
MERC Commission Meeting

June 1, 2022
12:30 pm

Zoom Virtual Meeting

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☎☎☎ ☎☎☎ ☎ ☎☎ ☎☎☎☎☎☎☎☎☎ ☎☎☎ Metro
ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro
ឬដើម្បីទទួលបានក្បួនបណ្តឹងរើសអើងសូមចូលទស្សនាគេហទំព័រ
www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអនុបកប្រែភាសានៅពេលអង្គ
បុគ្គលិកណាមួយ: សូមទូរស័ព្ទទៅលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច
ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃមុន
ថ្ងៃអង្គារ មុនថ្ងៃបុណ្យដើមឆ្នាំឲ្យគេសម្រួលកាមសំណើរបស់លោកអ្នក

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Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib
daim ntauw 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 saww ntxov txog 5 teev tsaus
ntuj weekdays) 5 hnub ua hauj lw m ua ntej ntauw lub rooj sib tham.





Karis Stoudamire-Phillips
Chair

John Erickson
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Damien Hall

Dañel Malán

David Martinez

Deanna Palm

Meeting Agenda

June 1, 2022

12:30 to 2:30 p.m.

Zoom | Webinar ID: 862 6226 6378

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
Steve Faulstick

12:50 Financial Update
Brian Kennedy

12:55 p.m. Venue Business Reports
Matthew P. Rotchford, Craig Stroud, Robyn Williams

1:10 Consent Agenda

- Record of MERC Actions May 4, 2022

Action Agenda

- Resolution 22-06: For the Purpose of Electing Metropolitan Exposition Recreation Commission Officers for Fiscal Year 2022-23.

1:15 Travel Portland Quarterly Report
James Jesse and Angela Nelson

1:45 Expo Development Opportunity Study Update
Paul Slyman and Giyen Kim

MERC Commission Meeting

June 1, 2022
12:30 pm

Financial Report

Memo



Metro

600 NE Grand Ave.
Portland, OR 97232-2736

Date: June 1st, 2022
To: Commissioner Karis Stoudamire-Phillips, Chair
Commissioner John Erickson, Vice Chair
Commissioner Deidra Kryz-Rusoff, Secretary-Treasurer
Commissioner Damien Hall
Commissioner Dañel Malán
Commissioner David Martinez
Commissioner Deanna Palm
Councilor Christine Lewis
From: Brian Kennedy, Chief Financial Officer
Subject: April 2022 Financial Update

April 2022 close data and year-end projections have been updated and being reviewed by staff. Each venue's spring event revenue forecasts have been updated to align with changes to the event schedule as well as staffing plans for this spring.

OCC's year-end projections on track, with strong revenues posted in April. OCC has done a laudable job bringing revenues and expenses closer into alignment through the course of the year. Inclusive of the \$2 million technical adjustment discussed last month, OCC is projected to end the year with a net increase to total fund balance.

P'5 year-end projections have improved slightly since last month, with April posting the strongest event revenues so far this year. There is some concern about impact to shows with the current increase in COVID cases, but staff is carefully monitoring the situation.

Expo financial projections have not changed substantially since last month, and updated projections continue to suggest a relatively robust month for May. Expo is moving forward with a handful of key recruitments this spring, which are assumed in the expense projections.

This month's report is abbreviated due to staff capacity issues. We are in the process of recruiting for a new Visitor Venues Finance Manager and hope to be able to provide an update soon. We anticipate regular reporting returning next month. Thank you for your understanding.

MERC Commission Meeting

June 1, 2022
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission
Record of MERC Commission Actions
 May 4, 2022
 Oregon Convention Center

Present:	Karis Stoudamire-Phillips, John Erickson, Deidra Krys-Rusoff, Damien Hall, Dañel Malan, David Martinez, Deanna Palm
Absent:	N/A
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Chair Stoudamire-Phillips at 12:35.
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"> • N/A
3.0	Commission and Council Communications <ul style="list-style-type: none"> • Chair Stoudamire-Phillips introduced and welcomed new MERC Commissioner David Martinez and invited him to share about himself. • Commissioner Hall shared positive feedback he received about the recent Hamilton show at the Keller. • Commissioner Krys-Rusoff congratulated OCC staff on the successful Travel Portland event yesterday. • Chair Stoudamire-Phillips shared about her great experience during the multicultural trip to Washington DC with Travel Portland last week. • Chair Stoudamire-Phillips thanked those who attended the recent worksession on Expo and the safe park program. While acknowledging they are still in the beginning conversations stage, Chair noted that the Commission has received and read several letters from the community on the topic and that they will be considered in future conversations. • Councilor Rosenthal shared that Council is working on a mid-cycle Urban Growth Boundary review. Two new affordable housing developments have recently opened, one in Cornelius and the other in Happy Valley, which adds an additional 150 new units to bring the current total to 550 units. The Metro RID patrol has cleaned around 1400 sites so far in 2022. They also received 10 million in additional funds to help expand the work. Parks and Nature has organized crews to plant 300,000 native plants across 18 nature areas.
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none"> • Highlighted several upcoming invites for Travel Portland familiarization trips, client receptions and conferences and urged those who can to participate, as their voice is significant in the process of bringing new business to Portland. • We are in discussions around the future MERC meeting schedule, and looking at how frequently to hold in-person meetings. Please feel free to share your thoughts on the process moving forward. • We are reopening the position of MERC communications lead after our recent hire left for a new opportunity. • The venues presented their proposed FY23 budgets to Council last week and we are in the process for final approval later this month. Faulstick thanked venue directors on their thoughtful approach to budgeting in a challenging time.
5.0	Financial Report Brian Kennedy presented a financial update. <ul style="list-style-type: none"> • Commissioner Krys-Rusoff noted the great work of past MERC finance directors and is looking forward to filling the role with a talent equal to past staff.

	<ul style="list-style-type: none"> • Commissioner Krysov-Rusoff was pleased to see in the report numbers that are better than expected, but noted we still need to proceed with caution. She then asked about the 1.8 million dollar sewer project at P5 and where we are in discussions with the City. Kennedy responded that he will follow up on the question and get back with an update, but shared his confidence that Metro and the City can work together to complete the project.
<p>6.0</p>	<p>Venue Business Reports Matthew P. Rotchford, Craig Stroud and Robyn Williams reported on business at the venues during the past month.</p> <ul style="list-style-type: none"> • Commissioner Krysov-Rusoff asked what the current percentage of audience attendance is at P5. Williams responded that in the beginning of the pandemic it was down around 30-40% and now it is trending around a 20-25% reduction. The arts audiences seem a little slower to return. • Commissioner Krysov-Rusoff asked about any feedback received regarding the recent rental rate increase. Williams has not received any comments from the arts groups. • Commissioner Malan asked about current masking policies at P5. Williams informed that the decision to mask is up to the individual arts groups. The majority of them are requiring masks and vaccines. • Chair Stoudamire-Phillips congratulated Williams on taking on concert booking for the zoo, where they will focus on showcasing local talent. • Commissioner Krysov-Rusoff asked about recent cancellations at OCC. Cindy Wallace responded that there have been 3 cancellations over the last 4 weeks. • Commissioner Erickson asked about current booking levels. Wallace noted they are receiving a lot more inquiries, both local and national. • Commissioner Martinez expressed appreciation for the prominent theme of welcoming educators, students and youth in the OCC video viewed. • Chair Stoudamire-Phillips highlighted that venue directors are very intentional on how we can welcome youth into the venues.
<p>7.0</p>	<p>Consent Agenda</p> <ul style="list-style-type: none"> • Record of MERC Actions, April 6, 2022 <p>A motion was made by Commissioner Erickson and seconded by Commissioner Krysov-Rusoff to approve the Consent Agenda.</p> <p>VOTING: AYE: 7 (Stoudamire-Phillips, Erickson, Krysov-Rusoff, Hall, Malan, Martinez and Palm) NAY: 0</p> <p>MOTION PASSED</p>
<p>8.0</p>	<p>Interstate Bridge Replacement Project Update Margi Bradway, Matt Bihn and Alex Oreschak</p> <ul style="list-style-type: none"> • Commissioner Erickson asked about the construction timeline. Bradway responded that it is currently unknown as we have not reached the construction phase yet. • Chair Stoudamire-Phillips asked about any impacts to the current Denver Ave Bridge. Oreschak responded that they are unsure and would need to follow up with an answer. • Councilor Rosenthal asked about the investment grade analysis and will it give an idea of the bonding need for the project. Bradway responded that there is an assumption that the bridge will be tolled which would pay for roughly a quarter of the project. Once the tolls go live, bonds are determined from there. • Commissioner Krysov-Rusoff asked about how other government entities will contribute to funding. Bradway explained that it is an approximately 4 billion dollar project. Washington has already committed 1 billion in their last legislative session. We expect another quarter to come from the federal government, another quarter to come from tolling and the remaining 1 billion will be asked of Oregon.

	<ul style="list-style-type: none"> Matthew Rotchford asked about a proposed roadway along the bottom half of Expo and whether there was any discussion on developing on the Delta Park side. Bradway responded no, that the city engineers did not advise for that option. She also highlighted they are still in the concept phase and are looking at ways to engage Expo staff during the engineering refinement phase.
<p>9.0</p>	<p>Expo Development Opportunity Study update Paul Slyman and Lauren Everett</p> <ul style="list-style-type: none"> Commissioner Erickson asked about the process of engaging potential submitters for the RFEI. Slyman responded that we have contracted with Cascadia Partners, and a part of their responsibilities will include 10 direct meetings with potential partners and 10 additional direct emails. In addition, we held feedback sessions with local developers to help shape the document. Commissioner Martinez asked about language access to enhance Latino community engagement. Slyman responded that we have focused on reaching various communities through social media, our website and survey. We have not fully discussed translation services but will consider it moving forward. Commissioner Martinez highlighted that Expo attendees from across the state could contribute additional valuable insight. Commissioner Malan recognized the recent efforts to engage the Latino community and would like to see that work continued. Commissioner Palm asked about the review process and where the Steering Committee and MERC will engage in reviewing. Slyman responded that as of now they don't have a place where the Steering Committee evaluates proposals. They will continue to update both bodies monthly and can have a conversation on whether we should adjust our review process. Slyman also highlighted that at the end of the process there will not be a "winner". It is designed to have the COO discuss the top proposals with MERC and Council.
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 2:25 p.m. p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

June 1, 2022
12:30 pm

Action Agenda

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 22-06

For the Purpose of Electing Metropolitan Exposition Recreation Commission Officers for Fiscal Year 2022-23.

