

travel
PORTLAND

**FIRST QUARTER REPORT
2008-2009**

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EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- Travel Portland booked 13 OCC conventions with estimated OCC revenue over \$2 million and economic impact of almost \$13 million for the first quarter 2008/2009.
- Travel Portland's convention services team, while servicing 18 groups meeting at OCC during the quarter, also conducted 13 OCC related site tours and supplied 61,940 pieces of pre-convention promotional materials.
- Travel Portland helped to generate over \$735,685 in MERC/OCC combined media coverage during the 1st quarter.

TRENDS, SUCCESSES, OBSTACLES:

- Strong results were achieved during the quarter, and Travel Portland's sales activities indicate a strong future booking pace with anticipated OCC revenue in excess of \$5.3 million for fiscal year 2008/2009 and over \$5.6 million for 2009/2010.
- The lost business report indicates that for OCC business, the hotel package remains a primary reason for lost business. For the 1st quarter of 2008/2009 17 groups of business were lost for that reason with an economic impact loss of \$31 million.
- Annual room tax receipts are up 21.6 percent over last year at this time due to rollover of last fiscal year's collection to this fiscal year.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$2,107,522	\$5.75 million
#2	ROI on future OCC business	1.95	2.0 - 2.5
#3	Lead conversion	50%	28% - 31%
#4A	Services performance survey	100% - Excellent/Good	96%
#4B	Develop a new tool/survey/method to measure Convention Services performance by June 30, 2009	In process	
#5	ROI on public relations/media	60.53	6.5
#6	Community economic impact	43.91	47.0

CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on Travel Portland Convention and Marketing	89.11	47.00
B.	ROI Leisure Programs	10.78	17.00

CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 08/09	\$ 4,615,518	\$ 732,326	\$ 5,347,844
FY 09/10	\$ 3,966,904	\$ 1,697,061	\$ 5,663,965
FY 10/11	\$ 2,643,237	\$ 1,882,758	\$ 4,525,995
FY 11/12	\$ 1,213,390	\$ 1,697,061	\$ 2,910,451
FY 12/13	\$ 787,304	\$ 1,882,758	\$ 2,670,062
FY 13/14	\$ 171,952	\$ 1,697,061	\$ 1,869,013
FY 14/15	\$ 417,214	\$ 1,882,758	\$ 2,299,972
FY 15/16	\$ -	\$ 1,697,061	\$ 1,697,061
FY 16/17	\$ 171,952	\$ 1,882,758	\$ 2,054,710
FY 17/18	\$ -	\$ 1,697,061	\$ 1,697,061
FY 18/19	\$ -	\$ 1,882,758	\$ 1,882,758
FY 19/20	\$ -	\$ 1,697,061	\$ 1,697,061
Total	\$ 13,987,471	\$20,328,482	\$ 34,315,953

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	10	10	
Repeat OCC Bookings	3	3	
Total OCC Bookings	13	13	
Room Nights from OCC Bookings	27,049	27,049	
OCC Revenue from OCC Bookings (FY 2008/09) thru FY 2016/17)	\$ 1,420,079	1,420,079	
ROI OCC Bookings	\$ 1.95	\$ 1.95	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 11,760,000	\$ 11,760,000	
Total Room Nights Booked	61,596	61,596	
Total Community Economic Impact from Bookings	\$ 31,983,000	\$ 31,983,000	
ROI on Total Community Economic Impact	\$ 43.91	\$ 43.91	47.0 to 1
OCC Revenue from OCC Bookings (FY 2008/09)	\$ 2,107,522	\$ 2,107,522	\$ 5.75 million

Travel Portland First Quarter 2008-09 Report

For City of Portland

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CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF OCTOBER 1, 2008					
	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13 and beyond
Current	39	28	14	5	6
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 05/06 – FY 08/09)	39	21	13	9	9

1ST QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
Subtotal FY 08/09	8	14,388	22,850	\$ 887,138	\$ 7,042,000
Subtotal FY 09/10	3	3,040	2,300	\$ 317,856	\$ 2,198,000
Subtotal FY 10/11	1	4,101	1,200	\$ 80,333	\$ 1,206,000
Subtotal FY 11/12	1	5,520	1,250	\$ 134,752	\$ 1,314,000
Total OCC Bookings	13	27,049	27,600	\$ 1,420,079	\$ 11,760,000

1ST QUARTER - SINGLE HOTEL BOOKINGS				
YEAR	GROUPS	TOTAL ROOM NIGHTS	ROOM TAX GENERATED	COMMUNITY ECONOMIC IMPRACT
Subtotal FY 08/09	79	18,654	\$ 294,850	\$ 10,875,000
Subtotal FY 09/10	15	5,776	\$ 91,297	\$ 4,531,000
Subtotal FY 10/11	7	8,623	\$ 136,297	\$ 4,319,000
Subtotal FY 11/12	1	498	\$ 7,872	\$ 166,000
Subtotal FY 14/15	1	498	\$ 7,872	\$ 166,000
Subtotal FY 17/18	1	498	\$ 7,872	\$ 166,000
Total Other Bookings	104	34,547	\$ 546,059	\$ 20,223,000

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	47	47	15	15	16	16
OCC Lost Leads due to OCC space & availability	4	4	1	1	1	1
OCC Lost Leads due to hotel package & availability	17	17	5	5	11	11
Lead Conversion Percentage	50%	50%	0%	0%	50%	50%
Annual Goal – 28% - 31%						
Last Year Actual – 28%						

