

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 08-04

**For the Purpose of approving the extension of the National Sales, Marketing and Convention Services Agreement for the Oregon Convention Center with the Portland Oregon Visitors Association.**

WHEREAS, MERC manages the Oregon Convention Center; and

WHEREAS, in order to maximize the economic impact of the Oregon Convention Center for the Tri-County Metropolitan Region, it is critical that conventions, tradeshow and other national events take place as well as a comprehensive Sales and Marketing of the destination effort is complimentary to this need; and

WHEREAS, MERC is satisfied with the efforts of Portland Oregon Visitors Association ("POVA") to accomplish the goals and duties outlined in the agreement; and

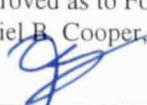
WHEREAS, MERC has the authority to extend the National Sales, Marketing Convention Service Agreement with POVA;

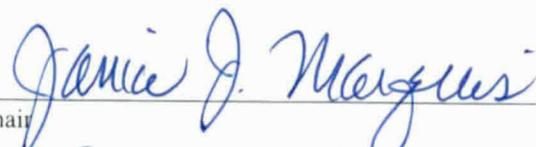
**BE IT THEREFORE RESOLVED AS FOLLOWS:**

1. MERC delegates the authority to CEO David Woolson to extend the National Sales, Marketing and Convention Service Agreement with POVA for an additional two year term as outlined in the Agreement;
2. The term shall be from July 1, 2008 through June 30, 2010 unless terminated sooner as provided in the Agreement.

Passed by the Commission on April 23, 2008

Approved as to Form:  
Daniel B. Cooper, Metro Attorney

By:   
Nathan A. Schwartz Sykes  
Senior Attorney

Chair   
  
Secretary-Treasurer

## MERC Staff Report

**Agenda Item/Issue:** For the Purpose of approving a two year extension of the National Sales, Marketing, Convention Services Agreement with the Portland Oregon Visitors Association.

**Resolution No.:** 08-04

**Presented By:** Jeffery A. Blosser

**Date:** April 23, 2008

**Background and Analysis:** MERC approved a National Sales, Marketing and Convention Services Agreement with the Portland Oregon Visitors Association ("POVA"), in September of 2005. This Agreement was for 3 years starting October 1, 2005 and will expire on June 30, 2008. MERC has the authority to extend this Agreement for four (4) additional two-year periods at its own discretion with a 60 day notice to POVA.

POVA has met all of the obligations of the current Agreement with all of its Reports, Goal Setting, Annual Line Item Budget, Annual Sales Plan Submission and Financial Reports. POVA has complied with all MERC policies in its application of the Agreement including submission of its First Opportunity/MWESB reporting with all quarterly reports to the MERC:

Staff is very satisfied with the work product POVA has provided in the efforts to promote, market, sell and secure national conventions and tradeshow business for the OCC and the region. They have worked in a very collaborative way with the OCC Sales Team and the local Hospitality Community in all areas of Sales and Marketing through the term of this current Agreement.

**Fiscal Impact:** MERC approves the annual contract amount for this Agreement during the budget process based upon the POVA Program of Work and Annual Sales Plan Submittals. Current Budget for this Agreement is \$2,872,043 including \$612,681 from VDI as part of the funding of the Sales Marketing and Convention Services efforts for 2008-09 budget approved by the MERC in February 2008.

**Recommendation:** Staff recommends that the MERC adopt Resolution 08-XX, to approve the two year extension of the National Sales, Marketing and Convention Services Agreement with POVA and authorizes the CEO of MERC to take the necessary action to exercise the extension option of this Agreement.