
MERC Commission Meeting

September 2, 2009
12:30 pm

Oregon Convention Center
777 NE Martin Luther King
Jr Blvd. Rooms B 110-111



METROPOLITAN EXPOSITION RECREATION COMMISSION

MEETING: Metropolitan Exposition Recreation Commission
DATE: Wednesday, September 2, 2009
TIME: 12:30 PM
LOCATION: Oregon Convention Center
Rooms B110-111
777 NE Martin Luther King Jr. Blvd.

REVISED AGENDA

CALL TO ORDER

1.0 QUORUM CONFIRMED

2.0 KINSHIP HOUSE PRESENTATION

Jeff Blosser

3.0 COMMISSIONER COMMUNICATIONS AND QUESTIONS FOR STAFF

3.1 Commissioner Discussion - MERC Venue Business Reports

Chair Conkling

4.0 INTERIM GENERAL MANAGER COMMENTS

4.1 General Updates - Verbal Report

Cheryl Twete

5.0 OPPORTUNITY FOR PUBLIC COMMENT ON NON-AGENDA ITEMS

6.0 CONSENT AGENDA

6.1 Approval of August 5, 2009 Meeting Minutes

7.0 TRAVEL PORTLAND 4th QUARTER REPORT FY 2008-09

Jeff Miller

8.0 MERC ACTION AGENDA

8.1 Resolution 09-10 for the Purpose of Accepting ELS Architecture and Urban Design's Proposal for the Arlene Schnitzer Concert Hall Renovation and Main Street Project and Authorizing the Interim General Manager to Enter into an Agreement for Personal Services

Robyn Williams

9.0 BUSINESS AND FINANCIAL REVIEW

9.1 Status of FY 2008-09 Year End Financials - Verbal Report

Kathy Taylor

9.2 Quarterly Business Reports Discussion - Verbal Report

Cheryl Twete

BREAK

10.0 STRATEGIC DISCUSSION

10.1 MERC Venues and Business Office Overview

Cheryl Twete

10.2 Comments from Metro Chief Operating Officer

Michael Jordan

10.3 Preparation for MERC Commission Retreat

G.Conkling/M. Jordan

ADJOURNMENT

Agenda items may not be considered in the order listed
For questions, call Lisa Brown at 503.274.6595

MERC Commission Meeting

September 2, 2009
12:30 pm

3.0 – Commissioner
Communications and
Questions for Staff

PCPA MONTHLY ANALYSIS

JULY 2009

FACILITY NAME	DATE	PRESENTER	EVENT	LOAD-IN/ LOAD-OUT DARK DAYS	NO. OF PERF.	TOTAL ATTEND.	PAID ATTEND.	% SOLD	GROSS TICKET SALES	RENT	CHARGES & REIMBURSE.	USER'S FEE	SOUVEN.	GROSS FOOD & BEV.	GROSS REVENUE EARNED
ASCH	7/11	Live Nation	Tori Amos	0	1	1,585	1,571	53%	\$85,931	\$6,485	\$15,157	\$4,864	\$1,624	\$7,104	\$35,234
	7/28	Live Nation	Moody Blues	0	1	2,584	2,671	96%	\$170,245	\$8,000	\$13,948	\$9,636	\$2,565	\$9,593	\$43,742
NEWMARK	7/16	Tin House Magazine	10th Anniversary Celeb.	0	1	556	351	40%	\$4,551	\$640	\$1,354	\$1,011	\$0	\$220	\$3,225
WINNINGSTAD	7/26	Rao Rekha D	Private Dance Recital	0	1	180	0		\$0	\$900	\$1,118	\$0	\$0	\$0	\$2,018
MAIN STREET	7/8	PCPA Music on Main	Woodbrain	0	1	208	0		\$0	\$0	\$0	\$0	\$0	\$1,293	\$1,293
	7/15	PCPA Music on Main	Michael Jodell	0	1	316	0		\$0	\$0	\$0	\$0	\$0	\$2,209	\$2,209
	7/22	PCPA Music on Main	Portland Cello Project	0	1	746	0		\$0	\$0	\$0	\$0	\$0	\$3,624	\$3,624
	7/25	Portland Trail Blazers	Dance Auditions	0	1	202	0		\$0	\$900	\$1,210	\$0	\$0	\$437	\$2,547
	7/29	PCPA Music on Main	Lewi Longmire	0	1	131	0		\$0	\$0	\$0	\$0	\$0	\$1,163	\$1,163
ArtBar	July	ArtBar												\$2,867	\$2,867
Keller Café	July	Keller Café												\$0	\$0
PCPA Catering	July	ArtBar Catering												\$1,091	\$1,091
		TOTALS		0	9	6,508	4,593	63%	\$260,727	\$16,925	\$32,787	\$15,511	\$4,189	\$29,601	\$99,013

PCPA MONTHLY ANALYSIS

JULY 2008

FACILITY NAME	DATE	PRESENTER	EVENT	LOAD-IN/ LOAD-OUT DARK DAYS	NO. OF PERF.	TOTAL ATTEND.	PAID ATTEND.	% SOLD	GROSS TICKET SALES	RENT	CHARGES & REIMBURSE.	USER'S FEE	SOUVEN.	GROSS FOOD & BEV.	GROSS REVENUE EARNED
KELLER	7/18	Portland Jodelklub Ed.	Swissfest	1	1	788	788	26%	\$21,890	\$4,695	\$11,031	\$1,362	\$0	\$3,687	\$20,775
ASCH	7/1	Live Nation Worldwide	Mark Knopfler	0	1	2,658	2,688	97%	\$200,424	\$8,000	\$20,250	\$10,431	\$807	\$10,342	\$49,830
	7/2	Oregon Symphony	Lincoln Center Jazz	0	1	2,149	2,081	75%	\$136,977	\$6,427	\$4,483	\$7,763	\$243	\$4,479	\$23,395
	7/12	Live Nation Worldwide	Bill Maher	0	1	1,410	1,377	50%	\$75,198	\$5,675	\$3,309	\$4,256	\$0	\$2,932	\$16,172
	7/14 to 15	Westbeth Theatre Cntr	Eddie Izzard	0	2	5,401	5,563	100%	\$297,529	\$16,000	\$11,852	\$16,775	\$4,616	\$8,953	\$58,196
	7/16	Metro/MERC	Joint Meeting	0	1	51	0		\$0	\$0	\$2,903	\$0	\$0	\$577	\$3,480
	7/24	Equipe Spectra Inc.	Glenn Miller Orchestra	0	1	1,339	1,334	48%	\$85,553	\$6,457	\$4,543	\$4,842	\$188	\$1,700	\$17,730
	7/31	Mills Entertainment	Lisa Williams	0	1	1,034	1,051	38%	\$73,964	\$5,582	\$4,675	\$4,186	\$267	\$2,463	\$17,173
NEWMARK	7/1	Reaction Mktg/Promo.	Leslie Jordan	0	1	287	280	32%	\$13,221	\$1,270	\$2,912	\$748	\$200	see ArtBar	\$5,130
	7/11 to 12	NWPDP	NW Prof. Dance Project	1	2	679	423	24%	\$19,798	\$2,955	\$6,793	\$1,145	\$0	\$1,374	\$12,267
MAIN STREET	7/9	PCPA Music on Main	Fernando	0	1	387	0		\$0	\$0	\$0	\$0	\$0	\$3,381	\$3,381
	7/16	PCPA Music on Main	All Girl Summer Fun Band	0	1	492	0		\$0	\$0	\$0	\$0	\$0	\$3,084	\$3,084
	7/23	PCPA Music on Main	Freak Mountain Ramblers	0	1	530	0		\$0	\$0	\$0	\$0	\$0	\$4,254	\$4,254
	7/30	PCPA Music on Main	National Flower	0	1	310	0		\$0	\$0	\$0	\$0	\$0	\$3,007	\$3,007
MISCELLANEOUS	7/5	NAACA	Dinner	0	1	54	0		\$0	\$0	\$0	\$0	\$0	\$2,660	\$2,660
ARTBAR	July	Food and Beverage												\$7,397	\$7,397
KELLER CAFÉ	July	Food and Beverage												\$4,068	\$4,068
		TOTALS		2	17	17,569	15,585	54%	\$924,554	\$57,061	\$72,751	\$51,508	\$6,321	\$64,358	\$251,999

Monthly Event and Attendance Summary
July 1, 2008 - June 30, 2009

MONTH	KELLER		ASCH		NEWMARK		WINNINGSTAD		BRUNISH		LOBBY/OTHER		TOTALS	
	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance
July	4	7,901	9	14,095	5	1,328	2	207	0	0	18	3,232	38	26,763
August													0	0
September													0	0
October													0	0
November													0	0
December													0	0
January													0	0
February													0	0
March													0	0
April													0	0
May													0	0
June													0	0
Total to Date	4	7,901	9	14,095	5	1,328	2	207	0	0	18	3,232	38	26,763

Other includes Main Street

Monthly Event and Attendance Summary
July 1, 2009 - June 30, 2010

Month	KELLER		ASCH		NEWMARK		WINNINGSTAD		BRUNISH		LOBBY/OTHER		TOTALS	
	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance
July	0	0	2	4,169	13	1,806	4	547	0	0	11	2,282	30	8,804
August													0	0
September													0	0
October													0	0
November													0	0
December													0	0
January													0	0
February													0	0
March													0	0
April													0	0
May													0	0
June													0	0
Total to Date	0	0	2	4,169	13	1,806	4	547	0	0	11	2,282	30	8,804

Other includes Main Street

Total to Date Change														
Events	-4	-7,901	-7	-9,926	8	478	2	340	0	0	-7	-950	-8	-17,959
Percentage	-100%	-100%	-78%	-70%	160%	36%	100%	164%	#DIV/0!	#DIV/0!	-39%	-29%	-21%	-67.1%

OCC MONTHLY REVENUE EVENT ANALYSIS JULY 2009

Event Name	Start Date	Actual Attend	Event Rank	Event Type	Event Class	Event Indicator	Occupied Sq Feet	Event Days	In/Out Days	Travel Portland	OCC Actual Adver	OCC Actual Catering	OCC Actual Concess	OCC Actual Parking	OCC Actual Eq Rental	OCC Actual AV Equip	OCC Actual Utilities	OCC Actual Phone	OCC Actual Booth Carpet Cln	OCC Actual Box Office	OCC Actual Misc	OCC Actual Rent	OCC Actual Labor	OCC Actual Total
Elks National Convention	07/04/09	7,000	New	Annual Convention/Conference	Convention	National	2,765,794	6	4	TRUE	\$0	\$51,650	\$54,470	\$0	\$1,344	\$3,552	\$21,132	\$9,233	\$967	\$0	\$2,175	\$86,450	\$5,728	\$236,701
OCC JULY 2009 MISC NON-EVENT ACTIVITIES/BILLINGS	07/01/09	0	Accounting/Non-Event	Accounting/Non-Event	Accounting/Non-Event		0	31	0		\$0	\$396	\$673	\$17,799	\$0	\$0	\$0	\$0	\$0	\$0	\$3,888	\$0	\$0	\$22,756
2009 Bead Faire	07/10/09	4,223	Repeat	Trade Show	Tradeshow	Local	180,330	3	2		\$0	\$0	\$6,575	\$0	\$735	\$0	\$7,192	\$0	\$0	\$132	\$275	\$9,399	\$4,030	\$28,337
2009 Puryear Family Reunion	07/10/09	2,267	Repeat	Annual Convention/Conference	Food & Beverage/Catering	Regional	276,000	3	0	TRUE	\$0	\$91,333	\$0	\$0	\$91	\$260	\$0	\$0	\$0	\$0	\$550	\$0	\$987	\$93,221
Oregon Convention Center presents: "Our Chef's Farm Fresh Selection"	07/14/09	84	Repeat	Lunch	In-house	Local	50,400	1	1		\$0	\$8,834	\$25	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,859
Alliance for Community Media: 2009 International Conference & Exhibition	07/13/09	400	New	Annual Convention/Conference	Convention w/ Tradeshow	National	302,778	7	0	TRUE	\$0	\$37,774	\$5,821	\$0	\$221	\$10,650	\$2,321	\$2,540	\$300	\$0	\$452	\$21,580	\$1,230	\$82,888
The FAR Bootcamp	07/13/09	12	New	Meeting/Seminar	Meeting	Local	7,290	5	0		\$0	\$756	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25	\$2,100	\$0	\$2,881
SCUP 44th Annual International Conference and Idea Marketplace	07/18/09	1,300	New	Annual Convention/Conference	Convention	National	705,868	5	5	TRUE	\$0	\$192,793	\$6,969	\$0	\$165	\$7,492	\$13,657	\$9,370	\$4,766	\$0	\$1,000	\$49,995	\$8,987	\$295,193
Bureau of Education and Research	07/15/09	44	Repeat	Meeting/Seminar	Meeting	Local	11,551	2	0		\$0	\$2,732	\$0	\$0	\$105	\$1,215	\$0	\$0	\$0	\$0	\$28	\$3,115	\$0	\$7,195
Bureau of Education and Research	07/20/09	47	Repeat	Meeting/Seminar	Meeting	Local	13,074	2	0		\$0	\$2,645	\$0	\$0	\$0	\$889	\$0	\$0	\$0	\$0	\$39	\$3,780	\$0	\$7,353
Bureau of Education and Research	07/22/09	74	Repeat	Meeting/Seminar	Meeting	Local	13,074	2	0		\$0	\$3,651	\$0	\$0	\$120	\$1,084	\$0	\$0	\$0	\$0	\$52	\$3,780	\$0	\$8,687
Portland Turning Point	07/22/09	400	New	Meeting/Seminar	Meeting	Local	51,000	2	0		\$0	\$4,980	\$1,140	\$0	\$30	\$3,750	\$287	\$0	\$0	\$0	\$165	\$13,200	\$1,418	\$24,970
2009 Duncan Family Reunion	07/24/09	5,690	Repeat	Annual Convention/Conference	Food & Beverage/Catering	Regional	306,000	3	0	TRUE	\$0	\$168,001	\$1,360	\$0	\$84	\$485	\$0	\$0	\$0	\$0	\$825	\$0	\$868	\$171,623
Oregon Automobile Dealers Association Webinar	07/27/09	60	Non-profit	Meeting/Seminar	Corporate	Local	3,204	1	0		\$0	\$1,206	\$0	\$0	\$0	\$432	\$88	\$920	\$0	\$0	\$0	\$370	\$0	\$3,016
2009 American Phytopathological Society (APS) Annual Meeting	08/02/09	0	New	Annual Convention/Conference	Convention w/ Tradeshow	National	701,765	4	2	TRUE	\$0	\$144,559	\$0	\$0	\$975	\$31,353	\$5,498	\$7,197	\$896	\$0	\$100	\$43,680	\$9,544	\$243,602
		21,601					5,388,128	77	14		\$0	\$711,309	\$77,033	\$17,799	\$3,870	\$61,162	\$50,175	\$29,259	\$6,729	\$132	\$9,574	\$237,449	\$32,791	\$1,237,282

