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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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Oregon Zoo  
Cascade Banquet Center  
Vista Room  
4001 SW Canyon Road  
Portland, Oregon

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**MEETING:** Metropolitan Exposition Recreation Commission  
**DATE:** September 1, 2010  
**TIME:** 12:30 PM  
**LOCATION:** Cascade Banquet Center - Vista Room  
 The Oregon Zoo

**REVISED AGENDA**

<b>CALL TO ORDER</b>	12:30 PM	
<b>1.0 QUORUM CONFIRMED</b>	12:30 PM	
<b>2.0 COMMISSIONER COMMUNICATIONS</b>	12:35 PM	
<b>3.0 EX-OFFICIO COMMUNICATIONS</b>	12:40 PM	Rod Park
<b>4.0 MERC FUND RESERVE PROJECT OVERVIEW</b>	12:45 PM	Margo Norton
<b>5.0 GENERAL MANAGER COMMENTS/COMMISSIONER QUESTIONS</b>	12:50 PM	Teri Dresler
<b>5.1</b> Year End Financial Statement - 2nd Close		
<b>6.0 MERC VENUE BUSINESS REPORTS</b>	1:00 PM	R Williams, J. Blosser, C. Bailey
<b>7.0 OPPORTUNITY FOR PUBLIC COMMENT ON NON-AGENDA ITEMS</b>	1:10 PM	
<b>8.0 CONSENT AGENDA</b>	1:15 PM	
<b>8.1</b> Approval of August 4, 2010 MERC Commission Meeting Record of Actions		
<b>9.0 ACTION AGENDA</b>	1:20 PM	
<b>9.1 Resolution 10- 18</b> for the purpose of approving Capital Projects for fiscal year 2010-11 for the Portland Exposition Center (Expo) and Portland Center for the Performing Arts (PCPA)		Cynthia Hill
<b>9.2 Resolution 10-19</b> for the purpose of approving and transmitting a budget amendment to the MERC Fund for fiscal year 2010-11		Cynthia Hill
<b>9.3 Resolution 10-20</b> for the purpose of selecting Cherry City Electric as the lowest responsive and responsible bidder in response to a Request for Bids relating to the Oregon Convention Center Lighting Fixture Upgrade Project and authorizing the General Manager to execute a contract with Cherry City Electric		Jeff Blosser
<b>9.4 Resolution 10-22</b> for the purpose of selecting Hydrottemp Mechanical Inc. as the lowest responsive and responsible bidder in response to a Request for Bids, relating to the Portland Center for the Performing Arts Antoinette Hatfield Hall Chiller Replacement Project and authorizing the General Manager to execute a contract with Hydrottemp Mechanical Inc.		Robyn Williams
<b>9.5 Resolution 10-23</b> for the purpose of approving a Third Amendment to the Broadway Series Agreement to amend user fees for the years 2010-11 and 2011-12 for subscriptions sales only		Robyn Williams
<b>10.0 TRAVEL PORTLAND 4th QUARTER REPORT</b>		Jeff Miller
<b>11.0 THE OREGON ZOO OVERVIEW</b>		Kim Smith
<b>12.0 EXECUTIVE SESSION</b> - for the purpose of deliberations with persons designated by the Commission to conduct labor negotiations, pursuant to ORS 192.660(2)(d)		Nathan Sykes

**ADJOURNMENT**

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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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4.0 - MERC Fund Reserve  
Project Overview

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Date: August 25, 2010  
To: MERC Commission  
From: Margo Norton, Director, Finance and Regulatory Services  
Subject: Overview of MERC Reserves Project

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Metro's financial policies require that Metro maintain "fund balance reserves that are appropriate to the needs of each fund." And further, that Metro "shall budget for the adequate maintenance of capital equipment and facilities and for their orderly replacement, consistent with longer-term planning for the management of capital assets."

At the August Commission meeting COO Michael Jordan indicated that we would brief the Commission at its September meeting about the MERC reserves project. The project is undertaken with our financial policies in mind.

A project's success relies on a shared understanding of the problem to be addressed. We have prepared a problem statement and have discussed it with the General Manager of Visitor Venues and the MERC venue directors. We welcome the Commission's review and look forward to any additional guidance you can provide.

Because this project needs to move forward in time to inform the FY 2011-12 budget, we will meet with the venue directors and other resource participants as we go about our work. Because your meeting time is limited, we expect to provide the commissioners with virtual progress updates over the next two months and will be available to committees or individual members for briefings as you desire.

## **MERC Reserves Project August 2010**

### **Statement of the Problem**

The MERC Fund for FY 2010-11 has a beginning balance of approximately \$25 million and an anticipated ending balance of \$21 million, including almost \$15 million which represents the “strategic goal” or “strategic fund balance.” The stated purpose of the fund balance, including the undesignated strategic fund balance, is to maintain funds for operating contingencies and the renewal and replacement of existing capital assets, as well as to set aside funds for business development and/or new capital acquisition.

Concerns about the undesignated balance include:

- It is undifferentiated among its stated purposes.
- There is an intuition that it is adequate to meet its stated purposes—but this intuition has not been verified.
- Its size and undifferentiated nature make it a potential target, internally and externally.
- There are no agreed-upon policies for using or replenishing the operating contingency or the renewal and replacement segments.
- There is no formal long-term plan for funding renewal and replacement.
- There are no agreed-upon policies to balance priorities between operating demands and the business development/new capital segments.

### **Objectives and Deliverables**

Chief Operating Officer Michael Jordan has initiated the *MERC Reserves Project* to address these concerns. The COO has charged project staff with making recommendations to him on:

- The types of reserves that are appropriate and needed for MERC.
- The size of these reserves based on best business practices.
- Policies governing management of the reserves (uses and funding).

The project report will also help to provide a rational, grounded explanation for the reserves: what, why, how much.

The COO and project staff will present these recommendations to decision makers (MERC Commission and Metro Council) and stakeholders (e.g., the City of Portland) in early fall 2010, and continue working with these groups to forge consensus in time for the development of the FY 2011-12 budget. The target date for the budget decisions is November 1, 2010.



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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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5.1 - Year End Financial  
Statement – 2nd Close

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Metropolitan Exposition-Recreation Commission  
**MERC Statement of Activity with Annual Budget**  
**All Departments**  
**June 2010 (2nd Close)**

	Current Month Actual	Prior Month YTD Actual	Current Year to Date Actual	Prior Year to Date Actual	% of Prior Year	2009-10 Adopted Budget	% of Annual Budget
	June-10	June-10	June-10	June-09		June-10	100%
<b>Operating</b>							
Revenue	186	17,197,642	17,197,828	18,505,518	93%	17,892,339	96%
Revenue - Food and Beverage	-	12,549,695	12,549,695	11,562,005	109%	12,123,799	104%
<b>Total Operating Revenue</b>	<b>186</b>	<b>29,747,337</b>	<b>29,747,523</b>	<b>30,067,523</b>	<b>99%</b>	<b>30,016,138</b>	<b>99%</b>
Costs - Food and Beverage	(11,146)	(10,418,609)	(10,429,755)	(9,684,675)	108%	(9,579,028)	109%
Personal Services	-	(16,796,287)	(16,796,287)	(17,421,571)	96%	(18,534,604)	91%
Goods & Services	(324,307)	(6,983,556)	(7,307,863)	(7,363,856)	99%	(8,838,911)	83%
Marketing	(413,896)	(2,644,361)	(3,058,257)	(3,037,088)	101%	(3,057,043)	100%
<b>Total Operating Expenses</b>	<b>(749,349)</b>	<b>(36,842,813)</b>	<b>(37,592,162)</b>	<b>(37,507,191)</b>	<b>100%</b>	<b>(40,009,586)</b>	<b>94%</b>
<b>Net Operating Results</b>	<b>(749,163)</b>	<b>(7,095,476)</b>	<b>(7,844,638)</b>	<b>(7,439,668)</b>	<b>105%</b>	<b>(9,993,448)</b>	<b>78%</b>
<b>Non Operating</b>							
Transient, Lodging Tax	1,820,465	7,032,692	8,853,156	10,629,583	83%	10,930,634	81%
Government Support City of Portland	-	766,100	766,100	734,709	104%	760,926	101%
Non-Operating Revenue	7,179	222,424	229,603	604,159	38%	861,543	27%
Non-Operating Expense	-	(2,780)	(2,780)	(2,506)	111%	(2,500)	111%
	<b>1,827,644</b>	<b>8,018,436</b>	<b>9,846,080</b>	<b>11,965,945</b>	<b>82%</b>	<b>12,550,603</b>	<b>78%</b>
<b>Support and Risk Management</b>							
MERC Administration	-	-	-	-	-	-	-
Indirect Cost Metro Support	-	-	-	-	-	-	-
Metro Support Services	-	(2,027,654)	(2,027,654)	(1,842,802)	110%	(2,027,654)	100%
Metro Risk Management	-	(488,571)	(488,571)	(582,761)	84%	(488,571)	100%
	-	<b>(2,516,225)</b>	<b>(2,516,225)</b>	<b>(2,425,563)</b>	<b>104%</b>	<b>(2,516,225)</b>	<b>100%</b>
<b>Net Increase (Decrease)</b>	<b>1,078,481</b>	<b>(1,593,265)</b>	<b>(514,784)</b>	<b>2,100,714</b>	<b>-25%</b>	<b>40,930</b>	<b>-1258%</b>
<b>Transfers</b>							
Intrafund Transfers	-	-	-	-	-	-	-
Transfers to	-	-	-	-	-	-	-
Transfers from	-	-	-	746,146	0%	-	-
Debt Service	-	(1,316,252)	(1,316,252)	(1,210,031)	109%	(1,340,890)	98%
<b>Net Transfers</b>	-	<b>(1,316,252)</b>	<b>(1,316,252)</b>	<b>(463,885)</b>	<b>284%</b>	<b>(1,340,890)</b>	<b>98%</b>
<b>Net Operations</b>	<b>1,078,481</b>	<b>(2,909,517)</b>	<b>(1,831,036)</b>	<b>1,636,829</b>	<b>259%</b>	<b>(1,299,960)</b>	<b>141%</b>
	-	-	0	(0)	-	-	-
<b>Capital</b>							
Revenue	-	-	-	-	-	-	-
Capital Outlay	(97,967)	(1,395,898)	(1,493,865)	(1,234,782)	121%	(3,271,251)	46%
Construction Management	-	-	-	-	-	-	-
Goods & Services	-	-	-	(8,075)	0%	-	-
Transient, Lodging Tax	-	-	-	-	-	-	-
Non-Operating Revenue	195,296	2,218,425	2,413,721	492,155	490%	1,557,000	155%
Non-Operating Expense	-	-	-	-	-	-	-
Intrafund Transfers	-	-	-	-	-	-	-
Transfers to	-	-	-	-	-	-	-
Transfers from	-	187,252	187,252	-	-	692,490	27%
<b>Net Capital</b>	<b>97,328</b>	<b>1,009,779</b>	<b>1,107,107</b>	<b>(750,702)</b>	<b>-147%</b>	<b>(1,021,761)</b>	<b>-108%</b>
<b>Fund Balance Inc (Dec)</b>	<b>1,175,810</b>	<b>(1,899,738)</b>	<b>(723,929)</b>	<b>886,127</b>	<b>-82%</b>	<b>(2,321,721)</b>	<b>31%</b>
Food and Beverage Gross Margin	(11,146)	4,750	2,119,940	0	(0)	-	-
Food and Beverage Gross Margin	#DIV/0!	2,131,086	16.9%	1,877,329	16.2%	2,544,771	83%
Full Time Employees		17.0%	19.0	192.0		21.0%	
Excise Tax	(58,427)	(1,534,320)	(1,612,718)	(1,563,554)		195.0	
Taxes as percent of revenue	100%	19%	23%	26%		27%	
<b>Fund Balance</b>							
Beginning Fund Balance			26,619,236	26,070,022		26,619,236	
Fund Balance Inc (Dec)			(723,929)	886,127		(2,321,721)	
<b>Ending Fund Balance</b>			<b>25,895,307</b>	<b>26,956,149</b>		<b>24,297,515</b>	
Unrestricted Fund Balance			13,993,482	15,431,576		12,935,691	
Contingency			1,325,708	2,064,067		1,325,708	
Contingency for Renewal & Replacement			970,000	520,000		970,000	
Designated for Renewal & Replacement			815,000	295,000		815,000	
Designated for Phase 3			1,339,841	1,154,728		1,339,841	
Contingency for HQH			3,700,000	3,700,000		3,700,000	
Contingency for HQH (PERS Rsvr - Prior)			1,486,398	1,704,212		1,486,398	
Designated for PERS Reserve - Current			375,187	-		375,187	
Designated for PERS Reserve - Prior			709,380	812,505		709,380	
Restricted by Contract - Aramark			-	93,750		-	
Restricted by Agreement - TLT			1,180,311	1,180,311		1,180,311	
<b>Ending Fund Balance</b>			<b>25,895,307</b>	<b>26,956,149</b>		<b>24,837,516</b>	
			-	-		-	
<b>Strategic Goal</b>							
Available for Strategic Goal			15,079,863	13,583,854		15,079,863	
Excess (Gap)			16,289,190	18,015,643		15,231,399	
			<b>1,209,327</b>	<b>4,431,790</b>		<b>151,536</b>	



**Metropolitan Exposition-Recreation Commission**  
**MERC Statement of Activity with Annual Budget**  
**Portland Exposition Center**  
**June 2010 (2nd Close)**

	Current Month Actual	Prior Month YTD Actual	Current Year to Date Actual	Prior Year to Date Actual	% of Prior Year	2009-10 Adopted Budget	% of Annual Budget
	June-10	June-10	June-10	June-09		June-10	100%
<b>Operating</b>							
Revenue	-	3,454,746	3,454,746	3,730,742	93%	3,705,306	93%
Revenue - Food and Beverage	-	1,610,851	1,610,851	1,847,803	87%	2,133,289	76%
<b>Total Operating Revenue</b>	<b>-</b>	<b>5,065,596</b>	<b>5,065,596</b>	<b>5,578,546</b>	<b>91%</b>	<b>5,838,595</b>	<b>87%</b>
Costs - Food and Beverage	(42)	(1,283,343)	(1,283,385)	(1,457,128)	88%	(1,570,435)	82%
Personal Services	-	(1,373,294)	(1,373,294)	(1,483,747)	93%	(1,545,827)	89%
Goods & Services	(41,554)	(1,005,727)	(1,047,281)	(1,150,404)	91%	(1,280,421)	82%
<b>Total Operating Expenses</b>	<b>(41,596)</b>	<b>(3,662,365)</b>	<b>(3,703,960)</b>	<b>(4,091,278)</b>	<b>91%</b>	<b>(4,396,683)</b>	<b>84%</b>
<b>Net Operating Results</b>	<b>(41,596)</b>	<b>1,403,232</b>	<b>1,361,636</b>	<b>1,487,268</b>	<b>92%</b>	<b>1,441,912</b>	<b>94%</b>
<b>Non Operating</b>							
Non-Operating Revenue	4,824	25,930	30,754	109,354	28%	148,734	21%
Non-Operating Expense	-	-	-	-	-	-	-
	<b>4,824</b>	<b>25,930</b>	<b>30,754</b>	<b>109,354</b>	<b>28%</b>	<b>148,734</b>	<b>21%</b>
<b>Support and Risk Management</b>							
MERC Administration	-	(304,707)	(304,707)	(291,027)	105%	(304,707)	100%
Metro Support Services	-	(202,766)	(202,766)	(184,280)	110%	(202,766)	100%
Metro Risk Management	-	(70,743)	(70,743)	(79,379)	89%	(70,743)	100%
	-	<b>(578,216)</b>	<b>(578,216)</b>	<b>(554,686)</b>	<b>104%</b>	<b>(578,216)</b>	<b>100%</b>
<b>Net Increase (Decrease)</b>	<b>(36,771)</b>	<b>850,946</b>	<b>814,175</b>	<b>1,041,936</b>	<b>78%</b>	<b>1,012,430</b>	<b>80%</b>
<b>Transfers</b>							
Transfers from	-	-	-	-	-	-	-
Debt Service	-	(1,176,632)	(1,176,632)	(1,192,232)	99%	(1,188,632)	99%
<b>Net Transfers</b>	<b>-</b>	<b>(1,176,632)</b>	<b>(1,176,632)</b>	<b>(1,192,232)</b>	<b>99%</b>	<b>(1,188,632)</b>	<b>99%</b>
<b>Net Operations</b>	<b>(36,771)</b>	<b>(325,686)</b>	<b>(362,457)</b>	<b>(150,296)</b>	<b>241%</b>	<b>(176,202)</b>	<b>206%</b>
<b>Capital</b>							
Capital Outlay	(34,748)	(111,185)	(145,933)	(173,682)	84%	(367,500)	40%
Non-Operating Revenue	-	325,000	325,000	-	-	187,500	173%
<b>Net Capital</b>	<b>(34,748)</b>	<b>213,815</b>	<b>179,067</b>	<b>(173,682)</b>	<b>-103%</b>	<b>(180,000)</b>	<b>-99%</b>
<b>Fund Balance Inc (Dec)</b>	<b>(71,520)</b>	<b>(111,871)</b>	<b>(183,391)</b>	<b>(323,978)</b>	<b>57%</b>	<b>(356,202)</b>	<b>51%</b>
<b>Food and Beverage Gross Margin</b>	<b>(42)</b>	<b>327,508</b>	<b>327,466</b>	<b>390,676</b>		<b>562,854</b>	<b>58%</b>
<b>Food and Beverage Gross Margin %</b>	<b>#DIV/0!</b>	<b>20.3%</b>	<b>20.3%</b>	<b>21.1%</b>		<b>26.4%</b>	
<b>Full Time Employees</b>				<b>13.3</b>		<b>13.3</b>	
<b>Excise Tax</b>	<b>(8,817)</b>	<b>(384,749)</b>	<b>(393,566)</b>	<b>(415,209)</b>		<b>-</b>	
<b>Fund Balance</b>							
Beginning Fund Balance			5,745,316	6,069,250		5,745,316	
Fund Balance Inc (Dec)			(183,391)	(323,978)		(356,202)	
<b>Ending Fund Balance</b>			<b>5,561,925</b>	<b>5,745,272</b>		<b>5,389,114</b>	
Unrestricted Fund Balance			3,707,152	3,843,027		3,534,341	
Contingency			218,622	472,017		218,622	
Contingency for Renewal & Replacement			20,000	20,000		20,000	
Designated for Renewal & Replacement			40,000	20,000		40,000	
Designated for Phase 3			1,339,841	1,154,728		1,339,841	
Contingency for HQH (PERS Rsvr - Prior)			205,841	235,500		205,841	
Designated for PERS Reserve - Current			30,469			30,469	
Designated for PERS Reserve - Prior							
<b>Ending Fund Balance</b>			<b>5,561,925</b>	<b>5,745,272</b>		<b>5,389,114</b>	
<b>Strategic Goal (6 mo, debt)</b>			<b>3,386,974</b>	<b>3,257,115</b>		<b>3,386,974</b>	
Available for Strategy Goal			3,945,774	4,335,044		3,772,963	
<b>Excess (Gap)</b>			<b>558,800</b>	<b>1,077,930</b>		<b>385,989</b>	

Metropolitan Exposition-Recreation Commission  
**MERC Statement of Activity with Annual Budget**  
**Oregon Convention Center**  
**June 2010 (2nd Close)**

	Current Month Actual June-10	Excluding HOH Current Year to Date Actual June-10	Prior Year to Date Actual June-09	% of Prior Year Year	2009-10 Adopted Budget June-10	% of Annual Budget 100%
<b>Operating</b>						
Revenue	(10)	7,636,567	7,397,241	103%	8,006,117	95%
Revenue - Food and Beverage	-	9,008,757	7,796,996	116%	8,550,083	105%
<b>Total Operating Revenue</b>	<b>(10)</b>	<b>16,645,324</b>	<b>15,194,238</b>	<b>110%</b>	<b>16,556,200</b>	<b>101%</b>
Costs - Food and Beverage	(6,709)	(7,496,207)	(6,595,764)	114%	(6,744,807)	111%
Personal Services	-	(8,423,649)	(8,291,576)	102%	(9,183,993)	92%
Goods & Services	(100,964)	(3,391,920)	(3,354,777)	101%	(3,971,052)	85%
Marketing POVA	(413,896)	(3,058,257)	(3,037,088)	101%	(3,057,043)	100%
<b>Total Operating Expenses</b>	<b>(521,569)</b>	<b>(22,370,033)</b>	<b>(21,279,204)</b>	<b>105%</b>	<b>(22,956,895)</b>	<b>97%</b>
<b>Net Operating Results</b>	<b>(521,579)</b>	<b>(5,724,709)</b>	<b>(6,084,966)</b>	<b>94%</b>	<b>(6,400,695)</b>	<b>89%</b>
<b>Non Operating</b>						
Transient, Lodging Tax	1,206,890	7,224,866	8,775,491	82%	8,975,971	80%
Non-Operating Revenue	9,011	85,742	222,613	39%	273,836	31%
Non-Operating Expense	-	(3)	(6)	50%	-	-
	<b>1,215,901</b>	<b>7,310,605</b>	<b>8,998,098</b>	<b>81%</b>	<b>9,249,807</b>	<b>79%</b>
<b>Support and Risk Management</b>						
MERC Administration	-	(1,645,421)	(1,571,548)	105%	(1,645,421)	100%
Metro Support Services	-	(1,094,933)	(995,114)	110%	(1,094,933)	100%
Metro Risk Management	-	(275,033)	(325,341)	85%	(275,033)	100%
	-	<b>(3,015,387)</b>	<b>(2,892,003)</b>	<b>104%</b>	<b>(3,015,387)</b>	<b>100%</b>
<b>Net Increase (Decrease)</b>	<b>694,322</b>	<b>(1,429,492)</b>	<b>21,129</b>	<b>-6766%</b>	<b>(166,275)</b>	<b>860%</b>
<b>Transfers</b>						
Transfers from	-	-	-	-	-	-
Debt Service	-	(139,620)	(17,799)	784%	(152,258)	92%
<b>Net Transfers</b>	<b>-</b>	<b>(139,620)</b>	<b>(17,799)</b>	<b>784%</b>	<b>(152,258)</b>	<b>92%</b>
<b>Net Operations</b>	<b>694,322</b>	<b>(1,569,112)</b>	<b>3,330</b>	<b>-47223%</b>	<b>(318,533)</b>	<b>493%</b>
<b>Capital</b>						
Capital Outlay	(62,014)	(994,583)	(669,397)	149%	(2,284,826)	44%
Non-Operating Revenue	-	1,351,500	9,490	14241%	887,500	152%
Transfers from	-	187,252	-	-	692,490	27%
<b>Net Capital</b>	<b>(62,014)</b>	<b>544,169</b>	<b>(659,907)</b>	<b>-82%</b>	<b>(704,836)</b>	<b>-77%</b>
<b>Fund Balance Inc (Dec)</b>	<b>632,308</b>	<b>(1,024,943)</b>	<b>(656,577)</b>	<b>156%</b>	<b>(1,023,369)</b>	<b>100%</b>
<b>Food and Beverage Gross Margin</b>	<b>(6,709)</b>	<b>1,512,550</b>	<b>1,201,233</b>		<b>1,805,276</b>	<b>84%</b>
<b>Food and Beverage Gross Margin %</b>	<b>#DIV/0!</b>	<b>16.8%</b>	<b>15.4%</b>		<b>21.1%</b>	
<b>Full Time Employees</b>			<b>110.3</b>		<b>112.3</b>	
<b>Excise Tax</b>	<b>(49,253)</b>	<b>(1,218,090)</b>	<b>(1,147,164)</b>		<b>-</b>	
<b>Taxes as percent of revenue</b>	<b>100%</b>	<b>30%</b>	<b>37%</b>		<b>35%</b>	
<b>Fund Balance</b>						
Beginning Fund Balance		10,870,137	11,304,019		10,870,137	
Fund Balance Inc (Dec)		(1,024,943)	(656,577)		(1,023,369)	
Fund Balance Inc (Dec) for HOH		(4,750)	304,291		(200,000)	
<b>Ending Fund Balance</b>		<b>9,840,444</b>	<b>10,951,733</b>		<b>9,646,768</b>	
Unrestricted Fund Balance		1,868,208	3,230,855		2,214,533	
Contingency		1,046,167	979,337		1,046,167	
Contingency for Renewal & Replacement		250,000	250,000		250,000	
Designated for Renewal & Replacement		475,000	225,000		475,000	
Designated for Phase 3		-	-		-	
Contingency for HOH		3,700,000	3,700,000		3,700,000	
Contingency for HOH (PERS Rsvr - Prior)		1,131,796	1,292,480		1,131,796	
Designated for PERS Reserve - Current		188,962	-		188,962	
Designated for PERS Reserve - Prior		-	-		-	
Restricted by Contract - Aramark		-	93,750		-	
Restricted by Agreement - TLT		1,180,311	1,180,311		640,310	
<b>Ending Fund Balance</b>		<b>9,840,444</b>	<b>10,951,733</b>		<b>9,646,768</b>	
<b>Strategic Goal (3 mo)</b>		<b>5,742,933</b>	<b>5,151,674</b>		<b>5,742,933</b>	
Available for Strategy Goal		3,164,375	4,460,192		3,510,700	
<b>Excess (Gap)</b>		<b>(2,578,558)</b>	<b>(691,482)</b>		<b>(2,232,233)</b>	

**Metropolitan Exposition-Recreation Commission**  
**MERC Statement of Activity with Annual Budget**  
**Portland Center for the Performing Arts**  
**June 2010 (2nd Close)**

