

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 18-07

For the purpose of approving Facility Rental Rates for the Fiscal Years 2020 and 2021 at the Portland Expo Center (Expo).

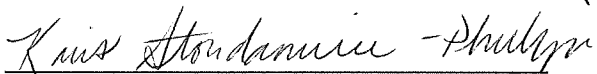
WHEREAS the Metropolitan Exposition Recreation Commission (Commission) sets the rental rates for Commission facilities; and

WHEREAS, Expo staff recommends that the Commission increase Expo's rental rates in accordance with market and other considerations regarding discounted space.


BE IT THEREFORE RESOLVED, that the Commission approves the Expo's facility rental rates for fiscal years 2020 and 2021 as set forth in Exhibit A.

Passed by the Commission on April 4, 2018.

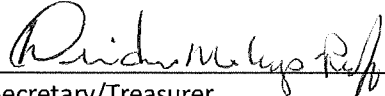
Approved as to form:
Alison R. Kean, Metro Attorney



Chair

By: 

Nathan A. S. Sykes, Deputy Metro Attorney



Secretary/Treasurer

MERC Staff Report

Agenda Item/Issue: For the purpose of approving Facility Rental Rates for the Fiscal Years 2020 & 2021 at the Portland Expo Center

Resolution No.: 18-07

Presented By: Alicia Crawford Loos

Date: April 4, 2018

Background and Analysis: As previously described at the MERC Commission meeting held on October 7, 2015, the Portland Expo Center facility rates have undergone a full review and evaluation. Staff completed an industry rate review of comparable venues and determined that the Expo Center remains very competitive in the region while still offering a significant value for a myriad of customers. In addition, staff will continue utilizing a set of standard discount and yield management methods for the sales team to utilize with new and developing events. This ensures that the Expo Center remains competitive in the market now, and into the future.

During the development of the fiscal year 2019 budget, with increased revenue enhancement as a core goal, staff formulated these recommendations to attract new business to the Expo Center during off-peak times. These techniques are to be used at the discretion of the Expo Sales & Marketing Manager and with the approval of the Expo Center Executive Director.

The Commission previously took steps to develop a multi-year rental rate recommendation. These efforts have proven very successful for qualified events that are both 180,000 square feet or larger and with clients who have contracted with MERC facilities for ten continuous years or longer. Having multiple year agreements in place has saved countless hours of staff time, allowing the sales team to focus on bringing new business to Expo and allowing Expo to plan advance marketing campaigns for the benefit of all our clients and the facility.

In keeping with this methodology, staff has reviewed the previously approved the rate detail for fiscal years 2017-2019 and has provided a schedule of rental rates for fiscal years 2020 and 2021 for your consideration. Overall, this allows for standard 3 percent increases for individual areas, no increase for outdoor exhibition space (to remain competitive in the market), and includes multi-hall discounts. This also secures Expo's major client base while focusing sales efforts on developing new business. We feel these rate increases are prudent to drive top sales revenues into the future.

Fiscal Impact: This action anticipates an overall increase in rental revenues through focused attention on combination hall discounting, multi-year pricing procedures and standard room rental increases of 3 percent per year from FY2020 to FY2021. The prior 3 year agreement produced over \$3.3 million in rental revenues.

Attachments to Resolution and/or Staff Report: Attachment A Rental Rates and Discount Package.

Recommendation: Staff recommends that the Metropolitan Exposition-Recreation Commission adopt Resolution 18-07, Portland Expo Center Rental Rates for fiscal years 2020 and 2021.