OCC MONTHLY REVENUE EVENT ANALYSIS
JULY 2008

Event Name	Start Date	Actual Attend	Event Rank	Event Type	Event Class	Event Indicator	Occupied Sq Feet	Event Days	Travel Portland	OCC Actual Adver	OCC Actual Catering	OCC Actual Concess	OCC Actual Parking	OCC Actual Eq Rental	OCC Actual AV Equip	OCC Actual Utilities	OCC Actual Phone	OCC Actual Booth Carpet Clin	OCC Actual Box Office	OCC Actual Misc	OCC Actual Rent	OCC Actual Labor	OCC Actual Total
OCC JUL 2008 MISC NON-EVENT ACTIVITIES/BILLINGS	07/01/08	1	Accounting/Non-Event	Accounting/Non-Event	Accounting/Non-Event		0	31		\$0	\$124	\$1,853	\$3,375	\$0	\$0	\$0	\$0	\$0	\$0	\$4,759	\$0	\$0	\$10,111
American Union of Swedish Singers National Concert	07/05/08	581	New	Annual Convention/Conference	Convention	National	128,100	1		\$0	\$0	\$0	\$0	\$620	\$3,874	\$0	\$0	\$0	\$185	\$539	\$5,300	\$948	\$11,466
Solar 101 and Grid-Tied Training	07/09/08	21	New	Meeting/Seminar	Meeting	Local	16,767	3		\$0	\$3,564	\$0	\$0	\$110	\$325	\$0	\$0	\$0	\$0	\$0	\$1,695	\$0	\$5,694
Sustainable Metro Initiative	07/08/08	30	New	Meeting/Seminar	Meeting	Local	811	1		\$0	\$0	\$0	\$0	\$20	\$63	\$0	\$0	\$0	\$0	\$0	\$235	\$0	\$318
American Association of Law Libraries: 101st AALL Annual Meeting & Conference - Energize * Explore * Evolve!	07/12/08	2,000	New	Annual Convention/Conference	Convention	National	1,380,208	4	TRUE	\$0	\$191,183	\$25,412	\$0	\$476	\$20,172	\$30,678	\$81,526	\$8,598	\$0	\$2,850	\$87,525	\$22,113	\$450,532
2008 Bead Faire	07/11/08	3,344	Repeat	Trade Show	Tradeshow	Local	154,374	3		\$0	\$0	\$7,077	\$0	\$295	\$0	\$7,879	\$0	\$0	\$132	\$275	\$9,405	\$3,904	\$28,966
2008 Puryear Family Reunion	07/12/08	3,532	Repeat	Annual Convention/Conference	Food & Beverage/Catering	Regional	210,000	2	TRUE	\$0	\$97,268	\$0	\$0	\$0	\$260	\$0	\$0	\$0	\$0	\$550	\$0	\$936	\$99,014
Workforce Investment Board Meeting	07/11/08	80	New	Meeting/Seminar	Meeting	Local	3,204	1		\$0	\$1,541	\$0	\$0	\$0	\$145	\$0	\$149	\$0	\$0	\$0	\$925	\$0	\$2,760
Joe & Leslie's Wedding	07/12/08	70	New	Miscellaneous	Miscellaneous/Other	Local	0	1		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$450	\$0	\$450
Portland State University Professional Development Center	07/17/08	246	Repeat	Meeting/Seminar	Meeting	Local	23,184	1		\$0	\$16,609	\$0	\$112	\$210	\$4,180	\$0	\$0	\$0	\$0	\$0	\$3,740	\$600	\$25,450
Oregon State Bar - Handling Domestic Relations Cases	07/18/08	150	Repeat	Meeting/Seminar	Meeting	State	5,514	1		\$0	\$2,191	\$0	\$8	\$0	\$155	\$0	\$0	\$0	\$0	\$113	\$1,000	\$0	\$3,467
OSCON 2008	07/21/08	3,000	Repeat	Annual Convention/Conference w/ Tradeshow	Convention	National	1,072,899	5	TRUE	\$0	\$397,172	\$9,434	\$0	\$80	\$6,446	\$29,216	\$53,008	\$1,920	\$0	\$1,900	\$35,700	\$18,466	\$553,341
Bureau of Education and Research	07/23/08	160	Repeat	Meeting/Seminar	Meeting	Local	18,333	2		\$0	\$4,930	\$0	\$0	\$0	\$1,861	\$0	\$0	\$0	\$0	\$0	\$5,355	\$0	\$12,146
SourceForge, Inc.	07/24/08	20	New	Meeting/Seminar	Meeting	Local	621	1		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$180	\$0	\$180
2008 Duncan Family Reunion	07/25/08	4,692	Repeat	Annual Convention/Conference	Food & Beverage/Catering	Regional	210,000	3	TRUE	\$0	\$134,240	\$81	\$0	\$0	\$485	\$0	\$0	\$0	\$0	\$825	\$0	\$868	\$136,500
Independent Electrical Contractors of Oregon - 2008 NEC Code Change Course	07/26/08	185	Repeat	Training	Meeting	State	3,204	1		\$0	\$65	\$0	\$0	\$0	\$520	\$0	\$0	\$0	\$0	\$0	\$925	\$0	\$1,510
Oregon Convention Center presents: "A Midsummer Day's Tasting"	07/30/08	165	Repeat	Lunch	In-house	Local	2,754	1		\$0	\$10,042	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,042
Northwest Cancer Summit 2008	07/28/08	150	New	Meeting/Seminar	Meeting	State	22,000	2		\$0	\$17,152	\$0	\$168	\$645	\$1,156	\$803	\$0	\$0	\$0	\$48	\$695	\$0	\$20,667
The Oregonian Career Expo	07/28/08	700	Repeat	Consumer/Public Show	Tradeshow	Local	12,400	1		\$0	\$1,932	\$0	\$0	\$0	\$0	\$88	\$0	\$0	\$0	\$165	\$2,150	\$130	\$4,465
Kaiser Permanente HRST	07/31/08	175	New	Meeting/Seminar	Meeting	Local	12,600	2		\$0	\$15,731	\$0	\$2,544	\$0	\$4,520	\$0	\$0	\$0	\$0	\$0	\$1,600	\$0	\$24,395

OCC MONTHLY REVENUE EVENT ANALYSIS
JULY 2008

Event Name	Start Date	Actual Attend	Event Rank	Event Type	Event Class	Event Indicator	Occupied Sq Feet	Event Days	Travel Portland	OCC Actual Adver	OCC Actual Catering	OCC Actual Concess	OCC Actual Parking	OCC Actual Eq Rental	OCC Actual AV Equip	OCC Actual Utilities	OCC Actual Phone	OCC Actual Booth Carpet Cin	OCC Actual Box Office	OCC Actual Misc	OCC Actual Rent	OCC Actual Labor	OCC Actual Total
Intel Design and Test Technology Conference 2008	07/31/08	1,950	Repeat	Annual Convention/Conference	Convention w/ Tradeshow	International	1,232,398	9	TRUE	\$0	\$303,368	\$4,579	\$0	\$1,220	\$720	\$16,048	\$33,575	\$0	\$0	\$1,795	\$44,040	\$11,712	\$417,057
Portland Fire Bureau - Fire Fighter & Trainee Test	08/01/08	4,000	Repeat	Examination/Testing	Meeting	Local	120,526	1		\$0	\$553	\$0	\$0	\$0	\$5,647	\$0	\$0	\$0	\$0	\$0	\$6,000	\$822	\$12,822
		25,252					4,629,897	77		\$0	\$1,197,663	\$48,436	\$6,207	\$3,676	\$50,528	\$84,711	\$168,258	\$10,518	\$317	\$13,818	\$186,920	\$60,298	\$1,831,351

Expo Center Event Analysis

July 2009

		Consumer	Trade	Misc.	Conv.	# of Events	Event Days	I/O Days	Use %	Attendance	Rental	Equipment	Concessions	Catering	Utilities	Parking	Total
Antique and Collectibles Show	10-12	1				1	3	3		12,682	36,978	200	72,857		3,587	41,380	155,002
Portland Kennel Club Dog Show	16-19	1				1	4	2		945	36,780	800	19,481	4,916	5,343	26,821	94,141
Rose City Gun & Knife Show	24-26	1				1	3	2		4,035	15,200	375	8,557	84	759	19,705	44,680
		3	0	0	0	3	10	7	27%	17,662	88,958	1,375	100,895	5,000	9,689	87,906	293,823

FY 2009-10 Year to Date

July		3				3	10	7	27%	17,662	88,958	1,375	100,895	5,000	9,689	87,906	293,823
August																	0
September																	0
October																	0
November																	0
December																	0
January																	0
February																	0
March																	0
April																	0
May																	0
June																	0
Total to Date		3	0	0	0	3	10	7	27%	17,662	88,958	1,375	100,895	5,000	9,689	87,906	293,823

Month to Month Comparison

		-1	0	0	0	-1	-3	-3	-2%	-1,241	-42,158	475	-14,674	594	-535	446	-55,852
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Year to Date Comparison

		-1	0	0	0	-1	-3	-3	-2%	-1,241	-42,158	475	-14,674	594	-535	446	-55,852
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FY 2008-09

July		4				4	13	10	29%	18,903	131,116	900	115,569	4,406	10,224	87,460	349,675
August		3				6	11	7	17%	12,106	44,824	6,573	54,633	36,664	2,616	27,676	172,986
September		7	1	4		12			42%	21,443	120,147	3,138	65,665	3,867	22,424	94,007	309,248
October		5	1	1		7	16	16	50%	30,675	134,225	1,840	115,458	11,234	31,287	137,523	431,567
November		8	1	1		10	29	25	66%	86,345	181,147	3,325	133,224	4,174	22,671	216,799	561,340
December		4		2		6	17	15	41%	36,513	94,245	1,550	126,758	1,171	11,024	133,049	367,797
January		6	1	7		14	32	15	90%	47,073	344,993	12,465	220,812	67,734	28,556	219,016	893,576
February		5		5		10	21	18	65%	80,093	186,992	2,260	411,629	27,557	49,936	290,688	969,062
March		7		3		10	23	16	53%	53,347	152,122	4,380	136,357	41,780	25,779	168,116	528,534
April		8	1	4		13	25	19	44%	48,604	164,993	2,970	252,183	46,830	10,754	86,341	564,071
May		5	1	3		9	16	14	22%	9,350	64,045	2,288	20,457	60,607	6,176	42,453	196,026
June		2	1	2		5	10	7	11%	9,456	32,885	2,854	25,799	2,205	2,088	32,130	97,961
Total to Date		64	7	32	0	106	213	162	44%	453,908	1,651,734	44,543	1,678,544	308,229	223,535	1,535,258	5,441,843

MERC Commission Meeting

September 2, 2009
12:30 pm

6.0 – Consent Agenda

**Metropolitan Exposition Recreation Commission
Meeting Minutes**



August 5, 2009

Portland Expo Center: Rooms D202-04

Present:	Gary Conkling (Chair), Ray Leary, Elisa Dozono, Yvonne McClain and Judie Hammerstad
Absent:	Cynthia Haruyama (excused)
	The regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Chair Conkling at the Portland Expo Center at 12:30 p.m.
1.0	<p><u>QUORUM CONFIRMED</u></p> <ul style="list-style-type: none"> • A quorum of Commissioners was present.
2.0	<p><u>COMMISSIONER COMMUNICATIONS AND QUESTIONS FOR STAFF</u></p> <ul style="list-style-type: none"> • Chair Conkling welcomed the new MERC Commissioners and asked Metro Council President Bragdon for remarks. • Council President Bragdon also welcomed the new MERC Commissioners and provided a brief outline of their background and expertise. • Chair Conkling distributed to the Commissioners, the fiscal year 2009-10 MERC Commission Liaison assignments. He also explained the new meeting format premiering today which will consist of MERC Commission routine business and action items during the first half of the meeting and the second half of the meeting will consist of a focused strategic discussion on specific MERC priorities, such as The Expo Center Master Plan Update, which will be highlighted today.
3.0	<p><u>INTERIM GENERAL MANAGER COMMENTS</u></p>
3.1	<p>General Updates</p> <ul style="list-style-type: none"> • Cheryl Twete welcomed new MERC Commissioners Judie Hammerstad and Cynthia Haruyama (not present); and noted that Metro Council would be considering the appointment of Chris Erickson as a MERC Commissioner tomorrow. She noted that MERC staff would be scheduling a Commissioner orientation in the near future. • Twete reported on the benefits of the International Association of Assembly Managers (IAAM) Conference recently held in Boston and attended by a variety of MERC executives and management staff. • Twete also noted that Mark Jackson, from REAP, will be attending a future Commission meeting.
4.0	<p><u>OPPORTUNITY FOR PUBLIC COMMENT ON NON-AGENDA ITEMS</u></p> <ul style="list-style-type: none"> • Chair Conkling introduced Metro's COO Michael Jordan who spoke to the Commission about the progress of the Metro Review of MERC Management project. He noted he will be submitting to the Metro Council a set of recommendations which will be sent to the Council and to the MERC Commission tomorrow. Jordan spoke of future stakeholder outreach and updates and further discussion with MERC Commissioners and MERC executives.
5.0	<p><u>CONSENT AGENDA</u></p>
5.1	Approval of June 24, 2009 Regular Meeting Minutes
5.2	Approval of June 30, 2009 Special Meeting Minutes
5.3	Approval of July 2, 2009 Special Meeting Minutes