	Current Month Actual June-10	Current Year to Date Actual June-10	Prior Year to Date Actual June-09	% of Prior Year	2009-10 Adopted Budget June-10	% of Annual Budget 100%
<b>Operating</b>						
Revenue	196	6,068,817	7,342,175	83%	6,142,416	99%
Revenue - Food and Beverage	-	1,930,087	1,917,205	101%	1,440,427	134%
<b>Total Operating Revenue</b>	<b>196</b>	<b>7,998,904</b>	<b>9,259,380</b>	<b>86%</b>	<b>7,582,843</b>	<b>105%</b>
Costs - Food and Beverage	(4,395)	(1,650,163)	(1,631,784)	101%	(1,263,786)	131%
Personal Services	-	(5,091,330)	(5,352,700)	95%	(5,491,404)	93%
Goods & Services	(166,233)	(2,454,401)	(2,011,968)	122%	(2,735,243)	90%
<b>Total Operating Expenses</b>	<b>(170,628)</b>	<b>(9,195,894)</b>	<b>(8,996,452)</b>	<b>102%</b>	<b>(9,490,433)</b>	<b>97%</b>
<b>Net Operating Results</b>	<b>(170,432)</b>	<b>(1,196,990)</b>	<b>262,928</b>	<b>-455%</b>	<b>(1,907,590)</b>	<b>63%</b>
<b>Non Operating</b>						
Transient, Lodging Tax	613,575	1,628,290	1,854,093	88%	1,954,663	83%
Government Support City of Portland	-	766,100	734,709	104%	760,926	101%
Non-Operating Revenue	(7,254)	69,858	228,102	31%	408,973	17%
Non-Operating Expense	-	(2,777)	(2,500)	111%	(2,500)	111%
	<b>606,321</b>	<b>2,461,471</b>	<b>2,814,404</b>	<b>87%</b>	<b>3,122,062</b>	<b>79%</b>
<b>Support and Risk Management</b>						
MERC Administration	-	(1,096,947)	(1,047,699)	105%	(1,096,947)	100%
Metro Support Services	-	(729,955)	(663,408)	110%	(729,955)	100%
Metro Risk Management	-	(142,795)	(178,041)	80%	(142,795)	100%
	<b>-</b>	<b>(1,969,697)</b>	<b>(1,889,148)</b>	<b>104%</b>	<b>(1,969,697)</b>	<b>100%</b>
<b>Net Increase (Decrease)</b>	<b>435,889</b>	<b>(705,216)</b>	<b>1,188,184</b>	<b>-59%</b>	<b>(755,225)</b>	<b>93%</b>
<b>Transfers</b>						
Transfers from	-	-	-	-	-	-
<b>Net Transfers</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Operations</b>	<b>435,889</b>	<b>(705,216)</b>	<b>1,188,184</b>	<b>-59%</b>	<b>(755,225)</b>	<b>93%</b>
<b>Capital</b>						
Capital Outlay	(1,205)	(251,556)	(234,101)	107%	(468,925)	54%
Goods & Services	-	-	(8,075)	0%	-	-
Non-Operating Revenue	195,296	737,221	482,665	153%	482,000	153%
<b>Net Capital</b>	<b>194,091</b>	<b>485,665</b>	<b>240,489</b>	<b>202%</b>	<b>13,075</b>	<b>3714%</b>
<b>Fund Balance Inc (Dec)</b>	<b>629,980</b>	<b>(219,551)</b>	<b>1,428,673</b>	<b>-15%</b>	<b>(742,150)</b>	<b>30%</b>
<b>Food and Beverage Gross Margin</b>	<b>(4,395)</b>	<b>279,924</b>	<b>285,421</b>		<b>176,641</b>	<b>158%</b>
<b>Food and Beverage Gross Margin %</b>	<b>#DIV/0!</b>	<b>14.5%</b>	<b>14.9%</b>		<b>12.3%</b>	
<b>Full Time Employees</b>			<b>46.4</b>		<b>47.4</b>	
<b>Taxes as percent of revenue</b>	<b>100%</b>	<b>17%</b>	<b>17%</b>		<b>20%</b>	
<b>Fund Balance</b>						
Beginning Fund Balance		9,045,395	7,785,999		9,045,395	
Fund Balance Inc (Dec)		(219,551)	1,428,673		(742,150)	
<b>Ending Fund Balance</b>		<b>8,825,844</b>	<b>9,214,672</b>		<b>8,303,245</b>	
Unrestricted Fund Balance		7,084,494	7,635,718		6,561,895	
Contingency		(72,411)	466,449		(72,411)	
Contingency for Renewal & Replacement		700,000	250,000		700,000	
Designated for Renewal & Replacement		300,000	50,000		300,000	
Designated for Phase 3					-	
Contingency for HQH					-	
Contingency for HQH (PERS Rsvr)					-	
Designated for PERS Reserve - Current		104,381			104,381	
Designated for PERS Reserve - Prior		709,380	812,505		709,380	
Restricted by Contract - Aramark						
Restricted by Agreement - TLT						
<b>Ending Fund Balance</b>		<b>8,825,844</b>	<b>9,214,672</b>		<b>8,303,245</b>	
<b>Strategic Goal (6 mo)</b>		<b>4,467,168</b>	<b>4,093,382</b>		<b>4,467,168</b>	
Available for Strategy Goal		7,712,083	8,352,167		7,189,484	
<b>Excess (Gap)</b>		<b>3,244,915</b>	<b>4,258,785</b>		<b>2,722,316</b>	

Metropolitan Exposition-Recreation Commission  
**MERC Statement of Activity with Annual Budget**  
**Convention Center Headquarter Hotel Project**  
**June 2010 (2nd Close)**

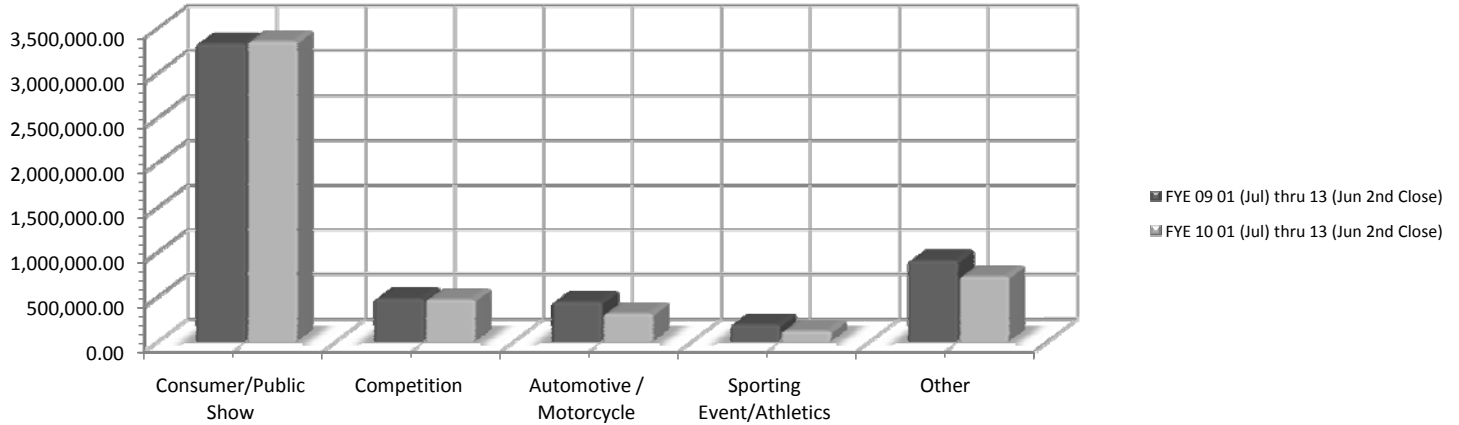
	Current Month Actual <u>June-10</u>	Current Year to Date Actual <u>June-10</u>	Prior Year to Date Actual <u>June-09</u>	% of Prior Year	2009-10 Adopted Budget <u>June-10</u>	% of Annual Budget <u>100%</u>
<b>Operating</b>						
Personal Services	-	-	(21,949)	0%	-	-
Goods & Services	-	(4,750)	(419,907)	1%	(200,000)	2%
	<u>-</u>	<u>(4,750)</u>	<u>(441,855)</u>	<u>1%</u>	<u>(200,000)</u>	<u>2%</u>
	-	-	-		-	
<b>Net Operations</b>	<b>-</b>	<b>(4,750)</b>	<b>304,291</b>	<b>-2%</b>	<b>(200,000)</b>	<b>2%</b>

Metropolitan Exposition-Recreation Commission  
**MERC Statement of Activity with Annual Budget**  
**MERC Administration**  
**June 2010 (2nd Close)**

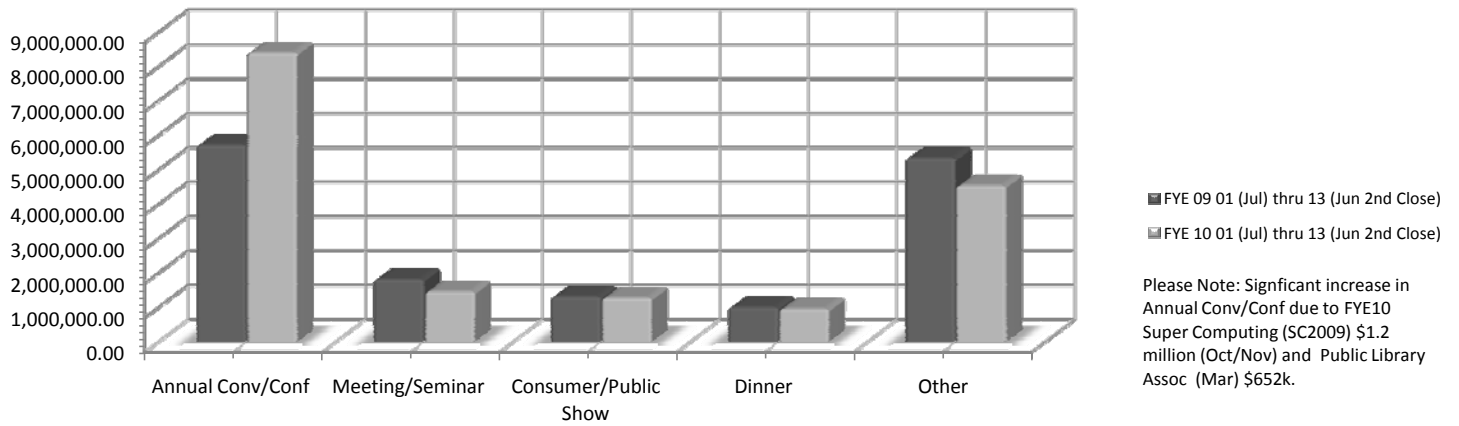
	Current Month Actual June-10	Current Year to Date Actual June-10	Prior Year to Date Actual June-09	% of Prior Year	2009-10 Adopted Budget June-10	% of Annual Budget 100%
<b>Operating</b>						
Revenue	-	37,699	35,359	107%	38,500	98%
Personal Services	-	(1,908,014)	(2,271,601)	84%	(2,313,380)	82%
Goods & Services	(15,556)	(409,511)	(426,801)	96%	(652,195)	63%
<b>Net Operating Expenses</b>	<b>(15,556)</b>	<b>(2,279,825)</b>	<b>(2,663,043)</b>	<b>86%</b>	<b>(2,927,075)</b>	<b>78%</b>
<b>Non Operating</b>						
Non-Operating Revenue	597	43,249	44,089	98%	30,000	144%
Non-Operating Expense	-	-	-	-	-	-
	<b>597</b>	<b>43,249</b>	<b>44,089</b>	<b>98%</b>	<b>30,000</b>	<b>144%</b>
<b>Support and Risk Management</b>						
MERC Administration	-	3,047,075	2,910,274	105%	3,047,075	100%
	-	<b>3,047,075</b>	<b>2,910,274</b>	<b>105%</b>	<b>3,047,075</b>	<b>100%</b>
<b>Net Increase (Decrease)</b>	<b>(14,959)</b>	<b>810,499</b>	<b>291,320</b>	<b>278%</b>	<b>150,000</b>	<b>540%</b>
<b>Net Transfers</b>	-	-	-	-	-	-
<b>Net Operations</b>	<b>(14,959)</b>	<b>810,499</b>	<b>291,320</b>	<b>278%</b>	<b>150,000</b>	<b>540%</b>
<b>Capital</b>						
Capital Outlay	-	(101,794)	(157,601)	65%	(150,000)	68%
Non-Operating Revenue	-	-	-	-	-	-
<b>Net Capital</b>	<b>-</b>	<b>(101,794)</b>	<b>(157,601)</b>	<b>65%</b>	<b>(150,000)</b>	<b>68%</b>
<b>Fund Balance Inc (Dec)</b>	<b>(14,959)</b>	<b>708,705</b>	<b>133,719</b>	<b>530%</b>	<b>-</b>	<b>-</b>
<b>Full Time Employees</b>			22.0		22.0	
<b>Excise Tax</b>	(358)	(1,062)	(1,181)		-	
<b>Fund Balance</b>						
Beginning Fund Balance		958,388	910,754		958,388	
Fund Balance Inc (Dec)		708,705	133,719		-	
<b>Ending Fund Balance</b>		<b>1,667,093</b>	<b>1,044,473</b>		<b>958,388</b>	
Unrestricted Fund Balance		1,333,627	721,977		624,922	
Contingency		133,330	146,264		133,330	
Contingency for Renewal & Replacement Designated for Renewal & Replacement Designated for Phase 3 Contingency for HQH						
Contingency for HQH (PERS Rsvr - Prior)		148,761	176,232		148,761	
Designated for PERS Reserve - Current		51,375			51,375	
Designated for PERS Reserve - Prior Restricted by Contract - Aramark Restricted by Agreement - TLT						
<b>Ending Fund Balance</b>		<b>1,667,093</b>	<b>1,044,473</b>		<b>958,388</b>	
<b>Strategic Goal (6 mo)</b>		<b>1,482,788</b>	<b>1,081,683</b>		<b>1,482,788</b>	
Available for Strategy Goal		1,466,957	868,241		758,252	
<b>Excess (Gap)</b>		<b>(15,831)</b>	<b>(213,442)</b>		<b>(724,536)</b>	

**REVENUE BY EVENT TYPE  
FYE 09 & FYE 10 July ~ June 2nd Close**

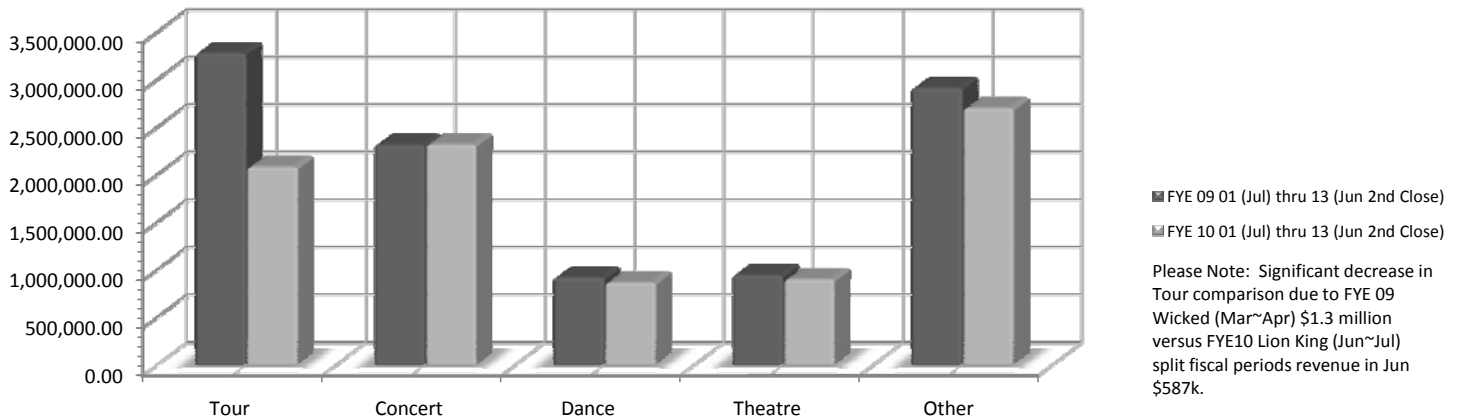
**Portland Exposition Center**



**Oregon Convention Center**



**Portland Center for Performing Arts**



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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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6.0 – MERC Venues -  
Business Reports

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## PCPA MONTHLY ANALYSIS

JULY 2010

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	6/7 to 7/11	Broadway Across America	The Lion King	10	32	82,513	86,929	92%	\$3,868,505	\$168,590	\$65,354	\$285,520	\$22,196	\$169,027	\$710,687
ASCH	7/9	University of Oregon	Mendelssohn Elijah	0	1	1,070	782	28%	\$27,831	\$2,545	\$5,690	\$1,894	\$0	\$988	\$11,117
	7/12	Comcast Cable	Employee Talent Show	1	1	1,383	0		\$0	\$8,040	\$5,106	\$0	\$0	\$21,894	\$35,040
	7/19	Live Nation	Neil Young	0	1	2,634	2,754	100%	\$267,135	\$11,000	\$15,474	\$15,120	\$2,209	\$16,888	\$60,691
	7/24	Mills Entertainment LLC	The Deadliest Catch	0	1	1,135	1,090	39%	\$43,947	\$3,302	\$3,844	\$2,666	\$1,010	\$3,109	\$13,931
	7/31	Equipe Spectra Inc.	Battle of the Bands	0	1	857	820	30%	\$59,436	\$4,755	\$5,261	\$3,568	\$180	\$2,954	\$16,718
NEWMARK	7/8	Legacy Marketing	K-Mart Meeting	0	1	450	0		\$0	\$1,750	\$5,475	\$0	\$0	\$0	\$7,225
	7/20	Am. Assoc. Physics Teachers	Picnic and Demo Show	0	1	520	0		\$0	\$1,895	\$1,803	\$0	\$0	\$6,531	\$10,229
WINNINGSTAD	7/10	Bahais of Portland	Spiritual Assembly	0	1	148	165	57%	\$2,810	\$650	\$1,850	\$371	\$213	\$9	\$3,093
	7/11	Univera	An Afternoon of Renewal	0	1	210	0		\$0	\$925	\$809	\$0	\$0	\$30	\$1,764
	7/18	Portland Trail Blazers	Dancer Auditions	0	1	189	0		\$0	\$925	\$1,184	\$0	\$0	\$0	\$2,109
A. HATFIELD HALL	7/7	PCPA Volunteers	Sunset Traffic Jam	0	1	86	0							\$0	\$0
	7/7	PCPA Music on Main	Tony Furtado	0	1	379	0							\$2,859	\$2,859
	7/14	PCPA Volunteers	Portland Metro Youth Pipe Band	0	1	166	0							\$0	\$0
	7/14	PCPA Music on Main	Songwriters in the Round	0	1	456	0							\$3,257	\$3,257
	7/21	PCPA Volunteers	Geraldo Calderon	0	1	153	0							\$0	\$0
	7/21	PCPA Music on Main	Jujuba	0	1	468	0							\$3,231	\$3,231
	7/28	PCPA Volunteers	Bronnie Griffin Band	0	1	192	0							\$0	\$0
	7/28	PCPA Music on Main	Young Fresh Fellows	0	1	374	0							\$3,065	\$3,065
KELLER CAFÉ														\$8,166	\$8,166
ARTBAR														\$787	\$787
PCPA CATERING														\$958	\$958
		<b>TOTALS</b>		<b>11</b>	<b>50</b>	<b>93,383</b>	<b>92,540</b>	<b>58%</b>	<b>\$4,269,664</b>	<b>\$204,377</b>	<b>\$111,850</b>	<b>\$309,139</b>	<b>\$25,808</b>	<b>\$243,753</b>	<b>\$894,927</b>



## 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
		<b>TOTALS</b>		<b>0</b>	<b>9</b>	<b>6,508</b>	<b>4,593</b>	<b>63%</b>	<b>\$260,727</b>	<b>\$16,925</b>	<b>\$32,787</b>	<b>\$15,511</b>	<b>\$4,189</b>	<b>\$29,601</b>	<b>\$99,013</b>

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

Monthly Event and Attendance Summary  
July 1, 2010 - June 30, 2011

Month	KELLER		ASCH		NEWMARK		WINNINGSTAD		BRUNISH		LOBBY/OTHER		TOTALS	
	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance	Events	Attendance
July	15	37,362	5	7,079	2	970	7	896	0	0	21	3,732	50	50,039
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	15	37,362	5	7,079	2	970	7	896	0	0	21	3,732	50	50,039

Other includes Main Street

<b>Total to Date Change</b>														
Events	15	37,362	3	2,910	-11	-836	3	349	0	0	10	1,450	20	41,235
Percentage	#DIV/0!	#DIV/0!	150%	70%	-85%	-46%	75%	64%	#DIV/0!	#DIV/0!	91%	64%	67%	468.4%

OCC Event Analysis Monthly Revenue Report July 2010

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
0	Accounting/N on-Event	Accounting/N on-event	Accounting/N on-Event		0	31	0		\$0	\$267	\$4,366	\$36,145	\$0	\$0	\$0	\$0	\$0	\$0	\$360	\$0	\$0	\$41,138
5	In-house	Training	In-house	Local	783	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
15	In-house	Accounting/N on-event	In-house		0	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1,450	Repeat	Annual Convention/Conference	Convention	International	864,539	4	3	TRUE	\$0	\$85,555	\$26,679	\$0	\$350	\$24,166	\$11,271	\$5,708	\$3,587	\$0	\$9,328	\$45,800	\$12,928	\$225,372
520	Repeat	Meeting/Seminar	Meeting	Local	17,800	2	0		\$0	\$1,491	\$0	\$0	\$42	\$5,249	\$0	\$100	\$0	\$0	\$165	\$2,450	\$1,595	\$11,092
3,273	Repeat	Dance	Consumer Public	Local	187,340	2	0		\$0	-\$30	\$11,579	\$0	\$1,230	\$0	\$2,405	\$0	\$0	\$128	\$1,780	\$4,000	\$1,177	\$22,269
65	Repeat	Meeting/Seminar	Meeting	Local	3,204	1	0		\$0	\$421	\$0	\$0	\$0	\$280	\$0	\$0	\$0	\$0	\$315	\$925	\$0	\$1,941
150	New	Meeting/Seminar	Meeting	Local	8,200	1	0		\$0	\$585	\$0	\$0	\$0	\$304	\$675	\$1,399	\$0	\$0	\$90	\$2,115	\$59	\$5,227
164	New	Miscellaneous	Food & Beverage/Catering	Local	14,112	1	0		\$0	\$10,284	\$165	\$0	\$165	\$225	\$323	\$0	\$0	\$0	\$380	\$1,100	\$200	\$12,842
20	In-house	Meeting/Seminar	Meeting	Local	1,630	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
15	In-house	Meeting/Seminar	Meeting	Local	0	1	0		\$0	\$330	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$330
130	Repeat	Meeting/Seminar	Meeting	Local	3,204	1	0		\$0	\$0	\$0	\$0	\$0	\$166	\$0	\$0	\$0	\$0	\$0	\$463	\$0	\$628
0	Repeat	Annual Convention/Conference	Food & Beverage/Catering	Regional	462,000	3	0	TRUE	\$0	\$169,399	\$889	\$0	\$0	\$260	\$0	\$0	\$0	\$0	\$825	\$0	\$914	\$172,286
100	Repeat	Meeting/Seminar	Meeting		4,700	1	0		\$0	\$1,708	\$0	\$27	\$0	\$155	\$736	\$365	\$0	\$0	\$1,268	\$1,300	\$0	\$5,560
2,500	Repeat	Annual Convention/Conference	Convention w/ Tradeshow	National	861,590	5	3	TRUE	\$0	\$286,418	\$9,501	\$125	\$45	\$6,930	\$24,342	\$53,714	\$1,871	\$0	\$50,789	\$46,000	\$20,790	\$500,525
12	New	Meeting/Seminar	Meeting	Local	0	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
351	New	Annual Convention/Conference	Convention w/ Tradeshow	National	204,074	5	3	TRUE	\$0	\$7,471	\$6,672	\$0	\$0	\$1,695	\$2,425	\$620	\$100	\$0	\$275	\$22,875	\$1,145	\$43,278
16	In-house	Meeting/Seminar	In-house		1,377	1	0		\$0	\$31	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$34	\$0	\$0	\$65
3,227	Repeat	Trade Show	Tradeshow		317,586	3	2		\$0	\$0	\$4,848	\$0	\$735	\$0	\$6,936	\$0	\$0	\$329	\$275	\$9,000	\$3,724	\$25,847
0	Repeat	Annual Convention/Conference	Convention w/ Tradeshow	International	1,090,219	8	1	TRUE	\$0	\$222,797	\$3,706	\$0	\$450	\$1,880	\$15,181	\$35,363	\$0	\$0	\$12,579	\$26,675	\$2,955	\$321,585
13	In-house	Training	In-house	Local	6,300	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
400	New	Meeting/Seminar	Miscellaneous/Other	Local	63,000	4	1		\$0	\$0	\$0	\$0	\$180	\$215	\$1,261	\$0	\$0	\$0	\$165	\$8,925	\$171	\$10,917
0	In-house	Meeting/Seminar	Meeting	Local	0	1	0		\$0	\$95	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6	\$0	\$0	\$101
2,732	Repeat	Annual Convention/Conference	Convention w/ Tradeshow	National	1,785,728	4	6	TRUE	\$0	\$48,698	\$27,255	\$0	\$678	\$8,448	\$67,652	\$30,101	\$11,028	\$0	\$17,128	\$66,950	\$11,284	\$289,222
0	In-house	Accounting/N on-event	In-house		0	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
20	In-house	Meeting/Seminar	In-house		1,539	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
0	In-house	Training	In-house	Local	1,228	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
500	New	Job Fair	Tradeshow		12,600	1	0		\$0	\$438	\$0	\$0	\$270	\$0	\$0	\$0	\$0	\$0	\$1,383	\$3,200	\$0	\$5,291
15,678					5,912,753														\$241,778			\$1,695,513

OCC Event Analysis Monthly Revenue Report July 09 Historical Comparison

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
Local	0	1	0		\$0	\$76	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$76
National	2,765,794	6	4	TRUE	\$0	\$51,112	\$54,470	\$50	\$1,344	\$3,552	\$21,132	\$9,233	\$967	\$0	\$2,175	\$86,450	\$5,728	\$236,213
Local	0	57	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,237	\$0	\$0	\$3,237
	0	31	0		\$0	\$396	\$673	\$17,799	\$0	\$0	\$0	\$0	\$0	\$0	\$3,888	\$0	\$0	\$22,756
Local	180,330	3	2		\$0	\$0	\$6,575	\$0	\$735	\$0	\$7,192	\$0	\$0	\$132	\$275	\$9,399	\$4,030	\$28,337
Regional	276,000	3	0	TRUE	\$0	\$91,333	\$0	\$0	\$91	\$260	\$0	\$0	\$0	\$0	\$550	\$0	\$987	\$93,221
Local	0	1	0		\$0	\$94	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$94
Local	50,400	1	1		\$0	\$8,834	\$25	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,859
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
Local	7,290	5	0		\$0	\$756	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25	\$2,100	\$0	\$2,881
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
Local	11,551	2	0		\$0	\$2,732	\$0	\$0	\$105	\$1,215	\$0	\$0	\$0	\$0	\$28	\$3,115	\$0	\$7,195
Local	0	1	0		\$0	\$36	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$36
Local	814	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Local	13,074	2	0		\$0	\$2,645	\$0	\$0	\$0	\$889	\$0	\$0	\$0	\$0	\$39	\$3,780	\$0	\$7,353
Local	0	1	0		\$0	\$127	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$127
Local	13,074	2	0		\$0	\$3,651	\$0	\$0	\$120	\$1,084	\$0	\$0	\$0	\$0	\$52	\$3,780	\$0	\$8,687
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
Regional	306,000	3	0	TRUE	\$0	\$168,001	\$1,360	\$0	\$84	\$485	\$0	\$0	\$0	\$0	\$825	\$0	\$868	\$171,623
Local	3,204	1	0		\$0	\$1,206	\$0	\$0	\$0	\$432	\$88	\$920	\$0	\$0	\$0	\$370	\$0	\$3,016
Local	814	1	0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

OCC Event Analysis Monthly Revenue Report July 09 Historical Comparison

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	
Local	756	1	0		\$0	\$352	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$352	
National	701,765	4	2	TRUE	\$0	\$144,559	\$15,975	\$0	\$975	\$31,353	\$5,498	\$6,629	\$696	\$0	\$100	\$43,680	\$9,544	\$259,010	
	5,390,512															\$237,449		\$1,256,123	

**Expo Center Event Analysis**

**July 2010**

		Consumer	Trade	Misc.	Conv.	# of Events	Event Days	I/O Days	Use %	Attendance	Rental	Equipment	Concessions	Catering	Utilities	Parking	Total
Starplex Interviews	7			1		1	1			37	195						195
America's Largest Antique and Collectible Show	9-11	1				1	3	3		11,682	38,073	250	67,211		3,627	39,630	148,791
Starplex Orientations	13			1		1	1			41	390						390
Hyundai Sonata Ride and Drive Training Event	14-15			1		1	2	1		60	18,212	242		4,718		280	23,452
Collectors West Gun and Knife Show	16-18	1		1		1	3	2		3,592	15,585	675	6,889		781	18,673	42,603
Johnson/Johnson Behind the Wheel Driver Training	19-21			1		1	3			23	2,425	70					2,495
Portland Kennel Club Dog Show	22-25	1				1	4	2		1,078	43,154	500	17,619	4,629	3,065	26,506	95,473
		<b>3</b>		<b>5</b>		<b>7</b>	<b>17</b>	<b>8</b>	<b>28%</b>	<b>16,513</b>	<b>118,034</b>	<b>1,737</b>	<b>91,719</b>	<b>9,347</b>	<b>7,473</b>	<b>85,089</b>	<b>313,399</b>

**FY 2010-11 Year to Date**

<b>July</b>		<b>3</b>		<b>5</b>		<b>7</b>	<b>17</b>	<b>8</b>	<b>28%</b>	<b>16,513</b>	<b>118,034</b>	<b>1,737</b>	<b>91,719</b>	<b>9,347</b>	<b>7,473</b>	<b>85,089</b>	<b>313,399</b>
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		5		7	17	8	28%	16,513	118,034	1,737	91,719	9,347	7,473	85,089	313,399

