

Metropolitan Exposition-Recreation Commission

Resolution No. 96-67

Approving the assignment of the Oregon Convention and Visitor Services Network, Inc. (OCVSN) Minority Marketing contract to the Portland Oregon Visitors Association (POVA) for management and oversight.

The Metropolitan Exposition Recreation Commission finds:

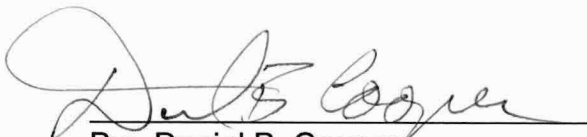
- 1) That both organizations, POVA and OCVSN, want to create a seamless, all inclusive approach to marketing Portland to all groups who can meet here.
- 2) That specific work assignments, goals and relationships have been developed and incorporated in both organizations' marketing plans to work in conjunction with each other in this effort.
- 3) That this is the most effective and efficient way to combine all talents and expertise to achieve the goals in each plan.
- 4) That both Agreements permit MERC to assign the OCVSN contract to POVA with appropriate notice and the Commission has the authority to do so.

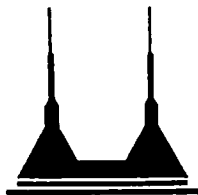
BE IT THEREFORE RESOLVED, that the Metropolitan Exposition Recreation Commission approves the assignment of the Oregon Convention and Visitor Services Network Inc. to the Portland Oregon Visitors Association to manage, as outlined in each Agreement.

Passed by the Commission December 11, 1996.


Chair

Approved as to form:
Daniel B. Cooper, General Counsel


Secretary-Treasurer
By: Daniel B. Cooper
Metro General Counsel



OREGON CONVENTION CENTER
METRO ER COMMISSION

December 6, 1996

MEMORANDUM

TO: MERC Commission

FROM: Jeffrey A. Blosser 

RE: Assign the Administration & Management of the Minority Marketing Contract to the Portland Oregon Visitors Association

Enclosed is information related to the assignment of the Minority Marketing contract to the Portland Oregon Visitors Association (POVA). POVA and OCVSN (Oregon Convention & Visitor Services Network) staff have held numerous meetings to work toward providing a seamless and unified approach in marketing the metropolitan Portland area. And further, to promote the Portland area as an attractive location for ethnic minority tourism and conventions without giving competing or confusing messages to perspective ethnic minority clients. Both Contractors are ready to combine their particular strengths to put these marketing efforts under one umbrella.

Please review the information enclosed in preparation for my report at the December 11 Commission Meeting.

Should you have any questions, please feel free to call me.

Marketing Services Agreement

THIS AGREEMENT dated this 15 day of July, 1996, is between the METROPOLITAN EXPOSITION-RECREATION COMMISSION (hereinafter referred to as "COMMISSION") and the OREGON CONVENTION AND VISITOR SERVICES NETWORK (hereinafter referred to as "CONTRACTOR") for the period of July 1, 1996 to June 30, 1999.

Definitions

1. **"Contractor"** shall mean the Oregon Convention and Visitor Services Network, Inc. and staff.
2. **"Commission/MERC"** shall mean the Metropolitan Exposition-Recreation Commission which is the appointed authority that operates the Oregon Convention Center, for its Designee(s).
3. **"Metro"** shall mean the governmental agency which owns the Oregon Convention Center.
4. **"OCC"** shall mean the Oregon Convention Center and appropriate staff including the Director and Marketing Department.
5. **"POVA"** shall mean the Portland Oregon Visitors Association who is contracted by the Oregon Convention Center as its "Prime Contractor" for international and national sales and marketing of the Oregon Convention Center.
6. **"Scope of Work"** shall mean the actual functions and duties that the Contractor shall perform in fulfilling the intent of this Marketing Agreement.
7. **"Work Plan Goals"** shall mean goals to be achieved in conjunction with fulfilling the Scope of Work objectives. These are expectations of this Agreement to which MERC expects to be completed on time and as outlined.
8. **"The Book"** shall mean the actual and physical placement of events to-date on the OCC calendar as well as the management of scheduling and booking of the facility's space.
9. **"Facility"** shall mean the Oregon Convention Center proper.

4. That, in the event of litigation concerning the Agreement, the prevailing party shall be entitled to reasonable attorney's fees and court costs, including fees and costs on appeal to an appellate court. In the event that a party employs in-house Counsel, or, if Commission uses the services of Counsel provided by Metro, such a party, if prevailing, shall be entitled to the full reasonable market value of its attorney's services.