	<ul style="list-style-type: none"> • A motion was made by Commissioner Dozono and seconded by Commissioner Leary that the Consent Agenda be approved as presented. <p>VOTING: Aye: 5 Nay: 0 Motion passed</p>
6.0	<u>BUSINESS AND FINANCIAL REVIEW</u> <ul style="list-style-type: none"> • Commissioners had no questions on venue business reports.
7.0	<u>MERC ACTION AGENDA</u>
7.1	<p>Resolution 09-13 for the Purpose of Approving a Collective Bargaining Agreement with the International Union of Operating Engineers (IUOE, Local 701, Tentative Agreement</p> <ul style="list-style-type: none"> • Joni Johnson, MERC Human Resources Manager, presented Resolution 09-13, which is included as part of this meeting record. • Commissioner McClain noted the healthcare plan dollar amount per person seemed high. Joni Johnson explained that Metro negotiates the benefits contracts for Metro/MERC employee base. • Commissioner Dozono expressed concern with the structured wage increases in the contract over the course of the three year contract period. Joni Johnson explained that by identifying a specific percentage as opposed to indexing the amount would assist staff and the MERC Budget Committee in terms of forecasting. Commissioner Dozono asked if it was possible to contract for a shorter term and then re-negotiate on the cost of living increase as she felt over a three-year contract, the 1,2,3 % increase seemed overly optimistic in the current state of the economy. Joni Johnson noted that contract negotiation can be open at any time upon mutual agreement, if need be. • A motion was made by Commissioner Leary and seconded by Commissioner Hammerstad that Resolution 09-13 be approved as presented. • VOTING: Aye: 4 Nay: 0 Abstain: 1 (Commissioner Dozono) Motion passed
7.2	<p>Robyn Williams’ Tribute and Acknowledgement</p> <ul style="list-style-type: none"> • Cheryl Twete acknowledged Robyn Williams’ accomplishments as International Association of Assembly Managers (IAAM) President this past year. • Chair Conkling recognized William’s industry leadership in the area of sustainability and her participation in industry policy issues at the state and national levels. He also credited the Performing Arts Center staff for performing well in Williams’ absence while traveling to a variety of countries for IAAM business. • Robyn Williams was presented with a gift from the MERC Commission and MERC staff in recognition of her accomplishments. • Robyn Williams expressed her appreciation to the MERC Commission and staff and gave accolades to her staff.
	BREAK
8.0	<u>STRATEGIC PROJECT DISCUSSION</u>
8.1	<p>Expo Center Master Plan</p> <ul style="list-style-type: none"> • Cheryl Twete reviewed a power point with the Commission, which is included as

	<p>a part of this meeting record. She introduced Rick Gustafson, with SOJ, who has been working with MERC for a year on the Expo Conditional Use Master Plan Update. Twete noted that about a year and half ago, MERC began to engage in the Columbia River Crossing Project because the Marine Drive alignment options had the potential for serious impacts on Expo business functioning. As part of that work, MERC began to update the conditional Use Master Plan which is the Land Use authority MERC has for future development on the Expo Center site. Twete reviewed the historical background of the Expo Center site as well as the upgrades MERC has made to the Expo buildings and property. She also pointed out that Expo Center is a public facility success story and it receives no tax funding, is an enterprise and maintains its own debt service. Twete also summarized the Expo Center economic impacts referencing the 2008 MERC Economic Impact Study. Twete reported that staff have thus far completed a transportation assessment, a strength and weakness report, and have participated in the Columbia River Crossing Project discussion, but need Commission discussion on future ideas for Expo Center as well as future strategic goals .</p> <ul style="list-style-type: none"> • Chair Conkling asked Chris Bailey to refresh the Commissioners about the Expo Center Master Plan process and conclusions made. • Chris Bailey provided a brief over view of the Master Plan process and the relationship between the Expo Center business and the Oregon Convention Center (OCC) business, specifically relating to consumer shows. He noted if the Headquarters Hotel is built, there will be a need to potentially move OCC consumer shows out to the Expo Center, to free OCC space for additional conventions. • Cheryl Twete reported that staff has engaged PSU students from the Graduate School of Management to do some state of the industry research for MERC, on a national basis. Once that work is complete and the report is available, it will be provided to the Commissioners. Twete sees that analysis as a guide in the development of an updated business plan for Expo Center which could begin to drive what the facility needs are in the future. • Commissioners have a variety of comments and Chair Conkling suggested that staff prepare a matrix of alternatives, issues and uses to be used in future discussions with Commissioners, perhaps at the MERC Commission retreat.
<p>8.2</p>	<p>OCC Solar Project</p> <ul style="list-style-type: none"> • Jeff Blosser briefly outline for the Commission the nature of the Solar project as it relates to sustainability and LEED certification for the Oregon Convention Center. He indicated that the selection committee is negotiating current with SUN Edison, who was the most responsive proposer and a contract will be presented to the Commission in the near future. • Two Commissioners asked if the other MERC venues would be considering a similar project and Jeff Blosser noted that after OCC panels are in place and use, it would make sense for other MERC facilities and potentially Metro to begin that discussion. • Commissioner Dozono asked if there was a local partner associated with SUN Edison and Jeff Blosser responded that the use of local contractors is currently part of the negotiations.

8.3	<p>MERC Food and Beverages Management Services RFP Process</p> <p>Jeff Blosser reported that ARMARK has been selected as the most responsive proposer and staff in the process of negotiating a contract to bring to the Commission for award and approval.</p> <p>Commissioner Leary asked about feedback from ARMARK related to nurturing small business as part of the contract negotiations. Jeff Blosser responded that ARAMARK has suggested the “Leg Up” Program and engaging their partners in the minority community and assisting with subcontractors and product purchases. Blosser also noted staff is pursuing clear contract expectations and measuring criteria.</p>
8.4	<p>MERC First Opportunity Target Area</p> <ul style="list-style-type: none"> • Kathy Taylor provided background and history on the MERC First Opportunity Target Area. She explained that due to demographic changes in the FOTA boundary area, MERC contracted with the Cabell Group to provide a comprehensive review of the current MERC program and the FOTA boundaries. Taylor noted that after the consultant has clarified some report information a revised draft will be provided to MERC staff. She will then schedule a meeting with the MERC Liaison Commissioners and MERC staff to review the report draft. Taylor outlined potential outcomes of that review. • Commissioner Leary asked if members of the historical community, involved in the initial discussion of the FOTA program, would be receiving copies of the report. K Taylor noted the report would be made available to those members eventually. • Commissioners Leary and Conkling stressed the need to not lose sight of the legacy commitments to the historical community and the need for the MERC Commission to be committed to fulfilling those obligations.
	<p>Jeff Blosser acknowledged Karen Totaro, OCC Assistant Executive Director, for receiving her Certified Facility Executive (CFE) credentials at the IAAM conference in Boston.</p> <p>Chair Conkling congratulated Karen Totaro. He asked Commissioner to provide him with suggestions or comments on the new meeting format.</p>
	<p><u>ADJOURNMENT</u></p> <p>There being no further business to come before the Commission, Chair Conkling adjourned the meeting at 2:15 p.m.</p>

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 09-13

For the purpose of approving a collective bargaining agreement with the International Union of Operating Engineers (IUOE), Local 701, tentative agreement.

WHEREAS, the Commission's designated representatives for labor relations and the Union's designated bargaining representatives have negotiated in good faith with IUOE; and

WHEREAS, the Commission's designated representatives for labor relations and the Union's designated bargaining representatives have reached an agreement for a three-year collective bargaining agreement (Agreement); and

WHEREAS, the tentative Agreement is subject to ratification by a vote of the Union membership on behalf of the Union, and by a vote of the Commission on behalf of MERC; and

WHEREAS, the Union membership duly ratified the tentative Agreement on July 2, 2009; and,

WHEREAS, MERC believes that the tentative Agreement is fair, reasonable, and in the public interest,

THEREFORE BE IT RESOLVED:

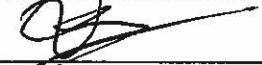
1. The Commission hereby ratifies the tentative Agreement attached to this Resolution as Exhibit A.
2. The Commission hereby authorizes and directs the Interim General Manager, or her delegate, to execute the collective bargaining agreement reflecting the terms of the tentative Agreement on the Commission's behalf, and forward that signed Agreement to the Union for formal signing.

Passed by the Commission on August 5, 2009.


Chair


Secretary-Treasurer

Approved As To Form:
Daniel B. Cooper, Metro Attorney

By: 
Nathaniel A. Schwartz Sykes, Senior Attorney

MERC Commission Meeting

September 2, 2009
12:30 pm

7.0 – Travel Portland
4th Quarter Report
FY 2008-09

travel
PORTLAND

**FOURTH QUARTER REPORT
2008-2009**

**FOR
MERC**

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Jeff Miller	President & CEO 503.275.9797, jmiller@travelportland.com
Brian McCartin	Executive Vice President of Convention and Tourism Sales 503.275.9278, brian@travelportland.com
Ron Melton	Executive Vice President of Services and Operations 503.275.9775, RON@travelportland.com
Greg Newland	Executive Vice President of Marketing and Public Relations 503.275.9771, greg@travelportland.com
Michelle Graham, CMP	Vice President of Services 503.275.9759, michelle@travelportland.com
Veronica Rinard	Director of Community Relations 503.275.9777, veronica@travelportland.com
Michael C. Smith	Vice President of Convention Sales 503.275.9770, mike@travelportland.com
Barbara Steinfeld	Vice President of Tourism Sales 503.275.9778, barbara@travelportland.com
Marsha Stout	Director of Partner Services 503.275.9779, marsha@travelportland.com
Deborah Hall Wakefield, APR	Vice President of Communications and Public Relations 503.275.9795, deborah@travelportland.com

Travel Portland
1000 SW Broadway
Suite 2300
Portland, OR 97205
503.275.9750
1.800.962.3700
www.travelportland.com

EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- This was a year of profound challenges in the industry. The value of the meetings business is best illustrated by the very positive change in hotel rooms sold in March '09 and July '09. In March, Portland hosted the NCAA Basketball Tournament and rooms sold in the central city were down only -.8% versus -14.8% the previous month. In July with the Elks in town, rooms sold in the central city were up 8.4% versus up .6% the previous month. With a very strong last half of 2009 the value of city wide conventions will be unmistakable to the various stakeholders that rely on the OCC.
- Travel Portland booked 13 OCC conventions with estimated OCC revenue over \$2 million and economic impact over \$24 million for the fourth quarter of 2008-09. For the fiscal year 2008-09, Travel Portland booked 50 OCC conventions with estimated OCC revenue over \$6.8 million and economic impact over \$65 million. Of those 50 OCC conventions, 33 were new to Portland.
- Travel Portland booked 87 group meetings for future years during the 4th quarter. These represent 71,139 rooms sold with an estimated economic impact of over \$39.7 million. For 2008-09 384 group meetings were booked with an impact of over \$136 million.
- Travel Portland helped to generate over \$1.9 Million in MERC/OCC combined media coverage during the 4th quarter. For fiscal year 2008-09, almost \$10.2 million media coverage was generated by Travel Portland.

TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland's leisure program was rebranded to Portland Perks and was launched in early March. Results for FY 2008-09 were 11,467 total room nights booked compared to 15,932 for FY 2007-08.
- Annual room tax collections are estimated to be up approximately 1% to last year. Our local hotel community projects next year's receipts to be 15% lower than this year.
- The lost business report indicates that for OCC business, the hotel package remains a primary reason for lost business. For fiscal year 2008-09 there were 51 groups lost for that reason with an economic impact loss over \$87.4 million. Lost business for 2007-08 were 34 groups with an economic loss over \$68 million.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$5,895,775	\$5.75 million
#2	ROI on future OCC business	2.26	2.0 - 2.5
#3	Lead conversion	48%	28% - 31%
#4A	Services performance survey	97%	96%
#4B	Develop a new tool/survey/method to measure Convention Services performance by June 30, 2009	Survey completed. Mechanism to distribute survey in final stages.	
#5	ROI on public relations/media	52.3	6.5
#6	Community economic impact	43.94	47.0

CONVENTION SALES

OREGON CONVENTION CENTER REVENUE FROM TRAVEL PORTLAND BOOKINGS			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 08/09	\$ 5,867,819	\$ -	\$ 5,867,819
FY 09/10	\$ 5,785,080	\$ 450,792	\$ 6,235,872
FY 10/11	\$ 3,729,682	\$ 1,574,784	\$ 5,304,466
FY 11/12	\$ 2,091,426	\$ 1,633,303	\$ 3,724,729
FY 12/13	\$ 1,274,550	\$ 1,861,209	\$ 3,135,759
FY 13/14	\$ 287,620	\$ 1,633,303	\$ 1,920,923
FY 14/15	\$ 417,214	\$ 1,861,209	\$ 2,278,423
FY 15/16	\$ -	\$ 1,633,303	\$ 1,633,303
FY 16/17	\$ 171,952	\$ 1,861,209	\$ 2,033,161
FY 17/18	\$ -	\$ 1,633,303	\$ 1,633,303
FY 18/19	\$ -	\$ 1,861,209	\$ 1,861,209
FY 19/20	\$ -	\$ 1,633,303	\$ 1,633,303
Total	\$ 19,625,343	\$ 17,636,927	\$ 37,262,270

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	8	33	
Repeat OCC Bookings	5	17	
Total OCC Bookings	13	50	
Room Nights from OCC Bookings	35,218	110,016	
Future OCC Revenue Booked during FY 2008-09	\$ 2,329,773	\$ 6,894,864	
ROI OCC Bookings	\$ 2.69	\$ 2.26	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 24,323,000	\$ 65,348,000	
Total Room Nights Booked	71,139	245,314	
Total Community Economic Impact from Bookings	\$ 39,764,000	\$ 134,312,000	
ROI on Total Community Economic Impact	\$ 45.86	\$ 43.94	47.0 to 1
OCC Revenue Realized during FY 2008/09	\$ 1,381,847	\$ 5,867,819	\$ 5.75 million
OCC Revenue from OCC Bookings does not include Benevolent & Protective Order of Elks - Grand Lodge's June meeting due to the majority of the meeting occurring in July. Revenue will be included on 1st quarter report FY 09/10.			

