



600 NE Grand Ave.  
Portland, OR 97232-2736

## Council meeting agenda

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**Tuesday, May 10, 2022**

**10:30 AM**

**<https://zoom.us/j/615079992> (Webinar ID:  
615079992) or 929-205-6099 (toll free)**

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Please note: To limit the spread of COVID-19, Metro Regional Center is now closed to the public. This meeting will be held electronically.

You can join the meeting on your computer or other device by using this link:

<https://zoom.us/j/615079992> (Webinar ID: 615079992) or by calling 888-475-4499 (toll free).

If you wish to attend the meeting, but do not have the ability to attend by phone or computer, please contact the Legislative Coordinator at least 24 hours before the noticed meeting time by phone at 503-797-1916 or email at [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov).

### **1. Call to Order and Roll Call**

### **2. Public Communication**

Public comment may be submitted in writing and will also be heard by electronic communication (videoconference or telephone). Written comments should be submitted electronically by emailing [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Written comments received by 4pm the day before the meeting will be provided to the council prior to the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting the legislative coordinator by phone at 503-797-1916 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Those requesting to comment during the meeting can do so by using the "Raise Hand" feature in Zoom or emailing the legislative coordinator at [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Individuals will have three minutes to testify unless otherwise stated at the meeting.

### **3. Presentations**

#### **3.1 Council Discussion of FY 2022-23 Approved Budget: [22-5709](#)**

Opportunity for Public Testimony

Presenter(s): Marissa Madrigal (she/her/ella), Metro  
Brian Kennedy (he/him), Metro

Attachments: [Staff Report](#)

#### **3.2 Public Hearing on FY 2022-23 Approved Budget**

- 4. Chief Operating Officer Communication**
- 5. Councilor Communication**
- 6. Adjourn**

# 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 503-797-1536. 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 503-797-1700 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 503-797-1700 (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 503-797-1700 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

### Metro 的不歧視公告

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503-797-1700（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 kullanka dadweynaha, wac 503-797-1700 (8 galka hore illaa 5 galka dambe maalmaha shaqada) shan maalmaha shaqo 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) 503-797-1700를 호출합니다.

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### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានកម្មប្រតិបត្តិការរើសអើងសម្រាប់សេចក្តីណែនាំ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

### إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يُرجى زيارة الموقع الإلكتروني [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) 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 503-797-1700 (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

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 503-797-1700 (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 503-797-1700 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 503-797-1700 (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 503-797-1700 (8 teev sawv ntov txog 5 teev tsaus ntuj weekdays) 5 hnuv ua hauj lwm ua ntej ntawm lub rooj sib tham.

**Television schedule for Metro Council meetings**

<p><b>Clackamas, Multnomah and Washington counties, and Vancouver, WA</b>  Channel 30 – Community Access Network  <i>Web site:</i> <a href="http://www.tvctv.org">www.tvctv.org</a>  <i>Ph:</i> 503-629-8534  Call or visit web site for program times.</p>	<p><b>Portland</b>  Channel 30 – Portland Community Media  <i>Web site:</i> <a href="http://www.pcmtv.org">www.pcmtv.org</a>  <i>Ph:</i> 503-288-1515  Call or visit web site for program times.</p>
<p><b>Gresham</b>  Channel 30 - MCTV  <i>Web site:</i> <a href="http://www.metroeast.org">www.metroeast.org</a>  <i>Ph:</i> 503-491-7636  Call or visit web site for program times.</p>	<p><b>Washington County and West Linn</b>  Channel 30– TVC TV  <i>Web site:</i> <a href="http://www.tvctv.org">www.tvctv.org</a>  <i>Ph:</i> 503-629-8534  Call or visit web site for program times.</p>
<p><b>Oregon City and Gladstone</b>  Channel 28 – Willamette Falls Television  <i>Web site:</i> <a href="http://www.wftvmedia.org/">http://www.wftvmedia.org/</a>  <i>Ph:</i> 503-650-0275  Call or visit web site for program times.</p>	

**PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.** Agenda items may not be considered in the exact order. For questions about the agenda, call the Metro Council Office at 503-797-1540. Public hearings are held on all ordinances second read. Documents for the record must be submitted to the Regional Engagement and Legislative Coordinator to be included in the meeting record. Documents can be submitted by e-mail, fax or mail or in person to the Regional Engagement and Legislative Coordinator. For additional information about testifying before the Metro Council please go to the Metro web site [www.oregonmetro.gov](http://www.oregonmetro.gov) and click on public comment opportunities.

Agenda Item No. 3.1

**Council Discussion of FY 2022-23 Approved Budget:**

**Opportunity for Public Testimony**

*Presentation*

Metro Council Meeting  
Tuesday, May 10th, 2022

## STAFF REPORT

### FOR THE PURPOSE OF THE COUNCIL TO DISCUSS THE FY 2022-23 APPROVED BUDGET AND TO PROVIDE OPPORTUNITY FOR PUBLIC TESTIMONY

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Date: April 26, 2022

Prepared by:  
Patrick Dennis, Cinnamon Williams

Department: Office of the Chief Operating Officer

Presented by:  
Marissa Madrigal, Chief Operating Officer  
Brian Kennedy, Chief Financial Officer

Meeting date: May 10, 2022

Length: 60 minutes

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#### ISSUE STATEMENT

Council has requested dedicated time to discuss the FY 2022-23 Approved Budget in the context of the Council priorities, strategic framework, racial equity outcomes and climate action goals.

This is a public hearing and public testimony will be taken by interested members of the general public and agency stakeholders. Information shared at this meeting will help to guide the development of the FY 2022-23 Adopted Budget.