Locations	Fiscal Year FY19	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Exhibit Halls									
A	2,960	3.00%	89	3,049	3,050	3.04%	90	48,000	0.064
B	2,340	3.00%	70	2,410	2,410	2.99%	70	36,000	0.067
C	3,850	3.00%	116	3,966	3,965	2.99%	115	60,000	0.066
D1	3,140	3.00%	94	3,234	3,330	6.05%	190	36,000	0.093
D2	3,140	3.00%	94	3,234	3,330	6.05%	190	36,000	0.093
D	6,280	3.00%	188	6,468	6,660	6.05%	380	72,000	0.093
E1	4,645	3.00%	139	4,784	4,785	3.01%	140	54,000	0.089
E2	4,645	3.00%	139	4,784	4,785	3.01%	140	54,000	0.089
E	9,290	3.00%	279	9,569	9,570	3.01%	280	108,000	0.089
Meeting Rooms									
A101	235	3.00%	7	242	240	2.13%	5	700	0.343
D101	170	3.00%	5	175	175	2.94%	5	494	0.354
D102	145	3.00%	4	149	150	3.45%	5	330	0.455
D101-2	315	3.00%	9	324	325	3.17%	10	824	0.394
D201	430	3.00%	13	443	440	2.33%	10	1,300	0.338
D202	235	3.00%	7	242	240	2.13%	5	784	0.306
D203	235	3.00%	7	242	240	2.13%	5	812	0.296
D204	235	3.00%	7	242	240	2.13%	5	784	0.306
D205	175	3.00%	5	180	180	2.86%	5	204	0.882
D202-3	470	3.00%	14	484	480	2.13%	10	1,596	0.301
D202-4	705	3.00%	21	726	720	2.13%	15	2,380	0.303
D203-4	470	3.00%	14	484	480	2.13%	10	1,596	0.301
D201-4	1,135	3.00%	34	1,169	1,160	2.20%	25	3,680	0.315
D201-5	1,310	3.00%	39	1,349	1,340	2.29%	30	3,884	0.345
E101	180	3.00%	5	185	185	2.78%	5	525	0.352
E102	210	3.00%	6	216	215	2.38%	5	600	0.358
E101-2	390	3.00%	12	402	400	2.56%	10	1,125	0.356

Locations	Fiscal Year FY19	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Miscellaneous									
Connector	390	3.00%	12	402	400	2.56%	10	4,500	0.089
East Hall	850	3.00%	26	876	875	2.94%	25	4,400	0.199
A Lobby	510	3.00%	15	525	525	2.94%	15	4,400	0.119
A Lounge	240	3.00%	7	247	245	2.08%	5	1,500	0.163
D Lobby	2,185	3.00%	66	2,251	2,250	2.97%	65	6,400	0.352
D Lounge	610	3.00%	18	628	625	2.46%	15	1,240	0.504
E Lobby	2,460	3.00%	74	2,534	2,535	3.05%	75	7,200	0.352
Parking Lots									
All Parking Lots	18,480	0.00%	-	18,482	18,480	0.00%	-	803,556	0.023 *
Boneyard	390	3.00%	12	402	400	2.56%	10	16,000	0.025
Lower Parking Lot 1 East	1,685	0.00%	-	1,686	1,685	0.00%	-	73,300	0.023 *
Lower Parking Lot 1 West	3,190	0.00%	-	3,188	3,190	0.00%	-	138,600	0.023 *
Lower Parking Lot 1	4,875	0.00%	-	4,874	4,875	0.00%	-	211,900	0.023 *
Lower Parking Lot 2	2,255	0.00%	-	2,254	2,255	0.00%	-	98,000	0.023 *
Lower Parking Lot 3	3,380	0.00%	-	3,381	3,380	0.00%	-	147,000	0.023 *
Lower Parking Lot 1-2	7,130	0.00%	-	7,128	7,130	0.00%	-	309,900	0.023 *
Lower Parking Lot 1-2-3	10,510	0.00%	-	10,509	10,510	0.00%	-	456,900	0.023 *
Lower Parking Lot 1W-2	5,440	0.00%	-	5,442	5,440	0.00%	-	236,600	0.023 *
Lower Parking Lot 1W-2-3	8,820	0.00%	-	8,823	8,820	0.00%	-	383,600	0.023 *
Upper Parking Lot 1	1,980	0.00%	-	1,978	1,980	0.00%	-	86,000	0.023 *
Upper Parking Lot 2	995	0.00%	-	994	995	0.00%	-	43,200	0.023 *
Upper Parking Lot 3	910	0.00%	-	911	910	0.00%	-	39,600	0.023 *
Upper Parking Lot 4	4,090	0.00%	-	4,091	4,090	0.00%	-	177,856	0.023 *
Upper Parking Lot 4 South	480	0.00%	-	483	480	0.00%	-	21,000	0.023 *
Upper Parking Lot 1-2	2,970	0.00%	-	2,972	2,970	0.00%	-	129,200	0.023 *
Upper Parking Lot 2-3	1,905	0.00%	-	1,904	1,905	0.00%	-	82,800	0.023 *
Upper Parking Lot 1-2-3	3,880	0.00%	-	3,882	3,880	0.00%	-	168,800	0.023 *
Upper Parking Lot 1-2-3-4	7,970	0.00%	-	7,973	7,970	0.00%	-	346,656	0.023 *
Upper Parking Lot Plaza	390	3.00%	12	402	400	2.56%	10	11,300	0.035