WHEREAS, at the June 1, 2022 regular meeting of the Metropolitan Exposition Recreation Commission, the following Commissioners were nominated and elected as the Metropolitan Exposition Recreation Commission officers for a one year term, beginning July 1, 2022 and ending June 30, 2023:

Chair: Karis Stoudamire-Phillips
Vice Chair: John Erickson
Secretary-Treasurer: Deidra Kryz-Rusoff

BE IT THEREFORE RESOLVED that the above slate of officers of the Metropolitan Exposition Recreation Commission is hereby confirmed.

Approved as to Form:

Carrie MacLaren, Metro Attorney

Chair

By:

Nathan A. S. Sykes, Deputy Metro Attorney

Secretary/Treasurer

MERC Commission Meeting

June 1, 2022
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

3RD QUARTER 2021-22 REPORT

Highlights:

Executive Summary – Page 3

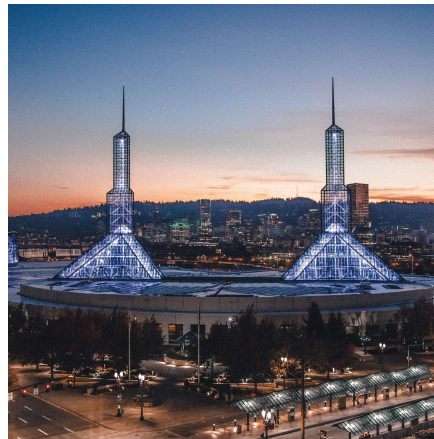


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Jeff Miller	President and CEO
Sarah Chisholm	Chief Financial Officer
Megan Conway	Chief Strategy Officer
James Jessie	Chief Sales Officer
Greg Newland	Chief Marketing Officer



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 3rd quarter, OCC realized more than \$1 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 47.6 to 1.
- Seven new and zero repeat OCC conventions were booked for future years worth more than \$2.2 million in OCC revenue and community economic impact of more than \$8.3 million. Total Travel Portland bookings, including single hotel will result in more than \$15.8 million of economic impact.
- Across domestic media outlets this quarter, Portland was included in 681 placements with a total impression of more than 1.6 billion that could potentially influence Portland as a business and leisure travel destination.
- Portland continued to garner positive media coverage in the travel industry media markets. The Good News Letter was created to share links to the articles with the broad stakeholder and partner group. Our communications team continues to plan media visits for the spring and summer now that mask mandates are lifted.

TRENDS, SUCCESSES, OBSTACLES

- Collections of the city’s transient lodging tax in the third quarter of the fiscal year exceeded budget by 18%, with an increase of 96% over the same period last year. Recovery is picking up and we expect to continue see improvement in the next several months.
- Our Winter Marketing Campaign has launched in Seattle, San Francisco, Los Angeles and the Bend/Eugene markets. Leisure travel is returning more quickly than business travel so focusing on this crucial segment is a vital step.
- Travel Portland continues to host meeting planners and board members of already booked meetings to address their safety concerns. As downtown encampments and trash are removed, we see more positive comments. This investment in bringing them in was crucial to maintaining booked business and has been mostly successful.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$3,547,004	\$14 Million
2	ROI on future OCC business	4.9	5.8
3	Lead conversion	17.3%	18%
4	Services performance survey	4.0	3.8
5	Public relations/media	9.0	12
6	Community economic impact	35.2	34.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	17.9	Benchmark / 25



EXECUTIVE SUMMARY

HOTEL DEMAND

Smith Travel Research - Region*								
	Occupancy (%)		ADR (\$)		RevPar (\$)		Demand	
	This Year	Change (%)	This Year	Change (%)	This Year	Change (%)	This Year	Change (%)
Downtown	37.9	64	140.14	23.5	53.16	102.5	342,108	112.3
Airport	57.4	30.9	119.14	33.3	68.35	74.5	185,053	27.1
Eastside	65.3	3.6	82.95	13.4	54.13	17.5	31,421	-9.1
Jantzen Beach	42	7.1	103.35	18.4	43.36	26.8	54,889	7.1
City of Portland +	43.7	35.2	127.58	30.8	55.77	76.8	613,481	56.3


*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year

REGION	LODGING TAX COLLECTIONS* QUARTER 3	
	TLT/TID	
Central City	\$1,765,416	63%
Airport	\$726,524	26%
Eastside	\$38,160	2%
Jantzen Beach	\$259,743	10%
Subtotal (76%)	\$2,789,843	100%
Online Travel Agency	\$195,960	22%
Short Term Rental	\$686,639	76%
Other	\$20,248	2%
Subtotal (24%)	\$902,847	100%
Grand Total (100%)	\$3,692,690	

*Data provided by the City of Portland Revenue Division.

COMPETITIVE SET COMPARISON			
Smith Travel Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	37.9	140.14	53.16
Denver	53.6	158.37	84.88
Seattle	42.5	151.49	64.41
Salt Lake city	62.2	157.13	97.81
Nashville	63.3	217.69	137.74
Austin	61.2	240.62	147.31
Minneapolis	30.7	134.54	41.34
San Francisco	41.2	198.21	81.66

*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential
FY 21/22	\$ 13,017,842	\$ -	\$ 13,017,842
FY 22/23	\$ 22,754,442	\$ 987,731	\$ 23,742,173
FY 23/24	\$ 13,171,587	\$ 1,719,638	\$ 14,891,225
FY 24/25	\$ 8,058,046	\$ 2,049,113	\$ 10,107,159
FY 25/26	\$ 4,457,668	\$ 1,719,638	\$ 6,177,306
FY 26/27	\$ 3,436,705	\$ 2,049,113	\$ 5,485,818
FY 27/28	\$ -	\$ 1,719,638	\$ 1,719,638
FY 28/29	\$ 534,267	\$ 2,049,113	\$ 2,583,380
FY 29/30	\$ 843,896	\$ 1,719,638	\$ 2,563,534
TOTAL	\$ 66,274,453	\$ 14,013,622	\$ 80,288,075

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	7	20	
Repeat OCC Bookings	0	2	
Total OCC Bookings	7	22	
Room Nights from OCC Bookings	13,021	46,301	
Future OCC Revenue Booked during FY 2021/22	\$2,281,689	\$7,524,812	
ROI OCC Bookings	\$ 6.9	\$ 4.9	5.8 to 1
Community Economic Impact from OCC Bookings	\$8,343,352	\$ 35,807,233	
Total Room Nights Booked	27,400	84,113	
Total Community Economic Impact from Bookings	\$ 15,860,766	\$ 53,635,411	
ROI on Total Community Economic Impact	\$ 47.6	\$ 35.2	34.0 to 1
OCC Revenue Realized During FY 2021/22	\$ 1,021,514	\$ 3,547,004	\$14 Million

*OCC Revenue Realized includes the following meeting that occurred during quarters 2 and 3 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 3 OCC revenue realized - Beyond Van Gogh.

*OCC Revenue Realized does not include the following meetings that occurred during quarter 3 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Public Library Association, National Intramural - Recreational Sports Association, Oregon School Personnel Association and American Association of Collegiate Registrars and Admissions Officers. They will be included in quarter 4 OCC revenue realized.



CONVENTION SALES

OCC LEAD CONVERSION	
	As of April 1, 2022
Lead Conversion Percentage	17.3%
Benchmark / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2022					
	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26 and beyond
Current	34	35	28	13	13
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 18/19-21/22)	32	38	28	20	22

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 877,997	\$ 4,271,298
Travel Portland Contract Costs	\$ 332,860	\$ 1,525,497
ROI (Revenue / Costs)	2.6	2.8

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	15	48,813	34,750	\$ 7,536,130	\$ 34,071,996



CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	3rd Quarter	YTD
New Diverse/Minority Group Bookings	0	1
Total Diverse/Minority Group Bookings	0	1
Room Nights from Diverse/Minority Group Bookings	0	2,961
Diverse/Minority Group Leads	6	13
Diverse/Minority Group Lost Leads	2	5

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Informa Pop Culture Events	1	COVID-19	505	15,000	\$ 535,342	\$ 1,402,755	1/18/22
Total OCC Cancellations	1		505	15,000	\$ 535,342	\$ 1,402,755	



CONVENTION SERVICES

ACTIVITY DESCRIPTION	3RD QUARTER	YTD
OCC groups occurring during the quarter	8	19
Pre-convention attendance building - Site tours	18	49

TRAVEL PORTLAND POST CONVENTION SURVEY

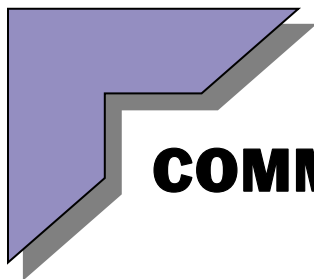
Overall impression of the following:

Answer Options	Excellent = 4	Good = 3	Fair = 0	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 collateral/promotional materials	0	0	0	0	0	0	0
Quality and user-friendliness of the Travel Portland website	0	0	0	0	0	0	0
Average rating for the quarter						0.0	
Average rating YTD						4.0	
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:

**Although surveys have been sent, with follow-up reminders, to groups that met in the 3rd quarter (January - March), we have not received any completed surveys at this time. We will include any completed surveys that we may receive in our 4th quarter report.*



COMMUNICATION & PR

TOTAL DOMESTIC MEDIA NARRATIVE	Q3	YTD
Placements	681	1,876
Impressions	1,690,866,418	9,401,931,250

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	Q3	YTD
Placements	4	10
Impressions	42,876	386,010

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.

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q3	YTD
Engagements	255	660

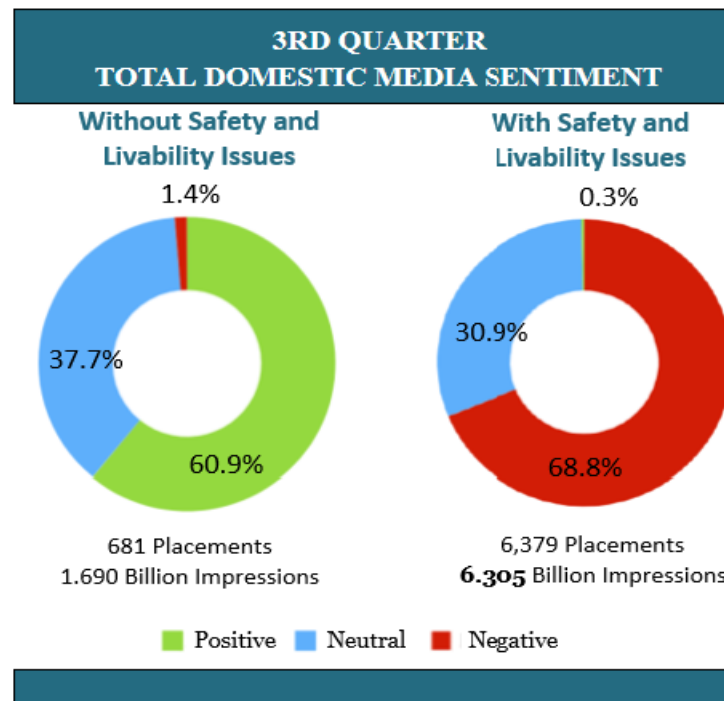
A media engagement is defined as an interaction with media regarding a single topic or issue.

