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# **MERC Commission Meeting**

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April 8, 2020  
12:30 pm

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Zoom Virtual Meeting

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# Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) or call 503-813-7514. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet's website at [www.trimet.org](http://www.trimet.org).

## Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1890 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

## Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1890 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

## Metro 的不歧视公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1890（工作日上午8點至下午5點），以便我們滿足您的要求。

## Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullan dadweyne, wac 503-797-1890 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

## Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1890를 호출합니다.

## Metroの差別禁止通知

Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、[www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)。までお電話ください公開会議で言語通訳を必要とされる方は、Metroがご要請に対応できるよう、公開会議の5営業日前までに503-797-1890（平日午前8時～午後5時）までお電話ください。

**ការម** Metro  
ការគោរពសិទ្ធិលទ្ធផលរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិលទ្ធផលរបស់ Metro  
ឬដើម្បីទទួលបានក្បួនបណ្តឹង រើសអើងសូមចូលទស្សនាគេហទំព័រ  
[www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។  
បើលោកអ្នកត្រូវការអនុបកប្រែភាសានៅពេលអង្គ  
បុណ្យសាធារណៈ សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច  
ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃ  
ថ្ងៃមុន មុនថ្ងៃបុណ្យសាធារណៈ ឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក

## إشعار بامتثال Metro من

إشعار بامتثال Metro لحقوق وقلالمذنية. للمزيد من المعلومات حول برنامج Metro لحقوق وقلالمذنية أو لإبداء شكوى خالته ميمي زي رجي زيارة الموقع الإلكتروني [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). إن كنت بحاجة إلى مساعدة في اللغة، ي ج ب ع ل ي ك الاتصال مقدم ب ر ق ل ه ا ت ف 503-797-1890 من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة قبل خمسة ( ) أيام عمل من موعد الاجتماع.

## Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

## Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

## Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1890 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

## Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1890 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

## Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua nte ntawm lub rooj sib tham.





Karis Stoudamire-Phillips  
Chair

John Erickson  
Vice chair

Deidra Krys-Rusoff  
Secretary-treasurer

Damien Hall

Ray Leary

Dañel Malán

Deanna Palm

## Meeting Agenda

April 8, 2020

12:30 to 2:30 p.m.

Zoom | Webinar ID: 172 978 345

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|-------------------|---|
| <b>12:30 p.m.</b> | <b>Call to Order and Roll Call</b>  |
| <b>12:35</b>      | <b>Citizen Communication</b>  |
| <b>12:40</b>      | <b>Commission / Council Liaison Communications</b>  |
| <b>12:45</b>      | <b>General Manager Communications</b><br>Scott Cruickshank  |
| <b>12:50</b>      | <b>Financial Update</b><br>Rachael Lembo  |
| <b>1:00 p.m.</b>  | <b>Venue Business Reports</b><br>Matthew P. Rotchford, Craig Stroud, Robyn Williams                         |
| <b>1:30</b>       | <b>Consent Agenda</b> <ul style="list-style-type: none"><li>Record of MERC Actions, March 4, 2020</li></ul> |
| <b>1:35</b>       | <b>Travel Portland Update</b><br>Jeff Miller, Travel Portland   |

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# MERC Commission Meeting

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April 8, 2020  
12:30 pm

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Financial Report

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# Metropolitan Exposition Recreation Commission

## Memorandum

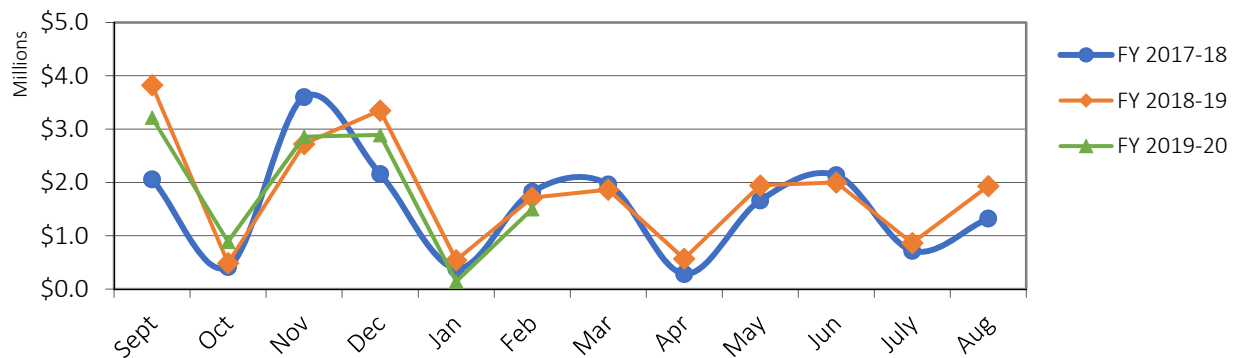
Date: March 5, 2020  
 To: Commissioner Karis Stoudamire-Phillips, Chair  
 Commissioner John Erickson, Vice Chair  
 Commissioner Deidra Krys-Rusoff, Secretary-Treasurer  
 Commissioner Damien Hall  
 Commissioner Ray Leary  
 Commissioner Dañel Malán  
 Commissioner Deanna Palm  
 Councilor Christine Lewis  
 From: Rachael Lembo – MERC Finance Manager  
 Subject: February 2020 Financial Update

### Transient Lodging Tax

Total February collections were down \$215 thousand, or -13% from prior year. The February collections include two City of Portland payments: the delayed January payment of \$472 thousand and the February payment of \$1 million.

Metro TLT Excise Tax receipts	FY2018-19	FY2019-20	\$ Var	% Var
February	1,715,579	1,500,904	(214,676)	-13%
<b>YTD</b>	<b>12,644,016</b>	<b>11,495,016</b>	<b>(1,149,000)</b>	<b>-9%</b>

Year-to-date collections are down \$1.1 million, or -9% over prior year. Part of this variance was expected as the first TLT payment of FY 2018-19 was significantly higher than historical first payments. In the prior year, the high September payment was due to a number of operators whose payments were received by the City a month later than previous years. When combined, the August 2018 through February 2019 payments totaled \$14 million while the August 2019 through February 2020 payments totaled \$13.4 million. The difference is (\$542 thousand), or -4%, lower in the 2019-2020 seven-month period.



# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

All Venues

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date Actuals	% of Prior Year to Date	Current Year Budget	% of Annual Budget
<b>Operations</b>							
Charges for Services	3,075,072	3,383,009	20,997,711	21,445,692	102.1%	33,858,179	63.3%
Food and Beverage Revenue	2,563,125	2,269,425	14,240,921	13,631,307	95.7%	22,397,170	60.9%
Local Government Shared Revenues	1,715,579	1,500,904	12,644,016	11,495,016	90.9%	17,037,835	67.5%
Contributions from Governments	-	-	-	-		948,786	0.0%
Contributions from Private Sources	-	-	-	-		125,000	0.0%
Grants	43,996	8,106	43,996	55,458	126.1%	-	
Interest Earnings	116,446	68,843	768,095	633,436	82.5%	660,000	96.0%
Miscellaneous Revenue	10,217	33,783	84,275	98,803	117.2%	140,478	70.3%
Transfers-R	106,699	110,807	853,590	886,454	103.9%	1,329,685	66.7%
<b>Total Revenues</b>	<b>7,631,134</b>	<b>7,374,876</b>	<b>49,632,603</b>	<b>48,246,166</b>	<b>97.2%</b>	<b>76,497,133</b>	<b>63.1%</b>
Personnel Services	1,706,931	1,987,048	13,248,484	15,215,386	114.8%	25,437,867	59.8%
Materials and Services	1,414,449	1,489,642	12,101,805	12,197,879	100.8%	21,442,878	56.9%
Food & Beverage Services	1,727,886	1,549,879	10,893,561	10,923,532	100.3%	17,365,031	62.9%
Management Fee	195,093	206,784	1,560,740	1,654,272	106.0%	2,481,407	66.7%
Transfers-E	899,458	542,856	5,547,207	5,296,546	95.5%	7,534,520	70.3%
<b>Total Expenditures</b>	<b>5,943,816</b>	<b>5,776,209</b>	<b>43,351,797</b>	<b>45,287,615</b>	<b>104.5%</b>	<b>74,261,703</b>	<b>61.0%</b>
<b>Net Operations</b>	<b>1,687,319</b>	<b>1,598,667</b>	<b>6,280,806</b>	<b>2,958,551</b>		<b>2,235,430</b>	
Food & Beverage Margin \$	835,239	719,546	3,347,360	2,707,775		5,032,139	
Food & Beverage Margin %	33%	32%	24%	20%		22%	
<b>Capital</b>							
Total Revenues	-	46,379	765,875	86,379	11.3%	11,434,540	0.8%
Total Expenditures	3,090,500	1,134,649	15,669,571	18,860,426	120.4%	29,710,862	63.5%
<b>Net Capital</b>	<b>(3,090,500)</b>	<b>(1,088,270)</b>	<b>(14,903,696)</b>	<b>(18,774,047)</b>		<b>(18,276,322)</b>	
<b>Change in Fund Balance</b>	<b>(1,403,181)</b>	<b>510,397</b>	<b>(8,622,890)</b>	<b>(15,815,497)</b>		<b>(16,040,892)</b>	
<b>Ending Fund Balance</b>			<b>53,190,179</b>	<b>27,507,770</b>			

# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Oregon Convention Center

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date Actuals	% of Prior Year to Date	Current Year Budget	% of Annual Budget
<b>Operations</b>							
Charges for Services	1,290,487	1,512,903	9,010,419	8,827,428	98.0%	13,932,018	63.4%
Food and Beverage Revenue	1,767,345	1,379,070	10,629,647	9,727,810	91.5%	16,341,351	59.5%
Local Government Shared Revenues	1,534,498	1,346,537	11,309,423	10,312,767	91.2%	14,877,000	69.3%
Grants	43,996	8,106	43,996	55,458	126.1%	-	
Interest Earnings	68,793	22,468	439,573	221,845	50.5%	200,000	110.9%
Miscellaneous Revenue	(2,837)	8,837	44,639	45,585	102.1%	17,828	255.7%
Transfers-R	-	-	-	-		-	
<b>Total Revenues</b>	<b>4,702,282</b>	<b>4,277,922</b>	<b>31,477,696</b>	<b>29,190,892</b>	<b>92.7%</b>	<b>45,368,197</b>	<b>64.3%</b>
Personnel Services	926,060	1,003,133	6,982,893	7,767,009	111.2%	13,151,217	59.1%
Materials and Services	769,912	788,630	6,249,782	6,372,734	102.0%	11,397,440	55.9%
Food & Beverage Services	1,168,288	932,376	7,991,389	7,900,001	98.9%	12,712,317	62.1%
Management Fee	156,487	164,307	1,251,893	1,314,456	105.0%	1,971,684	66.7%
Transfers-E	521,941	311,530	3,003,356	2,492,241	83.0%	3,738,349	66.7%
<b>Total Expenditures</b>	<b>3,542,687</b>	<b>3,199,976</b>	<b>25,479,315</b>	<b>25,846,441</b>	<b>101.4%</b>	<b>42,971,007</b>	<b>60.1%</b>
<b>Net Operations</b>	<b>1,159,595</b>	<b>1,077,945</b>	<b>5,998,382</b>	<b>3,344,451</b>		<b>2,397,190</b>	
Food & Beverage Margin \$	599,057	446,694	2,638,258	1,827,809		3,629,034	
Food & Beverage Margin %	34%	32%	25%	19%		22%	
<b>Capital</b>							
Total Revenues	-	46,379	502,466	46,379	9.2%	6,759,359	0.7%
Total Expenditures	2,952,715	479,638	12,979,352	13,827,222	106.5%	18,889,350	73.2%
<b>Net Capital</b>	<b>(2,952,715)</b>	<b>(433,259)</b>	<b>(12,476,886)</b>	<b>(13,780,843)</b>		<b>(12,129,991)</b>	
<b>Change in Fund Balance</b>	<b>(1,793,120)</b>	<b>644,686</b>	<b>(6,478,505)</b>	<b>(10,436,392)</b>		<b>(9,732,801)</b>	
<b>Ending Fund Balance</b>			<b>33,385,852</b>	<b>9,988,855</b>			

# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland's Centers for the Arts

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date Actuals	% of Prior Year to Date	Current Year Budget	% of Annual Budget
<b>Operations</b>							
Charges for Services	1,088,917	1,240,024	8,887,528	9,522,173	107.1%	15,148,714	62.9%
Food and Beverage Revenue	322,053	373,114	2,299,086	2,536,569	110.3%	3,803,468	66.7%
Local Government Shared Revenues	181,082	154,366	1,334,593	1,182,249	88.6%	2,160,835	54.7%
Contributions from Governments	-	-	-	-		948,786	0.0%
Contributions from Private Sources	-	-	-	-		125,000	0.0%
Interest Earnings	30,564	30,684	217,737	273,128	125.4%	237,500	115.0%
Miscellaneous Revenue	3,313	7,281	18,639	18,199	97.6%	80,650	22.6%
Transfers-R	-	-	-	-		-	
<b>Total Revenues</b>	<b>1,625,928</b>	<b>1,805,469</b>	<b>12,757,584</b>	<b>13,532,318</b>	<b>106.1%</b>	<b>22,504,953</b>	<b>60.1%</b>
Personnel Services	563,519	754,815	4,758,572	5,782,991	121.5%	9,416,654	61.4%
Materials and Services	489,683	520,918	4,781,150	4,635,587	97.0%	7,917,509	58.5%
Food & Beverage Services	215,155	276,754	1,682,743	1,836,795	109.2%	2,803,246	65.5%
Transfers-E	250,065	160,869	1,098,082	1,286,949	117.2%	1,930,419	66.7%
<b>Total Expenditures</b>	<b>1,518,423</b>	<b>1,713,356</b>	<b>12,320,547</b>	<b>13,542,321</b>	<b>109.9%</b>	<b>22,067,828</b>	<b>61.4%</b>
<b>Net Operations</b>	<b>107,506</b>	<b>92,113</b>	<b>437,037</b>	<b>(10,003)</b>		<b>437,125</b>	
Food & Beverage Margin \$	106,897	96,360	616,344	699,774		1,000,222	
Food & Beverage Margin %	33%	26%	27%	28%		26%	
<b>Capital</b>							
Total Revenues	-	-	142,795	-	0.0%	3,500,000	0.0%
Total Expenditures	127,241	626,189	1,839,855	4,890,243	265.8%	9,331,338	52.4%
<b>Net Capital</b>	<b>(127,241)</b>	<b>(626,189)</b>	<b>(1,697,058)</b>	<b>(4,890,243)</b>		<b>(5,831,338)</b>	
<b>Change in Fund Balance</b>	<b>(19,735)</b>	<b>(534,076)</b>	<b>(1,260,021)</b>	<b>(4,900,246)</b>		<b>(5,394,213)</b>	
<b>Ending Fund Balance</b>			<b>10,844,824</b>	<b>8,131,400</b>			



# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland Expo Center

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date Actuals	% of Prior Year to Date	Current Year Budget	% of Annual Budget
<b>Operations</b>							
Charges for Services	695,668	630,082	3,099,764	3,096,090	99.9%	4,777,447	64.8%
Food and Beverage Revenue	473,728	517,240	1,312,188	1,366,928	104.2%	2,252,351	60.7%
Interest Earnings	4,401	4,812	35,100	44,457	126.7%	62,500	71.1%
Miscellaneous Revenue	9,741	17,666	20,997	35,019	166.8%	42,000	83.4%
Transfers-R	33,333	33,333	266,664	266,664	100.0%	400,000	66.7%
<b>Total Revenues</b>	<b>1,216,871</b>	<b>1,203,133</b>	<b>4,734,712</b>	<b>4,809,158</b>	<b>101.6%</b>	<b>7,534,298</b>	<b>63.8%</b>
Personnel Services	163,156	162,931	1,077,126	1,277,739	118.6%	2,174,718	58.8%
Materials and Services	108,854	166,431	886,627	955,336	107.7%	1,590,904	60.0%
Food & Beverage Services	344,443	340,749	1,219,429	1,186,737	97.3%	1,849,468	64.2%
Management Fee	38,606	42,477	308,847	339,816	110.0%	509,723	66.7%
Transfers-E	115,628	58,029	1,396,337	1,417,432	101.5%	1,716,121	82.6%
<b>Total Expenditures</b>	<b>770,687</b>	<b>770,617</b>	<b>4,888,366</b>	<b>5,177,059</b>	<b>105.9%</b>	<b>7,840,934</b>	<b>66.0%</b>
<b>Net Operations</b>	<b>446,184</b>	<b>432,517</b>	<b>(153,654)</b>	<b>(367,901)</b>		<b>(306,636)</b>	
Food & Beverage Margin \$	129,285	176,492	92,759	180,191		402,883	
Food & Beverage Margin %	27%	34%	7%	13%		18%	
<b>Capital</b>							
Total Revenues	-	-	120,614	40,000	33.2%	1,175,181	3.4%
Total Expenditures	10,544	28,822	850,364	142,962	16.8%	1,490,174	9.6%
<b>Net Capital</b>	<b>(10,544)</b>	<b>(28,822)</b>	<b>(729,750)</b>	<b>(102,962)</b>		<b>(314,993)</b>	
<b>Change in Fund Balance</b>	<b>435,639</b>	<b>403,695</b>	<b>(883,404)</b>	<b>(470,863)</b>		<b>(621,629)</b>	
<b>Ending Fund Balance</b>			<b>2,355,788</b>	<b>2,847,991</b>			

# MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

MERC Administration

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date Actuals	% of Prior Year to Date	Current Year Budget	% of Annual Budget
<b>Operations</b>							
Interest Earnings	12,689	10,878	75,685	94,007	124.2%	160,000	58.8%
Transfers-R	73,366	77,474	586,926	619,790	105.6%	929,685	66.7%
<b>Total Revenues</b>	<b>86,054</b>	<b>88,352</b>	<b>662,611</b>	<b>713,797</b>	<b>107.7%</b>	<b>1,089,685</b>	<b>65.5%</b>
Personnel Services	54,196	66,169	429,892	387,647	90.2%	695,278	55.8%
Materials and Services	46,000	13,663	184,246	234,222	127.1%	537,025	43.6%
Transfers-E	11,824	12,428	49,432	99,924	202.1%	149,631	66.8%
<b>Total Expenditures</b>	<b>112,020</b>	<b>92,260</b>	<b>663,570</b>	<b>721,793</b>	<b>108.8%</b>	<b>1,381,934</b>	<b>52.2%</b>
<b>Net Operations</b>	<b>(25,965)</b>	<b>(3,908)</b>	<b>(959)</b>	<b>(7,996)</b>		<b>(292,249)</b>	
<b>Change in Fund Balance</b>	<b>(25,965)</b>	<b>(3,908)</b>	<b>(959)</b>	<b>(7,996)</b>		<b>(292,249)</b>	
<b>Ending Fund Balance</b>			<b>6,603,716</b>	<b>6,539,523</b>			

## MERC Food and Beverage Margins

February 2020

	Prior Year Month Actual	Current Month Actual	Prior Year to Date Actual	Current Year to Date	Annual Budget
<b>Convention Center Operating Fund</b>					
Food and Beverage Revenue	1,767,345	1,379,070	10,629,647	9,727,810	16,341,351
Food & Beverage Services	1,168,288	932,376	7,991,389	7,900,001	12,712,317
Food and Beverage Gross Margin	599,057	446,694	2,638,258	1,827,809	3,629,034
Food and Beverage Gross Margin %	33.90%	32.39%	24.82%	18.79%	22.21%
<b>Portland'5 Centers for the Arts Fund</b>					
Food and Beverage Revenue	322,053	373,114	2,299,086	2,536,569	3,803,468
Food & Beverage Services	215,155	276,754	1,682,743	1,836,795	2,803,246
Food and Beverage Gross Margin	106,897	96,360	616,344	699,774	1,000,222
Food and Beverage Gross Margin %	33.19%	25.83%	26.81%	27.59%	26.30%
<b>Expo Fund</b>					
Food and Beverage Revenue	473,728	517,240	1,312,188	1,366,928	2,252,351
Food & Beverage Services	344,443	340,749	1,219,429	1,186,737	1,849,468
Food and Beverage Gross Margin	129,285	176,492	92,759	180,191	402,883
Food and Beverage Gross Margin %	27.29%	34.12%	7.07%	13.18%	17.89%
<b>MERC Fund Total</b>					
Food and Beverage Revenue	2,563,125	2,269,425	14,240,921	13,631,307	22,397,170
Food & Beverage Services	1,727,886	1,549,879	10,893,561	10,923,532	17,365,031
Food and Beverage Gross Margin	835,239	719,546	3,347,360	2,707,775	5,032,139
Food and Beverage Gross Margin %	32.59%	31.71%	23.51%	19.86%	22.47%

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# MERC Commission Meeting

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April 8, 2020  
12:30 pm

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Consent Agenda

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**Metropolitan Exposition Recreation Commission**  
**Record of MERC Commission Actions**  
 March 4, 2020  
 Portland Expo Center

<b>Present:</b>	Karis Stoudamire-Phillips, John Erickson, Damien Hall, Deidra Krys-Rusoff, Ray Leary, Dañel Malán, Deanna Palm
<b>Absent:</b>	None.
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Vice Chair Erickson at 12:32 p.m.
<b>1.0</b>	<b>Quorum Confirmed</b> A quorum of Commissioners was present.
<b>2.0</b>	<b>Opportunity for Public Comment on Agenda and Non-Agenda items</b> <ul style="list-style-type: none"> <li>• Bruce Fife, President of AFM Local 99 shared he was here to speak against Resolution 20-02 as currently drafted, as it creates an unsustainable 30% rent increase which unfairly targets critical arts organizations.</li> <li>• Kirk Mouser, Stumptown Stages shared an overview of his 9 year history of operating at P5. He noted that the current facility rates rent of 5% proposed is not insurmountable for them but will require retooling their budget. He expressed concern that some other arts organizations will have up to a 20% increase. He then suggested we as a collective whole should take a harder look at Resolution 20-02 for solutions that can best serve the current and future needs of not only P5, but all of the various arts organizations in which it serves.</li> </ul>
<b>3.0</b>	<b>Commission and Council Communications</b> <ul style="list-style-type: none"> <li>• Councilor Lewis shared that 2 weeks ago Metro confirmed our new Metro COO Marissa Madrigal. We have referred a housing services measure to the May ballot.</li> </ul>
<b>4.0</b>	<b>GM Communications</b> Scott Cruickshank provided the following updates: <ul style="list-style-type: none"> <li>• The Expo Development Opportunity Study (DOS) Japanese American Community Conversation will be held tomorrow -Thursday March 5 at Expo from 10am to noon.</li> <li>• The Expo Development Opportunity Study (DOS) African American Community Conversation will be held on Friday, March 6 at Expo from 10am to noon. Cascadia Partners will facilitate a conversation around desired goals and outcomes, potential community benefits, and key concerns to be considered in the study.</li> <li>• Invited Matt Pizzuti up to be acknowledged as his last day will be on March 30th.</li> <li>• Metro Leadership is following guidance from public health officials, Multnomah County and the CDC and has initiated an Incident Command System for COVID-19.</li> <li>• Invited Matthew Rotchford to share news of the recent passing of local promoter, Mike Thrasher.</li> </ul>
<b>5.0</b>	<b>Financial Report</b> Rachael Lembo presented the January 2020 Financial Report. <ul style="list-style-type: none"> <li>• Commissioner Krys-Rusoff requested a note once the City has submitted their TLT collections.</li> <li>• Krys-Rusoff noted that we rely significantly on TLT. There is concern about the decrease in travel related to COVID and how that will impact our budget moving forward.</li> </ul>
<b>6.0</b>	<b>Consent Agenda</b> <ul style="list-style-type: none"> <li>• Record of MERC Actions, February 5, 2020</li> </ul>

