
MERC Commission Meeting

April 5, 2023
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。

☎☎☎ ☎☎☎ ☎ ☎☎ ☎☎☎☎☎☎☎☎☎ ☎ Metro
ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro
ឬដើម្បីទទួលបានក្បួនបណ្តឹង រើសអើងសូមចូលទស្សនាគេហទំព័រ
www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអនុបកប្រែភាសានៅពេលអង្គ
បុគ្គលិកណាមួយ: សូមទូរស័ព្ទទៅលេខ 503-797-1890 (ម៉ោង 8 រឺក្នុងម៉ោង 5 ល្ងាច
ថ្ងៃអាទិត្យ) ប្រាំពីរថ្ងៃ
មុនថ្ងៃបុគ្គលិកណាមួយដែលលោកអ្នក

Metro 的民事权利

Metro 完全遵守 1964 年《民权法案》第六条款及相关法规，禁止歧视。如果有人认为自己因种族、肤色、国籍、性别、年龄或残疾而在接受福利或服务方面受到歧视，他们有权向 Metro 提出投诉。有关 Metro 的民事权利计划，或获取歧视投诉表，请访问 www.oregonmetro.gov/civilrights 网站，或拨打 503-813-7514。Metro 将根据请求为残疾人及需要在公共会议上使用手语、沟通辅助设备或语言协助的人士提供服务。如果您需要手语翻译、沟通辅助设备或语言协助，请拨打 503-797-1890 或 TDD/TTY 503-797-1804（周一至周五上午 8 点至下午 5 点）在会议前 5 个工作日。所有 Metro 会议均设有轮椅通道。如需获取最新的公共交通信息，请访问 TriMet 网站 www.trimet.org。

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 ntauw ceeb toom

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 tsaun tuj weekdays) 5 hnub ua hauj lw m ua ntej ntauw lub rooj sib tham.





Metropolitan Exposition Recreation Commission



Meeting Agenda

April 5, 2023

12:30 to 2:30 p.m.

Zoom | Webinar ID: 856 1979 7028 Password: 462199

Karis Stoudamire-Phillips
Chair

Damien Hall
Vice chair

Deidra Krys-Rusoff
Secretary-treasurer

Dañel Malán

David Martinez

Deanna Palm

David Penilton

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
Will Norris

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

1:15 p.m. Consent Agenda

- Record of MERC Actions March 1, 2023

1:20 Travel Portland Quarterly Report
James Jesse

1:50 Expo Futures Project Update
Paul Slyman, Giyen Kim

MERC Commission Meeting

April 5, 2023
12:30 pm

Financial Report

Date: April 5th, 2023

To: Commissioner Karis Stoudamire-Phillips, Chair
 Commissioner Damien Hall, Vice Chair
 Commissioner Deidra Krys-Rusoff, Secretary-Treasurer
 Commissioner Dañel Malán
 Commissioner David Martinez
 Commissioner Deanna Palm
 Commissioner David Penilton
 Councilor Gerritt Rosenthal

From: Will Norris, MERC Venues Financial Manager

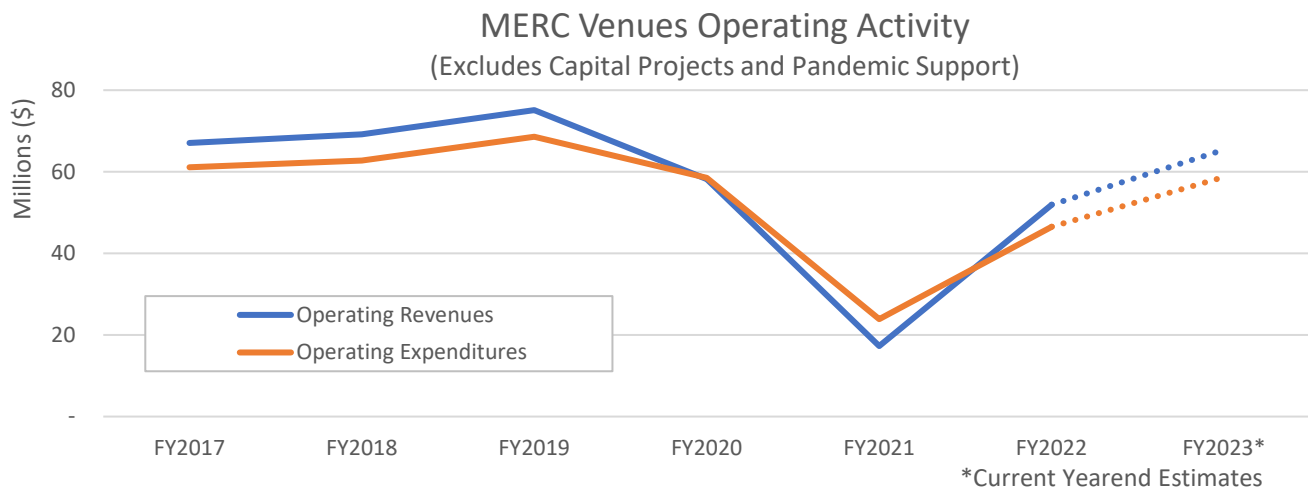
Subject: April 2023 Financial Report

Introduction

The attached financial reports include data through February 2023 (67% of the Fiscal Year) and forecasted estimates-to-close for the full Fiscal Year (FY) 2022-23. February’s financial data largely confirmed existing financial trends pointing to a modest operating surplus. February’s severe winter storm impacted attendance at several events. However, the financial impacts were not large enough to be noticeable in the monthly data.

Venue-wide Trends

The venues-wide financial trajectory continues to point to a continuing recovery in FY2022-23. Yearend revenue expectations increased \$745K or 1.2% higher than the prior month’s yearend estimate. Year operating expenditure estimates are down \$422K or 0.7% from March’s financial report. Total financial activity is roughly 10% below FY2019 but operating margins have recovered to their pre-pandemic levels.



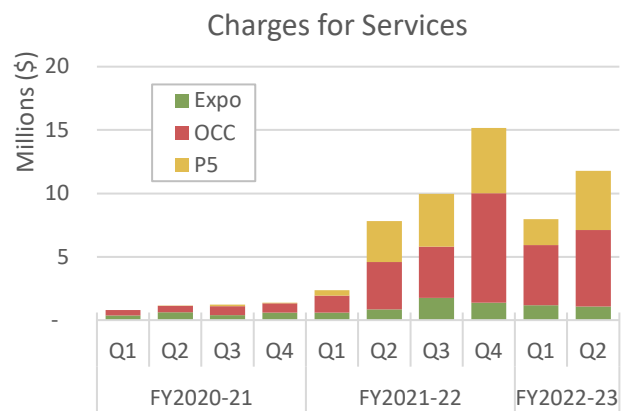
FY2022 Economic Impact Analysis Completed

MERC contracts with Crossroads Consulting to annually measure the economic impact of each of the visitor venues. This annual cycle was paused during the pandemic when the venues were largely shuttered. Evaluation resumed for FY2021-22. A summary of the FY2021-22 Economic Impact results is in the table below. A more comprehensive report will be presented to the commission and available to the public soon.

	FY2016	FY2017	FY2018	FY2019	FY2020**	FY2021**	FY2022
MERC Charges for Services*	\$50.5	\$47.7	\$50.6	\$56.8	\$37.5	\$4.5	\$35.3
Economic Impact*							
Oregon Zoo	103.2	101.6	88.9	92.5			86.8
Oregon Convention Center	729.2	625.8	528.5	655.1			262.6
Portland'5	93.4	104.4	84.5	82.4			55.7
Portland Expo Center	43.3	47.0	54.8	47.0			22.9
TOTAL	\$969.0	\$878.9	\$756.7	\$877.0			\$428.0
<i>*Figures in Millions (\$)</i>							
Total Jobs Supported	9,950	8,470	7,160	8,050			3,160

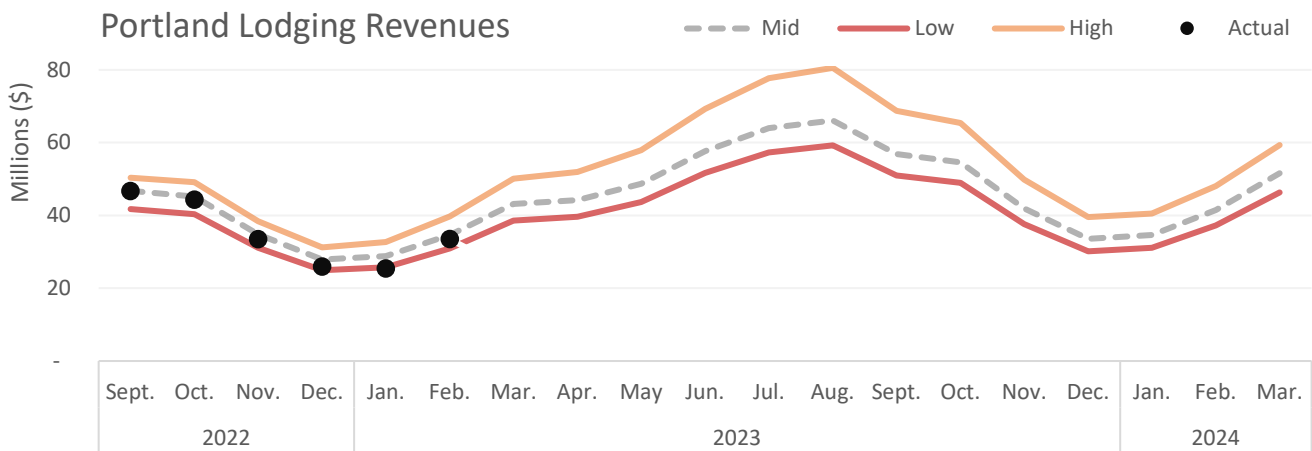
**Economic Impact Studies not completed in FY2020 & FY2021

Metro’s four visitor venues generated \$428M in direct, indirect, and induced economic impact and supported 3,160 jobs in FY2021-22. This is roughly half the economic impact of FY2018-19 and reflects staggered re-opening dates for the various venues. The Zoo was fully re-opened in FY2022 and consequently its economic impact is roughly 90% of its pre-pandemic levels. The MERC Venues reopened in the 2nd quarter of FY2021-22 and experienced a more gradual recovery as attendees slowly built comfort with in-person events. Staff anticipates that FY2022-23’s economic impact will be at or near pre-pandemic levels as MERC operations continue to recover.



Monitoring FY2022-23 Tax Revenues

While February’s winter storm may have hurt event attendance, it increased lodging activity. Lodging revenues during the storm were near summer peak season activity as individuals dealt with hazardous travel conditions and power outages. This contributed to a slight uptick in February’s lodging numbers versus the prior month’s trends.