#### ACTION REQUESTED

Council discussion and feedback on the FY 2022-23 Approved Budget.  
Council consideration of public testimony.

#### IDENTIFIED POLICY OUTCOMES

Development of the FY 2022-23 Adopted Oregon Metro budget that aligns with Council priorities.

#### POLICY QUESTIONS

Specific factors for Council consideration *may* include:

- Does the Council need clarification on any of the answers provided to their submitted budget questions, if applicable?
- Does the Council require any further explanation, or can any actions be taken, to enhance the Council's understanding of the approved budget?
- After robust Council discussion and thoughtful consideration of public testimony, does the Council intend to amend the approved budget?
- If applicable, are Council amendments to the approved budget within the 10% appropriation increase limit by fund?

#### POLICY OPTIONS FOR COUNCIL TO CONSIDER

Each department's budget has individual items that should achieve outcomes specifically addressed by Council through the strategic framework. Council can support the budget in whole or in part, and modify individual items or larger program requests.

## **STAFF RECOMMENDATIONS**

The Chief Operating Officer and Chief Financial Officer recommend that Council consider all public testimony and extensively discuss the FY 2022-23 approved budget, to ensure that the adopted budget aligns with Council priorities.

## **STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION**

Each department's FY 2022-23 base budget was developed following the Chief Financial Officer's budget instructions released in early December 2021. The base budgets allow the departments to continue existing programs and projects as adjusted for various factors such as inflation, COLAs, etc.

New programs, projects, additional appropriations, and FTE are requested through the department's modification request process. These requests were reviewed and analyzed by the Chief Operating Officer, Deputy Chief Operating Officer, Chief Financial Officer, General Manager of Visitor Venues and the Director of the Diversity, Equity and Inclusion program. Approved requests were built into the Proposed Budget, released on April 1, 2022, and presented by the Chief Operating Officer on April 5, 2022, with their budget message.

The Council, acting as Budget Committee, deliberated on the Proposed Budget, provided opportunity for public testimony and voted to approve the budget on May 5, 2022.

Based on Council direction, staff provided space within the budget adoption process for increased public participation and to allow for robust conversations about Council-directed amendments and budget notes.

## **Legal Antecedent**

The preparation, review and adoption of Metro's annual budget is subject to the requirements of Oregon Budget Law, ORS Chapter 294. The Chief Financial Officer, acting in their capacity as the designated Budget Officer, is required to present a balanced budget to Council, acting in their capacity as our Budget Committee.

## **BACKGROUND**

The Budget Officer presented the Metro Council, acting as the budget committee, the FY 2022-23 proposed budget to fully deliberate and to provide guidance in the development of the FY 2022-23 approved budget. The Council will hold robust discussions, with public input, to develop the FY 2022-23 adopted budget that aligns with their priorities.

Materials following this page were distributed at the meeting.



# MULTICULTURAL SALES STRATEGY

- Two Dedicated Sales Positions and Robust Program of Work
- Leverage influence of local diverse community organizations and diverse community leaders.
- Connecting diverse communities with convention opportunities