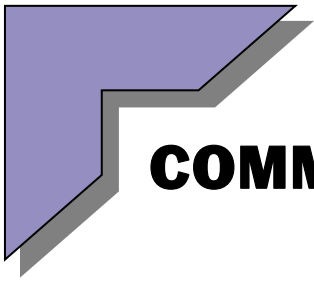
TARGETED DOMESTIC MEDIA	Q3	YTD
Placements	40	110
Impressions	515,342,083	1,902,793,722

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	Q3	YTD
Placements	0	0
Impressions	0	0

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.



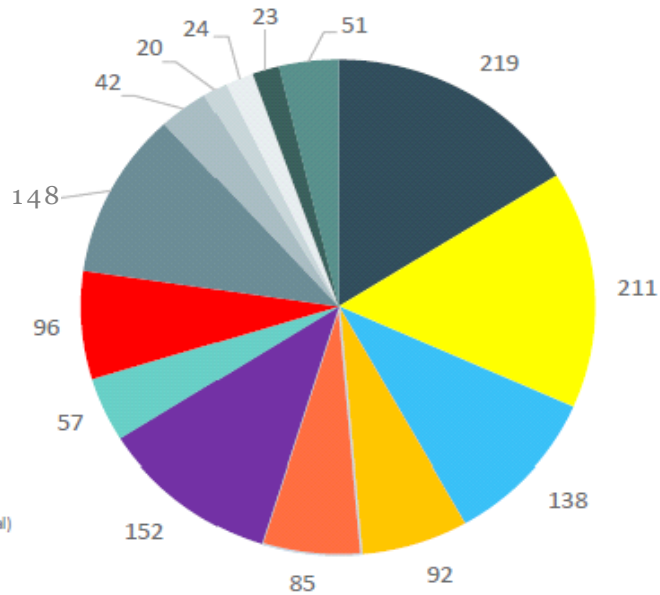


COMMUNICATION & PR

3RD QUARTER TOTAL DOMESTIC MEDIA NARRATIVE: KEY MESSAGES PLACEMENTS & IMPRESSIONS

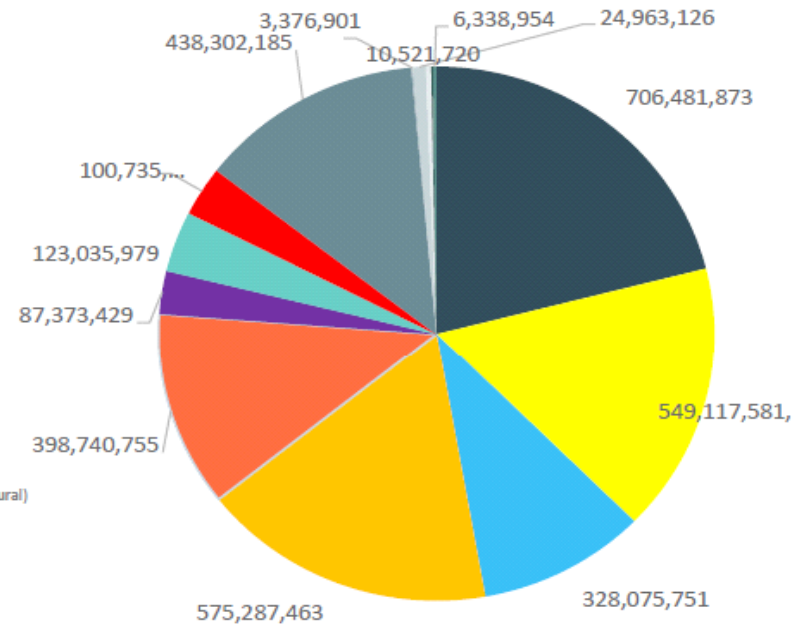
Placements

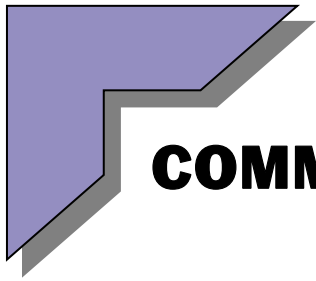
- Arts & Culture
- Events & Festivals
- Hotels & Lodging
- Makers & Shopping
- Outdoors
- Portland Region
- Neighborhoods
- Activities & Attractions
- Food & Drink
- Transportation
- Diversity (LGBTQ+, multicultural)
- Meetings & Conventions
- Nightlife
- Family-friendly



Impressions

- Arts & Culture
- Hotels & Lodging
- Events & Festivals
- Makers & Shopping
- Portland Region
- Outdoors
- Food & Drink
- Activities & Attractions
- Neighborhoods
- Diversity (LGBTQ+, multicultural)
- Nightlife
- Transportation
- Meetings & Conventions
- Family-friendly





COMMUNICATION & PR

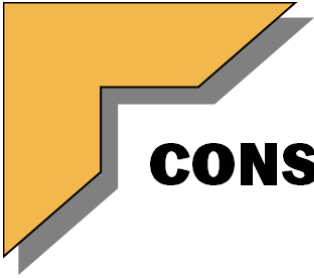
ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
February 2022	Meetings Today	Sustainable Venues for Greener Meetings in the Pacific Northwest	Online	8,918	1
February 2022	Portland Business Journal	People on the Move	Online	10,856	1
February 2022	PCMA Convene	People on the Move	Online	722	1
Winter Issue	Northwest Meetings + Events	A Robust Hotel Boom in Portland	Online	22,380	1
Total				42,876	4

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

PITCHES DELIVERED

1	In January, pitched industry and trade media on Portland's breadth of venue offerings, Nontraditional Meeting Spaces Packed with Personality.
2	Distributed new hire announcement for Dione Williams, Director of Convention Sales.
3	Coordinated email Q&A with Association Conventions & Facilities with a representative from Geological Society of America speaking to their experience in hosting a citywide convention in Portland. Article slated to run in May.

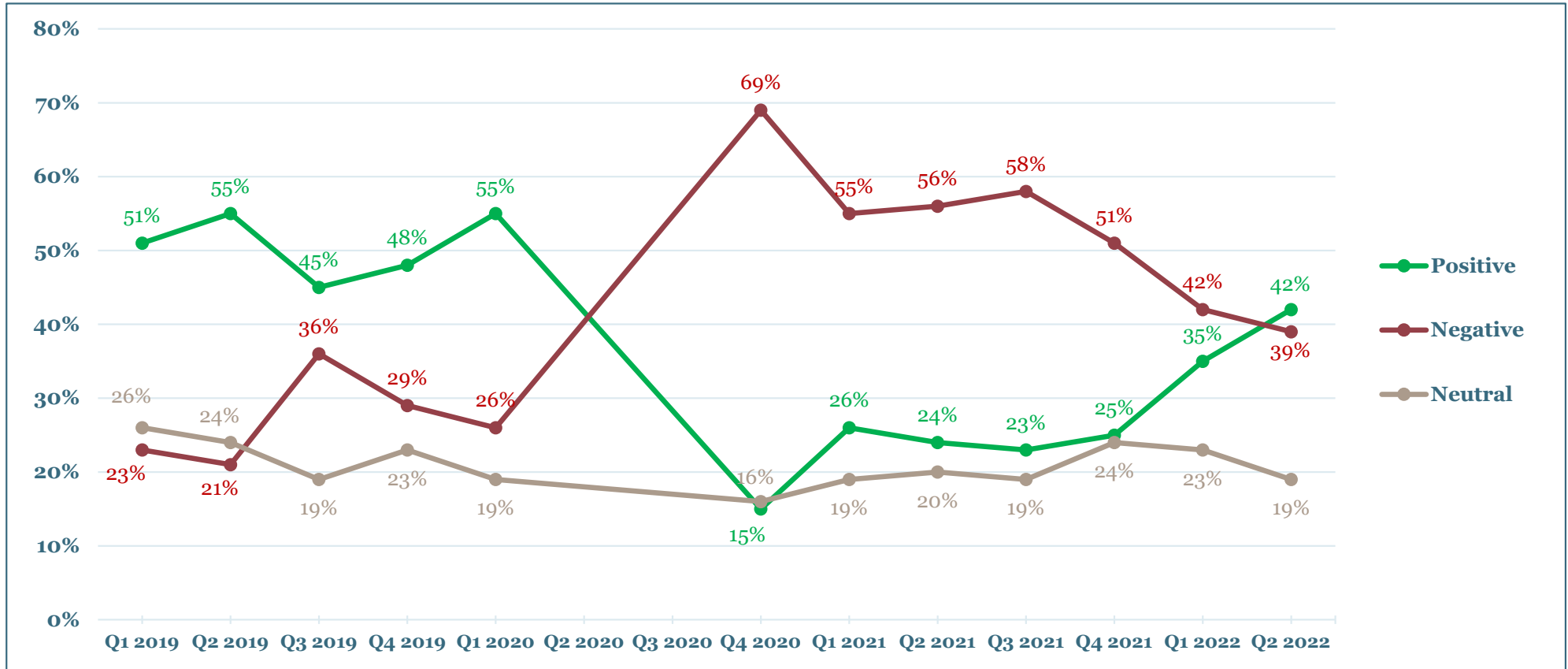
Target Goal: Deliver three meetings-related pitches to industry media on a quarterly basis.