**Month to Month Comparison**

		<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>7</b>	<b>1</b>	<b>1%</b>	<b>-1,149</b>	<b>29,076</b>	<b>362</b>	<b>-9,176</b>	<b>4,347</b>	<b>-2,216</b>	<b>-2,817</b>	<b>19,576</b>
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**Year to Date Comparison**

		<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>7</b>	<b>1</b>	<b>1%</b>	<b>-1,149</b>	<b>29,076</b>	<b>362</b>	<b>-9,176</b>	<b>4,347</b>	<b>-2,216</b>	<b>-2,817</b>	<b>19,576</b>
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**FY 2009-10**

<b>July</b>		<b>3</b>				<b>3</b>	<b>10</b>	<b>7</b>	<b>27%</b>	<b>17,662</b>	<b>88,958</b>	<b>1,375</b>	<b>100,895</b>	<b>5,000</b>	<b>9,689</b>	<b>87,906</b>	<b>293,823</b>
August		4		1		5	10	8	12%	10,179	27,600	1,483	32,861		2,080	33,667	97,691
September		10		4		14	31	27	41%	30,039	136,994	3,106	81,530	5,349	29,648	134,313	390,940
October		5		5		11	24	18	32%	26,720	92,242	2,836	110,235	11,489	28,257	110,805	355,864
November		8				8	26	22	58%	69,085	142,143	1,903	65,784	1,058	18,552	184,705	414,145
December		2				2	6	5	16%	33,814	77,410	1,625	127,317		10,655	137,326	354,333
January		5	1	6		12	24	18	55%	32,102	240,275	11,015	171,711	79,833	22,365	161,829	687,028
February		6		3		9	22	22	62%	81,063	203,208	2,730	408,157	17,190	37,639	305,241	974,165
March		9		1		10	25	18	53%	47,929	161,608	2,261	121,293	14,978	26,209	167,759	494,108
April		9	1	1		10	20	22	50%	48,991	164,798	1,306	239,180	23,188	10,345	72,402	511,219
May		5	1	3		9	17	14	18%	12,069	68,031	3,153	27,891	61,840	7,422	49,446	217,783
June		1		4		5	7	6	11%	10,963	26,126	4,300	30,157	3,436	2,020	34,509	100,548
Total to Date		67		28		98	222	187	36%	420,616	1,429,393	37,093	1,517,011	223,361	204,881	1,479,908	4,891,647

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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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8.0 - Consent Agenda

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**Metropolitan Exposition Recreation Commission  
Record of MERC Commission Actions**



August 4, 2010  
Expo Center – Hall D, Room 202

<b>Present:</b>	Elisa Dozono (Chair), Ray Leary, Terry Goldman (arrived at 12:50 p.m.) , Chris Erickson, Metro Councilor Rod Park, Ex-Officio
<b>Absent:</b>	Judie Hammerstad (Excused), Cynthia Haruyama (Excused), Karis Stoudamire-Phillips (Excused)
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Elisa Dozono at the Expo Center – Hall D, Room 202 at 12:30 p.m. A complete audio recording of this meeting is available on the MERC website at <a href="http://www.mercvenues.org">www.mercvenues.org</a> .
<b>1.0</b>	<b>QUORUM CONFIRMED</b> • A quorum of Commissioners was present.
<b>2.0</b>	<b>COMMISSIONER COMMUNICATIONS</b>
<b>2.1</b>	Recognition of Commissioner Ray Leary’s term as Commission Chair during FY 2009-10.
<b>3.0</b>	<b>EX-OFFICIO COMMUNICATIONS</b>
<b>4.0</b>	<b>METRO CHIEF EXECUTIVE OFFICER COMMENTS</b>
<b>5.</b>	<b>GENERAL MANAGER COMMENTS/COMMISSIONER QUESTIONS</b>
<b>6.0</b>	<b>MERC VENUE BUSINESS REPORTS</b> Robyn Williams, Jeff Blosser and Chris Bailey provided venue reports.
<b>7.0</b>	<b>OPPORTUNITY FOR PUBLIC COMMENT ON NON-AGENDA ITEMS</b> The following individuals provided public comment on non-agenda items and their comments are attached and made a part of the meeting record. <i>Mark Jackson : Director of R.E.A.P. Inc.</i>
<b>8.0</b>	<b>CONSENT AGENDA</b>
<b>8.1</b>	Approval of June 2, 2010 MERC Commission Meeting Record of Actions A motion was made by Commissioner Erickson and seconded by Commissioner Goldman. <b>VOTING:</b> Aye: 4 Nay: 0 Motion Passed
<b>9.0</b>	<b>ACTION AGENDA</b>
<b>9.1</b>	<b>Resolution 10-16 for the purpose of submitting to the Metro Council a proposal for the investment of \$475,000 from the Metro tourism Opportunity and Competitiveness Account (MTOCA) for three capital projects at the Oregon Convention Center. These projects are : 1) Phase II of the Moveable Air-Wall Project for \$220,000 2) Phase II of VAV Controllers and CO2 Sensors on AHUs LEED Certification \$105,000, and 3) Hand Dryer Installation in the Restrooms for \$150,000. And 3) Hand Dryer Installation in the Restrooms for \$150,000.</b>  Jeff Blosser presented Resolution 10-16.  A motion was made by Commissioner Goldman and seconded by Commissioner Erickson to approve Resolution 10-16. <b>VOTING:</b> Aye: 4 Nay: 0 Motion Passed



<p><b>9.2</b></p>	<p><b>Resolution 10-17 for the purpose of accepting Bargreen Ellingson of Oregon, Inc. as the lowest responsive and responsible bidder in accordance with the MERC Contracting and Purchasing Rules, and authorizing the General Manager of Visitor Venues to execute a contract with Bargreen Ellingson of Oregon, Inc. for the Kitchen Equipment Purchase and Install Project at the Oregon Convention.</b></p> <p>Jeff Blosser presented Resolution 10-17.</p> <p>A motion was made by Commissioner Goldman and seconded by Commissioner Erickson to approve Resolution 10-17.</p> <p><b>VOTING:</b>   Aye: 4                      Nay: 0                      Motion Passed</p>
<p><b>11.0</b></p>	<p><b>EXECUTIVE SESSION</b> – for the purpose of deliberations with persons designated by the Commission to conduct labor negotiations, pursuant to ORS 192.660(2)(d). The Commission met in Executive Session beginning at 1:40 pm.</p>
	<p>The MERC Commission regular meeting was reconvened at 2:09pm.</p>
<p><b>10.0</b></p>	<p><b>STRATEGIC DISCUSSION – Expo Center Master Plan and Capital Project Updates</b></p>
	<p>There was no further business to come before the Commission and the meeting was adjourned at 2:53pm.</p>

## **7.0: Opportunity for Public Comment on Non-Agenda Items**

**August 4, 2010**

**MERC Commission Meeting**

**Expo Center**

### **1) Mark Jackson – Director of R.E.A.P. Inc.**

**Jackson:** My name is Mark Jackson, Director of R.E.A.P. It stands for Reaching Empowering All People. With over 9 years of history, R.E.A.P has been effectively empowering students across the metro area to be leaders in business, education, health and also in the communities. And our passion and mission is clear as you look at the landscape, it's obviously changing, and recent publication in Business Journal, we are the 11<sup>th</sup> ranking state as for economy. What does it look like in terms of our future? And the R.E.A.P. explores the opportunity of how we can really empower students to assume confidently leadership roles in this region and to ensure that Oregon and Portland stays competitive and innovative and passionate about change in leadership. And we are proud to say once again we have graduated 90% of our students which far exceeds the state and national rates, all because R.E.A.P. sends clear message to students that despite where you are, not define where you can go. And our goal today is wanted to say thank you to the MERC Commission for your support and volunteer hours and commissioners and also to the staff and also to invite you all to upcoming challenge camp which will be at PSU this year. August 30<sup>th</sup> through 3<sup>rd</sup> of September. Talking about leadership in the community. Talking about entrepreneurship. And, the idea is to get student fired up about upcoming school year. Education is key. And our key is not just getting diplomas but getting mind set that empowering globally and act locally and kind of go from there. In addition, we wanted to say thank you all for sharing with Metro for the upcoming benefit dinner on 30<sup>th</sup> of September. And that's going to be at Double Tree. We invite you all come and share the celebration. R.E.A.P. is a defining organization. That is real clear and real concise about leaving legacy. Our brains are the students. We can take kids to disengage without direction in their future. And transform their mindset where you have kids doing political expressions on campuses in the community now publishing books that speak to the metaphases these kids go through when they enroll in the program. We have kids come to our camp who struggles obesity and loose 60 pounds over period of months because of the experience of R.E.A.P. workshop that speaks about legacy. So we are here today to explore future opportunities and partnership with MERC. And as you all celebrate 20 year history here in the city at the convention center. R.E.A.P. next year would be celebrating 10 years of changing lives. 10 years of empowering communities. 10 years of building a bridge between the future and present and the past. Please consider underwriting our big event next year. We need venue space. We need food service. We would love to put this event that we have every year, the benefit dinner right here in the center of Portland at the Oregon Convention Center. Thank you for your time.

**MERC Chair Dozono:** Thank you very much.

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 10-16

For the purpose of submitting to the Metro Council a proposal for the investment of \$475,000 from the Metro Tourism Opportunity and Competitiveness Account ("MTOCA") for three capital projects at the Oregon Convention Center. These projects are 1) Phase II of the Moveable Air-Wall Project for \$220,000; 2) Phase II of VAV Controllers and CO2 Sensors on AHUs LEED Certification \$105,000; and 3) Hand Dryer Installation in the Restrooms for \$150,000.

WHEREAS, the FY 2010-11 adopted budget includes a transfer of \$475, 000 from Metro general fund MTOCA account to the MERC Fund; and

WHEREAS, in Resolution No. 04-3494A, the Metro Council stated its desire that annual requests for appropriations from MTOCA be set out for discussion, consideration, and action in a manner separate and discrete from general budget process; and

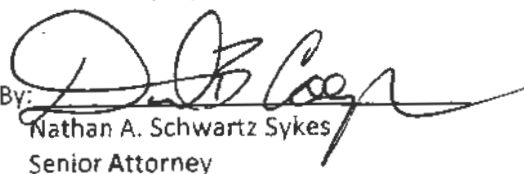
WHEREAS, the Commission must approve and recommend to the Metro Council any requests from the MTOCA fund; and

Whereas, the Commission desires to request funds for phase II of the moveable air-wall refurbishment replacement and maintenance project (\$220,000), phase II of the VAV controllers and CO2 sensor upgrade (\$105,000), add automatic hand dryers to all restrooms (\$150,000) for a total amount of \$475,000 funds included in the FY 2010-11 budget from the MTOCA account.


**BE IT THEREFORE RESOLVED** that MERC approves the recommendation to the Metro Council of an expenditure of \$475,000 from the MTOCA, previously budgeted during the general FY 2010-11 budget process, and respectfully requests that the Metro Council approve the expenditure of \$475,000 from the MTOCA account for three capital projects at the Oregon Convention Center. These projects are: 1)Phase II of the Moveable Air-Wall Project for \$220,000; 2) VAV Controllers and CO2 Sensors on AHUs LEED Certification for \$105,000; and 3) Hand Dryer Installation in the Restrooms for \$150,000.

Passed by the Commission on August 4, 2010.

Approved as to Form:  
Daniel B. Cooper, Metro Attorney

By:   
Nathan A. Schwartz Sykes  
Senior Attorney

  
Chair

  
Secretary-Treasurer

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 10-17

Accepting Bargreen Ellingson of Oregon, Inc. as the lowest responsive and responsible bidder in accordance with the MERC Contracting and Purchasing Rules, and authorizing the General Manager of Visitor Venues to execute a contract with Bargreen Ellingson of Oregon, Inc. for the Kitchen Equipment Purchase and Install Project at the Oregon Convention Center.

WHEREAS, in the public interest, for the purpose of necessary kitchen equipment replacement for the whole food operation at the Oregon Convention Center; and

WHEREAS, the approved Capital Budget includes provisions for the Oregon Convention Center Kitchen Remodel Project with use of funds from the Food and Beverage Operations Agreement; and

WHEREAS, staff completed a formal solicitation of bids culminating with a bid opening on June 17, 2010; and

WHEREAS, MERC staff has evaluated the bids and the lowest responsive and responsible Bidder was Bargreen Ellingson of Oregon, Inc. with the lowest base bid of \$176,562.90 and accepted bid alternates in the amount of \$44,610.65, totaling \$221,173.55 ; and

WHEREAS, Sections 3(B) and 4(D)(c)(1) of MERC's Contracting and Purchasing Rules, effective March 1, 2005, require the Commission to select the lowest responsive and responsible bidder, approve the contract award, and approve the written contract by resolution; and

WHEREAS, this bid is within the project budget previously set.

**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition-Recreation Commission:

1. Accepts the bid of Bargreen Ellingson of Oregon, Inc. for the Kitchen Equipment purchase and installation at the Oregon Convention Center in the amount of \$176,562.90.
2. Accepts the lowest responsive bidder's bid alternates in the amount of \$44,610.65.
3. Authorizes the General Manager of Visitor Venues to execute the contract in substantially the same form as attached as Exhibit A to this resolution with Bargreen Ellingson of Oregon, Inc. for the amount of \$221,173.55 for the performance of work in accordance with the Bid Documents.

Passed by the Commission on August 4, 2010.

Approved as to form:

Daniel B. Cooper, Metro Attorney

By:

Nathan A. Schwartz Sykes, Senior Attorney

Chair

Secretary/Treasurer

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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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9.0 - Action Agenda

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**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**Resolution No. 10-18**

For the purpose of approving Capital Projects for fiscal year 2010-2011 for the Portland Metropolitan Exposition Center (Expo) and Portland Center for Performing Arts (PCPA)

**WHEREAS**, Section III(a)(b) of the Metropolitan Exposition Recreation Commission (MERC) Capital Asset Management Policy requires Commission approval of capital projects \$100,000 and greater; and

**WHEREAS**, The MERC adopted budget capital improvement plan included \$325,000 for the Portland Expo Center and \$325,000 for the Portland Center for the Performing Arts but did not specifically describe the Capital Projects proposed for these expenditures; and

**WHEREAS**, Expo and PCPA in collaboration with Aramark/Giacometti Joint Venture Partnership (Aramark) have proposed capital projects for Expo and PCPA as described in the attached staff report and request that MERC approve these capital projects in accordance with the Capital Asset Management Policy.

**BE IT THEREFORE RESOLVED**, that the Metropolitan Exposition Recreation Commission approves the Capital Projects as described in the attached staff report for the fiscal year beginning July 1, 2010 and ending June 30, 2011.

Passed by the Commission on September 1, 2010.

**Approved as to Form:**  
**Daniel B. Cooper, Metro Attorney**

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**Chair**

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**Secretary/Treasurer**

**By:**  

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**Nathan A. Schwartz Sykes, Senior Attorney**

## MERC Staff Report

### **Agenda Item/Issue:**

For the purpose of approving Capital Projects for fiscal year 2010-2011 for the Portland Metropolitan Exposition Center (Expo) and Portland Center for Performing Arts (PCPA)

**Resolution No:** 10-18

**Presented By:** Cynthia Hill

**Date:** September 1, 2010

### **Background and Analysis:**

Upon signing a new food and beverage operations agreement, Aramark/Giacometti Joint Venture transferred to MERC Venues \$2,000,000 for capital investment.

Oregon Convention Center (OCC)	\$1,350,000
Portland Metropolitan Exposition Center (Expo)	325,000
<u>Portland Center for Performing Arts (PCPA)</u>	<u>325,000</u>
Total Capital Investment	\$2,000,000

Funds were received in FY 2009-10 and the estimated carry over was included in the FY 2010-11 budget planning process. The MERC Capital Improvement Plan includes the project detail for OCC, however the Expo Center and PCPA had not determined specific projects at the time the capital budget was submitted. The placeholder "Food & Beverage Capital Investment – New Contract" was listed on the Capital Improvement Plan for both projects.

MERC Capital Asset Management Policy requires the Commission approve all projects \$100,000 and greater. This resolution is requesting approval of the following proposed projects at the Expo Center and PCPA.

**Expo Center** – Convert Meeting Room D-103 into a lounge and café serving a selected menu featuring food, alcoholic and nonalcoholic beverages. The total estimated project cost is \$339,200. The additional \$14,200 is included in the adopted budget funded from food and beverage operating funds, referred to as the contract reserve for capital.

**PCPA Keller Auditorium** – Total renovation of south, orchestra level concession stand plus construction of two portable concession stands and realign the entrance to the women's restroom. The total estimated cost is \$325,000.

### **Fiscal Impact:**

The capital contribution from Aramark/Giacometti Joint Venture at contract signing was received in FY 2009-10. \$325,000 for PCPA and \$325,000 for Expo is included in the FY 2010-11 adopted budget.

### **Attachments to Resolution and/or Staff Report:**

Capital Project Requests

### **Recommendation:**

Staff recommends that the Metropolitan Exposition Recreation Commission adopt Resolution 10-18.

## **Hall D Lounge**

**Project Cost    \$339,200**

### **Describe Project**

Converting Meeting Room D-103 into a lounge and café serving a selected menu featuring food, alcoholic and non-alcoholic beverages.

### **Cost Justify the Investment**

Food & Beverage revenue is strongly associated with the number of points of sale and the convenience of customer consumption (readily available tables/seating). Within this context, currently permanent points of sale are limited and customer seating can rarely be provided. Reflecting upon the success of PCPA's "Art Bar" and OCC's "Stir", the notion of advantaging Capital Investment funds provided by our Food & Beverage service provider toward adding a point of sale and providing customer seating is considered advantageous to growing food and beverage revenues. The additional point of sale and provision of customer seating will increase revenue as well as provide a comfortable, relaxing atmosphere for exhibitors and attendees.

### **Source of Funds**

\$325,000 Food & Beverage Capital Investment provided by Food & Beverage Service provider.

\$14,200 Expo Center Food & Beverage Contract Reserve

The total budget of \$339,200 includes a 15% contingency in excess of \$44,000.

### **Impact on operating results ( current year and future years)**

The original Capital Investment of \$325,000 from Aramark proposed that these funds be allocated to enhancing the visual appeal of concession stands in Halls D & E, purchasing a new espresso kiosk, purchasing a new portable espresso machine, purchasing portable furniture and new uniforms. Two of these items can be considered revenue producing while the balance of items most likely would not. As suggested earlier, the notion of providing a lounge and cafe serves two primary purposes; 1) an additional point of sale and convenience for the customer. 2) It is anticipated that the ROI will generate approximately \$17,500 to \$20,000 in year one.

### **Risk or Consequence of not doing this project**

Failing to advantage this timely revenue producing opportunity by adding a point of sale, increasing customer convenience and anticipated dissatisfaction by the funds provider in not moving forward with their investment.



## **Keller Concession Remodel**

**Project Cost**     \$325,000

### **Describe Project**

Total renovation of south, orchestra level concession stand plus construction of two portable concession stands on orchestra level and realign entrance to women's restroom. This includes removing the existing counters and fixtures in the south lobby concession stand and replacing with a more easily accessible and attractive counter that will allow better and more efficient usage of the space.

### **Cost Justify the Investment**

South stand has a very poor design and does not allow quick points of sale during intermission. Portable stands will replace very old, dated stands. Will improve access to points of sale, improve the appearance of this concession area and allow more seating for patrons to enjoy their food and beverages. This project is being done as a patron service amenity.

### **Source of Funds**

\$325,000 Food & Beverage Capital Investment provided by Food & Beverage Service provider.

### **Impact on operating results ( current year and future years)**

Only slight increase in revenues through improved access to points of sale.

### **Risk or Consequence of not doing this project**

Poor customer service to patrons wanting food and beverage during intermissions.

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**Resolution No. 10-19**

For the purpose of approving and transmitting a budget amendment to the MERC Fund for fiscal year 2010-11

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

**WHEREAS**, Metro Code 6.01.050(d) further provides that once the Commission's budget has been adopted by the Metro Council, any changes in the adopted appropriations must be ratified in advance by the Metro Council; and

**WHEREAS**, the Commission previously approved and transmitted to the Metro Council the fiscal year 2010-11 budgets for the MERC Fund.

**BE IT THEREFORE RESOLVED**, that the Metropolitan Exposition Recreation Commission approves a budget amendment to the MERC Fund as described in the attached Staff Report and Exhibit A for the fiscal year beginning July 1, 2010 and ending June 30, 2011 for inclusion as part of the total Metro budget for this period.

Passed by the Commission on September 1, 2010.

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Chair

Approved as to Form:  
Daniel B. Cooper, Metro Attorney

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Secretary/Treasurer

By:  

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Nathan A. Schwartz Sykes, Senior Attorney

## MERC Staff Report

### **Agenda Item/Issue:**

For the purpose of approving and transmitting a budget amendment to the MERC Fund for fiscal year 2010-11

**Resolution No: 10-19**

**Presented By: Cynthia Hill**

**Date: September 1, 2010**

### **Background and Analysis:**

The adopted budget includes \$89,000 to replace the chiller at the Antoinette Hatfield Hall. The existing Chiller which was, installed as part of the original building in 1984, has experienced many failures and has been repaired several times in the last few years, and has now come to the end of its useful life expectancy.

This budget amendment is requesting an additional \$200,000 from the Renewal and Replacement Contingency to fund the project cost of \$287,500 based on the current low bid. The fiscal impact will be offset by an incentive offer rebate from the Energy Trust of Oregon (ETO) in the amount of \$26,301.

The original project budget of \$89,000 was underestimated. It appears that the \$89,000 cost came from using a document from the Energy Trust of Oregon (ETO) to calculate energy rebates. The ETO has a line item cost for a chiller replacement of \$89,000, however this cost does not include all system costs and labor for a complete chiller installation and is an "internal calculation" used by ETO to determine a rebate cost. The ETO analysis should not have been the only source document used in generating a project estimate.

Two bids were received for this project. In review of these bids, staff has determined that the low bid of \$287,500 is in line with current chiller replacement costs and considered accurate for the work involved. It should also be noted that MERC paid \$261,000 in 2005 for the same specified chiller at the Keller Auditorium.

### **Fiscal Impact:**

The request, although initially funded from \$200,000 renewal and replacement contingency and \$89,000 carryover included in the adopted budget, will be offset by a declaration of \$26,301 energy rebate.

### **Attachments to Resolution and/or Staff Report:**

Exhibit A Schedule of Appropriations

### **Recommendation:**

Staff recommends that the Metropolitan Exposition Recreation Commission adopt Resolution 10-19.

**Exhibit A**  
**Resolution 10-19**  
**Schedule of Appropriations**

	<b><u>Current</u></b>	<b><u>Revision</u></b>	<b><u>Revised</u></b>
	<b><u>Appropriation</u></b>		<b><u>Appropriation</u></b>
<b>MERC FUND</b>			
MERC	43,669,107	200,000	43,869,107
Non-Departmental			
Debt Service	0	0	0
Interfund Transfers	3,681,630	0	3,681,630
Contingency	2,652,773	(200,000)	2,452,773
Unappropriated Balance	18,296,543	26,301	18,322,844
<b>Total Fund Requirements</b>	<b>\$68,300,053</b>	<b>\$26,301</b>	<b>\$68,326,354</b>

*All other appropriations remain as previously adopted*

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

RESOLUTION NO. 10-20

**For the purpose of selecting Cherry City Electric as the lowest responsive and responsible bidder in response to a Request For Bids, relating to the Oregon Convention Center (OCC), "Lighting Fixture Upgrade Project," and authorizing the General Manager to execute a contract with Cherry City Electric.**

**WHEREAS**, the Oregon Convention Center intends to implement renewable energy capital improvements by installing various lighting fixture upgrades throughout the facility; and

**WHEREAS**, in the public interest, for purposes of providing cost effective and energy reducing measures, OCC desires to purchase and install hundreds of energy efficient fixtures and lamps; and

**WHEREAS**, Section 4(D)(1)(a) of the Commission's Contracting and Purchasing Rules, delegates authority to the General Manager to prepare and approve Request for Bids (RFB) documents and to solicit bids; and

**WHEREAS**, Section 4(D)(1)(c) of the Commission's Contracting and Purchasing Rules, requires the Commission to select the lowest responsive and responsible bidder, approve the contract award, and approve the written contract by resolution; and

**WHEREAS**, MERC staff has evaluated the bids, and Cherry City Electric is the lowest responsive and responsible bidder.

**BE IT THEREFORE RESOLVED** as follows:

1. The Metropolitan Exposition Recreation Commission selects Cherry City Electric as the lowest responsive and responsible bidder in response to the Request for Bids for the Oregon Convention Center Lighting Fixture Upgrade Project;
2. The Metropolitan Exposition Recreation Commission approves the award of a contract, in a form substantially similar to the attached Exhibit "A," to Cherry City Electric.
3. The Metropolitan Exposition Recreation Commission delegates authority to the General Manager to execute the contract on behalf of the Commission.

Passed by the Commission on September 1, 2010

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Chair

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Secretary/Treasurer

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

By: \_\_\_\_\_  
Nathan A. Schwartz Sykes  
Senior Attorney

## MERC STAFF REPORT

**Agenda Item/Issue:** Approval of the contract award and written contract with Cherry City Electric for the Oregon Convention Center Lighting Fixture Upgrade Project.

**Resolution No:** 10-20

**Date:** September 1, 2010

**Presented by:** Jeff Blosser

**BACKGROUND:** With the existing systems technology aging in our facility and efficiencies changing, the Oregon Convention Center (OCC) desires to replace and upgrade many of the facilities existing lighting fixtures and lamps. This capital improvement project is in the public's best interest by increasing efficiency throughout the facility while reducing energy costs by installing energy efficient fixtures and lamps. Additionally, OCC applied and received an "American Recovery and Reinvestment Act" (ARRA) grant for a substantial portion of this work. The scope of work for this project includes purchase of all fixtures and materials for complete installation as well as the labor to install all fixtures and lamps by a registered contractor. MERC Staff prepared and issued Bid Documents and a Request for Bids in accordance with MERC's Purchasing Policies as well as the federal and state grant requirement for the upgrade of lighting fixtures at the Oregon Convention Center. MERC staff included in the bid documents an aspirational M/W/ESB goal for participation in this project of 15% as well as an additional 10% aspirational FOTA contractor participation goal. On July 15, 2010, MERC Staff conducted a site walk for potential bidders in which five electrical contractors attended. Three bids were received on July 23, 2010 and ranged from \$759,852.85 to \$895,130. The lowest responsive and responsible bidder was Cherry City Electric, in the amount of Seven hundred, fifty-nine thousand, eight hundred, and fifty-two & 85/100 dollars (\$759,852.85). The lowest responsive and responsible bidder, Cherry City Electric included in their bid a first-tier sub-contractor listing showing a 71% M/W/ESB and FOTA contractor participation. The first-tier subcontractor, Tri-Phase Electric, is listed as the sub-contractor and vendor and is a state certified M/W/ESB as well as FOTA contractor.

**FISCAL IMPACT:** The FY2010-11 adopted budget includes \$751,645 appropriation for the lighting project. The project is funded by multiple sources:

- ARRA grant in the amount of \$235,063
- Incentive offer rebate from the Energy Trust of Oregon (ETO) in the amount of \$259,500
- Estimated BETC (tax credit) in the amount of \$135,291
- Transfer from the Metro Tourism Opportunity and Competiveness Account (Metro General Fund) of \$125,000
- OCC Operations \$4,999 or savings from other capital projects in the fiscal year
- This project expects an annual saving of \$75,000 in electrical expense due to this lighting retrofit

Upon completion of the contract and associated work, MERC will be required to pay the Contractor the full amount of the contract of \$759,852.85 in order to receive the financial offset incentives as referenced above.

**RECOMMENDATION:** Staff recommends that the Metropolitan Exposition-Recreation Commission, by Resolution No. 10-20, approve the contract award and written contract (attached hereto) with Cherry City Electric, for the amount of Seven hundred, fifty-nine thousand, eight hundred, fifty-two & 85/100 dollars (\$759,852.85) for the Lighting Fixture Upgrade Project at the Oregon Convention Center.



