច ថ្ងៃ​អង្គារ​ត្រឹម​ថ្ងៃ​ចន្ទ) ប្រាំ​ពីរ​ថ្ងៃ​មុន​ថ្ងៃ​អង្គារ​ មុន​ថ្ងៃ​អង្គារ​ដើម្បី​អាច​ឲ្យ​គេ​សម្រួល​តាម​សំណើ​របស់​លោក​អ្នក

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



Karis Stoudamire-Phillips
Chair

John Erickson
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Damien Hall

Ray Leary

Dañel Malán

Deanna Palm

Meeting Agenda

October 7, 2020

12:30 to 2:30 p.m.

Zoom | Webinar ID: 899 5156 1451

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
Scott Cruickshank

12:50 Financial Update
Rachael Lembo

12:55 Venue Business Reports
Matthew P. Rotchford, Craig Stroud, Robyn Williams

1:05 Consent Agenda

- Record of MERC Actions, August 5, 2020

1:10 Action Agenda

- Resolution 20-07** - For the purpose of approving Recreation Commission (MERC) Fund Budget for FY2020-21, and requesting amendment of the FY 2020-21 through FY 2024-25 Capital Improvement Plan (CIP).and transmitting to the Metro Council budget amendments to the Metropolitan Exposition

1:25 Travel Portland 4th Quarter Report
Jeff Miller, Travel Portland

MERC Commission Meeting

October 7, 2020
12:30 pm

Financial Report

Memorandum

Date: October 7, 2020
To: Commissioner Karis Stoudamire-Phillips, Chair
Commissioner John Erickson, Vice Chair
Commissioner Deidra Kryz-Rusoff, Secretary-Treasurer
Commissioner Damien Hall
Commissioner Ray Leary
Commissioner Dañel Malán
Commissioner Deanna Palm
Councilor Christine Lewis
From: Rachael Lembo – MERC Finance Manager
Subject: August 2020 Financial Update

This is our first financial report for FY20-21. The budget for FY20-21 was prepared in April 2020, early in the pandemic, when we projected we would begin a slow reopening in the fall. Our projections have since changed, and a budget amendment will be presented later in this meeting.

Each venue had a positive start to FY20-21, due to higher ending reserves in FY19-20 than originally projected. This was driven by additional TLT pooled capital and excellent cost savings by each department.

Our teams at each venue are managing future business, maintaining our buildings, and planning for reopening. While we can't be certain when we'll be able to reopen, we're closely managing our reserve balance to continue our current operations until that time. The charts below reflect operating reserve projections through the end of the fiscal year, by quarter. These balances are before the increased support from Metro which is included in the proposed budget amendment.

Another important piece in the venues' financial picture is the recovery of the hotel and tourism industry. The charts below show Portland hotel revenue and occupancy change year-over-year in the City of Portland+ (includes central city, airport, Jantzen Beach and Eastside).

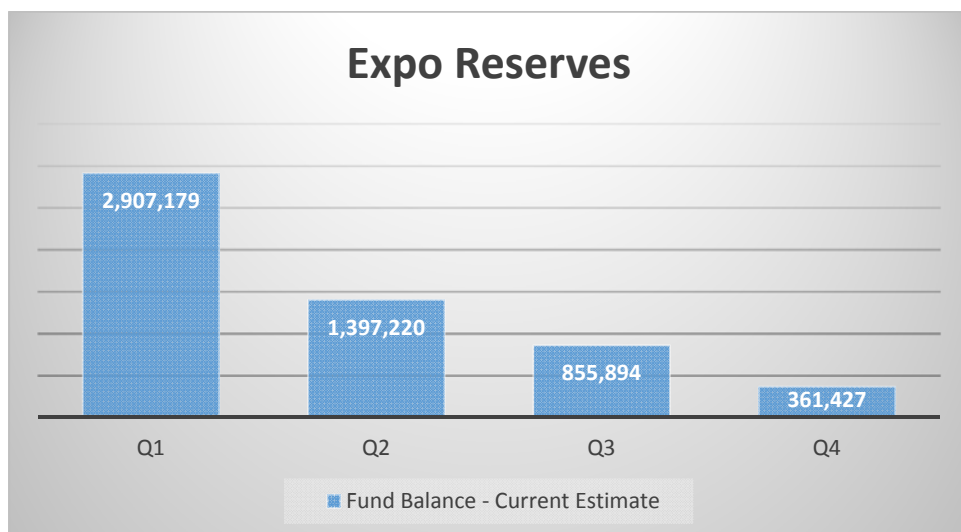
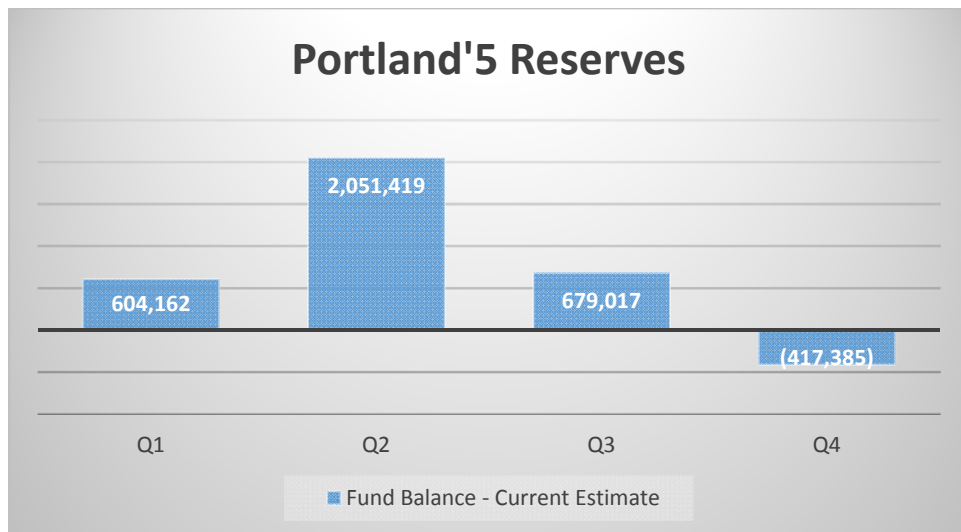
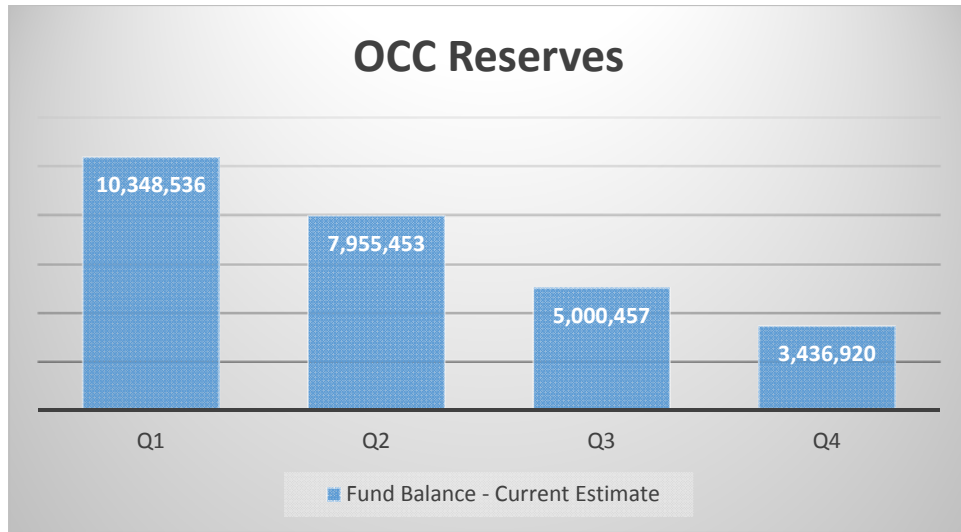


