
MERC Commission Meeting

April 7, 2021
12:30 pm

Zoom Virtual Meeting

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 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.

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. 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 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。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. 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. 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。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
ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro
ឬដើម្បីទទួលបានក្បួនបណ្តឹង រើសអើងសូមចូលទស្សនាគេហទំព័រ
www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអនុបកប្រែភាសានៅពេលអង្គ
បុណ្យសាធារណៈ សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច
ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃ
ថ្ងៃមុន មុនថ្ងៃបុណ្យសាធារណៈ ឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក

إشعار بحقوق مدني من Metro

تحتزم Metro الحقوق والمدنية للمزيد من الممولات حول برنامج Metro لحقوق وخدمات مدنية أو لإبداع شوكوى خرائط مديري رجي زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، ي ج ب عليك الاتصال مقدم برفق بالهاتف 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. 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. 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. 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. 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. 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 j tawm 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 7, 2021

12:30 to 2:30 p.m.

Zoom | Webinar ID: 899 5156 1451

- | | |
|-------------------|---|
| 12:30 p.m. | Call to Order and Roll Call |
| 12:35 | Citizen Communication |
| 12:40 | Commission / Council Liaison Communications |
| 12:45 | General Manager Communications
Scott Cruickshank |
| 12:50 | Financial Update
Brian Kennedy |
| 1:00 p.m. | Venue Business Reports
Matthew P. Rotchford, Craig Stroud, Robyn Williams |
| 1:10 | Consent Agenda <ul style="list-style-type: none">Record of MERC Actions, March 3, 2021 |
| 1:15 | Travel Portland Quarterly Report
Jeff Miller and James Jesse, Travel Portland |
| 1:45 | Expo Development Opportunity Study Update
Hillary Wilton and Paul Slyman |

MERC Commission Meeting

April 7, 2021
12:30 pm

Financial Report

Metropolitan Exposition Recreation Commission

Memorandum

Date: April 7, 2021
To: Commissioner Karis Stoudamire-Phillips, Chair
Commissioner John Erickson, Vice Chair
Commissioner Deidra Kryz-Rusoff, Secretary-Treasurer
Commissioner Damien Hall
Commissioner Ray Leary
Commissioner Dañel Malán
Commissioner Deanna Palm
Councilor Christine Lewis
From: Sarah Keane – Zoo Finance Director and Interim MERC Finance Manager
Subject: February 2021 Financial Update

It has been one year since the beginning of the pandemic and finally there is light at the end of the tunnel. The transient lodging tax turnover is \$2.5 million year to date (September – February), much more than was originally projected.

The Oregon Convention Center and Portland Expo Center are hosting COVID-19 vaccination super centers, helping speed up the distribution of vaccines. Financial impacts of the super sites are now included. Additional revenues of \$100,000/month were added to reflect the meal service OCC will be providing.

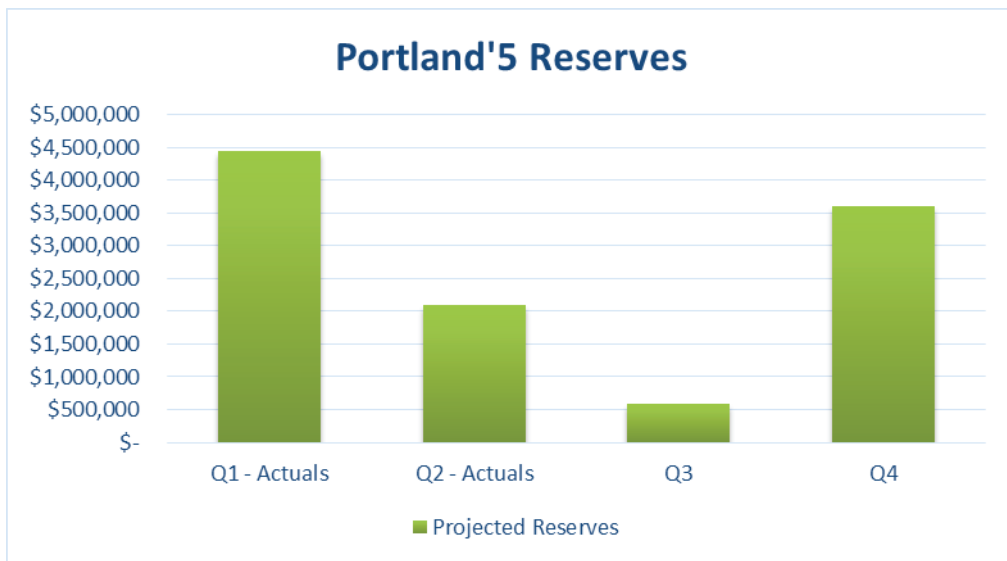
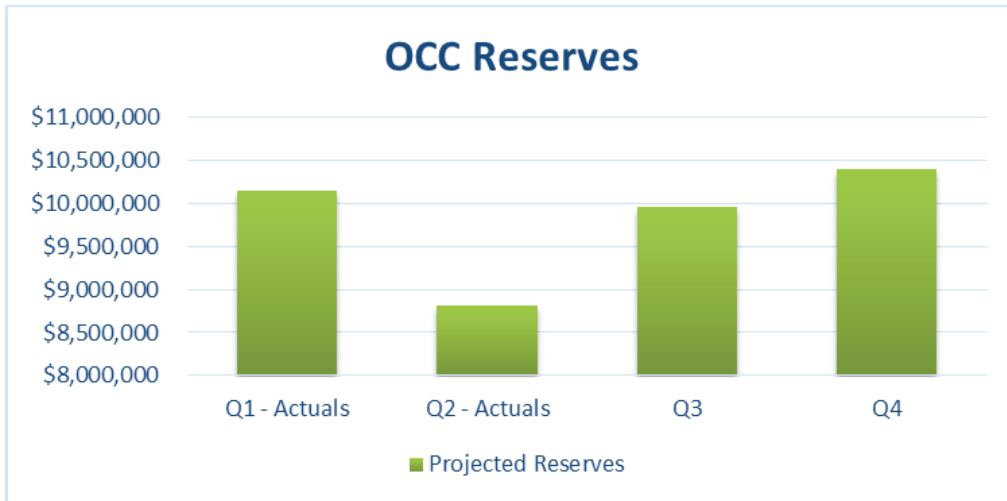
The Small Business Administration has published the application for the Shuttered Venue Operators Grant and set April 8th as the date they will open the portal to receive applications. Portland'5 is ready and waiting. The maximum grant per venue is \$10 million. This grant is not yet included in the Portland'5 projected reserves.

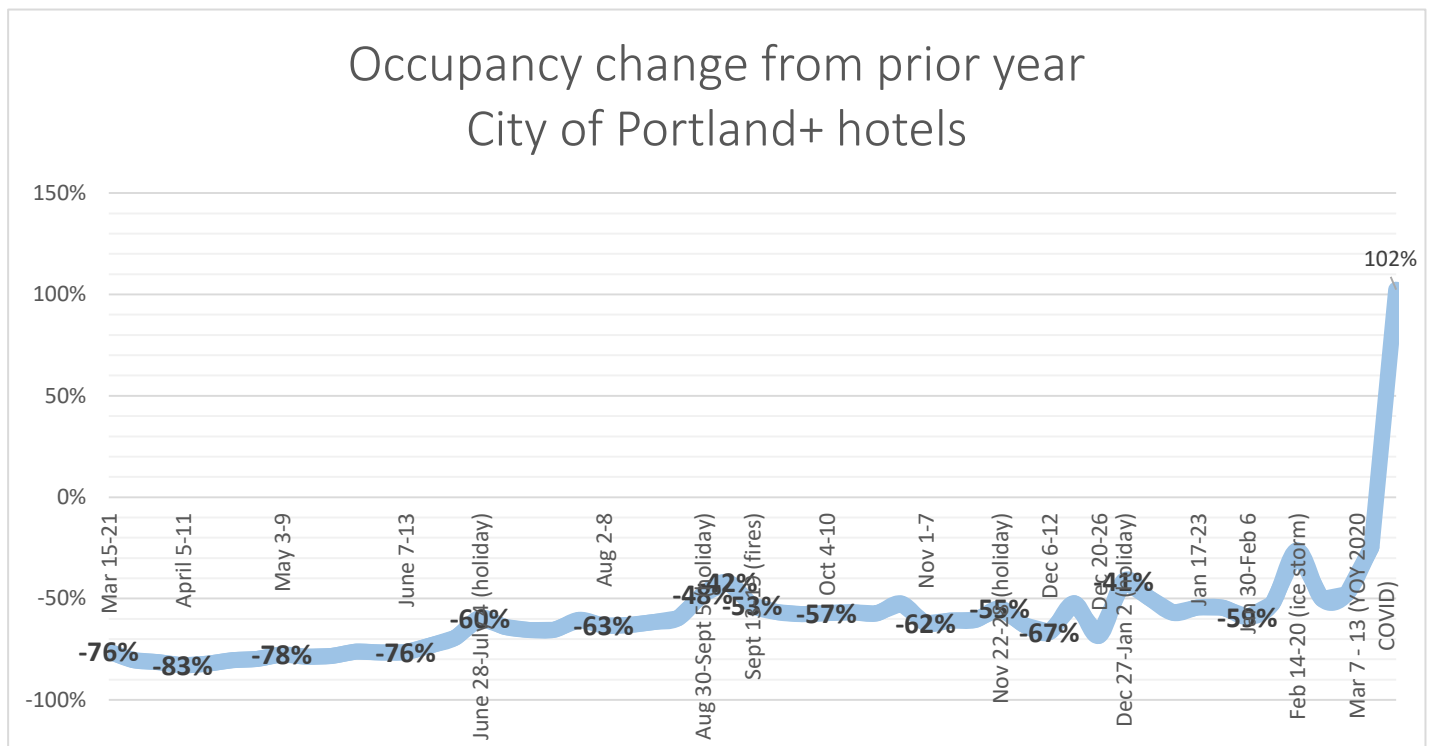
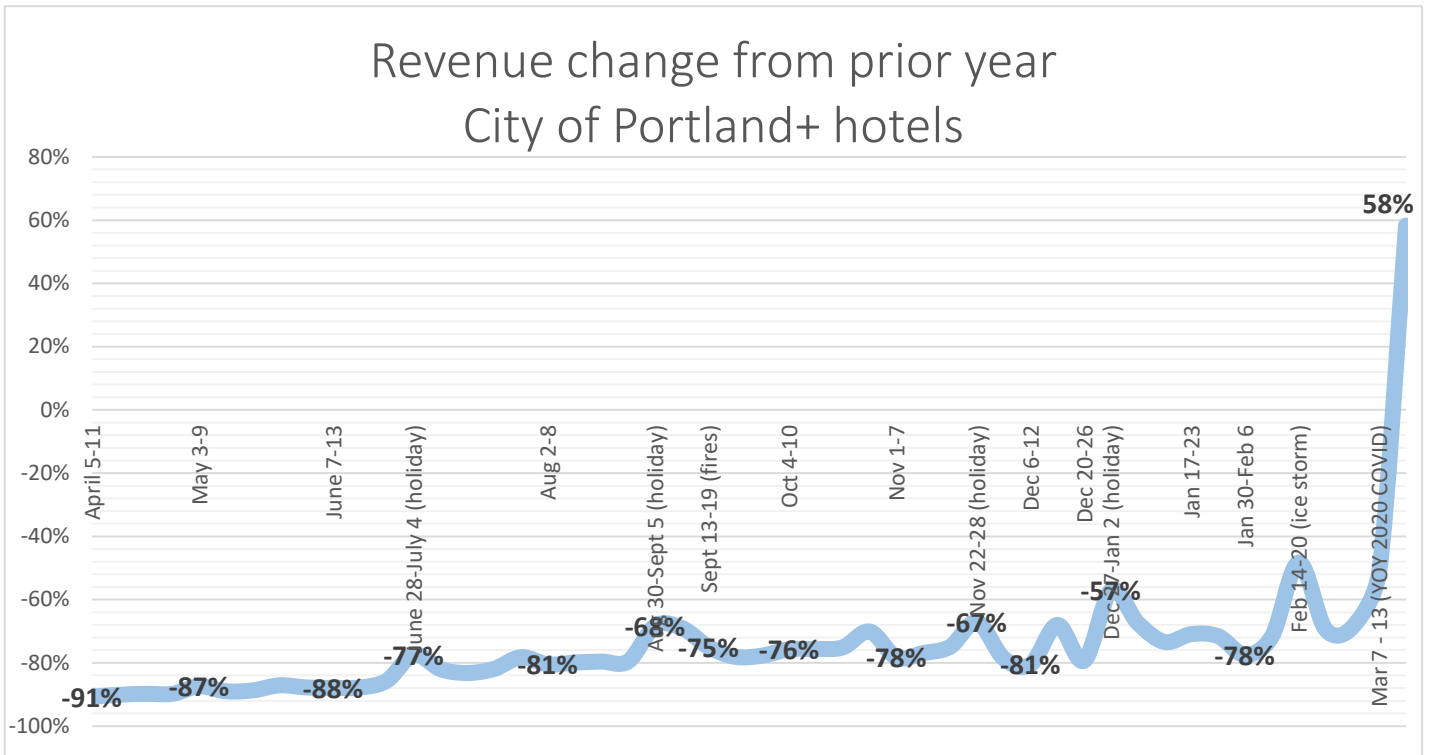
The Expo Center plans to hold the Sportsmen's Show in March and that is included in the projected reserves. Metro Paint has extended their contract through June providing an additional \$50,000 for Expo.

In addition to these new revenues, spending at all three venues has been below budget, which results in higher projected year-end reserves.

Another important piece in the venues' financial picture is the recovery of the hotel and tourism industry. The charts below show Portland hotel revenue and occupancy change year-over-year in the City of Portland+ (includes central city, airport, jantzen beach and eastside). When comparing year over year revenue (up 58%) and occupancy (up 102%) for City of Portland+ hotels there is significant growth from the first weeks of the pandemic.







MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Oregon Convention Center

February 2021

	Annual Budget	Year-End Projection					Variance
		Q1 - Actuals	Q2 - Actuals	Q3	Q4	Full Year	
Operations							
Charges for Services	5,498,000	426,313	503,202	617,773	963,000	2,510,288	(2,987,712)
Local Government Shared Revenues	3,338,000	-	944,906	1,610,590	2,085,320	4,640,815	1,302,815
Grants	735,000	(177,957)	90,925	885,051	-	798,018	63,018
Interest Earnings	162,322	50,569	58,770	261,330	30,000	400,669	238,347
Miscellaneous Revenue	-	2,849	8,214	403,404	-	414,467	414,467
Transfers-R	3,296,669	294,843	624,781	1,188,522	1,188,522	3,296,668	(1)
Total Revenues	13,029,991	596,617	2,230,798	4,966,670	4,266,842	12,060,926	(969,065)
Personnel Services	4,340,153	1,062,045	1,224,060	1,138,368	1,195,900	4,620,373	280,220
Materials and Services	10,998,500	717,330	1,152,456	1,703,043	1,568,250	5,141,079	(5,857,421)
Transfers-E	4,377,113	1,138,681	1,123,261	1,072,541	1,059,723	4,394,206	17,093
Total Expenditures	19,715,766	2,918,056	3,499,778	3,913,951	3,823,873	14,155,658	(5,560,108)
Net Operations	(6,685,775)	(2,321,439)	(1,268,980)	1,052,719	442,969	(2,094,731)	4,591,044
Capital							
Total Revenues	-	12,818	12,818	(25,636)	-	-	-
Total Expenditures	-	49,860	64,092	(106,820)	-	7,132	7,132
Net Capital	-	(37,042)	(51,274)	81,184	-	(7,132)	(7,132)
Change in Fund Balance	(6,685,775)	(2,358,481)	(1,320,254)	1,133,903	442,969	(2,101,863)	4,583,912
Ending Fund Balance	5,811,552	10,138,846	8,818,592	9,952,495	10,395,464	10,395,464	

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland's Centers for the Arts

February 2021

	Annual Budget	Year-End Projection					Variance
		Q1 - Actuals	Q2 - Actuals	Q3	Q4	Full Year	
Operations							
Charges for Services	2,852,779	(61,726)	14,124	119,812	55,545	127,755	(2,725,024)
Local Government Shared Revenues	402,000	-	81,787	139,692	292,000	513,479	111,479
Contributions from Governments	2,581,313	-	-	1,292,332	1,390,657	2,682,989	101,676
Grants	735,000	(167,732)	7,944	785,825	-	626,037	(108,963)
Interest Earnings	78,623	34,445	21,314	8,146	6,000	69,905	(8,718)
Miscellaneous Revenue	40,756	43,410	(3,501)	2,682	-	42,592	1,836
Transfers-R	1,636,310	143,346	295,193	598,887	2,198,887	3,236,313	1,600,003
Total Revenues	8,326,781	(8,257)	416,861	2,947,376	3,943,089	7,299,069	(1,027,712)
Personnel Services	2,349,913	598,321	635,228	543,979	583,464	2,360,993	11,080
Materials and Services	4,989,000	(127,289)	387,568	788,906	510,945	1,560,130	(3,428,870)
Transfers-E	1,981,820	555,759	470,421	477,825	477,825	1,981,830	10
Total Expenditures	9,320,733	1,026,792	1,493,218	1,810,710	1,572,234	5,902,953	(3,417,780)
Net Operations	(993,952)	(1,035,048)	(1,076,356)	1,136,666	2,370,854	1,396,116	2,390,068
Capital							
Total Revenues	4,390,353	2,003,837	3,838	878,840	1,503,840	4,390,355	2
Total Expenditures	8,566,127	2,496,447	1,278,481	3,531,357	847,458	8,153,743	(412,384)
Net Capital	(4,175,774)	(492,610)	(1,274,643)	(2,652,517)	656,382	(3,763,388)	412,386
Change in Fund Balance	(5,169,726)	(1,527,658)	(2,350,999)	(1,515,851)	3,027,236	(2,367,272)	2,802,454
Total Ending Fund Balance	804,549	4,447,305	2,096,306	580,455	3,607,691	3,607,691	

MERC Statement of Activity with Annual Budget

Metropolitan Exposition-Recreation Commission

Portland Expo Center

February 2021

	Annual Budget	Year-End Projection					Variance
		Q1 - Actuals	Q2 - Actuals	Q3	Q4	Full Year	
Operations							
Charges for Services	1,878,572	367,187	619,005	397,563	260,000	1,643,756	(234,816)
Local Government Shared Revenues	115,000	-	-	-	115,000	115,000	-
Grants	145,000	(53,418)	23,672	202,078	-	172,332	27,332
Interest Earnings	28,500	12,467	16,407	5,083	3,000	36,957	8,457
Miscellaneous Revenue	-	79	11,356	8,389	-	19,824	19,824
Transfers-R	483,068	56,361	96,130	165,288	165,288	483,067	(1)
Total Revenues	2,650,140	382,677	766,571	778,400	543,288	2,470,937	(179,203)
Personnel Services	517,357	123,358	176,356	141,630	162,525	603,869	86,512
Materials and Services	2,840,000	307,109	321,933	754,541	335,500	1,719,083	(1,120,917)
Transfers-E	1,795,653	187,872	1,158,295	194,795	227,259	1,768,221	(27,433)
Total Expenditures	5,153,010	618,339	1,656,584	1,090,966	725,284	4,091,173	(1,061,837)
Net Operations	(2,502,870)	(235,662)	(890,013)	(312,566)	(181,995)	(1,620,236)	882,634
Capital							
Total Revenues	-	2,076	37,924	-	-	40,000	40,000
Total Expenditures	11,000	19,814	(6,594)	158	-	13,379	2,379
Net Capital	(11,000)	(17,738)	44,518	(158)	-	26,621	37,621
Change in Fund Balance	(2,513,870)	(253,400)	(845,495)	(312,724)	(181,995)	(1,593,615)	920,255
Ending Fund Balance	590,615	2,851,085	2,005,590	1,692,866	1,510,870	1,510,870	

MERC Commission Meeting

April 7, 2021
12:30 pm

Venue Business Reports



MERC Commission Business Report for April 7, 2021 Meeting Portland Expo Center – Matthew P. Rotchford, Executive Director

Events / Sales Awareness

- The Pacific NW Sportsmen's & Boat Show was hosted by the Expo Center as the first indoor retail tradeshow from March 24th-28th, 2021. The event was reviewed and approved by the Metro Risk Assessment team following months of effort. Union representatives also visited prior to opening to review our set-up, break rooms and other measures in place to keep patrons and employees safe. Expo prepared PPE for all event staff and sanitized/distributed all radios, scanners and keys safely each day. Signage for mask enforcement, physical distancing and clear entry were all well visible. We had a lot of positive feedback from Admissions, Ticketing, Operations, EMT/Security as well as our partners with Edlen Electrical, Reef Parking, CMS, Creative and Coast to Coast Security.

Adjusting patron purchasing behavior for ticketing and parking was critical. Online ticketing for admissions, parking, COVID tracing and code of conduct were an astounding success. Over 2/3 of our parking sales came in on line and closer to 90% of all ticketing sales. We parked over 8,145 cars and we greeted 16,500 attendees over 5 days. Food and beverage sales suffered the first 3 show days from over-staffing and lack of familiarity with the event, our provider found their stride and ended the event on a positive note. In addition to attendees, we hosted 1,500 exhibitors who fall under the management of show management (OTS) – this group proved the largest challenge for mask enforcement – initially there was some confusion around ADA accommodations and from those out of state. A letter was sent directly to exhibitors to reinforce policy from both OTS and myself. On Saturday, the client received an OSHA complaint that was filed Mon. the 22nd, two days before the event opened. OTS responded immediately to resolve the complaint and utilized the letter broadly with exhibitors to increase compliance - however we did remove a few people from the show for failure to comply. Overall, the event was a success and we enjoyed welcoming hundreds of small businesses back to the Expo Center.

To assist with our success, we welcomed back former Expo staff members - Clark Moss for Parking/Ticketing and Dan McNeeley for Events; both did an amazing job. We also had some great support from Zoo staff Uptal Passi, Nikki Simmons and Ivan Ratliff. Their assistance was invaluable. I could not be more proud of our managers, Chuck Dills and Alicia Crawford as well as our Engineer Tom Nast – this small group made the impossible possible and for their efforts achieved something that, while not perfect, was a positive step forward towards reopening for our building and industry. I applaud all of these professionals and their staff. Lastly, we received visits from Metro Councilor Mary Nolan, MERC Commissioner John Erickson, Expo DOS Project Sponsor Paul Slyman, Metro VVGM Scott Cruickshank, OCC Director of Strategy & Business Development Cindy Wallace, and Metro COO Marissa Madrigal. Each brought varied perspectives and most were able to meet with the clients as well. We learned a great deal about managing indoor retail behaviors that we will apply towards future events.



Events / Sales Awareness cont.

- OHSU and Amazon Training closed for the week of Sportsmen's but will resume.
- CEVA Volleyball loaded out just before Sportsmen's but hopes to return for more practices and ultimately Regionals.
- Metro Paint storage continues through fiscal, and we coordinated their stay last week.
- Work is starting on the summer Drive-in movie series including a grant request from Travel Oregon. The successful partnership with Hollywood Theatre looks to expand the series to two months.

Building / Department Awareness

- Operations teams did outstanding grounds clean-up pre-show and executed the Sportsmen's event in a safe and consistent way. In addition, and as our custodial teams required the support, two firms supplemented the custodial duties – DPI (DePaul Services) and Anago (a GBAC Star rated cleaning firm).
- Follow-up and feedback sessions with all teams will take place following this first event to gain employee knowledge and learn what we can do better to improve in the future

Capital Project Updates

- Multnomah Co. efforts for repair on Hall C are again picking up and we plan to mobilize in the month of April for repairs.
- Staff were able to get electronic signage to work both outdoors and indoors without committing to a larger expense roll-out.

Staff / Partners

- Parking and Ticketing Manager, Clark Moss will assist the team in getting well deserved breaks from the office and cover the building and its needs for the month of April.
- Parkhub, a new parking solution partner, visited on opening day of the event and along with TicketsWest, worked with us on providing successful on-line solutions for not only this event, but more in the future. Reef Parking (City Center) trained all their staff on the new devices and we could not have been more pleased with the results. Clark will dive in to the reporting functions so we can further review these systems.
- Kudos to the Portland Softball Association for their rental of white safety fencing which we partnered with Delta Park on to bring. Also the Oregon Zoo & OCC who supplied us with outdoor tensebarriers to cue patrons at entries and F&B and much-needed sanitizer stands to ensure enough stations were available. A thank you as well to FERN/DWA Decorator for their donation of indoor tensebarriers for the lobbies – organizing the entry was a large part of our safety planning.
- Following much assistance over the past year for OHSU and others, Key Tent assembled our large 48' x 96' outdoor tent for F&B use during the Sportsmen's Show. We will leave it in place for other event uses including the summertime.

PORTLAND'5

CENTERS FOR THE ARTS



Portland'5 Centers for the Arts MERC Business Report April 2021



The SVOG application goes live April 8th-a date that we have all been anxiously waiting for. We've seen a sample application and staff have gathered what we believe to be the best supportive material to make our case. We believe we are eligible for the first round of funding and will be applying for an \$8 million grant. This could provide the much needed funding that P5 needs to get through opening.

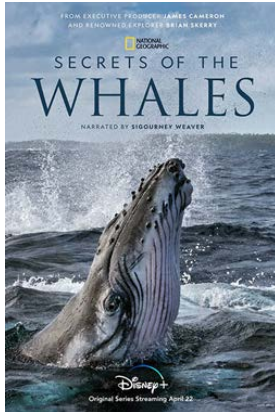


P5 has applied for Travel Oregon's Competitive and Recovery Grants Program in the Ticketed/Paid Events and Attractions category. These grants are for projects up to \$50K and should have a COVID reference. P5 has a proposed a project to retro-fit box office windows in all 3 venues with a microphone system. Currently window just have round open holes for communications between the box office and patron and allows respiratory drops to travel freely in this communication. The microphones will prevent that. These microphones are also equipped with induction loops that can be utilized by people with hearing challenges. They also allow better communications between the box office and people in wheel chairs, people who use other mobility devices and people of short stature. Not only will the box office be safer but it will provide better access for everyone. Grant awardees are to be notified April 30th.



PORTLAND'5

CENTERS FOR THE ARTS



On April 22nd, 4pm, P5 will offer a free Nat Geo Live Earth Day Event by showing “Behind the Curtain: Secrets of the Whales” with Brian Skerry. See the P5 website for the link. www.portland5.com



P5 staff continue to keep the buildings going and healthy, booking lots of future business and gearing up to re-open in early or late fall. Staff is currently working now with HR staff on a return to work process to insure we have the staff rehired, trained and ready for our first event. The GBAC Star accreditation will require training for all staff but particularly our returning event custodians and engineers. Any new hires will need to be trained on the event management software as well as scheduling software. We suspect that “COVID eating” will prompt the need for some uniform replacements. 😊 After not working for more than a year, event staff will need refresher training in emergency procedures and evacuation protocols. Other projects include:

- Development and implementation of an enhanced access control and security policy
- Stagedoor staff will be going through a DPSST (Department of Public Safety and Security Training) course on entertainment security.

PORTLAND'S CENTERS FOR THE ARTS



P5 kicked off its Racial Equity Plan with staff on Mar. 16th. Small group meetings with employees are being led by Education and Community Engagement Coordinator Imani Burris to start laying the groundwork for an internal plan. Two staff are currently going through the University of Southern Florida's free certificate on Diversity, Equity and Inclusion in the Workplace. This is a 6 week program and participants must pass a test on each 2 hour session.



New chilled water air handlers have arrived at the Keller—a process that took approximately 18 months. These will provide cooling for the stage—that has never had its own cooling system. In the past, the stage could do fine from cooling in the audience but heavy tech Broadway shows are pumping more and more heat on the stage, making it hard to keep cool in hot weather. In 2019 outside units had to be rented in order to maintain stage temperatures required by Actors Equity.



And much like events at P5, Frozen is still frozen on the Keller stage....

MERC Monthly Business Report - OCC Report

April 2021

1. Mass Vaccination Site

For several months, OCC has been supporting a mass vaccination center for Kaiser Permanente, Legacy, OHSU and Providence to offer appointment only COVID-19 vaccinations. This collaborative effort by the hospital systems is branded All4Oregon. Through the last week of March, total vaccinations exceeded 250,000 shots and the clinic has increased daily vaccinations from 5,000 in February to around 8,000 now. The health care providers effectively moved operations to Exhibit Halls C/D/E in late February and the halls are able to support increased clinic throughput. With the modified and expanded footprint of the clinic, we have now brought back to work:

- 3 Full-Time Utility Workers
- 3 Variable Hour Utility Workers
- 6 Variable Hour Public Safety Agents

In addition, PacificWild is now providing 500 pre-prepared daily meals to clinic workers, as well as coffee service. This has allowed PacificWild to rehire a handful of catering and kitchen staff to their team.

And a nice comment to pass-along (one of many received):

“While some on my team have been more directly involved in the critical work at OCC, I was just one of the grateful masses receiving my second dose in the first or second week there. What an endeavor this is! And what a perfect venue for this community-centered pandemic response. It is exciting, and truly meaningful; I don’t think anyone will drive by OCC and look at it in the same way after this experience, I know I won’t.”

—Janice McDonald, Legacy Fall Leadership Summit

Exciting times, indeed!