Locations	Fiscal Year FY19	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Exhibit Halls									
A	3,630	3.00%	109	3,739	3,740	3.03%	110	48,000	0.078
B	2,710	3.00%	81	2,791	2,790	2.95%	80	36,000	0.078
C	4,560	3.00%	137	4,697	4,700	3.07%	140	60,000	0.078
D1	3,740	3.00%	112	3,852	3,850	2.94%	110	36,000	0.107
D2	3,740	3.00%	112	3,852	3,850	2.94%	110	36,000	0.107
D	7,480	3.00%	224	7,704	7,700	2.94%	220	72,000	0.107
E1	5,475	3.00%	164	5,639	5,640	3.01%	165	54,000	0.104
E2	5,475	3.00%	164	5,639	5,640	3.01%	165	54,000	0.104
E	10,950	3.00%	329	11,279	11,280	3.01%	330	108,000	0.104
Meeting Rooms									
A101	235	3.00%	7	242	240	2.13%	5	700	0.343
D101	170	3.00%	5	175	175	2.94%	5	494	0.354
D102	145	3.00%	4	149	150	3.45%	5	330	0.455
D101-2	315	3.00%	9	324	325	3.17%	10	824	0.394
D201	430	3.00%	13	443	440	2.33%	10	1300	0.338
D202	235	3.00%	7	242	240	2.13%	5	784	0.306
D203	235	3.00%	7	242	240	2.13%	5	784	0.306
D204	235	3.00%	7	242	240	2.13%	5	784	0.306
D205	175	3.00%	5	180	180	2.86%	5	204	0.882
D202-3	470	3.00%	14	484	480	2.13%	10	1568	0.306
D202-4	705	3.00%	21	726	720	2.13%	15	2352	0.306
D203-4	470	3.00%	14	484	480	2.13%	10	1568	0.306
D201-4	1,135	3.00%	34	1,169	1,160	2.20%	25	3652	0.318
D201-5	1,310	3.00%	39	1,349	1,340	2.29%	30	3856	0.348
E101	180	3.00%	5	185	185	2.78%	5	525	0.352
E102	210	3.00%	6	216	215	2.38%	5	600	0.358
E101-2	390	3.00%	12	402	400	2.56%	10	1125	0.356

Locations	Fiscal Year FY19	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Miscellaneous									
Connector	390	3.00%	12	402	400	2.56%	10	4,500	0.089
East Hall	850	3.00%	26	876	875	2.94%	25	4,400	0.199
A Lobby	510	3.00%	15	525	525	2.94%	15	4,400	0.119
A Lounge	240	3.00%	7	247	245	2.08%	5	1,500	0.163
D Lobby	2,185	3.00%	66	2,251	2,250	2.97%	65	6,400	0.352
D Lounge	610	3.00%	18	628	625	2.46%	15	1,240	0.504
E Lobby	2,460	3.00%	74	2,534	2,535	3.05%	75	7,200	0.352
Parking Lots									
All Parking Lots	18,480	0.00%	-	18,482	18,480	0.00%	-	803,556	0.023 *
Boneyard	390	3.00%	12	360	400	2.56%	10	16,000	0.025
Lower Parking Lot 1 East	1,685	0.00%	-	1,686	1,685	0.00%	-	73,300	0.023 *
Lower Parking Lot 1 West	3,190	0.00%	-	3,188	3,190	0.00%	-	138,600	0.023 *
Lower Parking Lot 1	4,875	0.00%	-	4,874	4,875	0.00%	-	211,900	0.023 *
Lower Parking Lot 2	2,255	0.00%	-	2,254	2,255	0.00%	-	98,000	0.023 *
Lower Parking Lot 3	3,380	0.00%	-	3,381	3,380	0.00%	-	147,000	0.023 *
Lower Parking Lot 1-2	7,130	0.00%	-	7,128	7,130	0.00%	-	309,900	0.023 *
Lower Parking Lot 1-2-3	10,510	0.00%	-	10,509	10,510	0.00%	-	456,900	0.023 *
Lower Parking Lot 1W-2	5,440	0.00%	-	5,442	5,440	0.00%	-	236,600	0.023 *
Lower Parking Lot 1W-2-3	8,820	0.00%	-	8,823	8,820	0.00%	-	383,600	0.023 *
Upper Parking Lot 1	1,980	0.00%	-	1,978	1,980	0.00%	-	86,000	0.023 *
Upper Parking Lot 2	995	0.00%	-	994	995	0.00%	-	43,200	0.023 *
Upper Parking Lot 3	910	0.00%	-	911	910	0.00%	-	39,600	0.023 *
Upper Parking Lot 4	4,090	0.00%	-	4,091	4,090	0.00%	-	177,856	0.023 *
Upper Parking Lot 4 South	480	0.00%	-	483	480	0.00%	-	21,000	0.023 *
Upper Parking Lot 1-2	2,970	0.00%	-	2,972	2,970	0.00%	-	129,200	0.023 *
Upper Parking Lot 2-3	1,905	0.00%	-	1,904	1,905	0.00%	-	82,800	0.023 *
Upper Parking Lot 1-2-3	3,880	0.00%	-	3,882	3,880	0.00%	-	168,800	0.023 *
Upper Parking Lot 1-2-3-4	7,970	0.00%	-	7,973	7,970	0.00%	-	346,656	0.023 *
Upper Parking Lot Plaza	390	3.00%	12	402	400	2.56%	10	11,300	0.035

