

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 226

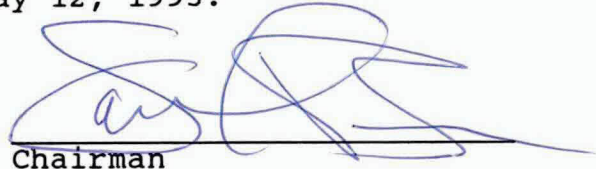
Approval to contract with the Portland Oregon Visitors Association for the national marketing effort for the Oregon Convention Center.

The Metropolitan Exposition-Recreation Commission finds:

1. That national marketing of the Oregon Convention Center is imperative to the success of attracting national and regional conventions and trade shows to Portland;
2. That the Portland Oregon Visitors Association is the only vendor qualified to render these necessary marketing efforts for the Center.
3. That an Agreement will be for a three year period with the budget and program content of the national marketing effort to be approved by the Commission during the budget process annually; and
4. That the Metropolitan Exposition-Recreation Commission has the authority to enter into such an agreement for the national and regional marketing of the Oregon Convention Center.

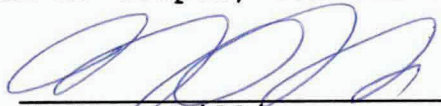
**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition-Recreation Commission directs the General Manager to negotiate costs, approve program content and enter into an agreement with the Portland Oregon Visitors Association for national marketing of the Oregon Convention Center.

Passed by the Commission on May 12, 1993.

  
Chairman

  
Secretary-Treasurer

Approved As To form:  
Daniel B. Cooper, General Counsel

By:   
Mark B. Williams  
Senior Assistant Counsel

## MERC Staff Report

**Agenda Items/Issue:** *National Marketing Agreement*

**Resolution No.** 226

**Date:** May 6, 1993

**Presented by** Jeff Blosser

**Background and Analysis:** In order to provide national marketing for the Oregon Convention Center, an agreement was entered into by MERC and the Portland Oregon Visitors Association in 1988 and again through a formal RFQ process in 1990 as the only qualified respondent. This agreement expires in June of 1993 and with Commission approval, OCC staff solicited qualified responses for the national marketing of the Oregon Convention Center in April of 1993. Two responses were received for the national marketing.

**Fiscal Impact:** \$1,276,000

**Discussion with Liaison Commission:** OCC staff, consisting of Jeff Blosser and Debra Jeffery, along with Commissioner Mitzi Scott and a representative from the industry, Debbie Kennedy participated in the review of the national marketing responses. The group concluded, after much discussion, that the Portland Oregon Visitor Association was the only qualified respondent to the RFQ. It was further discussed that the specialty or niche marketing response by the Oregon Convention and Visitor Services Network, Inc. was very well received and comprehensive in concept and ideas. We encourage the successful bidder to work with this group in forming a specialty marketing approach for minority and ethnic markets.

**Recommendation:** Staff recommends that the Metropolitan Exposition-Recreation Commission approve the selection of Portland Oregon Visitors Association to provide national marketing services for the Oregon Convention Center for a three-year agreement commencing July 1, 1993 and terminating June 30, 1996. Program and budget amount to be approved through the MERC budgeting process on an annual basis.