OREGON CONVENTION CENTER							
Current Fiscal Year 2022-23						Prior Fiscal Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
REVENUES							
Charges for Services							
Food & Beverage	9,844,020	7,292,959	11,463,712	1,619,692	74%	1,975,144	7,508,691
Facility Rentals	4,585,000	2,842,174	4,639,626	54,626	62%	1,930,911	3,743,815
Parking Revenue	1,430,000	1,040,694	1,611,854	181,854	73%	1,080,802	1,638,203
All Other (AV, Utility Svcs. Etc.)	5,627,362	3,520,254	5,563,112	(64,250)	63%	1,992,316	4,854,731
Local Government Shared Revenues							
Lodging Excise Tax	13,926,355	7,840,154	13,926,355	-	56%	5,583,757	11,518,390
Visitor Facilities Trust Account	1,595,750	-	1,595,750	-	0%	-	1,227,500
Contributions from Private Sources	-	-	-	-		200,000	24,530
Grants	-	120,496	250,000	250,000		2,640	100,758
Interest Earnings	160,000	208,270	309,633	149,633	130%	59,532	109,445
Miscellaneous Revenue	18,500	(20,707)	(23,693)	(42,193)	-112%	93,155	116,729
Transfers-R	-	-	-	-		2,128,592	2,128,592
REVENUE TOTAL	37,186,987	22,844,293	39,336,349	2,149,362	61%	15,046,849	32,971,383
EXPENDITURES							
Administration	2,476,083	778,462	1,310,738	(1,165,345)	31%	585,214	912,496
Sales & Marketing	5,901,201	4,249,604	6,375,130	473,929	72%	2,146,103	2,968,873
Facility Operations							
Facility Management	5,383,254	2,513,488	4,142,731	(1,240,523)	47%	2,291,694	3,718,117
Utility Services	1,111,979	535,172	1,012,717	(99,262)	48%	101,902	304,777
Audio Visual	1,391,775	1,070,038	1,489,001	97,226	77%	394,511	849,573
Setup	3,953,870	1,863,557	2,865,249	(1,088,621)	47%	1,195,337	2,004,033
Telecommunications	575,970	291,384	494,003	(81,967)	51%	201,338	446,852
Public Safety	1,359,568	951,930	1,490,428	130,860	70%	712,894	1,154,405
Admissions & Event Services	1,369,435	784,374	1,233,628	(135,807)	57%	579,956	961,266
Ticketing & Guest Experience	216,826	198,989	292,371	75,545	92%	115,882	185,706
Food & Beverage	8,428,556	5,366,825	8,549,650	121,094	64%	1,821,943	5,588,916
Parking	665,393	187,814	359,008	(306,385)	28%	61,690	207,853
Non-Dept. (Ctrl Svcs. & VFTA Exp.)	6,036,074	3,745,091	6,036,074	-	62%	3,673,438	5,832,065
EXPENDITURE TOTAL	38,869,984	22,536,729	35,650,730	(3,219,254)	58%	13,881,902	25,134,931
REVENUES							
Local Government Shared Revenue:	-	-	240,164	240,164		-	-
REVENUE TOTAL	-	-	240,164	240,164		-	-
EXPENDITURES							
Capital Projects							
Food & Beverage: Planning & Desi	300,000	-	-	(300,000)		-	-
Performance Stage Stair Units	125,000	-	138,000	13,000		-	-
Integrated Door Access Controls	40,000	-	60,000	20,000		-	-
Tower/Crown Glazing	1,650,000	151,088	1,000,000	(650,000)		-	12,960
ADA Assessment and Improvemen	140,000	26,591	140,000	-		-	-
OCC Waterproof:LoadDock&PPLV	-	433,730	550,000	550,000		-	3,060
HVAC Repair	-	-	-	-		73,710	73,710
All Other	-	152,519	728,779	728,779		-	7,068
EXPENDITURE TOTAL	2,255,000	763,928	2,616,779	361,779	34%	73,710	96,798

FY2022-23 Beginning Fund Balance	20,280,837
Projected Change in Fund Balance	1,309,004
Projected Ending Fund Balance	21,589,841

PORTLAND'S PERFORMING ARTS VENUES

Current Fiscal Year 2022-23						Prior Fiscal Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
REVENUES							
Charges for Services							
Ticket Services	5,154,317	4,159,258	6,447,197	1,292,880	81%	2,256,935	5,227,233
Production Services	3,215,343	1,626,360	2,763,536	(451,807)	51%	1,077,864	2,172,842
Booking & Sales	1,772,340	1,329,859	2,203,654	431,314	75%	805,232	1,735,493
Promoted Shows (P5 Presents)	1,315,000	291,941	602,798	(712,202)	22%	231,065	336,160
Admissions	1,370,887	805,960	1,308,399	(62,488)	59%	548,479	1,057,922
Food & Beverage	876,640	870,798	1,301,932	425,292	99%	528,087	1,058,338
All Other	1,646,458	1,028,278	1,646,608	150	62%	675,751	1,388,326
Local Government Shared Revenues							
Lodging Excise Tax	1,462,769	851,878	1,513,181	50,412	58%	770,072	1,420,789
Visitor Facilities Trust Account	494,000	-	494,000	-	0%	-	380,000
Contributions from Governments	1,053,584	526,792	1,053,584	-	50%	649,471	998,941
Contributions from Private Sources	190,955	10,000	45,000	(145,955)	5%	-	-
Grants	-	-	-	-	-	-	10,000,000
Interest Earnings	176,000	224,032	333,924	157,924	127%	89,992	165,949
Miscellaneous Revenue	73,895	(2,693)	290	(73,605)	-4%	7,156	96,492
Transfers-R	-	-	-	-	-	136,794	136,794
REVENUE TOTAL	18,802,188	11,722,464	19,714,103	911,915	62%	7,776,898	26,175,280

Current Fiscal Year 2022-23						Prior Fiscal Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
EXPENDITURES							
Administration	988,816	814,874	1,260,635	271,819	82%	647,584	1,080,817
Sales, Marketing, & Outreach	2,680,659	1,135,624	1,736,588	(944,071)	42%	735,058	1,055,908
Facilities & Production Svcs	8,596,189	4,371,860	7,043,040	(1,553,149)	51%	4,162,153	7,231,763
Special Services	1,135,105	472,173	794,469	(340,636)	42%	173,917	650,120
Event Coord. & Admissions	1,745,592	1,142,054	1,841,351	95,759	65%	1,017,666	1,477,478
Ticket Services	2,216,026	1,542,286	2,230,547	14,521	70%	1,456,265	2,154,452
Food & Beverage	58,756	10,858	16,785	(41,971)	18%	26,237	37,009
Non-Dept. (Ctrl Svcs. & VFTA Exp.)	2,487,855	1,663,576	2,487,855	-	67%	1,686,640	2,529,964
EXPENDITURE TOTAL	19,908,998	11,153,305	17,411,269	(2,497,729)	56%	9,905,519	16,217,510

Current Fiscal Year 2022-23						Prior Fiscal Year	
CAPITAL PROJECTS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
REVENUES							
Contributions from Governments	-	700,000	700,000	700,000	-	-	150,000
Miscellaneous Revenue	-	-	-	-	-	726	726
REVENUE TOTAL	-	700,000	700,000	700,000	-	726	150,726

Current Fiscal Year 2022-23						Prior Fiscal Year	
CAPITAL PROJECTS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
EXPENDITURES							
Capital Projects							
P5 Venues Fall Protection	100,000	-	50,000	(50,000)	0%	-	-
Keller Grid Engineering and Reme	250,000	-	-	(250,000)	0%	-	-
AHH FoH Elevators	200,000	189,040	400,000	200,000	95%	-	-
P5 F&B Levy Cap Investment	100,000	-	-	(100,000)	0%	-	-
ASCH sewer line replacement	950,000	1,000,705	1,400,000	450,000	105%	7,319	157,845
ASCH Bdwy&Park Marquees	220,000	-	-	(220,000)	0%	-	-
ASCH Roof and Drains	50,000	-	50,000	-	0%	-	-
P5-ASCH-Acoustical Imp	100,000	104,557	111,000	11,000	105%	399,858	400,653
Headset Upgrade	100,000	-	130,000	30,000	0%	-	-
All Other	198,965	77,388	606,024	407,059	39%	526,508	510,578
EXPENDITURE TOTAL	2,268,965	1,371,690	2,747,024	478,059	60%	933,685	1,069,075

FY2022-23 Beginning Fund Balance	14,672,561
Projected Change in Fund Balance	255,810
Projected Ending Fund Balance	14,928,371

EXPOSITION CENTER

Current Fiscal Year 2022-23						Prior Fiscal Year	
OPERATIONS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
REVENUES							
Charges for Services							
Food & Beverage	355,385	331,482	515,094	159,709	93%	273,174	483,017
Facility Rentals	1,888,352	1,332,323	2,000,386	112,034	71%	885,600	1,563,385
Parking Revenue	1,986,268	1,153,100	1,630,436	(355,832)	58%	642,184	1,237,590
All Other	1,072,105	768,866	1,202,237	130,132	72%	876,626	1,297,156
Local Government Shared Revenues							
Visitor Facilities Trust Account	373,750	-	373,750	-	0%	-	287,500
Interest Earnings	6,000	29,969	45,735	39,735	499%	8,830	14,666
Miscellaneous Revenue	42,500	74,629	115,117	72,617	176%	52,490	83,021
Transfers-R	480,000	480,000	480,000	-	100%	454,760	671,432
REVENUE TOTAL	6,204,360	4,170,370	6,362,756	158,396	67%	3,193,665	5,637,767

EXPENDITURES							
Administration	516,547	308,414	475,357	(41,190)	60%	317,070	472,207
Sales & Marketing	323,413	164,373	263,773	(59,640)	51%	104,787	159,420
Facility Operations	2,084,772	1,016,446	1,668,120	(416,652)	49%	806,354	1,436,106
Special Services	387,229	262,651	462,232	75,003	68%	376,976	560,995
Event Coord. & Admissions	514,437	303,245	472,346	(42,091)	59%	182,728	322,066
Ticket Services	170,621	100,617	152,865	(17,756)	59%	78,826	110,758
Food & Beverage	35,000	3,040	12,051	(22,949)	9%	61,150	67,764
Parking	314,534	163,693	285,388	(29,146)	52%	104,906	209,327
Non-Dept. (Central Svcs. & Debt)	1,866,679	1,552,044	1,866,679	-	83%	1,520,004	1,831,562
EXPENDITURE TOTAL	6,213,232	3,874,523	5,658,811	(554,421)	62%	3,552,801	5,170,204

Current Fiscal Year 2022-23						Prior Fiscal Year	
CAPITAL PROJECTS	Adopted Budget	Actual thru Feb. 2023 (67% of the Fiscal Year)	Year-End Estimate	Estimate Over/(Under) Budget	Percent of Budget thru Feb. 2023	Actual thru Feb. 2022	Year-End Actual
REVENUES							
Local Government Shared Revenue	-	-	42,382	42,382	-	-	-
Contributions from Private Sources	40,000	-	40,000	-	0%	-	-
Transfers-R	200,000	200,000	123,289	(76,711)	100%	-	-
REVENUE TOTAL	240,000	200,000	205,671	(34,329)	83%	-	-

EXPENDITURES							
Capital Projects							
Metro Outfalls Decommissioning	100,000	-	35,000	(65,000)	-	-	-
Expo Transformer	100,000	23,279	23,289	(76,711)	-	-	-
EXPO F&B Levy Cap Investment	250,000	-	-	(250,000)	-	-	-
Expo Hall C Struc. Repairs	-	-	-	-	-	196,437	4,020
Exhibit Hall Lighting	-	-	-	-	-	-	196,437
EXPENDITURE TOTAL	450,000	23,279	58,289	(391,711)	5%	196,437	200,457

FY2022-23 Beginning Fund Balance	2,145,978
Projected Change in Fund Balance	851,326
Projected Ending Fund Balance	2,997,304

MERC Commission Meeting

April 5, 2023
12:30 pm

Consent Agenda

Metropolitan Exposition Recreation Commission
Record of MERC Commission Actions
 March 1, 2023
 Virtual Zoom Meeting

Present:	Karis Stoudamire-Phillips, Damien Hall, Deidra Krys-Rusoff, Dañel Malán, Deanna Palm, David Penilton
Absent:	David Martinez
	A regular meeting of the Metropolitan Exposition Recreation Commission was called to order by Chair Stoudamire-Phillips at 12:41.
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"> • Commissioner Krys-Rusoff acknowledged the successful MERC/ Council joint meeting held yesterday.
4.0	GM Communications Steve Faulstick provided the following updates: <ul style="list-style-type: none"> • Thanked the group for the work that went into the joint meeting. • Acknowledged the recent challenging weather and thanked venues staff for the extra effort to successfully host their guests. • A Cultural Planning and Keller project update will be presented at the next joint meeting.
5.0	Financial Report Will Norris presented a financial update: <ul style="list-style-type: none"> • Commissioner Krys-Rusoff underscored the lodging tax revenue falling below expected funds. She noted we are trending on the “pessimistic line.”
6.0	Venue Business Reports Matthew P. Rotchford, Craig Stroud and Robyn Williams reported on business at the venues during the past month.
7.0	Consent Agenda <ul style="list-style-type: none"> • Record of MERC Actions, February 1, 2023 <p>A motion was made by Commissioner Hall and seconded by Commissioner Malán to approve the Consent Agenda.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Hall, Krys-Rusoff, Malán, Palm and Penilton) NAY: 0</p> <p style="text-align: center;">MOTION PASSED</p>
8.0	FY2023-24 Proposed Budget Presentation Will Norris <ul style="list-style-type: none"> • Introduced Commissioner Krys-Rusoff to kick off the presentation. • Commissioner Krys-Rusoff suggested developing communications for P5 resident companies and clients around percentage increases and our commitment to security and venue improvements. • Commissioner Hall asked about capital planning around the VFTA. Norris responded there is a dedicated inflation-adjusted 40 million in debt capacity built into the VFTA plan which is forecasted for FY26. • Commissioner Penilton highlighted the importance of safety messaging in the strategic plan.