Locations	Fiscal Year FY20	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Exhibit Halls									
A	3,050	3.00%	92	3,142	3,140	2.95%	90	48,000	0.065
B	2,410	3.00%	72	2,482	2,480	2.90%	70	36,000	0.069
C	3,965	3.00%	119	4,084	4,085	3.03%	120	60,000	0.068
D1	3,330	3.00%	100	3,430	3,430	3.00%	100	36,000	0.095
D2	3,330	3.00%	100	3,430	3,430	3.00%	100	36,000	0.095
D	6,660	3.00%	200	6,860	6,860	3.00%	200	72,000	0.095
E1	4,785	3.00%	144	4,929	4,930	3.03%	145	54,000	0.091
E2	4,785	3.00%	144	4,929	4,930	3.03%	145	54,000	0.091
E	9,570	3.00%	287	9,857	9,860	3.03%	290	108,000	0.091
Meeting Rooms									
A101	240	3.00%	7	247	245	2.08%	5	700	0.350
D101	175	3.00%	5	180	180	2.86%	5	494	0.364
D102	150	3.00%	5	155	155	3.33%	5	330	0.470
D101-2	325	3.00%	10	335	335	3.08%	10	824	0.407
D201	440	3.00%	13	453	450	2.27%	10	1,300	0.346
D202	240	3.00%	7	247	245	2.08%	5	784	0.313
D203	240	3.00%	7	247	245	2.08%	5	812	0.302
D204	240	3.00%	7	247	245	2.08%	5	784	0.313
D205	180	3.00%	5	185	185	2.78%	5	204	0.907
D202-3	480	3.00%	14	494	490	2.08%	10	1,596	0.307
D202-4	720	3.00%	22	742	735	2.08%	15	2,380	0.309
D203-4	480	3.00%	14	494	490	2.08%	10	1,596	0.307
D201-4	1,160	3.00%	35	1,195	1,185	2.16%	25	3,680	0.322
D201-5	1,340	3.00%	40	1,380	1,370	2.24%	30	3,884	0.353
E101	185	3.00%	6	191	190	2.70%	5	525	0.362
E102	215	3.00%	6	221	220	2.33%	5	600	0.367
E101-2	400	3.00%	12	412	410	2.50%	10	1,125	0.364