Travel Portland Fourth Quarter 2008-09

For MERC

Page 4 of 25

CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2009					
	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13 and beyond
Current	46	40	21	10	10
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 05/06 - FY 08/09)	43	36	20	12	14

4TH QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
FY 09/10	4	10,278	33,794	\$ 850,343	\$ 9,452,000
FY 10/11	3	6,280	5,600	\$ 581,110	\$ 5,163,000
FY 11/12	3	13,060	4,700	\$ 616,163	\$ 7,084,000
FY 12/13	2	3,400	2,100	\$ 166,489	\$ 1,580,000
FY 13/14	1	2,200	1,000	\$ 115,668	\$ 1,044,000
Total OCC Bookings	13	35,218	47,194	\$ 2,329,773	\$ 24,323,000

4TH QUARTER - SINGLE HOTEL BOOKINGS				
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact
FY 08/09	19	4,803	75,917	\$ 2,910,000
FY 09/10	39	16,929	267,584	\$ 7,616,000
FY 10/11	12	6,072	95,976	\$ 2,952,000
FY 11/12	1	675	10,669	\$ 325,000
FY 12/13	2	5,279	83,441	\$ 1,055,000
FY 13/14	1	2,163	34,189	\$ 583,000
Total Other Bookings	74	35,921	567,776	\$ 15,441,000

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	50	178	6	41	17	65
OCC Lost Leads due to OCC space & availability	7	17	1	2	6	10
OCC Lost Leads due to hotel package & availability	9	51	4	20	4	25
Lead Conversion Percentage	38%	48%	100%	42%	43%	30%
Annual Goal - 28% - 31%						
Last Year Actual - 28%						

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
Account Name	Groups	Reason	Room Nights	Attendees	Lost OCC Revenue	Community Economic Impact
Subtotal	9	HQ Hotel/Hotel Package	31,375	11,700	\$ 1,211,462	\$ 15,062,000
Subtotal	5	Geographic	12,070	7,500	\$ 994,198	\$ 7,829,000
Subtotal	4	Date Availability - OCC	15,954	6,100	\$ 591,242	\$ 7,425,000
Subtotal	3	Rates/Cost - OCC	5,093	2,300	\$ 390,790	\$ 4,082,000
Subtotal	3	Conference Cancelled - Not Happening	5,484	9,750	\$ 362,559	\$ 3,568,000
Subtotal	2	Date Availability - Hotel	19,927	9,006	\$ 248,027	\$ 5,880,000
Subtotal	1	Board Decision	1,150	700	\$ 115,579	\$ 752,000
Subtotal	1	Flights-Cost/Availability	2,650	2,000	\$ 141,223	\$ 1,218,000
Subtotal	1	Lost - Selected Another Year	2,300	1,200	\$ 122,538	\$ 1,369,000
Subtotal	1	Rates/Cost - Hotel	9,033	3,000	\$ 337,005	\$ 4,658,000
Subtotal	1	Weak Local Support	4,000	1,200	\$ 142,969	\$ 2,289,000
Subtotal	1	Conference Cancelled - Due to Economy	1,125	300	\$ 57,962	\$ 414,000
Total OCC Lost	32		110,161	54,756	\$ 4,715,554	\$ 54,546,000

CONVENTION SALES

4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Arrival
National Recycling Coalition	1	Conference Cancelled - Not Happening - Organization Went Out of Business	1,857	800	\$ 59,526	\$ 523,000	9/30/09

4TH QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
April - 2009	May - 2009	June - 2009
Greater Washington Society of Association Executives Springtime (Wa., D.C.)	National Coalition of Black Meeting Planners (Valley Forge, PA)	Portland Familiarization Tour (Portland, OR)
SimpleView Users Group (Tucson, AZ)	Society of Government Meeting Professionals (Louisville, KY)	Destination Marketing Association International Destinations Showcase Chicago (Chicago, IL)
	Chicago "Road Show" Event (Chicago, IL)	
	Washington, D.C. "Road Show" Event (Wa., D.C.)	

CONVENTION SERVICES

CONVENTION SERVICES			
Activity Description	4th Quarter 2008-09	YTD 2008-09	PTYD 2007-08
Distribution of Promotional Pieces	62,182	177,477	193,865
Meeting Planning Assistance - Services Leads	963	2,531	1,400
Networking - Education/Professional Seminars	2	8	15
Pre-Convention Site Tours	16	61	47
Pre-Convention Attendance Building	16	43	51
Housing - Convention Room Nights	1,380	3,522	14,169

- Have distributed 177,477 promotional pieces to convention delegates to date, FY 08/09.
- Currently working with the following OCC groups:
 - Geological Society of America (October 2009) with an estimated 6000 attendees. Est. EEI = 5.4 million
 - Supercomputing '09 (November 2009) with an estimated 7000 attendees. Est. EEI = \$13.2 million
- In conjunction with the above OCC groups, the convention services team is also assisting 194 various meetings that will be holding their meetings in Portland for the remainder of the 2009 calendar year. These 194 groups are estimated to generate over \$94 million for the city.
- The Benevolent Protective Order of the Elks just concluded their 145th National Convention here in Portland, June 29 – July 9, 2009. The convention was held at the convention center with 7,000 registered attendees, along with an estimated additional 2,000 spouses and children that did not register. The meeting planner along with the National Grand Lodge (governing body) deemed the convention highly successful. The last time The Elks were in Portland was July of 1993.

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS		
Oregon Convention Center Groups		
Pre-Convention Site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips
Controlled Release Society (July 2010)	American Jail Association **Once in April & again in June (May 2010)	American Jail Association (May 2010)
American Society of Ichthyologists & Herpetologists (July 2009)	International Association of Culinary Professionals (April 2010)	International Association of Culinary Professionals (April 2010)
American Farrier's Association (February 2010)	Controlled Release Society (July 2010)	
Bible Study Fellowship (February 2010)	Open Source Bridge Foundation (June 2009)	
Teachers of English to Speakers of Other Languages (March 2014)	American Phytopathological Society (August 2009)	
American Physical Society (March 2010)	International Institute of Municipal Clerks (May 2012)	
Alliance for Community Media (July 2009)		
International Association of Culinary Professionals (April 2010)		
American Council of Learned Societies (November 2009)		
Coastal Estuarine Research Federation (October 2009)		
Meeting Planning Assistance - Services Leads - 256 leads distributed to Travel Portland partners assisting 24 OCC groups		
Distribution of Promotional Pieces - 9,010 promotional pieces were distributed to 10 OCC groups		

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS

Non-Oregon Convention Center Groups

Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips
National Association of Housing & Redevelopment Officials (July 2009)	Forest Landowners Association (May 2010)	
US Handball Association (October 2009)	American Criminal Justice Association (March 2010)	
Employee Assistance Society of North America (September 2009)	Shock Society Meeting (June 2010)	
National Association of Division Order Analysts (October 2011)	National Law Enforcement Training Center **provided assistance on two separate occasions within the quarter (Non-Travel Portland Booking)	
1st Cavalry Division Association (June 2012)	Portland Police Department (2010)	
Association of College & University Telecommunications Administration (October 2009)	Capstone English mastery Center (Non-Travel Portland Booking)	
	American Jersey Cattle Association (June 2010)	
	National Council on Problem Gambling (June 2010)	
Meeting Planning Assistance - Services Leads - 707 leads distributed to Travel Portland partners assisting 44 non-OCC groups		
Distribution of Promotional Pieces - 53,172 promotional pieces were distributed to 115 non-OCC groups		

MARKETING

Marketing		
	Quarter	YTD
Website: User Sessions*	386,022	1,466,787
<i>Portland Travel Update</i> : click-through rate (% of recipients who clicked within e-mail)	4.7%	4.3%
Big Deal/Portland Perks: room nights (arrivals) at participating hotels	2,562	11,404

Marketing highlights:

Short-term consumer marketing (Portland Perks + \$75 American Express Gift Card)

This promotion provided an excellent hook for our communications team and triggered an overall boost to the Perks program. From 3/19 – 5/24 (75 days), the Perks campaign generated 2,445 room nights and \$327,983 in hotel revenue, almost double what we had generated in the previous 75 days.

Short-term consumer marketing (Travelocity.com):

From Feb. 24 – May 22, Travelocity tracked a 10.7 percent increase in room nights booked into the Portland market vs. the same dates last year.

Social media

Launch of Travel Portland blog, Portland Spoke; ongoing engagement with Twitter (more than 9,000 people now follow @Travelportland) and Twisitor Center; Rose Festival ticket giveaway promotion; development of Facebook strategy.

Travelportland.com

Completion of usability study, which will guide upcoming re-organization of the site; selection of technology vendor who will implement back-end upgrades.

Cultural tourism marketing

Marketing support of Indie Wine Festival and Waterfront Blues Festival. Fertile Ground New Works Theater Festival and Portland Jazz Festival. Ongoing collaboration with visual-arts community (Portland Art Focus marketing co-op).

Convention marketing

Promotion of Green Meetings Toolkit via lead-generating webinars with Meetings Media (331 attendees) and Successful Meetings (291 attendees); development of "Meetings Make Cents" promotion; sponsorship and development of Successful Meetings' digital supplement (content focuses on green meetings, positions Portland as industry leader and promotes Green Meetings Toolkit); development of marketing and advertising plan for FY 09-10; development of ASAE booth concept.

* In addition to standard website metrics, Travel Portland will establish benchmarks this FY to measure the full impact of overall online presence (Travelportland.com, plus blog, GoSeePortland, Twitter and other social media).

COMMUNICATIONS & PUBLIC RELATIONS

MEDIA PLACEMENTS			
	QUARTER	YTD**	PYTD**
Total Dollar Value	\$1,969,096	\$10,227,039	\$9,456,418
MERC/Metro Value**	\$596,289	\$1,597,371	\$1,560,224
OCC Value	\$50,668	\$253,178	\$301,008
Minority Value	\$26,255	\$2,259,807	\$2,068,997
GLBT Value	\$7,214	\$28,203	\$183,051
Total Placements	195	683	272
MERC/Metro Placements**	82	112	39
OCC Placements	9	23	17
Minority Placements	8	37	18
GLBT Placements	4	23	16
Audited Circulation	59.2 million	359.9 million	165.5 million

†No multipliers are used to calculate media values.

*OCC Value – Counts only those media placements that feature the Oregon Convention Center.

**MERC/Metro Value – Counts all media placements that mention any MERC/Metro facility: Oregon Convention Center, Portland Center for the Performing Arts, Oregon Zoo and the Portland Metropolitan Exposition Center

TOTAL CONTRACT	QUARTER	YTD
MERC/Metro Value	\$596,289	\$1,597,371
Direct Costs	\$5,885	\$30,560
ROI	101.3	52.3
Minority Value	\$26,255	\$2,259,807
Minority Direct Cost	\$100,135	\$125,000
Minority ROI	.26	18.0
Annual Goal 6.5 - 1		

PARTNER SERVICES, TOURISM AND VISITOR INFORMATION SERVICES

PARTNER SERVICES			
	4th Quarter Total	YTD 2008/09	PYTD 2007/08
Revenue	\$161,919	\$470,878	\$408,862
Active Partners			
New	67	129	165
Cancellations	127	314**	229
Current Active Partners	792	792	977
4th Quarter 2008/2009	Note: this is the fourth quarter of transition from members to partners.		
** Large amount of cancellations a result of companies going out of business and overall non-payment of outstanding renewals. In addition, the change in transition from members to partners eliminated Visitor Guide listing benefits, which was a revenue generator in past years.			
YEAR END TOTALS: \$470,878 (dues) + \$48,187 (tradeouts) - \$25,950 (cost of tradeouts) = \$493,115			

TOURISM SALES		
	Quarterly Total	YTD Total
Client Contacts		
Sales Calls	463	759
Leads/Referrals Sent	112	1516
FAMS/Research & Site Visits		
FAM tour participants	18	129
Number of clients reached	17	613
New tour product		
Number of itineraries	27	907

VISITOR INFORMATION SERVICES			
	Quarter	YTD	PYTD 2007-08
Visitor Information Total Visitors	146,136	651,329	596,194
Volunteer Hours	2,844	9,168	10,562
Retail Sales	\$ 5,297	\$ 18,988	\$ 20,048

OPERATIONS

AFFIRMATIVE ACTION GOALS 2008-09					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	June 30, 2009		2008-09		
Job Category	Number	Total	Actual Percentage	Goal Percentage	Objective
Females					
Officials/Managers	4	9	44%	50%	Improve
Professionals	11	15	73%	50%	Maintain
Sales	10	12	83%	50%	Maintain
Office/Clerical	12	12	100%	65%	Maintain
Total	37	48	77%	50%	Maintain
Minorities					
Officials/Managers	1	9	11%	10%	Maintain
Professionals	0	15	0%	10%	Improve
Sales	1	12	8%	10%	Improve
Office/Clerical	4	12	33%	15%	Maintain
Total	6	48	13%	15%	Improve
This report is based on current full-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

HIRING

Travel Portland hired one new employee in the fourth quarter. Recruiting and special considerations were made for applicants in the MERC FOTA. Travel Portland currently has three employees who reside in the MERC FOTA.

PURCHASING

Travel Portland expended a total of \$92,367.43 with businesses in the FOTA area for 12 months ending June 30, 2009.

PARTNERSHIP

Travel Portland currently has 79 member businesses within FOTA and 49 minority and 84 women-owned businesses as its partners.

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE TWELVE MONTHS ENDING JUNE 30, 2009

For the last 20 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.

For fiscal year 2008-09, Travel Portland expended **\$1,952,471** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$209,615 or 10 percent** was spent with **minority/women-owned or emerging small business enterprises**.

