

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 12-11

For the Purpose of approving the extension of the National Sales, Marketing and Convention Services Agreement for the Oregon Convention Center with Travel Portland.

WHEREAS, MERC oversees the operation of the Oregon Convention Center; and

WHEREAS, MERC and Travel Portland are parties to a Sales, Marketing, Convention Services Agreement for the Oregon Convention Center ("the Agreement"); and

WHEREAS, the Agreement provides for up to four two-year extensions at MERC's discretion; and

WHEREAS, MERC approved the second two-year extension to the original term of the Agreement and this extension expires on June 30, 2012; and

WHEREAS, in order to maximize the economic impact of the Oregon Convention Center for the Tri-County Metropolitan Region, Travel Portland provides critical support so that conventions, tradeshow and other national events take place at the Oregon Convention Center through a comprehensive Sales and Marketing plan to sell Portland as a destination; and

WHEREAS, MERC is satisfied with the efforts of the Travel Portland Team to accomplish the goals and duties outlined in the Agreement; and

WHEREAS, the General Manager has sent the required sixty day notice to Travel Portland contingent upon MERC's approval of this extension.

BE IT THEREFORE RESOLVED AS FOLLOWS:

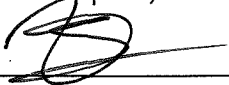
MERC approves the extension of the National Sales, Marketing and Convention Service Agreement with Travel Portland for an additional two year term from July 1, 2012 through June 30, 2014 and authorizes the General Manager to execute the attached Amendment to the Agreement on behalf of the Commission.

Passed by the Commission on June 6, 2012.

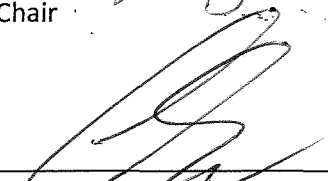


Chair

Approved as to Form:
Alison Kean Campbell, Metro Attorney

By: 

Nathan A. Schwartz Sykes, Senior Attorney



Secretary-Treasurer

MERC Staff Report

Agenda Item/Issue: For the Purpose of approving the third extension to the National Sales, Marketing, Convention Services Agreement with Travel Portland from July 1, 2012 to June 30, 2014.

Resolution No.: 12-11

Presented By: Scott Cruickshank

Date: June 6, 2012

Background and Analysis: The Commission approved a National Sales, Marketing and Convention Services Agreement with the then Portland Oregon Visitors Association (POVA), now Travel Portland, after an extensive RFP process in September of 2005. The original Agreement was for three years beginning October 1, 2005 and ending on June 30, 2008. The Commission had the authority to extend this Agreement for four (4) additional two-year periods at its discretion with a 60-day notice to Travel Portland. In April 2008, the MERC Commission exercised its option, approved the first addendum to the Agreement, and extended the term for an additional two years from July 1, 2008 to June 30, 2010. The second extension was approved by the Commission in May of 2010 and the second extension will expire June 30, 2012.

Travel Portland has met all of the obligations required in the Agreement, related to submitting quarterly reports, submitting annual goals for MERC General Manager's approval, submitting annual line item budget requests to MERC, annual sales and marketing plan submission and financial reporting. Travel Portland has complied with all MERC policies in its application of the Agreement including submission of its First Opportunity/MWESB reporting in all quarterly reports to the Commission.

Staff is very satisfied with the professionalism and work product Travel Portland has generated and its success with achieving annual performance goals. Travel Portland has demonstrated creative and innovative approaches to promote, market, sell and secure national conventions and tradeshow business for the OCC and the region over the past 5 years. They have worked in a very collaborative way with the OCC sales team and the local hospitality community in all areas of sales and marketing through the term of this current Agreement to promote the destination and the Oregon Convention Center in a very comprehensive and professional manner.

Fiscal Impact: MERC Commission approves the annual contract amount for this Agreement during the budget process based upon the Travel Portland Program of Work and Annual Sales Plan Submittals. The current FY 11-12 budget for this Agreement is \$2,642,520, including annual contributions from VDI as part of the funding of the Sales Marketing and Convention Services efforts. The MERC Commission has recommended a FY 12-13 budget for approval to the Metro Council. This recommended FY 12-13 budget includes \$2,700,046 for continuation of the sales and marketing services by Travel Portland next fiscal year. It is anticipated that Metro Council will take action to approve its FY 12-13 budget on June 21st 2012 with final adoption expected in June 2012.

Recommendation: Staff recommends that the Metropolitan Exposition-Recreation Commission adopt Resolution 12-11, to approve the third, two-year extension of the National Sales, Marketing and Convention Services Agreement with Travel Portland and authorizes the General Manager to execute the Addendum necessary to exercise the third extension option of this Agreement.

**AMENDMENT TO NATIONAL SALES, MARKETING AND CONVENTION
AGREEMENT FOR THE OREGON CONVENTION CENTER**

This is an Amendment ("Amendment") to the National Sales, Marketing And Convention Services Agreement For the Oregon Convention Center ("the Agreement") between the Metropolitan Exposition Recreation Commission ("MERC") and Travel Portland, formerly known as, Portland Oregon Visitors Association.

Recitals

- A. MERC and Travel Portland entered into the Agreement on October 1, 2005;
- B. The original term of the Agreement was October 1, 2005 through June 30, 2008;
- C. Pursuant to the terms of the Agreement, MERC may extend the Term of the Agreement for up to four two-year extensions;
- D. The parties extended the Agreement by approval of MERC under MERC Resolution 08-04 for the period July 1, 2008 to June 30, 2010;
- E. The parties further extended the Agreement by approval of MERC under MERC Resolution 10-08 for the period July 1, 2010 to June 30, 2012; and
- F. MERC has provided adequate notice to Travel Portland that it wishes to extend the Agreement for an additional two year period.

Amendment

The parties hereby amend the Agreement agree as follows:

- 1. The Term of the Agreement is extended for an additional two year period from July 1, 2012 to June 30, 2014.
- 2. This Amendment is effective upon approval of MERC and execution of this Amendment.
- 3. In the event a conflict arises between this Amendment and the terms and conditions of the Agreement, the terms and conditions of this Amendment shall control. Except as specifically set forth herein to the contrary, all of the terms and conditions of the Agreement are in full force and effect, shall continue in full force and effect throughout the term and are hereby ratified and confirmed by the parties.

TRAVEL PORTLAND

**METROPOLITAN EXPOSITION
RECREATION COMMISSION**

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