Locations	Fiscal Year FY20	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Miscellaneous									
Connector	400	3.00%	12	412	410	2.50%	10	4,500	0.091
East Hall	875	3.00%	26	901	900	2.86%	25	4,400	0.205
A Lobby	525	3.00%	16	541	540	2.86%	15	4,400	0.123
A Lounge	245	3.00%	7	252	250	2.04%	5	1,500	0.167
D Lobby	2,250	3.00%	68	2,318	2,315	2.89%	65	6,400	0.362
D Lounge	625	3.00%	19	644	640	2.40%	15	1,240	0.516
E Lobby	2,535	3.00%	76	2,611	2,610	2.96%	75	7,200	0.363
Parking Lots									
All Parking Lots	18,480	0.00%	-	18,482	18,480	0.00%	-	803,556	0.023 *
Boneyard	400	3.00%	12	412	400	0.00%	-	16,000	0.025
Lower Parking Lot 1 East	1,685	0.00%	-	1,686	1,685	0.00%	-	73,300	0.023 *
Lower Parking Lot 1 West	3,190	0.00%	-	3,188	3,190	0.00%	-	138,600	0.023 *
Lower Parking Lot 1	4,875	0.00%	-	4,874	4,875	0.00%	-	211,900	0.023 *
Lower Parking Lot 2	2,255	0.00%	-	2,254	2,255	0.00%	-	98,000	0.023 *
Lower Parking Lot 3	3,380	0.00%	-	3,381	3,380	0.00%	-	147,000	0.023 *
Lower Parking Lot 1-2	7,130	0.00%	-	7,128	7,130	0.00%	-	309,900	0.023 *
Lower Parking Lot 1-2-3	10,510	0.00%	-	10,509	10,510	0.00%	-	456,900	0.023 *
Lower Parking Lot 1W-2	5,440	0.00%	-	5,442	5,440	0.00%	-	236,600	0.023 *
Lower Parking Lot 1W-2-3	8,820	0.00%	-	8,823	8,820	0.00%	-	383,600	0.023 *
Upper Parking Lot 1	1,980	0.00%	-	1,978	1,980	0.00%	-	86,000	0.023 *
Upper Parking Lot 2	995	0.00%	-	994	995	0.00%	-	43,200	0.023 *
Upper Parking Lot 3	910	0.00%	-	911	910	0.00%	-	39,600	0.023 *
Upper Parking Lot 4	4,090	0.00%	-	4,091	4,090	0.00%	-	177,856	0.023 *
Upper Parking Lot 4 South	480	0.00%	-	483	480	0.00%	-	21,000	0.023 *
Upper Parking Lot 1-2	2,970	0.00%	-	2,972	2,970	0.00%	-	129,200	0.023 *
Upper Parking Lot 2-3	1,905	0.00%	-	1,904	1,905	0.00%	-	82,800	0.023 *
Upper Parking Lot 1-2-3	3,880	0.00%	-	3,882	3,880	0.00%	-	168,800	0.023 *
Upper Parking Lot 1-2-3-4	7,970	0.00%	-	7,973	7,970	0.00%	-	346,656	0.023 *
Upper Parking Lot Plaza	400	3.00%	12	412	400	0.00%	-	11,300	0.035

Locations	Fiscal Year FY20	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Exhibit Halls									
A	3,740	3.00%	112	3,852	3,850	2.94%	110	48,000	0.080
B	2,790	3.00%	84	2,874	2,875	3.05%	85	36,000	0.080
C	4,700	3.00%	141	4,841	4,840	2.98%	140	60,000	0.081
D1	3,850	3.00%	116	3,966	3,965	2.99%	115	36,000	0.110
D2	3,850	3.00%	116	3,966	3,965	2.99%	115	36,000	0.110
D	7,700	3.00%	231	7,931	7,930	2.99%	230	72,000	0.110
E1	5,640	3.00%	169	5,809	5,810	3.01%	170	54,000	0.108
E2	5,640	3.00%	169	5,809	5,810	3.01%	170	54,000	0.108
E	11,280	3.00%	338	11,618	11,620	3.01%	340	108,000	0.108
Meeting Rooms									
A101	240	3.00%	7	247	245	2.08%	5	700	0.350
D101	175	3.00%	5	180	180	2.86%	5	494	0.364
D102	150	3.00%	5	155	155	3.33%	5	330	0.470
D101-2	325	3.00%	10	335	335	3.08%	10	824	0.407
D201	440	3.00%	13	453	450	2.27%	10	1300	0.346
D202	240	3.00%	7	247	245	2.08%	5	784	0.313
D203	240	3.00%	7	247	245	2.08%	5	784	0.313
D204	240	3.00%	7	247	245	2.08%	5	784	0.313
D205	180	3.00%	5	185	185	2.78%	5	204	0.907
D202-3	480	3.00%	14	494	490	2.08%	10	1568	0.313
D202-4	720	3.00%	22	742	735	2.08%	15	2352	0.313
D203-4	480	3.00%	14	494	490	2.08%	10	1568	0.313
D201-4	1,160	3.00%	35	1,195	1,185	2.16%	25	3652	0.324
D201-5	1,340	3.00%	40	1,380	1,370	2.24%	30	3856	0.355
E101	185	3.00%	6	191	190	2.70%	5	525	0.362
E102	215	3.00%	6	221	220	2.33%	5	600	0.367
E101-2	400	3.00%	12	412	410	2.50%	10	1125	0.364