5. That the services of contractor are unique, and that therefore CONTRACTOR may not, under any condition, assign or transfer this Agreement or any without the express written permission of COMMISSION. Subject to the foregoing, this Agreement shall be binding on each party, its successors, assigns and legal representatives.

6. That the COMMISSION may, at its discretion, assign or transfer this Agreement to POVA with all provisions of funding to remain intact. All reference to management of the contract would transfer or be assigned to POVA. Such assignment or transfer requires a ninety (90) day written notice to CONTRACTOR. If such assignment or transfer is made to POVA, such shall include all financial obligations and contracts already executed prior to said transfer or assignment and POVA or other assignee shall honor such obligations as it relates to the Minority Marketing project.

7. That this Agreement may be amended only by the written agreement of both parties.

8. That this is the entire Agreement between the parties, and supersedes any and all prior oral or written agreements, discussions or representations.

9. That, in the event of a dispute or disagreement concerning COMMISSION, policies, practices, or marketing needs, the decision of the COMMISSION shall be final and binding on the parties.



DRAFT

**PORTLAND OREGON
VISITORS ASSOCIATION**

**1996 - 1998
BUSINESS PLAN**

OCTOBER 1996





THE PLAN: MARKETING & SALES

- ◆ Meeting Planners
- ◆ New York Society of Association Executives
- ◆ Oregon Meeting Professionals International
- ◆ Oregon Society of Association Executives
- ◆ Professional Convention Management Association
- ◆ Religious Conference Management Association
- ◆ Western Society of Convention & Visitors Bureaus

Strategy F – Minority marketing. Recognizing the value of minority convention business, POVA will work to enhance the attractiveness of Portland as a convention destination for this important market segment. In partnership with the Oregon Convention and Visitors Services Network (OCVSN), specific marketing programs will be developed, and sales programs designed and implemented. These joint research, qualification and sales efforts will enable POVA to target specific organizations that meet Portland's defined group needs. **Outcome:** Enhance Portland's visibility in the minority convention market, producing a 25 percent increase in minority leads and bookings. Ensure a coordinated, seamless sales and marketing program, while utilizing the talents, training, and experiences of various organizations. Encourage minority product development and inclusion, and provide industry education and training in minority issues.

Strategy G – Sports marketing. During the year, POVA will work with the Portland Metropolitan Sports Authority (PMSA) to develop a joint marketing strategy that will lead to increased sales activities and bookings in the growing sports market. Through enhanced visibility and its reputation as a sports destination, Portland can

increasingly tap into this competitive market. **Outcome:** Enhance Portland's visibility in the sports market, leading to increased recognition of Portland as a viable destination for sporting events and meetings. Ensure a coordinated, seamless sales and marketing program, while utilizing the talents of various organizations.

TOURISM SALES AND PROMOTION

The mission of the Tourism Department is twofold: 1) to position Portland as a desirable destination for independent domestic travelers, group tours and foreign visitors; and 2) to develop leads for area businesses that have a high rate of conversion to bookings.

BACKGROUND

Although Portland does not have a turnstile positioned at each of its entrances, it is estimated that five million visitors travel to the Portland area each year. The average daily expenditure for an overnight domestic traveler, according to a study by the Oregon Tourism Commission, is \$120-\$150 per night. The National Tour Association estimates that each multi-day motorcoach tour spends \$5,700 per day. Lumped together, all of Portland's visitors spend more than \$1.6 billion annually. And visitor dollars aren't recycled dollars; these are new dollars that represent a fresh infusion of cash to our economy.

POVA's Tourism Department works in tandem with other businesses to market Portland. Much like the Convention Sales Department, Tourism's role is clearly defined in the marketing chain. POVA is responsible for what the industry calls "brand marketing." In the travel and tourism industry, this means positioning the destination

Portland Oregon Visitors Association

M A R K E T I N G T O U R I S M & C O N V E N T I O N S
September 23, 1996

Mr. Roy Jay
President & CEO
OREGON CONVENTION & VISITORS SERVICES NETWORK
9045 S.W. Barbur Blvd., Suite 3
Portland, OR 97219

Re: POVA/OCVSN Working Relationship

Dear Roy:

I want to let you know how very pleased I am with the way the relationship between OCVSN and POVA is developing. Our working closely together is not only enjoyable and to our mutual best interests, but greatly enhances Portland's ability to attract minority conventions. I appreciate your efforts and teamwork!