FY 2009 Travel Portland/MERC Contract Budget Financial Report
4th Quarter FY08-09

Description	FY 2009 Convention Sales, Marketing & Services			
	Quarterly spending thru 06/30/2009	Year-to-date 06/30/2009	Total Budget	% of spending to total budget
Direct Sales:				
<u>Portland office:</u>				
Professional services	194,433	759,430	860,950	
Direct expenses	29,745	128,364	114,516	
Total Portland office	224,177	887,794	975,466	91%
<u>Washington DC office:</u>				
Professional services	66,465	247,856	202,230	
DC Client events	6,837	7,337	6,100	
Direct expenses	6,165	25,682	32,727	
Total DC expenses	79,467	280,875	241,057	117%
<u>Chicago office:</u>				
Professional services	23,920	96,655	92,690	
Chicago client events	6,955	12,289	7,200	
Direct expenses	5,735	14,580	14,738	
Total Chicago expenses	36,610	123,525	114,628	108%
Fall & Spring FAM	36,269	90,430	42,966	210%
Site Visits	13,740	45,607	68,000	67%
Bid/Sales Trips	2,434	15,562	14,322	109%
Niche & Green Fam	15,457	53,724	40,000	134%
Local Promotions	9,255	18,441	10,425	177%
Tradeshows	13,543	150,377	105,130	143%
Road Shows	38,470	50,185	50,000	100%
Research	8,940	48,820	75,000	65%
Three City Alliance	3,320	36,911	30,000	123%
Total Direct Sales	481,681	1,802,252	1,766,994	102%
Marketing:				
Professional Services	39,275	154,175	163,225	
E-Marketing	36,247	149,603	82,309	
Minority Advertising	-	-	-	
Direct Mail/Advertising	60,924	347,860	348,184	**
Total Marketing	136,445	651,638	593,718	110%
Publication Relations				
Professional Services	3,713	21,280	60,355	
Minority Vendor	100,135	141,435	125,000	
Writer/Editors program	2,172	11,429	9,280	
Total PR	106,020	174,144	194,635	89%
Convention Services:				
Professional Services	50,405	183,465	215,310	
Direct servicing costs	12,011	54,367	-	
Pre-Con site visits	7,092	13,880	13,950	
Attendance Building trips	12,217	42,555	25,075	
Convention housing	7,595	13,720	40,886	
Total Convention Services	89,320	307,987	295,221	104%
Minority Marketing:		-	-	
Professional Services	23,170	101,170	-	
Total Minority Marketing	23,170	101,170	-	-
Contract Administration:				
Minority Professional Services	-	-	-	
Professional Services	53,580	249,360	206,475	
Total Contract Admin.	53,580	249,360	206,475	121%
Total OCC Sales & Marketing	867,046	3,286,550	3,057,043	108%

** Pending a MERC/OCC 2008-09 budget modification. Includes an additional \$25K for advertising.

TRAVEL PORTLAND
STATEMENT OF ACTIVITIES
For year-end of June 30, 2008, and year-end June 30, 2009

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	\$ 36,074	\$ 166,252	\$ (130,178)	\$ 3,111,156	\$ 3,241,334	\$ 3,079,311	-4%	1%
MERC	375,282	254,754	120,528	3,057,043	3,057,043	2,621,998	0%	17%
TOT/CULTURAL	40,533	26,417	14,116	325,009	306,000	343,166	6%	-5%
DUES	92,326	45,000	47,326	496,833	470,000	404,003	6%	23%
FEES	43,153	58,937	(15,784)	218,073	381,635	378,074	-43%	-42%
CO-OP	248,272	173,582	74,690	1,291,523	1,452,520	1,663,013	-11%	-22%
INTEREST INCOME	689	-	689	5,846	-	26,220		-78%
REBATES	-	-	-	-	-	2,499		
TOTAL REVENUE	\$ 836,329	\$ 724,942	\$ 111,387	\$ 8,505,483	\$ 8,908,532	\$ 8,518,284	-5%	0%
EXPENSES:								
CONVENTION SALES	341,658	271,554	70,104	\$ 2,173,735	2,404,303	\$ 2,077,905	-10%	5%
TOURISM SALES	106,408	149,807	(43,399)	898,015	1,078,570	979,895	-17%	-8%
MARKETING & COMMUNICATIONS	312,722	288,286	24,436	2,402,630	2,454,406	2,589,302	-2%	-7%
CONVENTION SERVICES	61,820	79,942	(18,122)	573,296	648,294	601,998	-12%	-5%
VISITOR SERVICES	35,149	28,853	6,296	282,997	283,832	188,676	0%	50%
PARTNERSHIP SERVICES	43,150	49,370	(6,220)	318,581	326,331	355,070	-2%	-10%
EVENTS	36,966	38,291	(1,325)	150,772	176,388	150,678	-15%	0%
PROGRAM SUPPORT	146,473	224,458	(77,984)	1,430,990	1,527,083	1,500,916	-6%	-5%
TOTAL EXPENSES	1,084,347	1,130,561	(46,214)	\$ 8,231,015	8,899,207	8,444,440	-8%	-3%
NET REVENUE OR (LOSS)	\$ (248,018)	\$ (405,619)	\$ 157,601	\$ 274,468	9,325	73,845		

TRAVEL PORTLAND
STATEMENT OF FINANCIAL POSITION
June 30, 2009

ASSETS	June 30, 2009	June 30, 2008	Variance
<u>Current assets:</u>			
Petty Cash	\$ 75	\$ 75	\$ -
Cash in Bank-Operating	227,034	1,124,043	-897,009
Cash in Bank-Savings	68	-	68
Cash in Bank-Certificate of Deposit/Money Mkt	900,465	-	900,465
MERC Receivable	437,683	345,609	92,074
City Receivable	36,074	-	36,074
RCMP Receivable	141,153	109,510	31,643
VDF Receivable	40,257	-	40,257
Receivable Other	21,773	76,516	-54,742
Miscellaneous Receivable	70,840	-	70,840
Promissory Note Receivable	10,000	-	10,000
Due from Foundation	-	-	0
Allowance for bad debts	(8,000)	(490)	(7,510)
Prepaid Expense	152,641	73,534	79,108
	<u>2,030,063</u>	<u>1,728,796</u>	<u>301,267</u>
<u>Property and equipment:</u>			
Furniture & equipment	85,525	105,540	-20,014
Less: accum. depreciation	(29,641)	(60,247)	30,607
	<u>55,885</u>	<u>45,292</u>	<u>10,592</u>
Computers	206,161	208,531	-2,371
Less: Accum. Depreciation	(119,491)	(84,068)	-35,422
	<u>86,670</u>	<u>124,463</u>	<u>-37,793</u>
Automobiles	66,667	66,667	-
Less: Accum. Depreciation	(27,778)	(13,320)	-14,458
	<u>38,889</u>	<u>53,347</u>	<u>-14,458</u>
Leasehold Improvements	71,824	71,824	0
Less: Accum. Depreciation	(57,379)	(47,262)	-10,118
	<u>14,445</u>	<u>24,563</u>	<u>-10,118</u>
<u>Other assets:</u>			
Restricted cash and cash surrendered value of life insurance for deferred compensation	147,210	212,253	-65,043
Employee advances	7,100	7,409	-309
	<u>154,310</u>	<u>219,662</u>	<u>-65,352</u>
TOTAL ASSETS	<u>2,380,262</u>	<u>\$ 2,196,123</u>	<u>\$ 184,139</u>

LIABILITIES & NET ASSETS

<u>Current liabilities:</u>			
Accounts payable	\$ 243,256	\$ 138,259	\$ 104,997
Accounts Payable Educational Foundation	999	737	262
Advance MERC	0	-	0
Accrued payroll costs	103,315	93,808	9,507
Accrued Incentive	176,485	-	176,485
Accrued expenses	48,375	-	48,375
Accrued longevity award	154,796	114,923	39,873
Total current liabilities	<u>727,225</u>	<u>347,726</u>	<u>379,499</u>
<u>Other liabilities:</u>			
Rent payable	27,096	44,708	-17,612
Deferred Income-Mtg Incentive	-	30,000	-30,000
Deferred revenues	3,000	-	3,000
Deferred compensation	133,960	239,753	-105,793
Housing Conference Deposits	150	2,660	-2,510
Total other liabilities	<u>164,206</u>	<u>317,121</u>	<u>-152,915</u>
<u>Net assets:</u>			
Unrestricted net assets, at beginning of year	1,214,362	1,140,519	73,843
Increase in net assets for year ended 6/30/09	274,468	390,757	-116,289
Total net assets	<u>1,488,831</u>	<u>1,531,276</u>	<u>-42,446</u>
TOTAL LIABILITIES & NET ASSETS	<u>2,380,262</u>	<u>\$ 2,196,123</u>	<u>\$ 184,138</u>

TRAVEL PORTLAND BOARD OF DIRECTORS – EFFECTIVE JULY 1, 2009

EXECUTIVE COMMITTEE

Steve Faulstick, Chair
Doubletree Hotel Portland

J. Isaac, Chair Elect
Portland Trail Blazers

Steve Jung, Vice Chair, Convention Sales Steering Committee Chair
Embassy Suites Portland Downtown

E. Allen Shelby, Treasurer
Ashforth Pacific, Inc.

Connie Hunt, Past Chair
Eastbank Saloon

Chris Erickson, Community Action Committee Chair
The Heathman Hotel

Wanda Rosenbarger, Partner Services Chair
Lloyd Center Mall

BOARD OF DIRECTORS

Tim Ackman
Alaska Airlines/Horizon Air

Adam Berger
Ten 01 and Tabla

David Bragdon
Metro

Gus Castaneda
The Mark Spencer Hotel

Scott Cruickshank
Martin Hospitality

Tom Drumheller
Escape Lodging

Victoria Frey
Portland Institute for Contemporary Art

Dean Funk
PGE

Kyle Hanson
Wells Fargo Bank

Brad Hutton
Hilton Hotels Corporation

Howard Jacobs
Provenance Hotels

David Kingston
Red Lion Hotel on the River

Diane McKeel
Multnomah County

Lance Rohs
Portland Marriott Downtown Waterfront

Maria Rojo De Steffey
Rojo & Associates, LLC

Sabrina Rokovitz
Enterprise Rent A Car

Dan Saltzman
City of Portland

Nancy Stueber, Past Chair
OMSI

Randall Thayer
Sheraton Portland Airport Hotel

Brett Wilkerson, Past Chair
North Pacific Management

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

Travel Portland’s Communications & Public Relations Department continued to promote Portland and the surrounding area to local, regional, national and international media. The department fulfilled 63 media requests and hosted 21 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$10.2 million (102.2 percent of our total fiscal year goal) in positive media coverage for the region.

MERC/Oregon Convention Center Combined Media Coverage

Oregon Convention Center Coverage:

1. *Black Meetings & Tourism* (February-March 2009 / \$6,855)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade publication for African-American meeting and event planners
“The African-American Guide to Meeting, Incentives and Traveling in the West”
Media coverage facilitated by Roy Jay
2. *Association News* (April 2009 / \$11,685)
Mentions: Oregon Convention Center
Monthly association/meeting trade magazine
“Washington and Oregon: Where Meeting Success Comes Naturally”
- 3-4. *Smart Meetings* (May 2009 / \$7,850 combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine and its accompanying website
“Where in the West”
5. OutTravelerGPS.com (May 5, 2009 / value unknown)
Mentions: Oregon Convention Center, Oregon Zoo
Travel section for Out Traveler (LGBT) website
“Seven Reasons I Love the Nines Hotel Portland”
- 6-7. *Meetings West*/MeetingsMedia.com (June 2009 / \$17,178 combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine for the Western United States and its accompanying website
“Oregon: The Beaver State”

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

MERC/Oregon Convention Center Combined Media Coverage Cont.

Oregon Convention Center Coverage Cont.:

8. *Smart Meetings* (June 2009 / \$6,600)
Mentions: Oregon Convention Center
Monthly meeting trade magazine
“Far from Convention(al) Centers: Convention centers in the West are grander and greener”
9. *Chattanooga.com* (June 19, 2009 / \$500)
Mentions: Oregon Convention Center, Oregon Zoo
Website of *The Chattanooga*, the daily newspaper for Chattanooga, Tenn.
“Portland: Leading the Green Way”

TOTAL = 9 placements / \$50,668

Total Combined MERC/Metro Coverage (stories that featured the Oregon Convention Center, Portland Expo Center, Oregon Zoo or PCPA)

1. *Black Meetings & Tourism* (February-March 2009 / \$6,855)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade publication for African-American meeting and event planners
“The African-American Guide to Meeting, Incentives and Traveling in the West”
Media coverage facilitated by Roy Jay
- 2-70. *Mercury News, MercuryNews.com, Salinas Californian, USA Today.com, Boston Herald, Seattle Daily Journal of Commerce, The Daily Courier, Westerly Sun, Merced Sun Star, New Britain Herald, Watertown Public Opinion, Penticton Herald, Honolulu Advertiser, Pottsville Republican & Herald, Stockton Record, Argus Leader, Times Herald, The Journal, Yakima Herald-Republic, Courier-Post, Chico Enterprise-Record, The Sun, The Forum, Daily Messenger, Register-Mail, The Tribune, the Villages Daily Sun, Independent Record, Charlotte Sun, Herald News, Trenton Sunday News Herald, Taylor Sunday News Herald, Southgate Sunday News Herald, Lethbridge Herald, MSNBC.com, News-Enterprise, CBSNews.com, San Francisco Examiner, The Daily News, Hanover Park Daily News, The Dominion Post, Amarillo Globe-News, Herald News, Post-Standard, Williamsport Sun-Gazette, Bakersfield Californian, Globe-Gazette, Gloucester County Times, the Standard-Examiner, Corpus Christi Caller-Times, Times-Observer, Lincoln Journal Star, Lancaster New Era, The Sheboygan Press, Post Register, Longview News-Journal, Modesto Bee, Free-Lance Star, Lewiston Tribune, The Daily World, the Bay City Times, The Elmira Leader, Arizona Republic, Waco Tribune-Herald, Burlington County Times, Today's Sunbeam, Altoona Mirror, Spokesman-Review, and The Seattle Times*
(March-June 2009 / \$280,623 combined)
Mentions: Oregon Zoo
Associated Press article on Portland that ran in newspapers and on news websites across the United States
“Have a blast on a budget in Portland”

APPENDIX 1 - COMMUNICATIONS AND PUBLIC RELATIONS

Minority Media Coverage Cont.