2. Temporary Shelter

OCC’s agreement with Multnomah County and the city of Portland to provide a severe weather shelter ended, Wednesday, March 31. The Joint Office of Homeless Services has requested a new agreement to provide a temporary transition shelter for around 40 people from April 1 through 15 in Halls A and A1. Multnomah County staff, many of whom worked the previous county shelter, will oversee operations. Our current understanding is the county needs a temporary shelter for these individuals transitioning from an existing shelter which is closing to a different location that will open in a few weeks.

Using our experiences from the prior year, we have identified specific responsibilities for OCC and the shelter operator to ensure success for all. The shelter will operate as a self-contained effort, with the operator responsible for public safety inside and immediately outside the shelter entrance, as well as general cleaning of their spaces and restocking of supplies. Shelter ingress and egress is limited to the Hall A exterior doors.

3. Staff Accomplishments

Please join me in congratulating Marie McLean, OCC Event Manager, for achieving her certification in Digital Event Strategy. Marie achieved this certification through the PCMA Digital Experience Institute. This demonstrates her learning and commitment to effectively plan, produce and measure the results for digital engagement practices and will better prepare her for future conversations and planning with our clients. She took several online courses over the last six months and passed an arduous exam on Monday.

MERC Commission Meeting

April 7, 2021
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission

Record of MERC Commission Actions

March 3, 2021

Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, John Erickson, Deidra Krys-Rusoff, Damien Hall, Ray Leary, Dañel Malán
Absent:	Deanna Palm
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order Chair Stoudamire-Phillips at 12:02.
1.0	Quorum Confirmed A quorum of Commissioners was present.
2.0	Opportunity for Public Comment on Agenda and Non-Agenda items <ul style="list-style-type: none">• None
3.0	Commission and Council Communications <ul style="list-style-type: none">• Commissioner Leary shared that he, along with Chair Stoudamire-Phillips and Commissioner Hall, participated in OCC's Deeper Discussions series during Black History Month for a conversation centering on Black experiences and Black Leadership.• In Commissioner Palm's absence, Commissioner Krys-Rusoff shared that Commissioner Palm is now the acting president of the Beaverton Chamber of Commerce in addition to her current role as the president of the Hillsboro Chamber of Commerce.• Chair Stoudamire-Phillips also thanked the OCC team for the opportunity to share with staff and hope to continue these conversations. She noted the opportunity for relationship building is important.• Councilor Lewis thanked MERC leadership for their responsiveness to requests to support community needs around COVID-19. She also thanked P5 for hosting part of the virtual State of the Region address which was partially filmed at the Schnitzer. Lewis noted that Council heard an Expo DOS update at their Council meeting yesterday and is looking forward to the discussion today.• Chair Stoudamire-Phillips acknowledged Scott Cruickshank to introduce new Council Chief of Staff Kristin Dennis.
4.0	Consent Agenda <ul style="list-style-type: none">• Record of MERC Actions, February 3, 2021 <p>A motion was made by Commissioner Erickson and seconded by Commissioner Leary to approve the Consent Agenda.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary and Malan) NAY: 0</p> <p>MOTION PASSED</p>
5.0	Action Agenda <ul style="list-style-type: none">• Resolution 21-02: For the purpose of approving and transmitting to the Metro Council budget amendments to the Metropolitan Exposition Recreation Commission (MERC) Fund Budget for FY2020-21. Rachael Lembo <p>A motion was made by Commissioner Krys-Rusoff and seconded by Commissioner Erickson to approve the Consent Agenda.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary and Malan)</p>

	NAY: 0
	MOTION PASSED
6.0	<p>FY2021-22 Proposed Budget Presentation Rachael Lembo</p> <ul style="list-style-type: none"> • Introduced Commissioner Krys-Rusoff to offer an intro to the presentation and outline what differs this year. • Commissioner Erickson asked if front-facing OCC staff have been vaccinated. Stroud responded yes, they were included in the earlier phase that included healthcare workers. Erickson also asked about Expo staff and Rotchford responded that they are in the process of signing up but have not received a vaccine yet. • Commissioner Leary stated how proud he is of the venue directors and staff that have served the community as needed all while keeping focus on their commitment to racial equity goals. • Commissioner Krys-Rusoff asked Williams if there had been recent conversations around resident companies antiquated hold policy for future booking dates. Williams responded that conversations were started late in 2019 and right now the focus has shifted to cost recovery and rental rates.
7.0	<p>Action Agenda</p> <ul style="list-style-type: none"> • Resolution 21-03 For the purpose of approving the Metropolitan Exposition Recreation Commission (“MERC”) 2021-22 Proposed Budget and 2021-22 through 2025-26 Capital Improvement Plan. • <p>A motion was made by Commissioner Krys-Rusoff and seconded by Commissioner Malan to approve the Consent Agenda.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Erickson, Krys-Rusoff, Hall, Leary and Malan) NAY: 0</p> <p style="text-align: center;">MOTION PASSED</p>
	As there was no further business to come before the Commission, the meeting was adjourned at 12:53. p.m.
	<p>Work Session: Expo Development Opportunity Study Alex Joyce, Cascadia Partners</p> <ul style="list-style-type: none"> • Commissioner Leary asked about the level of updates Metro Council has received on Expo’s functional operations. Andrew Scott responded that they heard from some Councilors yesterday the desire for additional briefings. Leary noted we are asking community members to take a “deeper dive” when the decision making body is working with a limited perspective of the venue. • Chair Stoudamire-Phillips asked if the newer Councilors have been made aware of the Hunden report and its results. Alex Joyce responded that it was included in the presentation given to them yesterday. • Commissioner Malan asked about the specific communities currently engaged with the project and asked why the Latinx community has not been included in the community engagement discussions so far. Joyce responded exclusion was not by design and outlined when the project started it was narrowly focused on understanding the value of the site. After reengaging with Council it was clear we needed broader stakeholder engagement but limited resources and time did not allow for a full engagement process. • Andrew Scott clarified that public engagement will be broadened around a more refined scope later in the project. • Commissioner Krys-Rusoff asked for clarification around who the decision making body is. Nathan Sykes responded that MERC does have a decision making role. • Commissioner Leary asked about the prioritization of community feedback around the specific Expo site. Joyce responded that Metro has made an effort to support ongoing government to government

engagement with the tribes and highlighted the site is located in the Columbia River corridor which is a significant part of native cultural heritage.

- Commissioner Leary asked about the cost of the study, and to identify who may contribute funds to the new vision for Expo. Joyce clarified that Metro has not identified funds for this project but the land itself has value. There will have to be community based partnerships to identify funding.
- Commissioner Leary noted that economic impact studies have been central to MERC's decision making process on past large projects and asked if there has been an economic impact study done on Expo in its current operations. What kind of impact will the five options being considered reveal and who are the beneficiaries of the work?
- Commissioner Krys-Rusoff shared her concern on comparing any future scenario without a full understanding of what we currently have and who we serve.
- Commissioner Erickson voiced economic impact is important to the region and noted that small business is an economic engine for the region.
- Joyce offered that sections of past economic studies have been included in the work and the impact of any scenario and who benefits will be a key part of how any of these scenarios are evaluated.
- Commissioner Krys-Rusoff asked how the project will impact ongoing operations and future bookings for Expo.
- Commissioner Leary posed that seeking a RFI proposal should come after the completion of the study. Joyce noted that there may be ideas or coalitions that we have not unearthed in our investigative process. This piece would be considered part of the investigative process.
- Commissioner Hall urged the group to discuss the process of the request for information prior to requesting formal input from the public. We need to clearly state what the need is what the standards are.
- Commissioner Erickson noted that we should have an understanding of the funds needed to make Expo financially sustainable and hold that up against all future scenarios.
- Commissioner Leary suggested a joint MERC / Metro Council meeting to discuss the process. Commissioner Krys-Rusoff agreed.
- Commissioner Hall voiced that we should hold on the RFI process until we conclude the existing process and summarize what was learned before moving forward.
- Scott Cruickshank shared that we do have past economic impact reports for Expo and what is not characterized is the downstream spending. The downstream activity is not being monetized at Expo to support the future demands on the facility needs. There is not identifiable income at Expo to service those future needs.
- Commissioner Krys-Rusoff noted it is less about monetization and more about the impact. By not focusing on the downstream impact are we overlooking an economic impact that is perhaps worthy of subsidizing or support?

Minutes submitted by Amy Nelson.

MERC Commission Meeting

April 7, 2021
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

2ND QUARTER 2020-21 REPORT

Highlights:

Executive Summary – Page 3

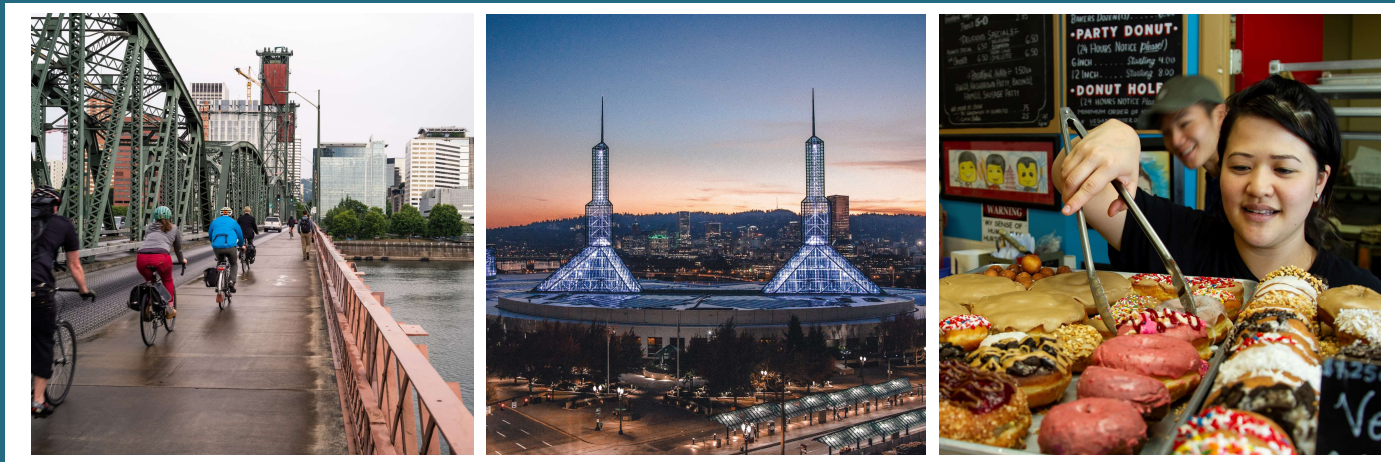


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Jeff Miller.....	President and CEO
Sarah Chisholm	Chief Financial Officer
Greg Newland	Chief Marketing Officer
Megan Conway	Chief Strategy Officer
James Jessie.....	Chief Sales Officer



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 2nd quarter OCC realized zero in revenue from Travel Portland booked business due to the pandemic.
- Three new and zero repeat OCC conventions were booked for future years in the quarter worth over \$750,000 in OCC revenue and community economic impact over \$3.1 million. Total Travel Portland bookings, including single hotel will result in over \$3.9 million of economic impact.
- Across domestic media outlets, Portland was included in 452 placements with a total impression of over 1.9 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland has focused our efforts on supporting local hospitality businesses. And have partnered with Prosper Portland and the Portland Business Alliance on recovery efforts.

TRENDS, SUCCESSES, OBSTACLES

- Transient Lodging Tax due to COVID-19 will have dramatic drops well into the future. Fiscal YTD collections of the city's tax through December were down 83.6%.
- Portland hotels' occupancy decreased 54.3% for calendar YTD through December; ADR decreased 27.1%, RevPar decreased 66.7%, demand decreased 59.4%, and room revenue decreased 70.4%.
- A number of hotels have remained closed. We continue to engage the hotel General Managers and Directors of Sales to chart meetings recovery.
- James Jessie led the effort to create the Conventions and Meetings Recovery Plan. Partners from the Oregon Convention Center, PDX and Tri-Met as well as industry partners cooperated in this effort.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$0	Benchmark / \$18 Million
2	ROI on future OCC business	5.6	Benchmark / 5.8
3	Lead conversion	14%	Benchmark / 18%
4	Services performance survey	0.0	Benchmark / 3.8
5	Public relations/media	6.0	Benchmark / 12
6	Community economic impact	38.1	Benchmark / 44

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	27.3	Benchmark / 25



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 20/21	\$ 4,100,961	\$ -	\$ 4,100,961
FY 21/22	\$ 18,182,274	\$ 1,045,731	\$ 19,228,005
FY 22/23	\$ 22,978,859	\$ 1,644,422	\$ 24,623,281
FY 23/24	\$ 10,642,868	\$ 1,740,878	\$ 12,383,746
FY 24/25	\$ 6,723,678	\$ 1,942,952	\$ 8,666,630
FY 25/26	\$ 1,435,379	\$ 1,740,878	\$ 3,176,257
FY 26/27	\$ 3,477,409	\$ 1,942,952	\$ 5,420,361
FY 27/28	\$ -	\$ 1,740,878	\$ 1,740,878
FY 28/29	\$ 534,267	\$ 1,942,952	\$ 2,477,219
TOTAL	\$ 68,075,695	\$ 13,741,643	\$ 81,817,338

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	3	4	
Repeat OCC Bookings	0	2	
Total OCC Bookings	3	6	
Room Nights from OCC Bookings	4,095	18,178	
Future OCC Revenue Booked during FY 2019/20	\$ 752,507	\$ 3,675,157	
ROI OCC Bookings	\$ 2.3	\$ 5.6	Benchmark / 5.8 to 1
Community Economic Impact from OCC Bookings	\$ 3,158,576	\$ 15,002,777	
Total Room Nights Booked	5,558	41,752	
Total Community Economic Impact from Bookings	\$ 3,966,556	\$ 25,227,269	
ROI on Total Community Economic Impact	\$ 12.3	\$ 38.1	Benchmark / 44.0 to 1
OCC Revenue Realized During FY 2020/21	\$ -	\$ -	Benchmark / \$18 Million



CONVENTION SALES

LEAD CONVERSION	
	As of January 1, 2021
Lead Conversion Percentage	14%
Benchmark / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2021					
	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25 and beyond
Current	13	30	33	21	15
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 17/18-20/21)	43	38	27	19	22

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,384,724	\$ 5,097,663
Travel Portland Contract Costs	\$ 322,645	\$ 661,571
ROI (Revenue / Costs)	4.3	7.7

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	27	114,102	95,500	\$ 12,762,002	\$ 67,900,043



CONVENTION SALES

MINORITY PROJECTED FUTURE REVENUE

Total Travel Portland Contract	2nd Quarter	YTD
New Minority Bookings	1	2
Total Minority Bookings	1	2
Room Nights from Minority Bookings	642	1,354
Minority Leads	0	0
Minority Lost Leads	3	3