	<p>A motion was made by Commissioner Palm and seconded by Commissioner Erickson to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary, Malán and Palm) NAY: 0 MOTION PASSED</p>
<b>7.0</b>	<p><b>Travel Portland Reorganization Update</b> Jeff Miller</p> <ul style="list-style-type: none"> <li>• Commissioner Krys-Rusoff requested the numbers from 2001 and 2008. Miller replied they were at - 8%. He will send actuals to Scott to distribute.</li> <li>• Krys-Rusoff asked about the TLT restructure and which buckets get funded automatically. Cruickshank responded that the bonds are prioritized, and there is a series of obligations below that starting with the OCC operating bucket, and the County’s new bucket is at the bottom. There are different ways to address and the financial review team will meet later this month to discuss.</li> </ul>
<b>8.0</b>	<p><b>Action Agenda</b> <b>Resolution No. 20-02A:</b> For the purpose of approving rental rates for Portland’s Centers for the Arts (Portland’s) beginning in fiscal year, 2020-2021.</p> <ul style="list-style-type: none"> <li>• Commissioner Malán asked would this decision make sense if a group had to reduce the amount of shows due to the higher rental rate. Williams responded we would be able to fill any open space as the demand is so high.</li> <li>• Commissioner Malán asked if the budget cuts could come from other places such as reducing free events for schools. Williams responded that they are only bringing in students from title I schools, a typically underserved group, and we feel a responsibility to take care of them.</li> <li>• Krys-Rusoff- shared that P5 is already paying for the recent increases which does not allow for a gradual roll out. There is an immediate need for the rate increases.</li> <li>• Erickson asked about the average percentage of the overall budget for the organizations we represent through P5. Williams responded based on clients 9-90 filing for FY18 rental expenses are about 1% of the arts group’s total expenses. With additional fees paid to P5 it’s an average of 7%.</li> </ul> <p>A motion was made by Commissioner Palm and seconded by Commissioner Erickson to approve Resolution 20-02A.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Krys-Rusoff, Erickson, Hall Leary and Palm) NAY: 1 (Malán) MOTION PASSED</p>
<b>9.0</b>	<p><b>FY2020-21 Proposed Budget Presentation</b> Rachael Lembo and Annie Wilson</p> <ul style="list-style-type: none"> <li>• Commissioner Hall asked if there was an ongoing discussion with the Hatfield Hall landlord. Williams responded not currently. Cruickshank added that we came to an agreement of a 10 year lease with 3% escalators.</li> <li>• Commissioner Palm shared she was impressed with the budget committee’s efforts. She noted that the increases such as pay equity and paid family leave are worthy, but emphasized they are “real money” and moving forward we need to figure out how to pay for them.</li> <li>• Cruickshank thanked and acknowledged our budget chair and committee for actively engaging in our numbers and scope of work and heavily contributing to the budget outcomes.</li> </ul>
<b>10.0</b>	<p><b>Action Agenda</b> <b>Resolution No. 20-03:</b> For the purpose of approving the Metropolitan Exposition Recreation Commission (“MERC”) 2020-21 Proposed Budget and 2020-21 through 2024-25 Capital Improvement Plan.</p>

	<p>A motion was made by Commissioner Krys-Rusoff and seconded by Commissioner Erickson to approve Resolution 20-03.</p> <p>VOTING:    AYE: 7 (Stoudamire-Phillips, Krys-Rusoff, Erickson, Hall, Malán and Palm)                      NAY: 0                      MOTION PASSED</p>
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:02 p.m.</p>

Minutes submitted by Amy Nelson.

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# **MERC Commission Meeting**

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April 8, 2020  
12:30 pm

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Travel Portland Update

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TRAVEL  
**PORTLAND**

**2ND QUARTER 2019-20 REPORT**

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Highlights:

Executive Summary – Page 3



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Jeff Miller.....	President and CEO
Brian Doran .....	Chief Financial Officer
Greg Newland .....	Chief Marketing Officer
Steve Faulstick .....	Chief Sales Officer
Megan Conway .....	Senior Vice President of Communications and Regional Strategy
James Jessie.....	Senior Vice President of Convention Sales



# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- For the 2nd quarter OCC realized over \$2.2 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 55.6 to 1.
- Twenty-eight new and one repeat OCC conventions were booked for future years in the quarter worth over \$9 million in OCC revenue and community economic impact over \$47.6 million. Total Travel Portland bookings, including single hotel will result in over \$68.6 million of economic impact.
- Across domestic media outlets, Portland was included in 671 placements with total a impressions of more than 1.3 billion that could potentially influence consumer perception of Portland as a business and leisure travel destination.
- Travel Portland hosted a successful customer familiarization trip December 5th-8th, hosting 30 meeting planners from across the US.
- New Ad Campaign, “Go Somewhere Different” was launched, targeting consumers in Los Angeles, San Francisco, Seattle, Bend and Eugene.

## TRENDS, SUCCESSES, OBSTACLES

- Transient Lodging Tax continues a trend in recent years of modest growth. Fiscal YTD collections of the city's tax through December were up 2.2%.
- Portland hotels' occupancy decreased 2.2% for calendar YTD through December; ADR decreased 1.4%, RevPar decreased 3.6%, demand increased 1.7%, and room revenue increased 0.3%.
- Intent to Travel, through research by MMGY, showed 31% of adults in the West are ‘extremely or very likely’ to visit Portland within the next 24 months, up from 26% in December of 2018.
- 600 Room Hyatt Regency at the Oregon Convention Center opened it’s doors in December, increasing Portland’s Central City room inventory to just under 10K.

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$7,654,414	\$18 Million
2	ROI on future OCC business	4.1	5.8
3	Lead conversion	19%	18%
4	Services performance survey	3.9	3.8
5	Public relations/media	6.0	12
6	Community economic impact	33.5	44.0

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	26.1	25.0



# CONVENTION SALES

<b>OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS</b>			
	OCC Revenue	Annuals	Total Potential Future Business
FY19-20	\$ 17,687,712	\$ -	\$ 17,687,712
FY20-21	\$ 13,376,089	\$ 984,584	\$ 14,360,673
FY21-22	\$ 16,993,739	\$ 1,356,570	\$ 18,350,309
FY22-23	\$ 21,525,710	\$ 1,686,045	\$ 23,211,755
FY23-24	\$ 8,249,717	\$ 1,356,650	\$ 9,606,367
FY24-25	\$ 4,404,968	\$ 1,686,125	\$ 6,091,093
FY25-26	\$ 1,173,228	\$ 1,356,650	\$ 2,529,878
FY26-27	\$ 1,857,528	\$ 1,686,125	\$ 3,543,653
FY27-28	\$ -	\$ 1,356,650	\$ 1,356,650
FY28-29	\$ 534,267	\$ -	\$ 534,267
<b>TOTAL</b>	<b>\$ 85,802,958</b>	<b>\$ 11,469,399</b>	<b>\$ 97,272,357</b>

<b>OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE</b>			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	28	33	
Repeat OCC Bookings	1	1	
Total OCC Bookings	29	34	
Room Nights from OCC Bookings	73,697	83,674	
Future OCC Revenue Booked during FY 2019/20	\$ 9,052,330	\$ 10,447,954	
ROI OCC Bookings	\$ 7.3	\$ 4.1	5.8 to 1
Community Economic Impact from OCC Bookings	\$ 47,648,948	\$ 55,054,894	
Total Room Nights Booked	113,145	140,666	
Total Community Economic Impact from Bookings	\$ 68,606,574	\$ 85,402,057	
ROI on Total Community Economic Impact	\$ 55.6	\$ 33.5	44.0 to 1
OCC Revenue Realized During FY 2019/20	\$ 2,230,146	\$ 7,654,414	\$18 Million



# CONVENTION SALES


LEAD CONVERSION	
	As of January 1, 2020
Lead Conversion Percentage	19%
Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2020					
	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24 and beyond
Current	59	41	27	27	23
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 16/17-19/20)	53	38	23	17	22

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 2,021,110	\$ 6,811,440
Travel Portland Contract Costs	\$ 1,232,860	\$ 2,549,046
ROI (Revenue / Costs)	1.6	2.7

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	55	231,628	140,666	\$ 23,885,051	\$ 138,063,155

2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS								
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date	
Viewpoint Construction Software	1	Conference Cancelled - Not Happening	5,151	2,500	\$ 854,429	\$ 3,688,007	9/17/2022	



# CONVENTION SALES

<b>MINORITY PROJECTED FUTURE REVENUE</b>		
<b>Total Travel Portland Contract</b>	<b>2nd Quarter</b>	<b>YTD</b>
New Minority Bookings	0	4
Total Minority Bookings	5	9
Room Nights from Minority Bookings	9,053	11,097
<b>Minority Leads</b>		
Minority Leads	9	21
<b>Minority Lost Leads</b>		
Minority Lost Leads	8	13

For the second quarter of FY 2019/20, minority bookings created an estimated economic impact to the greater metro Portland community of about \$6.6 million. Booked groups included the following:

International Association of Ministers' Wives and Ministers' Widows, Incorporated	\$	14,249
National Indian Child Welfare Association (January 2020)	\$	9,798
National Indian Child Welfare Association (June 2020)	\$	43,867
Union of North American Vietnamese Student Associations (UNAVSA)	\$	160,723
National Conference on Race and Ethnicity in American Higher Education	\$	6,410,505



# CONVENTION SERVICES

ACTIVITY DESCRIPTION	2ND QUARTER	YTD
OCC groups occurring during the quarter	14	27
Distribution of promotional pieces	20,360	43,680
Meeting planning assistance - Services leads	153	1,376
Pre-convention attendance building - Site tours	17	25
Pre-convention attendance building -Promo trips, e-newsletters and materials	12	32
Housing-convention room nights	4,410	14,524

## TRAVEL PORTLAND POST CONVENTION SURVEY

Overall impression of the following:

Answer Options	Excellent= 4	Good= 3	Fair= 2	Poor= 1	N/A	Rating Average	Response Count
Travel Portland sales staff	4	1	0	0	0	3.8	5
Travel Portland convention services staff	4	0	0	0	1	4.0	4
Travel Portland housing services (if utilized)	1	0	0	0	4	4.0	1
Travel Portland collateral/promotional materials	2	2	0	0	1	3.5	4
Quality and user-friendliness of the Travel Portland website	2	1	0	0	2	3.7	3
Average rating for the quarter						3.8	
Average rating YTD						3.9	
Target						3.8	

In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?

Excellent.

Always helpful and willing to assist us any way needed.

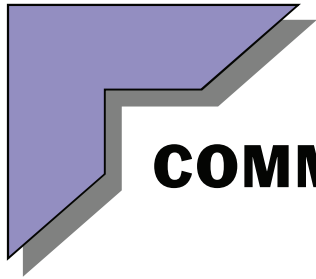
I came in to this event fairly late, but the two people from Travel Portland that I worked with were incredibly knowledgeable and gracious to work with.

Tim Mongin and Shawna Wellman were great partners!

We have a great relationship and they care and are always willing to help.

