

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 185

Amending the Portland Oregon Visitors Association's budget amount in the Oregon Convention Center's FY 1992-93 Budget, subject to certain conditions.

The Metropolitan Exposition-Commission finds:

1. That the Commission passed the FY 1992-93 Convention Center Budget on April 8, 1992.

2. That the contract with the Portland Oregon Visitors Association is an integral part of the Oregon Convention Center marketing on a national basis.

3. That there exists a contract between the Metropolitan Exposition-Recreation Commission and the Portland Oregon Visitors Association for such promotion and advertising services.

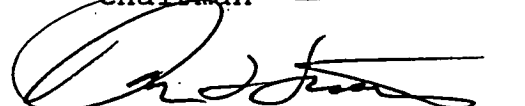
4. That the Metropolitan Service District Council amended the Commission budget and put into contingency of the MERC Convention Center Budget \$320,000 for any budget amount changes agreed to by the two contracting entities.

5. That the two entities have agreed to raise POVA's budget to \$1,276,500. The \$1,276,500 approved is subject to the Commission's approval of a detailed request for funds by type of services to be provided. POVA is to provide an amount they are to paid for each of these specific services.

BE IT THEREFORE RESOLVED that the Commission has agreed to raise Portland Oregon Visitor Association's budget to \$1,276,500, and that this amount is subject to the Commission's approval of a detailed request for funds by type of services to be provided, and the amount to be paid for each specific service.

Passed by the Commission on June 10, 1992.


Chairman


Secretary/Treasurer

APPROVED AS TO FORM:



Metro Senior Assistant Counsel



June 4, 1992

MEMORANDUM

TO: Metropolitan Exposition-Recreation Commission

FROM: Jeffrey A. Blosser 

SUBJECT: Proposed POVA Budget Adjustment

The 1992-93 Metro-adopted Budget for MERC provided up to \$320,000 in contingency to allow the MERC Commission and POVA Board to work out final 1992-93 Budget amounts. MERC staff and Commissioners have met several times with POVA Board and staff to discuss this issue and to resolve the programmatic discrepancies.

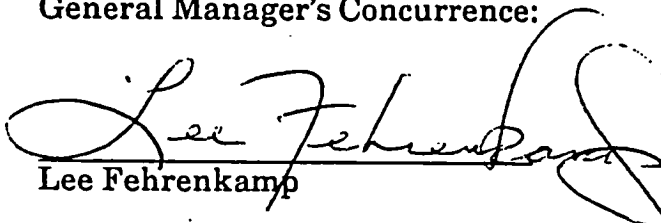
Attached is a recommended budget addition along with the pertinent areas and necessary POVA expenditures for the 1992-93 Budget. This new amount of \$183,500 maintains our current advertising package, allows for the entrance into the Chicago market (medical and professional associations) and enhances the convention services portion of POVA. Also recommended \$10,000 for research to help POVA determine target markets, user reactions and perceptions of the Portland Metro area. This combines for \$193,085 in additional funding, for a total MERC contribution of \$1,276,500.

The program and amounts have been approved by POVA and now await MERC resolution.

Recommendation: Staff recommends that the additional funds (\$193,085) as outlined on the attached be approved by the Commission for the 1992-93 fiscal year.

JAB/II
Attachment

General Manager's Concurrence:


Lee Fehrenkamp

Metropolitan Exposition - Recreation Commission
Recycled Paper

FY 1992-93 TOTAL BUDGET REPLACEMENTS

<u>CONVENTION SALES</u>	<u>POVA</u>	<u>MERC</u>
A. <u>Materials & Services</u>		
• Reduced Trade Show Booth Enhancement		2,500
• Eliminated Chicago Sales Blitz (new market area)	5,000	15,000
• Eliminated April '93 Executive Buyers Trip (need to keep)	2,500	7,500
	<u>7,500</u>	<u>25,000</u>
B. <u>Washington, D.C. Sales Office</u>		
• Reduced Travel, Entertainment & Promo Budget		<u>3,000</u>
		3,000
C. <u>Marketing (Advertising & Promotion)</u>		
• Reduced Collateral Budget		13,000
• Reduced Ad Production Budget		10,000
• Eliminated Ad Placement in ASAE Association Management		36,000
• Reduced Ad Placement in GWSAE Executive Update		14,000
• Reduced Ad Placement in CSAE Forum		13,500
• Eliminated Ad Placement in Black Convention		14,000
• Reduced Ad Placement in PCMA Convene		9,500
• Eliminated Ad Placement in GWSAE Membership Directory		6,000
• Market Research		<u>10,000</u>
		126,000
<u>Convention Services</u>		
• Eliminated Senior Account Manager Position	11,800	35,400
• Reduced Pre-Convention Arrangement Meeting's Budget	2,240	4,160
	<u>14,040</u>	<u>39,560</u>
	21,500	193,500
<u>Overhead</u>		
• Previous Year's Budget (1991-92)		<u>1,083,000</u>
TOTAL		<u><u>\$1,276,500</u></u>