For the second quarter of FY 2020/21, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$280,000. Booked groups included the following:

National Indian Head Start Directors Association	\$ 281,660
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2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS

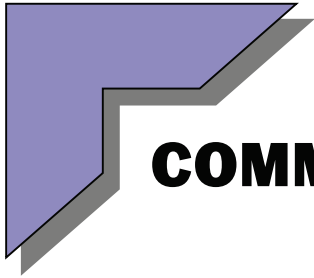
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
National Congress of American Indians	1	COVID-19	3,055	2,000	\$ 508,630	\$ 1,878,124	11/6/2020
American Cheer & Dance Championships	1	COVID-19	1,788	3,000	\$ 69,412	\$ 1,221,967	12/3/2020
Forest Business Network	1	COVID-19	490	1,000	\$ 118,492	\$ 386,761	3/29/2021
International Living Future Institute	1	COVID-19	790	1,300	\$ 155,696	\$ 594,101	4/17/2021
OCHIN	1	COVID-19	1,040	750	\$ 175,243	\$ 685,700	4/26/2021
Clarion Events	1	Perceived Destination Draw - Social Issues (Protests, Racism, Neg Press)	4,194	3,500	\$ 579,669	\$ 2,793,499	6/12/2021
Intel Corporation	1	COVID-19	4,113	2,200	\$ 467,570	\$ 3,301,541	7/21/2021
Total OCC Cancellations	7		15,470	13,750	\$2,074,712	\$ 10,861,693	



CONVENTION SERVICES

ACTIVITY DESCRIPTION	2ND QUARTER	YTD
OCC groups occurring during the quarter	0	0
Distribution of promotional pieces	0	0
Meeting planning assistance - Services leads	17	96
Pre-convention attendance building - Site tours	0	0
Pre-convention attendance building -Promo trips, e-newsletters and materials	8	9
Housing-convention room nights	0	0

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	0	0	0	0	0	0	0
Travel Portland convention services staff	0	0	0	0	0	0	0
Travel Portland housing services (if utilized)	0	0	0	0	0	0	0
Travel Portland collateral/promotional materials	0	0	0	0	0	0	0
Quality and user-friendliness of the Travel Portland	0	0	0	0	0	0	0
Average rating for the quarter						0.0	
Average rating YTD						0.0	
Benchmark						3.8	
In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?							
Groups Serviced/Surveyed:							
<i>**Due to COVID-19, there were no meetings to be surveyed.</i>							



COMMUNICATION & PR

TOTAL DOMESTIC MEDIA NARRATIVE	Q2	YTD
Placements	452	1,015
Impressions	1,905,534,056	4,782,474,491

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 PLACEMENTS	Q2	YTD
Placements	2	12
Impressions	101,000	3,776,381

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	61
Impressions	1,401,040,222	1,915,178,526

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

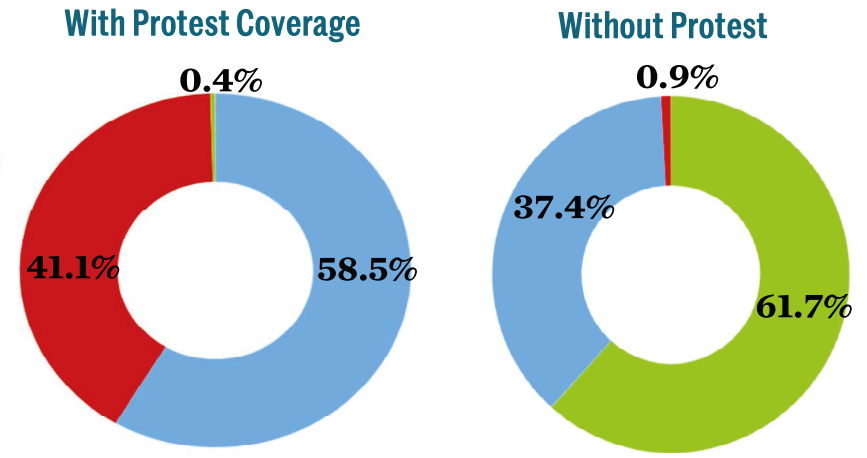
TARGETED INTERNATIONAL MEDIA	Q2	YTD
Placements (Benchmark)	1	1
Impressions (Benchmark)	90,000	90,000

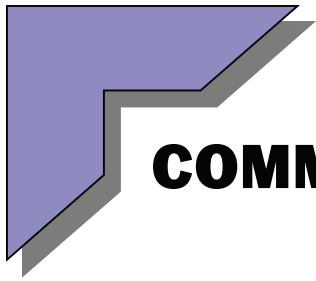
International print and online media outlets strategically targeted by Travel Portland's public relations efforts in international markets, including, but not limited to: United Kingdom, The Netherlands, Oceania and Canada.

2ND QUARTER TARGETED DOMESTIC MEDIA KEY MESSAGES



2ND QUARTER TOTAL DOMESTIC MEDIA SENTIMENT





COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
October 2020	Group Tour Magazine	Haunted Histories Encounter	Online	13,000	1
October 2020	Oregon Business	Inside Travel Portland's Rescue Plan	Online	88,000	1
Total				101,000	2

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

PITCHES DELIVERED	
1	Portland leading the way in production bubbles
2	Whitecaps and Top Chef come to Portland for extended stays
3	Cleaning protocols for safety in Portland hotels includes GBAC Star at OCC
Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.	



MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	445,413	942,904
International Visits	32,134	63,390
Referrals	93,709	186,477
Business and Event Detail Views	227,476	378,513
Meetings.TravelPortland.com		
Venue Finder Page Views	143	432

Source: Google Analytics

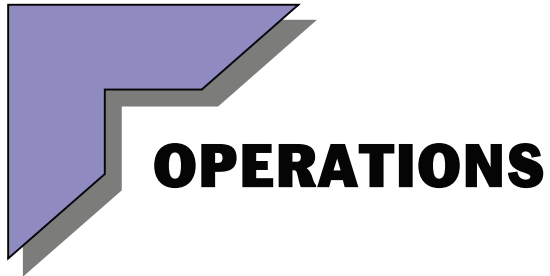
INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	0%****	N/A
Competitive Set***	0%****	N/A

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

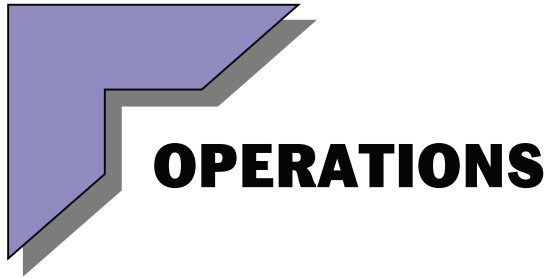
**Be no less than 5% of our competitive sets' performance for overall visits/arrivals.

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

****Due to COVID-19 travel restriction, there is no international visitation in the USA.



DIVERSITY EMPLOYMENT STATISTICS 2020-21					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	December 31, 2020		Second Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	4	8	50%	40-60%	Monitor
First/Mid Level Manager	5	6	83%	40-60%	Monitor
Professionals	5	10	50%	40-60%	Monitor
Sales Workers	6	6	100%	40-60%	Monitor
Admin Support Workers	8	8	100%	40-60%	Monitor
Total	28	38	74%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	2	8	25%	15-33%	Monitor
First/Mid Level Manager	1	6	17%	15-33%	Monitor
Professionals	1	10	10%	15-33%	Improve
Sales Workers	2	6	33%	15-33%	Monitor
Admin Support Workers	2	8	25%	15-33%	Monitor
Total	8	38	21%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2020-21

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
	Black Travel Alliance	Mac's List	
Current Employees residing in MERC FOTA		7	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$58,285
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PARTNERSHIP

Total Partners	Within FOTA	Multicultural	Women-Owned
1297	238	73	120

MBE/DBE/WBE PURCHASING PARTICIPATION FY 2020-21 (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	\$298,867	\$108,424	36%

For the last 32 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

	Annual Budget	MERC QTR Ending 12-31-20	RCTP QTR Ending 12-31-20	TID/TLT QTR Ending 12-31-20	Subtotal QTR Ending 12-31-20	Sum MERC YTD 06-30-21	Sum RCTP YTD 06-30-21	Sum TID/TLT YTD 06-30-21	Sum of YTD 06-30-21	Percent
Expenses										
<i>MERC Supported Program of Work</i>										
Professional Services										
<u>Convention Sales</u>										
<u>Direct Sales:</u>										
Subtotal - Convention Sales Professional Services	1,090,201	239,261	0	0	239,261	488,467	0	0	488,467	44.81%
<u>Program Support</u>										
Subtotal - Program Support	163,530	40,883	0	0	40,883	81,765	0	0	81,765	50.00%
<u>Research</u>										
Subtotal - Reserach Professional Services	76,050	15,288	0	0	15,288	33,696	0	0	33,696	44.31%
<u>Convention Services</u>										
Subtotal - Convention Services Professional Services	132,002	27,214	0	0	27,214	57,643	0	0	57,643	43.67%
Total - MERC Supported - Professional Services	1,461,783	322,645	0	0	322,645	661,571	0	0	661,571	45.26%
<i>Other Non-Contractual Professional Services</i>										
Total - Other Non-Contractual Professional Services	0	0	0	63,383	63,383	0	0	129,995	129,995	0.00%
<i>RCTP Supported Program of Work</i>										
<u>Sales Calls & Trips</u>										
Subtotal - Sales Calls & Trips	30,000	0	0	0	0	0	0	0	0	0.00%
<u>Sales Missions</u>										
Subtotal - Sales Missions	100,000	0	0	0	0	0	0	0	0	0.00%
<u>Multicultural Sales Efforts</u>										
Subtotal - Multicultural Sales Efforts	61,550	0	26,032	0	26,032	0	26,032	0	26,032	42.29%
<u>Industry Trade Shows and Events</u>										
Subtotal - Industry Trade Shows and Events	133,970	0	4,935	0	4,935	0	5,960	0	5,960	4.45%
<u>Site Inspections</u>										
Subtotal - Site Inspections	65,000	0	93	0	93	0	198	0	198	0.30%
<u>Familiarization Tours</u>										
Subtotal - Familiarization Tours	87,830	0	0	0	0	0	0	0	0	0.00%
<u>Industry Cooperation and Partnerships</u>										
Subtotal - Industry Cooperation and Partnerships	80,000	0	1,025	0	1,025	0	1,025	0	1,025	1.28%
<u>Three-City Collective</u>										
Subtotal - Three-City Collective	5,000	0	26,946	0	26,946	0	26,946	0	26,946	538.91%
<u>Customer Advisory Board</u>										
Subtotal - Customer Advisory Board	12,500	0	0	0	0	0	0	0	0	0.00%
<u>Other Programs</u>										
Subtotal - Other Programs	56,350	0	609	0	609	0	1,801	0	1,801	3.20%
Total - RCTP Supported Program of Work	632,200	0	59,639	0	59,639	0	61,962	0	61,962	9.80%
<i>TLT/TID Supported - Non-Sales Programs of Work</i>										
<u>Convention Services</u>										
Subtotal - Convention Services	57,156	0	0	1,139	1,139	0	0	1,438	1,438	2.52%
<u>Research</u>										
Subtotal - Research	279,000	0	0	25,325	25,325	0	0	82,132	82,132	29.44%
<u>Marketing</u>										
Subtotal - Marketing	1,012,426	0	0	51,954	51,954	0	0	95,678	95,678	9.45%
<u>Communications/PR</u>										
Subtotal - Communications/PR	30,000	0	0	0	0	0	0	0	0	0.00%
<u>Community Engagement</u>										
Subtotal - Community Engagement	18,000	0	0	2,000	2,000	0	0	2,000	2,000	11.11%
Total - Non-Sales Programs	1,396,582	0	0	80,417	80,417	0	0	181,248	181,248	12.98%
Grand Total	3,490,565	322,645	59,639	143,801	526,085	661,571	61,962	311,243	1,034,776	29.64%

Travel Portland
Income Statement
(Statement of Financial Activities)

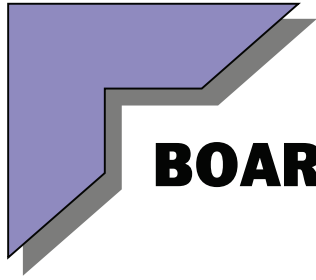
	Actual (Prior Year) YTD 12/31/2019 Column A	Actual YTD 12/31/2020 Column B	Budget YTD 12/31/2020 Column C	Actual (Prior Year) Full Year 6/30/2020 Column D	Approved Budget Full Year 6/30/2021 Column E
Revenue					
City/County Lodging Tax (1%)	4,148,760	681,252	798,423	6,174,375	1,821,888
Tourism Improvement District (TID-2%)	8,281,447	1,467,198	1,567,205	12,697,600	3,802,082
MERC (OCC Contract)	2,315,927	730,892	730,890	4,124,500	1,461,783
Partnership Dues	235,103	116,556	0	421,798	0
Fees Earned	71,231	-165	0	131,531	0
Other Income	169,500	320,619	0	186,050	0
Trade-Out/In-Kind	0	0	0	7,757	0
Cooperative Programs	43,240	0	0	134,769	0
Regional RCTP (from Travel Oregon)	1,494,197	1,322,638	1,322,638	2,017,443	3,143,500
Cultural Tourism	121,078	13,810	6,510	342,441	187,000
Visitor Development Fund (VDF)	0	0	0	60,000	0
Total Revenue	16,880,483	4,652,799	4,425,666	26,298,266	10,416,253
Expenses					
Convention Sales	2,707,110	720,056	813,551	3,858,694	2,361,133
International Affairs	1,232,275	188,545	140,688	1,813,017	671,468
Marketing and Research	3,287,792	745,778	820,699	7,195,020	3,204,085
Communications/PR	824,243	194,631	218,178	1,284,925	692,573
Regional RCTP (from Travel Oregon)	1,825,491	1,065,843	1,322,638	2,017,443	3,143,500
Convention Services, Housing, and Event	707,043	193,812	218,824	1,194,252	578,426
Community Engagement/DEI	681,349	124,524	183,329	931,581	460,963
*Visitor Center	186,720	10,457	18,823	271,068	37,646
**Program Support	2,112,946	1,817,982	1,899,813	3,657,116	3,773,719
Total Expenses	13,564,969	5,061,627	5,636,543	22,223,116	14,923,513
Net Surplus/(Deficit)	3,315,514	-408,828	-1,210,877	4,075,150	-4,507,260

*Note - The Visitor Center has been closed since March 2020 due to COVID.

**FYE21 Rent Expense is overstated from a cash forecast due to GAAP treatment for the escalated rent calculation of \$637,644.76.