Groups Serviced/Surveyed:

Association of Professional Dog Trainers	Kumoricon
American Association for Aerosol Research	Reed Exhibitions
International Dyslexia Association	ASM International
American Cheer & Dance Championships <i>*Completed Survey</i>	CFB Events, Inc.
Great Western Council of Optometry <i>*Completed Survey</i>	Signature EquipoVision, LLC
NeighborWorks America	Caribou Media Group LLC <i>*Completed Survey</i>
TMS - the Minerals, Metals and Materials Society <i>*Completed Survey</i>	Viewpoint <i>*Completed Survey</i>
Northwest Human Resource Management Association	



# COMMUNICATION & PR

TOTAL DOMESTIC MEDIA	Q2	YTD
Placements	671	4,797
Impressions	1,306,764,794	6,690,948,741

*Traditional media mentions captured across print and online that may influence consumer perception of Portland as a business and leisure travel destination.*

MERC-RELATED MEDIA	Q2	YTD
Placements	27	38
Impressions	1,861,808	2,444,061

*Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination.*

TARGETED DOMESTIC MEDIA	Q2	YTD
Placements	38	121
Impressions	336,100,000	1,128,995,894

*Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.*

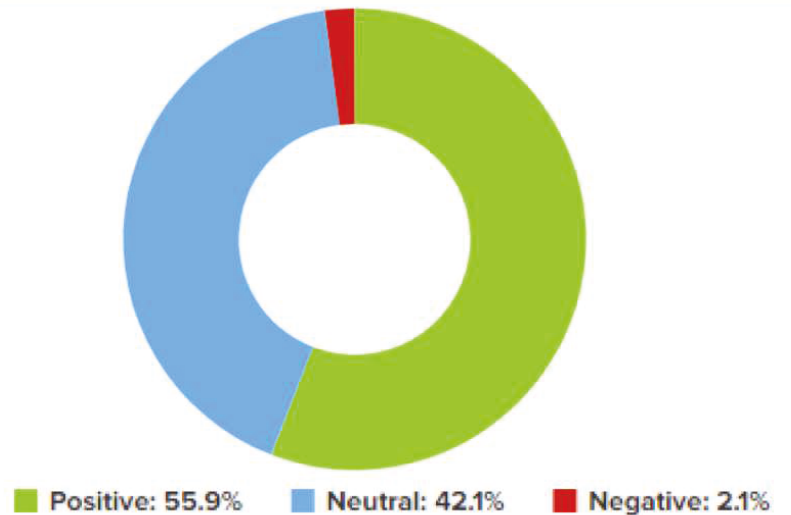
TARGETED INTERNATIONAL MEDIA	Q2	YTD
Placements	59	144
Impressions	12,016,379	190,005,135

*International print and online media outlets strategically targeted by Travel Portland's public relations efforts in international markets, including, but not limited to: United Kingdom, The Netherlands, Oceania and Canada.*

## TARGETED DOMESTIC MEDIA KEY MESSAGES



## TOTAL DOMESTIC MEDIA SENTIMENT





# COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
10/1/2019	Convene	The Second Wave of Sustainability	Print	34,989	1
10/1/2019	Smart Meetings	Northwest Rising	Print	44,000	1
10/1/2019	Meetings Today	Outdoor Playground	Print	55,085	1
10/1/2019	Connect Meetings	Fab 5: Portland	Print	8,288	1
10/1/2019	Successful Meetings	3 Days In...	Print	50,000	1
10/7/2019	Successful Meetings	Must-Do Group Activities in Portland, Ore.	Online	57,000	1
10/21/2019	Meetings Today	5 Spooky City Ghost Tours in America	Online	29,000	1
10/21/2019	Convene	Oregon Convention Center Renovation Complete	Online	188,000	1
10/23/2019	Association Convention & Facilities	Newly Renovated Oregon Convention Center Unveiled	Online	9,000	1
10/28/2019	USAE	Oregon Convention Center in Portland Unveils Renovations	Print	2,000	1
10/28/2019	USAE	Oregon Convention Center in Portland Unveils Renovations	Online	2,000	1
10/29/2019	Meetings Today	5 Easy Ways to Explore the Great Oregon Outdoors	Online	29,000	1
11/1/2019	USA Today: California + Pacific	Pound the Pavement in Portland	Print	100,000	1
11/1/2019	Corporate & Incentive Travel	North By Northwest	Print	40,005	1
11/1/2019	Meetings and Conventions	Cannabis & Meetings	Print	150,000	1
11/4/2019	Smart Meetings	Portland, Oregon is Chock-full of Local Charm— And Hotel Rooms	Online	50,000	1
11/6/2019	Corporate & Incentive Travel	New and Refreshed Venues Make the Pacific Northwest Prime for Meetings and Events	Online	9,000	1
11/7/2019	Northstar Meetings Group	What Cannabis Legalization Means for Meetings	Online	2,000	1
11/18/2019	Corporate & Incentive Travel	Nine Sizzling Portland Hotel Restaurants For Private Events	Online	9,000	1
11/21/2019	Meetings and Conventions	Renovations at the Oregon Convention Center Complete	Online	150,000	1
11/22/2019	BizBash	People/Events/Accounts: News About Resorts World Las Vegas, Kanye West, National Christmas Tree Lighting, and More	Online	463,000	1
11/25/2019	Conference and Meeting World	Oregon Convention Center Completes \$40m Renovation	Online	3,000	1
11/27/2019	TSNN	Oregon Convention Center Completes \$40m Renovation	Online	98,000	1
12/2/2019	Corporate Event News	Oregon Convention Center Completes \$40 Million Renovation	Online	13,000	1
12/2/2019	Convene	Oregon Convention Center Completes \$40 Million Renovation	Online	188,000	1
12/3/2019	MeetingsNet	Two Openings in Oregon: An Upgraded Convention Center and New Hotel	Online	69,000	1
12/4/2019	Connect	3 Reasons to Bring the Kids to Portland, Oregon	Online	9,441	1
<b>Total</b>				<b>1,861,808</b>	<b>27</b>

\*Entries that appear to be duplicate articles represent different media placements, i.e. print, online and broadcast.

## PITCHES DELIVERED

- 1 A pitch showcasing Portland's upcoming meetings and conventions-related events and openings scheduled throughout the remainder of 2019, as well as 2020.
- 2 A pitch demonstrating unconventional group activities available for booking in Portland.
- 3 A pitch to media attending the upcoming PCMA Convening Leaders Conference in January, outlining the meetings-related events and openings coming up in 2020 and offering an in-person interview opportunity with Des to speak to current Portland happenings.

Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.

25 of 32



# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	610,103	1,458,924
International Visits	56,166	143,596
Referrals	109,578	293,533
Business and Event Detail Views	433,830	772,254
Meetings.TravelPortland.com		
Venue Finder Page Views	1,037	2,184

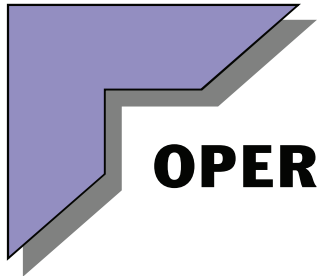
Source: Google Analytics

INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	2%	N/A
Competitive Set***	0%	N/A

\*Source: Oxford Tourism Economics Company reports twice during the calendar year.

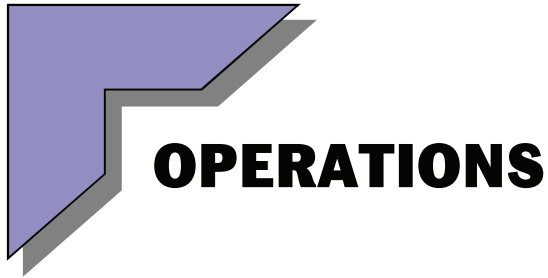
\*\*Be no less than 5% of our competitive sets' performance for overall visits/arrivals.

\*\*\*Competitive set = Austin, Seattle, Denver, Salt Lake City, Minneapolis



# OPERATIONS

<b>DIVERSITY EMPLOYMENT STATISTICS 2019-2020</b>					
<b>TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES</b>					
	December 31, 2019		Second Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	4	10	40%	40-60%	Monitor
First/Mid Level Manager	13	15	87%	40-60%	Monitor
Professionals	11	16	69%	40-60%	Monitor
Sales Workers	11	11	100%	40-60%	Monitor
Admin Support Workers	16	18	89%	40-60%	Monitor
<b>Total</b>	<b>55</b>	<b>70</b>	<b>79%</b>	<b>40-60%</b>	<b>Monitor</b>
	Number of Minorities	Number of Staff			
Executive/Senior Level	2	10	20%	15-33%	Monitor
First/Mid Level Manager	2	15	13%	15-33%	Improve
Professionals	2	16	13%	15-33%	Improve
Sales Workers	2	11	18%	15-33%	Monitor
Admin Support Workers	5	18	28%	15-33%	Monitor
<b>Total</b>	<b>13</b>	<b>70</b>	<b>19%</b>	<b>15-33%</b>	<b>Monitor</b>
<b>This report is based on current full and part-time staff.</b>					



**FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2019-20**

**HIRING**

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	The Asian Reporter	Urban League	Monster.com
	Urban League	Mosaic Metier	PDX Pipeline
	Oregon Native American Chamber	Partners in Diversity	Jooble
	Portland State University	Indeed	LinkedIn
	Travel Portland Website	Destinations International	H-Careers
Current Employees residing in MERC FOTA		16	

**PURCHASING (YTD)**

Travel Portland expenditure with MERC FOTA area businesses	\$651,153
--	-----------

**PARTNERSHIP**

Total Partners	Within FOTA	Minority	Women-Owned
772	112	39	65

**MBE/DBE/WBE PURCHASING PARTICIPATION FY 2019-20 (YTD)**

	Total Expended	Expended with Minority/ Women-Owned or Emerging Small Business Enterprises	Percentage of Total Spend on Minority/Women-Owned or Emerging Small Business Enterprises
Lodging taxes expended with MBE/DBE/WBE	\$702,680	\$503,056	72%

For the last 31 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

## OCC SALES AND MARKETING BUDGET

Expenses	Annual Budget	MERC - QTR Ending 12-31-19	TID/TLT - QTR Ending 12-31- 19	Subtotal QTR Ending 12-31-19	Sum MERC YTD 06-30-20	Sum TID/TLT YTD 06-30-20	Sum of YTD 06-30-20	Percent
<b>Direct Sales:</b>								
Personnel Costs	1,714,479	457,850	-	457,850	896,432	-	896,432	
Direct expenses	257,172	64,293	-	64,293	128,586	-	128,586	
Total Portland office	1,971,651	522,143	-	522,143	1,025,018	-	1,025,018	52%
Fall & Spring Fam	100,000	103,779	2,854	106,633	167,533	4,607	172,140	
DC client events	13,000	32	35	67	32	35	67	
Chicago client events	12,000	499	416	915	586	488	1,074	
Site Visits	100,000	26,541	6,635	33,176	52,290	13,072	65,362	
Bid/Sales Trips	40,000	27,800	4,083	31,883	39,392	5,786	45,178	
Local Promotions	5,000	1,573	649	2,222	2,965	1,223	4,189	
Tradeshows	340,000	110,258	30,211	140,468	237,237	65,003	302,240	
Road Shows/Client Events-Chicago & Washington DC	95,000	15	3	18	27,968	6,126	34,094	
Research/Lead Generation	45,000	5,062	2,663	7,725	20,131	10,590	30,720	
Three City Alliance	50,000	17,851	-	17,851	46,873	-	46,873	
Advisory Council	60,000	881	64	945	881	64	945	
Multicultural Sales & Opportunities				-	-	-	-	
Congressional Black Caucus	48,188	20,829	1,306	22,135	41,647	2,611	44,258	
NCBMP Annual Trade Show	11,150	1,692	106	1,798	2,651	106	2,757	
Connect Diversity Trade Show	11,550	564	35	599	564	35	599	
Association Forum	50,000	22,244	1,395	23,638	29,024	1,820	30,844	
Women's Executive Retreat	60,000	27,187	1,704	28,891	35,474	2,224	37,698	
My People's Market	75,000	18,750	-	18,750	37,500	-	37,500	
Marketing assets and collateral	25,000	6,250	-	6,250	12,500	-	12,500	
Program Support/Local/event support	8,000	2,000	-	2,000	4,000	-	4,000	
DEI Partner trainings (welcoming environment cust. service)	20,000	5,000	-	5,000	10,000	-	10,000	
Sub-Total	1,168,888	398,806	52,160	450,966	769,247	113,791	883,038	76%
<b>Total Direct Sales</b>	<b>3,140,539</b>	<b>920,949</b>	<b>52,160</b>	<b>973,109</b>	<b>1,794,265</b>	<b>113,791</b>	<b>1,908,056</b>	61%
<b>Marketing:</b>								
<b>Total Marketing</b>	<b>695,382</b>	<b>109,759</b>	<b>22,737</b>	<b>132,496</b>	<b>308,597</b>	<b>59,191</b>	<b>367,788</b>	53%
<b>Public Relations (&amp; Multicultural PR)</b>								
<b>Total PR</b>	<b>150,575</b>	<b>37,547</b>	<b>16,331</b>	<b>53,878</b>	<b>75,998</b>	<b>34,777</b>	<b>110,774</b>	74%
<b>Convention Services:</b>								
<b>Total Convention Services</b>	<b>491,079</b>	<b>93,058</b>	<b>3,042</b>	<b>96,100</b>	<b>243,022</b>	<b>9,959</b>	<b>252,981</b>	52%
<b>Contract Admin.</b>								
<b>Total Contract Admin</b>	<b>154,281</b>	<b>71,547</b>	<b>-</b>	<b>71,547</b>	<b>127,165</b>	<b>-</b>	<b>127,165</b>	82%
<b>Total Budget</b>	<b>4,631,854</b>	<b>1,232,860</b>	<b>94,270</b>	<b>1,327,130</b>	<b>2,549,046</b>	<b>217,718</b>	<b>2,766,764</b>	60%