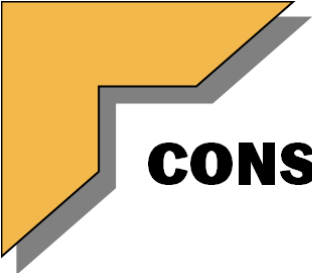


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

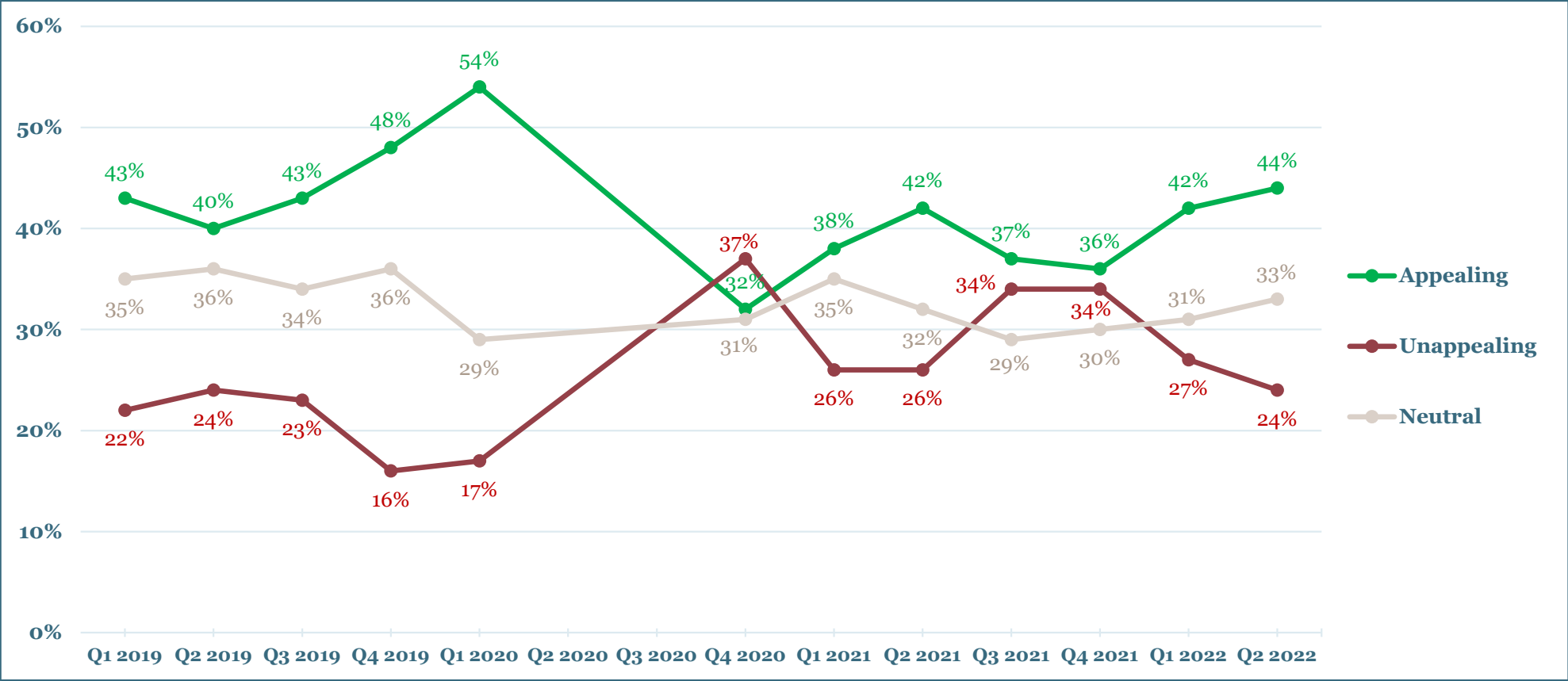


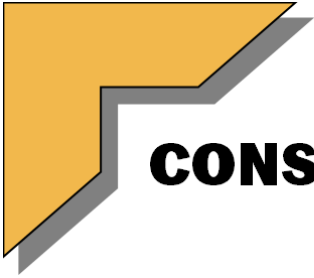


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: How appealing is Portland as a potential vacation destination to you?



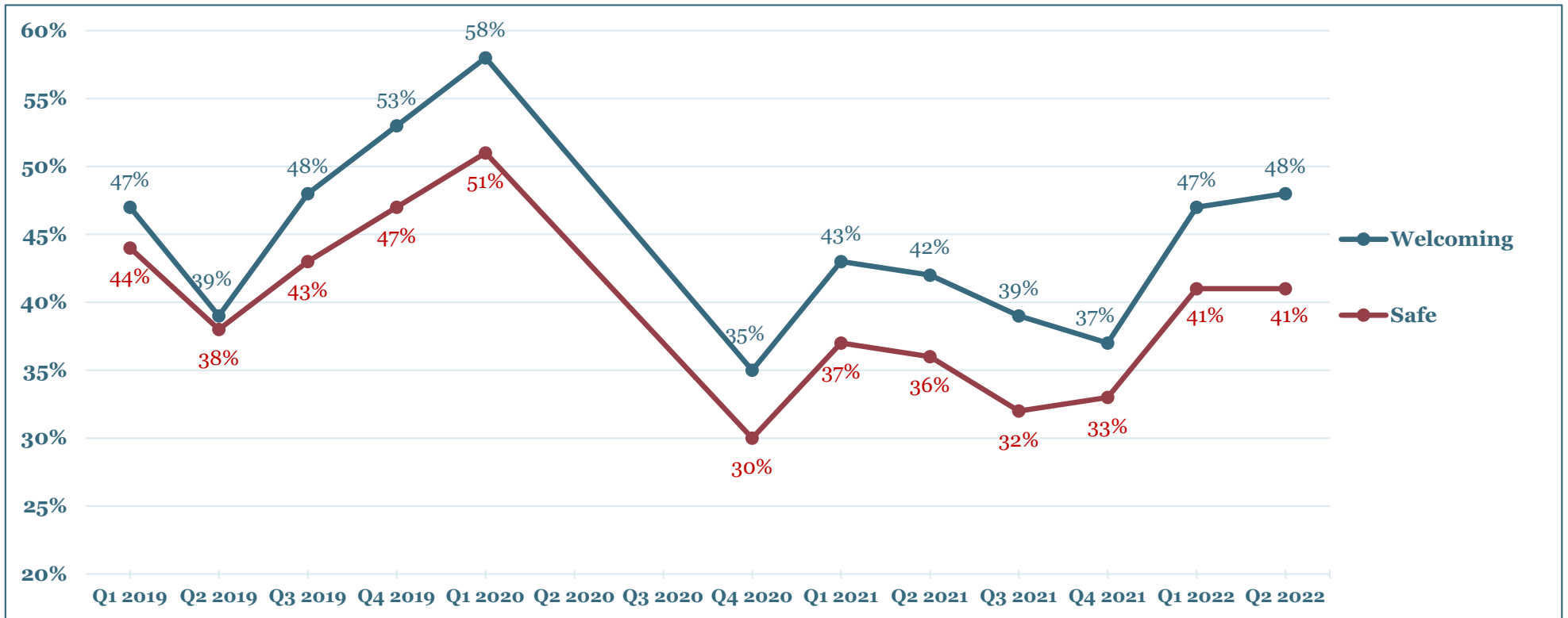


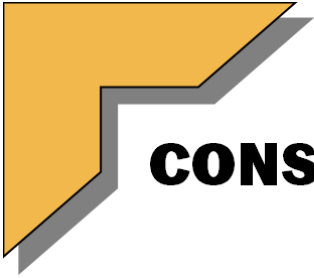
CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)
VS.

Q: Portland is a safe destination. (AGREE - Top 2 Box)

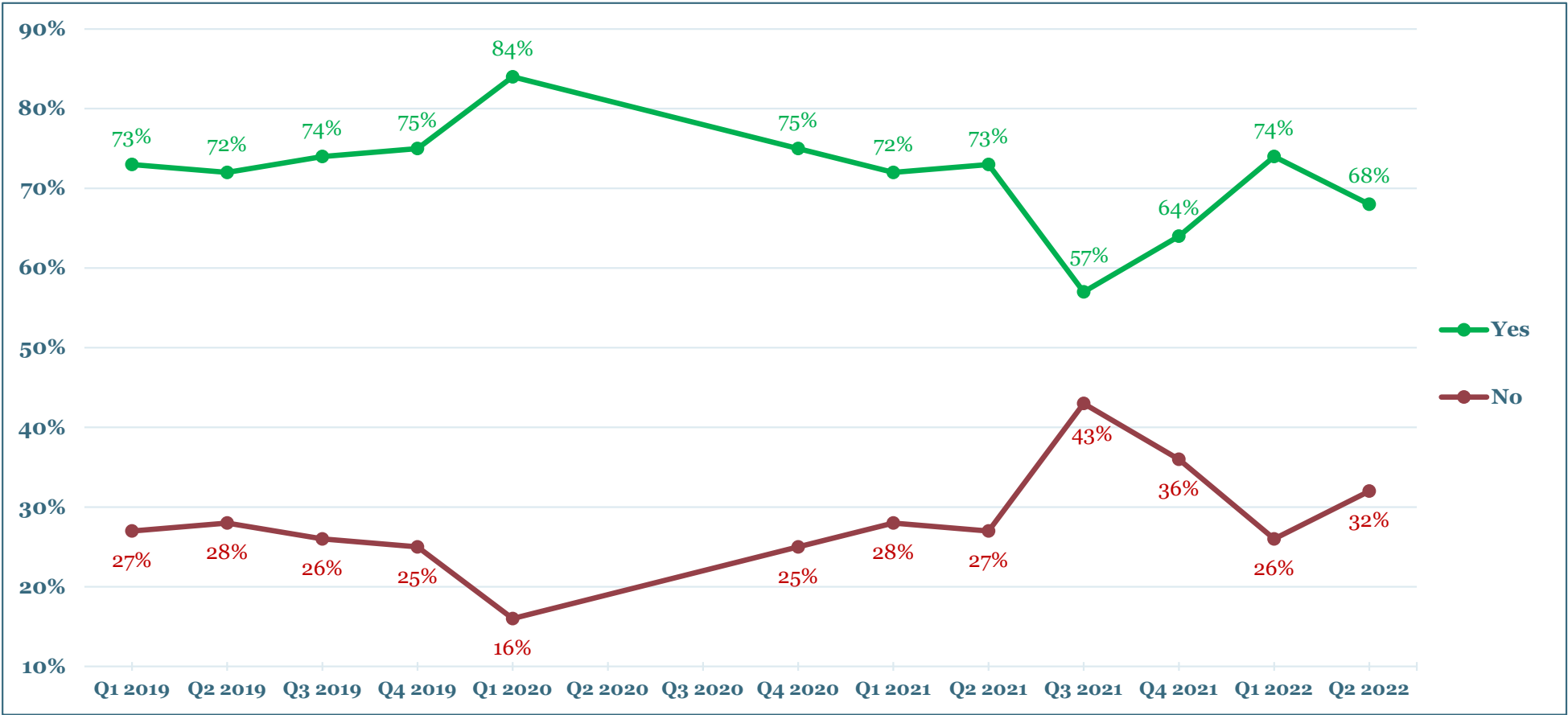


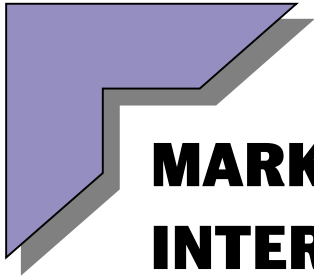


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland before, are you likely to visit again?