	<ul style="list-style-type: none"> • Commissioner Malán noted the ambitious list of capital projects and spoke to prioritization if budgets were to shift. • Commissioner Kryz-Rusoff highlighted embedded costs and benefits for venues associated with government and asked about the percentages of expenditures for central services. Norris responded indirect costs for OCC is 5.54 million, P5 is 3.35 million and Expo is 891,000. Kryz-Rusoff noted that as costs get allocated to the venues there may need to be future negotiations to protect operating margins. • COO Marissa Madrigal shared that Metro has underinvested in central administration and noted the negative impacts. It was highlighted that Metro is judiciously adding resources centrally and increasing transparency with departments around the services they receive for their financial contribution.
<p>9.0</p>	<p>Action Agenda</p> <ul style="list-style-type: none"> • Resolution 23-01 For the purpose of approving the Metropolitan Exposition Recreation Commission (“MERC”) 2023-24 Proposed Budget and 2023-24 through 2027-28 Capital Improvement Plan. <p>A motion was made by Commissioner Palm and seconded by Commissioner Stoudamire-Phillips, to approve Resolution 23-01.</p> <p>VOTING: AYE: 6 (Stoudamire-Phillips, Hall, Kryz-Rusoff, Malán, Palm and Penilton) NAY: 0</p> <p>RESOLUTION PASSED</p>
	<p>As there was no further business to come before the Commission, the meeting was adjourned at 1:49 p.m.</p>

Minutes submitted by Amy Nelson.

MERC Commission Meeting

April 5, 2023
12:30 pm

Travel Portland Quarterly
Report

TRAVEL
PORTLAND

2ND QUARTER 2022-23 REPORT

Highlights:

Executive Summary – Page 3



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



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 2nd Quarter, OCC realized more than \$4.7 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 41.2 to 1.
- Fifteen new and three repeat OCC conventions were booked for future years worth more than \$5.9 million in OCC revenue and community economic impact more than \$29.1 million. Total Travel Portland bookings, including single hotel will result in more than \$49.8 million of economic impact.
- Across domestic media outlets, Portland was included in 1,030 placements with a total impression of more than 3.7 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland has created content creation contracts with BIPOC writers to enhance our web, video and social content to ensure authentic voices tell the stories of Portland.
- Travel Portland’s Public Relations media monitoring during Q2 shows a continued decline in national coverage of “Livability Issues” (such as crime, houselessness and violent protests) in Portland and a decrease in the negative tone of that coverage . Likewise, Travel Portland’s PR team has seen a significant increase in coverage by outlets proactively targeted because they are influential to inspiring travel.
- With enhanced Partnership Agreements with PCMA and ASAE, we have invested our marketing dollars to be better reach valuable meeting planners and their future conventions.

TRENDS, SUCCESSES, OBSTACLES

- Fiscal YTD collections of the city’s transient lodging tax through December were slightly lower than forecasted. We had expected collections at 80% of peak year (FY 2018-2019), but the first half of the year transient lodging tax has been at closer to 71% of peak year. The collections are significantly higher when comparing to the same time period last year, an increase of 40% from the first half of FY22.
- We still have headwinds in hotel occupancy and revenue, many hotels are still suffering from reduced business based on Portland’s reputational issues.
- Travel Portland exceeded our mid year room night booking goal at 109%. A strong strategy and increased investment in sales, marketing and service offerings have helped us create future opportunities.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$4,746,299	\$16 Million
2	ROI on future OCC business	3.1	1.5
3	Lead conversion	18.3%	18%
4	Services performance survey	3.9	3.8
5	Public relations/media	15	25
6	Community economic impact	27.5	16.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	17.8	15.0
5	International visitors	N/A****	Benchmark Year
7	Total Media Placements	179	200
7	Total Media Impressions	2,660,947,460	3.14 B
8	Services Performance Survey	3	6/Year

****See International Tourism page for further explanation



EXECUTIVE SUMMARY

HOTEL DEMAND			
COMPETITIVE SET COMPARISON			
Smith Travel			
Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	50.7%	\$ 162.50	\$ 82.45
Denver	66.3%	\$ 199.38	\$ 132.22
Seattle	65.3%	\$ 214.12	\$ 139.89
Salt Lake City	65.0%	\$ 161.65	\$ 105.15
Nashville	72.5%	\$ 247.47	\$ 179.46
Austin	68.6%	\$ 249.43	\$ 171.04
Minneapolis	47.0%	\$ 167.37	\$ 78.66
San Francisco	58.5%	\$ 233.36	\$ 136.49

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

Smith Travel Research - Region*								
	Occupancy		ADR		RevPar		Demand	
	This Year	Change	This Year	Change	This Year	Change	This Year	Change
Downtown	50.7%	32.5%	\$ 162.50	13.3%	\$ 82.45	50.2%	1,858,504	47.4
Airport	61.1%	8.4%	\$ 133.33	19.5%	\$ 81.45	29.5%	780,822	4.7%
Eastside	68.7%	-3.5%	\$ 91.47	8.5%	\$ 62.81	4.7%	134,083	-9.7%
Jantzen Beach	53.0%	5.7%	\$ 117.97	11.9%	\$ 62.57	18.3%	281,464	5.7%
City of Portland +	53.9%	19.2%	\$ 147.82	17.5%	\$ 79.69	40.1%	3,054,873	26.1%

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

REGION	LODGING TAX COLLECTIONS*			
	QUARTER 2			
TLT/TID				
	YTD THRU Q2 FY23 (\$)	YTD THRU Q2 FY23 (%)	YTD CHANGE FY22 to FY23 (\$)	YTD CHANGE FY22 to FY23 (%)
Central City	\$6,834,035	72%	\$3,071,342	82%
Airport	\$1,764,690	19%	(\$51,931)	-3%
Eastside	\$97,709	1%	(\$31,586)	-24%
Jantzen Beach	\$816,237	9%	\$214,240	36%
Subtotal (83%)	\$9,512,671	100%	\$3,202,065	51%
Online Travel Agency	\$773,936	31%	\$59,281	8%
Short Term Rental	\$1,614,678	66%	\$274,760	21%
Other	\$74,086	3%	\$13,679	23%
Subtotal (17%)	\$2,462,700	100%	\$347,720	16%
Grand Total (100%)	\$11,975,371		\$3,549,785	42%

**Data provided by the City of Portland Revenue Division.*



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 22/23	\$ 20,561,297	\$ 51,096	\$ 20,612,393
FY 23/24	\$ 16,860,741	\$ 1,638,999	\$ 18,499,740
FY 24/25	\$ 9,194,405	\$ 2,427,676	\$ 11,622,081
FY 25/26	\$ 5,780,891	\$ 2,098,201	\$ 7,879,092
FY 26/27	\$ 2,772,347	\$ 2,427,676	\$ 5,200,023
FY 27/28	\$ 502,011	\$ 2,098,201	\$ 2,600,212
FY 28/29	\$ 534,267	\$ 2,427,676	\$ 2,961,943
FY 29/30	\$ 843,896	\$ 2,098,201	\$ 2,942,097
FY 30/31	-	\$ 2,427,676	\$ 2,427,676
TOTAL	\$ 57,049,855	\$ 17,695,402	\$ 74,745,257

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	15	21	
Repeat OCC Bookings	3	7	
Total OCC Bookings	18	28	
Room Nights from OCC Bookings	42,891	57,761	
Future OCC Revenue Booked during FY 2022/23	\$ 5,979,812	\$ 8,377,835	
ROI OCC Bookings	\$ 4.9	\$ 3.1	1.5 to 1
Community Economic Impact from OCC Bookings	\$ 29,182,881	\$ 42,787,572	
Total Room Nights Booked	84,008	119,172	
Total Community Economic Impact from Bookings	\$ 49,893,038	\$ 75,512,549	
ROI on Total Community Economic Impact	\$ 41.2	\$ 27.5	16.0 to 1
OCC Revenue Realized During FY 2022/23	\$ 2,411,108	\$ 4,746,299	\$16 Million

*OCC Revenue Realized includes the following meetings that occurred during quarter 1 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Competitive Carriers Association. They have been included in quarter 2 OCC revenue realized.




CONVENTION SALES

OCC LEAD CONVERSION	
	As of January 1, 2023
Lead Conversion Percentage	18.3%
Benchmark / Annual Target -18%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2023					
	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26	FY 2026-27 and beyond
Current	46	39	16	12	5
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 19/20-22/23)	38	36	26	18	14

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,361,876	\$ 2,423,930
Travel Portland Contract Costs	\$ 1,210,148	\$ 2,744,839
ROI (Revenue / Costs)	1.1	0.9

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	35	145,428	89,250	\$ 18,143,700	\$ 91,887,179



CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	2nd Quarter	YTD
New Minority Bookings	2	4
Total Minority Bookings	2	4
Room Nights from Minority Bookings	1,781	2,825
Minority Leads	2	8
Minority Lost Leads	4	9

For the second quarter of FY 2022/23, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$1.2 million. Booked groups included the following:

Affiliated Tribes of Northwest Indians	\$200,587
North American Gay Volleyball Association	\$1,028,971

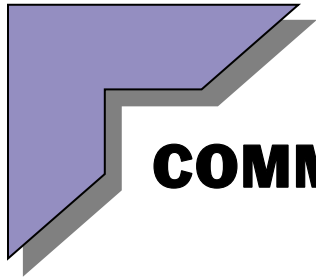
2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Intel Corporation	1	Conference Cancelled - Not Happening	3,480	2,200	\$ 468,141	\$ 2,170,059	7/26/2023
Clarion Events	1	Safety & Perception Concerns (Protests, Racism, Homelessness, Negative Press)	4,637	3,000	\$ 664,358	\$ 3,255,640	7/25/2026
Total OCC Cancellations	2		8,117	5,200	\$ 1,132,499	\$ 5,425,699	



CONVENTION SERVICES

ACTIVITY DESCRIPTION	2ND QUARTER	YTD
OCC groups occurring during the quarter	8	17
Pre-convention attendance building - Site tours	9	21

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	2	0	0	0	0	4.0	2
Travel Portland convention services staff	2	0	0	0	0	4.0	2
Travel Portland collateral/promotional materials	2	0	0	0	0	4.0	2
Quality and user-friendliness of the Travel Portland website	1	1	0	0	0	3.5	2
Average rating for the quarter						3.9	
Average rating YTD						3.9	
Target						3.8	
<p>In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?</p> <p>From my experience working with Travel Portland, my only regret is not working more closely together - something I look forward to rectifying for the future.</p>							
Groups Serviced/Surveyed:							
American College of Veterinary Surgeons *Completed Survey				Great Western Council of Optometry			
Education Market Association				Portland Retro Gaming Expo			
NACADA							
American Society for Bioethics and Humanities							
Kumoricon *Completed Survey							
Varsity Spirit							



COMMUNICATION & PR

TOTAL DOMESTIC MEDIA NARRATIVE	Q2	YTD
Placements	1,030	1,707
Impressions	3,780,118,148	6,815,642,039

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	4	7
Impressions	110,980	614,752

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	Q2	YTD
Engagements	267	426

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

TARGETED DOMESTIC MEDIA	Q2	YTD	Target Benchmark
Placements	92	179	200
Impressions	1,851,467,310	2,660,947,460	3.14B

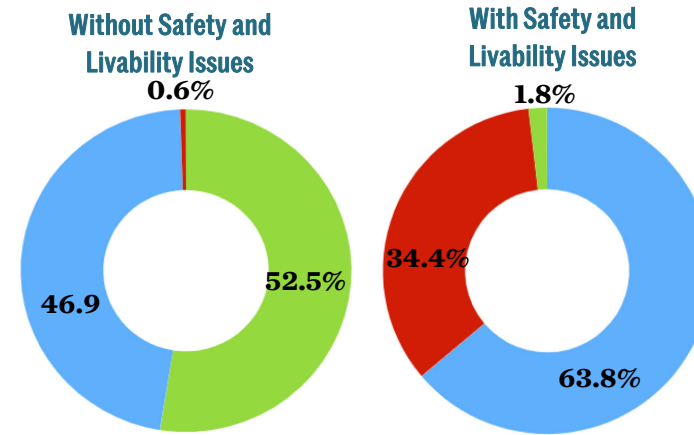
Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

TARGETED INTERNATIONAL MEDIA *	Q2	YTD
Placements	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.