**Travel Portland  
Income Statement**  
(Statement of Financial Activities)

	Actual (Prior Year) YTD 12/31/2018 Column A	Actual YTD 12/31/2019 Column B	Budget YTD 12/31/2019 Column C	Actual (Prior Year) Full Year 6/30/2019 Column D	Budget Full Year 6/30/2020 Column E
<b>Revenue</b>					
City/County Lodging Tax (1%)	4,061,363	4,148,760	4,025,318	6,935,320	7,108,703
Tourism Improvement District (TID) (2%)	7,772,661	8,281,447	7,861,794	13,786,129	14,130,782
MERC (OCC contract)	2,195,534	2,315,927	2,315,926	4,391,069	4,631,854
Partnership Dues	227,390	235,103	222,500	453,592	445,000
Fees earned	102,077	71,231	61,000	181,597	122,000
Other Income	39,948	169,500	12,500	246,618	25,000
Tradeout/In-Kind	0	0	0	18,960	0
Cooperative programs	33,964	43,240	77,000	124,835	154,000
Regional RCTP (from Travel Oregon)	2,395,531	1,494,197	1,543,203	2,916,006	3,086,406
Cultural Tourism	225,561	121,078	150,000	332,778	300,000
Visitor Development Fund (VDF)	0	0	42,900	0	85,800
<b>Total Revenue</b>	<b>17,054,030</b>	<b>16,880,483</b>	<b>16,312,140</b>	<b>29,386,903</b>	<b>30,089,545</b>
<b>Expenses</b>					
Convention Sales	2,753,545	2,989,257	2,931,779	5,364,441	5,485,000
Int'l Tourism	1,045,745	1,232,275	1,241,184	2,473,140	2,585,800
Marketing & Communications	5,129,390	3,829,887	3,005,654	8,927,806	9,900,000
Regional RCTP (from Travel Oregon)	1,929,645	1,825,491	2,324,211	2,919,386	3,086,406
Convention & Housing Services	592,182	627,026	595,199	1,203,080	1,240,000
Events	110,257	80,017	172,800	367,377	360,000
Destination Mgmt & DEI	599,199	681,349	811,200	1,240,768	1,690,000
Visitor Services (Fulfillment & VC)	175,220	204,020	245,760	367,784	512,000
Program Support	1,877,669	2,095,646	2,003,999	3,618,072	4,175,000
<b>Total Expenses</b>	<b>14,212,853</b>	<b>13,564,969</b>	<b>13,331,786</b>	<b>26,481,854</b>	<b>29,034,206</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>2,841,177</b>	<b>3,315,514</b>	<b>2,980,353</b>	<b>2,905,049</b>	<b>1,055,339</b>

**Travel Portland**  
**Balance Sheet**  
(Statement of Financial Position)

	<b>Actual 12/31/2019 Column A</b>	<b>Actual as of 6/30/2019 Column B</b>	<b>Increase (Decrease) Column C</b>
<b>Assets</b>			
Cash and Cash Equivalents	\$7,392,388.34	\$4,988,878.92	48%
Investments	\$4,798,366.00	\$4,637,647.78	3%
Accounts Receivable	\$1,135,977.28	\$2,689,013.16	-58%
Prepaid Assets	\$993,821.25	\$908,541.53	9%
Fixed Assets, net	\$2,721,549.47	\$2,347,215.55	16%
Other Assets	\$2,672.73	\$0.00	0%
<b>Total Assets</b>	<b>\$17,044,775.07</b>	<b>\$15,571,296.94</b>	<b>9%</b>
<b>Liabilities and Net Assets</b>			
<b>Liabilities</b>			
Accounts Payable & Accrued Expenses	\$474,261.54	\$3,578,217.91	-87%
Accrued Personnel	\$2,351,913.43	\$2,337,442.97	1%
Deferred Revenue	(\$72,319.37)	\$223,434.31	-132%
Other Fiduciary Liabilities - RCTP	\$1,592,209.82	\$49,006.32	3149%
<b>Total Liabilities</b>	<b>\$4,346,065.42</b>	<b>\$6,188,101.51</b>	<b>-30%</b>
<b>Net Assets</b>			
Undesignated-Balance Sheet	\$8,826,370.67	\$5,510,856.45	60%
Board Designated-Balance Sheet	\$1,525,123.43	\$1,525,123.43	0%
Net Property and Equipment-Balance Sheet	\$2,347,215.55	\$2,347,215.55	0%
<b>Total Net Assets</b>	<b>\$12,698,709.65</b>	<b>\$9,383,195.43</b>	<b>35%</b>
<b>Total Liabilities and Net Assets</b>	<b>\$17,044,775.07</b>	<b>\$15,571,296.94</b>	<b>9%</b>



# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services		
Bebo	Chris	Provenance Hotels		
Craddick	Shirley	Metro		
Daley	Mike	Sheraton Portland Airport Hotel	Chair-elect	Nominating Committee, Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Endorf	Erica	AC Hotel Portland Downtown		Community Action Committee
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Vice Chair	
Goeman	Mark	CoHo Services		
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Hiller-Webb	Shannon	Host2Host/Prosparus		
Holt	Charles	The Mark Spencer Hotel		
Huffman	Kurt	ChefStable		
Johnson	Dennis	CPA	Treasurer	Budget and Finance Committee
Kafoury	Deborah	Multnomah County		
Kunzer	Ryan	The Duniway Portland, A Hilton Hotel		
Lopuszynski	Ziggy	Crown Plaza Portland - Downtown Convention Center		
Malik	Tauseen	Hilton Portland Downtown		
Mann	Amanda	Rose Quarter		
McIlroy	Emma	Wildfang		
Murray	Dave	Courtyard Portland City Center		Convention Sales Steering Committee
Penilton	David	America's Hub World Tours		
Peralta	Paul	Canopy by Hilton Portland Pearl District		
Pyne	Tim	Portland Marriott Downtown Waterfront	Past Chair	
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Shelly	Ruth	Portland Children's Museum		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Chair	
Wheeler	Ted	City of Portland		



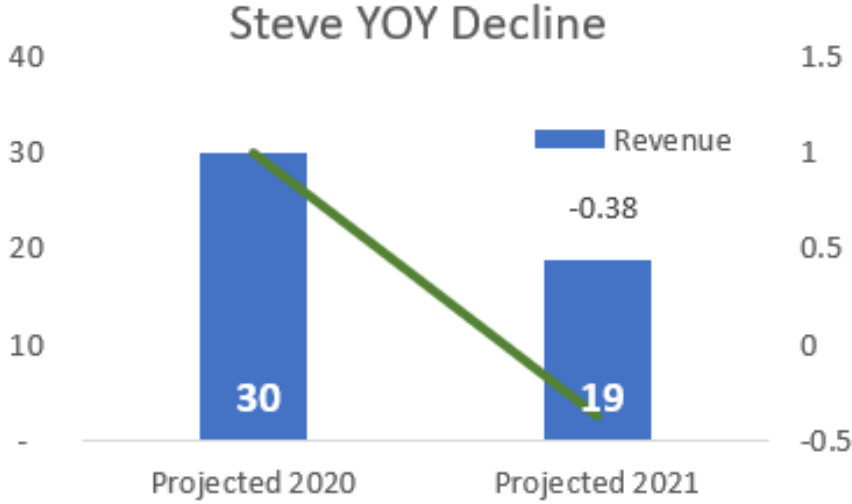
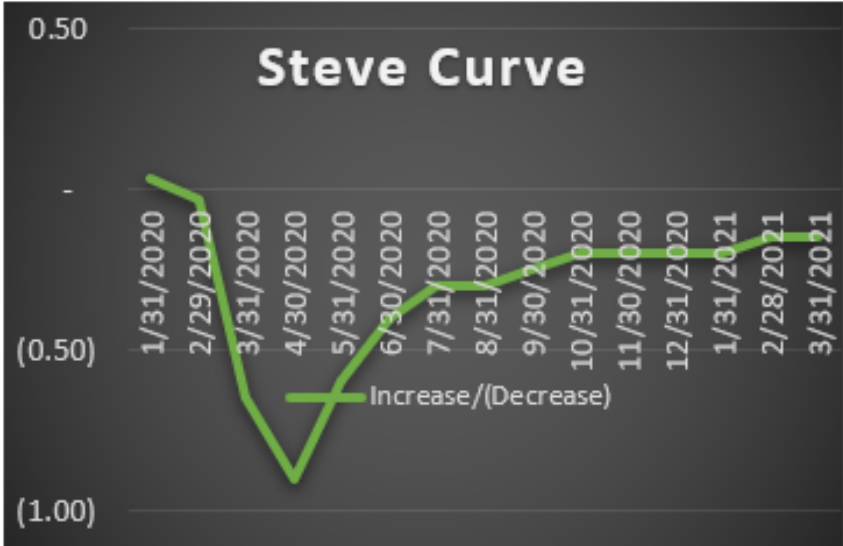


TRAVEL PORTLAND UPDATES &  
2ND QUARTER 2019-20 REPORT  
APRIL 8, 2020

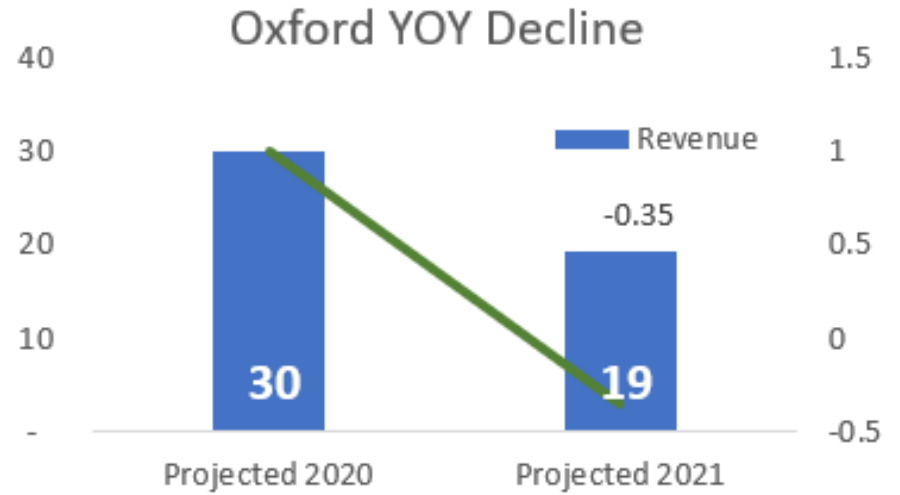
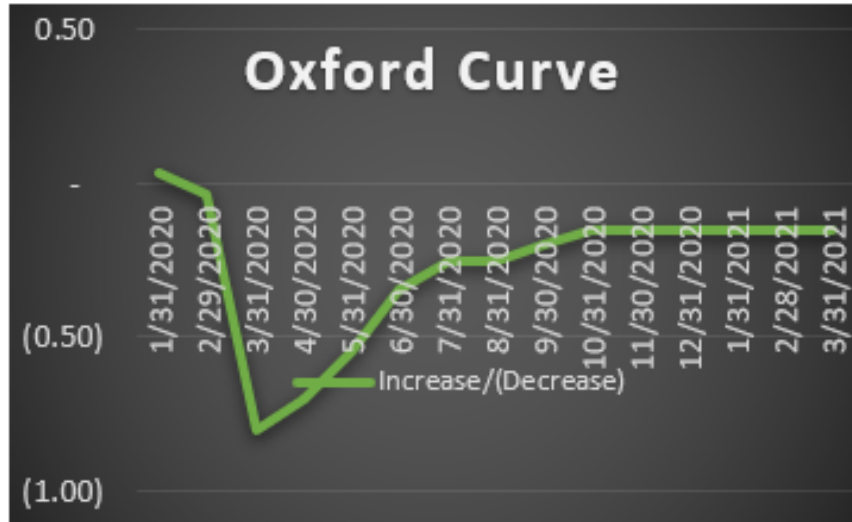
OREGON CONVENTION CENTER