PORTLAND'S
CENTERS FOR THE ARTS

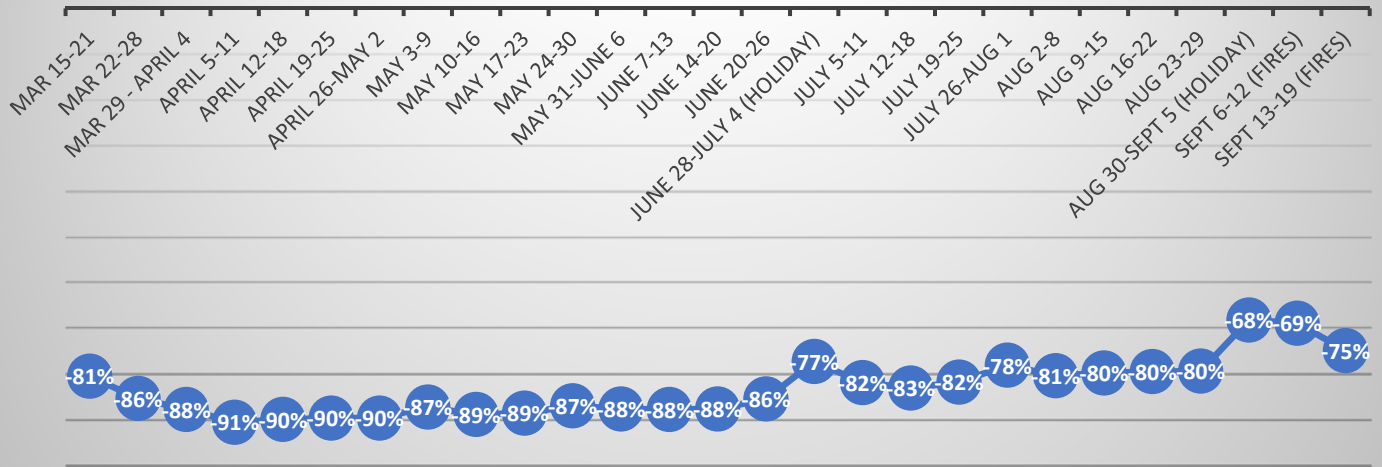


Oregon
Convention
Center

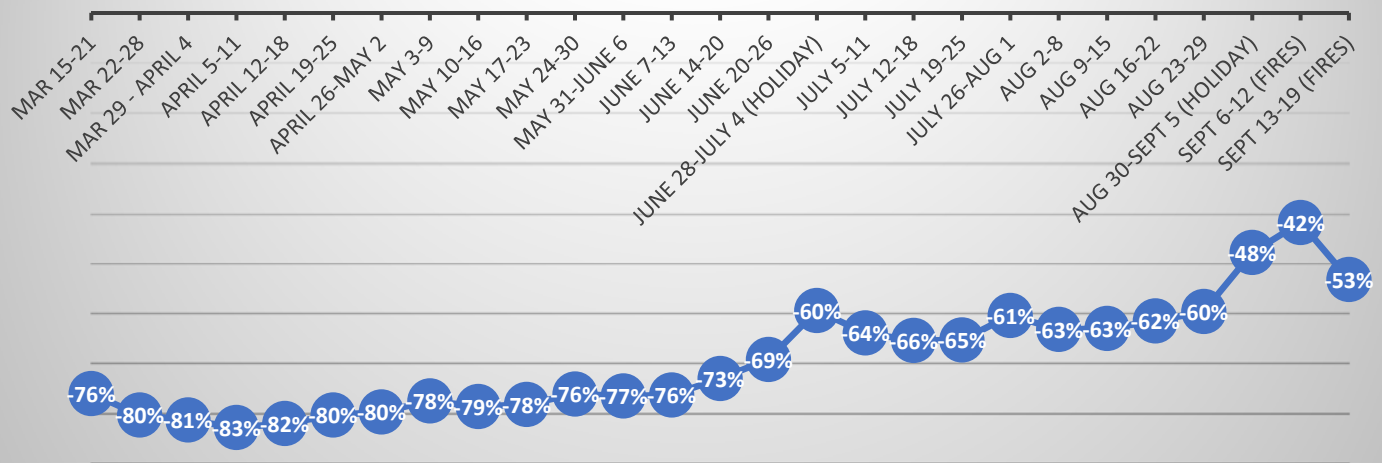




Revenue change from prior year City of Portland+ hotel



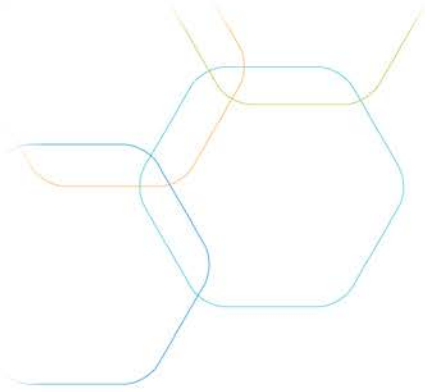
Occupancy change from prior year City of Portland+ hotel



MERC Commission Meeting

October 7, 2020
12:30 pm

Venue Business Reports



MERC Commission Written Report for October 7, 2020 Meeting
Portland Expo Center – Matthew P. Rotchford, Executive Director

Events / Sales Awareness

- PDX Drive-In Spectacular – 8/13/20-9/6/20 – A Fantastic Success! I will provide you a detailed document closer to our meeting, but overall our initial 12 event, 4 week series grew to 14 events (added 1 private and 1 sponsor event) and 3 more events that unfortunately had to be cancelled due to the air quality / wildfires. Regardless - this event generated positive revenue, created numerous jobs both internally and externally, positive press and tremendous joy to our community. Our partner, the Hollywood Theatre and high-level sponsors like “Love Portland” could not have been more pleased as is noted in this quote: *“We want to thank you for all of your work and for providing our clients such a great break from the monotony and anxiety that has dominated this time period. It’s institutions like The Hollywood Theater and the Expo Center that make Portland great.”*
- The Expo continued to host the OHSU COVID-19 Testing Site since March. We have been very pleased to work with this partner in helping our community. Per the Fire Marshal, we can’t have cars running indoors, so we are pleased that OHSU will be taken care of by our peers using the OCC garage.
- The Expo Center now hosts the Red Cross Distribution Center in the 100,000 sq. ft. area of Upper Lot Six / Gravel Lot – this provides needed supplies to numerous people in need of comfort from wildfire devastation.
- In partnership with Oregon Film, the Expo continues to host a popular food show that is using our campus in many varied ways. Unfortunately, due to the wildfires, plans to use the drive-in set didn’t work out – this time!

Building / Department Awareness

- Metro Paint extended their storage agreement with the Expo Center through 12.30.20. Thank you Metro Paint!
- Negotiations are underway with City of Portland BES for our most southern acreage to be utilized as a Pump Station to serve residents of Hayden Island.

Capital Project Updates

- Due to cost cuts, the Hall E Flat Roof project was cancelled. The purchased material is in process of being sold to OHSU for a roof project of their own.



Staff / Partners

- We are elated to welcome back Engineer, Thomas Nast. In short order, Tom is making repairs in the midst of varied challenges. Welcome back Tom!

MERC Monthly Business Report - OCC Report

October 7, 2020

1. OHSU Drive-Thru COVID-19 Testing

Beginning Monday, Sept. 28, OCC began providing the Oregon Health & Science University (OHSU) a site for drive-thru COVID-19 testing in the P1 parking garage. No appointment or doctor referrals are necessary for COVID-19 testing. Influenza testing and vaccines will also be offered for OHSU patients. Testing and operations will be implemented and managed by OHSU (the same team previously working at the Portland Expo Center). The move to OCC's underground parking will allow OHSU to continue drive-thru testing into the rainy season.

As Metro and OCC do not have expertise in public health, health professionals will develop the logistics plan and site navigation, as well as oversee operations. OCC will follow guidance from public health officials to ensure the worksite is safe. OCC employees who support this operation will be provided the necessary personal protective equipment.

2. Multnomah County Homeless Shelter – COVID-19 Physical Distancing

Multnomah County will likely continue shelter operations until Nov. 10 and then cease operating the shelter at OCC. County staff informs us they are in the process of securing additional motel/hotel sites and are planning to move guests to those locations to provide single family accommodations versus communal physical distancing centers.

3. American Red Cross Evacuation Center and Multnomah County Emergency Weather Shelter

Within hours of contact by Multnomah County and the American Red Cross on Sept. 10, OCC supported their opening of a second shelter to bring homeless individuals indoors who were exposed to hazardous air quality (halls A1 & B), as well as opening a separate evacuation center for fire evacuees (halls C & D). Our brand pillars of We Get It Done, We Welcome Everyone, and We Live for Magic were fully visible to our regional partners and they noticed. And We Are Forward Thinking – The operation's team was able to secure enhanced filters for the HVAC units in the halls on Sunday, Sept. 13. The team installed those filters Sunday evening and the air quality improved in the halls from approximately 140 parts per million (PPM) before new filters to 12 PPM Monday morning. That outcome was a great team effort to provide healthy air to many vulnerable population individuals sheltering at OCC.

4. Economic Development Administration Grant

Metro and Travel Portland submitted an \$800,000 grant proposal to the Economic Development Administration in support of our region's tourism industry. The Economic Development Administration (EDA) is considering proposals and awarding CARES Act funds on a competitive basis to destination marketing organizations and tourism entities seeking assistance due to the devastating economic impacts of COVID-19 across the U.S. OCC's meetings and convention business is a key driver of the region's and the state's economy. The grant proposal will increase our competitive advantage to retain existing business through FY28/29 and attract new conventions and meetings. The program of work includes strategies for retaining existing client

business and for reaching new markets for future business. It also proposes accreditation for key facilities and partners who can meet the industry's highest standards for cleanliness, disinfection and infectious disease prevention, a certification that will assure visitors that our destination is safe and ready to welcome them once again. This work will help restore lost jobs, recover state and local tax revenue and support a future for the hundreds of small businesses that depend on meetings and conventions in Portland to survive.