**International media results on hold for FY 23*

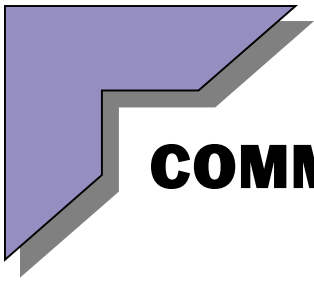
2ND QUARTER TOTAL DOMESTIC MEDIA SENTIMENT



1,030 Placements
3.780 Billion Impressions

1,374 Placements
1.870 Billion Impressions

Positive Neutral Negative

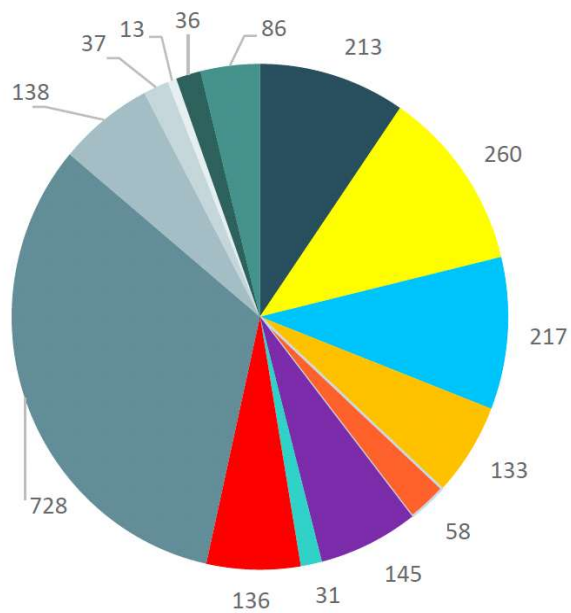


COMMUNICATION & PR

2ND QUARTER TOTAL DOMESTIC MEDIA NARRATIVE: KEY MESSAGES PLACEMENTS & IMPRESSIONS

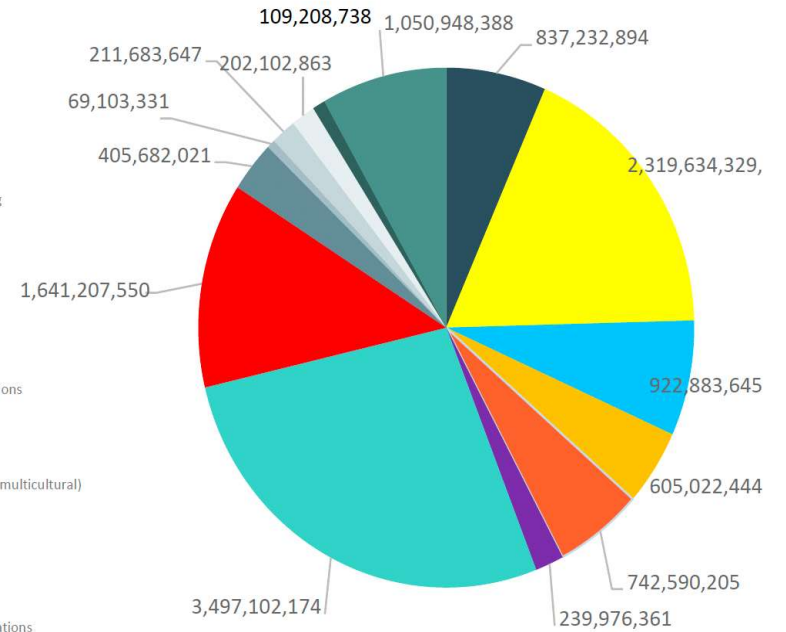
Placements

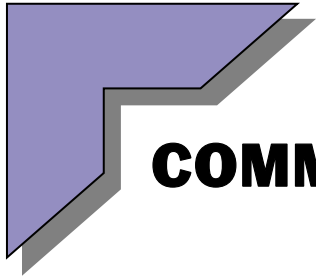
- Arts & Culture
- Events & Festivals
- Hotels & Lodging
- Makers & Shopping
- Outdoors
- Portland Region
- Neighborhoods
- Activities & Attractions
- Food & Drink
- Transportation
- Diversity (LGBTQ+, multicultural)
- Meetings & Conventions
- Nightlife
- Family-friendly



Impressions

- Arts & Culture
- Hotels & Lodging
- Events & Festivals
- Makers & Shopping
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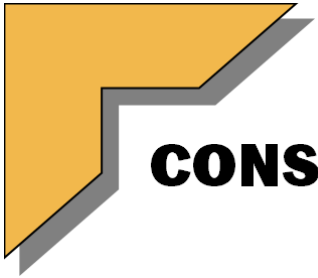


COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
December 2022	Smart Meetings	Portland's Most Livable City Designation Reflects Steps to Ensure Public Safety	Online	33,090	1
December 2022	Smart Meetings	Reduce and Reuse: Meeting Spaces Go Green	Online	33,090	1
December 2022	Groups Today	Top Destinations to Consider in 2023	Online	7,000	1
November 2022	Prevue	Dynamic Spaces	Print	37,800	1
Total				110,980	4

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

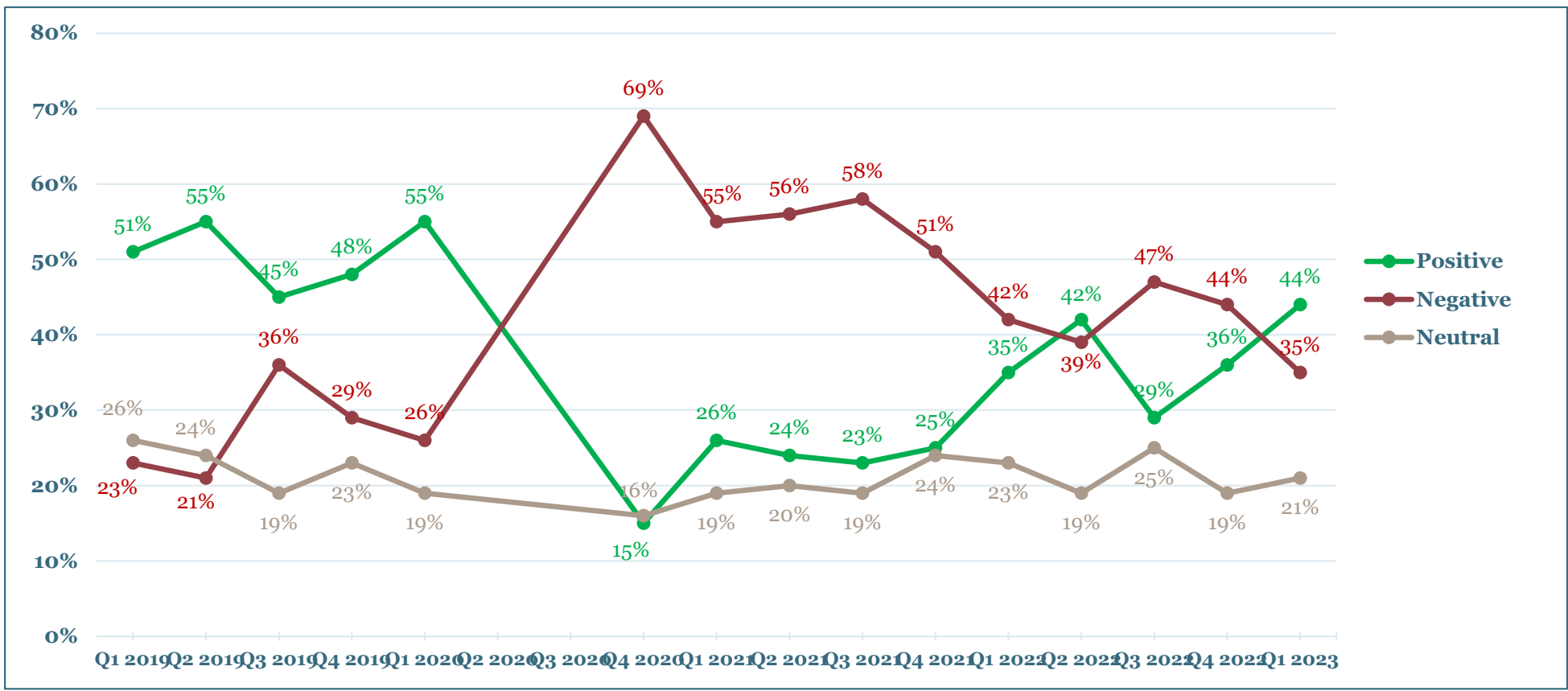
PITCHES DELIVERED	
1	"PDX as a neighborhood" focusing on the local and unique aspects of the airport.
2	"New Experiences in Old Places" in Portland, focusing on the rich history of Portland and historical buildings around town.
3	My People's Market importance of incorporating the market into the Portland community and conferences.
4	What is new to Portland in 2023, focusing on lodging updates, new attractions and events in the upcoming year.
5	Booming brewery industry in Portland, discussing new spots, self-guided tours and even food carts to do pairings with.
6	Q&A with Corporate & Incentive Travel Magazine with Convention Sales Director Dione Williams.
7	Q&A with Trade Show Executive Magazine where Craig Stroud shared some updates to the Oregon Convention Center.
8	PCMA Chapter Newsletter DC with Tracey Chapman on Portland's Pandemic Challenges.
9	Q&A with Northwest Meetings + Events with Desiree Everett regarding TIME Magazine's article on World's Greatest Places.
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	



CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

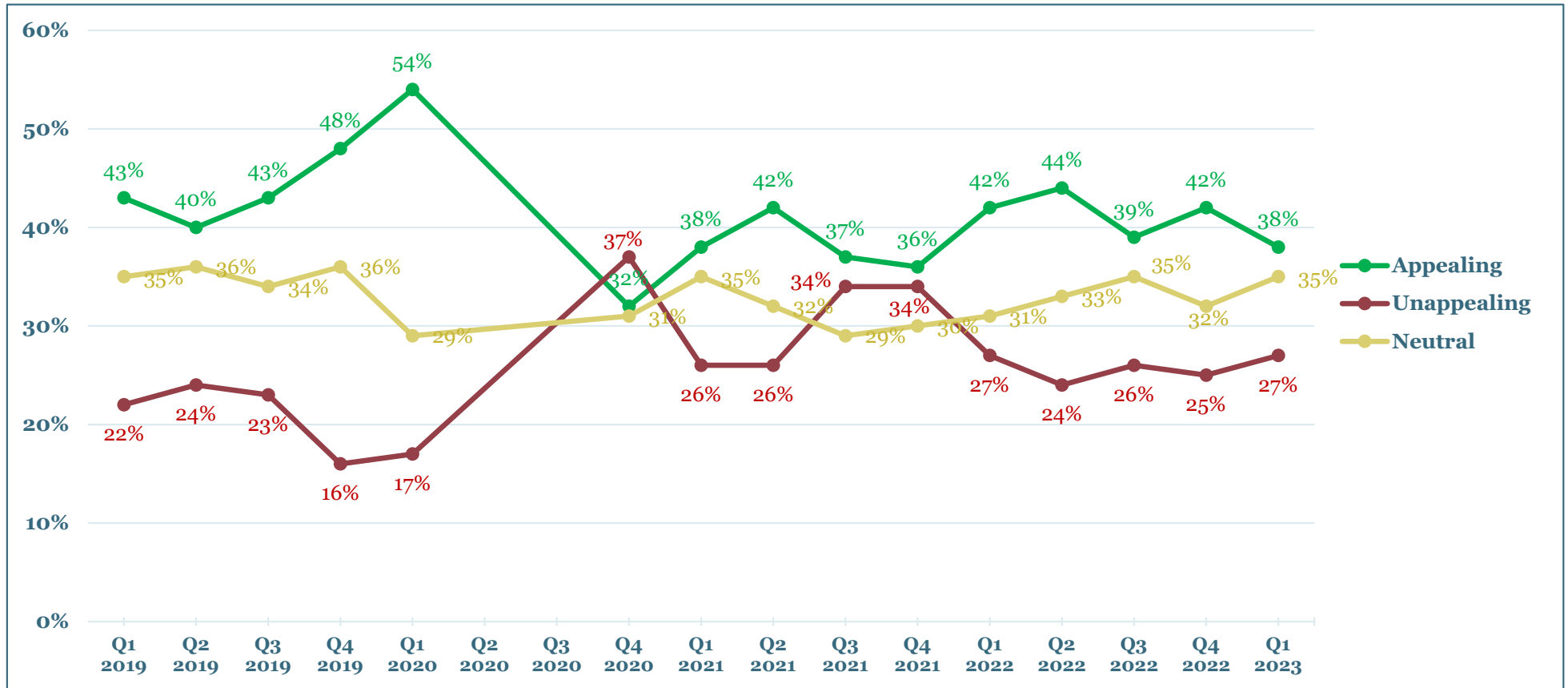
Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