# WASHINGTON DC SALES MISSION



# CLIENT EVENTS



# FOCUS ON DIVERSITY



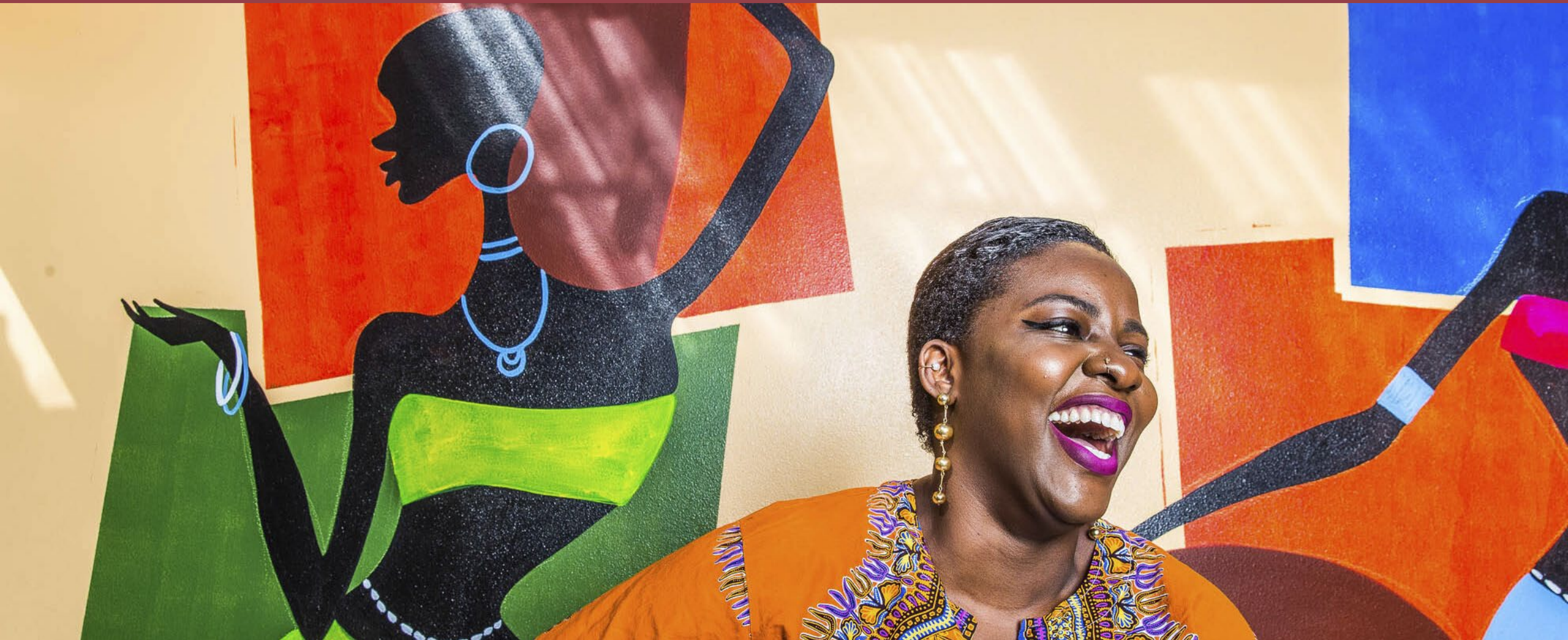
# MULTICULTURAL SALES STRATEGY

<b>DIVERSE MEETINGS ON THE BOOKS</b>	<b>DATES</b>
National Conference on Race and Ethnicity in American Higher Education	May 2022
National Indian Child Welfare Association	June 2022
National Indian Head Start Directors Association	June 2022
Union of North American Vietnamese Student Associations	July 2022
National Association for Bilingual Education	Feb. 2023
National Association of Hispanic Nurses	July 2023
Association of Higher Education and Disability	July 2023
Society for Advancement of Chicanos/Hispanics and Native Americans in Science	Oct. 2024
<b>RECENT BOOKINGS - FY2021/22</b>	
United National Indian Tribal Youth Convention	June 2024

# MULTICULTURAL SALES STRATEGY

<b>TENTATIVE DIVERSE MEETINGS</b>	<b>MEETING DATES</b>	<b>TOTAL ROOM NIGHTS</b>
National Association of Latino Elected and Appointed Officials	June 2023 or June 2024	1,836
National Coalition of Black Meeting Professionals	Nov/Dec 2022	750
Church of God in Christ Women's International Convention	May 2025 or May 2026	9,000
NAACP Annual Convention	July 2025	7,300
National Congress of American Indians	August 2024	3,080
National LGBT Chamber of Commerce	August 2023	2,900
Omega Psi Phi Fraternity, Inc.	June 2025	1,705

# EQUITY PROGRAM SUPPORT UPDATES



# NEW PARTNERSHIPS WITH CREATIVES OF COLOR



## Content

Black Bald Films  
better.marketing  
Early PR/Red Jasper Society  
Kathleen Holt

Producers



## Advertising INDUSTRY

**You've heard a lot about us lately.  
It's been a while since you heard from us.**

Some of what you've heard about Portland is true. Some is not.  
What matters most is that we're true to ourselves.

There's a river that cuts through the middle of our town.  
It divides the east and west. But it's bridged — over and over again.  
Twelve times, to be specific. And that's kind of a great  
metaphor for this city.

We're a place of dualities that are never polarities.  
Two sides to the same coin that keeps landing right on its edge.  
Anything can happen. We like it this way.

This is the kind of place where new ideas are welcome — whether  
they're creative, cutting-edge or curious at first glance.  
You can speak up here. You can be yourself here.

We have some of the loudest voices on the West Coast.  
And yes, passion pushes the volume all the way up.  
We've always been like this.  
We wouldn't have it any other way.

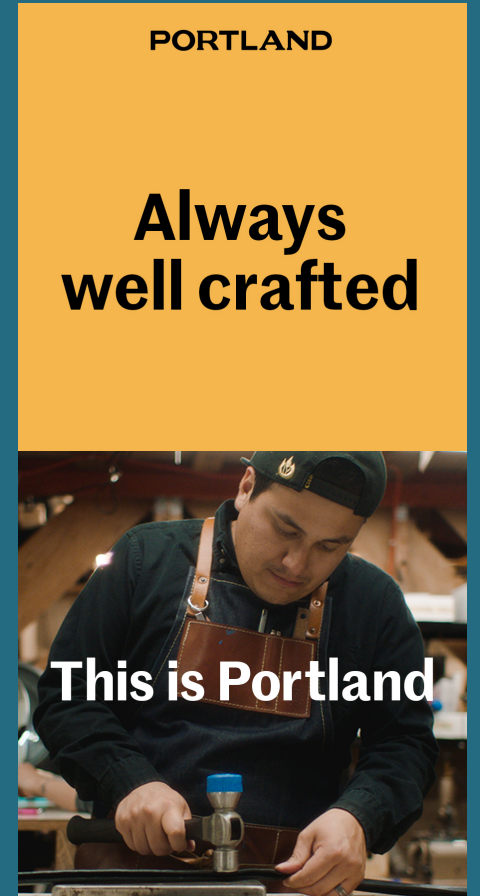
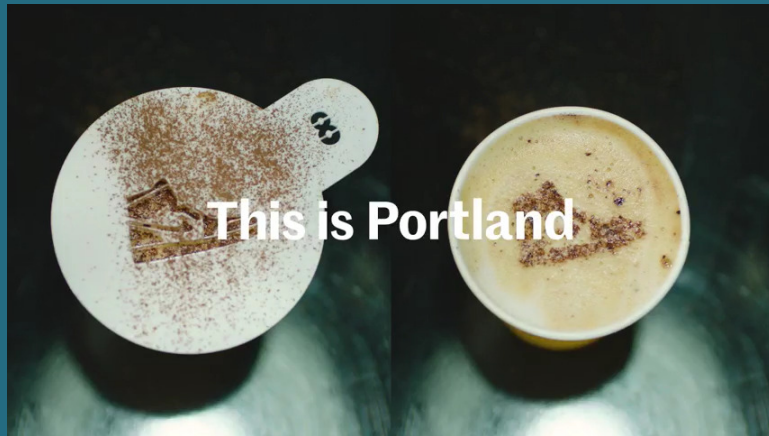
We have faith in the future. We're building it every day  
the only way we know how, by being Portland.