As MERC moves toward transferring administration of your contract to POVA, it is important for us to continue to fine-tune and improve our communication process, thus ensuring a seamless sales approach and clear understanding of expectations.

Following are some convention sales areas that I would like for us to work together on to establish more formal standards of reporting and communication. Enhancement in these areas will help to keep POVA and OCVSN staff more closely linked and "on the same page", and also enable us to more easily measure and report our progress to our stake holders.

◆ Program of Work (POW)/Budget

We need to continue to coordinate our respective POWs to ensure that we are jointly getting the "biggest bang for the buck." By being aware of each other's future plans, we can avoid duplication of effort, date conflicts, and can piggy-back on trade shows, sales trips, etc. Each POW element needs to be a budget item, so that it can be accounted for in the overall sales budget. I would like to see our POWs put in a printed format suitable for distribution to stake holders. In future years we will want to jointly develop our programs of work.

◆ Marketing

In order to maximize our advertising dollars, we need to plan a coordinated annual advertising campaign. You and I are constantly approached throughout the year with advertising "opportunities" - - if we know at the beginning of the year where (and why) we want to place our advertising (and what ads we have at our disposal) we can jointly allocate our dollars in a very cost-effective manner. Our advertising plan should be in a format suitable for public distribution.

The same applies to direct mail programs. With pre-planning we can capitalize on each other's programs, thus making our budgets stretch a little further. Once again, planned direct mail programs should be detailed in a manner suitable for public distribution.

◆ Goals and Measurement

One of the key elements we need to determine immediately is what OCVSN sales goals should be. We need to arrive at mutually agreed upon specific tentative and definite numbers (numbers of leads and bookings, and number of room nights associated with each), against which progress can be measured. In this manner we can determine the effectiveness of our programs, and make strategic changes as necessary.

◆ Communication

Common paperwork: this includes items such as lead sheets, trip reports, expense reports, quarterly MERC reports, and budget sheets. common forms will simplify our communication process; as well as our reporting procedures. This is particularly true of lead sheets, as the completeness of the information contained therein is vital to how we pursue the business.

Team communication: it's important that we keep the communication flow between our staffs very open, very frequent, and as much as possible documented so as to avoid any misunderstandings. this is particularly important for any areas which involve cash outlays -- costs and the responsibilities for them need to be verified in writing. We need to be sure that we are keeping each other "in the loop." We also have to be certain that we are keeping our clients informed, and that they agree with what we are doing.

◆ Emphasis on minority lead production

OCVSN will of course be credited with all leads forwarded to POVA staff, but it is important to recognize that OCVSN's priority must be on increasing minority business. All business is good, but if we fail to increase the volume of minority groups coming to Portland, our partnership will be viewed as unsuccessful.

Roy, your thoughts on the above topics would be most welcome. I look forward to discussing these areas with you later this week, and to jointly presenting our programs to the POVA board of directors at the end of the month.

Again, thanks very much for your part in making our team effort such a success. My staff and I appreciate our relationship with you.

Best regards,



Michael C. Smith
Director of Convention Sales

Portland Oregon Visitors Association

M A R K E T I N G T O U R I S M & C O N V E N T I O N S

PORTLAND OREGON MINORITY CONVENTION AND TOURISM MARKETING AGREEMENT

June 3, 1996

This proposal is based on the premises that POVA is the lead destination marketing agency for the Portland metropolitan area and that:

- 1) POVA should work to increase the inclusiveness of Portland's visitor industry and market Portland as an attractive location for ethnic minority tourism and conventions; and
- 2) POVA and OCVSN should promote one unified image of Portland as a visitor destination without giving competing or confusing messages to perspective ethnic minority customers.

ACTIVITIES TO BE PERFORMED:

MINORITY MARKETING COMMITTEE

- * POVA, in partnership with OCVSN, will organize the development of a Minority Marketing Committee that will oversee the development of a renewed, reinvigorated and coordinated diversity marketing and development program. This will be a committee of the POVA Board and staffed by both POVA and OCVSN. This committee will provide suggestions, input and recommendations to POVA and OCVSN and assist in the development of a coordinated marketing plan which will include measurable goals and objectives. Committee members will include three POVA board members, three representatives from OCVSN and five members to be determined jointly by POVA, OCVSN, MERC, and the City of Portland. It is understood and agreed that the terms of committee members shall begin July 1, 1996 and committee members must agree to regularly attend meetings.

CONVENTION MARKETING

The coordinated Ethnic Minority Convention Marketing program will include:

- * OCVSN activities and scope of work as outlined in MERC contract for \$225,000 FY97, \$250,000 FY98, and \$250,000 FY99.
- * Plus POVA's current minority convention marketing efforts @ \$100,000 per year.