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual 12/31/2020 Column A	Actual as of 6/30/2020 Column B	Increase (Decrease) Column C
Assets			
Cash and Cash Equivalents	10,038,129	7,655,388	31%
Investments	5,102,731	4,790,903	7%
Accounts Receivable	596,633	1,108,444	-46%
Prepaid Assets	949,121	889,427	7%
Fixed Assets, net	2,238,994	2,528,052	-11%
Other Assets	2,567	2,567	0%
Total Assets	18,928,176	16,974,781	12%
Liabilities and Net Assets			
Liabilities			
Accounts Payable & Accrued Expenses	648,878	250,773	159%
Accrued Personnel	1,465,671	1,203,856	22%
Deferred Revenue	124,284	242,843	-49%
Other Fiduciary Liabilities - RCTP	3,639,826	1,818,964	100%
Total Liabilities	5,878,659	3,516,436	67%
Net Assets			
Undesignated	8,543,618	8,952,446	-5%
Board Designated	1,977,848	1,977,848	0%
Net Property and Equipment	2,528,052	2,528,052	0%
Total Net Assets	13,049,517	13,458,345	-3%
Total Liabilities and Net Assets	18,928,176	16,974,781	12%



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services		
Craddick	Shirley	Metro		
Daley	Mike	Sheraton Portland Airport Hotel	Chair	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	Chair-elect	Nominating Committee
Goeman	Mark	CoHo Services		
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Hiller-Webb	Shannon	Host2Host/Prosparus		
Holt	Charles	The Mark Spencer Hotel	Vice Chair	
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		
Mayelzadeh	Farshad	DoubleTree by Hilton - Portland		
McCarey	Heather	Explore Washington Park		
McIlroy	Emma	Wildfang		
Nicolopoulos	Shane	Hyatt Regency Portland at the Oregon Convention Center		
Penilton	David	America's Hub World Tours		
Pyne	Tim	Portland Marriott Downtown Waterfront		Convention Sales Steering Committee
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Past Chair	
Wheeler	Ted	City of Portland		
White	Daryn	Provenance Hotels		

MERC Commission Meeting

April 7, 2021
12:30 pm

Expo Development Opportunity
Study Update

**Materials following this page are
attachments to the public record.**

2ND QUARTER 2020-21
APRIL 7, 2021

OREGON CONVENTION CENTER

TRAVEL
PORTLAND

Metro Expo DOS

MERC Commission 04-07-21

Agenda

- Where we are:
 - Potential Themes and Paths
 - Community Conversations

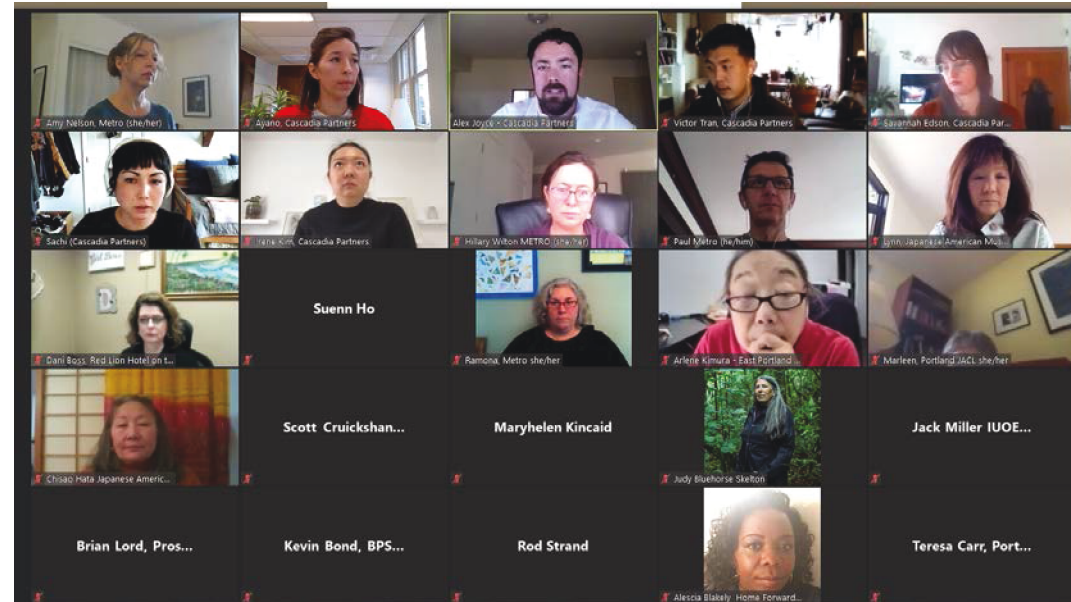
- Exploration of the RFI

Where we are



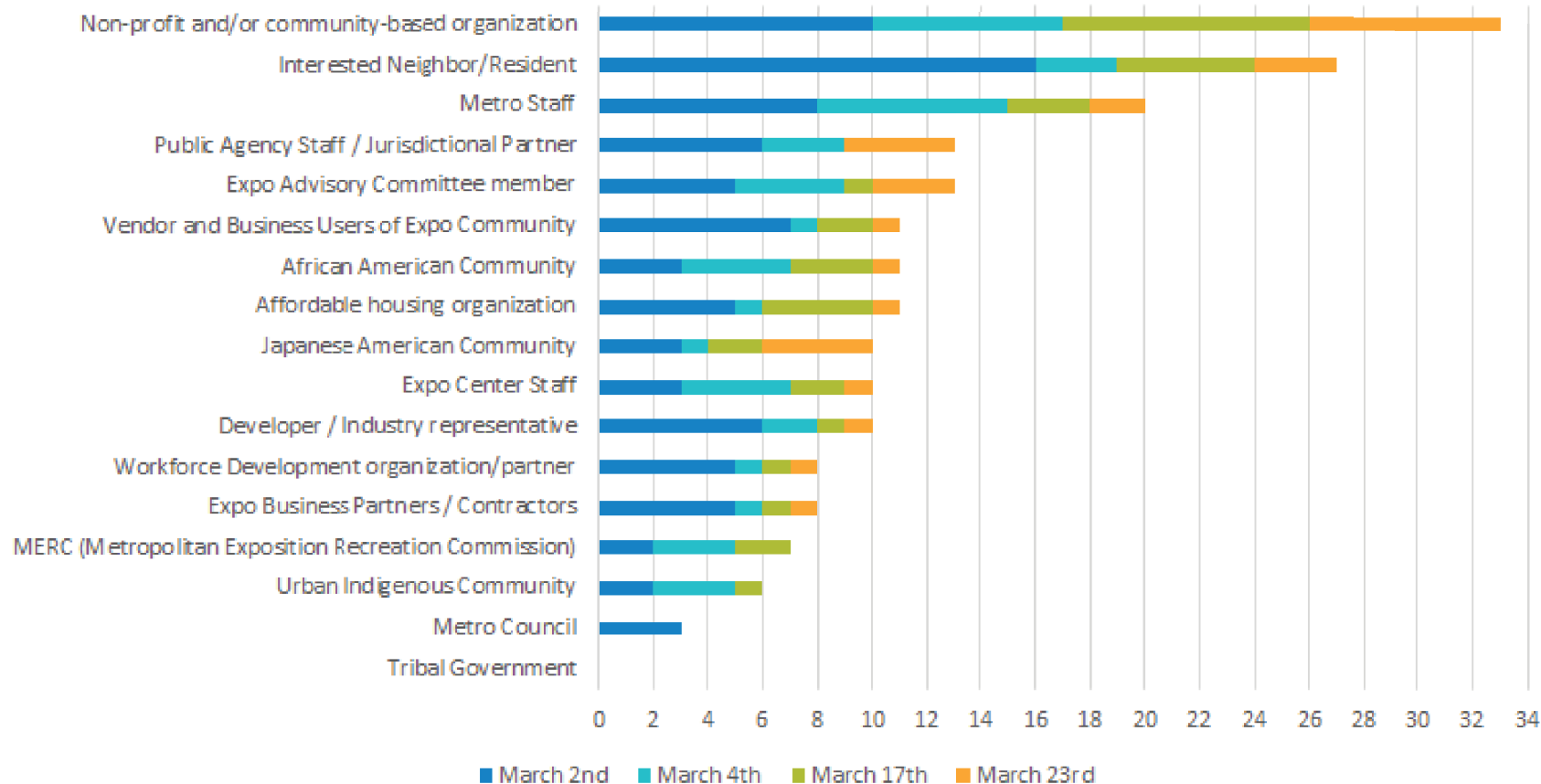
March 2021 Engagement: Community Conversations

- Two-part series
- Total of four (4) meetings
- Eight (8) hours of meeting time
- Approximately 50 participants



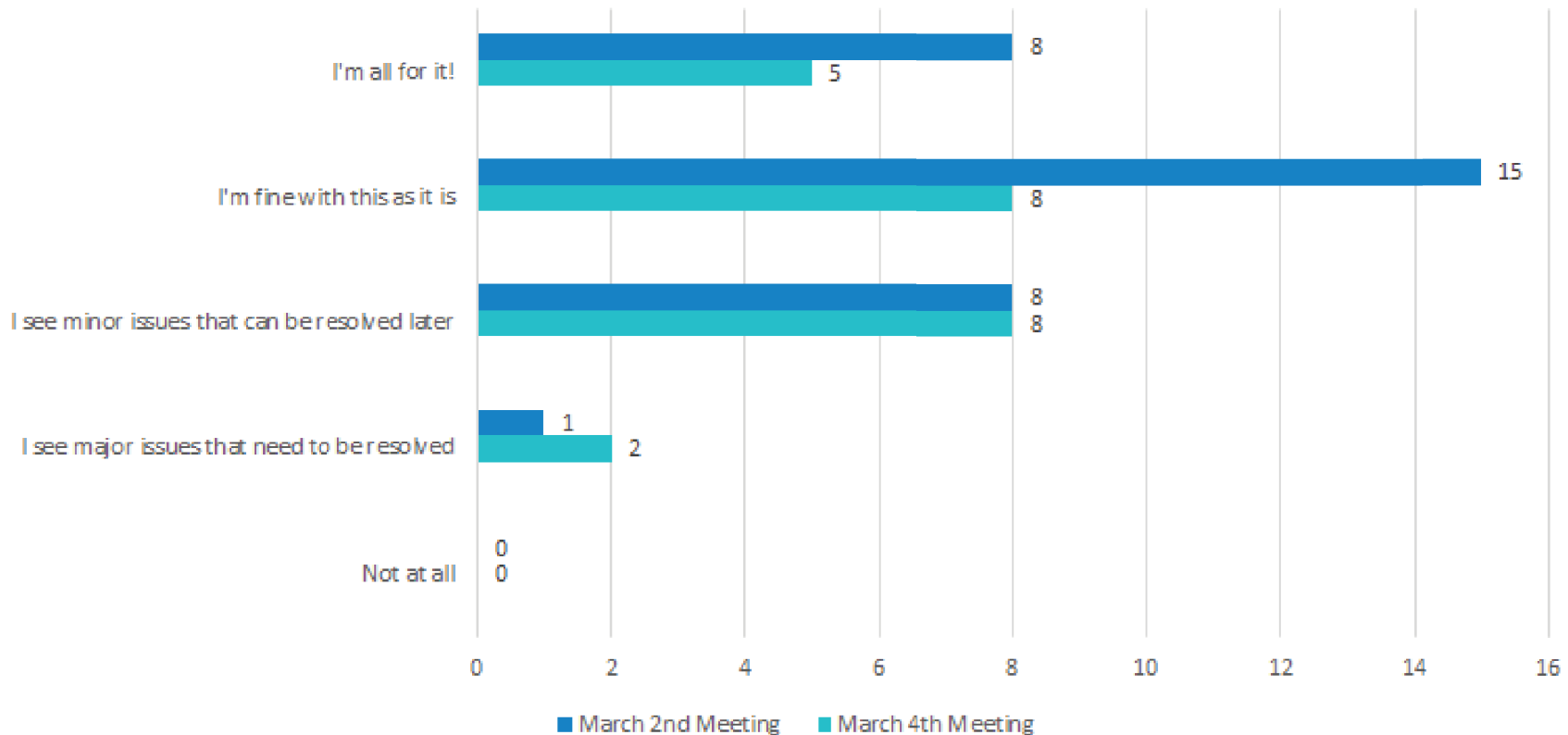
Community Conversations - Part 1

What group(s) do you identify with? (check all that apply):



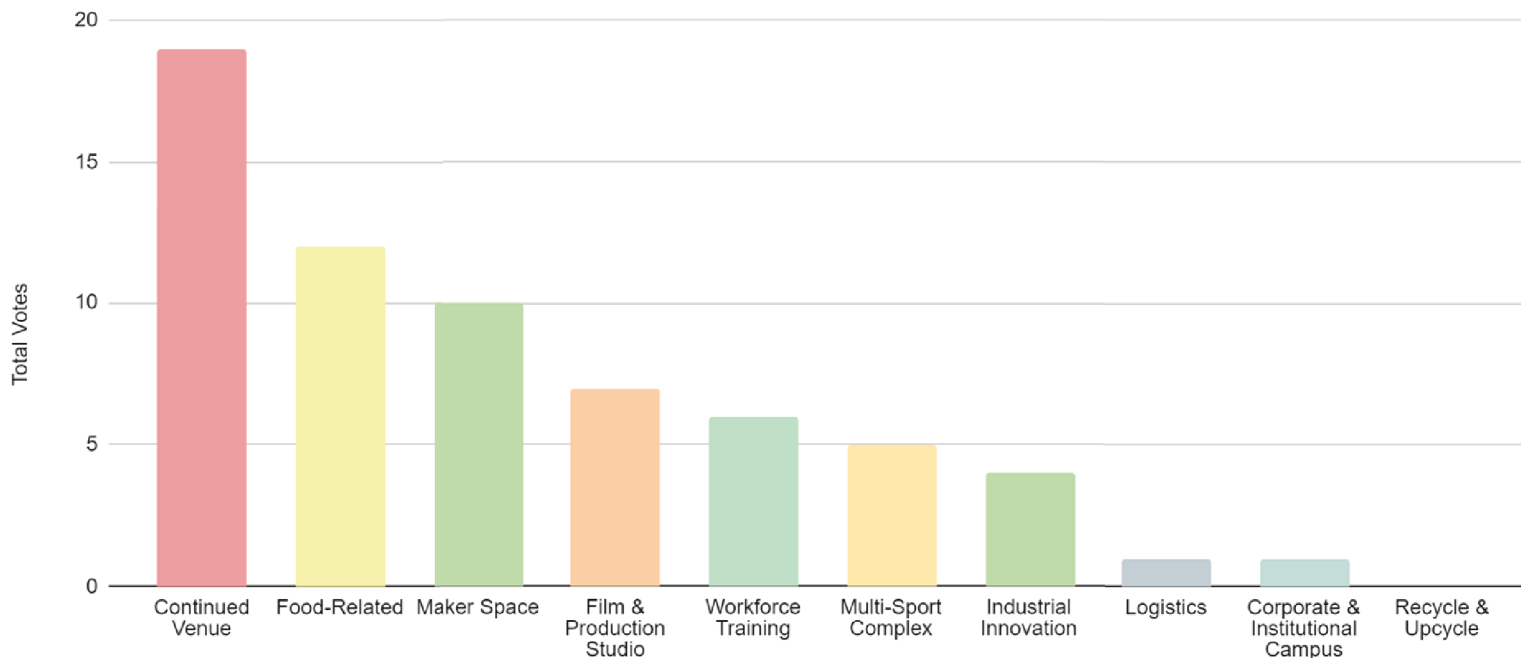
Community Conversations - Part 1

**Do the Guiding Principles reflect your community's values?
Do you feel they adequately cover the types of guiding principles that future
scenarios for Expo should follow?**



Most Liked Themes

What are the top 3 themes you feel can best fulfill the Guiding Principles?