Come see for yourself.

Love,  
**PORTLAND**



# CAMPAIGN ASSETS



# SOCIAL MEDIA



Local influencers



@travelportland

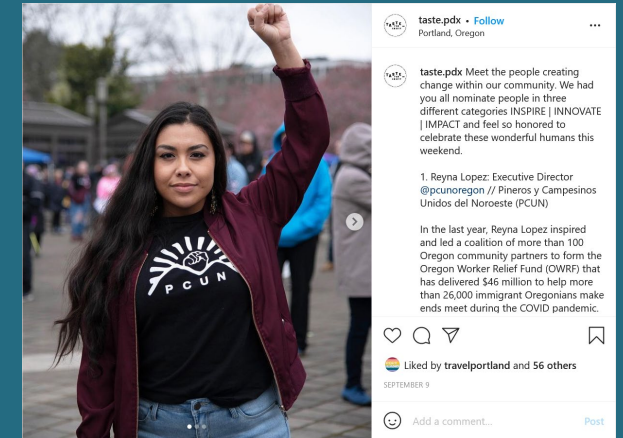
# STRATEGIC PARTNERSHIPS & INVESTMENTS



Intentional  
Purchasing



My People's Market



Taste for Equity

THANK YOU

TRAVEL  
PORTLAND



# OREGON

Oregon  
Convention  
Center

# Council Presentation

May 10, 2022



# Agenda

## 1. Introduction

- a) OCC's Mission
- b) Economic Impact
- c) Scheduling Policy

## 2. How Do We Define A Diverse Group Event?

## 3. OCC's Racial Equity Action Plan (REAP)

## 4. National Sales Strategy

## 5. Local Sales Strategy



# Introduction

# OCC's Mission

Inspired by our region and located in the heart of Portland, the OCC is a gathering place for our guests to share their ideas and shape the future of our world. We're passionate about advancing equity and prosperity, supporting our environment and cultivating meaningful relationships in our community.



# Regional Economic Impact

On the average:



Total spending \$530 million



Total earnings \$200 million



Total jobs 5,000



Total tax revenues \$20 million

# Scheduling Policy

## **Scheduling Priorities:**

When booking the Oregon Convention Center, consideration shall be given by MERC to the following factors:

- Projected overall economic impact on the state of Oregon and metropolitan area of Portland;
- Total number of hotel rooms required;
- Projected revenue to the facility both in terms of direct space rental revenue, as well as projected revenue from concessions and other building services; and
- Potential for repeat booking.

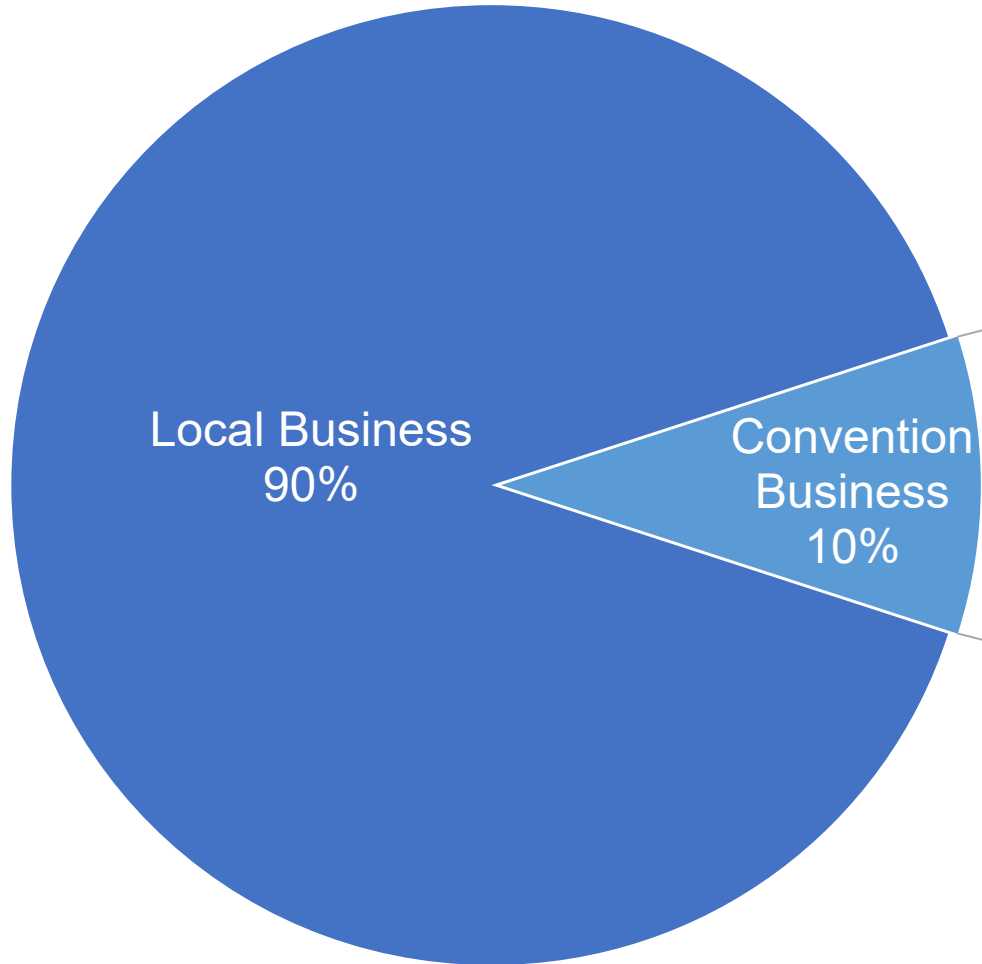
### **First Priority**

- National conventions, tradeshow and corporate events.
- Booking window: 12 months to 5 or more years in advance.