Specific program and financial responsibilities will be outlined in the Ethnic Minority Marketing Plan which will be developed jointly by POVA and OCVSN.

ETHNIC MINORITY CONVENTION MARKETING Premise:

The relationship between POVA and OCVSN will be similar to POVA's Washington DC based sales staff, that of being primarily a lead producer. OCVSN will be responsible for initiating the sales process for all ethnic minority groups (all types, sizes, markets and categories) – identification, qualification, and initial lead development.

POVA's sales staff are titled "managers". Recognizing the distinctive nature of the ethnic minority market, it is recommended that the lead OCVSN representative be titled "special marketing director."

Following are general guidelines which will enable OCVSN and POVA to coordinate sales activities, thus presenting a unified marketing effort to clients. It is recognized that some system and programmatic details will of necessity be negotiated at a later date.

Systems:

- * After a lead is developed by OCVSN, it will be routed to the appropriate POVA sales manager (identified by market segment) for sales follow-up. These activities may include, but are not limited to: lead distribution to area hotels and facilities, file creation, direct mail, sales trips, bid proposals, site visits, letters, telephone calls, and bid presentations. POVA and OCVSN staff will communicate regarding the status of each client, and OCVSN staff will participate in the sales process as jointly deemed necessary to close the business.
- * POVA will provide to OCVSN all appropriate lead forms, which will be utilized for each individual meeting. Training will be provided to ensure uniformity and completeness of information. Within reasonable limits, OCVSN and POVA staff will be held to the same standards of thoroughness regarding information required for a lead to be processed.

Accountability and Performance Credit:

- * In order to ensure accurate tracking and accountability, and activity, each minority lead and booking will list both OCVSN and POVA staff. Each will receive individual numerical credit, although the numbers associated with each group will be counted only once in the overall lead/booking totals.
- * All leads and bookings generated by OCVSN will be tracked via POVA's Convention Sales Data Management system (CSDM), and monthly printouts will be produced. While OCVSN's goal will be specifically to produce minority leads, credit will also be given for other leads which may be produced. Leads for ethnic minority groups will be so identified. Upon request, POVA will provide to OCVSN production status reports as required. As backup, it is recommended that OCVSN retain separate copies of all leads generated.

- * With regard to sales trips and trade show attendance, OCVSN staff will complete and file trip reports detailing itinerary, clients met, results, and actions required. POVA forms will be provided.

Communication/Coordination:

- * It is anticipated that a substantial amount of communication between OCVSN and POVA staff will occur. Daily communication as required will be conducted by telephone, fax, personal meetings and e-mail (if available).
- * Recognizing that accurate and up-to-date client files are absolutely critical, all correspondence generated by OCVSN relating to a group (letters to clients, etc.) will be copied to POVA for inclusion in the group's file. As well, to the greatest extent possible, all client contracts should be documented and forwarded to POVA for inclusion in the file. As backup, it is recommended that OCVSN retain copies of all correspondence and worksheets. POVA staff will follow identical guidelines.
- * POVA client files are proprietary. Files generated through OCVSN may be reviewed by OCVSN at any time, but are property of POVA and may not leave the POVA office.
- * OCVSN will be included in all regularly scheduled POVA convention sales meetings, and will be a member of the POVA Convention Marketing Committee (CMC). Additional meetings pertaining specifically to minority marketing will be scheduled as needed.
- * It is important that clients understand the teamwork approach that exists between OCVSN and POVA, and not be confused by the introduction of new personnel (beyond their original contact) and organizational names. To alleviate this, mutually agreeable letters will be developed from both POVA and OCVSN explaining our sales procedures, and how our "system" works. In combination with verbal explanations, these letters will be used whenever a lead is turned over to POVA staff for follow-up. It is recommended that client correspondence from both POVA and OCVSN cross-reference the other as much as feasible, thus helping generate a seamless appearance.
- * In order to enhance a seamless sales presentation, mutually agreed upon stationary, business cards, and marketing materials will be developed which carry a common marketing theme.

TOURISM MARKETING

- * POVA and OCVSN will build destination information, including an inventory of ethnic minority product, and develop awareness and introduce clients to destination's product in a three-year, multi-phased program.
- * An OCVSN representative will be a member of POVA tourism marketing committee.