METROPOLITAN EXPOSITION  
RECREATION COMMISSION



# Standard Public Contract

For Public Contracts Greater than \$50,000

CONTRACT NO. \_\_\_\_\_

## PUBLIC CONTRACT

THIS Contract is entered into between Metropolitan Exposition-Recreation Commission ("MERC"), whose address is 777 NE Martin Luther King, Jr., Blvd., Portland, Oregon 97232-2742, and **Cherry City, Electric (CCB #91668)**, whose address is **8100 NE St Johns Rd, Suite D101, Vancouver, WA 98665**, hereinafter referred to as the "CONTRACTOR." Work is to be take place at the Oregon Convention Center, located at 777 NE MLJ Jr Blvd, Portland, OR 97232.

THE PARTIES AGREE AS FOLLOWS:

### ARTICLE I TERM OF CONTRACT

The term of this Contract shall be for the period commencing **September 13, 2010** through and including **July 30, 2011** with substantial completion by May 30, 2011, unless terminated or extended as provided in this Contract.

### ARTICLE II CONTRACT SUM AND TERMS OF PAYMENT

MERC shall compensate the CONTRACTOR for work performed and/or goods supplied as described in the Scope of Work. MERC shall not be responsible for payment of any materials, expenses or costs other than those which are specifically included in the Scope of Work, in an amount not to exceed (written amount) **Seven Hundred Fifty-Nine Thousand, Eight Hundred Fifty-Two Dollars and 85/100 (\$759,852.85)**. Payment shall be on a unit price only for those goods or services received in a condition or manner acceptable to MERC. CONTRACTOR'S Invoice shall include an itemized statement of items purchased or services provided, and shall be sent to MERC, Attention: Accounts Payable, 777 NE Martin Luther King, Jr. Blvd., Portland, Oregon 97232-2742. As per Article VII of this document, Contractor's invoice must breakout and withhold retainage as obligated by Public Contracting Code, and submit certified payroll with their invoice as per Prevailing Wage Requirement Law. MERC will pay Contractor within 30 days of receipt of an approved invoice.

### ARTICLE III SCOPE OF WORK

CONTRACTOR shall perform the work and/or deliver to MERC the goods described in the Scope of Work. All services and goods shall be of good quality and, otherwise, in accordance with the Scope of Work.

**CONTRACTOR is to provide removal and replacement of various lighting fixtures, lighting and lamps throughout the Oregon Convention Center facility as detailed and specified in the "OCC – Lighting Fixture Upgrade Project Request for Bids" Document dated July 9, 2010, hereto attached as Attachment "A". Work to include: provision and installation of new fixtures, removal and disposal of existing fixtures in accordance with the EPA guidelines and all necessary reporting of recycling/waste disposal.** Contractor agrees to comply with each and every term, condition and provision of the contract documents. Contractor agrees to provide all labor, tools, equipment, machinery, supervision, transportation, and every other item and service necessary to perform the work described in the contract documents. Contractor agrees to comply with each and every term, condition and provision of the contract documents. Contractor may be subject to liquidated damages if work not in compliance with Request for Bids Documents as referenced above, and Contract Agreement. **All work on this contract is subject to Prevailing Wage Rates (BOLI and Davis Bacon).**

Additional Requirements:

CONTRACTOR must provide to MERC:

- A written Workplace Safety Program and Drug Policy prior to start of work
- A copy of Contractor's Certificate of Insurance as specified in Article VI below
- A written Work Schedule to be approved by Owner 48 hours prior to start of work. Work must be performed without causing any disruptions to scheduled events. Owner will make every effort to keep construction areas off limits to the public to accommodate the Contractor's Work Plan.

Contractor must coordinate all work with MERC Project Manager.

The Contract Time shall commence upon issuance of the Notice to Proceed which is anticipated to be issued following execution of the contract. Contractor shall commence work under this Contract within no more than ten (10) calendar days after issuance of written Notice to Proceed. Contractor shall bring the Work to substantial completion no later than May 30, 2011, or at such date as may be extended by Change Order approved by Contractor and Owner. By executing this Contract, Contractor confirms and accepts that the Contract Time so stated is a reasonable period for performance of all of the Work. If Contractor is not in compliance with contract terms, liquidated damages shall be assessed at no less than One Hundred Dollars (\$100.00) per day.

The end date of the Contract Term is intended to allow for finalization of all closeout requirements, receipt of warranties, manuals and final payment, but does not alter requirements for substantial completion of the work by the date specified.

Owner will coordinate with Contractor regarding the dates and approximate shifts that are available and unavailable to the Contractor to perform the required work, depending on the location in the building of the scheduled event, the type of event and the Work being conducted simultaneously with the event. **Due to the likely possibility of additional "bookings" or cancellations of events in the building, this schedule may be modified, which may positively or negatively impact the work schedule. It is not anticipated however, that the net number of days available to the Contractor as indicated on the schedule included as part of these documents will be lessened. In the event of a schedule change, the Owner will notify the Contractor directly following the implementation of the change so that work plans may be modified accordingly.** Due to the nature of the Public Events Facility industry, it will be necessary for the Contractor to work closely with the Project Manager and applicable building staff to coordinate day-to-day logistical requirements for the benefit of the Contractor and to afford Owner Staff the necessary time to perform event or non-event related functions.

#### ARTICLE IV LIABILITY AND INDEMNITY

CONTRACTOR is an independent contractor and assumes full responsibility for the content of its work and performance of CONTRACTOR'S labor, and assumes full responsibility for all liability for bodily injury or physical damage to person or property arising out of or related to this Contract, and shall indemnify, defend and hold harmless MERC, Metro, its agents and employees, 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 Contract. CONTRACTOR is solely responsible for paying CONTRACTOR'S subcontractors and nothing contained herein shall create or be construed to create any contractual relationship between any subcontractor(s) and MERC.

#### ARTICLE V TERMINATION

MERC may terminate this Contract upon giving CONTRACTOR seven (7) days written notice. In the event of termination, CONTRACTOR shall be entitled to payment for work performed to the date of termination. MERC shall not be liable for indirect, consequential damages or any other damages. Termination by MERC will not waive any claim or remedies it may have against CONTRACTOR. Contractor may be liable for liquidated damages.



## ARTICLE VI INSURANCE

CONTRACTOR shall purchase and maintain at CONTRACTOR'S expense, the following types of insurance covering the CONTRACTOR, its employees and agents.

- A. Broad form comprehensive general liability insurance covering personal injury, property damage, and bodily injury with automatic coverage for premises and operation and product liability shall be a minimum of \$1,000,000 per occurrence. The policy must be endorsed with contractual liability coverage. **MERC, Metro, and their elected and appointed officials, departments, employees and agents shall be named as an ADDITIONAL INSURED.**
- B. Automobile bodily injury and property damage liability insurance. Insurance coverage shall be a minimum of \$1,000,000 per occurrence. **MERC, Metro and their elected and appointed officials, departments, employees, and agents shall be named as an ADDITIONAL INSURED.** Notice of any material change or policy cancellation shall be provided to MERC thirty (30) days prior to the change.

This insurance as well as all workers' compensation coverage for compliance with ORS 656.017 must cover CONTRACTOR'S operations under this Contract, whether such operations be by CONTRACTOR or by any subcontractor or anyone directly or indirectly employed by either of them.

CONTRACTOR shall provide MERC with a certificate of insurance complying with this article and naming MERC and Metro as additional insureds within fifteen (15) days of execution of this Contract or twenty-four (24) hours before services under this Contract commence, whichever date is earlier.

## ARTICLE VII PUBLIC CONTRACTS

All applicable provisions of ORS chapters 187 and 279A & B, and all other terms and conditions necessary to be inserted into public contracts in the State of Oregon, are hereby incorporated as if such provision were a part of this Contract. Specifically, it is a condition of this contract that Contractor and all employers working under this Contract are subject employers that will comply with ORS 656.017 as required by 1989 Oregon Laws, Chapter 684.

All applicable provisions of ORS Chapters 187 and 279A & B, and all other terms and conditions necessary to be inserted into public contracts in the State of Oregon, are hereby incorporated as if such provision were a part of this Contract including, but not limited to, ORS 279B.220 to 279B.235.

**For public work subject to ORS 279C.800 to 279C.870, the contractor shall pay Prevailing Wage Rates** as per the *Oregon Bureau of Labor and Industries (BOLI) "Prevailing Wage Rates for Public Contract Works Contracts in Oregon - Effective January 1, 2010"*, pursuant to the administrative rules established by the Commissioner of Labor and Industries. Contractor must provide a written schedule to employees showing the number of hours per day and days per week the employee may be required to work; and must pay daily, weekly, weekend and holiday overtime in accordance with, and as required by ORS 279C.520.

Contractors must promptly pay, as due, all persons supplying to such contractor labor or material used in this contract. If the contractor fails to pay for labor or services, the contracting agency can pay and withhold these amounts due the contractor. Additionally, if the contractor or first-tier subcontractor fails, neglects, or refuses to make payment to a person furnishing labor or materials in connection with the public contract for a public improvement within 30 days after receipt of payment from the public contracting agency or a contractor, the contractor or first-tier subcontractor shall owe the person the amount due plus shall pay interest in accordance with ORS 279C.515. If the contractor or first-tier subcontractor fails, neglects, or refuses to make payment, to a person furnishing labor or materials in connection with the public contract, the person may file a complaint with the Construction Contractors Board, unless payment is subject to a good faith dispute as defined in ORS 279C.580. Contractor must promptly pay for any medical services they have agreed to pay in accordance with ORS 279C.530.

Contractor must pay any and all contributions and amounts due to the Industrial Accident Fund from contractor or subcontractor and incurred in the performance of the contract.

**Contractor is required to Submit Certified Payroll Reports each month to MERC as Contracting Public Agency to: MERC–Construction/Capital Projects Dept–Att: Renee, 777 NE MLK Jr Blvd Portland, OR 97232;** as well as to BOLI. In addition to any other retainage obligated by the Public Contracting Code, the Prevailing Wage Requirement Law requires public agencies to withhold 25 percent of any amount earned by the prime contractor if the prime contractor does not submit certified payroll reports. Once the certified payroll reports have been submitted, the public agency must pay the 25 percent withheld within 14 days. ORS 279C.845(7)

Contractor and every subcontractor must have a Public Works Bond filed with the Construction Contractors Board prior to starting work on the Contract, unless exempt, in accordance with ORS 279C.830(3). Contractors are required to pay the Department of Revenue all sums withheld from employees pursuant to ORS 316.167.

CONTRACTOR shall meet MERC Bonds and Bid Security requirements as follows:

1. Bid Security not exceeding 10 percent of the amount bid for the contract is required unless the contract is for \$50,000 or less.
2. For public improvements, a labor and material bond and a performance bond, both in the amount equal to 100 percent of the contract price are required for contracts over \$50,000.
3. Bid security, labor and material bond and performance bond may be required even though a contract is of a class not identified above, if the General Manager determines it is in the public interest.

CONTRACTOR shall meet the Metro “Good Faith Efforts” Requirement for Construction Projects as below:

For construction contracts of \$100,000 or more, the Commission adopts in principle, policy, and content, the “Good Faith Effort” program established by Metro Code§ 2.04.100 through 2.04.190 (Metro Minority Business Enterprise, Women Owned Business, and Emerging Small Business Program) as they apply to contracts of the Commission. This adoption includes any and all ordinances subsequently adopted by the Metro Council relating to Metro’s Minority Business Enterprise, Women Owned Business and Emerging Small Business Program. The General Manager shall designate MERC staff to perform the functions of the Liaison Officer to carry out the MBE/WBE/ESB program as it relates to MERC contracting activities. Metro and MERC have a compelling government interest to ensure that their contracts provide fair and equal employment opportunities for minority, women, and emerging small businesses reflecting the diversity found in the Portland Metropolitan area. **Therefore, MERC aspires to utilize 15% (by dollar value) MBE/WBE/ESB subcontractor participation on this project.** Accordingly, the prime contractor is required to submit proof showing that Good Faith Effort has been made to contract with MBE/WBE/ESB subcontractors. **Additionally, MERC aspires to utilize 10% (by dollar value) of subcontractors within the First Opportunity Target Area (FOTA).** Contractor shall submit an MWESB/FOTA report along with certified payroll for compliance.

For public improvement work all contractors must demonstrate that an employee drug-testing program is in place.

#### ARTICLE VIII QUALITY OF GOODS AND SERVICES

Unless otherwise specified, all materials shall be new and both workmanship and materials shall be of the highest quality. All workers and subcontractors shall be skilled in their trades. CONTRACTOR guarantees all work against defects in material or workmanship for a period of one (1) year from the date of acceptance or final payment by MERC, whichever is later. All guarantees and warranties of goods furnished to CONTRACTOR or subcontractors by any manufacturer or supplier shall be deemed to run to the benefit of MERC.

ARTICLE IX  
OWNERSHIP OF DOCUMENTS

Unless otherwise provided herein, all documents, instruments and media of any nature produced by Contractor pursuant to this Contract are Work Products and are the property of MERC, including but not limited to: drawings, specifications, reports, scientific or theoretical modeling, electronic media, computer software created or altered specifically for the purpose of completing the Scope of Work, works of art and photographs. Unless otherwise provided herein, upon MERC request, Contractor shall promptly provide MERC with an electronic version of all Work Products that have been produced or recorded in electronic media. MERC and Contractor agree that all work Products are works made for hire and Contractor hereby conveys, transfers, and grants to MERC all rights of reproduction and the copyright to all such Work Products.

ARTICLE X  
SUBCONTRACTORS

CONTRACTOR shall contact MERC prior to negotiating any subcontracts and CONTRACTOR shall obtain approval from MERC before entering into any subcontracts for the performance of any of the services and/or supply of any of the goods covered by this Contract.

MERC reserves the right to reasonably reject any subcontractor or supplier and no increase in the CONTRACTOR'S compensation shall result thereby. All subcontracts related to this Contract shall include the terms and conditions of this Contract. CONTRACTOR shall be fully responsible for all of its subcontractors as provided in Article IV.

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RIGHT TO WITHHOLD PAYMENTS

MERC shall have the right to withhold from payments due 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 Contract or the failure of CONTRACTOR to make proper payment to any suppliers or subcontractors.

If a liquidated damages provision is contained in the Scope of Work and if CONTRACTOR has, in MERC's opinion, violated that provision, MERC shall have the right to withhold from payments due CONTRACTOR such sums as shall satisfy that provision. All sums withheld by MERC under this Article shall become the property of MERC and CONTRACTOR shall have no right to such sums to the extent that CONTRACTOR has breached this Contract.

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SAFETY

If services of any nature are to be performed pursuant to this Contract, CONTRACTOR shall take all necessary precautions for the safety of employees and others in the vicinity of the services being performed and shall comply with all applicable provisions of federal, state and local safety laws and building codes, including the acquisition of any required permits. Contractor shall supply a written safety program/policy that all employees must follow. Workplace safety MUST be in compliance with OSHA regulations at all times

ARTICLE XIII  
INTEGRATION OF CONTRACT DOCUMENTS

All of the provisions of any procurement documents including, but not limited to, the Advertisement for Bids, Proposals or responses, General and Special Instructions to Bidders, Proposal, Scope of Work, and Specifications which were utilized in conjunction with the bidding of this Contract are hereby expressly incorporated by reference. Otherwise, this Contract represents the entire and integrated Contract between MERC and CONTRACTOR and supersedes all prior negotiations, representations or agreements, either written or oral. This Contract may be amended only by written instrument signed by both MERC and CONTRACTOR.

ARTICLE XIV  
JURISDICTION

This Contract was entered into in the State of Oregon. This Contract will be interpreted, construed, and enforced in accordance with the laws of the State of Oregon. Both parties agree that exclusive jurisdiction for any claim under this Contract will be in Multnomah County, Oregon.

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The parties agree that any provision of this Contract that is held to be illegal, invalid, or unenforceable under present or future laws shall be fully severable. The parties further agree that this Contract shall be construed and enforced as if the illegal, invalid, or unenforceable provision had never been a part of them and the remaining provisions of the Contract shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from this Contract. Furthermore, a provision as similar to the illegal, invalid, or unenforceable provision as is possible and legal, valid and enforceable shall be automatically added to this Contract in lieu of the illegal, invalid, or unenforceable provision. Any failure by MERC to enforce a provision of the Contract is not to be construed as a waiver by MERC of this right to do so.

ARTICLE XVI  
BINDING ON ASSIGNS AND SUCCESSORS

This Contract is binding upon the parties hereto and upon their heirs, administrators, representatives, executors, successors, and assigns, and will inure to the benefit of said parties and each of them and to their heirs, administrators, representatives, executors, successors and assigns.

ARTICLE XVII  
COMPLIANCE

CONTRACTOR shall comply with federal, state, and local laws, statutes, and ordinances related to the execution of the work. This requirement includes, but is not limited to any ARRA or other requirements, associated with the grant funds used for this project, non-discrimination, safety and health, environmental protection, waste reduction and recycling, fire protection, permits, fees and similar subjects.

ARTICLE XVIII  
COUNTERPARTS

This Contract may be executed in counterparts or multiples, any one of which will have the full force of an original

ARTICLE XIX  
DELIVERY OF NOTICES

Any notice, request, demand, instruction, or any other communications to be given to any party hereunder shall be in writing, sent by registered or certified mail or fax as follows:

To: Commission                      Jeff Blosser, Executive Director, Oregon Convention Center  
   Heather Peck, Division Manager  
   Construction/Capital Projects  
   MERC  
   777 NE Martin Luther King Jr. Blvd.  
   Portland, Oregon 97232

To: Contractor                      Cherry City Electric  
8100 NE ST Johns Rd, Suite D101  
Vancouver, WA 98665

ARTICLE XX  
ASSIGNMENT

CONTRACTOR shall not assign any rights or obligations under or arising from this Contract without prior written consent from MERC.

**CONTRACTOR**

**METROPOLITAN EXPOSITION-RECREATION  
COMMISSION**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name \_\_\_\_\_

Printed Name Teri Dresler

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Title: General Manager

Company: Cherry City Electric

Signature: \_\_\_\_\_

Address 8100 NE ST Johns Rd, Suite D101

Vancouver, WA 98665

Telephone: 360-571-4410

Tax I.D. or SS#: 95-2313206

CCB 91668

*Copy 1 – MERC Contracts*

*Copy 2 – Facility*

*Copy 3 – Contractor*

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

**RESOLUTION NO. 10-22**

**For the purpose of selecting Hydrotemp Mechanical Inc. as the lowest responsive and responsible bidder in response to a Request For Bids, relating to the Portland Center for the Performing Arts (PCPA), Antoinette Hatfield Hall "Chiller Replacement Project," and authorizing the General Manager to execute a contract with Hydrotemp Mechanical Inc.**

**WHEREAS**, the existing chiller was installed as part of the original construction and has experienced many significant failures and is currently at the end of its useful life; and

**WHEREAS**, in the public interest, for purposes of providing effective facility temperature maintenance, protection of the environment and significant energy savings, PCPA desires to replace the chiller; and

**WHEREAS**, Section 4(D)(1)(a) of the Commission's Contracting and Purchasing Rules delegates authority to the General Manager to prepare and approve Request for Bids (RFB) documents and to solicit bids; and

**WHEREAS**, Section 4(D)(1)(c) of the Commissions Contracting and Purchasing Rules requires the Commission to select the lowest responsive and responsible bidder, approve the contract award, and approve the written contract by resolution; and

**WHEREAS**, MERC staff has evaluated the bids, and Hydrotemp Mechanical is the lowest responsive and responsible bidder.

**BE IT THEREFORE RESOLVED** as follows:

1. The Metropolitan Exposition Recreation Commission selects Hydrotemp Mechanical as the lowest responsive and responsible bidder in response to the Request for Bids for the PCPA, Antoinette Hatfield Hall Chiller Replacement Project;
2. The Metropolitan Exposition Recreation Commission approves the award of a contract, in a form substantially similar to the attached Exhibit "A," to Hydrotemp Mechanical.
3. The Metropolitan Exposition Recreation Commission delegates authority to the General Manager to execute the contract on behalf of the Commission.

Passed by the Commission on September 1, 2010.

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Chair

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Secretary/Treasurer

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

By: \_\_\_\_\_  
Nathan A. Schwartz Sykes  
Senior Attorney

## MERC STAFF REPORT

**Agenda Item/Issue:** For the purpose of awarding and executing a written contract with Hydrotemp Mechanical for the Chiller Replacement at PCPA's Antoinette Hatfield Hall.

**Resolution No:** 10-22

**Date:** September 1, 2010

**Presented by:** Robyn Williams

**BACKGROUND:** The existing Chiller at the Antoinette Hatfield Hall which was installed as part of the original building in 1984, has experienced a number of failures and repairs over the last few years. During this past summer season it has become apparent the chiller may not be able to function properly for another season and has substantially met its useful life expectancy. Because of the chillers ageing technology, refrigerants in use that need to be eliminated and because parts are difficult to obtain it is in the public's best interest that the chiller be replaced as soon as possible so the purchase and installation may take place during the upcoming winter months and it can be in place and ready for use prior to next summer when warm weather warrants chilled air conditioning.

MERC Staff prepared and issued Bid Documents and a Request for Bids in accordance with MERC's Purchasing Policies for the replacement of the Chiller. The work consists of purchasing and installing a complete chiller system. MERC Staff conducted on site visits for potential bidders and five mechanical contractors were in attendance. Two bids were received on July 21, 2010, and ranged from \$287,500 to \$317,448. Neither bid was submitted by a certified M/W/ESB or FOTA contractor, nor did either contractor have any second tier sub-contractors listed as a part of their bid. The lowest responsive and responsible bidder was Hydrotemp Mechanical, in the amount of Two-hundred eighty seven thousand, five hundred & NO/100 dollars (\$287,500).

The \$287,500 fiscal impact will be offset by an incentive offer rebate from the Energy Trust of Oregon (ETO) in the amount of \$26,301. Upon completion of this project, the ETO will pay MERC the guaranteed incentive rebate amount of \$26,301, which will ultimately reflect a project cost of \$261,199.

**FISCAL IMPACT:** The Project shall be paid for from the 2010-2011 budget.

**RECOMMENDATION:** Staff recommends that the Metropolitan Exposition-Recreation Commission approve Resolution No. 10-22 for the award and execution of a written contract (attached hereto) with Hydrotemp Mechanical, for the amount of Two-hundred eighty seven thousand, five hundred & NO/100 dollars (\$287,500) for the Chiller Replacement at the Antoinette Hatfield Hall.

# Standard Public Contract

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For Public Contracts Greater than \$50,000

CONTRACT NO. \_\_\_\_\_

## PUBLIC CONTRACT

THIS Contract is entered into between Metropolitan Exposition-Recreation Commission ("MERC"), whose address is 777 NE Martin Luther King, Jr., Blvd., Portland, Oregon 97232-2742, and **HydroTemp Mechanical, Inc. (CCB# 63907)**, whose address is **28465 SW Boberg Rd, Wilsonville OR 97070**, hereinafter referred to as the "CONTRACTOR." Work is to be take place at the Portland Center for the Performing Arts – Antoinette Hatfield Hall, located at 1111 SW Broadway, Portland, OR 97205.

THE PARTIES AGREE AS FOLLOWS:

### ARTICLE I TERM OF CONTRACT

The term of this Contract shall be for the period commencing **September 13, 2010** through and including **May 15, 2011**, with substantial completion by March 30, 2011, unless terminated or extended as provided in this Contract.

### ARTICLE II CONTRACT SUM AND TERMS OF PAYMENT

MERC shall compensate the CONTRACTOR for work performed and/or goods supplied as described in the Scope of Work. MERC shall not be responsible for payment of any materials, expenses or costs other than those which are specifically included in the Scope of Work, in an amount not to exceed (written amount) **Two Hundred Eighty-Seven Thousand, Five Hundred Dollars and NO/100 (\$287,500.00)**. Payment shall be on a unit price only for those goods or services received in a condition or manner acceptable to MERC. CONTRACTOR'S Invoice shall include an itemized statement of items purchased or services provided, and shall be sent to MERC, Attention: Accounts Payable, 777 NE Martin Luther King, Jr. Blvd., Portland, Oregon 97232-2742. As per Article VII of this document, Contractor's invoice must breakout and withhold retainage as obligated by Public Contracting Code, and submit certified payroll with their invoice as per Prevailing Wage Requirement Law. MERC will pay Contractor within 30 days of receipt of an approved invoice.

### ARTICLE III SCOPE OF WORK

CONTRACTOR shall perform the work and/or deliver to MERC the goods described in the Scope of Work All services and goods shall be of good quality and, otherwise, in accordance with the Scope of Work.

**CONTRACTOR is to provide and install a new Chiller to replace the existing water-cooled 295-ton chiller at the PCPA Antoinette Hatfield Hall. Scope of Work is to include: design and construction, equipment purchase, installation, demolition and removal of existing system and minimal Control Work as specified in the "PCPA – Antoinette Hatfield Hall Chiller Replacement Project Request for Bids" Documents dated July 6, 2010, hereto attached as "Attachment "A".** Contractor agrees to comply with each and every term, condition and provision of the contract documents. Contractor agrees to provide all labor, tools, equipment, machinery, supervision, transportation, and every other item and service necessary to perform the work described in the contract documents. Contractor agrees to comply with each and every term, condition and provision of the contract documents. Contractor may be subject to liquidated damages if work not in compliance with Request for Bids Documents as referenced above, and Contract Agreement. **All work on this contract is subject to Prevailing Wage Rates.**



Additional Requirements:

CONTRACTOR must provide to MERC:

- A written Workplace Safety Program and Drug Policy prior to start of work
- A copy of Contractor's Certificate of Insurance as specified in Article VI below
- A written Work Schedule to be approved by Owner 48 hours prior to start of work. Work must be performed without causing any disruptions to scheduled events. Owner will make every effort to keep construction areas off limits to the public to accommodate the Contractor's Work Plan.

Contractor must coordinate all work with MERC Project Manager.

The Contract Time shall commence upon issuance of the Notice to Proceed which is anticipated to be issued following execution of the contract. Contractor shall commence work under this Contract within no more than ten (10) calendar days after issuance of written Notice to Proceed. Contractor shall bring the Work to **substantial completion no later than March 30, 2011, or at such date as may be extended by Change Order completed by Contractor and Owner.** By executing this Contract, Contractor confirms and accepts that the Contract Time so stated is a reasonable period for performance of all of the Work.

The end date of the Contract Term is intended to allow for finalization of all closeout requirements, receipt of warranties, manuals and final payment, but does not alter requirements for substantial completion of the work by the date specified.

Owner will coordinate with Contractor regarding the dates and approximate shifts that are available and unavailable to the Contractor to perform the required work, depending on the location in the building of the scheduled event, the type of event and the Work being conducted simultaneously with the event. **Due to the likely possibility of additional "bookings" or cancellations of events in the building, this schedule may be modified, which may positively or negatively impact the work schedule. It is not anticipated however, that the net number of days available to the Contractor as indicated on the schedule included as part of these documents will be lessened. In the event of a schedule change, the Owner will notify the Contractor directly following the implementation of the change so that work plans may be modified accordingly.** Due to the nature of the Public Events Facility industry, it will be necessary for the Contractor to work closely with the Project Manager and applicable building staff to coordinate day-to-day logistical requirements for the benefit of the Contractor and to afford Owner Staff the necessary time to perform event or non-event related functions. Contractor shall be liable to incur liquidated damages if not substantially complete by contract terms. Liquidated damages shall be assessed at no less than One Thousand Dollars (\$1,000.00) per day.

#### ARTICLE IV LIABILITY AND INDEMNITY

CONTRACTOR is an independent contractor and assumes full responsibility for the content of its work and performance of CONTRACTOR'S labor, and assumes full responsibility for all liability for bodily injury or physical damage to person or property arising out of or related to this Contract, and shall indemnify, defend and hold harmless MERC, Metro, its agents and employees, 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 Contract. CONTRACTOR is solely responsible for paying CONTRACTOR'S subcontractors and nothing contained herein shall create or be construed to create any contractual relationship between any subcontractor(s) and MERC.