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	3rd Quarter	YTD
Visits	1,052,488	3,460,180
International Visits	77,493	222,774
Referrals	263,001	886,012
Business and Event Detail Views	709,450	2,256,184
TravelPortland.com/meetings		
Venue Finder Page Views	649	2,669

Source: Google Analytics

INTERNATIONAL TOURISM		
International Visits/Arrivals*	2nd Quarter	4th Quarter
Portland**	N/A	N/A
Competitive Set***	N/A	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 minimal international visitation in the USA.



DIVERSITY EMPLOYMENT STATISTICS 2021-22

TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

Job Category	March 31, 2022		Third Quarter		
	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	5	9	56%	40-60%	Monitor
First/Mid Level Manager	5	8	63%	40-60%	Monitor
Professionals	10	14	71%	40-60%	Monitor
Sales Workers	7	7	100%	40-60%	Monitor
Admin Support Workers	9	9	100%	40-60%	Monitor
Total	36	47	77%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	3	9	33%	15-33%	Monitor
First/Mid Level Manager	2	8	25%	15-33%	Monitor
Professionals	4	14	29%	15-33%	Monitor
Sales Workers	3	7	43%	15-33%	Monitor
Admin Support Workers	2	9	22%	15-33%	Monitor
Total	14	47	30%	15-33%	Monitor
This report is based on current full and part-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2021-22

HIRING

Job Posting Locations	The Skanner	Black Travel Alliance	Hispanic Chamber
	WorkplaceDiversity.com	Urban League	Monster.com
	VeteransConnect.com	Mosaic Metier	Prof Convention Mgmt Assn
	HispanicDiversity.com	Partners in Diversity	PDX Women in Tech
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	H-Careers
	LGBTConnect.com	SearchWide Global	AllDiversity.com
	Meeting Professionals Int'l Travel Tour Research Assn	Amer Society Assn Execs Mac's List	Insights Association Travel Portland website
Current Employees residing in MERC FOTA		8	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$	701,428
--	----	---------

PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1384	255	137	194

COBID PURCHASING PARTICIPATION FY 2021-22 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$693,472	\$2,589,749	27%
Self-Reported	\$505,950	\$2,589,749	20%
Total	\$1,199,422	\$2,589,749	46%

For the last 33 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

OCC SALES AND MARKETING BUDGET

Expenses	Annual Budget	MERC QTR Ending 03-31-22	TID/TLT QTR Ending 03-31-22	Subtotal QTR Ending 03-31-22	Sum MERC YTD 06-30-22	Sum TID/TLT YTD 06-30-22	Sum of YTD 06-30-22	Percent
<u>MERC Supported - Professional Services</u>								
Professional Services								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	700,000	69,200	281,289	350,489	653,241	367,381	1,020,622	145.80%
<u>Program Support</u>								
Subtotal - Program Support	105,000	26,250	0	26,250	78,750	0	78,750	75.00%
<u>Research</u>								
Subtotal - Reserach Professional Services	50,000	9,360	0	9,360	39,312	0	39,312	78.62%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	95,000	-20,080	85,592	65,512	95,000	85,592	180,592	190.10%
Total - MERC Supported - Professional Services	950,000	84,730	366,881	451,610	866,303	452,973	1,319,276	138.87%
<u>Other Non-Contractual Professional Services</u>								
Total - Other Non-Contractual Professional Services	0	0	113,507	113,507	0	283,972	283,972	0.00%
<u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	175,000	83,037	0	83,037	100,884	0	100,884	57.65%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	274,000	48,938	0	48,938	57,978	0	57,978	21.16%
<u>Trade Shows and Industry Events</u>								
Subtotal - Industry Trade Shows and Events	348,000	60,930	0	60,930	232,957	27,054	260,011	74.72%
<u>Familiarization Tours & Site Visits</u>								
Subtotal - Familiarization Tours	200,000	17,392	0	17,392	50,430	0	50,430	25.21%
<u>Other Programs</u>								
Subtotal - Other Programs	303,000	32,358	0	32,358	71,682	0	71,682	23.66%
Total Convention Sales MERC Supported Program of Work	1,300,000	242,655	0	242,655	513,930	27,054	540,984	41.61%
Other Departments - MERC Supported POW								
<u>Convention Services - Other Programs</u>								
Subtotal - Con Svcs - Other Programs	50,000	5,475	20,034	25,509	45,264	20,034	65,298	130.60%
<u>Research - Other Programs</u>								
Subtotal - Research - Other Programs	100,000	0	56,172	56,172	100,000	72,954	172,954	172.95%
Total Other Depts MERC Supported Program of Work	150,000	5,475	76,206	81,680	145,264	92,988	238,252	158.83%
Grand Total	2,400,000	332,860	556,593	889,452	1,525,497	856,987	2,382,484	99.27%

Travel Portland
Income Statement
(Statement of Financial Activities)

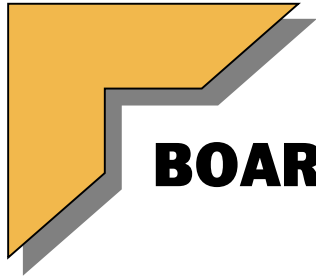
	Actual (Prior Year) YTD 3/31/2021 Column A	Actual YTD 3/31/2022 Column B	Budget YTD 3/31/2022 Column C	Actual (Prior Year) Full Year 6/30/2021 Column D	Approved Budget Full Year 6/30/2022 Column E
Revenue					
City/County Lodging Tax (1%)	1,113,541	2,927,013	2,795,565	1,675,416	3,526,534
Tourism Improvement District (TID = 2% + 1%)	2,501,725	8,745,790	7,916,671	3,713,235	9,897,457
MERC (OCC Contract)	1,096,337	1,800,000	1,800,000	1,402,602	2,400,000
Partnership Dues	130,465	172,046	0	202,597	0
Fees Earned & Other Income	443,648	-185,718	0	1,424,952	0
EDA Grant	0	0	150,003	0	200,000
Trade-Out/In-Kind	0	0	0	2,845	0
Cooperative Programs	7,090	201,092	93,753	30,090	125,000
Regional RCTP (from Travel Oregon)	1,925,074	1,522,061	2,399,994	1,732,314	3,200,000
Regional Recovery & Stabilization Fund (From Travel Oregon)	0	618,429	618,429	0	618,429
Cultural Tourism	34,071	162,769	140,238	60,417	187,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	7,251,950	15,963,480	15,914,653	10,244,467	20,154,420
Expenses					
Convention Sales and Research	1,298,698	2,870,849	3,747,429	2,038,697	4,996,483
International Affairs	227,458	234,975	391,761	306,461	522,358
Marketing	953,814	5,286,408	5,124,186	2,924,957	6,832,246
Communications/PR	274,739	350,912	644,328	377,698	859,072
Regional RCTP (from Travel Oregon)	1,389,856	1,522,061	2,400,012	1,732,314	3,200,000
Convention Services, Housing, and Events	244,520	478,842	678,825	374,146	905,046
Community Engagement/DEI/VC	155,368	462,225	723,411	201,479	964,495
Program Support	2,851,463	3,366,219	4,056,960	3,893,824	5,203,079
Total Expenses	7,395,916	14,572,491	17,766,912	11,849,575	23,482,779
<i>Net Surplus/(Deficit)</i>	<i>-143,966</i>	<i>1,390,990</i>	<i>-1,852,259</i>	<i>-1,605,108</i>	<i>-3,328,359</i>

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual Prior Period YTD 2/28/2022 Column A	Actual Current YTD 3/31/2022 Column B	Change MTM Percentage Column C	Actual Prior YTD 3/31/2021 Column D	Change YOY Percentage Column E
Assets					
*Cash and Cash Equivalents	11,099,918	9,031,950	-23%	11,366,988	-21%
*Investments	5,116,862	5,138,463	0%	5,221,316	-2%
Accounts Receivable	2,150,871	2,850,422	25%	621,630	359%
Prepaid Assets	1,030,920	1,055,834	2%	893,511	18%
Fixed Assets, net	1,328,087	1,294,341	-3%	2,098,784	-38%
Other Assets	2,567	2,567	0%	2,567	0%
Total Assets	20,729,225	19,373,576	-7%	20,204,796	-4%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	1,692,010	1,384,320	-22%	766,030	81%
Accrued Personnel	1,710,080	1,738,859	2%	1,447,670	20%
Deferred Revenue	-87,513	-87,278	0%	244,237	-136%
*Other Fiduciary Liabilities - RCTP/RRSF	3,236,147	3,093,449	-5%	3,037,390	2%
Loan Liability	0	0	0%	1,395,090	-100%
Total Liabilities	6,550,723	6,129,350	-7%	6,890,416	-11%
Net Assets					
Undesignated	9,797,169	8,862,894	-11%	11,336,532	-22%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	1,977,848	122%
Total Net Assets	14,178,502	13,244,227	-7%	13,314,380	-1%
Total Liabilities and Net Assets	20,729,225	19,373,576	-7%	20,204,796	-4%

Note:

*Cash and Cash Equivalents	9,031,950	11,366,988
*Investments	5,138,463	5,221,316
Subtotal - Cash/Csh Equiv/Investments	<u>14,170,413</u>	<u>16,588,304</u>
*Less - Other Fiduciary Liabilities - RCTP/RRSF	<u>3,093,449</u>	<u>3,037,390</u>
Travel Portland Csh/Csh Equivalents	<u>11,076,964</u>	<u>8,329,598</u>



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Ackman	Tim	Alaska Airlines		
Andueza	Ana	CFO Advisory Services	Treasurer	Budget and Finance Committee
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		
Daley	Mike	Sheraton Portland Airport Hotel	Chair	Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Chair-elect	Nominating Committee
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		
Kafoury	Deborah	Multnomah County		
Kunzer	Ryan	AC Hotel Portland Downtown		
Lopuszynski	Ziggy	Crown Plaza Portland - Downtown Convention Center		
Mann	Amanda	Rose Quarter		
Mapps	Mingus	City of Portland		
Martinez	Martin	Orox Leather Co.		
Mayelzadeh	Farshad	DoubleTree by Hilton - Portland		
McAllister	Martin	Portland Marriott Downtown Waterfront		
McCarey	Heather	Explore Washington Park		
Nicolopoulos	Shane	Hyatt Regency Portland at the Oregon Convention Center		Convention Sales Steering Committee
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC		
Penilton	David	America's Hub World Tours		
Peterson	Lynn	Metro		
Rank Ignacio	Renee	McMenamins Pubs, Breweries & Historic Hotels		
Tabales	Dwight	Hilton Portland Downtown & The Duniway		
Tatone	Sarah	Vacasa		
Weston	Linda	Rapporto	Past Chair	Partner Services Committee
White	Daryn	Provenance Hotels		