TRAVEL  
PORTLAND

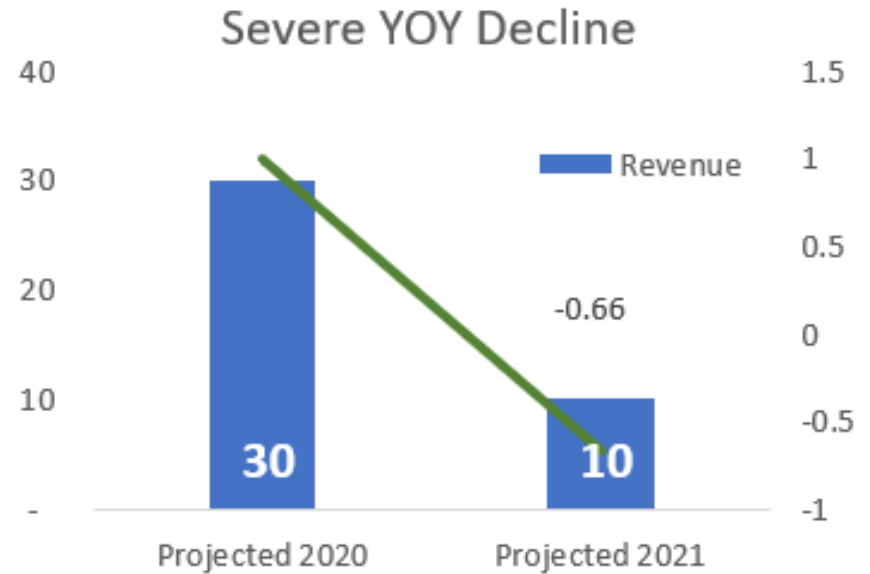
# SCENARIOS: STEVE



# SCENARIOS: OXFORD ECONOMICS



# SCENARIOS: SEVERE



# STR

During the week of March 22-28, the decline in hotel stays year-over-year in Portland accelerated.

- Occupancy was 15.5%; a decline of 80.4%
- Demand for lodging was 79.4% lower
- Revenue was 85.5% lower

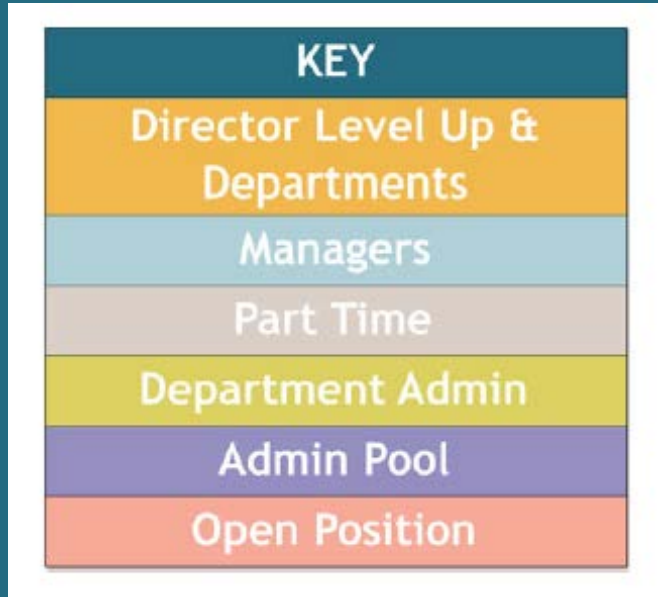
Portland's lodging decline is similar to the aggregate data from the Top 25 US Hotel Markets.

- The average of occupancy rate fell 74.5% in those markets to 19.6%.
- Occupancy in Oahu Island, HI had the worst decline in the U.S. dropping 86.4% to 10.5%.

# MERC MEETING



# TRAVEL PORTLAND ORGANIZATIONAL CHART KEY



TRAVEL  
**PORTLAND**  
Organizational Chart  
2019-20

Travel Portland Board of Directors

President & CEO  
Jeff Miller

Executive Assistant to the President & CEO  
Amy Grille

ADMINISTRATIVE POOL	
Staff	Primary Dept
Inna	PR, Strategy, RCTP
Jennifer	Community Engagement, Database, Marketing
Corin	International, Operations

KEY	
Director Level Up & Departments	
Managers	
Part-Time	
Department Admin	
Admin Pool	
Open Position	

Level	Count
Exec	4
Exec Admin	1
SVP Finance	1
Senior Staff	3
Directors (FTE)	6
Directors (PTE)	2
Managers (FTE)	13
Managers (PTE)	4
Dept Admin	2
Admin Pool	3
<b>TOTAL STAFF</b>	<b>39</b>
6 of 39 are PTE	

2 Chiefs

2 SVP

2 CEO & EA

3 Admin Pool

Senior Vice President of Convention Sales & Services  
James Jessie

Chief Marketing Officer  
Greg Newland

Chief Strategy Officer  
Megan Conway

Senior Vice President of Finance Administration  
<TBD>

Vice President of Convention Sales  
Desiree Everett

Director of Convention & Visitor Services  
Michelle Graham

Steve Halasz  
Director of Research

Vice President of Marketing  
Ajay Date

State of the Industry, Awards, and Retreats

Vice President of International Affairs & Community Engagement  
Billie Moser

Director of Communications & Public Relations  
Marcus Hibdon

Director of Public Affairs & Regional Strategy  
Amanda Lowthian

Director of Human Resources  
Jon Johnson

Sr. Finance Manager

Operations Manager

Director of IT/CIS  
JD Eisey

YDF & Foundation Grant Administration

Convention Sales  
4 Managers  
2 Dept. Admin

Administrative Support Team

Events  
1 Manager

Convention Services  
1 Manager

9 Convention Sales

3 Services

1 Research

Director of Digital Strategy  
Richard Tammar

Director of Content Strategy  
Karen Martwick

Web  
1 Manager

Content  
1 Manager

5 Marketing

Ellen through May 1, 2020  
(Not reflected in numbers)