#### ARTICLE V TERMINATION

MERC may terminate this Contract upon giving CONTRACTOR seven (7) days written notice. In the event of termination, CONTRACTOR shall be entitled to payment for work performed to the date of termination. MERC shall not be liable for indirect, consequential damages or any other damages. Termination by MERC will not waive any claim or remedies it may have against CONTRACTOR. Contractor may be liable for liquidated damages.

ARTICLE VI  
INSURANCE

CONTRACTOR shall purchase and maintain at CONTRACTOR'S expense, the following types of insurance covering the CONTRACTOR, its employees and agents.

- A. Broad form comprehensive general liability insurance covering personal injury, property damage, and bodily injury with automatic coverage for premises and operation and product liability shall be a minimum of \$1,000,000 per occurrence. The policy must be endorsed with contractual liability coverage. **MERC, Metro, and their elected and appointed officials, departments, employees and agents shall be named as an ADDITIONAL INSURED.**
  
- B. Automobile bodily injury and property damage liability insurance. Insurance coverage shall be a minimum of \$1,000,000 per occurrence. **MERC, Metro and their elected and appointed officials, departments, employees, and agents shall be named as an ADDITIONAL INSURED.** Notice of any material change or policy cancellation shall be provided to MERC thirty (30) days prior to the change.

This insurance as well as all workers' compensation coverage for compliance with ORS 656.017 must cover CONTRACTOR'S operations under this Contract, whether such operations be by CONTRACTOR or by any subcontractor or anyone directly or indirectly employed by either of them.

CONTRACTOR shall provide MERC with a certificate of insurance complying with this article and naming MERC and Metro as additional insureds within fifteen (15) days of execution of this Contract or twenty-four (24) hours before services under this Contract commence, whichever date is earlier.

ARTICLE VII  
PUBLIC CONTRACTS

All applicable provisions of ORS chapters 187 and 279A & B, and all other terms and conditions necessary to be inserted into public contracts in the State of Oregon, are hereby incorporated as if such provision were a part of this Contract. Specifically, it is a condition of this contract that Contractor and all employers working under this Contract are subject employers that will comply with ORS 656.017 as required by 1989 Oregon Laws, Chapter 684.

All applicable provisions of ORS Chapters 187 and 279A & B, and all other terms and conditions necessary to be inserted into public contracts in the State of Oregon, are hereby incorporated as if such provision were a part of this Contract including, but not limited to, ORS 279B.220 to 279B.235.

**For public work subject to ORS 279C.800 to 279C.870, the contractor shall pay Prevailing Wage Rates** as per the *Oregon Bureau of Labor and Industries (BOLI) "Prevailing Wage Rates for Public Contract Works Contracts in Oregon - Effective January 1, 2010"*, pursuant to the administrative rules established by the Commissioner of Labor and Industries. Contractor must provide a written schedule to employees showing the number of hours per day and days per week the employee may be required to work; and must pay daily, weekly, weekend and holiday overtime in accordance with, and as required by ORS 279C.520.

Contractors must promptly pay, as due, all persons supplying to such contractor labor or material used in this contract. If the contractor fails to pay for labor or services, the contracting agency can pay and withhold these amounts due the contractor. Additionally, if the contractor or first-tier subcontractor fails, neglects, or refuses to make payment to a person furnishing labor or materials in connection with the public contract for a public improvement within 30 days after receipt of payment from the public contracting agency or a contractor, the contractor or first-tier subcontractor shall owe the person the amount due plus shall pay interest in accordance with ORS 279C.515. If the contractor or first-tier subcontractor fails, neglects, or refuses to make payment, to a person furnishing labor or materials in connection with the public contract, the person may file a complaint with the Construction Contractors Board, unless payment is subject to a good faith dispute as defined in ORS 279C.580. Contractor must promptly pay for any medical services they have agreed to pay in accordance with ORS 279C.530.

Contractor must pay any and all contributions and amounts due to the Industrial Accident Fund from contractor or subcontractor and incurred in the performance of the contract.

**Contractor is required to Submit Certified Payroll Reports each month to MERC as Contracting Public Agency to: MERC–Construction/Capital Projects Dept–Att: Renee, 777 NE MLK Jr Blvd Portland, OR 97232;** as well as to BOLI. In addition to any other retainage obligated by the Public Contracting Code, the Prevailing Wage Requirement Law requires public agencies to withhold 25 percent of any amount earned by the prime contractor if the prime contractor does not submit certified payroll reports. Once the certified payroll reports have been submitted, the public agency must pay the 25 percent withheld within 14 days. ORS 279C.845(7)

Contractor and every subcontractor must have a Public Works Bond filed with the Construction Contractors Board prior to starting work on the Contract, unless exempt, in accordance with ORS 279C.830(3). Contractors are required to pay the Department of Revenue all sums withheld from employees pursuant to ORS 316.167.

CONTRACTOR shall meet MERC Bonds and Bid Security requirements as follows:

1. Bid Security not exceeding 10 percent of the amount bid for the contract is required unless the contract is for \$50,000 or less.
2. For public improvements, a labor and material bond and a performance bond, both in the amount equal to 100 percent of the contract price are required for contracts over \$50,000.
3. Bid security, labor and material bond and performance bond may be required even though a contract is of a class not identified above, if the General Manager determines it is in the public interest.

CONTRACTOR shall meet the Metro “Good Faith Efforts” Requirement for Construction Projects as below:

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If a liquidated damages provision is contained in the Scope of Work and if CONTRACTOR has, in MERC's opinion, violated that provision, MERC shall have the right to withhold from payments due CONTRACTOR such sums as shall satisfy that provision. All sums withheld by MERC under this Article shall become the property of MERC and CONTRACTOR shall have no right to such sums to the extent that CONTRACTOR has breached this Contract.

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If services of any nature are to be performed pursuant to this contract, CONTRACTOR shall take all necessary precautions for the safety of employees and others in the vicinity of the services being performed and shall comply with all applicable provisions of federal, state and local safety laws and building codes, including the acquisition of any required permits. Contractor shall supply a written safety program/policy that all employees must follow. Workplace safety MUST be in compliance with OSHA regulations at all times

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All of the provisions of any procurement documents including, but not limited to, the Advertisement for Bids, Proposals or responses, General and Special Instructions to Bidders, Proposal, Scope of Work, and Specifications which were utilized in conjunction with the bidding of this Contract are hereby expressly incorporated by reference. Otherwise, this Contract represents the entire and integrated contract between MERC and CONTRACTOR and supersedes all prior negotiations, representations or agreements, either written or oral. This Contract may be amended only by written instrument signed by both MERC and CONTRACTOR.

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The Contract was entered into in the State of Oregon. This Contract will be interpreted, construed and enforced in accordance with the laws of the State of Oregon. Both parties agree that exclusive jurisdiction for any claim under this Contract will be in Multnomah County, Oregon.

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SEVERABILITY

The parties agree that any provision of this Contract that is held to be illegal, invalid, or unenforceable under present or future laws shall be fully severable. The parties further agree that this Contract shall be construed and enforced as if the illegal, invalid, or unenforceable provision had never been a part of them and the remaining provisions of the Contract shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from this Contract. Furthermore, a provision as similar to the illegal, invalid, or unenforceable provision as is possible and legal, valid, and enforceable shall be automatically added to this Contract in lieu of the illegal, invalid or unenforceable provision. Any failure by MERC to enforce a provision of the Contract is not to be construed as a waiver by MERC of this right to do so.

ARTICLE XVI  
BINDING ON ASSIGNS AND SUCCESSORS

This Contract is binding upon the parties hereto and upon the heirs, administrators, representatives, executors, successors, and assigns, and will inure to the benefit of said parties and each of them and to their heirs, administrators, representatives, executors, successors and assigns.

ARTICLE XVII  
COMPLIANCE

CONTRACTOR shall comply with federal, state, and local laws, statutes, and ordinances related to the execution of the work. This requirement includes, but is not limited to any requirements associated with the grant funds used for this project, non-discrimination, safety and health, environmental protection, waste reduction and recycling, fire protection, permits, fees and similar subjects.

ARTICLE XVII  
COUNTERPARTS

This Contract may be executed in counterparts or multiples, any one of which will have the full force of an original.

ARTICLE XIX  
DELIVERY OF NOTICES

Any notice, request, demand, instruction, or any other communications to be given to any party hereunder shall be in writing, sent by registered or certified mail or fax as follows:

To: Commission	Robyn Williams, Executive Director, Portland Center for the Performing Arts Heather Peck, Division Managers, Construction/Capital Projects MERC 777 NE Martin Luther King Jr. Blvd. Portland, Oregon 97232
To: Contractor	HydroTemp Mechanical, Inc. 28465 SW Boberg Rd. Wilsonville OR 97070

ARTICLE XX  
ASSIGNMENT

CONTRACTOR shall not assign any rights or obligations under or arising from this Contract without prior written consent from MERC.

**CONTRACTOR**

Signature: \_\_\_\_\_

Printed Name \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Company: HydroTemp Mechanical, Inc

Address 28465 SW Boberg Rd

Wilsonville, OR 97070

Telephone: 503-582-8525

Tax I.D. or SS#: 93-0893475

CCB 63907

**METROPOLITAN EXPOSITION-RECREATION  
COMMISSION**

Signature: \_\_\_\_\_

Printed Name Teri Dresler

Date: \_\_\_\_\_

Title: General Manager

*Copy 1 - MERC Contracts*

*Copy 2 - Facility*

*Copy 3 - Contractor*

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**RESOLUTION NO. 10-23**

**For the purpose of approving a Third Amendment to the Broadway Series Agreement to amend user fees for the years 2010-2011 and 2011-2012 for subscription sales only.**

**WHEREAS**, the PCPA has been asked to consider holding the user fee for subscription sales at \$3.25 for the fiscal year 2010-2011 season and then increasing it to \$3.75 in the fiscal year 2011-2012 season; and

**WHEREAS**, PCPA staff believes that keeping the user fee rate for subscription sales at \$3.25 for fiscal year 2011 is in the public interest, provides good customer service, would alleviate a significant hardship on the Opera and will be recouped through the increase in the 2011-2012 user fee, PCPA staff recommends approval of the Third Amendment to the Broadway Series Agreement to the Commission.

**BE IT THEREFORE RESOLVED** as follows:

The Metropolitan Exposition Recreation Commission approves the Third Amendment to the Broadway Series Agreement to amend user fees for the years 2010-2011 and 2011-2012 for subscription sales only and delegates authority to General Manager to execute the Third Amendment on behalf of the Commission in a form substantially similar to Exhibit A attached hereto and subject to final approval by the Office of Metro Attorney.

Passed by the Commission on September 1, 2010.

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Chair

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Secretary/Treasurer

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

By: \_\_\_\_\_  
Nathan A. Schwartz Sykes  
Senior Attorney

## MERC Staff Report

**Agenda Item/Issue:** For the purpose of approving a Third Amendment to the Broadway Series Agreement to amend user fees for the years 2010-2011 and 2011-2012 for subscriptions sales only.

**Resolution No.:** 10-23

**Presented By:** Robyn Williams

**Date:** September 1, 2010

### **Background and Analysis:**

In September 1997 the Commission approved a joint venture group (Portland Opera and what is currently known as Broadway Across America) to present a single Broadway Series at PCPA. In March 2003, new terms and conditions for seasons through 07/08 were negotiated and approved by the Commission, and in December 2006, a second amendment establishing rates and fees for Broadway seasons beginning in FY08-09 through 2015-2016 was approved.

Broadway subscribers were charged a \$3.25 user fee for the 2010-2011 season. PCPA has been asked to consider holding the subscriber rate at \$3.25 for FY11 season and then increasing it to \$3.75 in the FY12 season-which would be a \$0.50 increase instead of the \$0.25 that should have been applied.

It would be difficult plus an act of very poor customer service to attempt to collect the increase from subscribers who have already paid for and received their tickets. The Opera's only other option would be to make up this difference. This would be a considerable hardship for the Opera this fiscal year. Based on potential bookings for next year-which is anticipated to include a Blockbuster-PCPA believes subscription rates will increase and more than compensate for the drop this fiscal year.

### **Fiscal Impact:**

Holding the subscription user fee at the prior year rate would potentially be a decrease of \$11,268 to PCPA in the FY11 budget-though this amount could be much lower if single ticket sales continue to be as strong as they have been for the first show of the season.

**Recommendation:** Staff recommends that the Metropolitan Exposition Recreation Commission approve the Terms of the Third Amendment to the Broadway Series Agreement to amend user fees for the years 2010-2011 and 2011-2012 for subscriptions sales only.



**THIRD AMENDMENT TO  
BROADWAY SERIES AGREEMENT**

This Third Amendment is made and entered into by and between the Metropolitan Exposition Recreation Commission (“Commission,” “Metro ERC,” or “MERC”) and Portland Opera Association, an Oregon nonprofit corporation, and PACE Theatrical Group, a Texas corporation, a joint venture (hereinafter, “Presenter”), including, all parent companies, members, affiliates, subsidiaries, successors and assigns, (MERC and Presenter will be collectively referred to as, “the Parties”).

**RECITALS**

1. The Commission is a subdivision of Metro, a municipal corporation.
2. Presenter is an Oregon joint venture.
3. The parties have entered into a Broadway Series Agreement, the First Amendment to the Broadway Series Agreement and the Second Amendment to the Broadway Series Agreement (hereinafter collectively referred to as “the Agreement”)
4. The parties desire to enter into this Third Amendment to the Broadway Series Agreement amend their user fees for the years 2010-2011 and 2011-2012 for subscriptions sales.

NOW, THEREFORE, in consideration of the mutual covenants of the Parties hereto, and upon the express terms and conditions hereinafter set forth, it is agreed by and between them as follows:

**1.**

The parties hereby agree that the User Fee for all subscription sales in accordance with Section 1(o) of the Second Amendment and Exhibit 1 to the Second Amendment to the Agreement will be \$3.25 for the 2010-2011 season and \$3.75 for the 2011-2012 season. All other terms and conditions of the Agreement shall remain the same.

**2.**

**AMENDMENT DOCUMENTS**

The Amendment documents together form the Agreement between Commission and the Presenter. All determination of the precedence of, discrepancy in, or conflicts regarding the Amendment documents shall be in accord with the following order, with the highest precedence item at the top:

- a. This Third Amendment to Broadway Series Agreement.
- b. The Second Amendment to Broadway Series Agreement.

- c. The First Amendment to Broadway Series Agreement.
- d. The Broadway Series Agreement.
- e. The standard PCPA Limited License Agreement.
- f. Amendment to the Commission's policies and procedures which are in effect as of the date hereof, a copy of which is attached, or are enacted subsequent to the date of this Amendment.

**PRESENTER**

**METROPOLITAN EXPOSITION-  
RECREATION COMMISSION**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_  
Portland Opera Association

Name: \_\_\_\_\_  
MERC

Date: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

PACE Theatrical Group, Inc.

Date: \_\_\_\_\_

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# **MERC Commission Meeting**

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September 1, 2010  
12:30 pm

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10.0 - Travel Portland 4th  
Quarter Report

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*travel*  
**PORTLAND**

**FOURTH QUARTER  
AND  
FISCAL YEAR END REPORT  
2009-2010**

**FOR  
MERC**

# What's Inside

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# EXECUTIVE SUMMARY

## Accomplishments

- This was a year of continued challenges for the industry. Very poor results in the first half with -5.7% less rooms sold with nice recovery in the second half with 9.9% more rooms rented. Average daily rate improved from -9.1% in the 1st half to -3.5% in the second. Much work needs to be done to get back to 2007 levels. Hotels in the central city fared better than the market with a strong convention calendar. You will also see the value of convention business to the OCC in the revenue goal below, with over \$9 million in revenue attributable to Travel Portland booked business. This helped the OCC to make up some of the drop in local meetings business revenue.
- For the 4th quarter, Travel Portland booked 17 OCC future conventions with estimated future OCC revenue of over \$2.2 million and economic impact of almost \$21.5 million for the fourth quarter of 2009-10. Fourteen of those conventions were new to Portland.
- For the fiscal year 2009-10 Travel Portland booked 44 future OCC conventions with estimated OCC revenue of over \$6.4 Million and economic impact of \$61.6 million. Of those 44 conventions, 35 were new to Portland.
- Travel Portland booked 91 total group meetings, including single hotel, for future years during the fourth quarter. These represent a total of 61,778 rooms sold with an estimated economic impact of almost \$40 million. For 2009-10, 307 group meetings were booked with an impact of over \$127 million.
- Travel Portland helped to generate \$120,639 in MERC/OCC combined media coverage for the fourth quarter. For fiscal year 2009-10, \$377,038 media coverage was generated by Travel Portland.

## TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland's room tax collection was budgeted 15% lower for 2009-10. Actual collections received were 8.7% lower compared to 2008-09.
- Travel Portland, in conjunction with OCC staff, has engaged a firm that is in the process of developing a new tool for estimating Community Economic Impact.

## MERC CONTRACT GOALS:

GOAL #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$9,268,663	\$5.75 million
#2	ROI on future OCC business	2.2	2.0 - 2.5
#3	Lead conversion	42%	28% - 31%
#4	Services performance survey	3.8	3.5
#5	ROI on public relations/media	3.9	6.5
#6	Community economic impact	41.9	25.0

# CONVENTION SALES

OREGON CONVENTION CENTER REVENUE FROM TRAVEL PORTLAND BOOKINGS			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 9/10	\$ 9,268,663	\$ -	\$ 9,268,663
FY 10/11	\$ 6,248,602	\$ 606,505	\$ 6,855,107
FY 11/12	\$ 2,614,031	\$ 1,425,387	\$ 4,039,418
FY 12/13	\$ 2,030,595	\$ 1,744,194	\$ 3,774,789
FY 13/14	\$ 861,250	\$ 1,425,387	\$ 2,286,637
FY 14/15	\$ 1,345,574	\$ 1,744,194	\$ 3,089,768
FY 15/16	\$ 540,410	\$ 1,425,387	\$ 1,965,797
FY 16/17	\$ 171,952	\$ 1,744,194	\$ 1,916,146
FY 17/18	\$ -	\$ 1,425,387	\$ 1,425,387
FY 18/19	\$ -	\$ 1,744,194	\$ 1,744,194
FY 19/20	\$ -	\$ 1,425,387	\$ 1,425,387
Total	\$ 23,081,077	\$ 14,710,216	\$ 37,791,293

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	14	35	
Repeat OCC Bookings	3	9	
Total OCC Bookings	17	44	
Room Nights from OCC Bookings	34,321	135,515	
Future OCC Revenue Booked during FY 2009/10	\$ 2,236,040	\$ 6,440,386	
ROI OCC Bookings	\$ 2.2	\$ 2.2	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 21,431,765	\$ 61,629,536	
Total Room Nights Booked	61,778	246,050	
Total Community Economic Impact from Bookings	\$ 39,939,586	\$ 127,055,364	
ROI on Total Community Economic Impact	\$ 37.3	\$ 41.9	25.0 to 1
OCC Revenue Realized During FY 2009/10	\$ 1,382,394	\$ 9,268,663	\$ 5.75 million
OCC Revenue from OCC Bookings includes Benevolent & Protective Order of Elks - Grand Lodge's June 09 meeting due to the majority of the meeting occurring in July. Revenue is included FY 09/10.			
OCC Revenue from OCC Bookings does not include North American Gay Volleyball Association's May 10 meeting due to OCC finalizing revenue. Revenue will be included in the FY 10/11 report.			

# CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2010					
	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14 and beyond
Current	44	36	17	15	11
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 06/07 - FY 09/10)	45	37	19	14	12

4TH QUARTER - ROOM NIGHTS FROM OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
FY 09/10	1	500	250	\$ 61,777	\$ 94,308
FY 10/11	9	17,197	26,200	\$ 1,281,259	\$ 12,788,878
FY 11/12	3	2,977	2,250	\$ 83,870	\$ 892,645
FY 12/13	3	8,970	3,300	\$ 228,909	\$ 2,617,485
FY 14/15	1	4,677	2,500	\$ 580,225	\$ 5,038,450
Total OCC Bookings	17	34,321	34,500	\$ 2,236,040	\$ 21,431,765

4TH QUARTER - ROOM NIGHTS FROM SINGLE HOTEL BOOKINGS				
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact
FY 09/10	20	4,311	68,141	\$ 1,670,863
FY 10/11	39	15,920	251,636	\$ 12,649,583
FY 11/12	14	7,026	111,055	\$ 4,012,040
FY 12/13	1	200	3,161	\$ 175,334
Total Other Bookings	74	27,457	433,992	\$ 18,507,821

Travel Portland, in conjunction with OCC staff, has engaged a firm to develop a new tool to estimate Community Economic Impact. You will see estimations on this report while the final report is being produced.



# CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	50	153	4	37	27	65
OCC Lost Leads due to OCC space & availability	2	7	0	1	1	3
OCC Lost Leads due to hotel package & availability	9	40	3	13	1	10
Lead Conversion Percentage	44%	42%	100%	30%	36%	31%
Annual Goal – 28% - 31%						

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
Account Name	Groups	Reason	Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact
Subtotal	6	Hotel - HQ	35,289	18,100	\$ 911,582	\$ 4,207,142
Subtotal	5	Geographic	8,147	17,900	\$ 1,012,972	\$ 11,825,882
Subtotal	3	Hotel - Under One Roof	6,120	2,750	\$ 87,978	\$ 1,188,488
Subtotal	2	Board Decision	8,950	2,700	\$ 233,478	\$ 2,601,756
Subtotal	2	Date Availability - OCC	13,578	4,000	\$ 145,360	\$ 2,261,040
Subtotal	2	Perceived Destination Draw	3,930	1,700	\$ 143,465	\$ 1,329,674
Subtotal	1	Client Postponed Search	6,265	2,500	\$ 57,125	\$ 670,800
Subtotal	1	Hotel - Meeting Space Issue	1,457	550	\$ 74,272	\$ 870,485
Subtotal	1	Weak Local Support	5,850	2,500	\$ 580,225	\$ 5,038,450
Total OCC Lost	23		89,586	52,700	\$ 3,246,457	\$ 29,993,717

Travel Portland, in conjunction with OCC staff, has engaged a firm to develop a new tool to estimate Community Economic Impact. You will see estimations on this report while the final report is being produced.

# CONVENTION SALES

## 4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS

Account Name	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Arrival
Total OCC Cancellations	0	N/A	0	0	N/A	N/A	N/A

## 4TH QUARTER INDUSTRY TRADE SHOWS AND EVENTS

Trade Show/Event	Location
PCMA New York	New York, NY
3-City Green Tea Event	Chicago, IL
Simpleview Summit	Tucson, AZ
Chicago "Portland Event" and Sales Mission	Chicago, IL
Wa., D.C. "Portland Event" and Sales	Washington, D.C.
ConferenceDirect	Atlanta, GA
Society of Govt. Meeting Professionals	Kansas City, MO
Springtime D.C.	Washington, D.C.
Spring Portland Familiarization Trip	Portland, OR
PCMA Educational Conference	Montreal, CAN

# CONVENTION SERVICES

Activity Description	4th Quarter	YTD
Distribution of Promotional Pieces	38,509	152,056
Meeting Planning Assistance - Services Leads	459	2,969
Pre-Convention Site Tours	13	46
Pre-Convention Attendance Building	14	32
Housing - Convention Room Nights	6,578	13,843

4th QUARTER INDUSTRY SITE TOURS, TRADE SHOWS AND PROMO TRIPS					
Organization	Organization Location	Promotional Trip	Site Visit	OCC	Non-OCC
Welsh National Gymanfa Ganu Association	Chicago, IL		X		X
American Mensa, LTD	Arlington, TX		X	X	
National Coalition of Deaf People of Color	Rochester, NY		X	X	
American Industrial Hygiene Assn.	Fairfax, VA	X		X	
Air-Conditioning, Heating & Refrigeration	Arlington, VA		X		X
Natl Assn of County Recorders, Election Officials and Clerks	Morrisville, NC		X		X
Public Risk Management Association	Alexandria, VA		X	X	
American Mensa, LTD	Arlington, TX		X	X	
Tektronics	Beaverton, OR		X	X	
American Society of Brewing Chemists	St. Paul, MN	X		X	
Society of Environmental Toxicology and Chemistry	PENSECOLA, FL		X	X	
Medicaid Management Information Systems	Shrewsbury, MA		X	X	
International Congress on Developmental Origins of Health and Disease 2011	Portland, OR		X		X
American Industrial Hygiene Assn.	Fairfax, VA		X	X	
American Wind Energy Association	Washington, DC		X	X	

# MARKETING

	4th Quarter	YTD
Website: User Sessions*	438,918	1,590,531
<i>Portland Travel Update</i> : click-through rate	9.2%	7.3%
Portland Perks: room nights (arrivals) at participating hotels	3,072	10,203

## Marketing highlights:

### Online initiatives

Travelportland.com: Completing work with external vendor to modernize website management systems; overhauling navigation, content and partner listings in order to bring sweeping usability enhancements to our customers. Ongoing engagement with consumers via Twitter (approximately 16,800 followers) and Facebook (nearly 10,000 fans). Launched Flickr group, which has already amassed nearly 400 user-submitted Portland photos, which can be used across Travel Portland’s online channels.

### Cultural tourism marketing

Cultural tourism: Development of public art walking map (in partnership with Regional Arts & Culture Council), online attractions pass (in partnership with attractions group and Box Office Tickets/Hulahub), online events calendar (in partnership with Box Office Tickets/Hulahub), and rack card/brochure (in partnership with Portland Art Focus).

### Convention Sales marketing support

Convention Sales marketing support: Sponsorship of “eco-tain your attendees” webinar (273 registrants) with Successful Meetings magazine; continued partnership with Successful Meetings to reach targeted market segments via e-newsletter campaign; print and online advertising with Association Management and Smart Meetings; development of ASAE tradeshow booth and pre-show mailer; concept work for revised convention sales tradeshow booths; evaluation of request for services (RFS) proposals for marketing/advertising agency.

### Consumer marketing

Consumer marketing: Promotion (P.R., advertising, viral videos, social media, pay-per-click investment) and extension of “Perks + \$50” campaign (results: from March through May, Perks arrivals totaled 3,531 room nights, a 31.9 percent increase over the same dates last year). Partnership with Downtown Marketing Initiative on Dining Month Portland and Compassion Coupon campaigns.

\* In addition to tracking this standard website metric, Travel Portland will identify conversion points and establish baseline measurements for the bureau’s overall online presence (Travelportland.com, blog, GoSeePortland, Twitter, Facebook and other social media).

# COMMUNICATIONS & PUBLIC RELATIONS

	4TH QUARTER	YTD
Total Dollar Value	\$3,257,485	\$10,596,462
MERC Value	\$118,764	\$400,713
OCC Value	\$44,285	\$300,684
Multicultural Value	\$0	\$1,014,556
LGBT Value	\$0	\$153,891
Total Placements	83	351
MERC Placements	25	52
OCC Placements	12	38
Minority Placements	0	11
LGBT Placements	0	9
Audited Circulation	84.5 million	341.4 million

†No multipliers are used to calculate media values.

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

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

TOTAL CONTRACT	4TH QUARTER	YTD
MERC Value	\$118,764	\$400,713
Direct Costs	\$39,778	\$103,727
ROI	3.0	3.9
Multi Cultural Value	\$0	\$1,014,556
Multi Cultural Direct Cost	\$37,500	\$79,225
Minority ROI	0	12.8
Annual Goal 6.5 to 1		

# PARTNER SERVICES, TOURISM AND VISITOR INFORMATION SERVICES

PARTNER SERVICES		
	4th Quarter	YTD
Revenue	\$96,850	\$469,872
Active Partners		
New	35	124
Cancellations	56	173
Current Active Partners	740	740

TOURISM SALES		
	Quarterly Total	YTD Total
<b>Client Contacts</b>		
Trade Shows, Events, Inquiries and Sales Calls	277	1,398
Leads/Referrals Sent	280	1,287
<b>FAMS/Research &amp; Site Visits</b>		
# of Companies	26	90
# of Attendees	32	109
<b>Published Itineraries/Pkgs/Departures/Contracts</b>	878	1,047
<b>Number of Room Nights by County - Receptive Tour Operators report Room Nights at fiscal year end.</b>		
Clackamas County	280	4,545
Columbia County	0	0
Multnomah County	12,073	16,056
Washington County	0	208
Mt. Hood/Gorge	0	0

VISITOR INFORMATION SERVICES		
	Quarter	YTD
Visitor Information Total Visitors	167,446	580,288
Volunteer Hours	1,271	9,372
Retail Sales	\$ 5,381	\$ 19,907

# OPERATIONS

AFFIRMATIVE ACTION GOALS 2009-10					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	June 30, 2010		2009-10		
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	14	86%	65%	Maintain
Total	37	50	74%	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	14	29%	15%	Maintain
Total	6	50	12%	15%	Improve
This report is based on current full-time staff.					