MERC Commission Meeting

June 1, 2022
12:30 pm

Expo Development Opportunity
Study Update

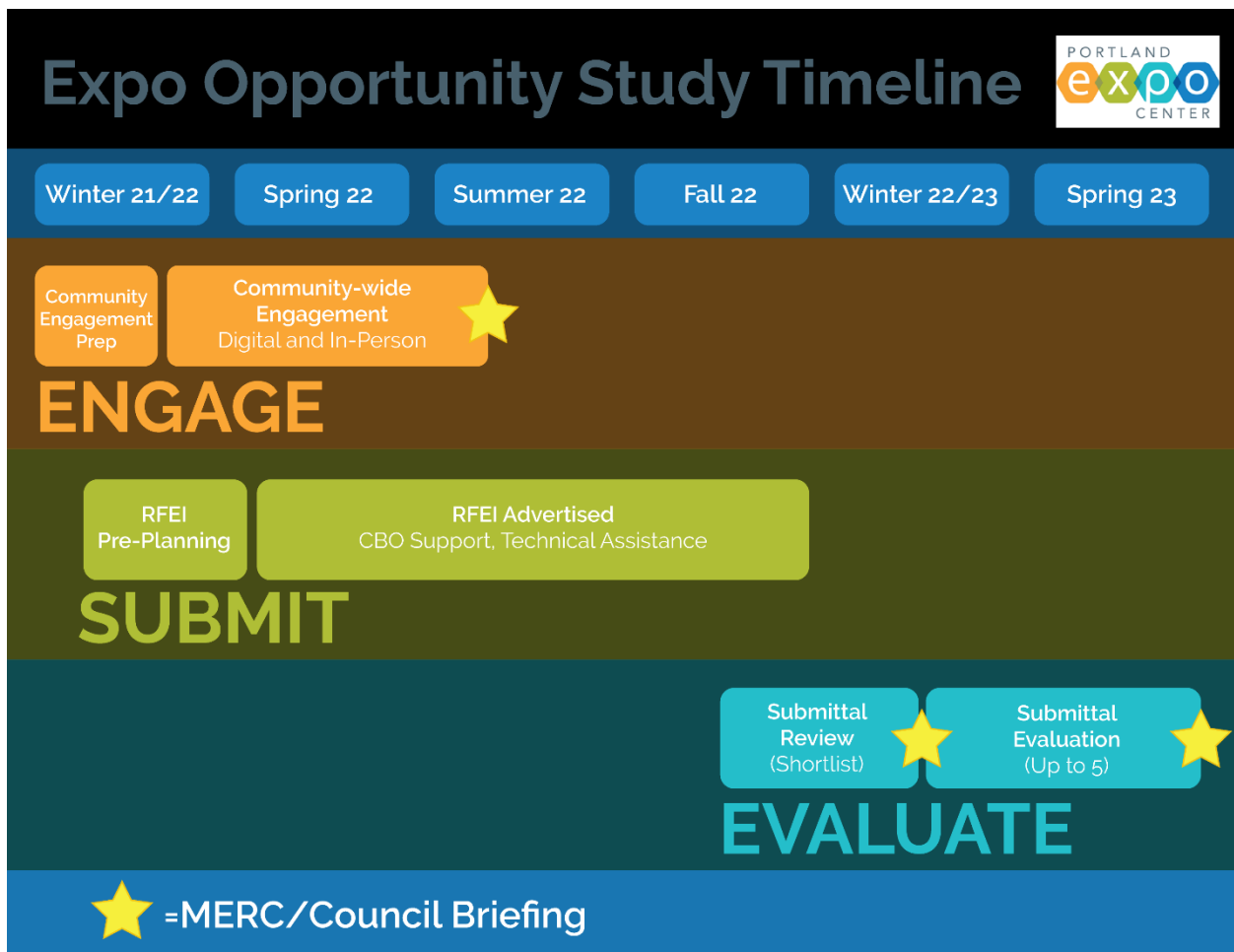
Date: May 24, 2022
To: MERC Commissioners
From: Paul Slyman, Project Sponsor
Subject: Expo Futures: Expo Development Opportunity Study Monthly Update

Chair Stoudamire-Phillips, MERC Commissioners, and Councilor Lewis:

Thank you for your continued support, leadership and interest in the Expo Development Opportunity Study. We have made a lot of progress since our report to you last month and I'm pleased to share the following updates:

Guiding Principles

Thank you for the unanimous adoption of the Expo DOS Community-generated Guiding Principles at your April 6 meeting. Metro Council also adopted the Guiding Principles at their May 5 Meeting. It is through these Guiding Principles that community and partner voices are made real during the implementation of the RFEI.



Project Staffing Changes

I am very pleased to announce that we have been working hard to fill the vacancies reported last month. Giyen Kim has recently joined our team as Project Manager. Giyen comes to Metro from the City of Portland where she was a Strategic Projects Manager overseeing the city's federally funded pandemic relief efforts, helping to appropriate and distribute over \$100M in aid programs that benefited individuals and businesses most impacted by COVID-19. In addition, she served as Portland's City Arts Manager.

Regarding the strategic communications support for the current phase of Expo DOS, Metro's communications director, Neil Simon, is bringing on temporary communications specialist Jaime Mathis primarily to handle social media and some of the work previously led by Lauren Everett and Sarah Donovan. Jaime has a record of leading with an equity lens and has familiarity with the Expo site and its culturally significant history. This is a critical component to the Expo DOS team as we reach a large variety of audiences and interested parties throughout the summer, and I'm glad Neil is leveraging his own time and that of his team to give this project its deserving attention.

Project Timeline Progress

1. Engage the community and potential partners

We have continued building relationships and meeting with potential partners as we await the official launch of the Request for Expressions of Interest. Recently we met with Prosper Portland officials to seek their feedback and share our vision for the RFEI. They encouraged us to brief Mayor Wheeler's office and the City of Portland Tribal Relations program. Giyen is investigating the best ways of making those connections and how they might relate to our overall workplan.

We also met this month with a consultant representing the Confederated Tribes of Grand Ronde to share the project, Guiding Principles, and details about the site. Metro Tribal Affairs advisor Katie McDonald continues providing input and feedback on our work.

We are arranging for additional Interstate Bridge Replacement briefings for the Expo staff and members of the DOS team. With the submittal of the Locally Preferred Alternative complete, we want to continue deepening our communication with the Metro Planning and Transportation staff and the Interstate Bridge Replacement Team.

We are in communication with the Urban Land Institute (ULI). ULI is interested in the Expo Development Opportunity Study and has been tracking our work. Thanks to Commissioner Hall who first connected us to their group, and we are exploring their interests and how they can be mutually beneficial.

We have reached out to prominent show producers to ensure they have up-to-date information about the RFEI and eventual process. They are tracking our work and feel well informed thus far.

Lastly, we have arranged for Chair Stoudamire-Phillips and Council President Peterson to explain this important work to the Portland Business Journal. Those conversations are scheduled for May 25.

2. **Submit** quality proposals for review

We are completing final wordsmithing on the RFEI document and ensuring that we get a close review by Nathan and the Office of Metro Attorney and our Chief Financial Officer Brian Kennedy. We are on track to have COO Marissa Madrigal review and approve the RFEI packet right around the time of your June 1 meeting.

Amy has been scheduling meetings with MERC Commissioners (and Metro Councilors) so that we can share the “RFEI Explainer” presentation prior to release. This is your chance to ask a variety of questions about the plan and how we will manage through the summer and into the fall. GMVV Steve Faulstick will attend the meetings as his schedule allows.

3. **Evaluate** the proposals with Guiding Principles

As you know, our Expo DOS Community Review Process has been established, beginning with a **Completeness Review** by Metro Staff, then a **Financial Review**. Submissions that are complete and contain viable financial information will then pass to the **Community Review** Committee. We will also seek review of top submittals through our local **Government Partners**, and finally, submittals will be made available to **Tribal Governments** that do not submit an RFEI to get the benefit of their review and feedback.

Giyen is picking up this important work and building connections to the members of each group to ensure they have the information they need to meaningfully review submittals as they start coming in later this year.

As of this writing the project remains on scope and on budget. The recent staff departures and deliberate pause during the Safe Park/Safe Rest conversations mean that our schedule has slipped, however we still are confident in a June deployment and a 16-week open period which allows us to honor our previous commitments to the project and to Expo.

We are not planning a presentation for your June 1 meeting, however we will be attending to answer any questions on this report or on any phase of the project. Thanks again for your ongoing involvement and interest in this work and please don't hesitate to reach out to me or any members of our Steering Committee or Project Team if you have any questions.