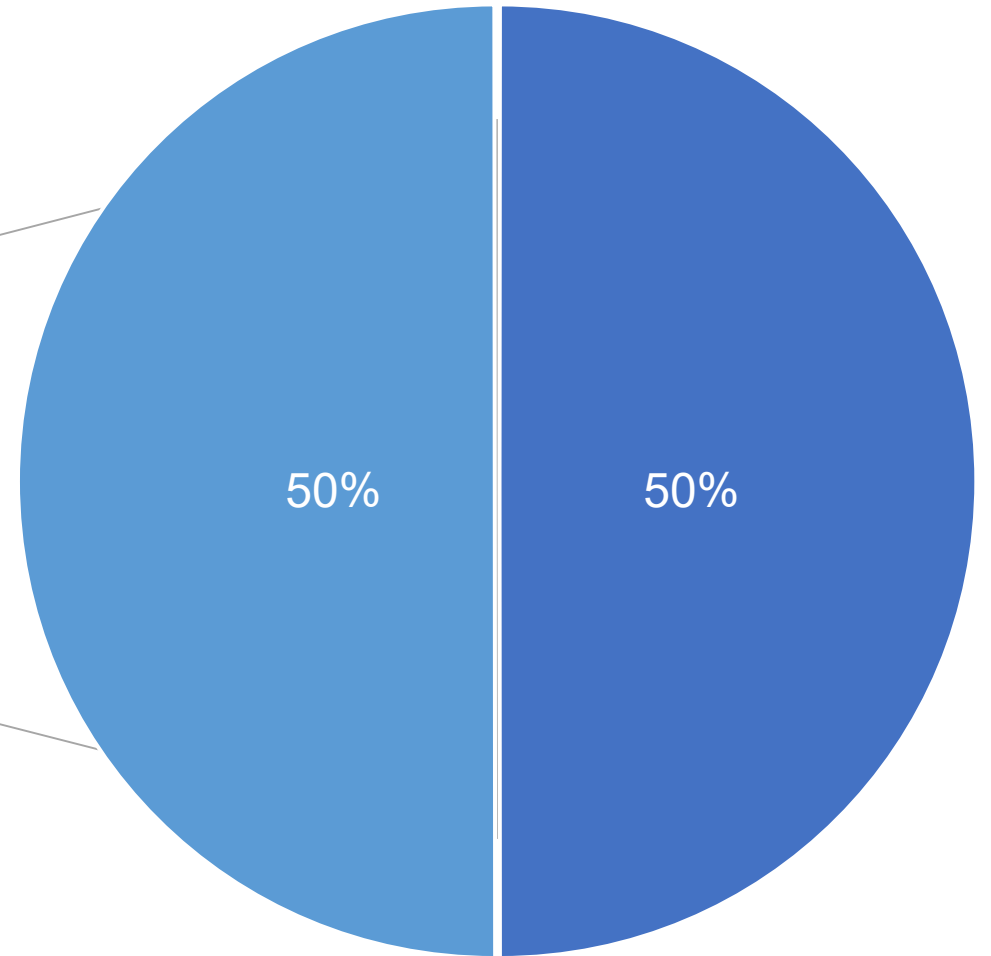
### **Second Priority**

- Local consumer/public shows, meetings, banquets and special events.
- Booking Window: inside 18 months.

# Sales



# Revenue



# Market Segments

Agriculture

Athletic/Sports/Competitions

Computer Science & Engineering

Corporate

Diverse Groups

Education

Entertainment/Concerts

Environmental

Food & Beverage Only Events

Fraternal & Social

Government

Health/Medical

Hobby

Independent Tradeshows

Law Enforcement

Legal

Military/Veteran

Multi-Level Marketing

Natural Science

Oregon State Associations

Pharma

Public Affairs/Admin

Public/Consumer Shows

Religious

Social Science

Social Welfare

Trade & Commercial

Union

User Groups



**How do  
we define  
a diverse  
group  
event?**

# Demographics

- Black or African American
- Asian or Asian American
- South Asian
- Hispanic, Latino/a/x
- Middle Eastern or North African
- Native American, Indigenous or Alaska Native
- Pacific Islander or Native Hawaiian
- Multiracial
- LGBTQ+
- People with Disabilities
- Another identity not listed



# OCC's Racial Equity Action Plan



**43  
OCC  
Actions**

These actions are the projects and tasks that ultimately compose “the work”.



**18  
OCC  
Strategies**

These strategies were deemed critical to achieve objectives within the next five years.



**8  
OCC  
Objectives**

These objectives support the five Equity Goals outlined in Metro’s Strategic Plan to Advance Racial Equity, Diversity and Inclusion.



**5  
Metro  
Goals**



# Objective B1

The Oregon Convention Center has strong relationships with, and fosters opportunities for, clients hosting diverse group events.

**B1.1 Track the business of events that bring attendees of color to the venue.**

B1.1.1 Develop an historic baseline trend and target goal for diverse-group events.

B1.1.2 Design and administer a survey for event planners to identify opportunities for improvement.

**B1.2 Provide the outreach and support necessary to increase the number of multicultural events.**

B1.2.1 Design a pilot grant program, including target goals and an implementation strategy, to support events with a focus on communities of color.

B1.2.2 Track grant program return rates and collect feedback.

## B1.1 Track the business of events that bring attendees of color to the venue.

B1.1.1  
Develop an historic baseline trend and target goal for diverse-group events.