# OPERATIONS

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## FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

### HIRING

Travel Portland hired no new employees in the 4th quarter. Recruiting and special considerations are always made for applicants in the MERC FOTA. Travel Portland currently has four employees who reside in the MERC FOTA.

### PURCHASING

Travel Portland expended a total of \$119,160 with businesses in the FOTA area for 12 months ending June 30, 2010.

### PARTNERSHIP

Travel Portland currently has 74 member businesses within FOTA and 55 minority and 87 women-owned businesses as its partners.

## MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE TWELVE MONTHS ENDING JUNE 30, 2010

For the last 21 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 2009-10, Travel Portland expended **\$650,848** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$103,491 or 16 percent** was spent with **minority/women-owned or emerging small business enterprises**.



**FY 2010 Travel Portland/MERC Contract Budget Financial Report**  
4th Quarter FY09-10

Description	FY 2010 Convention Sales, Marketing & Services			
	Quarterly Spending thru 06/30/10	Year-to-Date 06/30/10	Total Budget	% of spending to total budget
<b>Direct Sales:</b>				
<u>Portland office:</u>				
Professional services	225,198	835,815	876,286	
Direct expenses	116,493	219,238	103,803	
<b>Total Portland office</b>	<b>341,691</b>	<b>1,055,053</b>	<b>980,089</b>	<b>108%</b>
<u>Washington DC office:</u>				
Professional services	70,070	250,425	202,230	
DC Client events	5,472	7,879	6,100	
Direct expenses	9,021	28,527	32,727	
<b>Total DC expenses</b>	<b>84,563</b>	<b>286,831</b>	<b>241,057</b>	<b>119%</b>
<u>Chicago office:</u>				
Professional services	24,050	104,650	92,690	
Chicago client events	4,689	8,789	8,575	
Direct expenses	4,284	14,063	14,738	
<b>Total Chicago expenses</b>	<b>33,023</b>	<b>127,502</b>	<b>116,003</b>	<b>110%</b>
Fall & Spring FAM	6,737	83,848	58,178	144%
Site Visits	11,667	55,413	68,000	81%
Bid/Sales Trips	6,712	18,181	14,322	127%
Niche & Green Fam	16,626	59,544	19,000	313%
Local Promotions	1,519	14,581	9,825	148%
Tradeshows	35,320	194,978	132,018	148%
Road Shows	37,262	47,765	47,450	101%
Research	28,800	58,380	50,000	117%
Three City Alliance	5,460	35,071	31,000	113%
Focus Group/Client Input	35,483	38,065	-	100%
<b>Total Direct Sales</b>	<b>644,863</b>	<b>2,075,212</b>	<b>1,766,942</b>	<b>117%</b>
<b>Marketing:</b>				
Professional Services	33,818	150,041	163,227	
E-Marketing	61,134	223,908	82,309	
Minority Advertising	-	-	-	
Direct Mail/Advertising	32,145	331,467	323,184	
<b>Total Marketing</b>	<b>127,097</b>	<b>705,416</b>	<b>568,720</b>	<b>124%</b>
<b>Publication Relations:</b>				
Professional Services	10,253	58,148	60,378	
Minority Professional Services	37,500	79,225	125,000	
Writer/Editors program	29,525	45,579	9,257	
<b>Total PR</b>	<b>77,278</b>	<b>182,952</b>	<b>194,635</b>	<b>94%</b>
<b>Convention Services:</b>				
Professional Services	45,928	200,886	215,310	
Direct servicing costs	40,459	76,583	-	
Pre-Con site visits	3,781	16,910	16,100	
Attendance Building trips	10,987	49,664	22,975	
Convention housing	9,625	29,820	40,886	
<b>Total Convention Services</b>	<b>110,780</b>	<b>373,863</b>	<b>295,271</b>	<b>127%</b>
Minority Marketing:	-	-	-	
Professional Services	32,128	129,554	-	
<b>Total Minority Marketing</b>	<b>32,128</b>	<b>129,554</b>	<b>-</b>	<b>-</b>
<b>Contract Administration:</b>				
Minority Professional Services	-	-	-	
Professional Services	77,440	290,313	206,475	
<b>Total Contract Admin.</b>	<b>77,440</b>	<b>290,313</b>	<b>206,475</b>	<b>141%</b>
<b>Total OCC Sales &amp; Marketing</b>	<b>1,069,586</b>	<b>3,757,310</b>	<b>3,032,043</b>	<b>124%</b>

TRAVEL PORTLAND  
STATEMENT OF FINANCIAL POSITION  
June 30, 2010

ASSETS	June 30, 2010	June 30, 2009	Variance
<u>Current assets:</u>			
Petty Cash	\$ 75	\$ 75	\$ -
Cash In Bank-Operating	972,072	227,034	745,038
Cash In Bank-Savings	60,113	68	60,045
Cash In Bank-Certificate of Deposit/Money Mkt	600,475	900,465	(299,990)
MERC Receivable	407,636	437,683	(30,046)
City Receivable	25,197	36,074	(10,877)
Partnership Receivable	66,727	28,129	38,598
Account Receivable-DMI	5,465	0	5,465
RCMP Receivable	104,172	141,153	(36,981)
VDF Receivable	58,569	40,257	18,312
Receivable Other	0	31,773	(31,773)
Miscellaneous Receivable	83,627	70,840	12,787
Promissory Note Receivable	5,000	0	5,000
Due from Foundation	0	0	0
Allowance for bad debts	0	(8,000)	8,000
Prepaid Expense	142,681	152,641	(9,961)
	<u>2,531,810</u>	<u>2,058,191</u>	<u>473,618</u>
<u>Property and equipment:</u>			
Furniture & equipment	77,311	85,525	(8,214)
Less: accum. depreciation	(33,118)	(29,641)	(3,477)
	<u>44,193</u>	<u>55,885</u>	<u>(11,692)</u>
Computers	183,555	206,161	(22,606)
Less: Accum. Depreciation	(126,604)	(119,491)	(7,113)
	<u>56,951</u>	<u>86,670</u>	<u>(29,719)</u>
Automobiles	66,667	66,667	0
Less: Accum. Depreciation	(41,111)	(27,778)	(13,333)
	<u>25,556</u>	<u>38,889</u>	<u>(13,333)</u>
Leasehold Improvements	71,824	71,824	0
Less: Accum. Depreciation	(66,465)	(57,379)	(9,086)
	<u>5,359</u>	<u>14,445</u>	<u>(9,086)</u>
<u>Other assets:</u>			
Restricted cash and cash surrendered value of Life Insurance for deferred compensation	221,431	147,210	74,222
Employee advances	5,700	7,100	(1,400)
	<u>227,131</u>	<u>154,310</u>	<u>72,822</u>
TOTAL ASSETS	<u>\$ 2,891,000</u>	<u>\$ 2,408,390</u>	<u>\$ 482,610</u>

LIABILITIES & NET ASSETS

<u>Current liabilities:</u>			
Accounts payable	\$ 572,825	\$ 243,256	329,570
Accounts Payable Educational Foundation	1,630	999	631
Advance MERC	0	0	0
Account Payable DMI	0	0	0
Accrued payroll costs	114,881	103,315	11,566
Accrued Incentive	189,117	176,485	12,633
Accrued expenses	58,493	48,375	10,118
Accrued longevity award	159,956	173,588	(13,632)
Total current liabilities	<u>1,096,903</u>	<u>746,018</u>	<u>350,885</u>
<u>Other liabilities:</u>			
Rent payable	44,448	0	44,448
Deferred Income-Mtg Incentive	0	0	0
Deferred revenues-wells fargo	1,273	0	1,273
Deferred revenues-marketing	11,250	13,000	(1,750)
Deferred partnership dues-2009-10	(20,628)	229,201	(249,829)
Deferred partnership dues-2010-11	285,605	0	285,605
Deferred revenues-VDF	(131,159)	0	(131,159)
Deferred compensation	208,181	133,960	74,222
Housing Conference Deposits	844	150	694
Total other liabilities	<u>399,813</u>	<u>376,311</u>	<u>23,502</u>
<u>Net assets:</u>			
Unrestricted net assets, at beginning of year	1,286,062	1,214,362	71,700
Increase In net assets for year ended 06-30-2010	108,222	71,700	36,523
Total net assets	<u>1,394,284</u>	<u>1,286,062</u>	<u>108,222</u>

Travel Portland

TRAVEL PORTLAND  
STATEMENT OF ACTIVITIES  
FOR THE MONTH OF JUNE, 2010, AND THE YEAR ENDED JUNE 30, 2010

	Current Month Actual	Current Month Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	25,676	32,096	-6,420	2,838,300	2,644,483	3,111,156	7%	-9%
MERC	303,153	273,172	29,981	3,032,043	3,032,043	3,057,043	0%	-1%
TOT/CULTURAL	22,383	21,675	708	190,875	260,100	325,009	-27%	-41%
DUES	59,221	42,954	16,267	503,581	465,987	300,920	8%	67%
FEES	73,805	30,775	43,030	393,764	265,460	230,716	48%	71%
CO-OP	160,121	65,471	94,650	970,983	888,680	1,268,885	9%	-23%
INTEREST INCOME	221	750	-529	3,937	9,000	5,846	-56%	-33%
<b>TOTAL REVENUE</b>	<b>644,581</b>	<b>466,893</b>	<b>177,688</b>	<b>7,933,484</b>	<b>7,565,753</b>	<b>8,299,575</b>	<b>5%</b>	<b>-4%</b>
EXPENSES:								
CONVENTION SALES	315,659	248,236	67,423	2,302,484	2,365,995	2,177,571	-3%	6%
TOURISM SALES	120,742	74,843	45,899	789,916	855,906	894,763	-8%	-12%
MARKETING & COMMUNICATIONS	234,739	140,709	94,030	2,039,471	2,110,915	2,402,504	-3%	-15%
CONVENTION & VISITORS SERVICES	88,931	77,226	11,705	819,203	803,845	852,961	2%	-4%
PARTNERSHIP SERVICES	43,018	27,494	15,524	323,609	301,653	320,764	7%	1%
EVENTS	43,834	40,429	3,405	155,931	157,460	151,502	-1%	3%
PROGRAM SUPPORT	180,739	125,061	55,678	1,394,647	1,305,946	1,427,810	7%	-2%
<b>TOTAL EXPENSES</b>	<b>1,027,662</b>	<b>733,998</b>	<b>293,664</b>	<b>7,825,261</b>	<b>7,901,720</b>	<b>8,227,875</b>	<b>-1%</b>	<b>-5%</b>
<b>NET REVENUE OR (LOSS)</b>	<b>-383,082</b>	<b>-267,105</b>	<b>-115,977</b>	<b>108,222</b>	<b>-335,967</b>	<b>71,700</b>	<b>-132%</b>	<b>51%</b>

# TRAVEL PORTLAND BOARD OF DIRECTORS

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Steve Faulstick, Chair  
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Steve Jung, Vice Chair, Convention Sales Steering Committee Chair  
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Connie Hunt, Past Chair  
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Portland Marriott Downtown Waterfront

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Dan Saltzman  
City of Portland

Nancy Stueber  
OMSI

Randall Thayer  
Sheraton Portland Airport Hotel

Brett Wilkerson  
North Pacific Management

# APPENDIX I – 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 504 major media requests and hosted 112 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$10,596,462 (105.8 percent of our total fiscal year goal) in positive media coverage for the region.

## MERC/Oregon Convention Center Media Coverage

### Oregon Convention Center Coverage:

1. **Association News** (April 2010 / \$11,685)  
Print magazine for meeting planners  
"Naturally Attractive" feature on Oregon and Washington convention and meeting venues  
*Article placed by Travel Portland*
2. **Association News** (April 2010 / \$3,000)  
Print magazine for meeting planners  
"Green Meetings: A Greater Awareness Spurs Venues to Stay Eco-Conscious"  
*Article placed by Travel Portland*
3. **Meetings West** (April 2010 / \$9,225)  
Monthly regional meeting planner magazine  
"Goodbye Rubber Chicken: Convention Center cuisine is no longer an oxymoron"  
*Article placed by Travel Portland*
4. **Meetings West** (May 2010 / \$8,225)  
"Streetcar System Plans Expansion"  
Print and online article detailing Streetcar expansion mention OCC  
*Article placed by Travel Portland*
5. **Corporate & Incentive Travel** (June 2010 / \$5,500)  
"Planning with the Planet in Mind"  
Print and online article detailing Portland as a green meeting destination. Mentions OCC  
*Article placed by Travel Portland*
6. **Associations Now** (June 2010 / \$500)  
"Environmental Connections"  
Print article quoting Mike Smith and mentioning OCC  
*Article placed by Travel Portland*

# Communications & Public Relations

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7. **Smart Meetings** (June 2010 / \$500)  
“Extreme Makeover Convention Center Edition”  
Print article mentions OCC as first LEED-Certified Convention Center  
*Article placed by Travel Portland*
8. **Meetings West** (June 2010 / \$500)  
“We Try Harder: Second-Tier Cities are Reeling in Business with Added Perks”  
Print article mentions OCC, quotes Mike Smith on Portland Convention Perks  
*Article placed by Travel Portland*
9. **SmartMeetings.com** (June 2010 / \$1,250)  
“Tips from the Trenches”  
Online article mentions OCC’s green attributes  
*Article placed by Travel Portland*
10. **TravelDailynews.com** (June 2010 / \$500)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*
11. **SmartMeetings.com** (June 2010 / \$1,250)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*
12. **Portland Business Journal** (June 2010 / \$2,150)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*

**TOTAL = 12 placements / \$44,285**

# Communications & Public Relations

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## Total MERC Coverage (stories that featured the Oregon Convention Center, Portland Expo Center or PCPA):

1. **Daily News – Longview, Wash.** (Feb. 28, 2010 / \$1,989)  
Daily newspaper  
“Four-Star Portland on a Two Star Budget” mentions PCPA, not reported last quarter  
*Article placed by Travel Portland*
2. **Association News** (April 2010 / \$11,685)  
Print magazine for meeting planners  
“Naturally Attractive” feature on Oregon and Washington convention and meeting venues  
*Article placed by Travel Portland*
3. **Association News** (April 2010 / \$3,000)  
Print magazine for meeting planners  
“Green Meetings: A Greater Awareness Spurs Venues to Stay Eco-Conscious”  
*Article placed by Travel Portland*
4. **Meetings West** (April 2010 / \$9,225)  
Monthly regional meeting planner magazine  
“Goodbye Rubber Chicken: Convention Center cuisine is no longer an oxymoron”  
*Article placed by Travel Portland*
5. **St. Louis Post Dispatch** (April 28, 2010 / \$42,815)  
Daily newspaper and online article  
“Four-Star Portland on a Two-Star Budget”  
*Article placed by Travel Portland*
- 6-15. **Postmedia Network** (May 10, 2010 / \$31,750)  
Nine placements total in Canadian daily newspapers: Montreal Gazette, Ottawa Citizen, Vancouver Sun, The Leader Post, Time Colonist, Star Phoenix, The Province, Edmonton Journal, Windsor Star  
Article mentions PCPA  
“Four-Star Portland on a Two-Star Budget”  
*Article placed by Travel Portland*

# Communications & Public Relations

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16. **Manhattan Mercury (Kansas)** (May 14, 2010 / \$650)  
Daily newspaper  
Article mentions PCPA  
“Four-Star Portland on a Two-Star Budget”  
Article placed by Travel Portland
17. **Corporate & Incentive Travel** (June 2010 / \$5,500)  
“Planning with the Planet in Mind”  
Print and online article detailing Portland as a green meeting destination. Mentions OCC  
*Article placed by Travel Portland*
18. **Corporate & Incentive Travel** (June 2010 / \$5,500)  
“Planning with the Planet in Mind”  
Print and online article detailing Portland as a green meeting destination. Mentions OCC  
*Article placed by Travel Portland*
19. **Associations Now** (June 2010 / \$500)  
“Environmental Connections”  
Print article quoting Mike Smith and mentioning OCC  
*Article placed by Travel Portland*
20. **Smart Meetings** (June 2010 / \$500)  
“Extreme Makeover Convention Center Edition”  
Print article mentions OCC as first LEED-Certified Convention Center  
*Article placed by Travel Portland*
21. **Meetings West** (June 2010 / \$500)  
“We Try Harder: Second-Tier Cities are Reeling in Business with Added Perks”  
Print article mentions OCC, quotes Mike Smith on Portland Convention Perks  
*Article placed by Travel Portland*
22. **SmartMeetings.com** (June 2010 / \$1,250)  
“Tips from the Trenches”  
Online article mentions OCC’s green attributes  
*Article placed by Travel Portland*



# Communications & Public Relations

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- 23. *TravelDailynews.com* (June 2010 / \$500)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*
  
- 24. *SmartMeetings.com* (June 2010 / \$1,250)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*
  
- 25. *Portland Business Journal* (June 2010 / \$2,150)  
“Nine DMOs achieve DMAP Accreditation”  
Mentions Travel Portland and OCC  
*Article placed by Travel Portland*

**TOTAL = 25 placements / \$118,764**

## Minority Coverage

TOTAL = 0 placements / \$0

## LGBT Coverage

TOTAL = 0 placements / \$0

# APPENDIX 2 – CONVENTION SERVICES

## Combined Travel Portland/Oregon Convention Center Survey

Overall impression of the following:							
	Excellent			Poor	N/A	Rating Average	Response Count
Overall city experience	83.3% (5)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.17	6
Overall hotel experience	83.3% (5)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.17	6
Portland International Airport	83.3% (5)	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (1)	1.00	6
TriMet MAX light rail service	50.0% (3)	33.3% (2)	0.0% (0)	0.0% (0)	16.7% (1)	1.40	6
Taxicabs/rental cars	16.7% (1)	16.7% (1)	16.7% (1)	0.0% (0)	50.0% (3)	2.00	6
Local restaurants	40.0% (2)	40.0% (2)	20.0% (1)	0.0% (0)	0.0% (0)	1.80	5
Travel Portland sales staff	66.7% (4)	33.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.33	6
Travel Portland convention services staff	83.3% (5)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.17	6
Travel Portland housing services (if utilized)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	83.3% (5)	1.00	6
Travel Portland collateral/promotional materials	83.3% (5)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.17	6
Quality and user-friendliness of the Travel Portland website	66.7% (4)	16.7% (1)	0.0% (0)	0.0% (0)	16.7% (1)	1.20	6
How did the destination perform as a team?	83.3% (5)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.17	6
How did Portland deliver compared to what was requested?	66.7% (4)	33.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.33	6
How was your experience of Portland as a green/sustainable city?	60.0% (3)	20.0% (1)	0.0% (0)	0.0% (0)	20.0% (1)	1.25	5
Is there anything Travel Portland could have done to enhance your experience?							1
						<b>answered question</b>	<b>6</b>

**Materials following this page are  
attachments to the public record.**

# The Queen of Green

By Vickie Mitchell

Small Market Meetings

In Portland, Ore., green has been more than a color for a long time. As other cities have scrambled to board the sustainability train, Portland had left the station, already miles ahead of its peers. In 2008, it was declared America's Greenest City, by *Popular Science*, a place where 63 percent of citizens recycle, 5,000 ride bicycles to work and 300,000 commute by buses, light rail and streetcars.

*In terms of green, Portland LEEDs*

For groups that aim to hold meetings that are gentle on the earth, Portland is heaven. Its convention center is Leadership in Energy and Environmental Design (LEED) certified. So are a number of its hotels and off-site meeting spaces. Its restaurants delight in turning old barns into tables and old tables into cutting boards.

Portland also sustains itself in the food and beverage department, heaping its dining tables with locally grown produce and freshly caught fish, brewing its own beverages at 38 craft breweries and 62 area wineries.

"People who come here expect that because that's who we are, and we promote the heck out of it," said Lindsey McBride, a public relations professional.

"It is a part of our daily life," said local Barb Lee, who oversees events at BridgePort Brewing Co.

Even meetings and conventions not in tune with the environment find much to like and to learn in what is not only one of America's most progressive cities, but also one of its most interesting and inviting.



Courtesy Nel Centre



Courtesy Travel Portland



Courtesy Oregon Convention Center

The Oregon Convention Center, top, is among the many green elements of Portland, the country's greenest city, according to *Popular Science* magazine in 2008. A system of streetcars, above center, and light rail trains offers free transportation throughout downtown. Innovations like rain gardens, right, are in use at the convention center. Nel Centre, left, is among a number of restaurants that promote sustainability with local fare.

*Using ingenuity to save energy*

Portland's biggest green endeavor, at least in terms of square footage, is the Oregon Convention Center, across the Willamette River from the central business district.

The first convention center in the United States to achieve LEED recertification at a higher level than it originally achieved, the 19-year-old facility nearly doubled in size in 2003.

A 5-acre roof shelters almost 1 million square feet of space and collects rainfall, routing it into a boulder- and plant-filled rain garden that edges the convention center's river side. The rain garden filters the water and returns it to the river.

The center also recycles more than 250 tons of materials each year, and easy-to-use recycling bins allow attendees and exhibitors to do their part.

Not to be content, the center continues to look at ways to be greener. It has

accelerated its composting program; induction lighting to be installed in exhibit halls will cut energy use in those spaces by 50 percent.

Already, about half of the center's energy needs are supplied by wind energy; it will grab another 10 percent to 12 percent from the sun when a solar energy system is installed on its roof this year.

"We are moving toward 100 percent renewable energy," said Brittin Witzenburg, sustainability coordinator.

"If you come to the Oregon Convention Center, you are having a green meeting whether you like it or not," added Matt Pizzuti, director of sales and marketing.

Most will like it, particularly when they realize that the center's green efforts allow it to keep operational costs in line. "Last year, we didn't raise any of our fees," said Pizzuti.

The center also sustains in other

ways. Like other construction projects in Portland, it was required to spend 1 percent of the cost of its project to buy public art. The money was well spent on whimsical pieces like a dragon boat that hangs in one atrium and a glass sculpture inspired by the ginkgo, a primordial tree of Oregon, in the concourse. The center also promotes fun with a new bar called Stir, where the signature drink is the Solartini.

The convention center's stumbling block is the lack of an upscale attached hotel, which has long been discussed but is going nowhere because of the economy. Two hotels, the Inn at the Convention Center and a Red Lion Hotel in Portland Convention Center are nearby.

*Lack of sales tax means savings*

The separation from downtown created by the river is easily overcome thanks to a light rail system that stops at

Courtesy Oregon Convention Center

the convention center and whisks riders to downtown in 10 to 15 minutes.

And, as Travel Portland, the city's convention bureau, points out, the divide is easy to overlook when meeting planners consider the savings of 16 percent to 22 percent realized because there is no sales tax and no tax on food and beverages in the city.

#### Old Armory becomes trend-setter

Another leader in green design is the Gerding Theater at the Armory, primarily the home of Portland Center Stage, and a popular meeting and events venue since it opened four years ago.

The building is Portland's old Armory, a fortress of brick and stone built in 1891. Like other buildings that are now part of the Pearl entertainment district, the Armory had fallen on hard times. It was slated to be torn down but locals were determined to save it.

"Our citizens hate to throw anything away," said Deborah Wakefield, former vice president of communications for Travel Portland. "There was an uprising."

Thus began a restoration that made the old armory the first building on the National Register of Historic Places to receive LEED Platinum status.

To give a building with 20,000 square feet of space more than twice that, crews dug 30 feet below the floor of the old building. Today the building houses a 500-seat main stage theater, a 200-seat black box theater and a three-story lobby and mezzanine where reception-goers can admire original roof supports made from Douglas fir, the state tree.

Architects and developers from other cities are frequent visitors, examining green elements such as a system that collects rainwater from the roof to water landscaping and flush toilets.

#### A neighborhood space and meeting place

In addition to 450 performances each year, there are about 750 events at the old armory, making good on city leaders' promise that the facility would be a neighborhood space.

"Yes, we wanted a wonderful theater



By Errin Iwui Photography



By Allan Bruce Zee

Portland's Lan Su Chinese Garden, left, was a parking lot until 65 Chinese artisans turned it into an oriental oasis. The Portland Japanese Garden, above, has five styles of garden under a canopy of Douglas fir. The garden is on a hill above downtown Portland.

- Portland has more LEED (Leadership in Energy and Environmental Design) certified buildings per capita than any city in the country.

- Taking the light rail from the airport to downtown costs about \$5 one way versus \$30 for a cab.



Courtesy Travel Portland

- Zipping around downtown and across the river to the convention center on the MAX light rail and Portland streetcar costs nothing in the 330-block Fareless Square.

- About a half dozen Portland hotels are Green Seal certified.

**Bikers cross the Willamette River near downtown.**

space but there was a strong sense of wanting it to be a community space as well," said Cynthia Fuhrman, marketing and communications director.

Reusing old buildings like the Armory is another way Portland promotes sustainability. The hotel sector has been particularly attuned to giving old buildings new lives. Portland's four newest hotels are rehabs of old buildings.

The most notable is the Nines, the former 1909 Meier and Frank department store, now a 331-room hotel with

enough original artwork — 419 pieces hand-picked by Paige Powell, a protegee of Andy Warhol's — to stock a good-size museum. The Nines is part of the Starwood Collection and served as the headquarters hotel for SC09, an international computing conference that returned to the Portland Convention Center last fall after meeting there in 1993 and 1999.

The Nines has earned LEED Silver certification. Its water-conserving plumbing fixtures save 400,000 gallons of water a year; 90 percent of the 24 million pounds of debris created by the renovation was diverted from landfills.

From its hyperactive lobby, which operates like a giant great room with a bar, a restaurant and cliquy conversation areas to its rooftop bar, the Nines is no sleepy city hotel. It occupies the top 10 floors of the building; below it a Macy's department store occupies the building's first five floors.

#### This library is not just for reading

Among its surprises is the Library, a casual room off the lobby outfitted with 3,000 books from Powell's, the noted Portland bookstore; photos taken by director, musician and author Gus Van Sant; and a billiard table. An "unexpected find" is how Laura van Daal, director of sales and marketing, described it.

An entire floor just below the lobby, is dedicated to meetings, 13,500 square

#### Travel Portland

1000 S.W. Broadway, Suite 2300  
Portland, OR 97205  
(800) 962-3700 or (503) 275-0750  
(503) 275-9284 Fax  
www.travelportland.com

**Accolades:** Portland was named the "Greenest City in America" by *Popular Science* in 2008. In 2004, the Oregon Convention Center (OCC) became the first convention center in the country to attain LEED-EB certification; its 2008 LEED-EB Silver ranking made it the first to achieve recertification at a higher level. Portland is also *Bicycling* magazine's No. 1 cycling city in North America and one of the top 10 fittest cities according to *Men's Health*.

**What's new:** Several new hotels have opened downtown in revamped buildings including the 256-room Courtyard by Marriott City Center, which received a LEED Gold designation; the Nines, a 331-room luxury hotel in a landmark former department store and the Hotel Modera and Hotel Fifty, makeovers of old downtown hotels. A new light rail line connects Union Station and Amtrak travelers with downtown Portland and Portland State University. Travel Portland launched its online Green Meetings Toolkit to assist those who want their events and meetings to be more sustainable.

**Hotel rooms:** There are 20,000 in metro Portland and 7,000 downtown.

**Getting there:** Portland International Airport, recognized as a business traveler's favorite by *Condé Nast Traveler*, offers non-stop service to about 50 cities worldwide. It is 20 minutes from downtown Portland by car or about 40 minutes by light rail. In the downtown core, visitors and locals can ride the light rail and streetcars free in a 330-block area. Interstate 5 passes through Portland. It connects San Diego to Vancouver, B.C., and passes through Seattle, Sacramento, Calif., and Los Angeles along the way.

