

## Metropolitan Exposition Recreation Commission

### Resolution No. 99-48

Authorizing staff to release an RFP for advertising services in conjunction with the Portland Oregon Visitors Association.

The Metropolitan Exposition Recreation Commission finds:

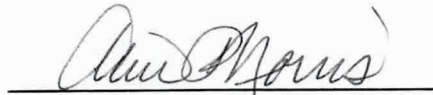
1. That staff has identified the need to focus its marketing and advertising needs relating to the upcoming expansion of the Oregon Convention Center.
2. That coordinating the OCC's efforts with the Portland Oregon Visitor's Association will save money, cooping messages will re-enforce the Portland message as well as the Center's and will allow for more advertising in different publications.
3. That the MERC Commission has the authority to approve the release of RFPs for services requiring specialized skills for its managed facilities.

**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition Recreation Commission authorizes staff to release an RFP soliciting marketing and advertising services in conjunction with the Portland Oregon Visitors Association relating to the expansion of the Oregon Convention Center.

Passed by the Commission on November 17, 1999.




Chair



Secretary/Treasurer

Approved as to Form  
Daniel B. Cooper, General Counsel

By   
Kathleen Pool, Sr. Assist. Counsel

## **MERC Staff Report**

**Agenda Item/Issue:** Authorizing staff to release an RFP for marketing and advertising services in conjunction with the Portland Oregon Visitors Association relating to the expansion of the Oregon Convention Center.

**Resolution No:** 99-48

**Presented By:** Jeffrey A. Blosser

**Date:** November 17, 1999

**Background and Analysis:** Staff has been meeting and discussing with the Portland Oregon Visitors Association the best way to market and advertise the expansion of the Oregon Convention Center and all the new things happening in Portland. It was decided that our messages should be similar and supportive of both the OCC Expansion and selling the destination would be our strongest position.

With limited funding for both agencies, staffs from both groups agreed that pooling our funds, marketing the same message, re-enforcing our messages in separate ads and doing joint promotions would reach our results and stretch our dollars for the most effective campaign. OCC and POVA would jointly release the RFP for marketing and advertising services and select the most qualified company to provide the needed services. Contracts would be separately executed for each agency with the same scope of work.

**Fiscal Impact:** The impact for OCC will be the Commission approved budget for advertising and creative services each year. The contract would be for two years with a one-year extension option. The language would be on a not to exceed the approved OCC budget for such services as authorized by the MERC Commission in the annual budget approval.

**Recommendation:** Staff recommends that the Metropolitan Exposition Recreation Commission authorize staff to release a joint RFP with POVA for marketing and advertising services relating to the selling of Portland and the expansion of the Oregon Convention Center