3. *Globetrotter Latest Travel Trend* (April 2009 / \$1,000)
Monthly Japanese travel magazine
“Best Bike City”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
4. *Dong-A Ilbo* (April 7, 2009 / Value unknown)
Daily newspaper for Seoul, Korea, and other areas
“Weekly Focus: Portland and Oregon”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
5. *JungleCity.com* (April 7, 2009 / \$1,500)
Japanese-language city guide-style website for Seattle, Wash., area users
“Twilight”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
6. *Dong-A Ilbo* (April 8, 2009 / \$5,800)
Daily newspaper for Seoul, Korea
“Fabulous Mount Hood and Pinot noir wine valley”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
7. *Busan.com* (April 30, 2009 / \$1,500)
Website for Korean newspaper *Busan Ilbo*
“Oregon”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
8. *Mainichi ga Hakken* (May 2009 / \$6,600)
Monthly lifestyle magazine for Japan
“Ecological Lifestyle in Portland”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)

TOTAL = 8 placements / \$26,255

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

LGBT Media Coverage

1. TripOutGayTravel.com (Spring 2009 / \$1,500)
Travel area of LOGO TV's website for LGBT travelers
"Portland, Oregon"
(Online airing of Bump! TV episode on Portland)
2. OutTravelerGPS.com (May 5, 2009 / Value unknown)
Travel section for Out Traveler website
"Seven Reasons I Love the Nines Hotel, Portland"
3. Examiner.com (June 16, 2009 / \$500)
Online news source with regionalized editions
"Portland's friendly, funky Saturday Market gets new, permanent home"
4. OutTraveler.com (June 26, 2009 / \$5,214)
LGBT travel website
"Playback Portland"

TOTAL = 4 placements / \$7,214

APPENDIX 2 – CONVENTION SERVICES

Organization	Us Fencing Association	Robert
Meeting Name	North American Cup F	Shavers
Meeting Date	4/23 - 4/27/09	5/3/09-5/5/09
Headquarter Hotel	Doubletree	Portland Hilton Hotel
Next Meeting		
Survey on Portland Community		
Portland Community		Nice west coast Easy to get around
Portland Impression	Good	Good
Portland Airport	Excellent	Excellent
Taxi Rental	Good	Good
Local Restaurant	Excellent	Fair
Meeting Destination	Good	Good
Attractions	Good	Good
MAX	Excellent	N/A
Leisure Community		
Travel Portland Staff		
Sales Staff	Good	Good
Services Staff	Good	Good
Housing Staff	N/A	Good
Travel Portland Materials	Good	Fair
Travel Portland Web	Good	Excellent
Visitor Bureau Communication		Very helpful
Oregon Convention Center (OCC)		
OCC Sales	Good	Excellent
OCC Services	Good	Excellent
OCC Communication		
Hotel		
Hotel Name		Hilton Executive Tower
Hotel Sales	Good	Excellent
Hotel Services	Good	Excellent
Hotel Room	Good	Excellent
Hotel Dining	Good	Excellent
Hotel Communication		Great meeting site, rooms were nice but TV service was not good.
Transportation		
Transport Name		Blue Star
Transport Service	N/A	Excellent
Transport Equipment	N/A	Good
Transport Communication		
Tour Co		
Tour Service	N/A	

APPENDIX 2 – CONVENTION SERVICES

Organization	NAF	Washington State Medical Group Management Association	Kaiser Permanente
Meeting Name	Annual Meeting	Or/Wa Mgma Annual Meeting	National Quality Conference
Meeting Date	April 25-28 2009	May 17-20, 2009	June 8-10, 2009
Headquarter Hotel	Hilton	Doubletree Lloyd Center	Doubletree Lloyd Center
Next Meeting	2018	2012	Unknown
Survey on Portland Community			
Portland Community	People loved this city!!!!		Great city to navigate without a car
Portland Impression	Excellent	Excellent	Good
Portland Airport	Excellent	Excellent	Excellent
Taxi Rental	Excellent	Good	N/A
Local Restaurant	Good	Good	Excellent
Meeting Destination	Excellent	Fair	Good
Attractions	Excellent	Fair	Good
MAX	Excellent	Good	Excellent
Leisure Community			N/A
Travel Portland Staff			
Sales Staff	Excellent	Excellent	Good
Services Staff	Excellent	Good	Good
Housing Staff	Excellent	N/A	N/A
Travel Portland Materials	Excellent	Good	Excellent
Travel Portland Web	Excellent	Good	Good
Visitor Bureau Communication			N/A
Oregon Convention Center (OCC)			
OCC Sales	Excellent	Good	Fair
OCC Services	Excellent	Fair	Fair
OCC Communication			Great facility. Many great employees, unfortunately there were quite a few "bumps" with the program.
Hotel			
Hotel Name	Hilton		Doubletree
Hotel Sales		Excellent	Good
Hotel Services	Excellent	Excellent	Fair
Hotel Room	Excellent	Fair	Fair
Hotel Dining	Excellent	Fair	Fair
Hotel Communication			The renovation was ok, but there is a stink in the lobby from the restaurants. Perhaps ventilation isn't circulating the exhaust out from the kitchen. At one point, something was burnt and the smell was unbearable. Hotel should consider a signature scent.
Transportation			
Transport Name			Columbia Crossroads
Transport Service	Excellent		Excellent
Transport Equipment	Excellent		Good
Transport Communication			
Tour Co			
Tour Service	Excellent		N/A

MERC Commission Meeting

September 2, 2009
12:30 pm

8.0 – MERC Action
Agenda

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 09-10

For the Purpose of Accepting ELS Architecture and Urban Design’s Proposal for the Arlene Schnitzer Concert Hall Renovation and Main Street Project and Authorizing the Interim General Manager to Enter Into an Agreement for Personal Services.

WHEREAS, on December 2, 2009, MERC final proposals for the Arlene Schnitzer Concert Hall Renovation and Main Street Project were due; and

WHEREAS, staff received three (3) responsive, responsible proposals before the final RFP submittal deadline. The three proposers presented final proposals to MERC staff and stakeholders January 30, 2009; and

WHEREAS, an evaluation committee comprised of staff from PCPA, staff from MERC, Commission members and a third party consultant scored the proposals and ranked ELS Architecture and Urban Design highest; and

WHEREAS, no appeals or protests were received within the allotted appeal period; and

WHEREAS, it is expected that MERC will spend approximately \$240,000 for this service, that includes a M/W/ESB participation goal.

BE IT THEREFORE RESOLVED AS FOLLOWS:

- The Metropolitan Exposition-Recreation Commission hereby finds that it is in the public interest to accept the proposal that ELS Architecture and Urban Design (“ELS”) submitted for the Arlene Schnitzer Concert Hall Renovation and Main Street Design Project;
- Approves the award of a Personal Service Agreement, substantially in the form as attached hereto; and
- Delegates to the Interim General Manager the authority to execute the contract with ELS to provide design services for the Portland Center for the Performing Arts on its behalf.

Passed by the Commission on September 2, 2009.

Chair

Approved as to form:
Daniel B Cooper, Metro Attorney

Secretary-Treasurer

By: _____
Nathan A. Schwartz Sykes, Senior Attorney

MERC STAFF REPORT

Agenda Item/Issue: For the Purpose of Accepting ELS Architecture and Urban Design's Proposal for the Arlene Schnitzer Concert Hall Renovation and Main Street Project – and Authorizing the Interim General Manager to Enter Into an Agreement for Personal Services.

Resolution No.: 09-10

Date: September 2, 2009

Presented by: Robyn Williams

Background:

2006: Oregon Symphony (OSO) desires to make the Arlene Schnitzer Concert Hall a long term home and begins discussions with PCPA on possible improvements. PCPA invites acousticians in for an analysis of acoustics at Arlene Schnitzer Concert Hall.

PCPA and OSO review acoustical findings and raised funds for a closer look at improvements. Steering committee of users, stakeholders and MERC was formed to provide feedback. Priorities, opportunities and challenges were discussed over several months of meetings.

2007: PCPA, OSO and the Friends of the Performing Arts Center raised funds for feasibility study on development on Main Street and began analysis of project scope, funding opportunities and program possibilities. MERC assumes the lead on the project. The Friends of the Performing Arts Center's consultant made a presentation made to Commission.

2008: PCPA obtains \$225,000 from City of Portland to fund schematic design work for Arlene Schnitzer Concert Hall and Main Street project concept design work.

August 6, 2008: MERC issued a formal Request for Qualifications for professional architectural services to provide schematic design work for both a significant renovation to the Arlene Schnitzer Concert Hall and creation of an iconic Main Street venue between the Arlene Schnitzer Concert Hall and Antoinette Hatfield Hall. Seven firms submitted professional qualifications and through a formal evaluation process, four firms were found to be qualified to submit a proposal for professional design services based upon the evaluation criteria. Of the four firms selected to participate in the final design proposal process, three firms formally submitted final proposals.

The three qualified firms submitted written proposals and made formal presentations to the evaluation committee and stakeholders. The final evaluation criteria were: written proposal and presentation of proposal, main street design proposal and presentation, project team, and MWESB participation. The Evaluation Committee scored the final

proposals and determined ELS Architecture and Urban Design held the overall highest scores. Notice of Intent to Award the contract was sent out on March 18, 2009. No appeals were received.

MERC representatives entered into negotiations with ELS Architecture and Urban Design resulting with the final proposal dated June 9, 2009. Upon additional review, staff requested additional information on MWESB participation as well as expanded scope for Main Street and updated pricing. This final revised proposal was submitted and dated August 11, 2009.

Scope highlights include schematic design for renovations to the Arlene Schnitzer Concert Hall such as:

- Customer amenities such as expanded restrooms, increased seating comfort, better distribution of accessible seating, lobby improvements and enhanced finishes.
- Acoustic improvements for better audience enjoyment and a better performer environment.
- Development of capital budget for proposed improvements

Scope for Main Street is to consider an enclosed structure between the Hatfield and the Schnitzer that provides the following:

- Preliminary program and design concept that includes public amenities for patrons of the Schnitzer and event revenue producing spaces as well as an iconic element that can serve as a developmental catalyst in the cultural district.
- Funding strategy-both public and complementary co-investments.
- Development of capital budget for new Main Street building.

Time line:

1. Develop refined concept for improvements to the Schnitzer 6-8 weeks
2. Develop concept for Main Street 6-8 weeks
3. Develop Phase one schematic design outline for Schnitzer 8 weeks

MWESB/FOTA participation will provide for a paid minority intern to work alongside the design team during the entire process. Additionally, a small group of minority students will be invited to shadow the entire process, attending all work sessions with MERC and PCPA staff.

ELS will also supplement their team with local MWESB/FOTA companies as the need for additional consultants are identified during this phase. This could include companies that would provide documentation assistance of existing technical conditions such as testing existing electrical loading for the Schnitzer or location of site utilities under Main Street. Note that this contract provides for preliminary design services associated with the project. If the project proceeds, MWESB/FOTA goals will be revisited as part of the award of a contract for full design services.

Fiscal Impact: It is estimated that the Personal Services Agreement will not exceed \$240,000. Appropriation for the Arlene Schnitzer Concert Hall Renovation and Main Street Project is included in the budget and funded from appropriation contribution from the City of Portland (\$225,000) and the Friends of the Performing Arts Center (\$35,000).

Other Considerations: Staff will present regular updates to the Commission as design work progresses.

Recommendation: Staff recommends that the Commission approve Resolution 09-10 for the Purpose of Accepting ELS Architecture and Urban Design's Proposal for the Arlene Schnitzer Concert Hall Renovation and Main Street Project – and Authorizing the Interim General Manager to Enter Into an Agreement for Personal Services.



June 9, 2009, **Rev#5, 8-11-09**

Ms. Heather Peck
MERC
777 NE MLK Jr. Blvd.
Portland, OR 97232

SUBJECT: Fee Proposal for Schematic Design for the Arlene Schnitzer Concert Hall and Concept Design for the Main Street Project

Dear Ms. Peck:

ELS Architecture and Urban Design is pleased to present this proposal for renovations to the Arlene Schnitzer Concert Hall and the Main Street Project.

We are very pleased to be selected for this project through the two stage process that recently concluded. We appreciated the opportunity to meet with you and Robyn Williams to discuss the priorities for the scope of the project, our design team for the project, our initial thoughts on phasing, and the process we will use. Our proposal is organized based on these discussions and the information presented in our Stage I and Stage II submittals.

Project Team

In our Stage I submittal we submitted a preliminary recommendation for the design team. The Stage II process and further discussions have led to adjustments to our team.

ELS Architecture and Urban Design will be the Lead Design Architect and the Architect of Record. Kurt Schindler will be Principal-in-Charge and will lead the effort for the Schnitzer Concert Hall Improvements. Barry Elbasani will be the Resource Principal and will lead the effort for Main Street. As submitted in Stage I, the ELS Team will include Jeff Zieba, Designer; Carlos Alvarez, Project Architect; and Diana Hayton, Interiors. Jeff Zieba, in particular, contributed significantly to the design efforts as part of the Stage II submission.

Greg Baldwin with ZGF will be a consultant to ELS for the design of Main Street. Having successfully collaborated with Greg on past projects in Portland, we see his knowledge of Portland and his association with the Main Street project as invaluable for this part of the project.

Members of the design team submitted as part of the Stage I submittal that will contribute to the scope of design work in this proposal include the following. (Note that each of the consultants is very familiar with the Schnitzer, has worked on previous studies for the building, and will have a valuable contribution to this project).