Locations	Fiscal Year FY20	Percentage Increase	Dollar Increase	Total with Increase	Total Rounded	Percentage Increase	Dollar Increase	Square Footage	Cost Per Square Footage
Miscellaneous									
Connector	400	3.00%	12	412	410	2.50%	10	4,500	0.091
East Hall	875	3.00%	26	901	900	2.86%	25	4,400	0.205
A Lobby	525	3.00%	16	541	540	2.86%	15	4,400	0.123
A Lounge	245	3.00%	7	252	250	2.04%	5	1,500	0.167
D Lobby	2,250	3.00%	68	2,318	2,315	2.89%	65	6,400	0.362
D Lounge	625	3.00%	19	644	640	2.40%	15	1,240	0.516
E Lobby	2,535	3.00%	76	2,611	2,610	2.96%	75	7,200	0.363
Parking Lots									
All Parking Lots	18,480	0.00%	-	18,482	18,480	0.00%	-	803,556	0.023 *
Boneyard	400	3.00%	12	360	400	0.00%	-	16,000	0.025
Lower Parking Lot 1 East	1,685	0.00%	-	1,686	1,685	0.00%	-	73,300	0.023 *
Lower Parking Lot 1 West	3,190	0.00%	-	3,188	3,190	0.00%	-	138,600	0.023 *
Lower Parking Lot 1	4,875	0.00%	-	4,874	4,875	0.00%	-	211,900	0.023 *
Lower Parking Lot 2	2,255	0.00%	-	2,254	2,255	0.00%	-	98,000	0.023 *
Lower Parking Lot 3	3,380	0.00%	-	3,381	3,380	0.00%	-	147,000	0.023 *
Lower Parking Lot 1-2	7,130	0.00%	-	7,128	7,130	0.00%	-	309,900	0.023 *
Lower Parking Lot 1-2-3	10,510	0.00%	-	10,509	10,510	0.00%	-	456,900	0.023 *
Lower Parking Lot 1W-2	5,440	0.00%	-	5,442	5,440	0.00%	-	236,600	0.023 *
Lower Parking Lot 1W-2-3	8,820	0.00%	-	8,823	8,820	0.00%	-	383,600	0.023 *
Upper Parking Lot 1	1,980	0.00%	-	1,978	1,980	0.00%	-	86,000	0.023 *
Upper Parking Lot 2	995	0.00%	-	994	995	0.00%	-	43,200	0.023 *
Upper Parking Lot 3	910	0.00%	-	911	910	0.00%	-	39,600	0.023 *
Upper Parking Lot 4	4,090	0.00%	-	4,091	4,090	0.00%	-	177,856	0.023 *
Upper Parking Lot 4 South	480	0.00%	-	483	480	0.00%	-	21,000	0.023 *
Upper Parking Lot 1-2	2,970	0.00%	-	2,972	2,970	0.00%	-	129,200	0.023 *
Upper Parking Lot 2-3	1,905	0.00%	-	1,904	1,905	0.00%	-	82,800	0.023 *
Upper Parking Lot 1-2-3	3,880	0.00%	-	3,882	3,880	0.00%	-	168,800	0.023 *
Upper Parking Lot 1-2-3-4	7,970	0.00%	-	7,973	7,970	0.00%	-	346,656	0.023 *
Upper Parking Lot Plaza	400	3.00%	12	412	400	0.00%	-	11,300	0.035

Expo Center Discounting Package FY2020 – 2021:

The following yield-management techniques will be utilized at the discretion of the Sales & Marketing Manager and at the approval of the Expo Center Executive Director in order to maximize revenue at the Portland Expo Center:

- New business booked in the months of December and July – August
 - 25% rental discount for the 1st year booked
 - 15% rental discount for 2nd year booked
 - 5% rental discount for 3rd year booked
 - Discount would go away in the 4th year
- New business booked on Labor Day or Memorial Day Weekends
 - 30% rental discount in 1st year
 - 20% rental discount in 2nd year
 - 10 rental discount in 3rd year
 - Discount would go away in the 4th year
- Incentive discount for booking a new consumer/public event – to be used at Executive Director and Expo Sales & Manager's discretion
 - Same discount as the 1st option, but can be applied to any new consumer/public event at any point in the calendar
 - The idea behind this package is based on the idea of diversifying our calendar – example, if comparable venues around the country have a dinosaur show and we don't, this is how we can entice that type of business to come our way.
- Tradeshow incentive rental credit
 - 15% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 1st year
 - 10% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 2nd year
 - 5% rental credit given for new weekday tradeshow business with food orders over \$30,000 in 3rd year
 - Rental credit would go away in 4th year