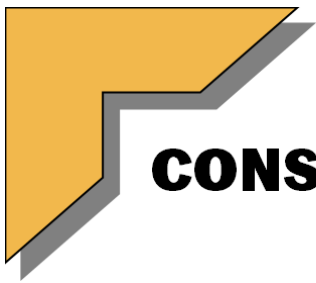


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





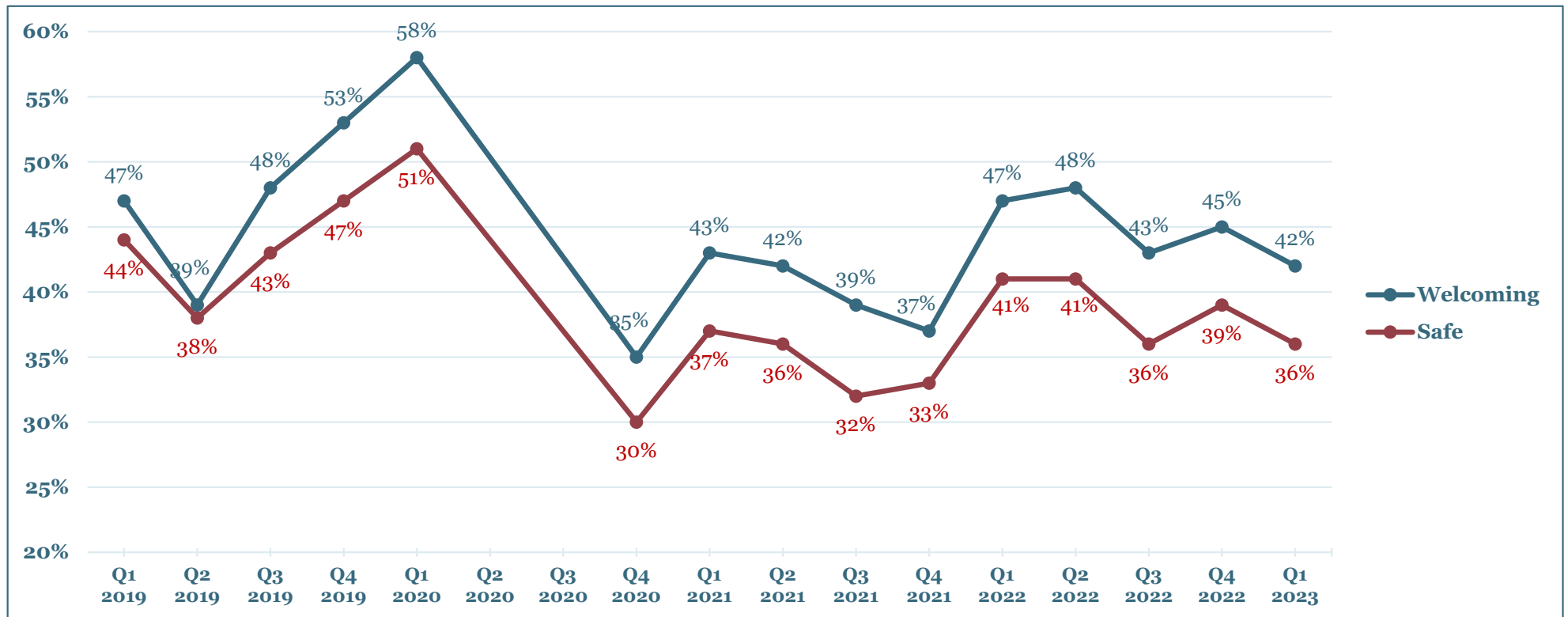
CONSUMER SENTIMENT

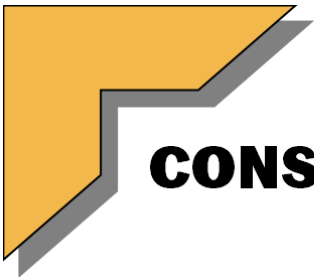
PORTLAND CONSUMER RESEARCH

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

VS.

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

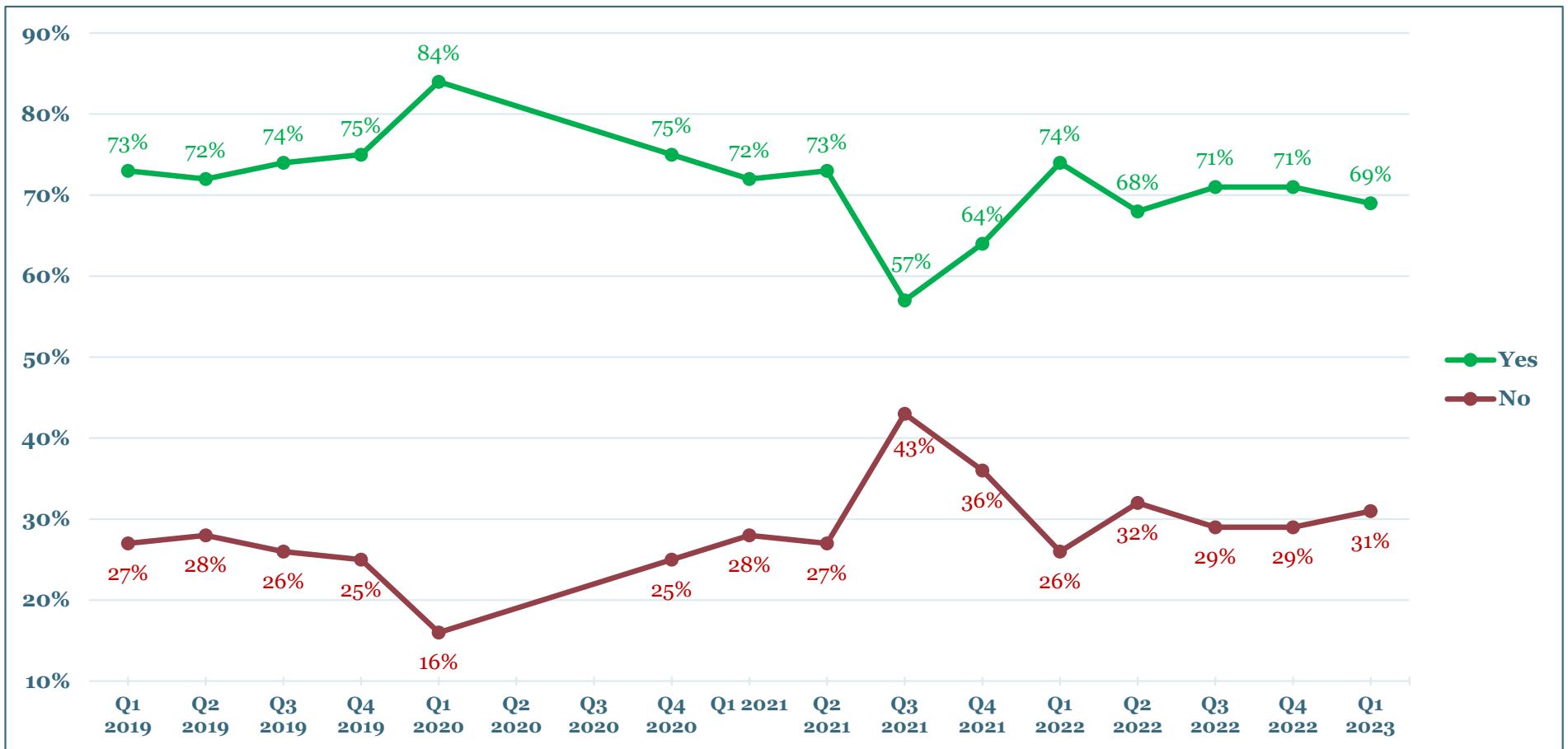


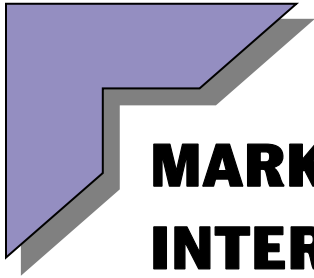


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	1,080,701	2,477,725
International Visits	75,092	190,735
Referrals	345,667	795,084
Business and Event Detail Views	951,441	2,040,007
TravelPortland.com/meetings		
Venue Finder Page Views	705	1,596

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. Benchmark Year.



DIVERSITY EMPLOYMENT STATISTICS 2022-23

TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

	December 31, 2022		Second Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	7	13	54%	40-60%	Monitor
First/Mid Level Manager	3	4	75%	40-60%	Monitor
Professionals	16	22	73%	40-60%	Monitor
Sales Workers	9	9	100%	40-60%	Monitor
Admin Support Workers	12	13	92%	40-60%	Monitor
Total	47	61	77%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	3	13	23%	15-33%	Monitor
First/Mid Level Manager	2	4	50%	15-33%	Monitor
Professionals	5	22	23%	15-33%	Monitor
Sales Workers	3	9	33%	15-33%	Monitor
Admin Support Workers	6	13	46%	15-33%	Monitor
Total	19	61	31%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2022-23

HIRING

Job Posting Locations	The Skanner	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League of Portland	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	AllDiversity.com
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	Travel Portland website
	LGBTConnect.com	H-Careers	PDX Women in Tech
Black Travel Alliance	Mac's List		
Current Employees residing in MERC FOTA		12	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$237,488
--	-----------

PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1454	267	170	224

COBID PURCHASING PARTICIPATION FY 2022-23 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$656,652	\$2,849,709	23%
Self-Reported	\$350,055	\$2,849,709	12%
Total	\$1,006,707	\$2,849,709	35%

For the last 34 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

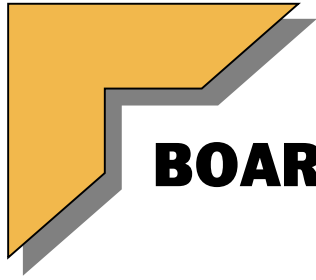
	Annual Budget	MERC QTR Ending 12-31-22	TID/TLT QTR Ending 12-31-22	Subtotal QTR Ending 12-31-22	Sum MERC YTD 06-30-23	Sum TID/TLT YTD 06-30-23	Sum of YTD 06-30-23	Percent
Expenses								
<u>MERC Supported - Professional Services</u>								
Professional Services								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	1,666,025	442,959	6,975	449,934	841,205	6,975	848,180	50.91%
<u>Program Support</u>								
Subtotal - Program Support	249,904	62,476	0	62,476	124,952	0	124,952	50.00%
<u>Research</u>								
Subtotal - Reserach Professional Services	82,875	41,693	0	41,693	41,693	0	41,693	50.31%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	252,050	90,805	0	90,805	173,461	0	173,461	68.82%
Other Contractual Professional Services								
Subtotal - Other Contractual Professional Services	167,550	33,239	42,841	76,080	123,612	42,841	166,453	99.35%
<i>Total - MERC Supported - Professional Services</i>	<i>2,418,404</i>	<i>671,170</i>	<i>49,816</i>	<i>720,986</i>	<i>1,304,922</i>	<i>49,816</i>	<i>1,354,738</i>	<i>56.02%</i>
Other Non-Contractual Professional Services								
<i>Total - Other Non-Contractual Professional Services</i>	<i>0</i>	<i>0</i>	<i>75,633</i>	<i>75,633</i>	<i>0</i>	<i>155,621</i>	<i>155,621</i>	<i>0.00%</i>
<u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	155,000	3,244	0	3,244	7,127	0	7,127	4.60%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	152,500	9,728	0	9,728	101,185	0	101,185	66.35%
<u>Trade Shows and Industy Events</u>								
Subtotal - Industry Trade Shows and Events	641,714	136,287	34,393	170,680	393,424	34,393	427,816	66.67%
<u>Familiarization Tours & Site Visits</u>								
Subtotal - Familiarization Tours	305,000	145,887	16,610	162,497	199,417	16,610	216,027	70.83%
<u>Other Programs</u>								
Subtotal - Other Programs	409,500	54,928	22,729	77,658	166,271	22,729	189,000	46.15%
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>1,663,714</i>	<i>350,074</i>	<i>73,732</i>	<i>423,806</i>	<i>867,423</i>	<i>73,732</i>	<i>941,155</i>	<i>56.57%</i>
Other Departments - MERC Supported POW								
<u>Convention Services - Other Programs</u>								
Subtotal - Con Svcs - Other Programs	250,000	81,504	17,526	99,030	155,632	17,526	173,158	69.26%
<u>Research - Other Programs</u>								
Subtotal - Research - Other Programs	225,000	40,020	0	40,020	101,815	0	101,815	45.25%
<u>DEI - Other Programs</u>								
Subtotal - DEI - Other Programs	100,000	14,206	15,386	29,591	100,000	15,386	115,386	115.39%
<u>Communications/PR</u>								
Subtotal - Comm/PR - Other Programs	100,000	53,174	0	53,174	65,048	0	65,048	65.05%
<u>Marketing</u>								
Subtotal - Marketing - Other Programs	150,000	0	390,698	390,698	150,000	575,051	725,051	483.37%
<i>Total Other Depts MERC Supported Program of Work</i>	<i>825,000</i>	<i>188,903</i>	<i>423,610</i>	<i>612,513</i>	<i>572,494</i>	<i>607,962</i>	<i>1,180,456</i>	<i>143.09%</i>
<i>Grand Total</i>	<i>4,907,118</i>	<i>1,210,148</i>	<i>622,791</i>	<i>1,832,939</i>	<i>2,744,839</i>	<i>887,131</i>	<i>3,631,969</i>	<i>74.01%</i>