Acoustic Consultant	Arup Acoustics (San Francisco, California, as lead office)
Theatre Consultant	Theatre Projects Consultants (Norwalk, Connecticut)
Structural Engineer	KPFF Consulting Engineers (Portland, Oregon)
Cost	Davis Langdon (San Francisco, California, as lead office)

Two additional consulting firms from Portland that may contribute to a limited extent for this initial phase of work include Interfacing Engineering for MEP and David Evans for Civil engineering.

At the completion of this conceptual work ELS will have a better understanding of the expertise necessary to complete the design work for final design (Design Development and Construction Documents), as well as our approach to managing the design team's efforts during the Bidding and Construction phases. We will then supplement our team with additional consultants, including MWESB firms from the Portland area. As we initiate the conceptual work identified in the proposal we may need some documentation of existing technical conditions completed by engineering disciplines, such as the existing electrical loading for the Schnitzer or the location of existing site utilities for Main Street. We will use local MWESB firms to complete this documentation assistance.

Additionally, as discussed with you and Robyn Williams, we propose to include student interns in the design process. Inclusion of the interns can take two forms. First we will invite a small group of students (maybe 5 or 6) to "shadow" the process, attending our work sessions with MERC and PCPA staff. We will also have discussion between the students and our design team regarding our design process. Second we can immerse a single intern more deeply to work along side our design team during the process. This intern would receive 40-60 paid hours.

Project Scope Criteria

In our meeting on May 8, 2009, we discussed the project scope relative to issues identified in the 2005 Feasibility Study. Several key criteria were identified:

Arlene Schnitzer Concert Hall

- The cost of the project should be in the \$15-20 million range. We would therefore anticipate a construction cost not to exceed \$15 million with a project cost not to exceed \$20 million. This corresponds to Feasibility Study Scheme "D" in cost; a final concept will most likely include a different mix of project components and component costs.
- Emphasis needs to be placed on audience experience. Project scope will increase the number of and access to public restrooms, increase seating comfort and access to seating, provide better distribution of accessible seating, include lobby improvements, and provide some enhancement to interior finishes to provide more "sparkle."
- Acoustic improvement to the Schnitzer will be included. Each contributing element (such as improved orchestra shell, enlarged proscenium opening, addition of a forestage reflector, stage extension, stage re-construction, electro-acoustic enhancement, etc.) must be tempered with the value it provides for audience appreciation and performer environment relative to anticipated cost and the construction period required to complete the improvement.
- The Schnitzer should be more adaptable to accommodating a wide range of contemporary entertainment. Quick change-over between event types, improved load-in, ease of suspending traveling sound and lighting rigs, flexibility of house equipment, and storage for house equipment (such as orchestra/chorus risers, shell, etc.) should all be considered while retaining the historic character of the venue.
- A reduced seating count to approximately 2,500 is an acceptable trade-off for the improvements being considered.
- Construction should occur within the Oregon Symphony off-season, a period of five (or at most six) months from May to September. Improvements that require building closure or major disruption for a greater period of time will have to be evaluated relative to the benefit of the improvement versus the displacement of the Symphony for a season to another location. The total loss of a Symphony season is considered unacceptable.

Main Street Project

- During the Stage II design process our team identified significant opportunities resulting from an expansion into Main Street, which include alleviating some of the space issues at the Schnitzer, as well as enhancing the overall experience the PCPA can provide for the City of Portland. Therefore, the Main Street Project should be address the goals for the Cultural Arts District parallel with improvements to the Schnitzer Concert Hall.

Work Plan

As part of our Stage II submission ELS provided a preliminary work plan in our approach to the Arlene Schnitzer Concert Hall renovation that identified a single, 12-week effort. Based on our conversations with you and Robin, we have modified the work plan to the following to reflect MERC and PCPA's desire to identify a scope of work that addresses the most pressing needs for the Schnitzer and develops that scope to a Schematic Design level.

Task 1: Develop a Refined Concept for Improvements to the Schnitzer 6-8 weeks
Since the 2005 Feasibility Study was not completed, this task will complete the study and define a preliminary scope to be taken to a Schematic Design level in Task 3.

- A. Understanding the varied approach of each of the five options in the Feasibility Study, the design team will meet and prepare a focused approach with a variety of potential alternatives based on the criteria noted above. The four main components of the building identified in each of the five options include:
 - Performance area
 - Performance support
 - Audience chamber
 - Audience support
- B. Meet with the Working Group established by MERC and PCPA to discuss alternatives. This meeting may take the form of a work session where ideas are presented and discussed and new ideas are developed. There could be two meetings in a single day; the first meeting would include the project leadership, and the second meeting would include a wider group of users and stakeholders. ELS, Arup Acoustics, and Theatre Projects would attend both meetings.
- C. Refine concept(s) discussed and alternatives suggested at the Working Group meeting. Study would involve the engineer team and address such issues as:
 - Which alternatives may trigger a seismic upgrade or major structural alterations?
 - Which alternatives require significant change to building systems (mechanical, electrical, plumbing, life safety, etc.)?
 - Which alternatives can be provided with an acceptable level of change to the historic integrity of the character-defining areas of the building?
 - Which alternatives will require a longer construction period to complete than a single Symphony off-season?
- D. Meet with Working Group to review the Refined Concept(s).
- E. Develop order-of-magnitude costs for the Refined Concept(s) and review with the Working Group. Establish a preferred concept for a first phase of improvements.

Task 2: Develop Concept for Main Street

6-8 weeks

The development of a preliminary concept for Main Street should complement and parallel the execution of a refined concept for the Schnitzer. In the process the concept should also expand the functional and economic value of the existing Portland Center for the Performing Arts and reinforce the activities and initiatives of adjacent districts, institutions, streets and parks.

It is important that this conceptual effort produces an approach that can be communicated and measured. It is also important that the effort provides the insight and advice that will enable the next step to be undertaken. Thus, though a quick and economical execution, the concept should be informative, complete and stimulating.

The following three products will be completed within 6-8 weeks.

- A. Preliminary program and design concept. The concept will illustrate a scope and configuration that will accommodate subsequent refinements. The concept will include:
 - Provision of necessary amenities such as toilets, public gathering and refreshment areas, additional meeting and special event revenue-producing spaces, which are currently not possible to achieve within the existing available space of the Schnitzer and Antoinette Hatfield Hall.
 - Conceptualization of a direct, enclosed connection between the Schnitzer and the Antoinette Hatfield Hall that thereby enhances the ability to share the above opportunities.
 - Consideration of alternatives identified in our Stage II presentation, such as a Founder's Room over the Schnitzer's lobby or the enclosure of the Park-side balcony.
 - Creation of an extroverted civic catalyst at the intersection of the Downtown, University, and West End Districts that will energize, interface, and promote connections between Broadway and the Park Blocks.

- B. Strategy for implementation of the Concept
 - Identification of available public funds and complementary co-investments
 - Assessment of complementary commercial development potentials
 - Outline of a donor strategy
 - Schedule for design, review, development and implementation
 - Definition of management and maintenance responsibilities

- C. Capital Budget for the Concept
 - Possible construction costs
 - Soft cost and design fees
 - Permit fees

Task 2 will be executed in a series of three one-day workshops with the Working Group and invited guests.

Task 3: Develop Schematic Design Outline for a First Phase of the Schnitzer Improvements 8 weeks

Discussions at our meeting indicated that MERC would like to establish a first phase of Schnitzer improvements that could be accomplished in a single Symphony off-season. We anticipate such a project would address the most pressing needs of audience amenities and comfort. Based on the scope identified in Task 1, we will develop Schematic Design Outline documents within the parameters of the fees we have established below. While a greater scope of work

might reflect a lesser developed design, the goal will be to prepare documentation beyond the Refined Concept to allow final design (as represented by Design Development and Construction Documents) to proceed with greater confidence when funding is available. We assume there will be two Working Group meetings during this task. We assume this outline will not develop theatre and acoustic scope of work beyond the level developed in Task 1.

Deliverables

Tasks 1 and 2 will be developed in plan, section, sketch, and 3D format, similar to our Stage II submission. We will provide meeting minutes for each meeting. The completion of Tasks 1.E and 2 will include a cost estimate, summary memo(s) from contributing disciplines, and drawings formatted for 11x17" reproduction. Task 3 will include more detailed schematic level drawings and a refined cost estimate for a first phase project.

Professional Fees

We have developed the work plan to be a lean, efficient process to meet MERC's level of initial design for the fundraising period for the Schnitzer Concert Hall Improvements. We have identified a separate fee for Task 2. As noted, we have included two Working Group meetings for each phase. Additional meetings or more formal presentations to large public groups can be added to our scope of work.

<u>Additional Fee</u>	<u>Professional Fee</u>
Task 1: Refined Concept for the Schnitzer Concert Hall 6-8 weeks	\$135,000
Task 2: Concept for Main Street (Parallel with Schnitzer)* 6-8 weeks	\$40,000
Task 3: Phase One Schematic Design, Schnitzer Concert Hall 10-12 weeks	<u>\$ 65,000</u>
	\$240,000

**Note Barry Elbasani will be invoiced at cost.*

Additional meetings – \$2,000 per person, per meeting.

Enhanced graphics – allowance to be determined.

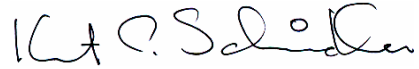
Reimbursable expenses will be invoiced per the attached schedule.

Heather Peck
Rev#5, 8-11-09
Page 6 of 6

We are very happy to discuss this proposal in more detail with you and to answer any questions that you may have. We assume MERC will provide their contract for preliminary design services for our review. We look forward to working with the Metropolitan Exposition Recreation Commission and our continued association with the Portland Center for the Performing Arts for the Arlene Schnitzer Concert Hall and Main Street Project.

Sincerely,

ELS Architecture and Urban Design

A handwritten signature in black ink, appearing to read "Kurt Schindler". The signature is fluid and cursive, with the first name "Kurt" being more prominent and the last name "Schindler" following in a similar style.

Kurt Schindler, AIA
Principal

cc. Ms. Robyn Williams

Personal Services Agreement

Contract # _____

THIS AGREEMENT is between Metropolitan Exposition-Recreation Commission ("MERC"), located at 777 N.E. Martin Luther King, Jr. Blvd., Portland, OR 97232-2742, and ELS Architecture and Urban Design, referred to herein as "Contractor," located at 2040 Addison Street Berkeley, CA. 94704.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. Duration. This personal services agreement ("Agreement") shall be effective September 15, 2009 and shall remain in effect until and including June 30, 2010, unless terminated or extended as provided in this Agreement.

2. Scope of Work. Contractor shall provide all services and materials specified below and in the attached "Exhibit A -- Proposal," Revision 5, dated August 11, 2009, which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work herein and as referenced in Attachment "A", in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control. Specific deliverables are included in Attachment "A".

3. Payment. MERC shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed Two hundred forty thousand and 00/100THS DOLLARS (\$240,000.00). Invoices must show detail level of work performed accompanied by a calculated percentage of work complete and schedule of values. Reimbursable expenses must be invoiced with detailed record of expense including third party receipt and accompanied by schedule of values.

4. Insurance.

a. Contractor shall purchase and maintain at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:

(1) Broad form comprehensive general liability insurance covering bodily injury and property damage, with automatic coverage for premises, operations, and product liability, shall be a minimum of \$1,000,000 per occurrence. The policy must be endorsed with contractual liability coverage; and

(2) Automobile bodily injury and property damage liability insurance coverage shall be a minimum of 1,000,000 per occurrence.

(3) Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions, or malpractice. Coverage shall be in the minimum amount of \$1,000,000. Contractor shall provide to Metro a certificate of this insurance, and 30 days' advance notice of material change or cancellation.

b. MERC, Metro and the City of Portland including its appointed officials, departments, employees, and agents shall be named as ADDITIONAL INSUREDS. Notice of any material change or policy cancellation shall be provided to MERC 30 days prior to the change or cancellation.

c. If required by the Scope of Work, Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions, or

malpractice. Coverage shall be in the minimum amount of \$500,000. Contractor shall provide to MERC a certificate of this insurance, and 30 days' advance notice of material change or cancellation.

d. Contractor shall provide MERC with a Certificate of Insurance complying with this article, and naming MERC as an additional insured within fifteen (15) days of execution of this contract, or twenty-four (24) hours before services under this contract commence, whichever date is earlier.

5. Indemnification. Contractor shall indemnify and hold MERC, Metro, the City of Portland and its agents, employees and appointed officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by MERC and for any claims or disputes involving subcontractors.

6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow MERC the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for six years after MERC makes final payment and all other pending matters are closed.

7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of MERC, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to MERC all rights of reproduction and the copyright to all such documents.

8. Project Information. Contractor shall share all project information and fully cooperate with MERC, informing MERC of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of MERC.

9. Independent Contractor Status. Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of MERC. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to MERC.

10. Right to Withhold Payments. MERC shall have the right to withhold from payments due to Contractor such sums as necessary, in MERC's sole opinion, to protect MERC against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.

11. State and Federal Law Constraints. Both parties shall comply with the public contracting provisions of ORS chapters 279A, 279B and 279C and the recycling provisions of ORS 279B.025 to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.

12. Situs. The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.

13. Assignment. This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.

14. Termination. This Agreement may be terminated by mutual consent of the parties. In addition, MERC may terminate this Agreement by giving Contractor seven days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

15. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by MERC of that or any other provision.

16. Modification. Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

CONTRACTOR

**METROPOLITAN EXPOSITION-RECREATION
COMMISSION**

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

MERC Commission Meeting

September 2, 2009
12:30 pm

10.0 – Strategic
Project Discussion



METROPOLITAN EXPOSITION
RECREATION COMMISSION



August 27, 2009

To: MERC Commissioners

From: Cheryl Twete
Interim General Manager

Re: Strategic Discussion at September 2 Meeting

The attached document, "MERC Venue Fast Facts" was created for your use as a convenient reference guide to the Oregon Convention Center, Portland Center for the Performing Arts and Portland Metropolitan Exposition Center. This document is the basis for the PowerPoint presentation the MERC Executive Management Team will present to introduce the strategic discussion portion of the September Commission meeting.

Your review of this information prior to Wednesday's meeting will help inform the discussion regarding the future roles and responsibilities of the Commission as well as strategic directions you would like to set for the organization.