5. Deeper Discussions

As part of OCC's sustaining commitment to advancing racial equity, inclusivity and diversity, specifically addressing the issue of anti-Black racism, we've developed an opt-in learning and engagement series we're calling, "Deeper Discussions | Awakening to Action." During this series, we've been exploring racial injustice and racial healing topics such as Black Lives Matter and systemic racism through a two-part per topic meeting mechanic, allowing one meeting to serve as the learning/presentation component and the other as a space where we meet and break into small virtual groups to discuss how we can make progress for effective and meaningful change. The feedback from staff has been overwhelmingly positive and has had an added benefit of better connecting our team through a shared goal of making OCC a more racially equitable and inclusive workplace.

6. NCAA Women's Final Four Tournament and Women's Basketball Coaches Association Convention Bid 2025 or 2026

A group of Oregon representatives, including leaders from Oregon State University, Trailblazers, MODA Center, Rose Quarter, Sport Oregon, Travel Portland and OCC presented final information and the city's pitch to the NCAA site selection committee on Sept. 23 to host the NCAA Women's Final Four Tournament and Women's Basketball Coaches Association Convention Bid for 2025 or 2026. This was the last formal presentation in a lengthy bid process that included a site visit last year, a letter of commitment from OCC and others, a virtual all-building site tour of OCC and other Portland venues in August, and the final virtual presentation. Portland is one of four finalist cities for site selection. The presentation was a significant effort and collaboration by the representatives to tell the Portland and Oregon story of sports, particularly our unmatched support and enthusiasm for women's sports, our region's 160+ sports focused companies/businesses, connect to the NCAA vision for Women's basketball, and explain how our city and venues would accommodate the tournament at MODA and fan festival and coach's convention at OCC. NCAA will announce at 2pm on Oct. 14th. Fingers crossed!

7. New Revenue Streams Task Force

A New Revenue Streams Task Force has been created to look for and develop alternative convention center usages to generate income during the COVID-19 down times. Recently, a brainstorming session was opened to all OCC staff to participate and contribute potential ideas. We received over 60 ideas ranging from holding COVID vaccination & flu shot clinics to storage facilities and shelters for animals. A smaller core committee has reviewed the suggestions and narrowed it down to about a dozen viable possibilities. We are already researching leads and pursuing this business. The committee has received some positive feedback from business

entities that we have contacted about possibly using the convention center.

8. OCC Turns 30!

In the thick of serving our community with two shelters and the evacuation center, as well as managing through the pandemic, we missed a major milestone. Sources inform me that Sept. 20, 1990, was the ribbon cutting for the opening of OCC. We stand on the shoulders of those who made our center a reality back in the 80's, and some of those shoulders work beside us to this day! It's a privilege to serve our public and the hospitality community. Thank you, congratulations, and Happy 30th Anniversary OCC! Look forward to a celebration once we can gather in larger groups.

PORTLAND'5

CENTERS FOR THE ARTS



Portland'5 Centers for the Arts Business Report August 2020

- Venues are still in minimal operations mode. Several capital projects are still in progress but wrapping up soon. Staff continue to work on COVID related projects, process improvement projects and future bookings. We're seeing strong commercial bookings for the summer of 2021.

New Keller Café furnishings have arrived and the Café is starting to look really good. Still waiting on case work. Note new floor that will be so much easier to maintain than carpet plus adds to a more modern look.



Constellation install is going well. New valances and organ loft drapes are being made using the original patterns. They are really quite elegant.



PORTLAND'5

CENTERS FOR THE ARTS



The temporary wrap for the Schnitzer marquee arrived and was installed.



- Staff continue to be involved in industry conversations on all things COVID. These include:
 - Front and back of house operations
 - Sanitation supplies, techniques, new products and best practices
 - Re-opening protocols, messaging, etc.
 - Refunds and ticketing
 - CDC and Health updates
 - Food and beverage issues
 - Best practices for event and non-event staff
 - PPE guidelines
 - Job hazard analysis
 - Update of emergency procedures that will be broadened to include pandemic situations
- P5's application for GBAC Star application is in and we're waiting to hear back from them on the status of our accreditation.
- The City of Portland approved \$1.5 million bridge loan needed to keep the Constellation project moving ahead. This will be paid back by P'5 Renovation bonds as noted below:

PORTLAND'5

CENTERS FOR THE ARTS



1.1.1. No sooner than January 1, 2024, in support of a project to renovate the Portland'5 Centers for the Arts, the City intends to issue, in one or more series of bonds or debt obligations, P'5 Renovation Bonds, which will be bonds or other debt obligations expected to provide total net proceeds of not more than Forty Million Dollars (\$40,000,000), escalated using Construction Cost Escalation for each Fiscal Year from Year One until the initial year of debt issuance, to fund the proposed renovation project.

- P5 educational efforts continue in spite of COVID. P5 partnered with the New Jersey Performing Arts Center's initiative to present a nationwide watch of a new documentary: John Lewis: Good Trouble. This was a no risk partnership for P5. Tickets are \$12 and P5 gets \$5 per ticket sold. We were able to negotiate a \$7 ticket for students so we purchased-with P5 Foundation funding- 900 tickets to give to Title I schools. 17 schools signed up to participate:

6- Elementary

4- K-8th

2- Middle School

5- High School

P5 has also contracted with Black Violin on a streamed performance. As it is just a flat fee for P5 we hope to reach out to schools all over the region. It comes with a curriculum. We will be offering this to non-Title I as well since we are not limited. Black Violin's message of busting racial stereotypes is a good message for all students to see!

This summer the P5 Foundation reached out to Ruby White-who was to be our new Director of Education and Community Engagement before COVID forced us to rescind the offer-to create a virtual program for schools later this year in partnership with World Stages. The P5 Foundation recently received \$15,000 from the Reser Family Foundation for our education program. The P5F has already raised 53% of the education budget so far this fiscal year. We are continuing to look for streaming educational offering that we can offer schools who serve primarily disadvantage students.

- P5 asked for and received an extension of the ground lease rent reduction from First Congregational Church through the end of December 2020. We are extremely grateful for this consideration from the church.

MERC Commission Meeting

October 7, 2020
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission
Record of MERC Commission Actions
August 5, 2020
Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, John Erickson, Damien Hall, Deidra Krys-Rusoff, Ray Leary, Dañel Malán, Deanna Palm
Absent:	None.
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order Chair Stoudamire-Phillips at 12:35 p.m.
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"> Chair Stoudamire-Phillips shared that she and Commissioners Krys-Rusoff and Leary joined Travel Portland to provide an update to Metro Council on July 23. Councilor Lewis shared that Council is currently on August recess. Council has recently referred a transportation measure for the November ballot.
4.0	GM Communications Scott Cruickshank provided the following updates: <ul style="list-style-type: none"> Congratulated Councilor Lewis on the arrival of the newest member of her family. Last Friday was the final weekly meeting of the Governor's Coronavirus Economic Advisory Council. An advisory council on Equity in Response and Recovery is being formed and we have requested that Raahi Reddy, Metro DEI Director be added to the group. Serving on Metro's Executive response team to coordinate conversations, ideas and responses across the agency to the Black community. Chair Stoudamire-Phillips, Commissioner Leary and I are meeting to discuss a new FOTA strategy to provide an updated framework on how to bring our venues staff back when we are able. The next MERC and Metro Council Joint meeting will be on September 3. Agenda development is currently in process. We wish Zoo Director Don Moore well as he plans to retire at the end of this month. He will serve as Director emeritus until he moves back to the east coast this fall.
6.0	Financial Report Rachael Lembo presented a financial update. <ul style="list-style-type: none"> Commissioner Krys-Rusoff offered her assistance to Lembo for financial review and thanked her for her work. Commissioner Erickson noted some hotels have started to open and wondered how much revenue is being generated. Lembo responded that there is a delay in what we collect. We have seen a decrease in our collections but not as drastic as future predictions. We have been tracking weekly and we are down 90% thru the end of June and 80% in July. There is a fear there could be another drop in the coming months. Cruickshank noted hotel occupancy is up to 20%.
7.0	Venue Business Reports Matthew P. Rotchford, Matt Uchtman and Robyn Williams reported on business at the venues during the past month.