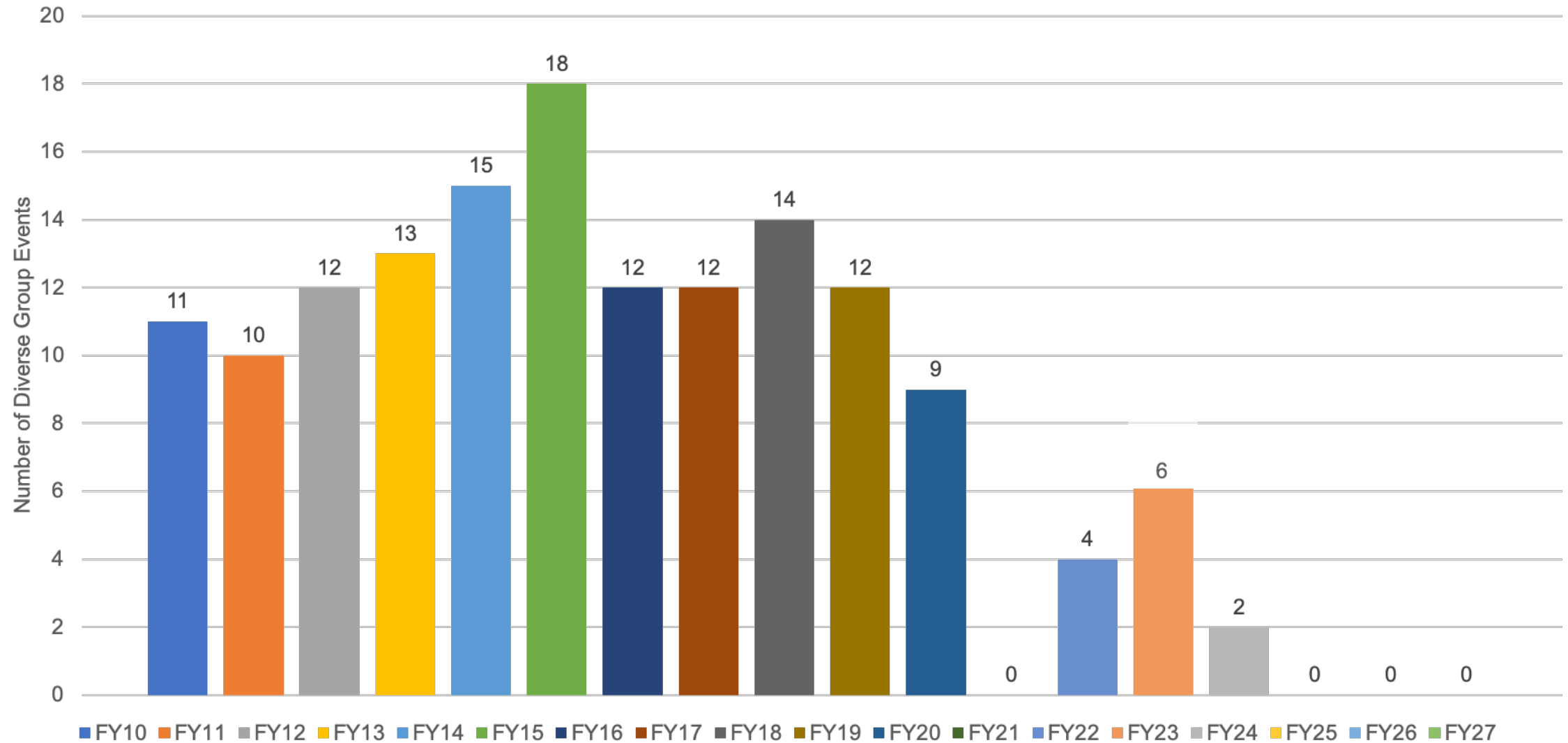
B1.1.2 Design and administer a survey for event planners to identify opportunities for improvement.



# Goals & Metrics

OCC is working to increase and accelerate the growth rate of diverse group events in a phased approach with initial increase between 2022 and 2025 by 1%, a 2% growth from 2025 to 2027 with a goal of 5% by 2030.





Event	Class	Forecast Attendance	Actual Attendance	Market Segment - Account	Event Market Segment
Hispanic Metropolitan Chamber - Hispanic Heritage Celebration Dinner	Food & Beverage/ Catering	600	389	Diverse Groups	Hispanic, Latino/a/x
25th Annual Northwest Public Employees Diversity Conference	Meeting	900	1,300	Diverse Groups	Multiracial
Native American New Year's Eve Pow Wow	Consumer Public	3,000	3,000	Diverse Groups	Native American, Indigenous or Alaska Native
Chinese New Year Cultural Fair	Consumer Public	2,500	3,200	Diverse Groups	Asian or Asian American
OAME 31st Annual Trade Show & Luncheon	Tradeshow	1,500	800	Diverse Groups	Multiracial
Hispanic Chamber Scholarship Awards Luncheon	Food & Beverage/ Catering	375	298	Diverse Groups	Hispanic, Latino/a/x
National Conference on Race and Ethnicity in American Higher Education: N CORE 2019	Convention w/ Tradeshow	3,700	4,700	Diverse Groups	Multiracial