Travel Portland
Income Statement
(Statement of Financial Activities)

	Actual (Prior Year) YTD 12/31/2021 Column A	Actual YTD 12/31/2022 Column B	Budget YTD 12/31/2022 Column C	Actual (Prior Year) Full Year 6/30/2022 Column D	Approved Budget Full Year 6/30/2023 Column E
Revenue					
City/County Lodging Tax (1%)	2,078,376	2,900,322	3,249,091	3,897,343	5,548,257
Tourism Improvement District (TID = 2% + 1%)	6,015,335	9,092,769	9,327,194	11,694,495	16,543,355
MERC (OCC Contract)	1,200,000	2,453,559	2,453,550	2,172,000	4,907,118
Partnership Dues	109,124	120,684	0	238,148	0
Fees Earned & Other Income	83,762	369,924	156,498	-509,686	313,000
EDA Grant	0	45,295	112,500	37,194	225,000
Trade-Out/In-Kind	0	0	0	3,235	0
Cooperative Programs	201,092	-4,000	75,000	200,254	150,000
Regional RCTP (from Travel Oregon)	864,411	1,853,015	1,812,264	2,207,588	3,624,542
Regional Recovery & Stabilization Fund (From Travel Oregon)	618,429	0	0	618,429	0
Cultural Tourism	109,528	166,516	106,002	211,544	212,000
Visitor Development Fund (VDF)	0	0	0	0	0
Total Revenue	11,280,057	16,998,083	17,292,099	20,770,545	31,523,272
Expenses					
Convention Sales and Research	1,742,018	3,526,876	3,850,056	4,059,399	7,700,000
International Affairs	155,106	413,668	514,968	462,771	1,045,000
Marketing	2,937,634	4,942,697	4,753,007	7,927,157	9,816,391
Communications/PR	233,240	571,599	775,806	625,477	1,648,251
Regional RCTP (from Travel Oregon)	864,411	1,853,015	1,812,282	2,207,588	3,624,542
Convention Services, Housing, and Events	285,963	648,280	703,989	810,181	1,412,000
Community Engagement/DEI/VC	329,511	657,300	1,054,284	719,390	2,508,531
Program Support	2,556,999	1,883,815	2,883,459	4,576,835	5,394,208
Total Expenses	9,104,882	14,497,249	16,347,851	21,388,798	33,148,923
<i>Net Surplus/(Deficit)</i>	<i>2,175,176</i>	<i>2,500,834</i>	<i>944,248</i>	<i>-618,253</i>	<i>-1,625,651</i>

Travel Portland
Balance Sheet
(Statement of Financial Position)

	Actual Prior Period YTD 11/30/2022 Column A	Actual Current YTD 12/31/2022 Column B	Change MTM Percentage Column C	Actual Prior YTD 12/31/2021 Column D	Change YOY Percentage Column E
Assets					
*Cash and Cash Equivalents	9,407,732	8,657,730	-9%	8,255,534	5%
*Investments	4,837,612	4,756,995	-2%	5,418,747	-12%
Accounts Receivable	2,900,188	2,412,479	-20%	4,673,547	-48%
Prepaid Assets	1,055,609	1,067,373	1%	1,098,038	-3%
Fixed Assets, net	1,326,344	1,286,617	-3%	1,344,056	-4%
Other Assets	5,674	6,617	14%	2,567	158%
Total Assets	19,533,160	18,187,810	-7%	20,792,490	-13%
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	763,332	597,983	-28%	1,322,275	-55%
Accrued Personnel	2,048,612	2,032,969	-1%	1,767,300	15%
Deferred Revenue	26,930	49,514	46%	-76,596	-165%
*Other Fiduciary Liabilities - RCTP/RRSF	1,934,101	1,771,527	-9%	3,751,099	-53%
Loan Liability	0	0	0%	0	0%
Total Liabilities	4,772,976	4,451,993	-7%	6,764,077	-34%
Net Assets					
Undesignated	10,378,852	9,354,484	-11%	9,647,080	-3%
Board Designated - Operating Reserve	4,381,333	4,381,333	0%	4,381,333	0%
Total Net Assets	14,760,185	13,735,817	-7%	14,028,413	-2%
Total Liabilities and Net Assets	19,533,160	18,187,810	-7%	20,792,490	-13%



BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andueza	Ana	CFO Advisory Services	Treasurer	Budget and Finance Committee
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		
Burnett	Becky	Host2Host/Hive Hospitality		
Daley	Mike	Sheraton Portland Airport Hotel	Past Chair	Tourism Improvement District Committee
Dawes	Alex	Embassy Suites by Hilton Portland Downtown		
Faustin	Bertony	Abbey Creek Vineyard		
Fleming	Peter	Enterprise Holdings	Chair	
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		
Holt	Charles	The Mark Spencer Hotel	Chair-elect	Nominating Committee
Huffman	Kurt	ChefStable		
Kafoury	Deborah	Multnomah County		
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crown Plaza Portland - Downtown Convention Center		
Maldonado	Laura	Kimpton RiverPlace Hotel		
Mapps	Mingus	City of Portland		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront	Vice Chair	
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		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	Linda	Rapporto		Partner Services Committee