8.0	<p>Consent Agenda</p> <ul style="list-style-type: none"> Record of MERC Actions, June 3, 2020 <p>A motion was made by Commissioner Erickson and seconded by Commissioner Kryz-Rusoff to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Kryz-Rusoff, Hall, Leary, Malán and Palm) NAY: 0</p> <p>MOTION PASSED</p>
9.0	<p>Action Agenda</p> <ul style="list-style-type: none"> Resolution 20-06 - For the purpose of approving the Metropolitan Exposition Recreation Commission (MERC) Updated Unscheduled Activities Policy. Commissioner Kryz-Rusoff confirmed the public speech area marked on the map and clarified the area can be blocked for entry if there is a convention occupying the space. Cruickshank clarified that this change in policy will allow for restricted access to the general public at times to follow OHA guidelines for supporting events during COVID-19. Kryz-Rusoff asked if OCC will have extra security to help enforce the new protocols. Cruickshank answered yes, along with locking doors as needed. Cruickshank noted changes on this document pertain to OCC only at this time. Commissioner Malan asked about locked doors and fire safety. Cruickshank noted that the doors can lock from the outside and can be egressed from the inside so the building can be exited at any time. <p>A motion was made by Commissioner Kryz-Rusoff and seconded by Commissioner Malan to approve Resolution 20-06.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Kryz-Rusoff, Hall, Leary, Malán and Palm) NAY: 0</p> <p>MOTION PASSED</p>
7.0	<p>Outcomes of Oregon Convention Center Plaza & Renovation Project Workforce and Contracting Equity Plan Nate McCoy, NAMC and Andrew Colas, Colas Construction</p> <ul style="list-style-type: none"> Commissioner Kryz-Rusoff asked if there has been positive changes for other agencies noted stemming from this successful project. McCoy noted that the slow-down has provided time to digest the data and refocus. Colas noted there is still a lot of work to do around procurement policies. Commissioner Palm offered her assistance in Washington County to help connect and showcase this model to local officials. Commissioner Leary noted that MERC is here to support their work ongoing. Chair Stoudamire-Phillips requested a report that can be shared to highlight this excellent work.
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:02. p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

October 7, 2020
12:30 pm

Action Agenda

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 20-07

For the purpose of approving and transmitting to the Metro Council budget amendments to the Metropolitan Exposition Recreation Commission (MERC) Fund Budget for FY2020-21, and requesting amendment of the FY 2020-21 through FY 2024-25 Capital Improvement Plan (CIP).

WHEREAS, Metro Code 6.01.050 provides that MERC shall annually prepare and approve an annual budget which shall, to the maximum extent permitted by law, consist of one commission-wide series of appropriations; and

WHEREAS, MERC previously approved and transmitted to the Metro Council the fiscal year 2020-21 budget for the MERC Fund; and

WHEREAS, MERC staff request certain budget amendments to the Adopted Budget for fiscal year 2020-21 for the reasons described in the attached Staff Report.

BE IT THEREFORE RESOLVED THAT,

1. MERC approves the budget amendments to the MERC Fund for the fiscal year beginning July 1, 2020 and ending June 30, 2021 for inclusion as part of the total Metro budget for this period and approves the requested changes to the CIP as described in the attached Staff Report.
2. MERC requests that the Metro COO present these amendments to the Adopted Budget and CIP to the Metro Council for ratification.

Passed by the Commission on October 7, 2020.

Approved as to Form:
Carrie MacLaren, Metro Attorney

Chair

Secretary/Treasurer

By:

Nathan A. S. Sykes, Deputy Metro Attorney

MERC Staff Report

Agenda Item/Issue: For the purpose of approving and transmitting to the Metro Council a FY 2020-21 Budget and Capital Improvement Plan (CIP) amendment to the MERC Fund.

Resolution No: 20-07

Presented By: Rachael Lembo, MERC Finance Manager

Date: October 7, 2020

Background and Analysis:

The MERC venues have been closed to large public gatherings due to the COVID-19 pandemic since March 13, 2020. As presented at the September 3, 2020 joint session of MERC and the Metro Council, the venues face severe financial challenges until they're able to reopen for large events.

The FY20-21 adopted budget assumed we would have no events through September, and begin a slow reopening in the fall. At this point we know the reopening will be later than this fall. The proposed budget amendment assumes we will not be back at our normal level of business this fiscal year. The amendment sustains our current operations, which allow the venues to prepare for reopening and pursue alternative uses of our spaces. The amendment also reflects funding from the State of Oregon, City of Portland, and increased support from Metro. It does not assume additional layoffs, however four vacant positions will be permanently eliminated due to reorganizations caused by the closure.

Capital projects have been postponed at OCC and Expo. Portland's is completing multiple projects, including the Arlene Schnitzer Concert Hall acoustical project and Broadway and Park marquees, both of which received outside funding.

With this amendment each fund is projected to end the fiscal year with a positive fund balance. We will continue to monitor the public health guidelines, assess the venues' fiscal health, and share updated projections with the Commission throughout the year.

Fiscal Impact: This action will amend the FY 2020-21 Adopted Budgets and five-year Capital Improvement Plans as shown on Attachment 1.

Recommendation: Staff recommends the Metropolitan Exposition Recreation Commission adopt Resolution 20-07.

Oregon Convention Center

	Adopted FY20-21 Budget	Amended FY20-21 Budget	Variance
Operations			
Charges for Services	14,162,411	5,498,000	(8,664,411)
Local Government Shared Revenues	8,641,845	3,338,000	(5,303,845)
Contributions from Governments	-	-	-
Contributions from Private Sources	-	-	-
Grants	-	735,000	735,000
Interest Earnings	20,000	162,322	142,322
Miscellaneous Revenue	9,331	-	(9,331)
Transfers-R	1,179,375	3,296,669	2,117,294
Total Revenues	24,012,962	13,029,991	(10,982,971)
Personnel Services	9,926,416	4,340,153	(5,586,263)
Materials and Services	12,432,985	10,998,500	(1,434,485)
Transfers-E	4,554,722	4,377,113	(177,609)
Total Expenditures	26,914,123	19,715,766	(7,198,357)
Net Operations	(2,901,161)	(6,685,775)	(3,784,614)
Capital			
Total Revenues	76,910	-	(76,910)
Total Expenditures	606,367	-	(606,367)
Net Capital	(529,457)	-	529,457
Change in Fund Balance	(3,430,618)	(6,685,775)	(3,255,157)
Beginning Fund Balance	4,777,100	12,497,327	7,720,227
Ending Fund Balance	1,346,482	5,811,552	4,465,070

Portland'5 Centers for the Arts

	Adopted FY20-21 Budget	Amended FY20-21 Budget	Variance
Operations			
Charges for Services	11,745,935	2,852,779	(8,893,156)
Local Government Shared Revenues	1,103,602	402,000	(701,602)
Contributions from Governments	981,313	2,581,313	1,600,000
Contributions from Private Sources	153,450	-	(153,450)
Grants	-	735,000	735,000
Interest Earnings	50,663	78,623	27,960
Miscellaneous Revenue	33,673	40,756	7,083
Transfers-R	573,387	1,636,310	1,062,923
Total Revenues	14,642,023	8,326,781	(6,315,242)
Personnel Services	8,453,607	2,349,913	(6,103,694)
Materials and Services	6,301,870	4,989,000	(1,312,870)
Transfers-E	2,223,027	1,981,820	(241,207)
Total Expenditures	16,978,504	9,320,733	(7,657,771)
Net Operations	(2,336,481)	(993,952)	1,342,529
Capital			
Total Revenues	4,515,353	4,390,353	(125,000)
Total Expenditures	5,705,127	8,566,127	2,861,000
Net Capital	(1,189,774)	(4,175,774)	(2,986,000)
Change in Fund Balance	(3,526,255)	(5,169,726)	(1,643,471)
Beginning Fund Balance	3,543,637	5,974,275	2,430,638
Ending Fund Balance	17,382	804,549	787,167

Portland Expo Center

	Adopted FY20-21 Budget	Amended FY20-21 Budget	Variance
Operations			
Charges for Services	4,160,595	1,878,572	(2,282,023)
Local Government Shared Revenues	147,344	115,000	(32,344)
Contributions from Governments	-	-	-
Contributions from Private Sources	-	-	-
Grants	-	145,000	145,000
Interest Earnings	10,000	28,500	18,500
Miscellaneous Revenue	22,446	-	(22,446)
Transfers-R	225,446	483,068	257,622
Total Revenues	4,565,831	2,650,140	(1,915,691)
Personnel Services	1,647,337	517,357	(1,129,980)
Materials and Services	2,573,332	2,840,000	266,668
Transfers-E	1,767,960	1,795,653	27,693
Total Expenditures	5,988,629	5,153,010	(835,619)
Net Operations	(1,422,798)	(2,502,870)	(1,080,072)
Capital			
Total Revenues	8,308	-	(8,308)
Total Expenditures	730,177	11,000	(719,177)
Net Capital	(721,869)	(11,000)	710,869
Change in Fund Balance	(2,144,667)	(2,513,870)	(369,203)
Beginning Fund Balance	2,263,472	3,104,485	841,013
Ending Fund Balance	118,805	590,615	471,810