# Market Segments vs Event Market Segment

Event	Class	Forecast Attendance	Actual Attendance	Market Segment - Account	Event Market Segment
US Citizenship Ceremony	Meeting	1,500	600	Government	Diverse Group
Public Library Association	Convention w/ Tradeshow	4,500	4,400	Culture	Diverse Group
Multi-Family NW: Spectrum	Meeting w/ Tradeshow	1,500	725	Trade & Commercial	Diverse Group
Functional Fabrics	Meeting w/ Tradeshow	500	925	Trade & Commercial	Diverse Group
Materials Show	Convention w/ Tradeshow	3,200	3,200	Independent Tradeshow	Diverse Group
MLK JR. Breakfast	Food & Beverage	1,000	1,030	Culture	Diverse Group
ACLU of Oregon Liberty Dinner	Food & Beverage	900	700	Public Affairs	Diverse Group

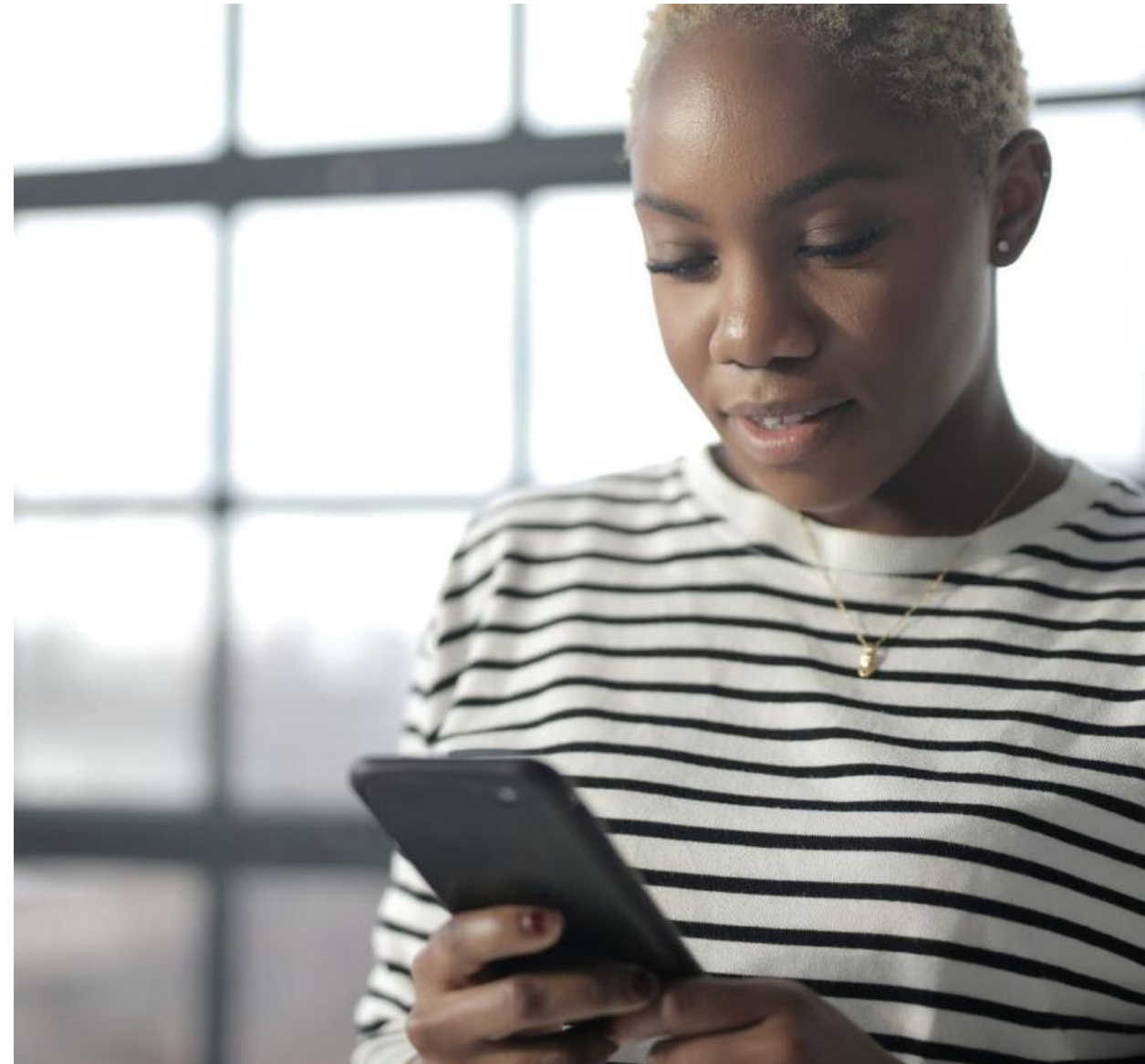


# US Citizenship Ceremony

**B1.1 Track the business of events that bring attendees of color to the venue.**

B1.1.1  
Develop an historic baseline trend and target goal for diverse-group events.

B1.1.2 Design and administer a survey for event planners to identify opportunities for improvement.





# Diverse Group Survey Questions

1. Do you think your attendees felt welcome at the Oregon Convention Center?
2. Did you feel that OCC was an accessible venue to all of your attendees?
3. Have you experienced any unwelcome conduct that was offensive, hurtful or discriminatory?
4. If you did experience harassment or racism, did you know where or how to file a complaint?
5. While attending your event do you feel that your unique background or experience was valued by the OCC staff?
6. Did you feel safe & supported by the OCC staff while at OCC?