1 International Tourism

Domestic & International Tourism  
1 Manager

Community Engagement  
1 managers

1 Community Engagement

International & Community Engagement  
1

Communications & Public Relations  
1 Manager  
1 Manager

3 Communications & Public Relations

Public Affairs & Regional Strategy  
1

1 Public Affairs & Regional Strategy

Human Resources  
1

1 Human Resources

Finance Manager  
1 Manager

2 Finance

Operations  
1

1 Operations

IT/CIS  
1

1 IT/CIS

SVP = 12  
2 of the 12 is PTE

CMO = 6

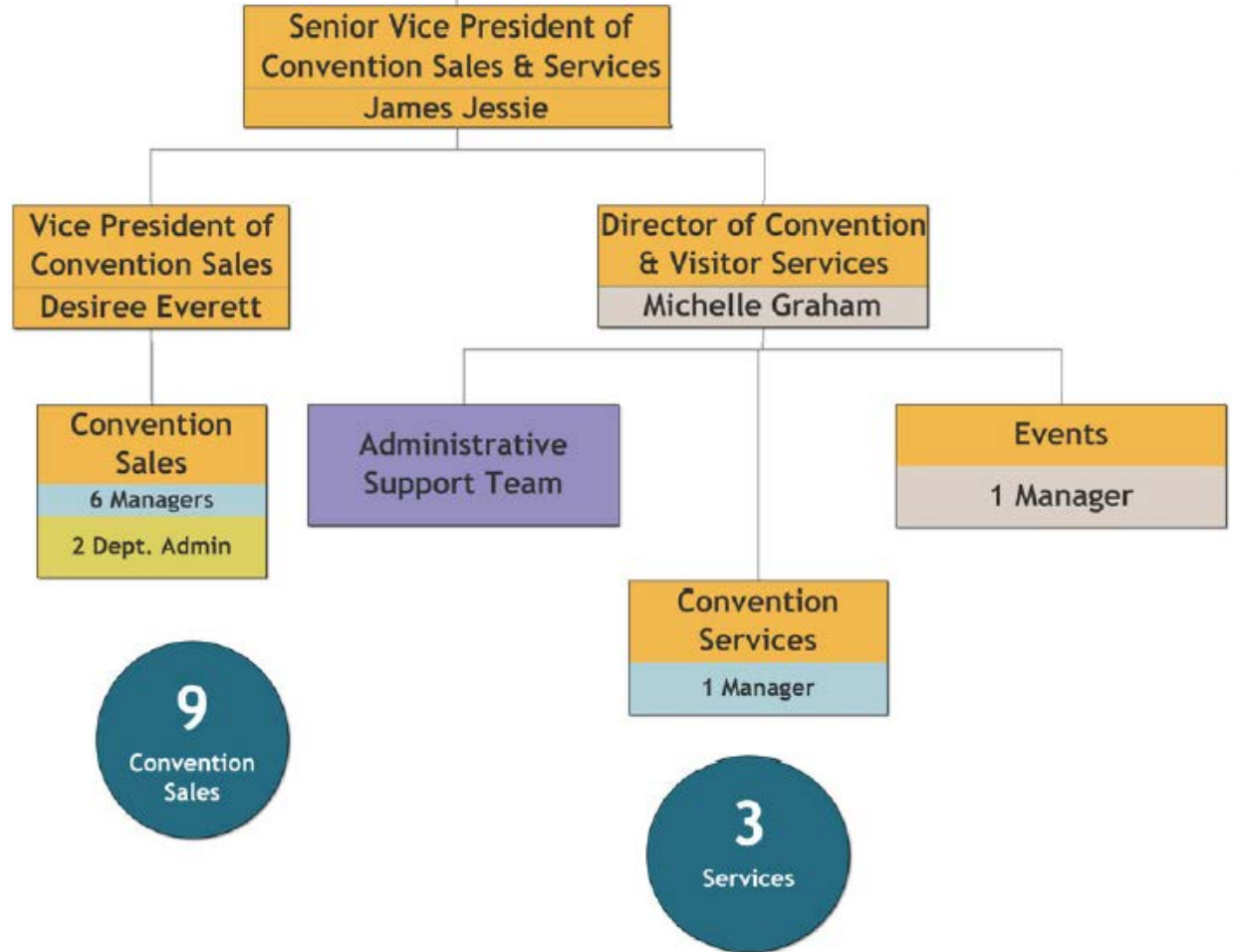
CSO = 7  
2 of the 7 are PTE

SVP Finance = 5  
2 of 5 are PTE

Admin Pool = 3

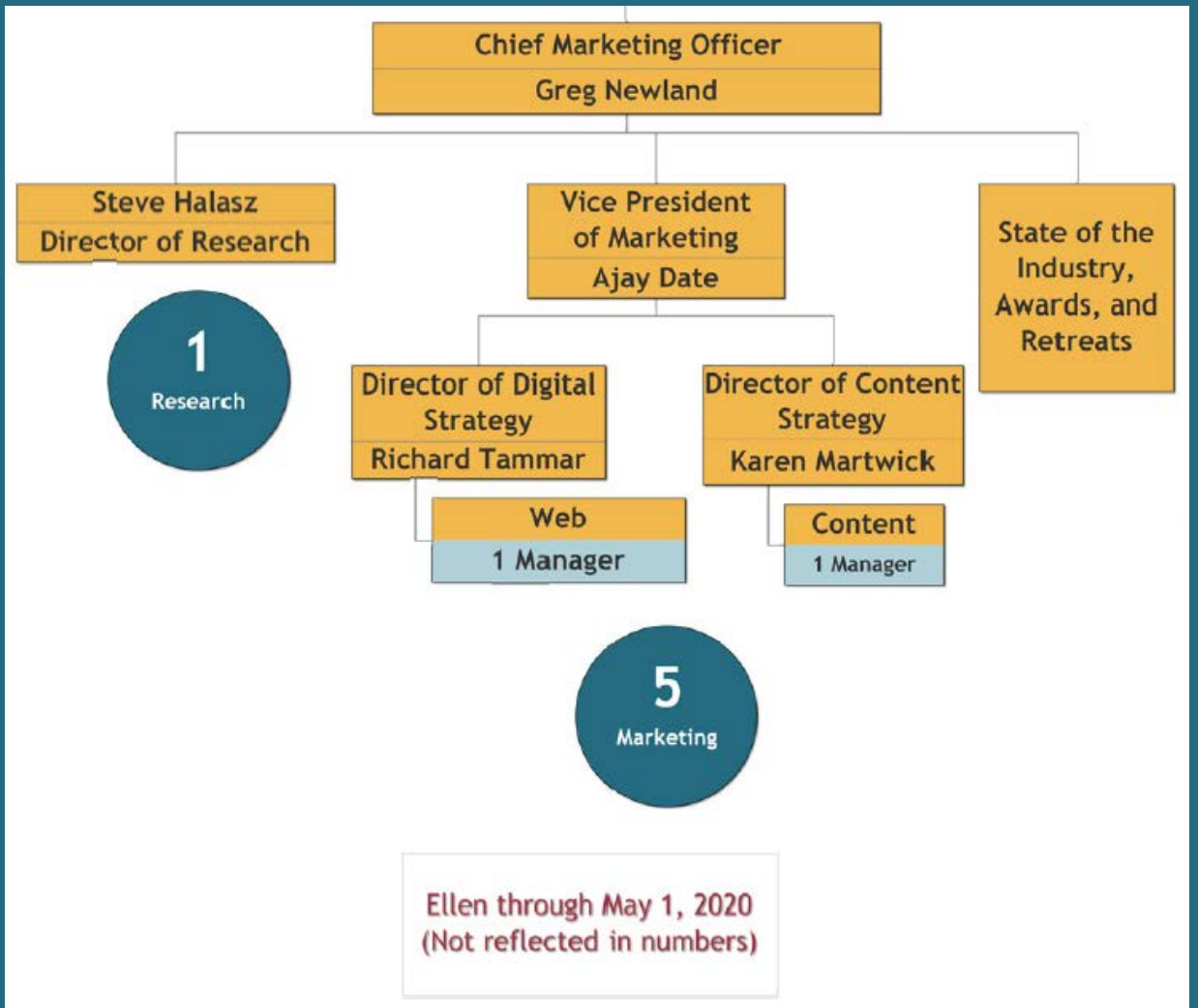
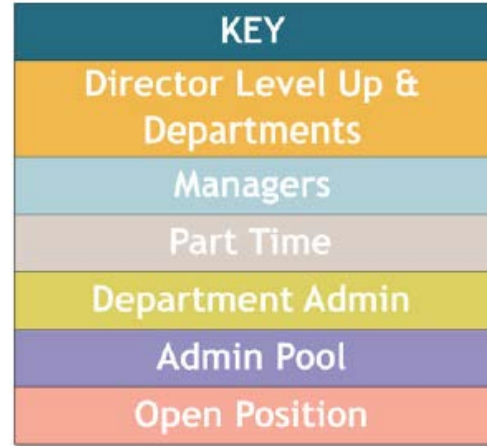


# CONVENTION SALES & VISITOR SERVICES



KEY
Director Level Up & Departments
Managers
Part Time
Department Admin
Admin Pool
Open Position

# MARKETING

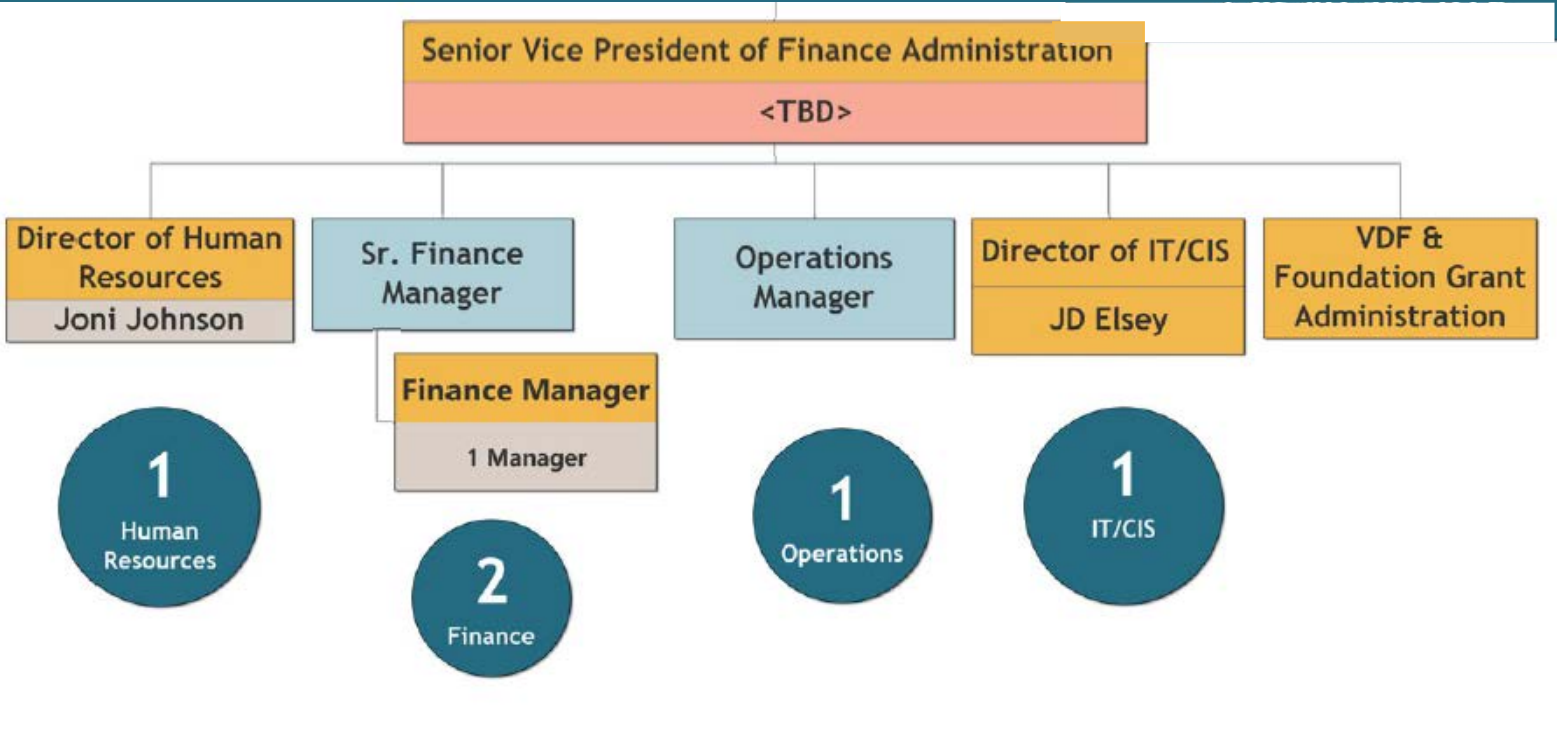


**INTERNATIONAL  
COMMUNITY  
ENGAGEMENT  
COMMUNICATIONS  
PUBLIC  
AFFAIRS &  
REGIONAL  
STRATEGY**



KEY
Director Level Up & Departments
Managers
Part Time
Department Admin
Admin Pool
Open Position

# FINANCE & ADMINISTRATION



KEY
Director Level Up & Departments
Managers
Part Time
Department Admin
Admin Pool
Open Position

# ADMINISTRATIVE POOL & SUMMARY

ADMINISTRATIVE POOL	
Staff	Primary Dept
Inna	PR, Strategy, RCTP
Jennifer	Community Engagement, Database, Marketing
Corin	International, Operations

**3**  
Admin Pool

KEY
Director Level Up & Departments
Managers
Part Time
Department Admin
Admin Pool
Open Position

Level	
Exec	4
Exec Admin	1
SVP Finance	1
Senior Staff	3
Directors (FTE)	6
Directors (PTE)	2
Managers (FTE)	13
Managers (PTE)	4
Dept Admin	2
Admin Pool	3
<b>TOTAL STAFF</b>	<b>39</b>
<b>6 of 39 are PTE</b>	

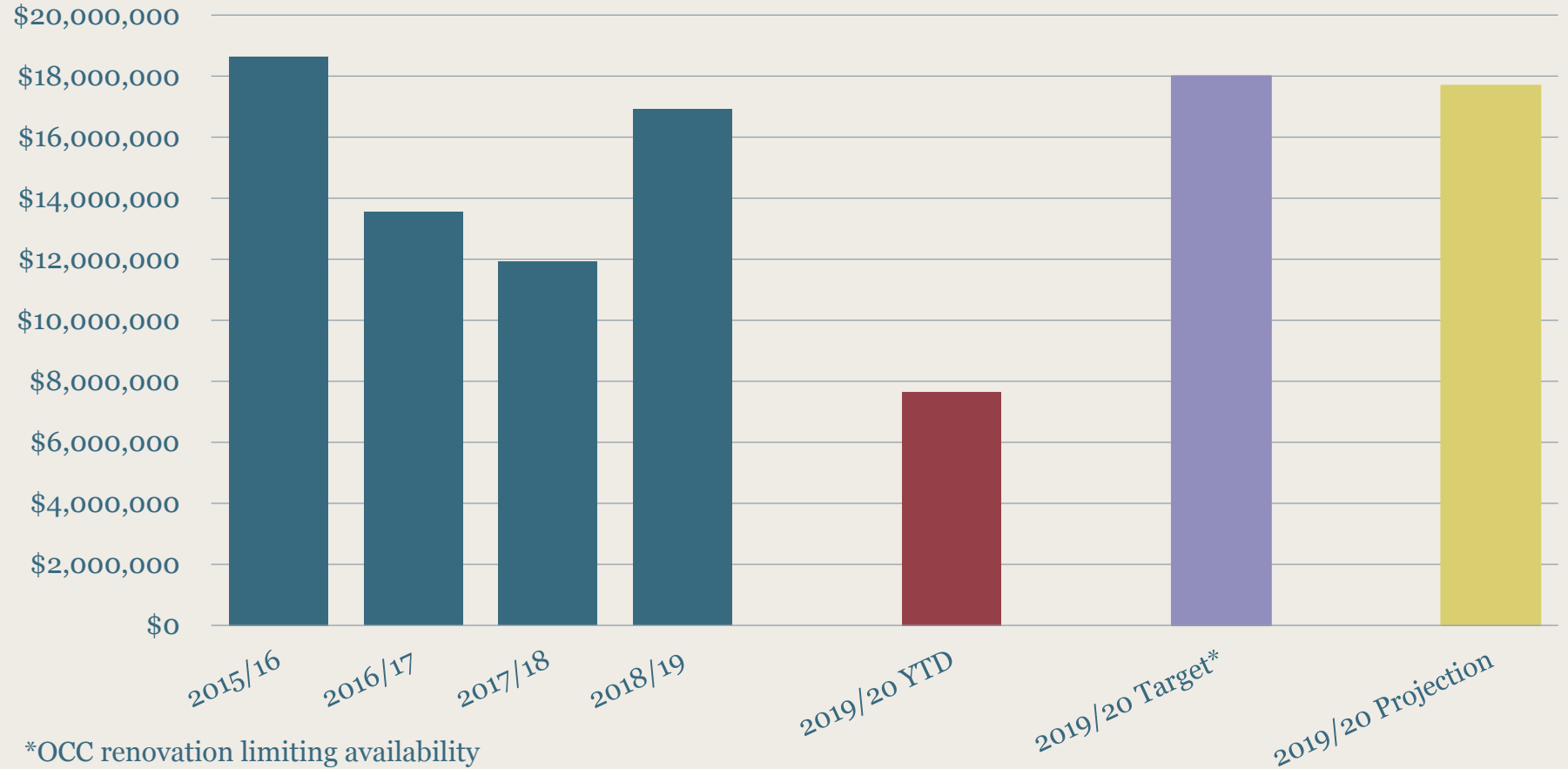
# SALARY REDUCTIONS

- President & CEO: 25%
- Executives: 20%
- Vice Presidents: 10%
- Full-Time Staff: 5%