YEAR 1 - July 1, 1996 - June 30, 1997

- * OCVSN will develop a comprehensive POVA-compatible inventory ethnic minority-related destination product and services in the tri-county area. This inventory is to include year-round and event-specific resources and will include, but is not limited to, the identity, contact, title, address, phone, fax, e-mail, description, capacity, etc.
- * OCVSN will develop itineraries specific to revealing the distinctive ethnic cultural heritage influence in the history, arts, culture and lifestyle of the tri-county region. The itineraries will target minority leisure travel interests, including, but not limited to, African American, Native American, Hispanic American and Asian American, etc.
- * In cooperation with OCVSN, POVA will produce marketing communications tools, based upon inventory and itineraries developed, for promotional purposes and inclusion at tourism related trade shows.
- * OCVSN will provide domestic multi-cultural publications with story ideas on the greater Portland area.
- * POVA will produce and distribute media releases regarding the availability of the itineraries, the partnership that produced the piece, and the desire of metro Portland to showcase the tri-county's ethnic cultural heritage product. The releases will be directed to both consumer and travel trade media.
- * POVA will include the itineraries in its scheduled marketing activities and contacts in the U.S. and overseas.
- * POVA will link ethnic cultural heritage product with brand marketing and special interest campaigns and media outreach when germane to the media outlet and/or the target audience.
- * OCVSN will provide multi-cultural perspectives in the implementation of Portland's cultural tourism plan.
- * OCVSN will encourage, develop, promote and participate in diversity training and servicing educational programs for the hospitality industry. This includes working with local facilities to help recruit and promote ethnic minorities in the hospitality industry including upper management, sales and other key positions. OCVSN shall serve as a point of contact for POVA and others in the local hospitality community in helping to develop creditable affirmative action and community involvement programs which shall provide awareness and education to various ethnic groups.

POVA will contract with OCVSN in the amount of \$25,000 to coordinate Phase 1 of this program. In addition, POVA will dedicate \$10,000 in marketing support to implement its portion of program responsibilities.

YEAR 2 - July 1, 1997 - June 30, 1998

In addition to maintaining POVA-compatible inventory of product and events...

- * OCVSN will develop a POVA-compatible database of African American travel agents throughout the United States, with emphasis on the western region. Such information shall include names, addresses, phone, fax e-mail addresses, company profile, and description of client base and programs.
- * OCVSN will identify and develop a database of qualified minority niche markets and travel agents/operators who serve those markets. OCVSN will develop a target list culled from the database, with emphasis on the U.S. West.
- * OCVSN, in cooperation with POVA, will produce a communication tool to introduce Portland brand image to the complete database, e.g., direct mail or broadcast fax. POVA will include any produced material for distribution at tourism related trade shows.
- * OCVSN, in cooperation with POVA, will produce a phased communication and sales message for the target list to include, but not limited to, telemarketing/sales, correspondence and direct mail.
- * POVA will integrate ethnic cultural heritage product information into its *The Portland Book* (consumers); ethnic cultural heritage itinerary will be included in the *Group and IT Itineraries* (travel trade). When printed, each publication will be distributed in concert with joint-produced media alerts.
- * Any printed information and/or brochures shall also be visible and readily available at all POVA operated visitor information centers and will make quantities available to other interested parties.
- * OCVSN will continue to provide domestic multi-cultural publications with story ideas on Portland and new developments. OCVSN and its representatives shall serve as spokesperson(s) as it relates to multi-cultural marketing efforts in cooperation with POVA's public relations department.
- * OCVSN will continue to provide multi-cultural perspectives in the implementation of Portland's cultural tourism plan.
- * OCVSN shall assist POVA in distribution of any multi-cultural marketing tools to the travel trade.
- * OCVSN will continue training & servicing educational programs for the hospitality industry. This includes follow-up with various facilities including, but not limited to,

restaurants, hotels, cabs, tour operators, bus companies and others that are direct and indirect beneficiaries of the visitor industry. Such training and servicing shall include cultural awareness and sensitivity to ethnic minority visitor needs and different lifestyles.

- * OCVSN shall help develop a list of various local interpreters and other contacts that may be of benefit for visiting minority tourists and convention delegates. Such list shall be published and available to the local hospitality community.
- * Program measurement will include, but is not limited to, the number of inquiries received re: minority product.

POVA will contract with OCVSN in the amount of \$50,000 to coordinate Phase 2 of this program. In addition, POVA will dedicate \$15,000 in marketing and development support to implement its portion of the program responsibilities.