MERC Admin

	Adopted FY20-21 Budget	Amended FY20-21 Budget	Variance
Operations			
Interest Earnings	30,000	18,000	(12,000)
Transfers-R	979,421	304,238	(675,183)
Total Revenues	1,009,421	322,238	(687,183)
Personnel Services	800,069	512,253	(287,816)
Materials and Services	387,150	359,083	(28,067)
Transfers-E	647,362	147,362	(500,000)
Total Expenditures	1,834,581	1,018,698	(815,883)
Net Operations	(825,160)	(696,460)	128,700
Change in Fund Balance	(825,160)	(696,460)	128,700
Beginning Fund Balance	5,799,151	2,846,857	(2,952,294)
Ending Fund Balance	4,973,991	2,150,397	(2,823,594)

CIP Summary

Fiscal Year 2021

Department: OCC						
	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	Total
CONVENTION CENTER OPERATING FUND						
Tower/Crown Glazing	-	1,430,000	-	-	-	1,430,000
CCTV Security Camera System Server upgrades	-	100,000	-	-	-	100,000
Future Renovation Planning	-	500,000	-	-	-	500,000
Glass Tower Structural Reinforcement	-	175,000	-	-	-	175,000
I5 Parking Lot Repair/Sealing	-	130,000	-	-	-	130,000
Waterproofing: Miscellaneous	-	90,000	450,000	-	-	540,000
ABC Meeting Room Renovation	-	-	1,200,000	8,000,000	-	9,200,000
Vertical Transportation: Elevator Modernizations	-	-	350,000	350,000	350,000	1,050,000
Security Console/Entrance area Renovation	-	-	230,000	1,400,000	-	1,630,000
OCC - AV Audio System Upgrade	-	-	100,000	750,000	-	850,000
Facility Security Capital Assessment	-	-	100,000	-	-	100,000
Waterproofing: SW Exterior & Egress Doors	-	-	-	400,000	-	400,000
OCC Cooling System phase II	-	-	-	40,000	4,000,000	4,040,000
Vertical Transportation: Escalator Modernizations	-	-	-	-	100,000	100,000
OCC - Boiler Replacement	-	-	-	-	100,000	100,000
Exhibit Hall Lighting Retrofit	-	-	-	-	90,000	90,000
TOTAL OCC - CONVENTION CENTER OPERATING FUND	\$0	\$2,425,000	\$2,430,000	\$10,940,000	\$4,640,000	\$20,435,000

CIP Summary

Fiscal Year 2021

Department: P5						
	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	Total
PORTLAND'S CENTERS FOR THE ARTS FUND						
Schnitzer Acoustical Enhancements	6,235,000	-	-	-	-	6,235,000
P5 ASCH Broadway and Park Marquees	1,250,000	-	-	-	-	1,250,000
P5 AHH Roof	290,000	-	-	-	-	290,000
KA Chiller	290,000	-	-	-	-	290,000
Keller Café	225,000	-	-	-	-	225,000
P5 KA New PA	-	-	-	1,500,000	-	1,500,000
ASCH Sound Reinforcement System	-	-	-	1,400,000	-	1,400,000
TOTAL - PORTLAND'S CENTERS FOR THE ARTS FUND	\$8,290,000	\$0	\$0	\$2,900,000	\$0	\$11,190,000

CIP Summary

Fiscal Year 2021

Department: EXPO						
	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	Total
EXPO FUND						
Expo - Exhibit Hall Lighting	-	200,000	-	-	-	200,000
Expo - Lighting Control review and install - Halls ABCDE	-	161,000	-	-	-	161,000
Expo Hall E Flat Roof	-	-	150,000	-	-	150,000
Expo - Lower Parking Lot: Lighting	-	475,000	-	-	-	475,000
Hall C Structural Repairs	-	200,000	200,000	-	-	400,000
Expo - Lower Parking Lot: Grading	-	150,000	300,000	-	-	450,000
Expo - Main Entry Improvements	-	185,000	-	-	-	185,000
Expo - Facility Wide Overhead Door improvements	-	125,000	100,000	-	-	225,000
Plaza Security Enhancements	-	50,000	100,000	-	-	150,000
Expo - Hall D&E HVAC	-	-	150,000	150,000	160,000	460,000
Expo - F&B Facility Renewal and Replacement	-	-	150,000	150,000	-	300,000
A/B/C Electrical Review	-	-	125,000	-	-	125,000
Reseal Hall D/E Flooring	-	-	-	400,000	400,000	800,000
Expo - Halls D&E Interior Improvements	-	-	-	250,000	-	250,000
Expo - UP2 North Walkway Cover	-	-	-	200,000	300,000	500,000
Expo - Hall C Roof Recoat	-	-	-	150,000	-	150,000
Campus Master Plan	-	-	-	20,000	100,000	120,000
Sustainability - Stormwater	-	-	-	-	250,000	250,000
Electrical Generator Enhancement	-	-	-	-	250,000	250,000
TOTAL EXPO - EXPO FUND	\$0	\$1,546,000	\$1,275,000	\$1,320,000	\$1,460,000	\$5,601,000

MERC Commission Meeting

October 7, 2020
12:30 pm

Travel Portland 4th Quarter
Report

TRAVEL
PORTLAND

4TH QUARTER 2019-20 REPORT

Highlights:

Executive Summary – Pages 3-5



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

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



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- In this fiscal year, OCC realized over \$8.8 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 21.2 to 1.
- Thirty-one new and one repeat OCC conventions were booked for future years during FY19/20 worth over \$11.4 million in OCC revenue and community economic impact over \$56.7 million. Total Travel Portland bookings, including single hotel will result in over \$89.3 million of economic impact.
- Across domestic media outlets this fiscal year, Portland was included in 5,944 placements with a total impression of over 9 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland booked three OCC conventions in the quarter including SACNAS, Society for Advancement of Chicanos/Hispanics and Native Americans in Science. Travel Portland hosted the meeting planner and with the help of the community was able to show Portland how our communities work together to support each other.
- Our annual winter promotional campaign – designed to drive off-season visitation to Portland from West Coast feeder markets -- generated a record \$532 million in incremental visitor spending in the destination (source: Phocuswright). The winter 2019-20 edition, “Go Somewhere Different,” marked the organization’s first concerted foray into the Los Angeles market, which accounted for the majority (\$341.4 million) of the total visitor spend. The campaign featured a strategic mix of digital video, TV, social media, media relations, partnerships with online travel agencies and digital publishers, investments with travel-intent partners, out-of-home advertising and search engine marketing.

TRENDS, SUCCESSES, OBSTACLES

- Transient Lodging Tax due to COVID-19 will have dramatic drops well into the future. Fiscal YTD collections of the city’s tax through June were down 11.0%.
- Portland hotels’ occupancy decreased 50.4% for calendar YTD through June; ADR decreased 17.8%, RevPar decreased 59.2%, demand decreased 54.5%, and room revenue decreased 62.6%.
- With the shutdown due to COVID-19 all meetings and conventions were cancelled for the remainder of the year.
- In the fourth quarter, hotel revenue for those hotels still open dipped to around 10% of last year.
- Travel Portland is focused on retaining meetings business into the new year.
- James Jessie, Chief Sales Officer, convened the Meeting and Convention Recovery Task Force. A broad assortment of industry professionals are developing guidelines for safe, successful meetings in the future.