We are still working on...

- How to ensure that the proposal process and future processes do not negatively impact current Expo business
- How to engage with the LatinX community on Guiding Principles
 - Could this be part of the RFI process?
 - A separate process?
- Exploration of the RFI / RFP
 - More questions than answers
 - We are prioritizing a path that clarifies expectations and provides real opportunities to the community
 - Early feedback:
 - From stakeholders including venue clients in our work group who think a formal process will be an opportunity for them
 - More time will be needed to both develop a robust process and to allow time for communities to be responsive
 - One possible path

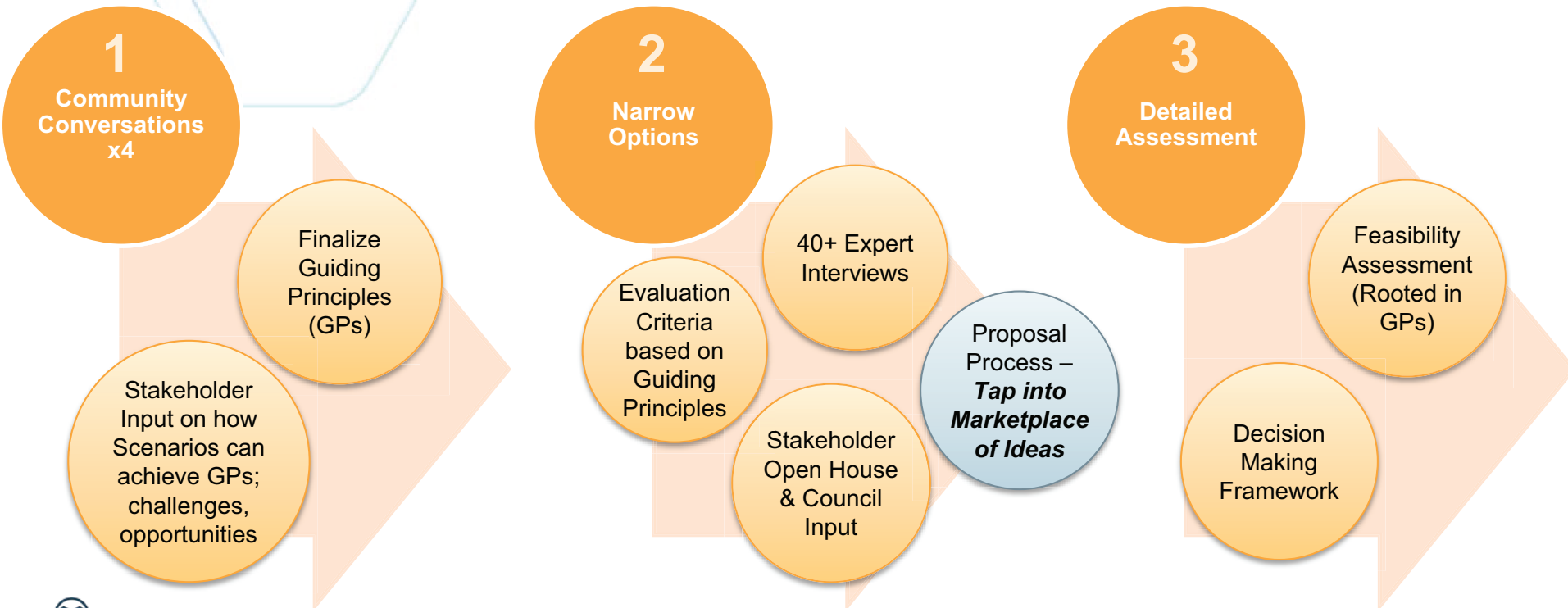
Formal Proposal Step in Vetting Process

CURRENT PATH for THIS PROCESS



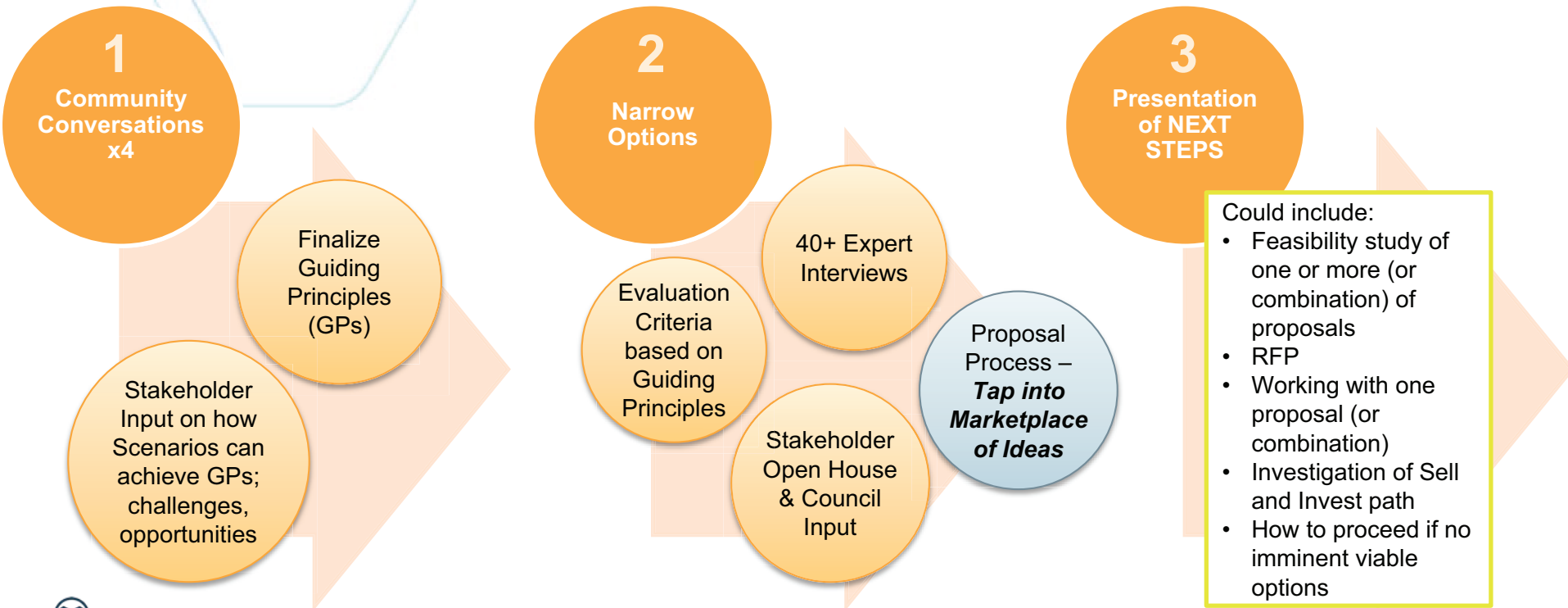
Formal Proposal Step in Vetting Process

MODIFIED PATH presented 04-03



Formal Proposal Step in Vetting Process

MODIFIED PATH we are exploring



Key points

1. Proposal step advantages

- Opens the door to creative ideas and partnership not yet identified
- Makes this process “real” – for stakeholders and potential partners, at the same time providing clear expectations.
- Enables coalitions and teams to justify investing time and energy
- ***Allows for a fuller and more meaningful vetting of credible ideas***

2. Change of DOS Scope Deliverable: presentation of NEXT STEPS

- Openness to RFI process and potential, responsive to what we learn
- Does not included apples to apples feasibility analysis and decision making matrix originally scoped, instead relies on proposal process evaluation.

Formal Proposal Process Emphasis

1

Prepare & Vet Solicitation Materials

Draft and internally vet solicitation materials, including clearly defined terms, conditions, and evaluation criteria to ensure proposals are responsive to the GPs. Including an equity strategy.

2

Outreach & Marketing

Early and direct outreach to a broad range of community-based organizations and entities who may be interested in responding.

3

Community-based Organization Support

Provide support to community-based organizations in their efforts to understand the opportunity and process, find partners, & identify funding.

4

Proposal Review & Evaluation

Review and evaluate submitted proposals against the evaluation criteria that are based on the Guiding Principles.

Next Steps

- Continue to develop formal process in discussion with stakeholders and partners.
- Establish additional resources, both staff and budget to support this process.
- Share more details on the RFI for discussion at the Joint Session on April 5.

MERC CONTRACT EXTENSION



A True Partnership

Shared Goals & Values

Driving Economic Impact through Meetings & Conventions

Showcasing Portland & the Region

A TRUE PARTNERSHIP

Integrated Sales and Services Teams

- Independent but complimentary
- Focus on high value, diverse and socially conscious meetings to the betterment of Portland



A TRUE PARTNERSHIP

Management & Finance – A shared vision

- **Visitors Facilities Trust Account**
Visitors Development Fund
- **Budget and Program of Work**