YEAR 3 - July 1 1998 - June 30, 1999

- * Continued updating and implementing programs started in previous years by both OCVSN and POVA.
- * OCVSN and POVA will develop and host a minority travel agent fam tour targeting appropriate high-potential agents/companies – based on the published itineraries and suppliers. This fam is to be followed-up with travel agent evaluations of product and itineraries. OCVSN, POVA and the Minority Marketing Committee shall jointly select those individuals to be invited and shall include minority leisure press members.
- * OCVSN and POVA will develop and host one group niche market fam with complete itineraries and follow-up evaluations of product and itineraries. Such fam may also be included in or held in conjunction with another scheduled fam.
- * OCVSN, in cooperation with POVA, shall develop a multi-cultural tourism media packet for the benefit of minority travel agents and media.
- * OCVSN, in cooperation with POVA, shall revise and update multi-cultural video presentation to create a unified presentation of Portland as it relates to ethnic minority travel and tourism.
- * OCVSN, in conjunction with POVA, will evaluate and revise itineraries to meet market expectations.

POVA will contract with OCVSN in the amount of \$50,000 to coordinate Phase 3 of this program. In addition, POVA will dedicate \$50,000 in development and marketing support to implement its portion of program responsibilities.

ETHNIC MINORITY COMMUNITY INVOLVEMENT PROGRAMS

- * POVA and OCVSN will ensure Portland's ethnic minority industries and organizations are tapped into the local tourism and convention industry through increased minority membership in POVA.
- * OCVSN shall diligently work with POVA's membership division and board to help increase ethnic minority membership participation in POVA including developing a community awareness program and speakers bureau.
- * OCVSN shall assist POVA and others in the local hospitality community in researching and securing ethnic minorities for on-the-job training and intern programs.
- * OCVSN and POVA shall represent a unified presentation with other minority business groups including, but not limited to Oregon Association of Minority Entrepreneurs, Metropolitan Hispanic Chamber of Commerce, African American Chamber of Commerce, JASO, etc., as a method to increase POVA's recognition in the minority communities and help to increase minority membership in POVA.
- * POVA will provide educational opportunities to Portland's ethnic minority students in the hospitality industry (scholarship programs/internships for ethnic minority on-the-job training).

POVA will dedicate up to \$15,000 to support these and other related initiatives over the next three years. Such shall include, but not limited to membership fees to join various ethnic organizations, attendance and registration to local events, conferences, gatherings, special programs and advertising or promotional opportunities.

GENERAL POINTS OF AGREEMENT

- * POVA and OCVSN will jointly develop a standard look specifically for its coordinated ethnic minority marketing activities. This will assist in communicating a "seamless" approach and will include a design for all outside communications (publications, letterhead, business cards, etc.) that will incorporate POVA's logo.
- * POVA and OCVSN will publicly support this partnership and each organization in all relevant opportunities.
- * OCVSN membership in POVA will be waived for the period of this contract.
- * OCVSN and POVA shall include each other at various related meetings of importance, including receptions, etc.

- * POVA and OCVSN understand that it is important and necessary to include qualified ethnic minority representation at all events and activities, not limited to those targeting a minority audience.
- * POVA and OCVSN shall take every possible opportunity to publicize this marketing partnership. POVA shall periodically include information in its newsletters and other materials highlighting minority marketing efforts and/or individual businesses which would support a positive image for Portland and the unified efforts of POVA and OCVSN.
- * POVA shall pay OCVSN approved expenses within 30 days of invoice and documentation. Such invoices shall include approved costs for staffing, contracting and other expenses relating only to the minority tourism program and shall not overlap with convention marketing which is funded to OCVSN by MERC.
- * POVA shall waive the fee for an OCVSN representative to attend the weekly breakfast and other relevant meetings and/or events.

FUNDING SUMMARY FOR TOTAL ETHNIC MINORITY CONVENTION AND TOURISM MARKETING PROGRAM

<u>YEAR</u>	<u>MERC CONTRACT TO OCVSN</u>	<u>POVA CONTRACT TO OCVSN</u>	<u>POVA PROGRAM SUPPORT</u>
Year 1 (FY96/97)	\$225,000	\$25,000	\$10,000
Year 2 (FY97/98)	\$250,000	\$50,000	\$15,000
Year 3 (FY98/99)	\$250,000	\$50,000	\$50,000
Community involvement over three years			\$15,000
TOTAL:	\$725,000	\$125,000	\$90,000

In addition, to the above amounts, POVA will invest up to \$100,000 annually in convention sales and service efforts to support minority convention marketing activities. This includes POVA's share of administration, salaries and overhead.