**Location:** Portland sits on the Willamette River near its confluence with the Columbia River in northwest Oregon, minutes from Vancouver, Wash., and the Washington state line. Seattle is 170 miles north; Eugene, Ore., is 110 miles south; Salem, Ore., is 45 miles south; Bend, Ore., is 178 miles southeast and the coast is about 75 miles west. The nearest glacier is 65 miles away on Mount Hood.



By Jack Oakhurst

An ambitious renovation saved Portland's old armory building in the Pearl District and turned it into the Gerding Theater at the Armory, home to theater performances and special events.

feet in all that includes a 7,100-square-foot ballroom and several sunny board rooms. A special-event space replicates Meier and Frank's tearoom, a favorite of longtime Portland residents.

Around the corner and down the street, an old Day's Inn motor lodge is now a mod, mid-century hotel, home to Nel Centro, a restaurant where owner-chef David Machado preaches and practices sustainability, from tables "made from a barn in Bend," according to publicist McBride, to meals fragrant with fresh herbs that accentuate the menu's Mediterranean influences.

Like the Nines, Hotel Modera is packed with local art, about 500 pieces, and the 168-room hotel has about 2,500 square feet of meeting space, including a private dining area.

One of the most interesting features of the hotel, a member of Small Luxury Hotels of the World, is a courtyard where a 60-space parking lot once sat.

Pavement was replaced by outdoor seating around firepits, landscaping and even a living wall that filters rainwater.

"This went from being an eyesore to an asset," said McBride.

#### *The Orient, expressed*

Portland is also green in the more traditional sense, with plenty of parks and green spaces. Among its most arresting landscapes are its Japanese and Chinese gardens, both of which do a lively meeting and event business.

Shaded by Douglas firs, the Portland Japanese Garden is a sloped and terraced 5 and a half acres above the city in Washington Park. The tract was once home to the Portland Zoo; a waterfall now spills over the den where the zoo's bears lived.

After 10 years of dreaming and planning, the garden opened in 1967. It was designed by Takuma Tono, a professor from Japan.

Not one, but two Japanese ambassadors have proclaimed it the most authentic Japanese garden. One ambassador said it was the most authentic garden outside Japan; the other proclaimed it the most authentic among all Japanese gardens.

Five gardens set different moods, from a strolling garden with an arching bridge to a flat garden of raked sand and stone. The goal was to create "a Northwest garden with Japanese flair," said Kerry Cobb, director of marketing and communications.

Dinners for 100 can be held in the garden's low-slung Japanese pavilion, with an adjacent deck that boasts one of the city's best views of snow-topped Mount Hood.

#### *A parking lot becomes paradise*

When you step inside Lan Su Chinese Garden, it is hard to believe that just 10 years ago this urban oasis, a block from the light rail line in Portland's Chinatown, was a parking lot.

It took 65 Chinese artisans from Portland's Sister City, Suzhou, a year to build the pond, pavilions, pathways and



The atrium at The Nines is a giant great room with a restaurant, bar and cozy conversation areas, decorated with part of the hotel's 418-piece art collection.

Courtesy The Nines

the garden's centerpiece, an authentic tea house. Because plants could not be imported from China, the garden designer found plants and trees in area neighborhoods. Citizens willingly donated their landscaping for the project.

"A lot of people come here and have a personal connection because one of their plants lives here," said Wakefield.

Four minutes from the Oregon

Convention Center by light rail, the garden sees its share of conventioners.

"Literally every conference that comes to town, we get people who sneak over here," said Scott Steele, the garden's communications manager, who has seen more than one visitor dragging their rolling luggage through the garden, making a stop enroute to the airport.

The walls of the garden and the tin-

## Rough warehouses are basis for city's gem, the Pearl District

For restaurants that offer not just sustenance, but also sustainability — and private dining spaces to boot — the Pearl District is packed with possibilities.

The district's name comes from a gallery owner who likened the old warehouse district on downtown Portland's edge to a pearl in an oyster shell — a luminous gem encased in a rather rough exterior.

The Pearl is a story of recycling, where aged warehouses have been resuscitated, shifting their purpose from storage and manufacturing to stores, shops, restaurants and housing.

Among the Pearl's anchors is Bridgeport Brewing, which turned 25 in 2008. BridgePort is also Oregon's oldest craft brewery.

The Pearl has definitely changed since the pub's founders set up shop in an old three-story rope factory.

In BridgePort's formative years, patrons ordered at the counter then sat elbow to elbow at picnic tables indoors, pizza and beer in hand.

As nicer restaurants moved and competition expanded, the brew pub "grew up with the neighborhood," said Barb Lee, the restaurant's event planner. It remodeled three years ago, and now has table service and a wider choice of casual food.

The brew pub has two private meeting



Courtesy Andina

Tupai, which means gathering place in Quechua, is the newest and largest private event space at Andina, a family-owned Peruvian restaurant in Portland's Pearl entertainment district.

areas, a room just off the dining area with glass windows that keep guests connected to what's happening in the pub, and a banquet hall upstairs with wood floors, a bar and windows for natural light.

In terms of the environment, BridgePort is also a leader. Adept composting has reduced its landfill load by 75 percent; it sells old fry oil for biodiesel production and spent grains and yeasts to farmers for their livestock. Pub tables are made from a post-consumer recycled material.

A newer addition to the Pearl is the family-owned Andina, where everything from food to art to staff is Peruvian.

Inventive chefs pair ingredients used in Peru with the culinary traditions of other cultures and come up with dishes like mahi mahi over shitake mushrooms and smoked bacon, with a bok choy broth and asparagus

quinoa fried rice.

Like Bridgeport, Andina has heeded the demand for private meeting spaces. Its lower level is a collection of small spaces — the vibrant orange walls in Tourmaline, with seating for 20, can be combined with the adjacent George V room, a former antiques store with walls of buttery yellow and native Peruvian art. It accommodates up to 50. Bins of wine stretch along the top of the walls in the Pearl Wine Shop, with seating for 16.

Andina's most recent addition is Tupai (Quechua for "gathering place") an upstairs room with a 20-foot ceiling, eucalyptus floors, large windows and its own kitchen and full-service bar. It seats 65 for dinners.

Andina's most recent addition is Tupai (Quechua for "gathering place") an upstairs room with a 20-foot ceiling, eucalyptus floors, large windows and its own kitchen and full-service bar. It seats 65 for dinners.

There are many ways groups can use the garden — a traditional reception, organized garden tours; group tai chi sessions or a tea ceremony in the teahouse.

In addition to being a place of solitude, the garden is a place of peace, where prickly meetings are smoothed by the soothing sounds and scents that are a surprise in the middle of the city.

That is the reason Chinese gardens were built, is to bring nature to urbanites," said Jane DeMarco, managing director. "You can come in here and feel less agitated. People come in and you see the tension just flow."

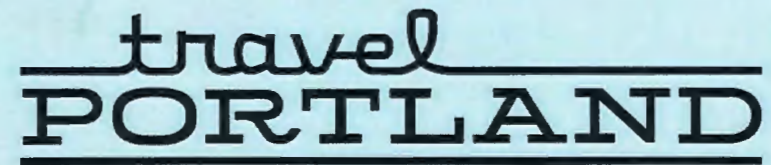
It is hard to be too tense in the city of a half a million, perhaps because Portland manages to be so easy to navigate. Public transit takes the headache out of getting around, a walkable downtown and riverfront make it easy to stretch the legs and 4,500 restaurants makes it a pleasure to dine out.

DeMarco believes the Lan Su Chinese Garden "improves the RSVP quota" of the meetings and events held there. Those who've met in Portland likely say the same about Oregon's largest city.

(503) 241-7179  
www.bridgeportbrew.com  
(503) 228-9535  
www.andinarestaurant.com



**MERC Presentation**



**Jeff Miller**  
**President & CEO**

**September 1, 2010**



# OREGON CONVENTION CENTER

## Oregon Convention Center Projected Future Revenue

Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	14	35	
Repeat OCC Bookings	3	9	
Total OCC Bookings	17	44	
Room Nights from OCC Bookings	34,321	135,515	
Future OCC Revenue Booked during FY 2009/10	\$ 2,236,040	\$ 6,440,386	
ROI OCC Bookings	\$ 2.2	\$ 2.2	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 21,431,765	\$ 61,629,536	
Total Room Nights Booked	61,778	246,050	
Total Community Economic Impact from Bookings	\$ 39,939,586	\$ 127,055,364	
ROI on Total Community Economic Impact	\$ 37.3	\$ 41.9	25.0 to 1
OCC Revenue Realized During FY 2009/10	\$ 1,382,394	\$ 9,268,663	\$ 5.75 million
OCC Revenue from OCC Bookings includes Benevolent & Protective Order of Elks - Grand Lodge's June 09 meeting due to the majority of the meeting occurring in July. Revenue is included FY 09/10.			
OCC Revenue from OCC Bookings does not include North American Gay Volleyball Association's May 10 meeting due to OCC finalizing revenue. Revenue will be included on 1st quarter report FY 10/11.			

# OREGON CONVENTION CENTER

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$9,268,663	\$5.75 million
#2	ROI on future OCC business	2.2	2.0 to 2.5
#3	Lead conversion	42%	28% - 31%
#4	Services performance survey	3.8	3.5
#5	ROI on public relations/media	3.9	6.5
#6	Community economic impact	41.9	25.0

# COMMUNICATIONS AND PUBLIC RELATIONS

TOTAL CONTRACT	4 <sup>th</sup> Quarter	2009-10 YTD
MERC Value	\$118,764	\$400,713
Direct Costs	\$39,778	\$103,727
ROI	3.0	3.9
Minority Value	\$0	\$1,014,556
Minority Direct Cost	\$37,500	\$79,225
Minority ROI	0	12.8
Annual Goal 6.5 to 1		

travel  
PORTLAND

# MEETINGS WEST

Account: 14100  
Date: 04/01/2010  
Pub Num: 121-300  
Section/Page: 35  
Page Count: 1/3

Meetings West

Circulation: 31012  
DMA: San Francisco, CA

City: San Francisco  
State: CA

CISION  
Media Monitoring

At the Walter E. Washington Convention Center in Washington, D.C., cuisine has risen to a new level since May 2009, when Philippe Chin came on board as executive chef. Chin is the youngest chef ever to be inducted into the Maitres Cuisiniers de France, the international organization of master chefs.

What does that mean for the capital's convention center?  
"It means everything," says Gregory O'Dell, president and CEO of the D.C. Sports and Entertainment Commission. "With him we can differentiate ourselves and set the standards above what they have been in the past."

Judy Jacobs, a freelance writer based in Moraga, Calif., has been writing for travel industry publications for over 20 years.



BEST DISHS: Portland's Oregon Convention Center (above) and Washington, D.C.'s Philippe Chin (below) are putting a new spin on banquet fare

CISION  
Media Monitoring

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# Goodbye, Rubber Chicken

Convention center cuisine is no longer an oxymoron

By Judy Jacobs

FROM PITTSBURGH, PA., TO PORTLAND, Ore., and many points in between, convention center kitchens have been undergoing a culinary revolution in recent years. The concept of meals for the masses is out. Restaurant-style upscale cuisine

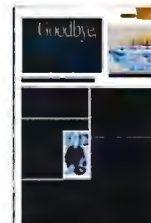
is in—and the more locally sourced and organic, the better.

Whether it's bringing a master chef to the Walter E. Washington Convention Center in Washington D.C., establishing a roof garden on the top of the David Lawrence Convention Center in Pittsburgh, or a multitude of other initiatives around the nation, convention centers are making dramatic improvements in their culinary offerings. The driving force is coming from all directions—chefs, clients, planners and the industry as a whole. And it's rapidly catching on.

"We're finding that when we sit down with the chefs and talk about what sustainable food means to us and what we'd like to see, they start getting excited about it, because it's new for them," says Amy Spatarano, CMP, principal of MeetGreen in Portland, Ore. Her company challenged the chef of Aventura Catering, the caterer for the Phoenix Convention Center, to do 25 percent local and organic food for the U.S. Green Building Council's International Greenbuild Conference and Expo, held there last November.

"The chef took it upon himself to do 45 percent. He had fun doing it and sourcing it. They hadn't done this before," she says.

While it may be new for Phoenix, other convention



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travel  
**PORTLAND**



Small Market Meetings

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**The Queen of Green**

By Wade Mitchell

Small Market Meetings

In Portland, Ore., green has been more than a color for a long time. As other cities have scrambled to board the sustainability train, Portland had left the stations, already miles ahead of its peers. In 2008, it was declared America's Greenest City, by *Popular Science*, a place where 63 percent of citizens recycle, 5,000 ride bicycles to work and 300,000 commute by bus, light rail and streetcar.

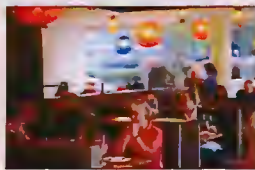
In terms of green, Portland LEEDs.

For groups that aim to hold meetings that are gentle on the curb, Portland is heaven. Its convention center is Leadership in Energy and Environmental Design (LEED) certified. So are a number of its hotels and off-site meeting spaces. Its restaurants delight in turning old barns into tables and old tables into cutting boards.

Portland also sustains itself in the food and beverage department, helping its dining tables with locally grown produce and freshly caught fish, brewing its own beverages at 38 craft breweries and 62 area wineries.

"People who come here expect that because that's who we are, and we promise the heck out of it," said Lindsey McBride, a public relations professional. "It is a part of our daily life," said local Barb Lee, who oversees events at BridgePort Brewing Co.

Even meetings and conventions not in tune with the environment find much to like and to learn in what is not only one of America's most progressive cities, but also one of its most interesting and inviting.



The Oregon Convention Center, top, is among the many green elements of Portland, the country's greenest city, according to *Popular Science* magazine in 2008. A system of streetcars, above center, and light rail trains offers true transportation throughout downtown. Invention like rain gardens, right, are in use at the convention center. Red Lion, left, is among a number of restaurants that promote sustainability with local fare.



Using ingenuity to save energy

Portland's biggest green endeavor, at least in terms of square footage, is the Oregon Convention Center, across the Willamette River from the central business district.

The first convention center in the United States to achieve LEED certification, the 19-year-old facility acuity doubled in size in 2003.

A 5-acre roof abridges almost 1 million square feet of space and collects rainfall, routing it into a boulder- and plant-filled rain garden that edges the convention center's river side. The rain garden filters the water and returns it to the river.

The center also recycles more than 250 tons of materials each year, and easy-to-use recycling bins allow attendees and exhibitors to do their part.

Not to be content, the center continues to look at ways to be greener. It has

accelerated its composting program; induction lighting to be installed in exhibit halls will cut energy use in those spaces by 50 percent.

Already, about half of the center's energy needs are supplied by wind energy; it will grab another 10 percent to 12 percent from the sun when a solar energy system is installed on its roof this year.

"We are moving toward 100 percent renewable energy," said Brittni Wittenburg, sustainability coordinator.

"If you come to the Oregon Convention Center, you are having a green meeting whether you like it or not," added Matt Pizzuti, director of sales and marketing.

Most will like it, particularly when they realize that the center's green efforts allow it to keep operational costs in line. "Last year, we didn't raise any of our fees," said Pizzuti.

The center also sustains in other

ways. Like other construction projects in Portland, it was required to spend 1 percent of the cost of its project to buy public art. The money was well spent on whimsical pieces like a dragon boat that hangs in one atrium and a glass sculpture inspired by the ginkgo, a perennial tree of Oregon, in the concourse. The center also promotes fire with a new bar called Six, where the signature drink is the Solarium.

The convention center's stumbling block is the lack of an upscale attached hotel, which has long been discussed but is going nowhere because of the economy. Two hotels, the Inn at the Convention Center and a Red Lion Hotel in Portland Convention Center are nearby.

Lack of sales are meeting savings

The expansion from downtown crossed by the river is easily overcome thanks to a light rail system that stops at



**CITY HIP, OUTDOOR SAVVY**

Portland combines the best of both worlds

By Sandi Cain



Portland Rose Festival dragon boat race

Perception is everything, the saying goes. For Portland, Ore., that's good news. Tucked up against Seattle in the far northwestern corner of the U.S., Portland has long been seen as a quirky refuge for environmentalists and outdoor enthusiasts. Now that's paying dividends as meeting organizers and their clients embrace the green lifestyle that Portlanders have lived for many years.

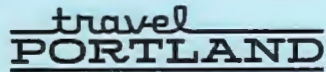
The growing awareness of green trends and a budget-conscious industry with a renewed interest in secondary markets benefit cities like Portland, which has seen an uptick in meetings business that runs counter to what others are experiencing. "There's a stronger awareness of Portland as a destination," says Brian McCarin, executive vice president of convention and tourism sales for **Travel Portland** (travelportland.com). "Planners are looking for something a little different that they feel comfortable with," he says. In fact, 2009 was one of the city's best years for groups.

101  
SMART MEETINGS

**SMART MARKET MEETINGS**

# JULY 2010 YTD

	Occupancy %		Average Daily Rate		Rev-Par		Room Revenue
	This Year	Last Year	This Year	Last Year	This Year	Last Year	
Portland Market	66.0%	61.3%	\$97.00	\$99.74	\$64.05	\$61.14	+5.7%
Portland Central City	73.3%	67.4%	\$117.83	\$118.47	\$86.42	\$79.84	+10.8%



# VDF PROJECT OBLIGATIONS AS OF JUNE 30, 2010

VISITOR DEVELOPMENT FUND  
PROJECT OBLIGATIONS  
as of June 30, 2010

	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY2014	FY2015	FY2016			
Anticipated Funding								616,950	635,459	654,522	674,158	694,158			
Funding Received	134,978	523,823	537,442	554,103	563,066	596,753	591,279								
Carryover from Previous Year	568,972	401,246	584,947	684,223	1,019,031	1,243,496	1,353,350	1,218,255	1,049,641	1,116,586	1,457,437	2,001,752			
Total Funding Available	703,950	925,069	1,122,389	1,238,326	1,582,097	1,840,249	1,944,629	1,835,205	1,685,100	1,771,108	2,131,595	2,695,910			
<b>PROJECT ALLOCATION SUMMARY</b>	<b>Total Request</b>	<b>Total Allocation</b>	<b>Paid</b>	<b>FY 2005</b>	<b>FY 2006</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY2014</b>	<b>FY2015</b>	<b>FY2016</b>
High Priority -City-wide Business															
Total High Priority programs	6,128,467	4,466,936	1,940,290	142,126	292,789	295,364	202,961	325,601	644,259	649,299	745,564	528,514	273,671	89,843	94,325
<b>PROJECT ALLOCATION SUMMARY</b>	<b>Total Request</b>	<b>Total Allocation</b>	<b>Paid</b>	<b>FY 2005</b>	<b>FY 2006</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY2014</b>	<b>FY2015</b>	<b>FY2016</b>
Secondary Priority															
Total Secondary Priority Programs	1,236,678	1,062,180	721,231	160,578	47,333	142,802	16,334	13,000	127,351	77,075	40,000	40,000	40,000	40,000	-
<b>Grand Total</b>	<b>7,365,145</b>	<b>5,529,116</b>	<b>2,661,521</b>	<b>302,704</b>	<b>340,122</b>	<b>438,166</b>	<b>219,295</b>	<b>338,601</b>	<b>771,610</b>	<b>726,374</b>	<b>785,564</b>	<b>568,514</b>	<b>313,671</b>	<b>129,843</b>	<b>94,325</b>
Net remaining funds or anticipated funds				401,246	584,947	684,223	1,019,031	1,243,496	1,068,639	1,218,255	1,049,641	1,116,586	1,457,437	2,001,752	2,601,585

# VDF GRANTS

## January 2007 - June 2010

<b>54 Groups</b>	
<b>OCC Rental</b>	<b>\$1,588,247</b>
<b>Hotel Rebates</b>	<b>\$ 650,289</b>
<b>VDF Grant</b>	<b>\$1,078,784</b>
<b>VDF ACT</b>	<b>\$ 913,498</b>
<b>*151,366 Room Nights</b>	
<b>Estimated Economic Impact</b>	
<b>OCC</b>	<b>\$ 9.0 Million</b>
<b>Citywide</b>	<b>\$81.1 Million</b>



# VDF GRANTS 2010 - 11

<b>21 Groups</b>	
<b>OCC Rental</b>	<b>\$851,539</b>
<b>Hotel Rebates</b>	<b>\$471,398</b>
<b>VDF Grant</b>	<b>\$485,951</b>
<b>*48,699 Room Nights</b>	
<b>Estimated Economic Impact</b>	
<b>OCC</b>	<b>\$ 3.1 Million</b>
<b>Citywide</b>	<b>\$32.1 Million</b>

# STRATEGY FROM INPUT SESSION

# **WE KNOW YOU ARE GREEN BUT WHAT ARE MY DELEGATES GOING TO DO IN PORTLAND?**

## **Messaging – Response across all channels**

- **Food, wine scene**
- **Tax free shopping**
- **Arts and culture**
- **Pre/post tour opportunities**
  - \***Wine country, coast, Gorge**

# WHAT IS THE VALUE PROPOSITION

- **Lack of sales tax at OCC/hotels/shopping**
- **Provide city-wide cost comparison to destinations with sales tax**

# PDX AIRPORT

- **Perceived difficult airlift**
- **Airfare is perceived as expensive**
- **Meetings held with Port of Portland**
  - \***Study of airlift and cost with key competitive cities**

# PDX AIRPORT

- **Welcome signage for city-wides**
- **Directional signage to MAX (POP)**
- **MAX ticket machine with DOWNTOWN button (TriMet)**
- **Best U.S. airport 3 years in a row**

# CONVENTION SPECIFIC MAPS

- **Customizable**
- **Host hotel to MAX to OCC**
- **MAX stop highlights (food, drink, attractions)**
- **Enhanced PERKS couponbook**

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travelportland.com

2009

# PORTLAND PERKS

Valuable coupons for **TAX-FREE  
SHOPPING, DINING, ATTRACTIONS,  
THE ARTS** and more.

COUPONS



*travel*  
**PORTLAND**



### Dining for Groups of 4-8 People

Created by [TravelPortland](#)

AVERAGE RATING 0.0 (0 members)

YOUR RATING **1** 2 3 4 5

# MAPS

Map Satellite Hybrid

**Park Kitchen**  
422 NW 8th Ave  
Portland Oregon  
Average Rating: 4.0  
5 Reviews

Map data ©2010 Google, Sanborn - [Terms of Use](#)

# MY DELEGATES DON'T HEAR ABOUT PORTLAND

- **Media relations – Chicago/DC**
- **Supplement regional monies with MERC funds to add media blitzes**
  - \***Consumer media**
  - \***Trade publications**
- **Combine media and client events**

travel  
PORTLAND

Smart meetings  
The Intelligent Way to Plan in the Western Region



Los Angeles Convention Center.

# The Whole Enchilada

## When citywides come to town

By John Anderson

When the Benevolent & Protective Order of Elks – Grand Lodge descended on Portland, Ore., this past summer for their national convention, the 4,000 room nights on peak they took up had the city's core hotels burning at the seams. The 782 room Hilton Portland & Executive Tower had no room vacancies during the period, with some members of the group pushed to hotels around the Portland International Airport 9 miles north and even across the Columbia River into Vancouver, Wash. The organization's confab ran from July 4–9, with some 10,000 Elks members walking the downtown streets and crowding into local restaurants. "It's a big meeting for Portland," says Marcus Hibdon, communications manager for Travel Portland. "They did a dine-around, and were spread out over hotels."

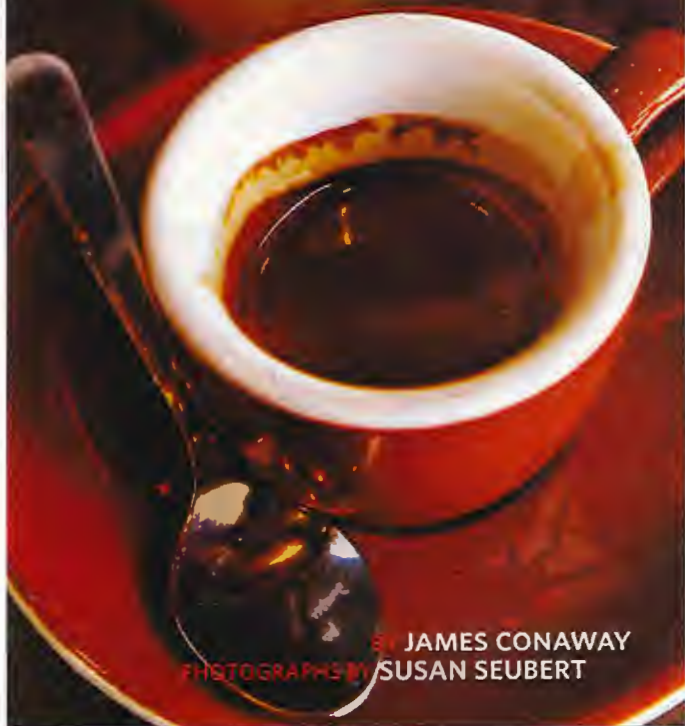
Besides the group's primary use of the 255,000-square-foot Oregon Convention Center, each state chapter had a gathering of delegates for breakfast or dinner, usually at their individual hotel, while spending on incidentals such as group tours was up dramatically, as many attendees brought their families. The last time the Elks had held their annual convention in Portland was 1993, and they came back because of its transportation (the MAX Light Rail service criss-crosses the city with four lines and 84 stations), as well as the city's many attractions, variety of restaurants and scenic views.

It estimated the group spent \$5 million over the six-day event, a 41% millage during the previous year's convention in Anaheim, Calif., which provided a definite stimulus to Portland's

travel  
**PORTLAND**

# PORTLAND REIGNS

This Oregon city gets almost everything right: It's friendly, sustainable, accessible, maybe even a model for America's future.



PHOTOGRAPHS BY JAMES CONAWAY  
SUSAN SEUBERT



When it rains in Portland, simply duck into a coffee shop, say, Stampdown, for an espresso (opposite) or into a café such as Laughing Planet for a bite of lunch. "The velvet portrait of Frank Zappa is classic Portland," notes photographer Susan Seubert.

November/December 2009 73

## NATIONAL GEOGRAPHIC TRAVELER

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PORTLAND

# PUBLICATIONS

travel  
**PORTLAND**

**MEETING  
PLANNERS  
GUIDE**

GO GREEN 4 CONVENTION SERVICES 14 HOTELS 23

**2010** CONVENTION AND MEETING  
PLANNERS GUIDE

TRAVEL PORTLAND

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TRAVEL PORTLAND

 [travelportland.com](http://travelportland.com)

WATERFRONT VIEW: The Oregon Convention Center sits across the Willamette River from downtown. See page 16.

# CONVENTION AND MEETING PLANNERS GUIDE

- **New name: Meet in Portland**
- **Better align cover photo, more dynamic, show delegates**

# REVISIT CONTENT

- **Green (but not first)**
- **Transportation (getting here, getting around)**
- **Dining**
- **Arts and culture**
- **Outdoors (day trips, pre/post)**



# ADDITIONAL SECTIONS

- **Testimonials from Portland planners who are fans**
- **Value**
- **Tax free shopping**
- **Convention services/attendance promotion**
- **Portland in the news/what your delegates are reading**

# LISTINGS

- **Better geographic content**
- **Improved maps**

# WEBSITE

- **Improved navigation**
- **Content refresh to incorporate key learnings**
- **Testimonials**
  - \***Elevate/highlight current testimonials**
  - \***Add new testimonials (video clips)**
- **Expand online image library**

travel  
**PORTLAND**

travel  
**PORTLAND**

**MEETING PLANNERS**

- MEETING PLANNER HOME
- PLANNER BLOG
- MEETING PLANNER MEDIA KIT
- RFP
- OREGON CONVENTION CTL
- HOTEL/VENUE SEARCH
- CONVENTION SERVICES
- ATTENDANCE PROMOTION
- PORTLAND CONVENTION PROMO VIDEO
- DISABILITY SERVICES
- GETTING AROUND
- GETTING HERE
- GREEN MEETINGS TOOLKIT
- BEST PLACES TO MEET GREEN
- MAPS
- MULTICULTURAL PORTLAND
- PREPOST OPTIONS
- PORTLAND IN THE NEWS
- RESOURCE DIRECTORY
- THREE CITY ALLIANCE
- CONTACT US



Deutsch | English | Français | Español  
SEARCH

VISITORS | AREAS & CULTURE | SPECIAL OFFERS | MEDIA | MEETING PLANNERS | TRAVEL TRADE | CALENDAR



**Meeting Planners**

Meeting planners seek the promise of Portland, Oregon: its award-winning harbors, scenic views, magnificent, LEED-certified Oregon Convention Center, vibrant nightlife, and the easy access to the outdoors. Indeed, Portland is where nature and culture meet. Portland is where your group should meet, too.