# National Sales Strategy

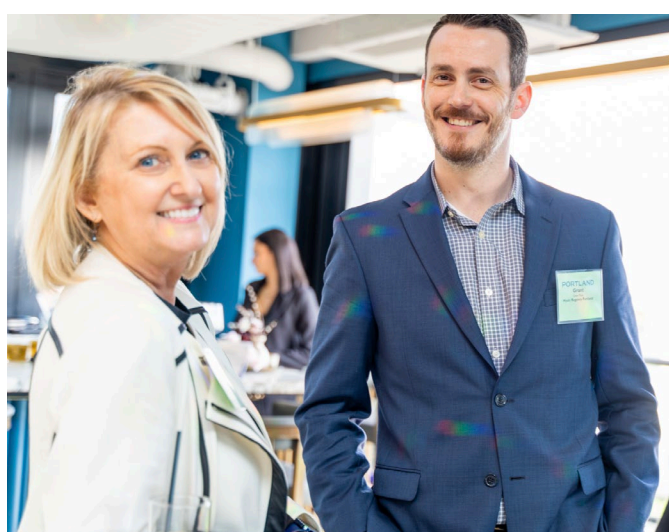
# National Sales Strategy

## **OCC contracts with Travel Portland for National Marketing & Sales**

We both have dedicated sales staff for the Multicultural and Diversity markets that lead the initiation and sales process.

These direct sales efforts are supplemented by promotional and trade show activities, including:

- a multicultural client event in Washington, DC;
- attendance at Connect Diversity; and
- attendance at the National Coalition of Black Meeting Planners.




# National Sales Strategy

## Examples of Incentives for Diverse Groups:

- **NAACP:** A rental discount of 40%, guaranteed food & beverage rates & sponsoring 2,000 person opening reception.
- **National Conference on Race and Ethnicity in American Higher Education:** A rental discount of 62%, \$5,000 seed money for CSR project, \$10,000 WiFi credit, \$10,000 More to Love Promo
- **National LGBT Chamber of Commerce:** A rental discount of 40%, \$10,000 credit for F&B
- **Omega Psi Phi Fraternity:** A rental discount of 40%
- **Nat'l Assn for Bilingual Education:** A rental discount of 30%
- **United Native Indian Tribal Youth:** A rental discount of 55%



# Local Sales Strategy

<b>Sales Manager:</b>	Cindy Wallace, CMP, CMM			
<b>Company:</b>	Prosper Portland			
<b>Client Contact:</b>	Tory Campbell			
<b>Event Name:</b>	My People's Market			
<b>Event Date:</b>	TBD			
<b>Proposal Date:</b>	7.31.20			
<b>Version:</b>	v1			
<b># of Attendees:</b>	50	Admin Fee	23%	
<b>Item</b>	<b>Estimated Item Price</b>	<b># of Items, days or hours</b>	<b>Estimate</b>	<b>Notes</b>
<b>Meeting Room Rental</b> Meeting rooms include stage, lectern with one 5 amp power drop, wired hand held mic and a one time room set				
North Plaza	\$ 1,500	1	\$ 1,500.00	
Ginkoberry/South Plaza	\$ 750	1	\$ 750.00	
Convention Center Plaza	\$ 1,650	1	\$ 1,650.00	
<b>Subtotal: Meeting Room Rental</b>			<b>\$ 3,900.00</b>	
<b>Food and Beverage</b>				
Food Truck Buy-Out	\$ 350.00	5	\$ 1,750.00	
<b>Subtotal Food and Beverage</b>			<b>\$ 1,750.00</b>	
<b>Administrative Fee</b>	<b>23%</b>		<b>\$ 402.50</b>	<b>All prices are subject to this administrative charge</b>

<b>OCC Equipment &amp; Services</b>				
Parking - Proxy Cards for Staff	\$ -	10	\$ -	complimentary
Insurance	\$ -	0	\$ -	required for all events
<b>Subtotal: OCC Equipment &amp; Services</b>			<b>\$ -</b>	
<b>OCC Labor Rates</b>				
Alcohol Monitor - 4 hour minimum	\$ 35.00	0	\$ -	required for events that have alcohol on show floor
<b>Subtotal: OCC Labor Rates</b>			<b>\$ -</b>	
<b>OCC Utility/Internet/Telecom</b>				
				Complimentary services are available up to 1-day prior to first move-in day.
Basic Conf. WiFi – Tradeshow (per 60K sq ft)	\$ 1,500.00	1	\$ 1,500.00	\$65 for each additional connection
120 Volt - 5 amp	\$ 114.00	64	\$ 7,296.00	
120 Volt - 20 amp	\$ 179.00	2	\$ 358.00	
<b>Subtotal: OCC Utility/Internet/Telecom</b>			<b>\$ 9,154.00</b>	
<b>Miscellaneous</b>				
Contingency	\$ 1,500	1	\$ 1,500.00	
<b>Subtotal: Miscellaneous</b>			<b>\$ 1,500.00</b>	
<b>Estimated Grand Total</b>			<b>\$ 16,706.50</b>	Based on information provided by the client at the time of proposal. Actual costs will be based on actual services ordered.
<b>Inkind Sponsorship</b>			<b>\$ 5,000.00</b>	
<b>Estimated Revised Total</b>			<b>\$ 11,706.50</b>	



# Local Sales Strategy

## Examples of Incentives for Diverse Groups:

- **My People's Marketplace**
  - *\$5,000 in-kind sponsorship, complimentary parking*
- **Philippine American Chamber of Commerce of Oregon**
  - *Discounted corkage fee, custom menu, discounted a/v services*
- **Chinese New Year Cultural Fair**
  - *Complimentary move in day, 10% rental discount, complimentary pipe and drape, (2) complimentary power drops, 25 sections of performance staging*
- **25th Annual Northwest Public Employees Diversity Conference**
  - *Complimentary rental*
- **Native American New Year's Eve Pow Wow**
  - *Complimentary move-in day*
- **OAME 31st Annual Trade Show & Luncheon**
  - *Complimentary move-in day, 50% rental discount, custom menu*

# OREGN

Oregon  
Convention  
Center

# Questions