MERC Commission Meeting

April 5, 2023
12:30 pm

Expo Futures Project Update

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

2ND QUARTER 2022-23
APRIL 5, 2023

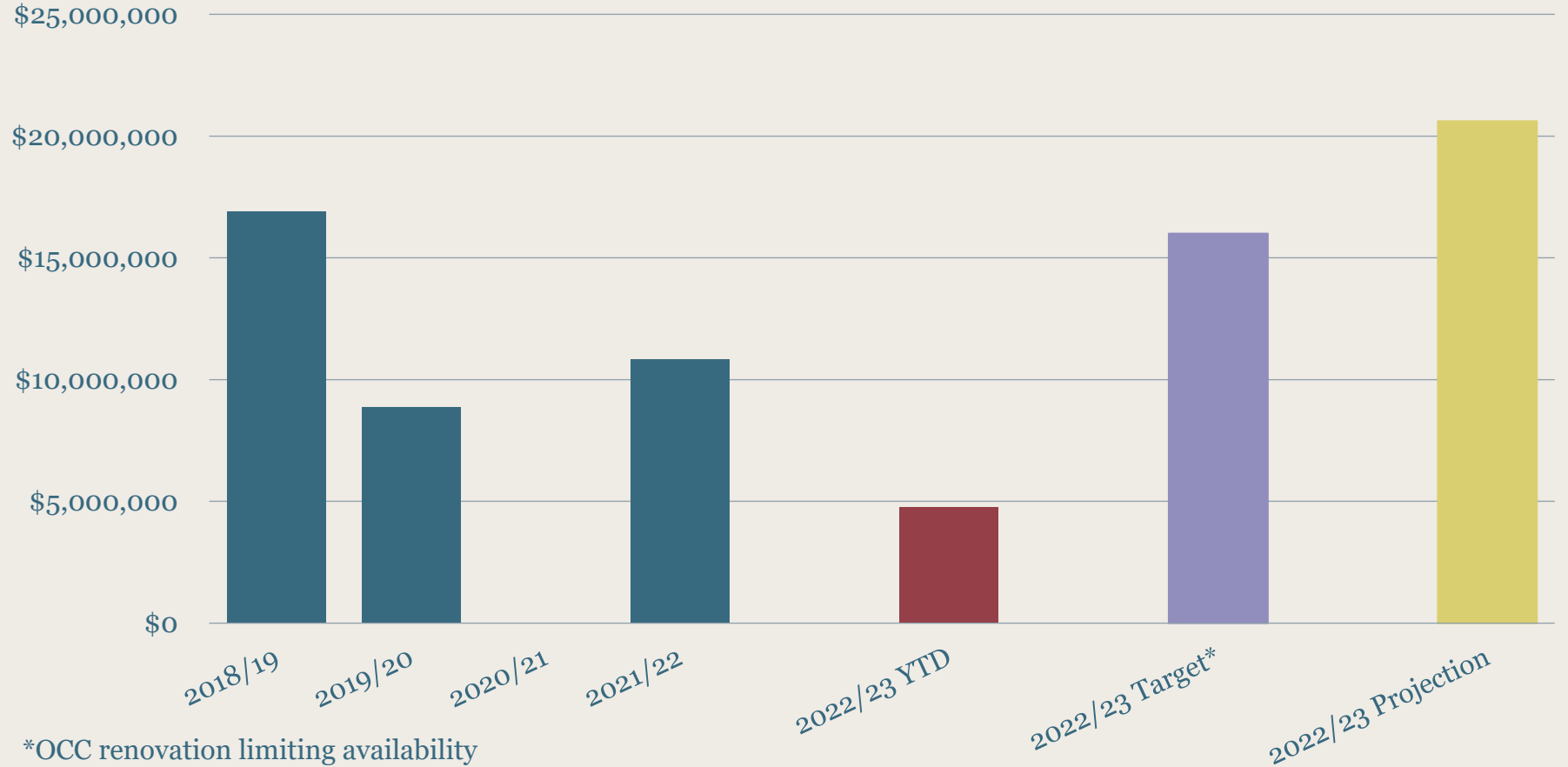
OREGON CONVENTION CENTER

TRAVEL
PORTLAND

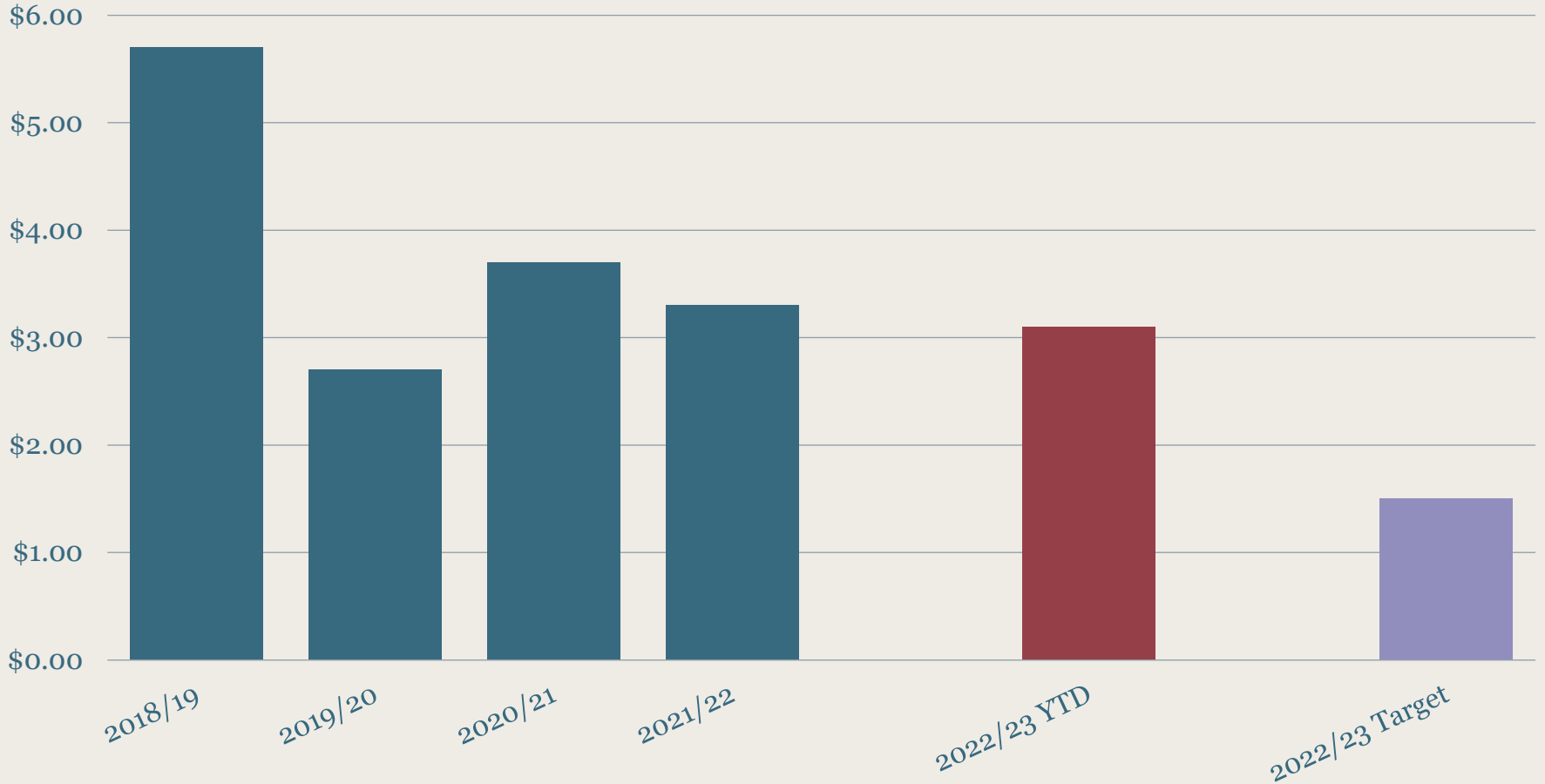
**OREGON CONVENTION CENTER BOOKING REVENUE
FROM TRAVEL PORTLAND BOOKINGS**

	OCC Revenue	Annuals	Total Potential Future Business
FY 22/23	\$ 20,561,297	\$ 51,096	\$ 20,612,393
FY 23/24	\$ 16,860,741	\$ 1,638,999	\$ 18,499,740
FY 24/25	\$ 9,194,405	\$ 2,427,676	\$ 11,622,081
FY 25/26	\$ 5,780,891	\$ 2,098,201	\$ 7,879,092
FY 26/27	\$ 2,772,347	\$ 2,427,676	\$ 5,200,023
FY 27/28	\$ 502,011	\$ 2,098,201	\$ 2,600,212
FY 28/29	\$ 534,267	\$ 2,427,676	\$ 2,961,943
FY 29/30	\$ 843,896	\$ 2,098,201	\$ 2,942,097
FY 30/31	-	\$ 2,427,676	\$ 2,427,676
TOTAL	\$ 57,049,855	\$ 17,695,402	\$ 74,745,257

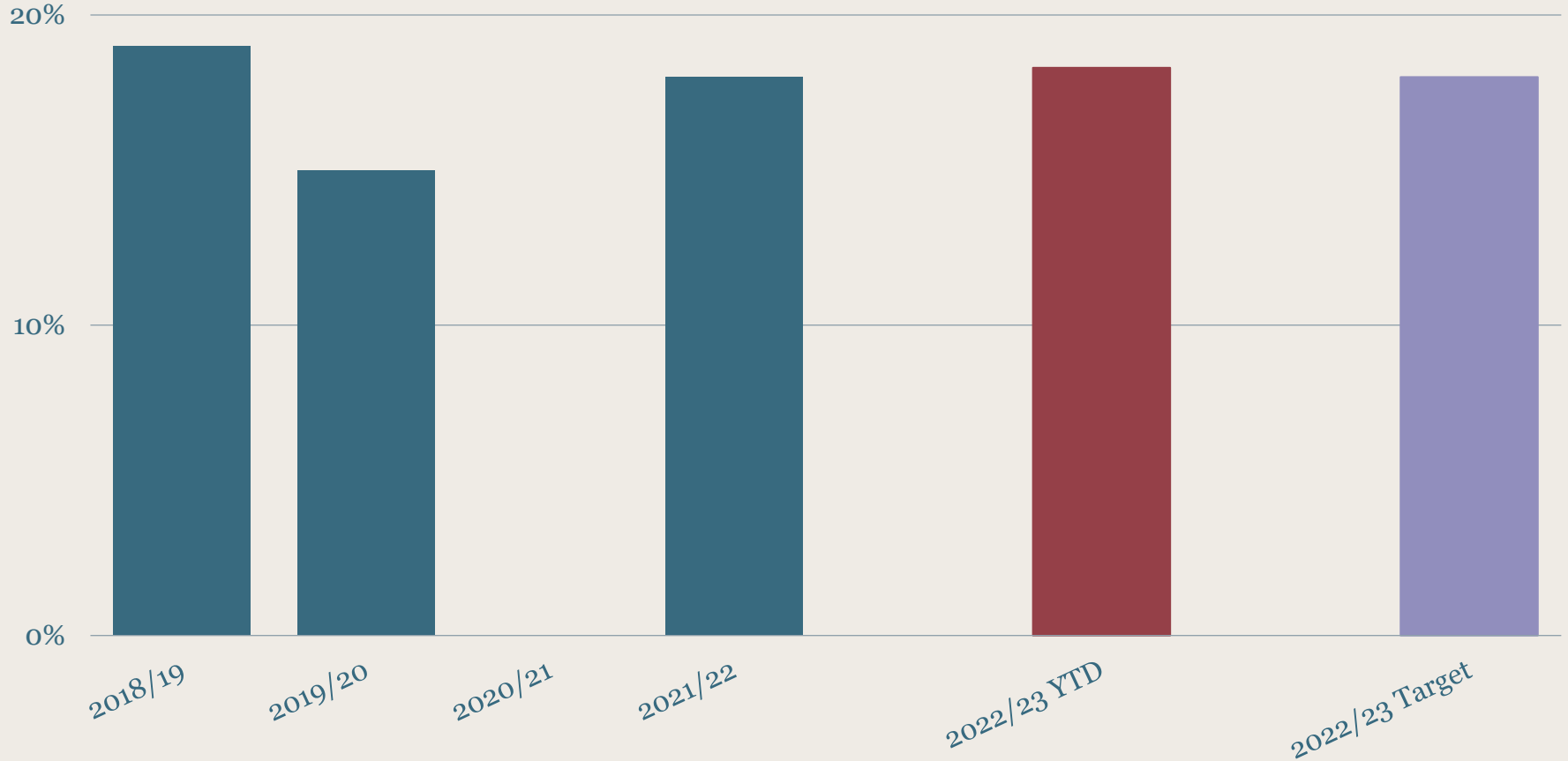
Actual OCC Revenue Realized-Current



ROI On Future OCC Revenue Generated

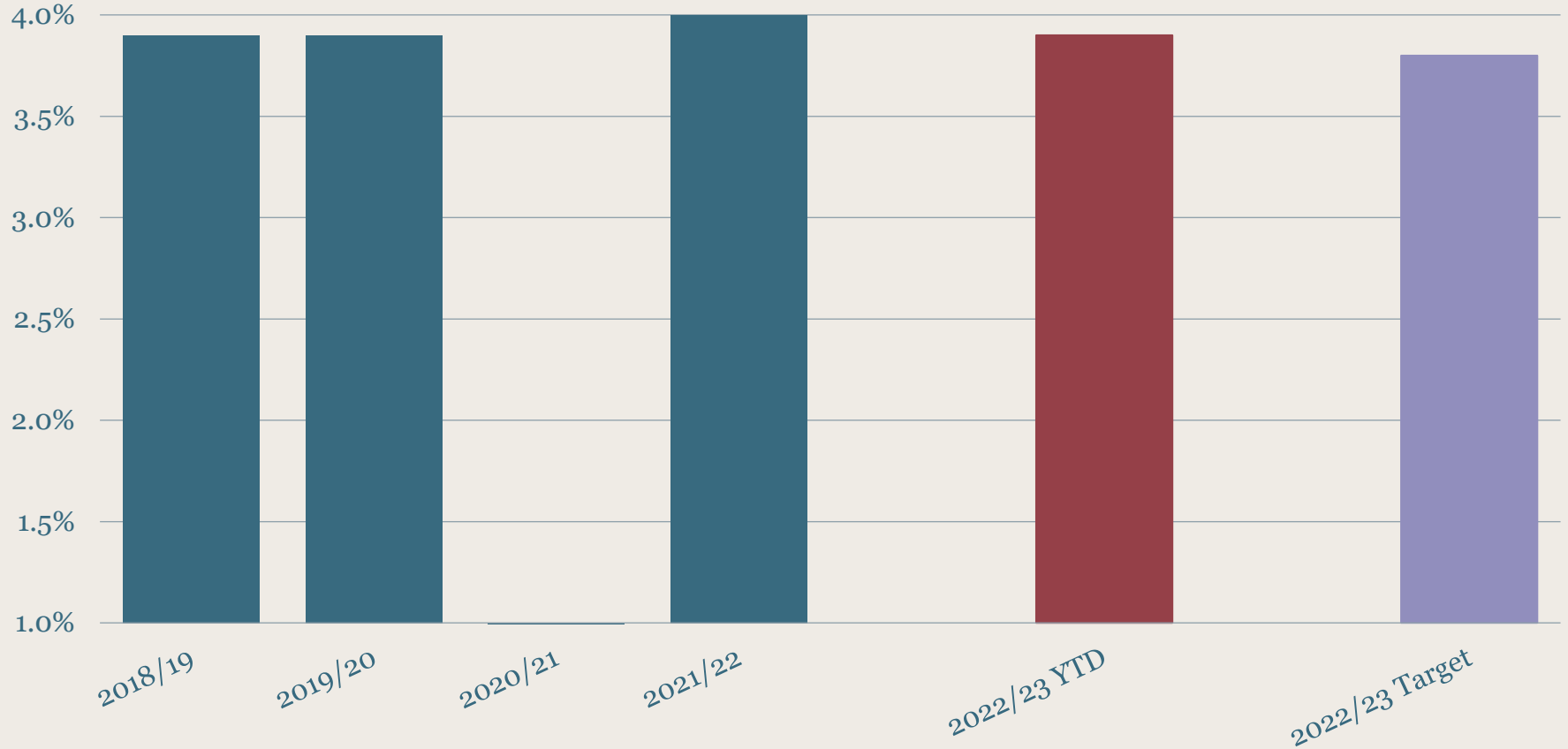


OCC Lead Conversion

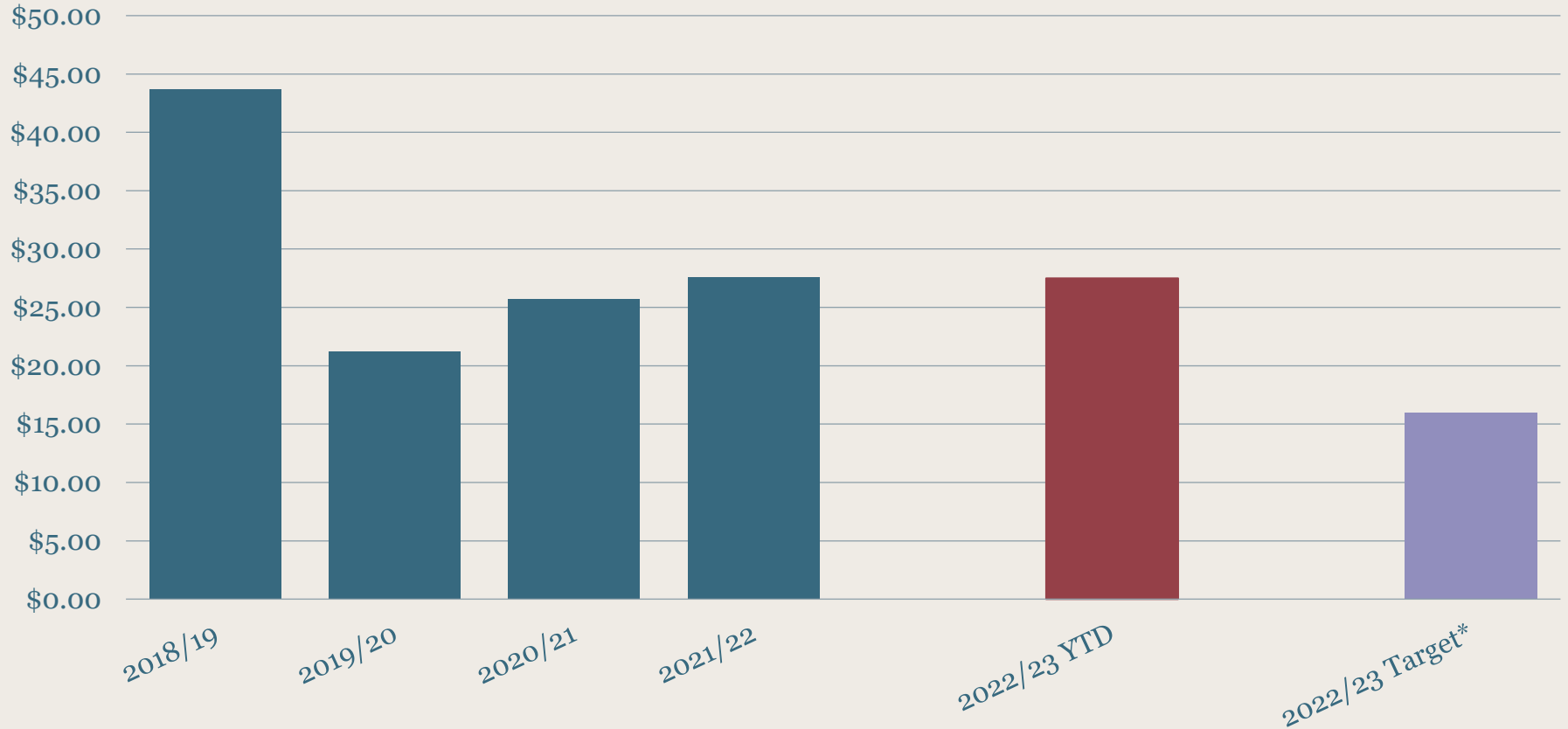


Beginning FY22 the lead conversion reflects the new Future Pace OCC Lead Conversion, rather than single hotel and OCC.