Please do not hesitate to contact Stephanie Soden at 503-274-6589 or stephaniesoden@mercvenues.org if you have any questions or concerns.

MERC Venue Fast Facts

Oregon Convention Center

Known as:

- Largest convention center in the Pacific NW
- First in the US to be LEED-EB certified by USGBC in 2003
- First in the US to be LEED-EB Silver recertified by USGBC in 2008
- Leader in sustainability practices, in part because:
 - LEED certification
 - Food composting rates (44.32 tons reported in 12/08)
 - Material recycling rates (110.59 tons reported in 12/08)
 - Percentage of waste diverted from landfills (54% reported in 12/08)
 - Efficient use of utilities and purchase of renewable energy (soon to be 100% renewable)
 - Purchaser of Pacific Power's Blue Sky voluntary wind power purchase program
 - Purchaser of carbon offsets through NW Natural's Smart Energy program
 - Currently negotiating RFP with contractor to place solar panels on roof
 - 2003 BEST (Businesses for an Environmentally Sustainable Tomorrow) Award for innovative rain garden storm water management system

Facility features:

- Total space: 1 million square feet
- 255,000 square feet available for rent:
 - Two grand ballrooms (Oregon – 25,200 sq. ft.; Portland – 34,200 sq. ft.)
 - 50 individual meeting rooms totaling over 52,000 sq. ft.
 - Prefunction/registration areas totaling roughly 100,000 sq. ft.
 - Skyview Terrace – 7,000 sq. ft. located above Oregon Ballroom, overlooks lobbies below and west across Willamette River; accommodates up to 190 people
 - Two VIP suites above Exhibit Hall B (1,670 sq. ft.) and Exhibit Hall D (1,200 sq. ft.)

Employees:

- 100+ full-time staff
- Part-time staff scheduled per event needs
- 4 collective bargaining contracts:
 - AFSCME – utility workers
 - 707 – engineers and electricians
 - Longshoremen – security
 - B-20 IATSE – admissions/ticket staff
- 80 volunteers as greeters, information counter reps, tickets, admission, etc.

MERC Venue Fast Facts

Oregon Convention Center - continued

History:

- Voters/legislature approved construction bonds and funding in 1986
- Opened in 1990
- Original construction cost: \$90 million
 - \$65 million in property taxes collected in Clackamas, Multnomah & Washington co.
 - \$15 million from State of Oregon
 - \$15 million from Local Improvement District (LID) funds
 - \$5 million in interest funds generated
- Expansion complete in 2003
 - \$115 million in bonds for expansion construction

Budget (FY 2009-10):

- Operating budget: \$22 million
 - \$16.5 million in event-generated revenues
 - \$8.9 million in transient lodging taxes/Visitor Development Initiative (VDI) Funds
- Operating expenditures:
 - \$22.9 million for facility operations
 - \$2.8 million in support costs paid to MERC/Metro
 - \$500,000 estimated in capital projects

Business summary:

- Roughly 600 events annually
 - 90 conventions
 - 70 consumer shows
 - 105 food & beverage/catered special events
 - 365 local (in-state/regional) conferences, tradeshow and meetings
- Roughly 630,000 visitors annually
- Booking examples:
 - Farwest Nursery (August): 3 days; 10,000 attending per day
 - Auto Show (month): 4 days; 84,000 attending per day
 - Oregon State Bar meetings: 50 held each year;
 - Classic Wine Auction: evening event drawing 900

Economic impact to the region (FY 2007-08):

- \$441.5 million in economic impact to tri-county region
- Supported 4,760 local jobs
- Generated \$15.4 million in tax revenues

MERC Venue Fast Facts

Oregon Convention Center - Economic impacts (continued)

- State of Oregon: \$6.7 million
- Multnomah County: \$6.3 million
- Metro (excise): \$1.3 million
- Washington County: \$752,000
- Clackamas County: \$431,000
- Since opening in 1990, over \$6 billion infused into regional economy

Other:

- In-house catering (for all venues): Aramark/Giacometti (new contract to be awarded)
- Located on MAX light rail lines Blue and Red
- In process of securing Metro Council approval to begin next phase (pre-development) of a Headquarters Hotel Project

Portland Center for the Performing Arts

Known as:

- Hub of downtown arts and culture scene
- 5th largest performing arts center in the nation
- Umbrella management organization for 5 performing arts spaces:
 - Keller Auditorium
 - Arlene Schnitzer Concert Hall
 - Newmark Theatre
 - Dolores Winningstad Theatre
 - Brunish Hall

Facility features:

- Keller Auditorium
 - Built in 1917 as Municipal Auditorium, renovated in 1968 and in 2000, renamed after Richard B. Keller for his donation of \$1.5 million funding latest renovation
 - Home to Portland Opera, Oregon Ballet Theatre and Broadway Across America
- Arlene Schnitzer Concert Hall
 - Built in 1928 as Portland Publix Theatre, Italian Roccoco Revival style
 - Seats 2,776; features orchestra pit and choir shell, portable acoustics, dressing rooms for 90
 - Home to Oregon Symphony Orchestra, Portland Arts & Lectures, Portland Youth Philharmonic and White Bird Dance Company, among others
- Antoinette Hatfield Hall, containing:
 - Newmark Theatre

MERC Venue Fast Facts

Portland Center for the Performing Arts – Facility features (continued)

- Edwardian style, seats 880
- Home to Oregon Children’s Theatre and numerous local arts groups
- Intimate setting; no seat further than 65 feet from stage
- Dolores Winningstad Theatre
 - Elizabethan style, seats 292
 - Versatile and movable stage and seating
 - Home to Tears of Joy Puppet Theatre
- Brunish Hall
 - Open space available for small performances, meetings, special events
 - 3,150 total square feet
 - Room capacity: 200

Employees:

- 35 FTEs plus several hundred part-time, event-based employees
- Union representation:
 - IOUE Local 701: engineers, electricians, custodians
 - IATSE Local 28: stagehand department heads
 - IATSE B-20: gate and ushers
 - ILWU Local 28: security
- 625 volunteers who provide reception desk clerical support, lead tours, run the gift shop and usher in the Newmark and Winningstad Theatres

History:

- 1976: Performing Arts Task Force appointed by City of Portland to evaluate need for performing art space in downtown core; recommended that 3 new theatres be added in addition to Keller Auditorium
- \$19 million in bonds approved by voters to fund construction of theatres
- \$12 million contributed by businesses, foundations and private individuals
- 1980: decision to purchase and renovate the Paramount Theatre into a 2,700 seat concert hall and build two new theatres across the street
- 1984: Arlene Schnitzer Concert Hall opened
- 1987: The New Theater Building (renamed Antoinette Hatfield Hall in 2006) opened containing Newmark and Winningstad Theatres
- 2000: Corey Brunish donates \$350,000 to build out an unfinished rehearsal space; named Brunish Hall. It becomes available as an event space after Portland Center Stage moves to Gerding Edlen Theatre

MERC Venue Fast Facts

Portland Center for the Performing Arts – continued

Budget: (FY 2009-10)

- Revenue sources:
 - Operating revenue: \$7.5 million
 - Transient lodging taxes/VDI: \$1.9 million
 - City of Portland support: \$760,000
- Revenue expenditures:
 - Operating expenses: \$8.9 million
 - MERC support: \$1.096 million
 - Metro support: \$872,750

Business summary:

- 800+ performances annually
 - 500 + performances
 - 80 Broadway shows
 - 38 lectures
 - 61 meetings/receptions
 - 82 concerts
 - 30 miscellaneous
- 800,000 visitors annually
- Resident companies:
 - Oregon Ballet Theatre
 - Oregon Children's Theatre
 - Oregon Symphony Orchestra
 - Portland Opera
 - Portland Youth Philharmonic
 - Tears of Joy
- Performing arts groups pay user fees and rent on space per a Commission-approved schedule

Economic impact to the region (FY 2007-08):

- \$55.8 million in economic impact to tri-county area
- 630 jobs supported
- Attendees spending ranges from \$18-102 per event
- Taxes generated:
 - State of Oregon: \$719,000
 - Multnomah county: \$614,000

MERC Venue Fast Facts

Portland Center for the Performing Arts – continued

Other:

- PCPA is advised by an Advisory Committee comprised of arts advocates, hospitality and tourism industry professionals and MERC Commissioners.
- A private, non-profit, fundraising arm of PCPA is the Friends of the Portland Center for the Performing Arts. Gary Maffei – Merlo Foundation - is the Executive Director.
- Strategic projects include the renovation of ASCH and development of Main Street at SW Broadway.
- PCPA is committed to its partnership with the arts and culture community. An example is the reduction of user fees and rental rates for its resident companies and all nonprofit arts groups.

Portland Metropolitan Exposition Center

Known as:

- Portland Expo Center or “Expo”
- Oregon’s largest multi-purpose facility

Facility features:

- Complex of 5 halls:
 - Exhibit Halls
 - Hall A: 48,000 sq. ft.
 - Hall B: 36,000 sq. ft.
 - Hall C: 60,000 sq. ft.
 - Hall D: 72,000 sq. ft.
 - Hall D can be divided into Halls D1 and D2
 - Hall E: 108,000 sq. ft., max seating from 5,280 – 9,000
 - Hall E can be divided into Halls E1 and E2
 - 11 Meeting Rooms
 - Boardroom (Hall D): 204 sq. ft., conference table for 10
 - D 101 – 103; D201 – 204; E101 – 102: sq. ft. ranges 330 – 2,380
 - Lounge (Hall A): 1,500 sq. ft.
- Outdoor exhibit space/parking = 2,500 vehicles

Employees:

- 13 full-time employees
- Part-time employees employed on event basis for admissions, ticketing, security, etc.
- Parking and catering services contracted through City Center Parking and Aramark

MERC Venue Fast Facts

Portland Metropolitan Exposition Center –continued

History:

- Original buildings constructed in 1921 by the Pacific International (PI) Livestock Association
- Campus supported nearby meat processing plants and stockyards built along the Columbia Slough
- After a fire destroying these buildings, rebuilt and established as the largest livestock expo on the West coast; buildings also hosted rodeos and auctions
- 1942: Temporarily renamed the “Portland Assembly Center” using original buildings to house 3,500+ Japanese Americans for 5 months before being deployed to WWII internment camps in CA and ID
- 1965: Multnomah County purchased and renamed it Multnomah County Exposition Center
- 1969: Multnomah County Fair moved to site; also began hosting consumer events
- 1994: Metro, via MERC, assumed ownership/management and began facility updates
- 1997: Hall E opened; first modern building with column-free exhibit space, temp control, loading bays, large lobby and meeting rooms
- Smithsonian’s traveling exhibit displayed at Hall E’s inaugural event (33 days, 423,000 attendees)
- 2001: Hall D replaced and reopened as improved and expanded space
- 2004: TriMet opened MAX light rail yellow line with northern destination at Expo

Budget (FY 2009-10):

- Revenue sources: \$5.8 million
 - Operating revenue: \$3.705 million
 - Food & Beverage: \$2.11 million
- Expenses:
 - Operating expenses: \$4.4 million
 - MERC support: \$305,000
 - Metro support: \$273,000
 - Hall D debt service: \$1.18 million
 - \$180,000 capital projects
- **Expo is only venue to receive no TLT or public subsidy**

Business summary:

- Roughly 100 events annually; draws roughly 500,000 people per year
- Host to consumer and trade shows, special events, sports, examples:
 - Pacific Northwest Sportsmen’s Show
 - Home and Garden Shows
 - Portland Boat Show
 - Rose City Classic Dog Show

MERC Venue Fast Facts

Portland Metropolitan Exposition Center -Business summary (continued)

- Northwest Ag Show
- Rose City Gun and Knife Shows
- Portland Auto Swap Meet
- America's Largest Antique and Collectible Shows
- Special events: Hardy Plant Sale, Boys & Girls Club; Catlin Gabel Rummage Sale, Rose City Rollers
- In FY 2007-08:
 - 47 consumer/public events
 - 41 miscellaneous/other (includes roller derby)
 - 9 meetings
 - 5 trade shows
 - 5 catered events

Economic impact to the region (FY 2007-08):

- \$37.2 million generated throughout tri-county area
- 420 jobs supported
- Attendees spending ranges from \$17-75 per person/day
- Taxes generated:
 - State of Oregon: \$541,000
 - Metro (excise): \$451,000
 - Multnomah County: \$592,000

Other:

- Located on TriMet's MAX yellow line.
- Sustainable operations and practices currently being implemented.
- A project team is currently updating the Portland Expo Center Master Plan.
- The Columbia River Crossing (CRC) project will have some impact on Expo; a project team is monitoring the bi-state planning process.
- A project team from the Portland State University Graduate School of Business is currently engaged in an industry research project to support the development of an action/business plan geared to business retention, business trends and potential growth.

August 2009

 Metro | *Memo*

Date: Thursday August 27, 2009
To: Gary Conkling, Metropolitan Exposition and Recreation Commission Chair
Cc: Metropolitan Exposition and Recreation Commissioners
From: Michael Jordan, Metro Chief Operating Officer
Subject: Proposed Commission retreat

On August 13th, 2009, I was directed by the Metro Council to develop a recommendation that would identify improvements to Metro Code Title VI; specifically I was instructed to optimize and clarify the roles of the Metropolitan Exposition and Recreation Commission and the Metro Council. Certainly this process must be a collaborative one between the Commission, the Council, our stakeholders and executive management.

In the coming months, as our process to address the management review recommendations proceeds, staff throughout the organization will need to be involved, as they provide true insight into the strengths and challenges that we currently face, as well as vision for what success looks like in the future and how to implement strategies to reach that success.

As per my conversations with, and direction from, MERC Chair Conkling, I would like to begin this process in a retreat format that would include all seven commissioners, the interim General Manager, Metro Attorney and limited support staff from my office and the office of the MERC General Manager. Over the next few weeks I will continue to work with Chair Conkling to develop an appropriate agenda, and will certainly distribute that agenda in advance of the retreat.

I recognize your extremely busy calendars, and understand that scheduling an extended event over the next two months will be a challenge, so I thank you in advance for your attempts to be available and flexibility.