# MERC MEETING

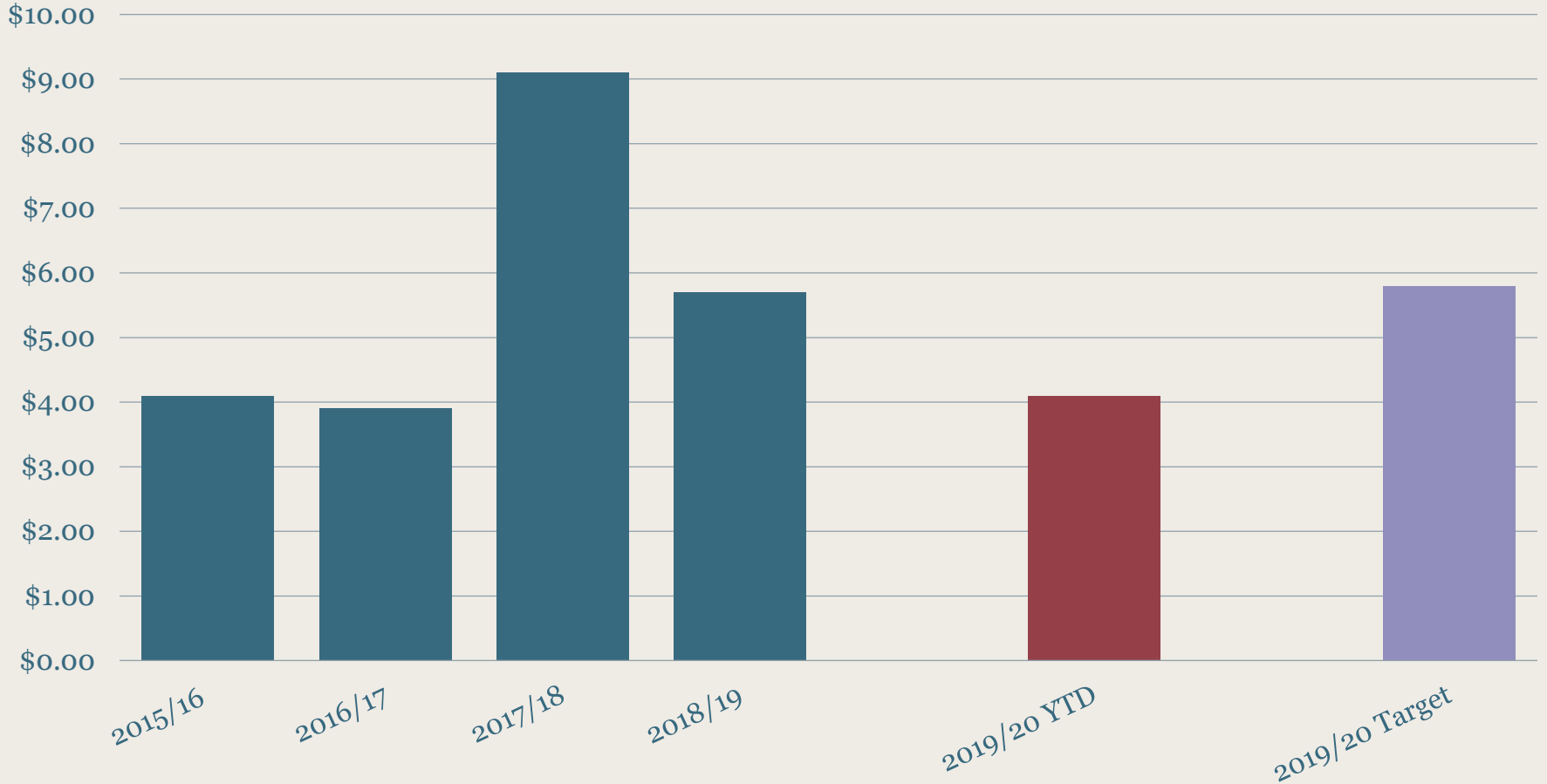


# Actual OCC Revenue Realized-Current





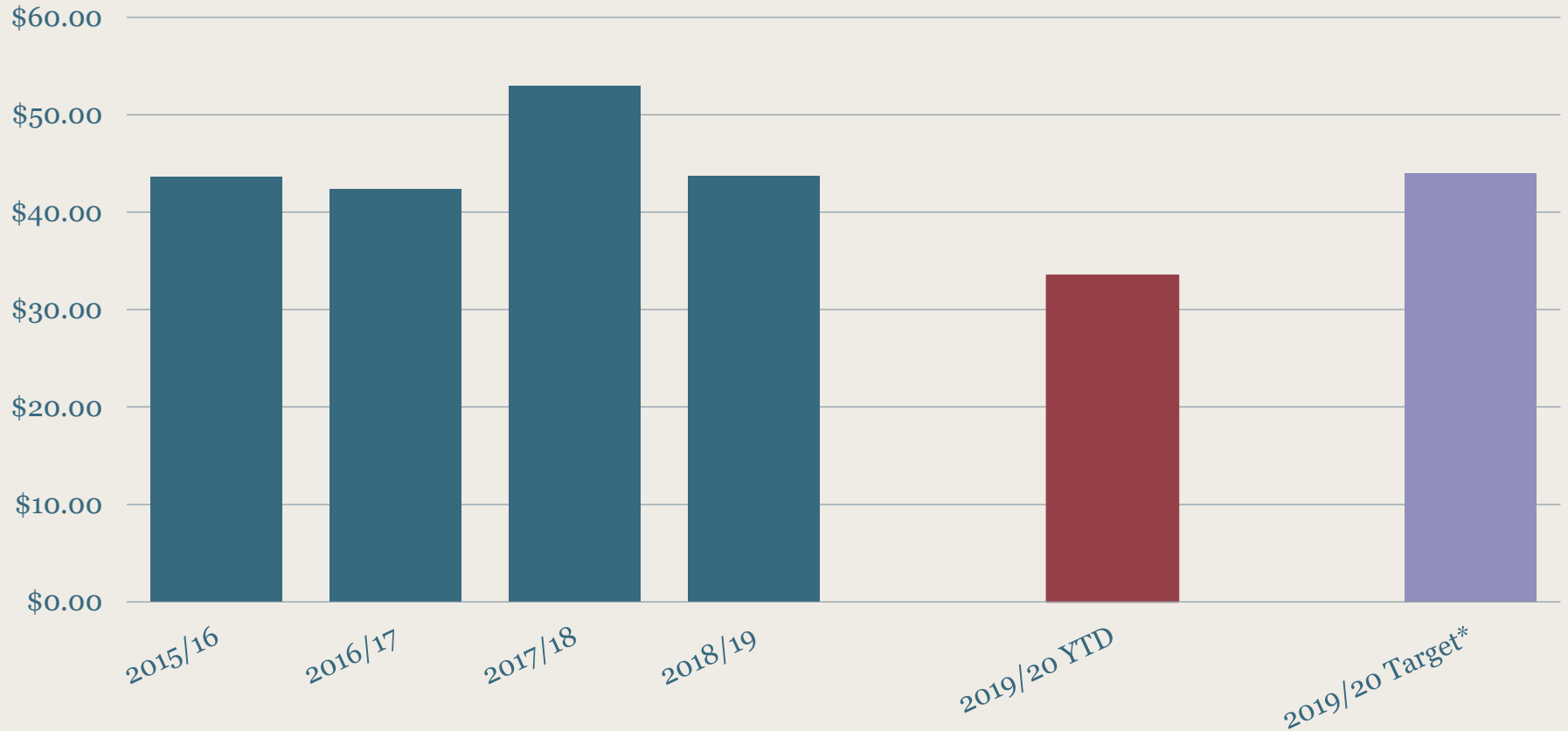
# ROI On Future OCC Revenue Generated



## OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS

	OCC Revenue	Annuals	Total Potential Future Business
FY19-20	\$ 17,687,712	\$ -	\$ 17,687,712
FY20-21	\$ 13,376,089	\$ 984,584	\$ 14,360,673
FY21-22	\$ 16,993,739	\$ 1,356,570	\$ 18,350,309
FY22-23	\$ 21,525,710	\$ 1,686,045	\$ 23,211,755
FY23-24	\$ 8,249,717	\$ 1,356,650	\$ 9,606,367
FY24-25	\$ 4,404,968	\$ 1,686,125	\$ 6,091,093
FY25-26	\$ 1,173,228	\$ 1,356,650	\$ 2,529,878
FY26-27	\$ 1,857,528	\$ 1,686,125	\$ 3,543,653
FY27-28	\$ -	\$ 1,356,650	\$ 1,356,650
FY28-29	\$ 534,267	\$ -	\$ 534,267
<b>TOTAL</b>	<b>\$ 85,802,958</b>	<b>\$ 11,469,399</b>	<b>\$ 97,272,357</b>

# ROI On Total Community Economic Impact



\*Now measured on peak dates, not entire block length.

# CONVENTION SALES PROGRAM UPDATES



# HOTEL CLOSURES

- AC Hotel Portland
- The Allison Inn & Spa
- Courtyard Portland City Center
- The Heathman Hotel
- Hilton Portland Downtown
- Hotel deLuxe
- Hotel Eastlund
- Hotel Lucia
- Hotel Zags
- The Hoxton
- Hyatt Centric
- Hyatt Regency
- Inn at the Convention Center
- Mark Spencer Hotel
- the Nines
- Salishan Resort
- The Sentinel
- Skamania Lodge
- Woodlark Hotel

# CANCELLED GROUP ROOM NIGHTS

<b>By Facility Type</b>	
OCC	42,239
Single Hotel	17,967
Memorial Coliseum	840
Moda Center	1,683
Grand Total	62,729

<b>By Arrival Date</b>	
March 2020	18,622
April 2020	19,453
May 2020	13,696
June 2020	1,973
July 2020	2,225
September 2020	4,535
July 2021	2,225

\* As of April 1, 2020

# POSTPONED GROUP ROOM NIGHTS

<b>By Facility Type</b>	
OCC	8,060
Single Hotel	3,783
<b>Grand Total</b>	<b>11,843</b>

<b>By New Arrival Date</b>	
July 2020	24
August 2020	8,985
October 2020	24
November 2020	1,472
March 2021	1,258
April 2021	80

\* As of April 1, 2020

# RECENT OCC CITYWIDE CONFIRMATIONS

## **Society for Advancement of Chicanos and Native Americans in Science**

October 2023

1,515 peak rooms

5,736 Total Rooms

## **American Society of Health-System Pharmacists**

June 2024

1,350 Peak Rooms

5,806 Total Rooms

## **Society for Information Display**

May 2027

1,650 Peak Rooms

6,760 Total Rooms



# EQUITY PROGRAM SUPPORT UPDATES



An aerial photograph of a modern building with a distinctive glass facade and a large solar panel array on its roof. The building is situated in an urban area with other buildings, trees, and a river in the background. The sky is clear and blue.

THANK YOU

TRAVEL  
PORTLAND