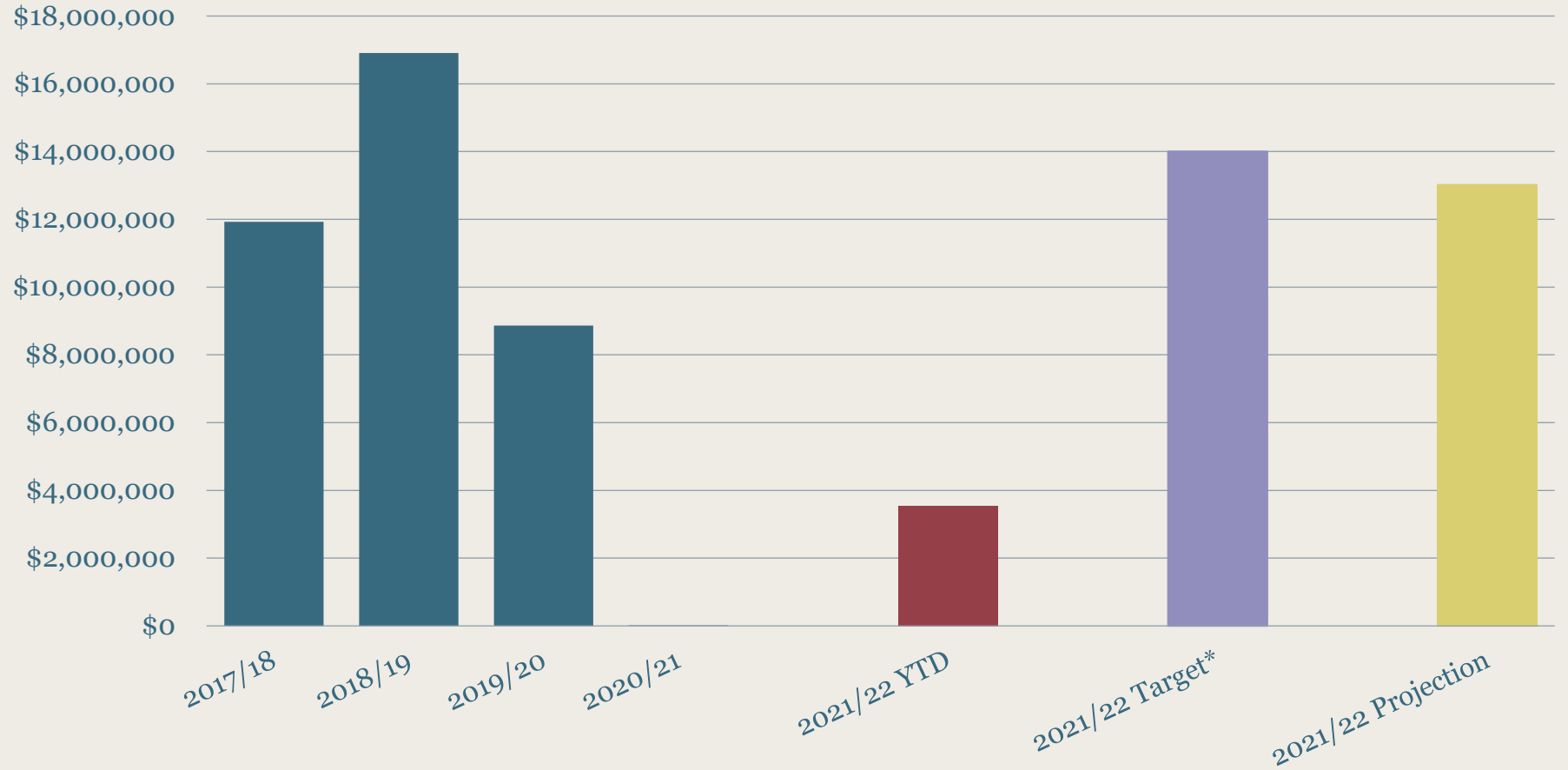
**Materials following this page are
attachments to the public record.**

3RD QUARTER 2021-22
JUNE 1, 2022

OREGON CONVENTION CENTER

TRAVEL
PORTLAND

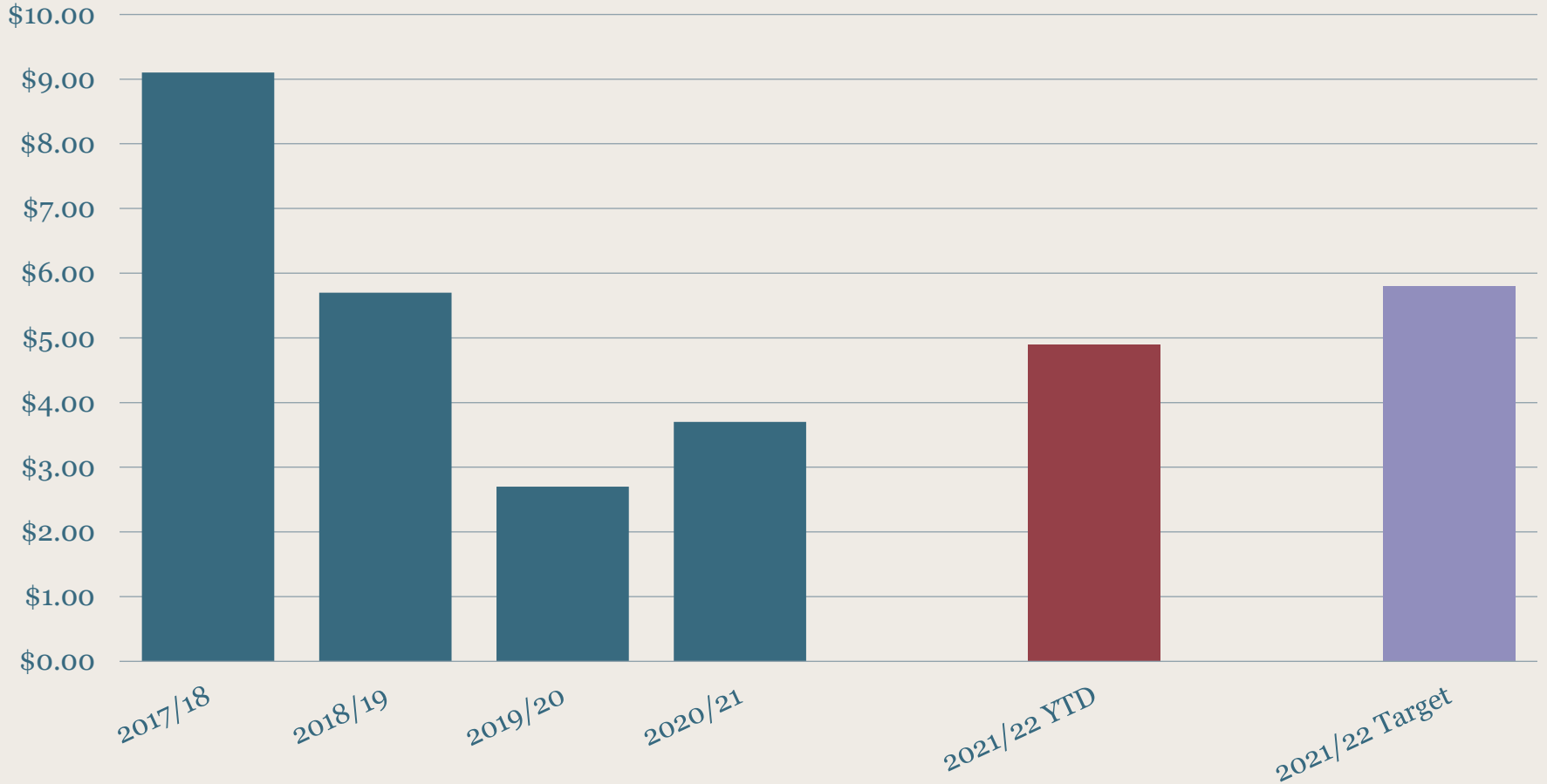
Actual OCC Revenue Realized-Current



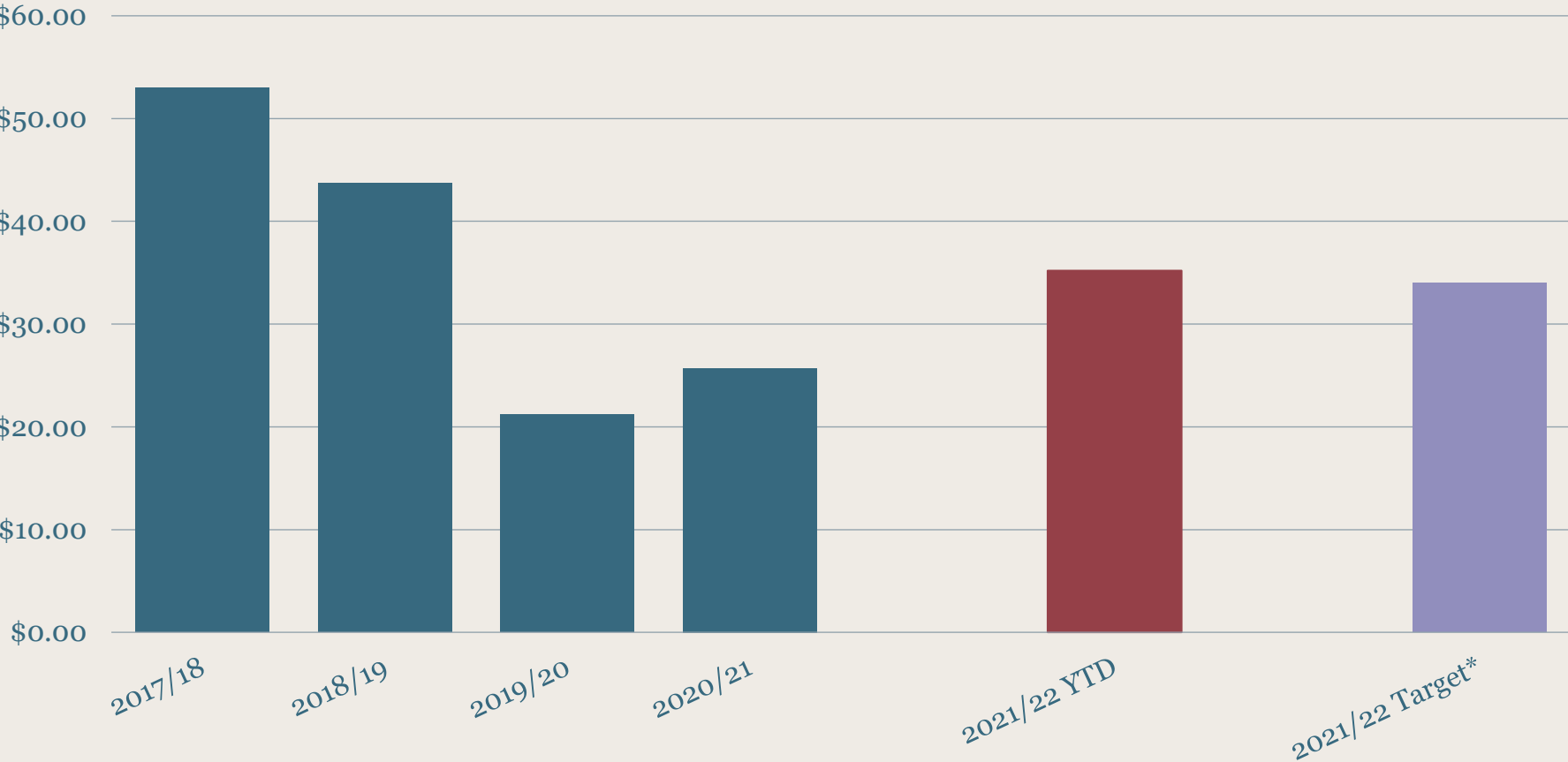
**OREGON CONVENTION CENTER BOOKING REVENUE
FROM TRAVEL PORTLAND BOOKINGS**

	OCC Revenue	Annual s	Tot al Pot ent i al Fut ur e Busi ness
FY 21/22	\$ 13,017,842	\$ -	\$ 13,017,842
FY 22/23	\$ 22,754,442	\$ 987,731	\$ 23,742,173
FY 23/24	\$ 13,171,587	\$ 1,719,638	\$ 14,891,225
FY 24/25	\$ 8,058,046	\$ 2,049,113	\$ 10,107,159
FY 25/26	\$ 4,457,668	\$ 1,719,638	\$ 6,177,306
FY 26/27	\$ 3,436,705	\$ 2,049,113	\$ 5,485,818
FY 27/28	\$ -	\$ 1,719,638	\$ 1,719,638
FY 28/29	\$ 534,267	\$ 2,049,113	\$ 2,583,380
FY 29/30	\$ 843,896	\$ 1,719,638	\$ 2,563,534
TOTAL	\$ 66,274,453	\$ 14,013,622	\$ 80,288,075