EXECUTIVE SUMMARY

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$8,861,161	Paused / \$18 Million
2	ROI on future OCC business	2.7	Paused / 5.8
3	Lead conversion	15%	Paused / 18%
4	Services performance survey	3.9	Paused / 3.8
5	Public relations/media	12.0	Paused / 12
6	Community economic impact	21.2	Paused / 44

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	18.3	Paused / 25
2			

MARKET PERFORMANCE: HOTEL DEMAND	
Market	January 2020 – June 2020 vs. PYTD
Portland*	-48.5%
San Francisco	-52.6%
Seattle	-47.3%
Vancouver, BC	-50.3%
*Includes TID and non-TID hotels	
Source: STR (Smith Travel Research)	

TID Hotels: Hotel Demand	
Time Period	Demand
Year-To-Date (January 2020 – June 2020)	-54.5%
Running 12 Months (July 2019 – June 2020)	-26.5%
Source: STR (Smith Travel Research)	

EXECUTIVE SUMMARY

CITY CONTRACT GOALS – OBJECTIVE #2 CONTINUED

AD ACCOUNTABILITY: INCREMENTAL VISITOR SPENDING GENERATED BY ADVERTISING

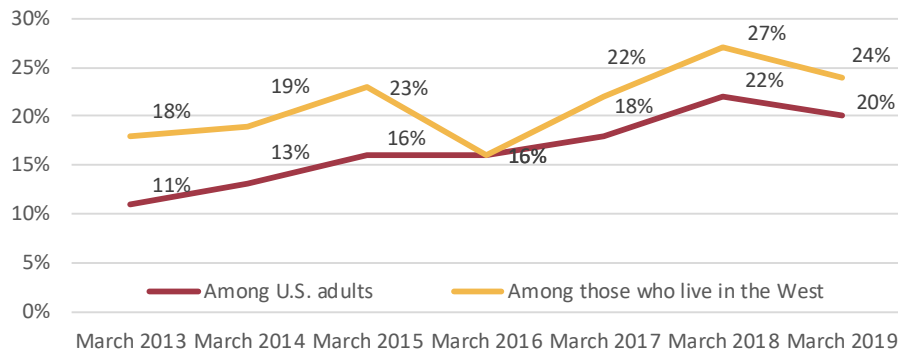
Winter 2019-2020 (source: Phocuswright) \$532 million

Intent to Travel

SOMEWHAT LIKELY TO VISIT PORTLAND

How likely are you to visit Portland, Oregon, for a vacation during the next 24 months?

Source: MMGY Global, travelhorizons, Wave II 2020

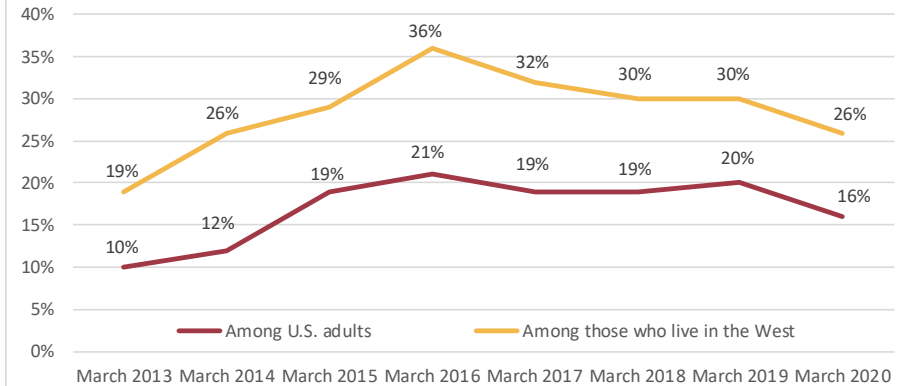


Intent to Travel

EXTREMELY/VERY LIKELY TO VISIT PORTLAND

How likely are you to visit Portland, Oregon, for a vacation during the next 24 months?

Source: MMGY Global, travelhorizons, Wave II 2020

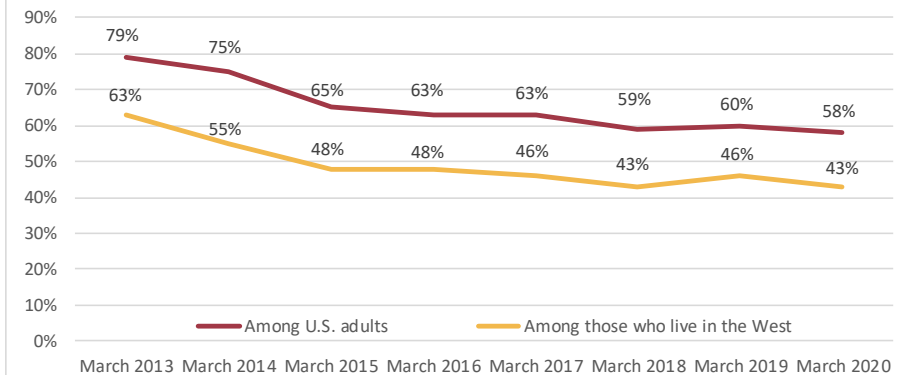



Intent to Travel

NOT VERY/NOT AT ALL LIKELY TO VISIT PORTLAND

How likely are you to visit Portland, Oregon, for a vacation during the next 24 months?

Source: MMGY Global, travelhorizons, Wave II 2020

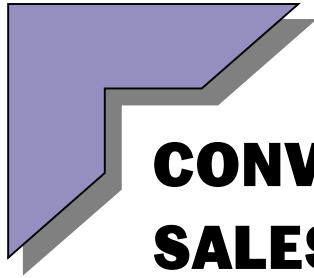




CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY19-20	\$ 8,861,161	\$ -	\$ 8,861,161
FY20-21	\$ 9,160,987	\$ 622,699	\$ 9,783,686
FY21-22	\$ 18,470,822	\$ 1,321,888	\$ 19,792,710
FY22-23	\$ 22,776,088	\$ 1,523,962	\$ 24,300,050
FY23-24	\$ 8,731,022	\$ 1,321,888	\$ 10,052,910
FY24-25	\$ 5,478,956	\$ 1,523,962	\$ 7,002,918
FY25-26	\$ 1,173,228	\$ 1,321,888	\$ 2,495,116
FY26-27	\$ 1,857,528	\$ 1,523,962	\$ 3,381,490
FY27-28	\$ -	\$ 1,321,888	\$ 1,321,888
FY28-29	\$ 534,267	\$ -	\$ 534,267
TOTAL	\$ 77,044,059	\$ 10,482,137	\$ 87,526,196

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	3	31	
Repeat OCC Bookings	0	1	
Total OCC Bookings	3	32	
Room Nights from OCC Bookings	8,415	88,523	
Future OCC Revenue Booked during FY 2019/20	\$ 691,315	\$ 11,465,785	
ROI OCC Bookings	\$ 1.3	\$ 2.7	Paused/5.8 to 1
Community Economic Impact from OCC Bookings	\$ 4,783,815	\$ 56,747,325	
Total Room Nights Booked	16,879	155,631	
Total Community Economic Impact from Bookings	\$ 8,392,433	\$ 89,371,461	
ROI on Total Community Economic Impact	\$ 15.8	\$ 21.2	Paused/44.0 to 1
OCC Revenue Realized During FY 2019/20	\$ -	\$ 8,861,161	Paused/\$18 Million




CONVENTION SALES

LEAD CONVERSION	
	As of July 1, 2020
Lead Conversion Percentage	15%
Paused / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2020					
	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24 and beyond
Current	34	32	30	30	27
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 16/17-19/20)	47	44	30	22	29

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 2,314,962	\$ 12,565,555
Travel Portland Contract Costs	\$ 530,203	\$ 4,210,540
ROI (Revenue / Costs)	4.4	3.0

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	29	81,442	50,035	\$ 9,403,704	\$ 49,606,500



CONVENTION SALES

MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	4th Quarter	YTD
New Minority Bookings	1	10
Total Minority Bookings	1	10
Room Nights from Minority Bookings	5,736	16,833
Minority Leads	0	37
Minority Lost Leads	6	26

For the fourth quarter of FY 2019/20, minority bookings created an estimated economic impact to the greater metro Portland community of over \$3 million.

Booked groups included the following:

Society for Advancement of Chicanos/Hispanics and Native Americans in Science	\$ 3,063,761
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4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
United Natural Foods, Inc.	1	COVID-19	1,456	2,000	\$ 238,948	\$ 1,158,778	5/4/20
International Association of Chiefs of Police	1	COVID-19	1,465	550	\$ 166,401	\$ 902,354	5/9/20
International Association of Chiefs of Police	0	COVID-19	240	0	\$ -	\$ -	5/9/20
Western Winter Sports Representatives Association	1	COVID-19	120	500	\$ 45,990	\$ 128,840	6/8/20
Electric Drive Transportation Association	1	COVID-19	2,000	3,000	\$ 626,523	\$ 2,284,971	6/11/20
Association for Chemoreception Sciences	1	COVID-19	3,910	1,200	\$ 438,582	\$ 2,204,286	6/18/20
National Association of Area Agencies on Aging	1	COVID-19	2,371	1,000	\$ 393,827	\$ 1,670,236	7/9/20
Oregon Education Association	1	COVID-19	546	400	\$ 88,734	\$ 368,669	7/26/20
Oregon Association of Nurseries	1	COVID-19	1,013	14,500	\$ 102,703	\$ 1,284,157	8/22/20
Go West Summit	1	COVID-19	1,790	600	\$ 158,188	\$ 712,041	8/30/20
Romanian Pentecostal Church	1	COVID-19	995	4,500	\$ 140,640	\$ 711,726	9/3/20
Rose City Comic Con	1	COVID-19	1,120	17,000	\$ 545,504	\$ 2,496,459	9/9/20
Rose City Comic Con	0	COVID-19	565	0	\$ -	\$ -	9/9/20
Caribou Media Group LLC	1	COVID-19	592	1,000	\$ 106,691	\$ 409,910	9/29/20
Land Trust Alliance	1	COVID-19	525	1,800	\$ -	\$ -	10/5/20
American Society for Reproductive Medicine	1	COVID-19	14,005	6,000	\$ 1,416,589	\$ 9,230,836	10/14/20
Hemp Industry Association	1	COVID-19	633	400	\$ 98,245	\$ 378,709	10/30/20
Kumoricon	1	COVID-19	1,250	9,000	\$ 380,618	\$ 1,617,825	11/4/20
CFB Events, Inc.	1	COVID-19	152	100	\$ 41,318	\$ 106,422	12/16/20
O'Reilly Media, Inc.	1	Conference Cancelled - Not Happening	2,105	3,000	\$ 417,982	\$ 1,726,215	7/15/22
Total OCC Cancellations	18		36,853	66,550	\$ 5,407,483	\$ 27,392,434	