**Green Meetings Toolkit**

Greening your meetings isn't just good for the planet – it's a boon to your bottom line, too. Our Green Meetings Toolkit will help answer your group's green questions with resources like Q&A with local and national experts, as well as interactive guides that demonstrate why Portland is the best fit for your earth-friendly event – naturally. Plus, receive a free copy of the ultimate green meeting guide, Simple Steps to Green Meetings and Events. View the Toolkit >>



**MEETING  
PLANNERS  
SECTION ON  
TRAVEL  
PORTLAND  
WEBSITE**

**Plan the Perfect Meeting at the Oregon Convention Center**



Let us help...

- ▶ Award Winning Convention Services
- ▶ Planner Testimonials
- ▶ Contact us by phone: 800.962.3700
- ▶ Send us an email
- ▶ Submit an RFP and we'll respond right away.



Or  
**The Oregon Convention Center**

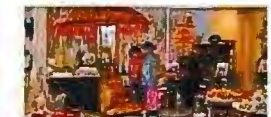
- ▶ The Oregon Convention Center is the largest in the Pacific Northwest
- ▶ Take a virtual tour or see the video.
- ▶ OCC is LEED-EB certified.



**Planning Tools**

- ▶ Attendance Promotion
- ▶ Planner Brief
- ▶ Hotel / Venue Search
- ▶ Customize your own city map

**Experience Portland art galleries, breweries, restaurants & more**



# **SOCIAL MEDIA/ MOBILE APPLICATION**

- **Test social media applications on three groups in 2010-11**
- **Make website mobile friendly**
- **Explore phone app (budget)**
- **Conference micro sites**

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37th Annual Meeting & Exposition of the Controlled Release Society  
July 10-14, 2010 - Oregon Convention Center

HOME | VISITORS | ARTS & CULTURE | AROUND THE REGION | PRE/POST OPTIONS | CALENDAR | CRS ANNUAL MEETING INFO | CRS HOUSING



**MORNING  
THERAPY.**

**CENTERLINK**  
THE COMMUNITY OF LGBT CENTERS



**WITHOUT  
WALLS.**



**NAGVA**

VISITORS | LGBT PORTLAND | AROUND THE REGION | PRE/POST OPTIONS | CALENDAR | CHAMPIONSHIPS XXVIII | HOUSING



**MORNING  
THERAPY.**

**CONFERENCE  
MICRO SITES**

# INFRASTRUCTURE

# TRIMET

- **Delegate signage downtown to OCC**
- **Easy DOWNTOWN button and AIRPORT button in core**
- **Volunteers for largest city-wides at MAX stations**



# PORT OF PORTLAND

- **Defining lift vs. competitive cities**
- **Defining price to PDX vs. competitive cities**
- **Way-finding to MAX**

# **CUSTOMER ADVISORY GROUP**

- **10-15 Meeting Planners**
- **On-going input opportunities**
- **Meet in Portland once or twice/year**
- **Portland advocates to their peers**
- **Facilitated discussions**

travel  
PORTLAND

 NATIONAL  
GEOGRAPHIC

TRAVELER'S NEW  
ITALY GAME



SEE PAGE 3

# TRAVELER

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Places:

## 133 DESTINATIONS RATED

( GUESS WHAT'S NUMBER ONE )

**In Search  
of Magic**

Mexico's  
Butterfly  
Paradise

**48 Hours in  
Copenhagen**

**A Real Roman  
Holiday**

**Portland**

Oregon's  
Urban  
Wonder

**Portugal  
Village  
Stays**

\$4.99US \$6.99CAN



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# PORTLAND REIGNS

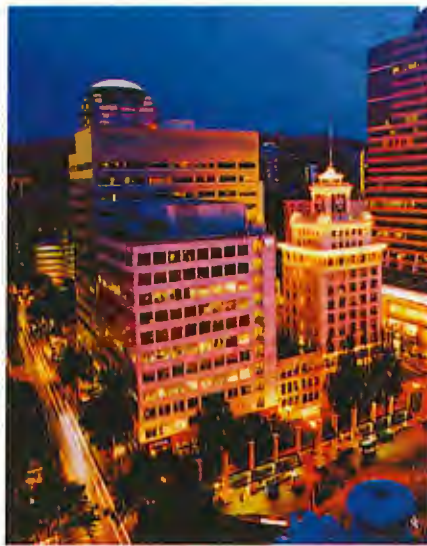
This Oregon city gets almost everything right: It's friendly, sustainable, accessible, maybe even a model for America's future.

BY JAMES CONAWAY  
PHOTOGRAPHS BY SUSAN SEUBERT



When it rains in Portland, simply duck into a coffee shop, say, *Stumptown*, for an espresso (*opposite*) or into a café such as *Laughing Planet* for a bite of lunch. "The velvet portrait of Frank Zappa is classic Portland," notes photographer Susan Seubert.





**THERE ARE AT LEAST THREE THINGS YOU CAN DO ESPECIALLY WELL IN** Portland, Oregon, and they're all important: eating, drinking, and getting around. Here in the self-proclaimed "city that works," restaurants pride themselves on their fresh, locally grown fare, and you're never far from inspired coffee or innovative brewpub beers. What's more, few cities in the United States are as bicycle friendly. Add to this the ubiquitous local art and a widespread recycling ethic, and you've hit upon much of what makes this verdant, forward-thinking city of 575,930 so appealing.

Portland is so thoroughly trendy these days that at times it seems, well, retro. It's among just a handful of American cities that have managed to reduce their greenhouse gas emissions. Friendliness and civic involvement thrive here even as they decline elsewhere. The downtown farmers market on Park Avenue is jammed every Saturday morning with shoppers dedicated to buying organically grown arugula, Willamette Valley hazelnuts, and artisanal cheeses while listening to bluegrass and folk music. People live in town and in the suburbs, but farmland around the city has been preserved; and skiing and surfing are little more than an hour away.

Portland is all about sustainable, low-impact living, including getting from here to there. So I climb aboard a shiny red bike in the Southeast section of town and angle west toward the Willamette River, through a loose network of neighborhoods both funky and high-end. The bike's long, raised

handlebars elicit appreciative bell tinkles from other riders. By the time I reach the river, it's raining. Ah, Portland.

As often happens in this city, there's a place nearby where I can have a meal—in this case, the little Produce Row Cafe, set amid warehouses. The rain stops as I finish my beer-battered fries, and I mount up again and take the riverside bike trail north. The path follows the fast-flowing Willamette in its last northward stretch before its confluence with the more powerful Columbia River. I steer away from the water toward Mississippi Avenue, where I find a Laughing Planet Café, one in a local chain, whose owner—former bike shop proprietor Richard Satnick—wears Bermudas and a New York Yankees cap.

"I realized Portland was home within 20 minutes of first arriving and riding around on my folding bicycle," the ex-New Yorker says. Satnick, struck by the "wonderfully cohesive neighborhoods," decided

Portland is a model city, showing "how it has to go if we're to survive as a nation."

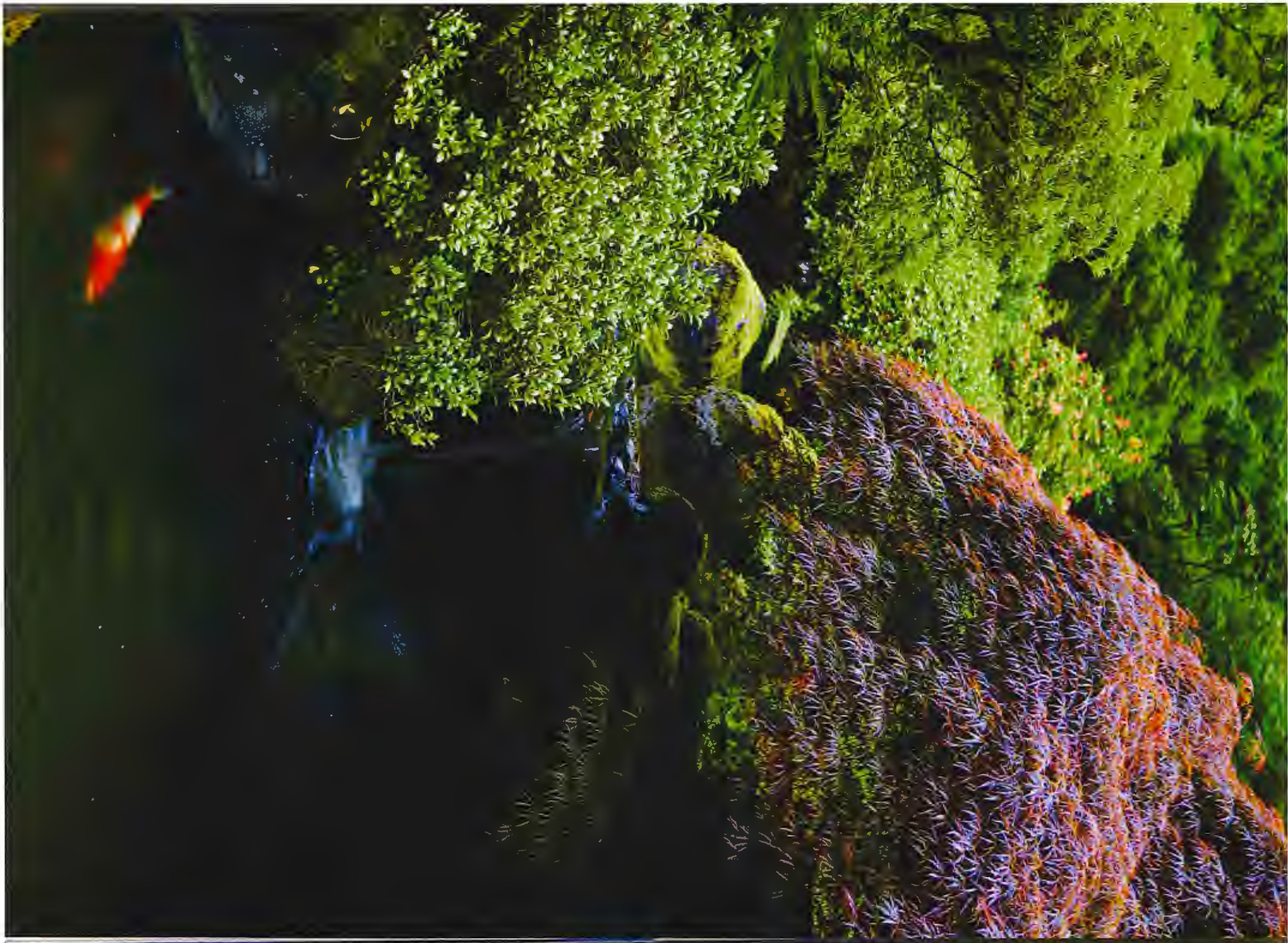
Every day, cyclists make more than 16,700 trips across Portland's four bridges, says Roger Geller, bicycle coordinator for the city government. Geller's trim white beard and straw hat stand out as he pedals his old two-wheeled "beater" to city hall. He's one of the 8 percent of Portlanders who usually bike to work. "Bicycles succeed here because we've built the facilities—bike lanes, parking places—and our distances are relatively short."

Local tourism agencies are in sync, offering cycling tours. And then there are some 4,000 organized bike rides each year, including one in which riders pedal "as bare as you dare," says Geller. Doesn't public nudity violate a city ordinance? I ask. "Yes," Geller says, "but what can you do with 5,000 naked people on bicycles?" Now that's Portland.

Every year the PedalPalooza festival hosts 270 events over 17 days; on Fridays, a supportive citizenry hands riders free pastries and mugs of coffee as they pedal past. Cyclist types range from Zoobombers—punks racing madly downhill—to cyclocross racers, who pedal up steps and over barriers, to a female dance troupe called the Sprockettes. One participant adapted a bike into a machine for making daiquiris.

An unusual contraption dear to many Portlanders is the "tall" bike, which consists of one bike frame welded atop another, with vertical and horizontal chain drives and a seat six feet high. "You have

**Clockwise from top, left:** Fashion meets art each month on First Thursday, when gallery receptions draw upscale hipsters. The skyline glows in this view from Departure, a restaurant that opened in March atop The Nines Hotel. Locals shop for organic veggies at the Saturday farmers market, while scenes of utter tranquility await at the Japanese Garden. "The garden is lush no matter what time of year you visit," says Susan Seubart.







to kick it off," says Michael Jones, demonstrating, "like a scooter, and then hop on."

Red-bearded, energetic, the technology director of a small social media company, Jones prefers the moniker "transportationalist" to "young modern," a common reference to thirtysomethings drawn to Portland. He owns six bicycles of various sorts, plus five unicycles—one of which he rode 50 miles to the beach—but at the moment he's making an arc in the middle of 4th Avenue in Southwest. A block away, I can see "the carts," kitchens on wheels that serve good Eastern European, Thai, Mexican, and other ethnic cuisines out of trailers to a hungry midday workforce.

"Tall bikes have the same appeal as SUVs," Jones calls out. "You can see over things. Stopping is the problem. You have to get off, or put your foot on a lamppost, or"—he laughs—"on a car roof."

TO NAVIGATE PORTLAND, BY BIKE OR otherwise, you have to master some basic geography. First, imagine the Willamette River neatly cleaving the city, south to north, with the northwest and southwest (home of the city's downtown) sectors on one side, the north, northeast, and southeast sectors on the other.

The east-west dividing line, which extends to both sides of the river, is Burnside Street. Forest Park, a 5,156-acre urban retreat, gives the city's western horizon a wild, deeply green aspect.

In 1903, John Charles Olmsted designed a system of open spaces for Portland so it could accommodate rapid population growth. Parkland took on an intrinsic value, as did relatively small city blocks and building plots, office buildings of limited height, and broad sidewalks that would encourage vibrant street life.

And thanks to former governor Tom McCall, Portland also has an outer greenbelt, one of many in the state. Back in the late '60s, Governor McCall challenged every community in Oregon to come up with a plan for controlled growth and to establish no-build greenbelts to limit sprawl. These belts redirected growth back into the cities instead of onto farmland, emphasizing density over trophy houses—and helping to empower communities. A proposed interstate highway that would have wiped out whole neighborhoods, for example, was defeated. Money went into a light-rail system and other public transport.

Nowadays, in new developments, shops are built at street level with apartments and condos above, reflecting a European

model. Environmental sensitivity has become part of Portland's social fabric.

Portland's Tom McCall Waterfront Park honors his legacy. The park's sinuous green ribbon draws walkers, skaters, bikers, and some sleepers; and on a clear day, it provides a glorious full-on view of the snow-creased mass of Mount Hood in the distance.

But of all the city's extensive green spaces, my favorite is the Portland Japanese Garden in Washington Park in Southwest. The garden provides a transformative descent into the intricacies of the spiritual landscape. "What makes a good Japanese garden is the placement of stones, shrubs,

trees, and water to emphasize the subtle asymmetry of nature," says Diane Durston, the garden's curator of culture and art.

Durston and I move from the Stroll Garden—one of five blending seamlessly, this one populated by colorful koi finning under the Moon Bridge—to the Natural Garden, a wondrously realistic mimicry of waterfalls and sylvan paths bordered by smooth stones and Japanese maples, engendering repose in everyone who pauses to look. The Portland Japanese Garden manages to accommodate 200,000 visitors a year without losing its air of remoteness and discovery.

"I feel like I'm in the warm sunshine

**Clockwise from below, left: Native Americans continue a cultural tradition by selling salmon at the farmers market. A young woman strolls past a train warehouse turned town house row in the gentrified Pearl District, also home to Tanner Springs Park, a block-square downtown wetlands. Opposite: Thousands of cyclists cross the Willamette each day via the Hawthorne Bridge.**



of Japan," adds Durston, who lived for 18 years in Kyoto and chose Portland on her return to the U.S. "because the city's so rich in cultural and natural assets, and because it tries to be conscious of future generations."

I TRADE THE TRANQUIL JAPANESE Garden for the busy streets of "The Pearl," epicenter of Portland's thriving art scene. This gentrified warehouse district brims with restaurants, cafés, and upscale chain stores, as well as Portland's legendary bookseller, Powell's. On the first Thursday of the month, a crowd of art lovers moves at a measured pace from gallery to gallery. Everett Street has edgy, electronic offerings, such as the interactive art exhibited at ON Gallery, while the streets around the Pacific Northwest College of Art are dense with middlebrow landscape paintings, sculpture, and crafts of all sorts, from cast temple bells to knives made from motorcycle chains.



The creative arts are a way "to explore environmental issues and to inform people about specific landscapes," Tom Webb tells me. Webb, the editor of *The Bear Deluxe Magazine*, grew up in Portland and remembers "when people were leaving, not arriving." The timber industry had crashed, and so had the job market. "But when quality of life became an issue in this country, the Portland renaissance started. Now we all want to maintain the city's livability."

The gawkers—and buyers—on the Pearl's First Thursday may live in expensive condos overlooking Jamison Square, a handsome local park, but more come from highly individualistic neighborhoods in other sectors of the city connected to

the center by light-rail. Lovely, Czech-designed trolleys trundle over rails in a modern mode of travel reminiscent of an earlier age. There's bus service, too.

I arrive at the northern edge of the Pearl District to take a seat in Portland's old Armory for some lively evening entertainment.

"It's... it's..."

"*Live Wire!*" screams the audience, in response to a card held aloft on stage by the prompter, filling the old stone fortress with an enthusiasm that makes *Prairie Home Companion* fans seem blasé. Recorded here in the Gerding Theater—a stunning architectural redesign of concrete, steel, and glass—*Live Wire* will be broadcast later on Oregon public radio.

The audience is fashionably eclectic—spiffy grunge to quasi-professorial—but mostly just relaxed and warmly responsive to jokes, a performance artist, the mellow Portland Cello Project, and homegrown alt-rock band, the Dandy Warhols.

At intermission, people make straight for the state-of-the-art espresso machine in the lobby, which also features interactive monitors and a Wi-Fi system. Tim DuRoche, the theater's community programs manager, ticks off the building's environmental street creds: "the only sustainable theater renovation in the country with a LEED Platinum certification by the U.S. Green Building Council; an outdoor 'bio-swale' landscaped with native species; irrigation by captured rainwater, which also feeds the minimum-flush toilets. These [features] give people things to think about." DuRoche, a multitasking chap dressed in black shirt and charcoal jacket, also reviews restaurants and dance performances and plays drums in a jazz

band, "including sustainability, good air quality, and smart design."

Included in tonight's printed program for *Live Wire* is a "Green Cleaning Guide" foldout. References to environmental concerns throughout the show get the biggest applause. Sustainability, it seems, is not just a mantra here—it's a social imperative.

Next day, I'm introduced to another version of Portland's creativity in the Mississippi Avenue neighborhood, at the ReBuilding Center, a cavernous repository of used building parts and materials of every imaginable description. The exterior is a medley of whimsical mega-sculptures made of found objects, but inside it's all business: lumber, plumbing fixtures, barn siding, doors, flooring, railings, shutters, bathtubs—in short, a universe of building remnants turned into a \$3-million-a-year business and a sight no visitor should miss, both for its astounding variety and variation on the Portland ethic.

"We employ 45 people and move eight tons of product a day back into structures housing Portlanders," says the founder, Shane Endicott, burning with conviction in his old T-shirt. "The idea is to take what society says is waste and turn it around so it can be used."

His goal, he says, "is to create a non-profit model that can be given away to other places." It's included in the itineraries of visiting VIPs "from New Orleans to Kosovo. It's really the small stuff like this that will save society, not technological breakthroughs. People all over the world want to see what we do and how we do it. We let them hang out and learn these skills."

April Melnick, a 32-year-old artist and clothing designer who works as a barista for Stumptown Coffee Roasters, knows something about good water—and the other ingredients that make for a stellar brew: "The beans here are a mixture of Latin American, African, and Indonesian. The blend changes every year, depending upon the harvest," although the exact mixture is tantamount to a state secret.

Stumptown is a homegrown coffee roaster that started on Division Street in Southeast and now has five locations around town. From these emanate the satisfying whoosh behind a crema or a soy latte and the aroma of Stumptown's unique, mahogany-hued brew wafting into the subconscious of anyone within nosing distance. Melnick and I are in the Stumptown café attached to the Ace Hotel, in Southwest. We pass into the lobby



*Clockwise from above: Chef Naomi Pomeroy confers with her daughter, August, while setting out a plate at Beast, a casual and friendly prix fixe restaurant in Northeast Portland. At Hopworks, a tray full of "tasters" lets you sample various microbrews before ordering a full pint. A retro-style photo booth in the relaxing Ace Hotel lobby takes credit cards. Opposite: The Sprockettes dance troupe incorporates bicycles into its act.*



and sit on a sofa covered in recycled green army surplus ponchos, listening to the chatter of a manual coffee grinder.

"Stumptown is fast-paced," Melnick says, "but you learn to pull the perfect shot on a beautiful Mistral machine, which has lots of controls." Jobs like hers are highly sought after by young creatives who want time off to go to the beach or to one of the many handy mountains for hiking, skiing, and snowboarding or just to stay home and work on their own projects, which, in Melnick's case, are fashion shows put on by boutique designers.

Our cups rest on a big industrial door turned coffee table that might have come straight from the ReBuilding Center. The Ace Hotel may not be strictly sustainable, but it tries, with bookshelves full of used volumes of Johnson, Tolstoy, Wilde, and Bret Hart. The rooms upstairs are decorated in the latest in eco-chic: pipe fixtures to hold the toilet paper, recycled paint buckets for wastebaskets, custom-made, pure wool Pendleton blankets on frameless beds. The hotel traffic is mostly young, hip, and apparently happy in cut-offs, porkpie hats, and long chains, with not a tucked-in shirt in sight.

The lobby feeds into the Clyde Common restaurant next door, which is part of the scene, a kind of moveable feast where customers dine well together at big tables, and the bar offers everything from homemade, nonalcoholic lemon-ginger and lavender sodas to absinthe, that formerly forbidden fin-de-siècle libation served mixed with water—which turns it cloudy—poured from a vintage silver dispenser.

**SUSTAINABILITY, LIKE SOCIAL RESPONSIBILITY, IS ADMIRABLE, I'M THINKING, BUT CAN HIGHLY COMPETITIVE BUSINESSES LIKE GOURMET RESTAURANTS, COFFEE SHOPS, AND BREWPUBS TOE THIS LINE? LEAVING STUMPTOWN, THE ACE, AND CLYDE COMMON, I HEAD TO THE HOPWORKS URBAN BREWERY, ON POWELL STREET IN SOUtheast, TO SAMPLE PORTLAND'S FAVORITE DRINK: THE MICROBREW.**

I take a seat at the bar, which has a trellis of lovely old bike frames strung overhead. The spigots for draft beer made on the premises are designed to look like Allen wrenches, and banana bike seats decorate the men's room. Owner Christian Ettinger, who wears hiking shorts and sneakers, tells me he "didn't do a marketing study because I'm just passionate about the outdoors, beer, pizza, and bicycles. I thought there had to be people in Portland who would want to put them all together,

## Intelligent Travel: Portland, Oregon

**THE BASICS**  
Portland, Oregon, is on Pacific standard time. The area code is 503 unless otherwise noted.

**PLACES MENTIONED**  
**Ace Hotel** 1022 S.W. Stark St.; 228-2277; [www.acehotel.com/portland](http://www.acehotel.com/portland).  
**Beast** 5425 N.E. 30th Ave.; 841-6968; [www.beastpdx.com](http://www.beastpdx.com).  
**Clyde Common** 1014 S.W. Stark St.; 228-3333; [www.clydecommon.com](http://www.clydecommon.com).  
**Departure** 525 S.W. Morrison St.; 802-5370;

[www.departureportland.com](http://www.departureportland.com).  
**First Thursday Gallery Walk** N.W. 23rd St. and the Pearl; 295-4979; [www.firstthursdayportland.com](http://www.firstthursdayportland.com).  
**Gerding Theater at the Armory** 128 N.W. 11th Ave.; 445-3700; [www.pcs.org](http://www.pcs.org).  
**Hopworks Urban Brewery** 2944 S.E. Powell Blvd.; 232-4677; [www.hopworksbeer.com](http://www.hopworksbeer.com).  
**Laughing Planet Café** 3765 N. Mississippi Ave. (and five other locations); 467-4146; [www.laughingplanetcafe.com](http://www.laughingplanetcafe.com).  
**Nines Hotel** 525 S.W. Morrison St.; 877-229-9995.

**ON Gallery** 321 N.W. 6th Ave. #101; 313-5379; <http://ongallery.org>.  
**Pacific Northwest College of Art** 1241 N.W. Johnson St.; 226-4391; [www.pnca.edu](http://www.pnca.edu).  
**Powell's City of Books** 1005 W. Burnside St. (and four other locations); 800-878-7323; [www.powells.com](http://www.powells.com).  
**Portland Farmers Markets** (five markets at various locations on various days of the week); 241-0032; [www.portlandfarmersmarket.org](http://www.portlandfarmersmarket.org).  
**Portland Japanese Garden** 611 S.W. Kingston Ave.; 223-1321; [www.japanese-garden.com](http://www.japanese-garden.com).  
**Produce Row Cafe** 204 S.E. Oak St.; 232-8355; [www.producerowcafe.com](http://www.producerowcafe.com).  
**ReBuilding Center** 3625 N. Mississippi Ave.; 331-1877; [www.rebuildingcenter.org](http://www.rebuildingcenter.org).  
**Stumptown Coffee Roasters** 1026 S.W. Stark St. (and four other locations); 224-9060; [www.stumptowncoffee.com](http://www.stumptowncoffee.com).  
**Tanner Springs Park** N.W. 10th Ave. and Marshall St.

**FOR MORE INFORMATION**  
**Travel Portland** [www.travelportland.com](http://www.travelportland.com).  
**Bike Portland** <http://bikeportland.org>.  
**Shift PedalPaloosa** and other events; [www.shift2bikes.org](http://www.shift2bikes.org).

and the response has been incredible."

Hopworks' west parking lot is made of permeable pavers. Rainwater feeds old metal kegs sawed in half to serve as planters for native species of grasses and flowers. The burners under the brewery's kettles are fueled with biodiesel, as is Ettinger's old silver VW Golf. The fuel includes "SVO"—straight vegetable oil—from Hopworks' own fries cooker.

The refrigeration here is high-efficiency, and the furniture is made of recycled wood with low volatile organic compounds in all the finishes.

"The main thing," Ettinger goes on, "is that you're criticizing convention every step of the way. Hopworks is the first eco-brewpub making certified organic beer, and it serves only local produce in the restaurant. Initially it was more expensive

to do all this, but the long-term paybacks mean real money."

Meanwhile, 62 people get to work in an attractive setting, serving customers with something ineffable in common. "Portland revolves around things that are thoughtful," Ettinger says in that quiet moment before Hopworks throws open its doors to the noontime pedaling public. "We're just local people trying to make a living responsibly, doing something we love."

*Contributing editor James Conaway wrote about London in our March special issue on cities. Photographer Susan Seubert, a Portlander since 1988, says the city's farmers markets are among the nation's best.*

**Portland Photo Gallery:** See more pictures from this feature article at [traveler.nationalgeographic.com/photography](http://traveler.nationalgeographic.com/photography).