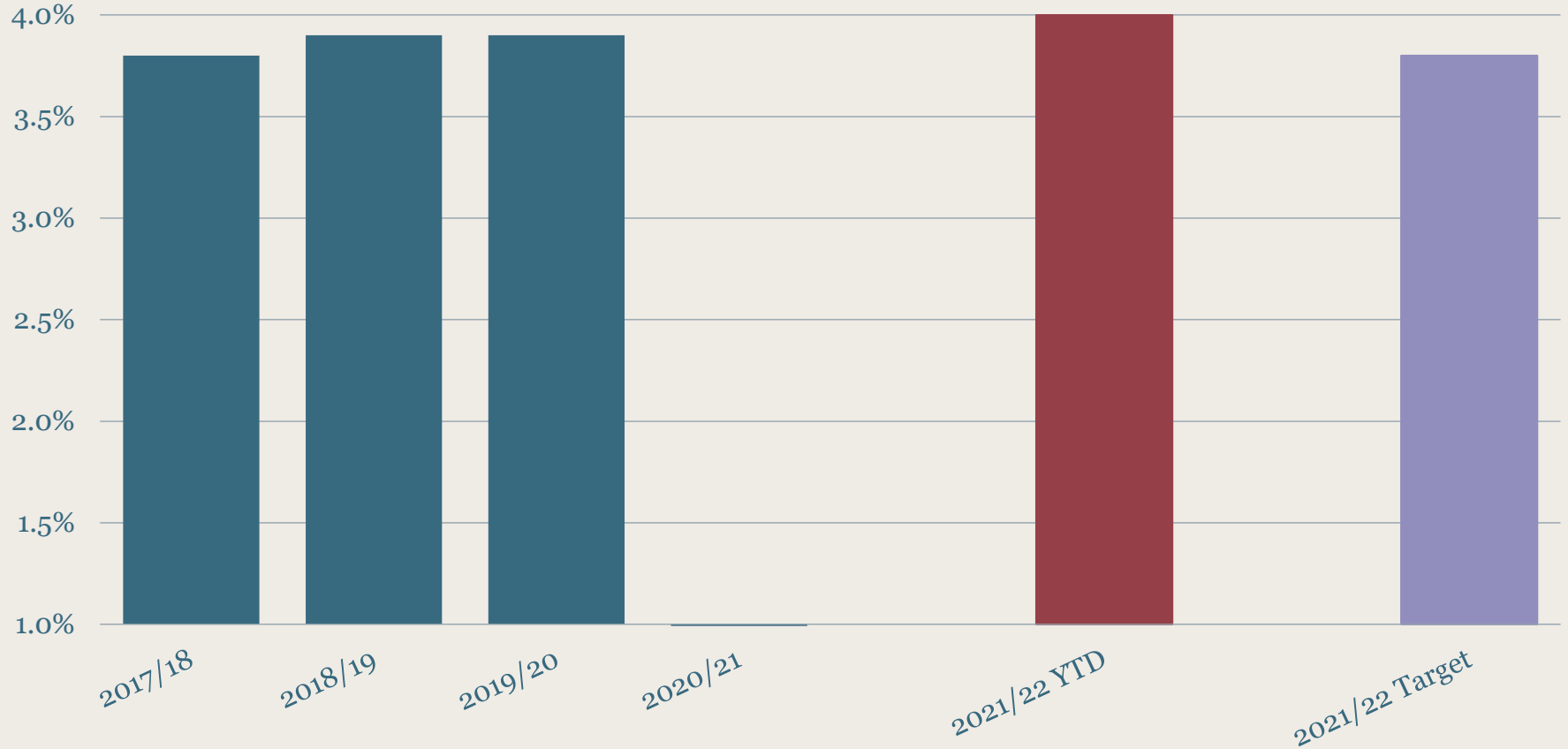
ROI On Future OCC Revenue Generated



ROI On Total Community Economic Impact



Convention Services Satisfaction Survey Score



PUBLIC RELATIONS

MERC	3RD QUARTER	YTD
Placements	4	10
Impressions	42,876	386,010

OUTLET	ARTICLE	DATE
Meetings Today	Sustainable Venues	Feb. 8, 2022
Portland Business Journal	People on the Move	Feb. 10, 2022
PCMA Convene	People on the Move	Feb. 11, 2022
Northwest Meetings + Events	A Robust Hotel Boom	Winter Issue

MARCH 2022 YTD

SMITH TRAVEL RESEARCH	OCCUPANCY%		AVERAGE DAILY RATE		REV-PAR		ROOM REVENUE	ROOM DEMAND
	This Year	Last Year	This Year	Last Year	This Year	Last Year		
PORTLAND MARKET	49.5%	40.7%	\$119.98	\$91.40	\$59.44	\$37.20		
% OF CHANGE	21.7%		31.3%		59.8%		71.4%	30.6%
PORTLAND CENTRAL CITY	37.9%	23.1%	\$140.14	\$113.51	\$53.16	\$26.25		
% OF CHANGE	64.0%		23.5%		102.5%		162.2%	112.3%

PROGRAM OF WORK

FY 2021-22
3rd Quarter

Program
January 2022
PCMA Convening Leaders
CESSE CEO
February 2022
RCMA Emerge
March 2022
MIC Colorado
Association Forum's Womens Executive Forum
Meet New York
Destinations DC
Sports ETA Women's Summit

VFTA ALLOCATIONS

	Two Livability Buckets	Total Livability Funding	OCC	Expo	P5	City Venue
FY 22	\$ 887,500 + \$737,500 =	\$1,625,000	\$735,500	\$287,500	\$380,000	\$295,000
FY 23	\$1,153,750 + \$1,300,000 =	\$2,453,750	\$955,500	\$373,500	\$494,000	\$383,500
FY 24	\$1,153,750 + \$2, 258,750 =	\$3,412,500	\$955,500	\$373,500	\$494,000	\$383,500

WASHINGTON DC SALES MISSION



FOCUS ON DIVERSITY



CLIENT EVENTS





OUR COMMITMENT TO TO EQUITY, DIVERSITY AND INCLUSION

At Travel Portland, we hold ourselves accountable for making equity, diversity and inclusion more than just words. We are taking action to ensure that our organization is learning and applying the competencies necessary to become a better employer, business and community partner. We believe that we are strongest when we embrace the strength of our differences.

We are committed to developing programs, partnerships and campaigns that reflect the dimensions of diversity through our destination's people, places and experiences. We seek to make every effort to promote an authentic visitor experience rooted in the cultural tapestry of our communities and the hospitality and tourism industry. And we hold ourselves accountable to anti-discriminatory interactions guided by allyship, direct and open communication, integrity and mutual respect.

EQUITY, DIVERSITY AND INCLUSION

STRATEGIC ROADMAP OVERVIEW

EDI STRATEGIC OBJECTIVES

- Develop and implement EDI practices across Travel Portland's internal operations.
- Provide value-added EDI resources to support new and existing community partners.
- Increase awareness and interest to visit the destination among diverse audiences.
- Support and invest in local and regional initiatives focused on the attraction and retention of a diverse workforce
- Be accountable to EDI priorities by improving systems and processes that track and measure progress

EQUITY, DIVERSITY AND INCLUSION

STRATEGIC ROADMAP OVERVIEW

EDI STRATEGIC PRIORITIES

INTERNAL
ENGAGEMENT
&
OPERATIONS

COMMUNITY
PARTNERSHIPS

SALES,
MARKETING &
PUBLIC
RELATIONS

WORKFORCE
DEVELOPMENT

ACCOUNTABILITY

**INTERNAL ENGAGEMENT
& OPERATIONS**

OBJECTIVE #1

Develop and implement EDI practices across Travel Portland's internal operations

TALENT
SOURCING

WORKPLACE
CULTURE

TALENT
DEVELOPMENT

VENDOR
MANAGEMENT

STAFF
TRAINING

COMMUNITY PARTNERSHIPS

OBJECTIVE #2

Provide value-added EDI resources to support new and existing community partners.

SUPPLIER
DIVERSITY

DIVERSITY
ADVISORY
COMMITTEE

DATABASE
MANAGEMENT

COMMUNITY
SPONSORSHIPS

PARTNER
TRAINING
&
NETWORK EVENTS

**SALES, MARKETING &
PUBLIC RELATIONS**

OBJECTIVE #3

Increase awareness and interest to visit the destination among diverse audiences.

CONTENT
CURATION

DIVERSE
MEETING GROUPS

CREATIVE
MARKETING
ASSETS

ACCESSIBILITY

MEDIA
RELATIONS

WORKFORCE DEVELOPMENT

OBJECTIVE #4

Support and invest in local and regional initiatives focused on the attraction and retention of a diverse workforce

UNIVERSITY
PARTNERSHIPS

COMMUNITY
TRAINING
PROGRAMS

INVESTMENT
OPPORTUNITIES



ACCOUNTABILITY

OBJECTIVE #5

Be accountable to EDI priorities by improving systems and processes that track and measure progress



EQUITY, DIVERSITY, AND INCLUSION

IS NOT

BUT IT IS

PERFORMATIVE

INTENTIONAL

A FUNCTION OF WORK TO BE RESOLVED
ONLY BY A DEI LEADER

AN ORGANIZATIONAL PRIORITY AND CALL TO
ACTION BY ALL STAFF MEMBERS

A BOX THAT CAN BE CHECKED OFF A
TO-DO LIST

A COMMITMENT TO THE LONG-TERM
TRANSFORMATIVE AND CHANGING WORK.

A ONE-TIME OCCURRENCE

AN INVESTMENT OF RESOURCES IN THE
WELLNESS AND HEALING OF MARGINALIZED
PEOPLE

NOT AN ATTACK ON WHITE
CULTURE

AN APPROACH TO RECOGNIZING THE
HUMANITY OF ALL



“

COMING TOGETHER IS A

BEGINNING

KEEPING TOGETHER IS

PROGRESS

WORKING TOGETHER IS

SUCCESS

- HENRY FORD -

THANK YOU

TRAVEL
PORTLAND