SHARED GOALS AND VALUES

Diversity, Equity and Inclusion as a guiding principle

Making Portland a better place to live and visit



DRIVING ECONOMIC IMPACT THROUGH MEETINGS & CONVENTIONS

Creating and Supporting Jobs

Tax Growth to support other governmental priorities

Supporting local businesses



SHOWCASING PORTLAND AND THE REGION

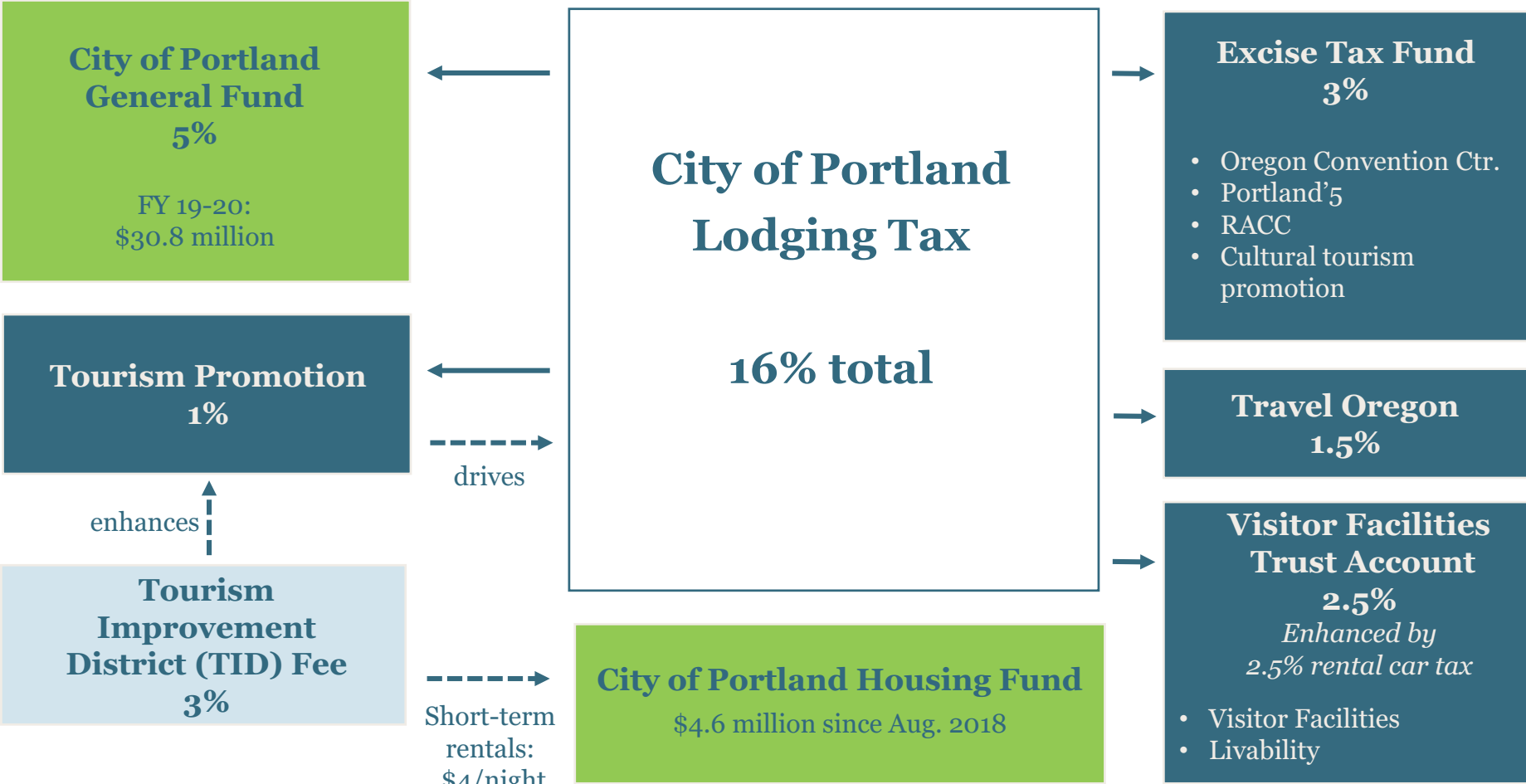
My People's Market

Prosper Portland's Mercatus Website

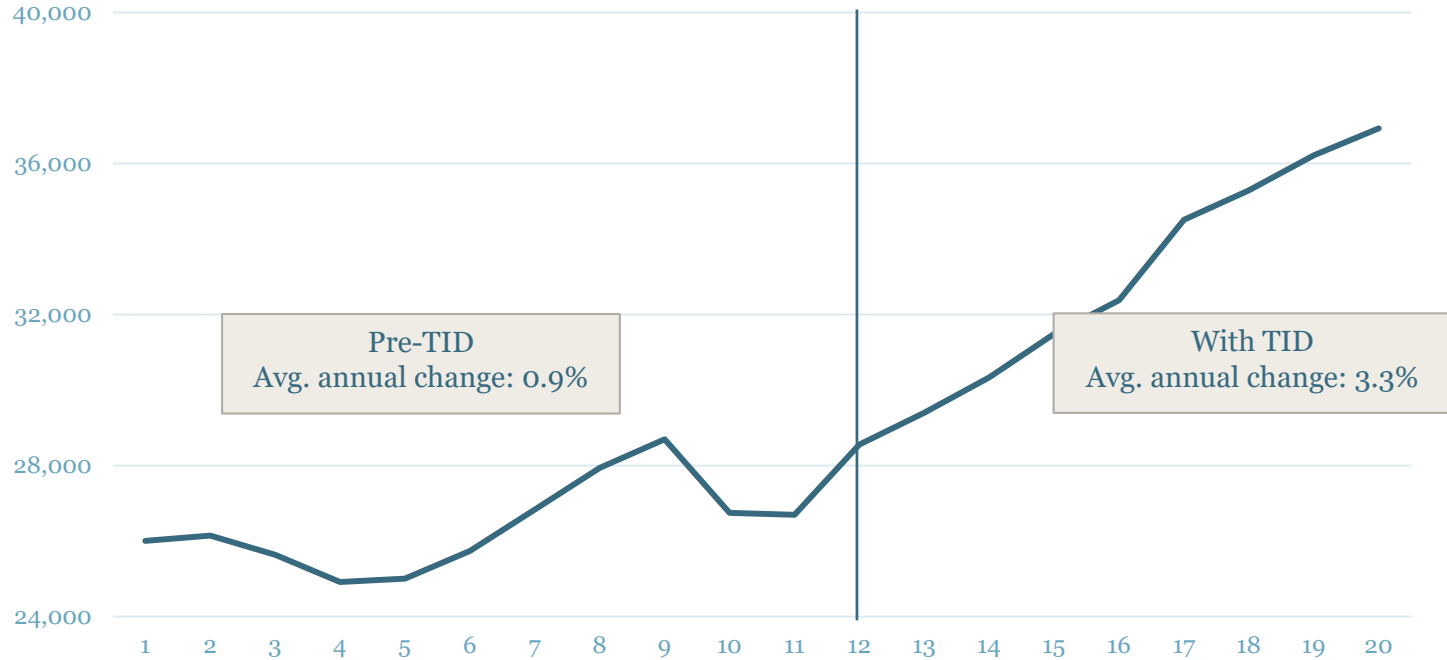
Familiarization Trips

Site Visits

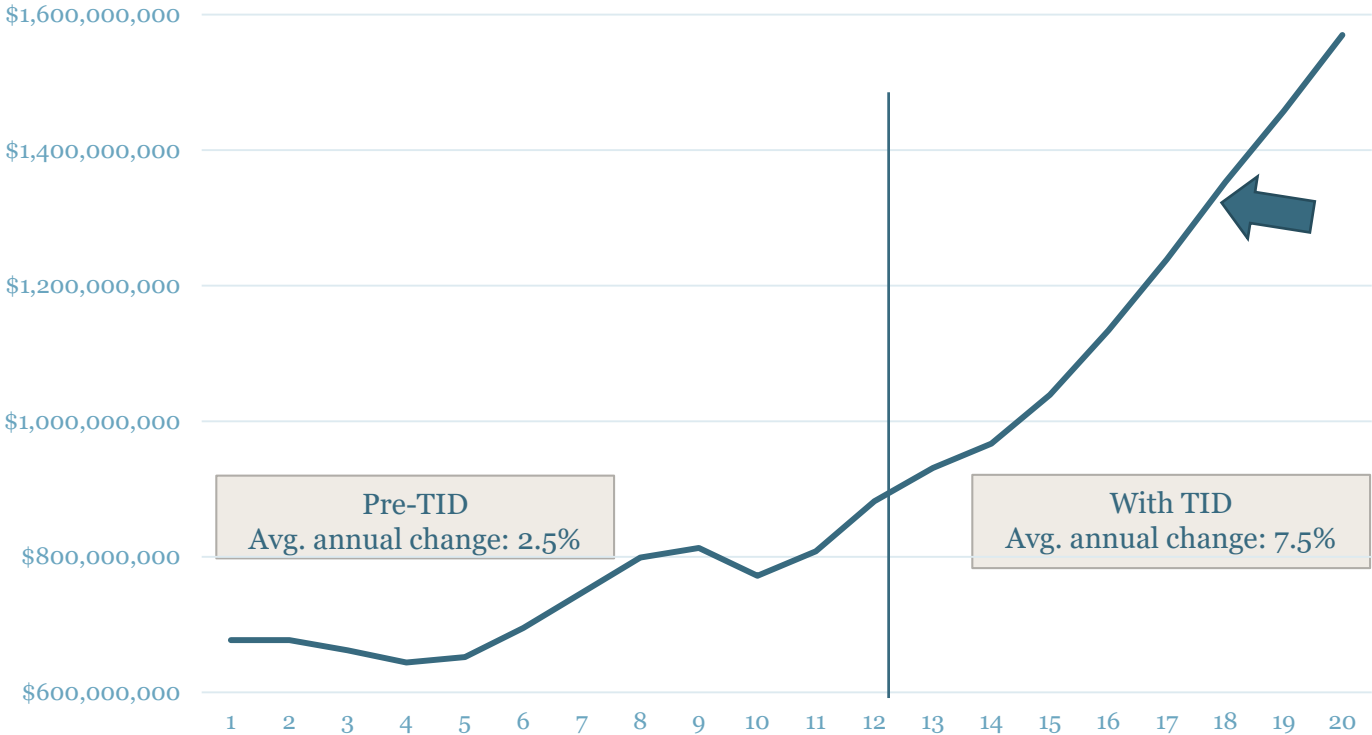




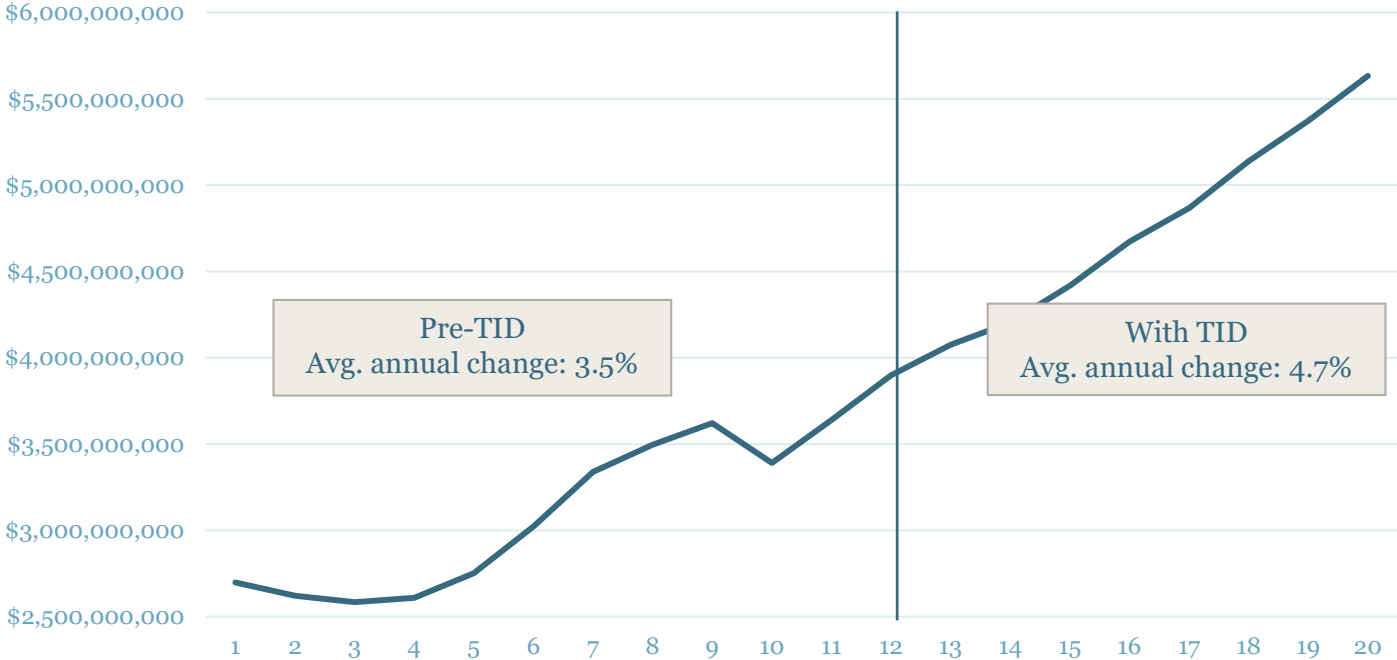
PROVIDING JOBS FOR PORTLANDERS



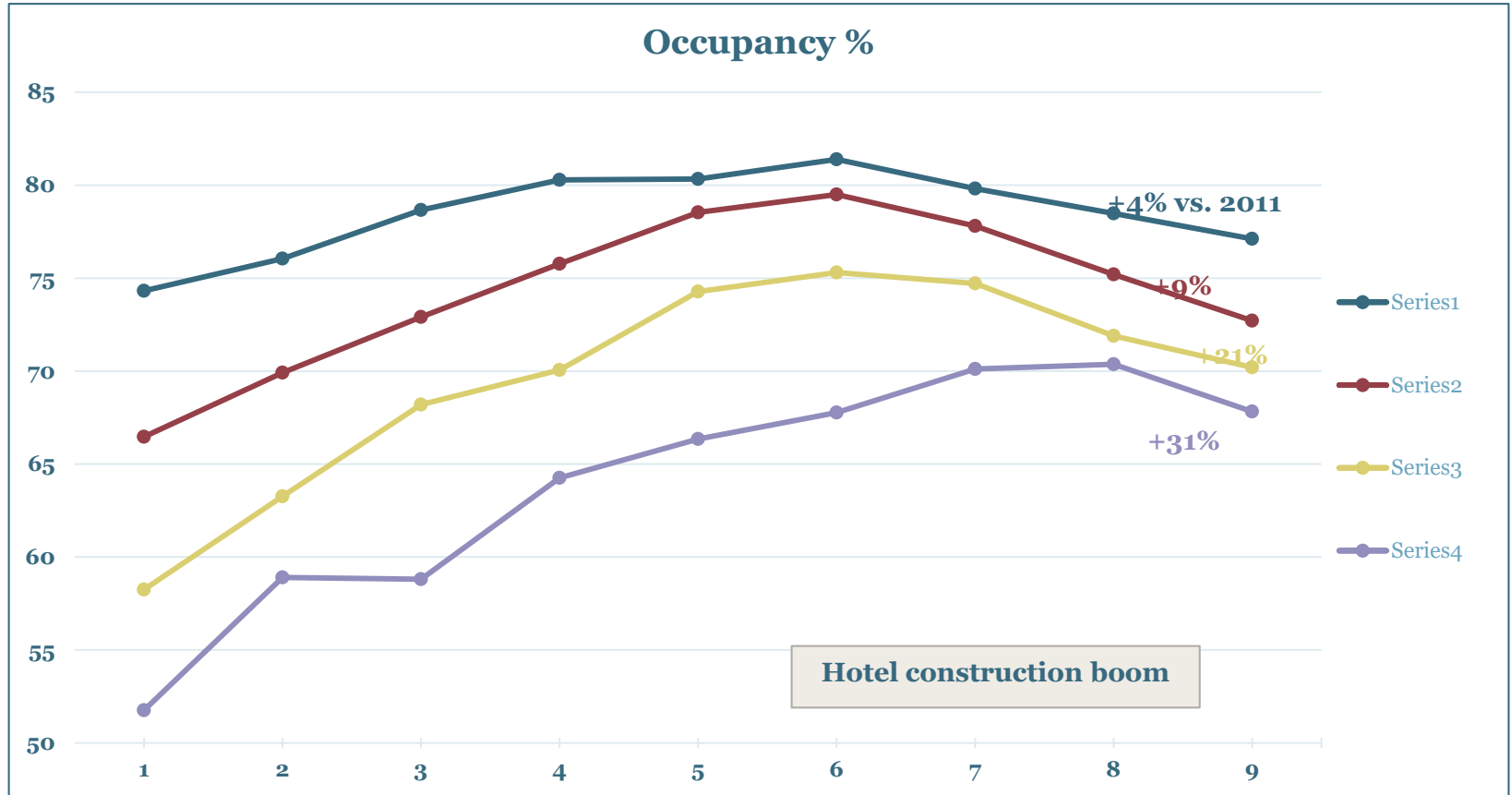
DRIVING EMPLOYEE EARNINGS



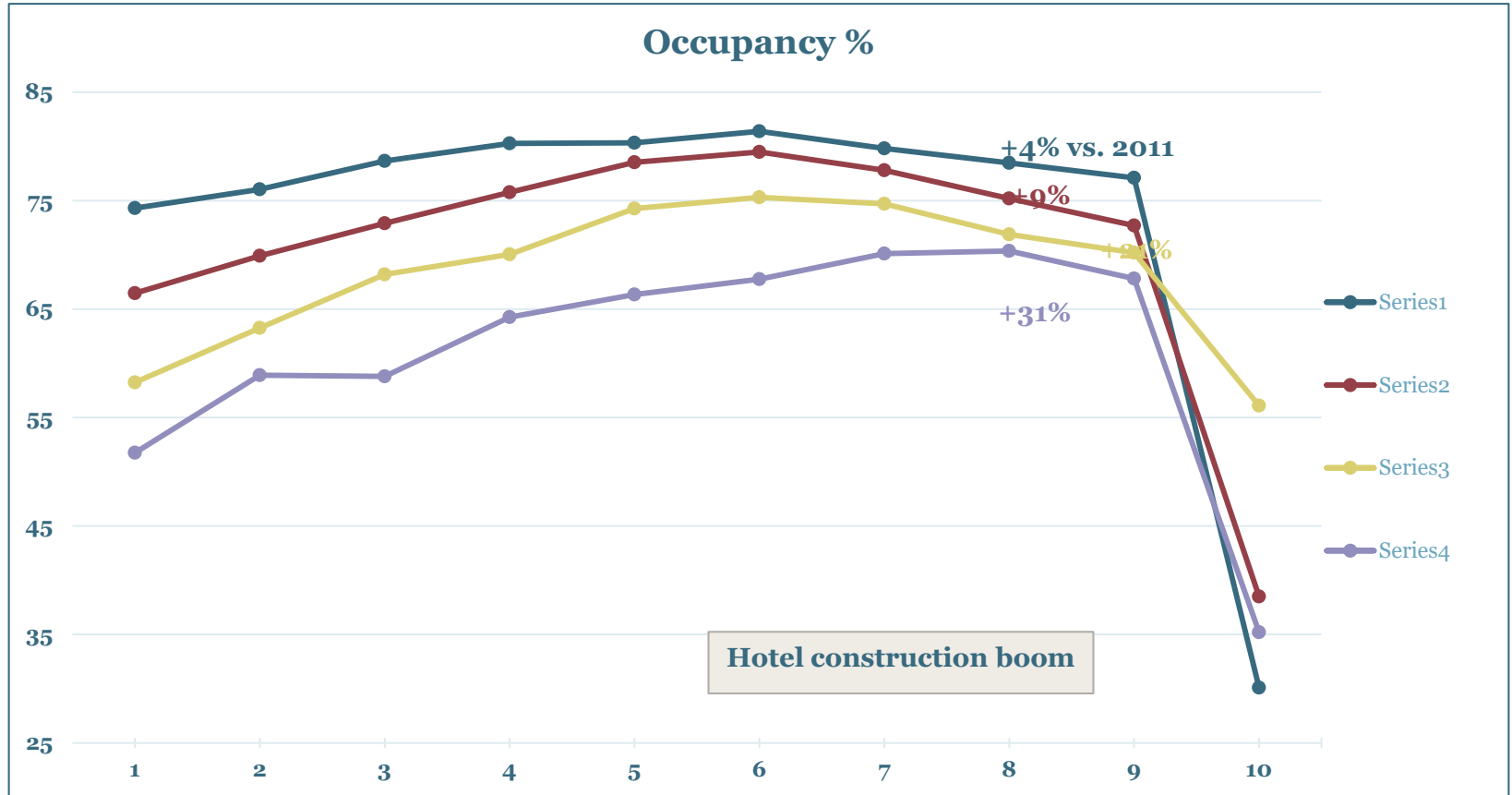
BOOSTING TRAVEL SPENDING AT LOCAL BUSINESSES



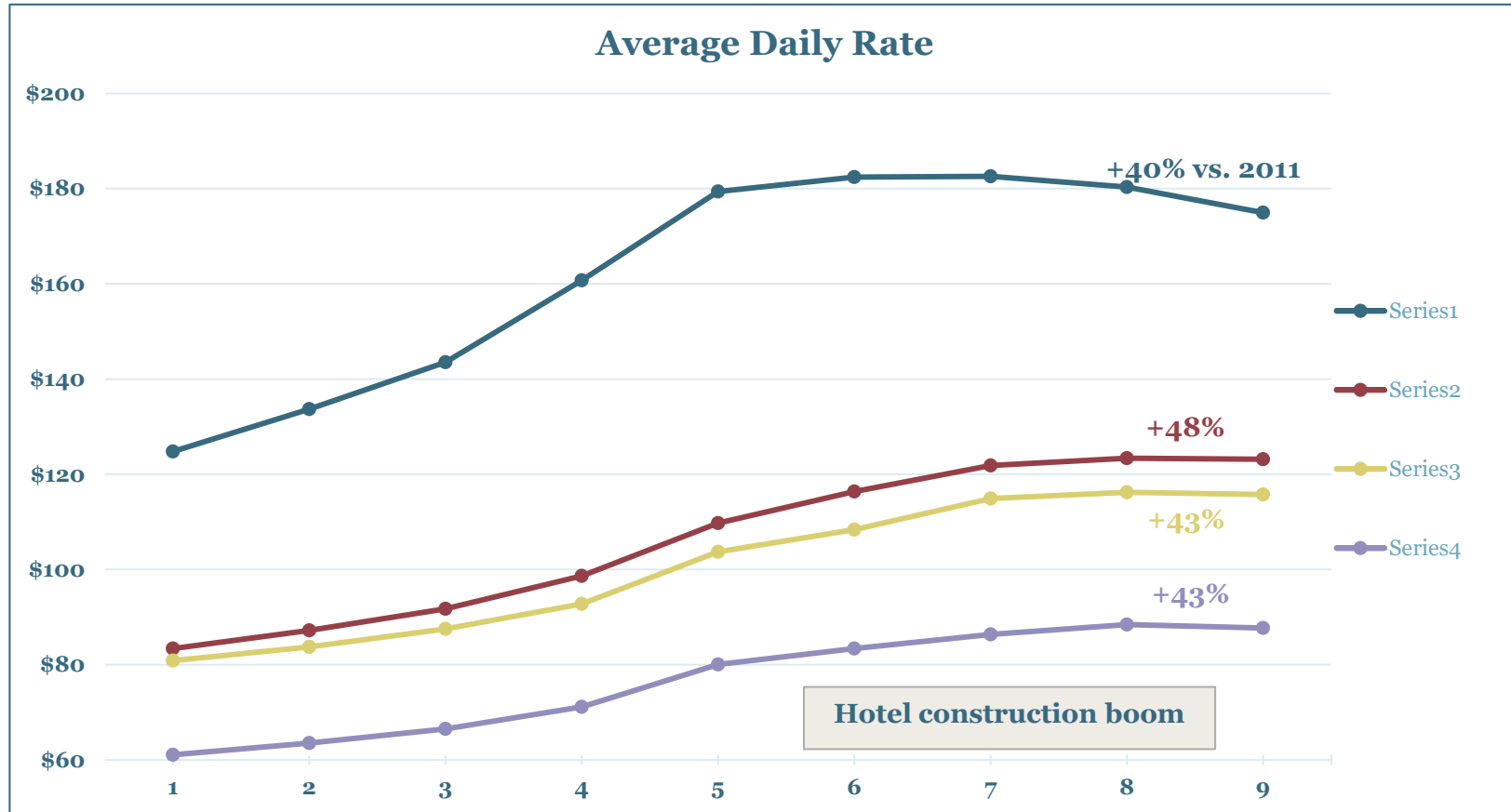
PORTLAND HOTEL OCCUPANCY CHANGES (2011-2019)



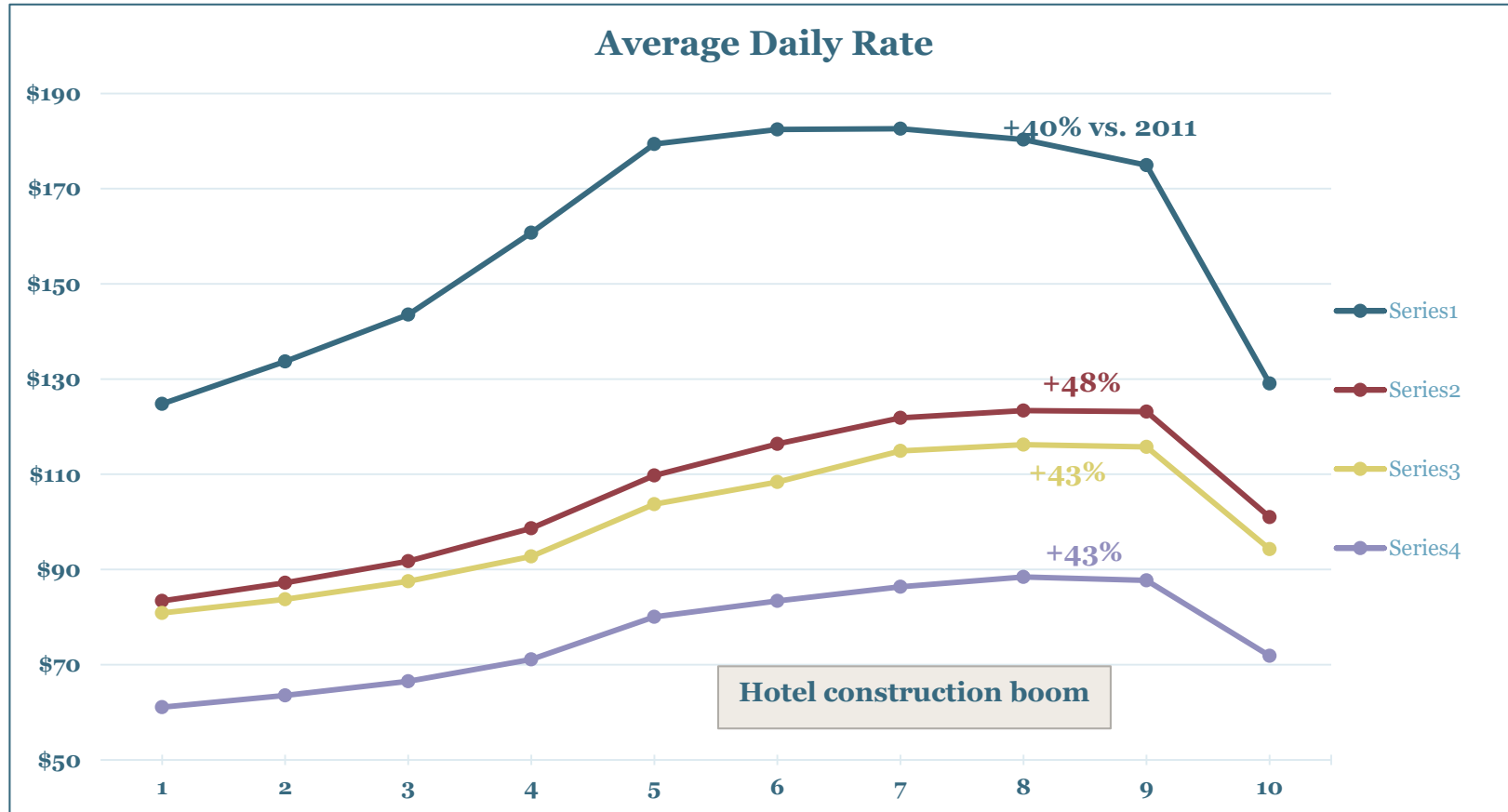
PORTLAND HOTEL OCCUPANCY CHANGES (2011-2020)



PORTLAND HOTEL AVERAGE DAILY RATE CHANGES (2011-2019)



PORTLAND HOTEL AVERAGE DAILY RATE CHANGES (2011-2020)



FIVE YEARS OUT

Year	Citywide Groups	Contracted Rooms	Attendees	Citywide EIC
2021	14	35,703	101,450	\$29,154,507
2022	29	115,789	75,480	\$86,884,701
2023	34	130,111	86,050	\$97,058,007
2024	13	64,695	32,500	\$42,450,658
2025	11	40,520	21,500	\$23,474,165
Grand Total	101	386,818	316,980	\$279,022,038

* Chart includes all definite citywide groups, regardless of VDF status.

FUTURE CITYWIDE BUSINESS - 2021

Account	Arrival Date	Peak Room Nights	Rooms	Show Attendees	Sales Manager	Status
Travel Oregon	6/14/2021	15	30	600	Jamie	Moving to largely virtual event. Will still have speakers and staff onsite to produce live program.
Utilities Technology Council	6/19/2021	520	1,938	800	Shawna	Planning to meet F2F with reduced attendance of 500 people. Coming for site visit April 15th.
Institute of Transportation Engineers	7/14/2021	360	1,335	1,000	Shawna	Moving to 2023.
Rose City Comic Con	9/8/2021	510	1,690	70,000	Jamie	Planning to meet F2F if guidelines allow.
Northwest Human Resource Management Association	9/25/2021	250	650	600	Jamie	Planning to meet F2F if guidelines allow.

* As of March 11, 2021

FUTURE CITYWIDE BUSINESS - 2021

Account	Arrival Date	Peak Room Nights	Rooms	Show Attendees	Sales Manager	Status
International City/County Management Association	9/29/2021	1,800	8,935	2,600	Des	Planning on a hybrid meeting with reduced attendance. Also exploring going virtual in 2021 and postponing Portland to 2028. They will have a decision made by 3/29/2021.
Geological Society of America	10/6/2021	1,850	7,975	6,500	Des/Cathy	Planning to move forward with a hybrid meeting with lower attendance based on our state guidelines.