Convention Services Satisfaction Survey Score



ROI On Total Community Economic Impact



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

DECEMBER 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	58.5%	52.1%	\$138.89	\$117.28	\$81.22	\$61.08		
% OF CHANGE	12.3%		18.4%		33.0%		36.2%	15.0%
PORTLAND CENTRAL CITY	50.7%	38.3%	\$162.50	\$143.36	\$82.45	\$54.91		
% OF CHANGE	32.5%		13.3%		50.2%		67.1%	47.4%

PROGRAM OF WORK

FY 2022-23
2nd Quarter

Program
October 2022
Connect Faith
Destination Celebration - Indianapolis
Destination Celebration - Minneapolis
IMEX America
ASAE Five Star
Professional Conference Managers Association Exhale
IEEE Convene
November 2022
Association Forum Healthcare Collaborative Summit
Fall CDX 2022
Connect West
Connect Texas Marketplace
HPN Global Annual Partner Conference
ASAE Partnership Summit
National Coalition of Black Meeting Professionals
Connect Winter Marketplace
Holiday Showcase
December 2022
Winter Familiarization Trip
PCMA Southeast
ConferenceDirect CEO Summit

PROGRAM OF WORK

FY 2022-23
3rd Quarter

Program
January 2023
PCMA Convening Leaders
RCMA Emerge
Northstar IPEC
CESSE CEO
February 2023
Assoc. Forum Healthcare Collaborative Summit
Meet New York
March 2023
Meetings Industry Council (MIC) of Colorado
MPI Cascadia
Destinations DC Showcase
PCMA Visionary Awards
ConferenceDirect Annual Partner Meeting
Sports ETA Women's Summit + Symposium
Assn. Forum - Women's Executive Forum

PUBLIC RELATIONS UPDATE



MERC	2ND QUARTER	YTD
Placements	4	7
Impressions	110,980	614,752

OUTLET	ARTICLE	DATE
Smart Meetings	Portland's Most Livable City Designation reflects steps to ensure public safety	December 22
Smart Meetings	Reduce and Reuse: Meeting Spaces Go Green	December 22
Groups Today	Top Destinations to Consider in 2023	December 22
Prevue	Dynamic Spaces	November 22

Media Relations Dashboard

Media visits:

Total media visits this FY: 83 (+45 from AFAR Magazine retreat)

EDI Media engagements:

Media engagements this year to date (EDI): 601

TARGETED DOMESTIC MEDIA	Q2	YTD	Target Benchmark
Placements	92	179	200
Impressions	1,850,505,299	2,659,985,449	3.14B

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

Cosmo

11111 The Cosmo Food Guide

This Is Your Sign to Book a Food Trip to Portland

If only to understand what a micro-restaurant actually is? But also, obviously, to take in all the innovative eats this food-centric Oregon city keeps delivering.

BY KRISTY ALPERT



Best for Drink-Based Snacks
Mama Dôt
You'll need to arrive early to nab takeout from this popular spot (you may already know it from a little show called *Street Food on Netflix*?). Chef Thuy Pham's banh mi are filled with vegan "pork" and her bao buns are drizzled in garlicky "phish sauce," but it's her pandan strawberry whoopie pies that'll end up on your IG Story.




Best Family-Style Eats
kann
Prepared-to-be-shared dishes like coffee-soaked smoked beef ribs are a nod to chef Gregory Gourde's lens, that Gregory, from Top Chef's Italian heritage. Advise your group: not to skip on the sides (joy with us: More plz, please!) and to also save room for Gourde's famous flame-kissed pineapple upside-down cake.

48 | *Connoisseur* | ISSUE 7

Conde Nast Traveler

NORTH AMERICA > UNITED STATES > OREGON > PORTLAND



Nick Wilgorn/Getty

FOOD & DRINK

Portland, Oregon, Is Having a New Kind of Coffee Moment

In the city, the fourth wave coffee movement has a new focus: on education, snob-free experiences, and more people of color owning coffee shops that tap into their heritage.

BY GABRI PIRRO
October 13, 2023

United Airlines

LAKE COMO • BILLY EICHNER • WELLNESS

Hemispheres

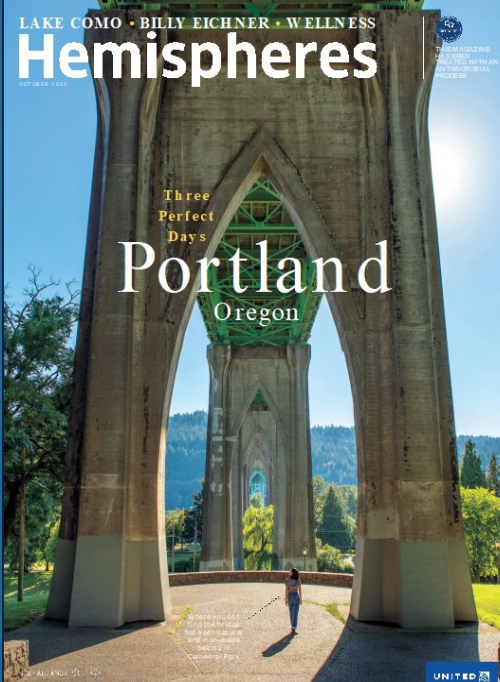
OCT 08 2023

Three Perfect Days

Portland Oregon

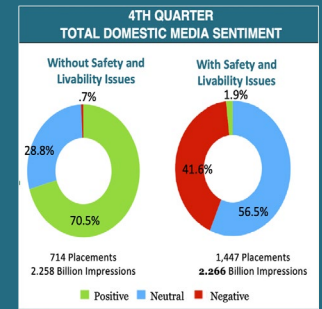
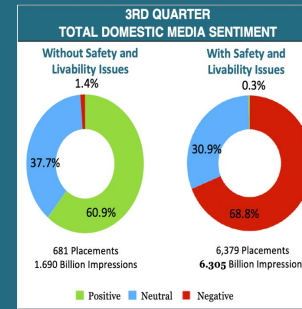
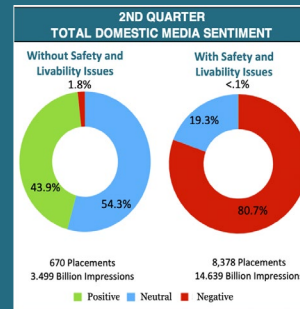
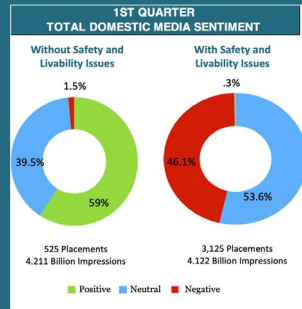
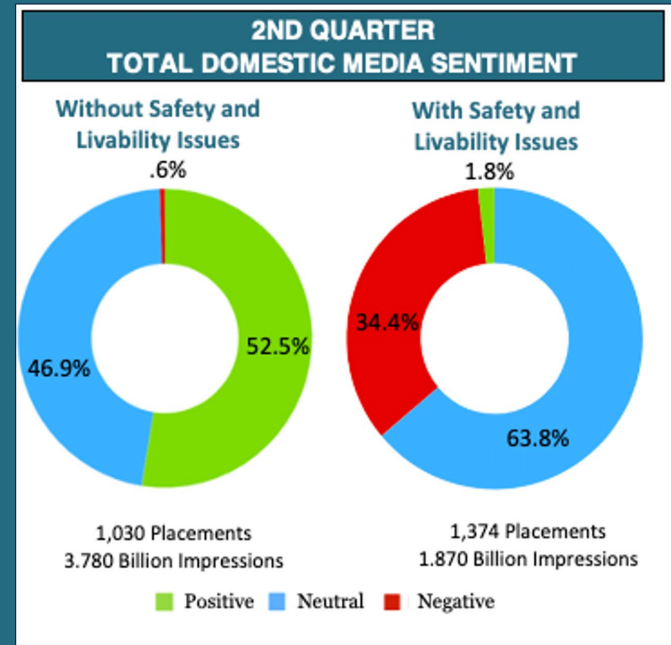
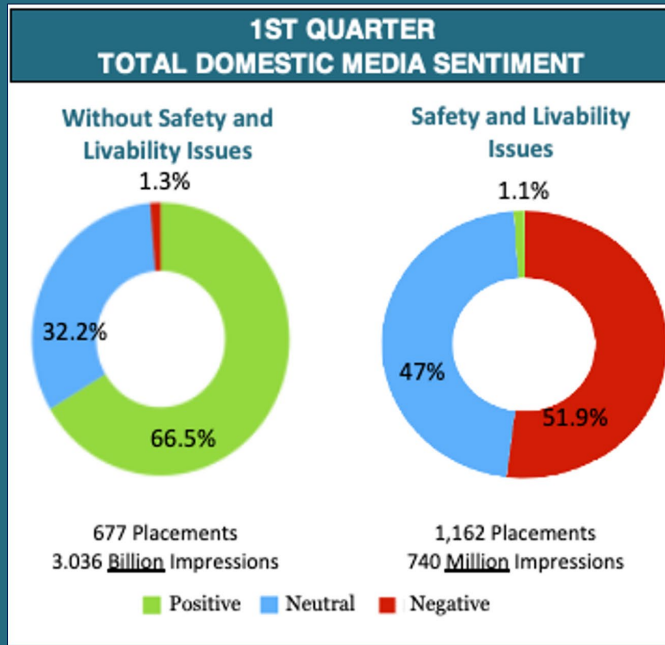
More people in the bridge than in the park and in a small hotel in the center of town.

LAKE COMO • BILLY EICHNER • WELLNESS



UNITED

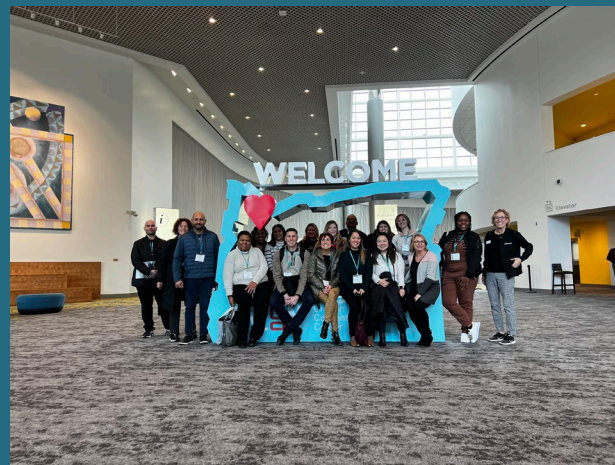
Evolving Media Narrative



CONVENTION SALES UPDATE



Portland FAM December 2022



PCMA Convening Leaders Columbus, Ohio January 2023



VDF CITYWIDE GROUP SPECIAL REQUEST - UPDATE

- Association for Molecular Pathology May 2026 8,320 Room Nights
- NAACP July 2026 7,201 Room Nights
- Berkshire Home Services March 2027 9,000 Room Nights
(Portland Site Tour April 19-21, 2023)
- American College of OBGYN May 2027 10,320 Room Nights

FAM Hosting:

- Emerald ACE January 2024
- Conference Direct CDX Summer/Fall 2024
- National Coalition of Black Meeting Planners November 2025

CONVENTION SALES PACE REPORT

January 2023 Pace Report

Monthly Production (Fiscal Year)				
	Definite		Tentative	
	Number of Groups	Number of Room Nights	Number of Groups	Number of Room Nights
January 2023	17	3,052	85	62,822
January 2022	32	12,249	66	64,368
July 2022-January 2023 Current YTD (Net of in-year cancels)	186	122,194	485	595,758
July 2021-January 2022 Previous YTD (Net of in-year cancels)	133	68,962	369	354,351

THANK YOU

TRAVEL
PORTLAND

