

**METROPOLITAN EXPOSITION RECREATION COMMISSION**

**RESOLUTION NO. 01-24**

Approving the contractor ThemeParking, Inc. to provide advertising, sponsorship and way-finding services for MERC's parking lot and garage operations.

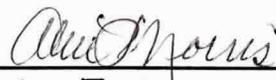
**The Metropolitan Exposition Recreation Commission finds:**

1. That MERC operates and manages all aspects of its parking program for the Oregon Convention Center and the Portland Metropolitan Exposition Center.
2. It is in the best interest of the OCC and the Expo facilities to generate revenue from the operations of its parking programs. That MERC Resolution 01-13 authorized issuance of an Request for Proposal to procure such services and one proposal was received.
3. MERC has approved an advertising policy for its facilities and wishes to increase revenues through advertising and sponsorship of its parking structures and lots.
4. Staff has evaluated the proposal according to the RFP criteria and recommends entering into a contract for such services with ThemeParking, Inc.

**BE IT THEREFORE RESOLVED** that the Commission approves the selection of ThemeParking, Inc. to provide advertising, sponsorship and wayfinding services for MERC's parking lot and garage operations; and further, authorizes the MERC General Manager to enter into a contract for such services.

Passed by the Commission on July 18, 2001.

  
\_\_\_\_\_  
Chair

  
\_\_\_\_\_  
Secretary/Treasurer

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

By:   
\_\_\_\_\_  
Kathleen A. Pool, Sr. Assistant Counsel

## **MERC Staff Report**

**Agenda Items/Issues:** Approval of ThemeParking, inc. contact for advertising, sponsorship and wayfinding services for MERC operated parking lots and garages.

**Resolution No.:** 01-24

**Presented By:** Jeffrey A. Blosser

**Date:** June 27, 2001

### **Background and Analysis:**

MERC approved an RFP process for a personal services contract for advertising, sponsorship and way-finding services for the MERC-operated parking facilities. The proposal was released and advertised with one company responding to the request for services. The proposal addresses services to be provided and the revenues projected for MERC.

### **Fiscal Impact:**

Estimated income for OCC and Expo is estimated to be between \$50,000-\$60,000 annually for this advertising/sponsorship program. There is also opportunity to receive complimentary signage and way-finding design services as part of the Agreement.

### **Recommendation:**

Staff recommends that the Metropolitan Exposition Recreation Commission approve the contract for MERC operated parking facilities with ThemeParking Inc. to provide advertising, sponsorship, and way-finding services as provided for in the attached proposal and contract; and authorizes the MERC General Manger to executed such contract.