

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 99-13

Authorizing the Oregon Convention Center Director to execute a three-year extension to the Portland Oregon Visitors Association (POVA) Marketing Agreement to provide national marketing of the Oregon Convention Center commencing July 1, 1999 and ending June 30, 2002; and, to continue assignment of contractual management and oversight of the of the Oregon Convention and Visitors Services Network, Inc. Agreement extension.

The Metropolitan Exposition-Recreation Commission finds:

1. That in June of 1996, the Metropolitan Exposition Recreation Commission entered into a contract with Portland Oregon Visitors Association (POVA) to provide national marketing of the Oregon Convention Center for an initial period of 3 years, with two three-year extensions.
2. That the Metropolitan Exposition Recreation Commission, in December of 1996, approved assignment of contractual management and oversight of the Oregon Convention and Visitor Services Network, Inc. (OCVSN) Minority Marketing contract to the Portland Oregon Visitors Association (POVA) for the term of the contract.
3. That staff recommends extension of this contract as the most effective and efficient way to combine all talents and expertise to achieve the goals in each contract, work assignments, goals, developed relationships and marketing plans.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the extension to the Portland Oregon Visitors Association (POVA) Agreement for national marketing of the Oregon Convention Center for a period three (3) years, commencing July 1, 1999 and ending June 30, 2002; that the Metropolitan Exposition Recreation Commission directs the Oregon Convention Center Director to execute such an extension of this agreement on behalf of the Metropolitan Exposition-Recreation Commission; and further to continue in this extension the assignment of management and oversight of the OCVSN Agreement extension to the Portland Oregon Visitors Association, as outlined in each Agreement.

Passed by the Commission on April 7, 1999.

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



By: Kathleen Pool
Senior Assistant Counsel



Chair



Secretary/Treasurer

MERC Staff Report

Agenda Item/Issue: Authorize the Oregon Convention Center Director to execute a three-year extension to the Portland Oregon Visitors Association to provide national marketing of the Oregon Convention Center commencing July 1, 1999 and ending June 30, 2002; and to continue assignment of contractual management and oversight of the Oregon Convention and Visitors Services Network, Inc. for the term of the extension.

Resolution No.: 99-13

Presented By: Jeffrey A. Blosser

Date: April 7, 1999

Background and Analysis: In June of 1996, MERC entered into a contract with the Portland Oregon Visitors Association to provide national marketing of the Oregon Convention Center. The initial contract term was three years with two three-year extensions. In December of 1996, MERC assigned contractual management and oversight of the Oregon Convention and Visitors Services Network, Inc. Agreement to the Portland Oregon Visitors Association (POVA) for the term of the contact.

Staff has been very pleased with the efforts of the contractor who has worked effectively with the Oregon Convention and Visitors Services Network, Inc. to blend and merge marketing efforts so that Portland is fully represented in the market.

Fiscal Impact: FY 1999-00 – budgeted amount of \$2,256,352
FY 2000-01 & FY 2001-02 to be determined by
MERC Commission during budget process.

Recommendation: Staff recommends that the Metropolitan Exposition Recreation Commission authorize the Oregon Convention Center Director to execute a three-year extension to the Portland Oregon Visitors Association to provide national marketing of the Oregon Convention Center commencing July 1, 1999 and ending June 30, 2002; and to continue assignment of contractual management and oversight of the Oregon Convention and Visitors Services Network, Inc. Agreement for the term of the extension.