CONVENTION SERVICES

ACTIVITY DESCRIPTION	4TH QUARTER	YTD
OCC groups occurring during the quarter	0	34
Distribution of promotional pieces	0	47,195
Meeting planning assistance - Services leads	25	1,405
Pre-convention attendance building - Site tours	0	32
Pre-convention attendance building -Promo trips, e-newsletters and materials	1	40
Housing-convention room nights	0	17,264

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Average = 2	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	0	0	0	0	0	0.0	0
Travel Portland convention services staff	0	0	0	0	0	0.0	0
Travel Portland housing services (if utilized)	0	0	0	0	0	0.0	0
Travel Portland collateral/promotional materials	0	0	0	0	0	0.0	0
Quality and user-friendliness of the Travel Portland	0	0	0	0	0	0.0	0
Average rating for the quarter						0.0	
Average rating YTD						3.9	
Paused / Target						3.8	
Is there anything Travel Portland could have done to enhance your experience?							
Groups Serviced/Surveyed:							
**Due to COVID-19, there were no meetings to be surveyed.							



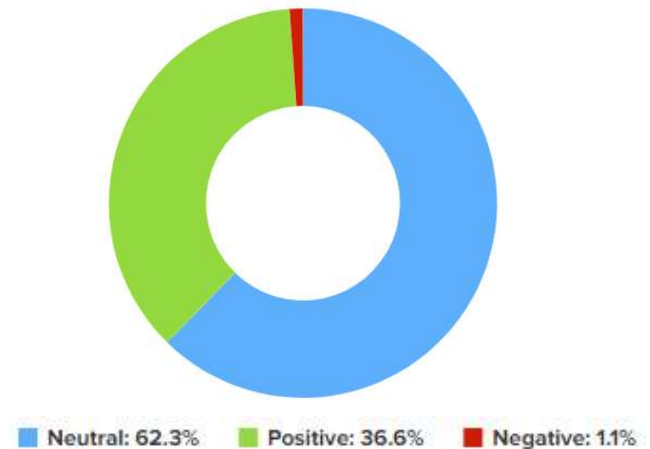
Traditional media mentions captured across print and online that may influence consumer perception of Portland as a business and leisure travel destination.

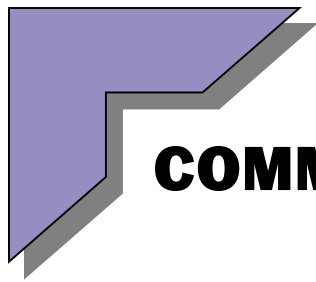
Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

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.

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.

TOTAL DOMESTIC MEDIA SENTIMENT





COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
February 2020	Meetings Professional International	Normalizing Sustainability and Diversity	Online	100,000	1
February 2020	Meetings Professional International	Normalizing Sustainability and Diversity	Print	30,157	1
April 2020	Northwest Meetings + Events	Hotel News	Print	16,000	1
April 2020	Northwest Meetings + Events	Portland Hotel Openings	Online	5,384	1
April 2020	CVENT	Planning for the Planet	Print	70,000	1
April 2020	BizBash	Industry News: Register for BizBash's Toronto Virtual Discussion, Leadercast 2020 Conference Goes Virtual, Las Vegas Lands the 87th Annual NFL Draft, and More	Online	463,000	1
May 2020	Northwest Meetings + Events	Portland to Host First Ritz-Carlton in Pacific Northwest	Online	5,384	1
May 2020	Meetings + Events	Portland to Host First Ritz-Carlton in Pacific Northwest	Online	3,461	1
June 2020	PCMA	Black CVB Leaders Write an Open Letter to Colleagues	Online	187,904	1
Total				881,290	9

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

PITCHES DELIVERED	
1	The launch of the refreshed meeting planner's website with highlighted upgrades to microsites, the venue finder, and fresh content.
2	Travel Portland engages meeting planners in immersive experiences—including a fully guided virtual site tour and a slate of themed happy hours—to celebrate and showcase the unique flavor of Portland.
3	The award-winning PDX airport offers a safe, clean and welcoming first impression for potential meeting attendees, and ORLA provides resources and guidelines for the city's lodging and restaurants to best support visitors in the coming months.
Paused / Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.	



MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	4th Quarter	YTD
Visits	343,662	2,648,727
International Visits	31,093	229,816
Referrals	52,577	511,010
Business and Event Detail Views	135,453	1,511,803
Meetings.TravelPortland.com		
Venue Finder Page Views	680	3,987

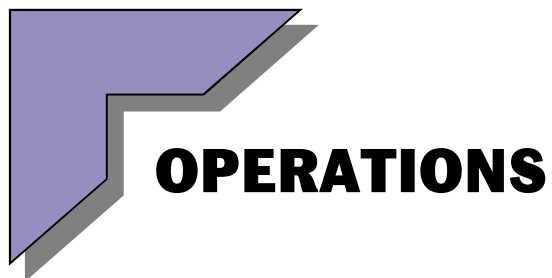
Source: Google Analytics

INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	2%	7%
Competitive Set***	0%	-3%

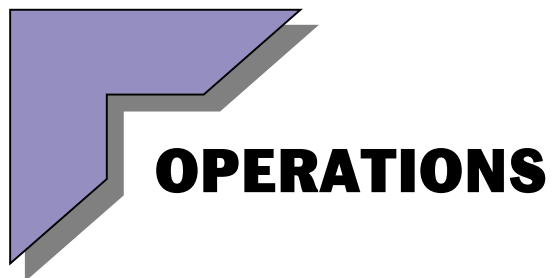
**Source: Oxford Tourism Economics Company reports twice during the calendar year.*

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

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



DIVERSITY EMPLOYMENT STATISTICS 2019-2020					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	June 30, 2020		Fourth Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	3	7	43%	40-60%	Monitor
First/Mid Level Manager	5	6	83%	40-60%	Monitor
Professionals	6	11	55%	40-60%	Monitor
Sales Workers	6	6	100%	40-60%	Monitor
Admin Support Workers	8	8	100%	40-60%	Monitor
Total	28	38	74%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	2	7	29%	15-33%	Monitor
First/Mid Level Manager	1	6	17%	15-33%	Monitor
Professionals	1	11	9%	15-33%	Improve
Sales Workers	2	6	33%	15-33%	Monitor
Admin Support Workers	2	8	25%	15-33%	Monitor
Total	8	38	21%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 4TH QUARTER 2019-20

HIRING

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	The Asian Reporter	Urban League	Monster.com
	Urban League	Mosaic Metier	PDX Pipeline
	Oregon Native American Chamber	Partners in Diversity	Jooble
	Portland State University	Indeed	LinkedIn
	Travel Portland Website	Destinations International	H-Careers
	Murphy, Symonds & Stowell		
Current Employees residing in MERC FOTA		7	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$914,064
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PARTNERSHIP

Total Partners	Within FOTA	Minority	Women-Owned
754	110	36	62

MBE/DBE/WBE PURCHASING PARTICIPATION FY 2019-20 (YTD)

	Total Expended	Expended with Minority/ Women-Owned or Emerging Small Business Enterprises	Percentage of Total Spend on Minority/Women-Owned or Emerging Small Business Enterprises
Lodging taxes expended with MBE/DBE/WBE	\$1,124,250	\$745,317	66%
Marketing Grants/Projects	\$204,000	\$119,500	59%
Scholarships/Membership/ Charity	\$95,349	\$39,915	42%