American Association of Orthodontists	10/18/2021	500	1,560	800	Shawna	Planning to meet F2F if guidelines allow.
National Science Teachers Association	10/25/2021	800	2,430	3,000	Cathy	Planning to meet F2F if guidelines allow. This is a regional meeting.
Kumoricon	11/3/2021	350	1,205	10,000	Cathy	Planning to meet F2F if guidelines allow.
Society of Environmental Toxicology and Chemistry	11/11/2021	900	4,436	1,800	Chanel	Planning to meet F2F if guidelines allow.

** As of March 11, 2021

TEMPORARY HOTEL CLOSURES

(all dates are subject to change)

<i>Hotel</i>	<i>Projected Reopening</i>
Ace Hotel	Late spring/early summer
Dossier Hotel	TBD
Hilton Portland Downtown	TBD
Hotel deLuxe	5/26/2021
Hyatt Regency	TBD
Radisson RED	4/1/2021
The Porter	6/1/2021
Woodlark Hotel	3/30/2021

MEETINGS AND CONVENTIONS RECOVERY STRATEGY



SHORT-TERM RECOVERY CAMPAIGN

Campaign Objectives:

- Provide solutions for Business Development, Email and Digital Marketing, and Electronic Lead Platform System (CVENT) exposure to combat business loss and business pipeline depletion.
- Promote Travel Portland Short-Term Business Promotion.
- Timed entry into marketplace with Travel Portland marketing campaign to maximize exposure.

SHORT-TERM RECOVERY CAMPAIGN

Business Development:

- Market Segment Identification – Hotel Survey
 - National Association, Retail, Transportation, Automotive, Manufacturing, Insurance & Business Services
 - 7,500 client list per market segment
- Markets segmented to target right meeting planners with relevant content.

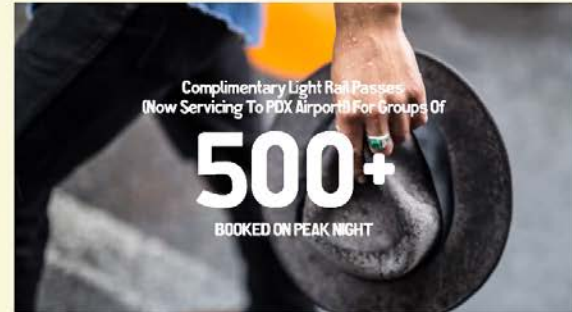


\$15,000 IN CASH REBATES + EVEN MORE TO LOVE

Book your meeting in Portland, Oregon during 2020-2022 dates and you'll earn up to **\$15,000** in cash rebates!

We're sorry, this promotion has ended.

- Complimentary site tour for 2 inclusive of airfare, hotel accommodations and hosting
- \$3 per room night rebate provided at all contracted hotels paid at actualization
- Complimentary convention center wifi
- Complimentary convention center rental when you book 400+ guest rooms on peak night
- Complimentary light rail passes (now servicing to PDX Airport!) for groups of 500+ booked on peak night
- Complimentary housing provided by Travel Portland Housing Team for groups 800+ peak rooms



Here's What's New in Portland



SHORT-TERM RECOVERY CAMPAIGN TIMELINE

March

- Gather assets for campaign development
- CVENT Webinar and partner introductions.

April

- Develop design package (Landing Page/Email Content)
- Launch CVENT Lead Generation Tools
- Launch Travel Portland Convention Marketing Campaign

May

- Launch email and digital campaign (Bi-Weekly Emails)

June – January

- Monthly email blasts
- Refreshed scheduled messaging
- Run Digital Campaign

THANK YOU

TRAVEL
PORTLAND