For the last 31 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

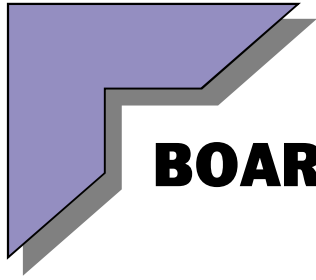
Expenses	Annual Budget	MERC - QTR Ending 06-30-20	TID/TLT - QTR Ending 06-30-20	Subtotal QTR Ending 06-30-20	Sum MERC YTD 06-30-20	Sum TID/TLT YTD 06-30-20	Sum of YTD 06-30-20	Percent
Direct Sales:								
Personnel Costs	1,714,479	259,923		259,923	1,639,052	-	1,639,052	
Direct expenses	257,172	64,293		64,293	257,172	-	257,172	
Total Portland office	1,971,651	324,216	-	324,216	1,896,224	-	1,896,224	96%
Fall & Spring Fam	100,000	-	-	-	129,433	3,559	132,992	
DC client events	13,000	(3,396)	(3,657)	(7,053)	3,044	3,278	6,322	
Chicago client events	12,000	(277)	(231)	(508)	1,588	1,324	2,912	
Site Visits	100,000	14,690	3,673	18,363	104,256	26,064	130,320	
Bid/Sales Trips	40,000	394	58	452	42,986	6,314	49,300	
Local Promotions	5,000	238	98	337	5,467	2,255	7,722	
Tradeshows	340,000	(1,092)	(299)	(1,391)	272,825	74,754	347,579	
Road Shows/Client Events-Chicago & Washington DC	95,000	-	-	-	31,915	6,991	38,905	
Research/Lead Generation	45,000	1,738	914	2,652	34,339	18,064	52,402	
Three City Alliance	50,000	14,208		14,208	68,718	-	68,718	
Advisory Council	60,000	(153)	(11)	(164)	10,255	748	11,002	
Multicultural Sales & Opportunities				-	-	-	-	
Congressional Black Caucus	48,188	237	15	252	42,122	2,641	44,763	
NCBMP Annual Trade Show	11,150	1,429	90	1,519	5,509	285	5,794	
Connect Diversity Trade Show	11,550	-	-	-	10,271	644	10,915	
Association Forum	50,000	(2,287)	(143)	(2,430)	26,737	1,676	28,414	
Women's Executive Retreat	60,000			-	65,751	4,122	69,873	
My People's Market	75,000			-	56,250	-	56,250	
Marketing assets and collateral	25,000	3,135		3,135	21,885	-	21,885	
Program Support/Local/event support	8,000	2,000		2,000	8,000	-	8,000	
DEI Partner trainings (welcoming environment cust. service)	20,000	5,000		5,000	20,000	-	20,000	
Sub-Total	1,168,888	35,865	506	36,371	961,349	152,719	1,114,069	95%
Total Direct Sales	3,140,539	360,081	506	360,587	2,857,573	152,719	3,010,293	96%
Marketing:								
Total Marketing	695,382	57,346	8,477	65,823	571,499	103,368	674,868	97%
Public Relations (& Multicultural PR)								
Total PR	150,575	18,699	4,732	23,431	134,676	57,206	191,881	127%
Convention Services:								
Total Convention Services	491,079	46,143	-	46,143	416,419	13,122	429,541	87%
Contract Admin.								
Total Contract Admin	154,281	47,935	-	47,935	230,373	-	230,373	149%
Total Budget	4,631,854	530,203	13,714	543,917	4,210,540	326,415	4,536,955	98%

Travel Portland
Income Statement
(Statement of Financial Activities)
20-12 (Jun 2nd Close)

	Actual (Prior Year) YTD 6/30/2019 Column A	Actual YTD 6/30/2020 Column B	Budget YTD 6/30/2020 Column C	Actual (Prior Year) Full Year 6/30/2019 Column D	Budget Full Year 6/30/2020 Column E
Revenue					
City/County Lodging Tax (1%)	6,935,320	6,174,375	7,108,703	6,935,320	7,108,703
Tourism Improvement District (TID) (2%)	13,786,129	12,697,600	14,130,782	13,786,129	14,130,782
MERC (OCC contract)	4,391,069	4,124,500	4,631,854	4,391,069	4,631,854
Partnership Dues	453,592	421,798	445,000	453,592	445,000
Fees earned	181,597	131,531	122,000	181,597	122,000
Other Income	246,618	186,050	25,000	246,618	25,000
Tradeout/In-Kind	18,960	7,757	0	18,960	0
Cooperative programs	124,835	134,769	154,000	124,835	154,000
Regional RCTP (from Travel Oregon)	2,916,006	2,017,443	3,086,406	2,916,006	3,086,406
Cultural Tourism	332,778	342,441	300,000	332,778	300,000
Visitor Development Fund (VDF)	0	60,000	85,800	0	85,800
Total Revenue	29,386,903	26,298,266	30,089,545	29,386,903	30,089,545
Expenses					
Convention Sales	5,364,441	4,363,098	5,485,000	5,364,441	5,485,000
Int'l Tourism	2,473,140	1,813,017	2,585,800	2,473,140	2,585,800
Marketing & Communications	8,927,806	7,975,541	9,900,000	8,927,806	9,900,000
Regional RCTP (from Travel Oregon)	2,919,386	2,017,443	3,086,406	2,919,386	3,086,406
Convention & Housing Services	1,203,080	996,263	1,240,000	1,203,080	1,240,000
Events	367,377	197,989	360,000	367,377	360,000
Destination Mgmt & DEI	1,240,768	931,581	1,690,000	1,240,768	1,690,000
Visitor Services (Fulfillment & VC)	367,784	319,153	512,000	367,784	512,000
Program Support	3,618,072	3,714,014	4,175,000	3,618,072	4,175,000
Total Expenses	26,481,854	22,328,099	29,034,206	26,481,854	29,034,206
NET SURPLUS/(DEFICIT)	2,905,049	3,970,167	1,055,339	2,905,049	1,055,339

**Travel Portland
Balance Sheet**
(Statement of Financial Position)
20-12 (Jun 2nd Close)

	Actual 6/30/2020 Column A	Actual as of 6/30/2019 Column B	Increase (Decrease) Column C
Assets			
Cash and Cash Equivalents	\$7,655,387.82	\$4,988,878.92	53%
Investments	\$4,790,902.92	\$4,637,647.78	3%
Accounts Receivable	\$1,108,443.63	\$2,689,013.16	-59%
Prepaid Assets	\$889,427.07	\$908,541.53	-2%
Fixed Assets, net	\$2,528,052.02	\$2,347,215.55	8%
Other Assets	\$2,567.48	\$0.00	0%
Total Assets	\$16,974,780.94	\$15,571,296.94	9%
Liabilities and Net Assets			
Liabilities			
Accounts Payable & Accrued Expenses	\$355,755.87	\$3,578,217.91	-90%
Accrued Personnel	\$1,203,855.95	\$2,337,442.97	-48%
Deferred Revenue	\$242,843.24	\$223,434.31	9%
Other Fiduciary Liabilities - RCTP	\$1,818,963.59	\$49,006.32	3612%
Total Liabilities	\$3,621,418.65	\$6,188,101.51	-41%
Net Assets			
Undesignated-Balance Sheet	\$8,857,991.04	\$5,510,856.45	61%
Board Designated-Balance Sheet	\$1,967,319.23	\$1,525,123.43	29%
Net Property and Equipment-Balance Sheet	\$2,528,052.02	\$2,347,215.55	8%
Total Net Assets	\$13,353,362.29	\$9,383,195.43	42%
Total Liabilities and Net Assets	\$16,974,780.94	\$15,571,296.94	9%



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Bebo	Chris	Provenance Hotels		
Craddick	Shirley	Metro		
Daley	Mike	Sheraton Portland Airport Hotel	Chair-elect	Nominating Committee, Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Endorf	Erica	AC Hotel Portland Downtown		Community Action Committee
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Vice Chair	
Goeman	Mark	CoHo Services		
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Hiller-Webb	Shannon	Host2Host/Prosparus		
Holt	Charles	The Mark Spencer Hotel		
Huffman	Kurt	ChefStable		
Johnson	Dennis	CPA	Treasurer	Budget and Finance Committee
Kafoury	Deborah	Multnomah County		
Kunzer	Ryan	The Duniway Portland, A Hilton Hotel		
Lopuszynski	Ziggy	Crown Plaza Portland - Downtown Convention Center		
Malik	Tauseen	Hilton Portland Downtown		
Mann	Amanda	Rose Quarter		
Mayelzadeh	Farshad	DoubleTree by Hilton - Portland		
McIlroy	Emma	Wildfang		
Nicolopoulos	Shane	Hyatt Regency Portland at the Oregon Convention Center		
Penilton	David	America's Hub World Tours		
Pyne	Tim	Portland Marriott Downtown Waterfront	Past Chair	Convention Sales Steering Committee
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Shelly	Ruth	Portland Children's Museum		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Chair	
Wheeler	Ted	City of Portland		