1ST QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
	Groups	Reason	Total Room Nights	Attendees	Lost OCC EEI	Lost Community Economic Impact
Subtotal	17	HQ Hotel/Hotel Package	60,809	28,150	\$ 2,326,940	\$ 30,987,000
Subtotal	6	Geographic	15,760	11,750	\$ 952,715	\$ 7,632,000
Subtotal	4	Board Decision	3,185	5,800	\$ 474,488	\$ 3,374,000
Subtotal	4	Date Availability - OCC	9,758	8,200	\$ 502,390	\$ 4,606,000
Subtotal	4	Weak Local Support	20,735	9,450	\$ 491,348	\$ 7,137,000
Subtotal	3	Conference Cancelled - Not Happening	3,928	2,900	\$ 308,293	\$ 2,769,000
Subtotal	2	Selected Another Year	4,110	2,600	\$ 240,618	\$ 2,084,000
Subtotal	2	Perceived Destination Draw	4,470	1,900	\$ 169,814	\$ 1,094,000
Subtotal	1	Conference Cancelled - Moved to Another Year	1,509	1,400	\$ 125,908	\$ 1,329,000
Subtotal	1	Date Availability - Hotel	539	650	\$ 106,957	\$ 308,000
Subtotal	1	Flights-Cost/Availability	392	1,000	\$ 57,706	\$ 311,000
Subtotal	1	Rates/Cost - Hotel	2,325	1,500	\$ 115,348	\$ 1,000,000
Subtotal	1	Weather/Environmental Issues	11,700	3,500	\$ 269,993	\$ 7,455,000
Total OCC Losts	47		139,220	78,800	\$ 6,142,518	\$ 70,086,000

1ST QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival
O'Reilly Media, Inc.	1	Conference Cancelled - Not Happening	770	300	\$ 102,338	\$ 328,000	7/18/08

CONVENTION SALES

1ST QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
July - 2008	August - 2008	September - 2008
Council of Engineering and Scientific Society Executives (Detroit)	Meeting Professionals International - World Education Congress (Las Vegas)	Meeting Professionals International - Corporate Social Responsibility (Portland)
Oregon Society of Association Management/Meeting Professionals International-Oregon Chapter client event (Portland)	American Society of Association Executives (San Diego)	Green Meeting Industry Council board meeting (Portland)
Destination Marketing Association International (Las Vegas)	3-City Coalition Client Event (San Diego)	Hospitality Sales & Marketing Association International Affordable Meetings D.C. (Washington, D.C.)

CONVENTION SERVICES

CONVENTION SERVICES			
Activity Description	1st Quarter 2008-09	YTD 2008-09	PTYD 2007-08
Distribution of Promotional Pieces	61,940	61,940	54,744
Meeting Planning Assistance - Services Leads	399	399	263
Networking - Education/Professional Seminars	0	0	1
Pre-Convention Site Tours	18	18	11
Pre-Convention Attendance Building	17	17	7
Housing - Convention Room Nights	138	138	1,960

- Distributed 61,940 promotional pieces to convention delegates.
- Continued work is being done with the Benevolent Protective Order of the Elks (BPOE) as they have elected Housing Chairpersons for each state that are now doing individual site visits to their assigned hotels. The Elks will be in Portland, June 30 – July 10, 2009 with an estimated attendance of 10,000.
- Conducted eight additional site tours in the month of September with various meeting planners showcasing additional hotels, off-site venues for events as well as activities for their delegates once the convention is in town.
- Was heavily involved in the recent Travel Industry Association’s Marketing Outlook Forum which was held at the Oregon Convention Center, October 27 – 29, 2008. Travel Portland along with Travel Oregon co-sponsored the opening night reception at the Portland Art Museum. As well, Travel Portland provided an information booth to assist the attendees with restaurant reservations and overall city and regional information.
- During the 1st quarter, July – September 2008, Travel Portland’s Convention Services Department surveyed ten meeting planners who held meetings at the Oregon Convention Center (OCC). The surveys were conducted to allow meeting planners to rate their level of satisfaction with Travel Portland’s sales, services and housing staff, as well as OCC sales and services, and the overall performance of the city. Of the ten surveyed, three planners completed the survey. On the survey, Travel Portland’s sales, services and housing staff were rated excellent and met the meeting planner’s expectation. The survey is attached as Appendix 2.
- Travel Portland Convention Services Department is currently working with 330 active accounts, 90 of which are OCC groups.

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS			
Oregon Convention Center Groups			
Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips	Networking-Educational/Professional
Geological Society of America (October 2009)	American Numismatic Association (March 2009)	National Association of County Agricultural Agents (September 2009)	
Intel Corporation (July 2008)	National Association of County Agricultural Agents <i>(provided materials on two separate occasions)</i> (September 2009)	American Phytopathological Society (August 2009)	
Travel Industry Assocaiton (October 2008)	National Recycling Coalition (October 2009)	Society for College and University Planning (July 2009)	
Academy of Certified Hazardous Materials (August 2012)	Intel Corportation (July 2008)	Association of Zoos and Aquariums (September 2009)	
North American Association for Environmental Education (October 2009)	Society for College and University Planning (July 2009)	Benevolent & Protective Order of Elks (July 2009)	
Transportation Research Board (October 2009)	Association of Zoos and Aquariums (September 2009)		
International Society of Aboriculture (August 2012)			
National Associatio of State Directors of Migrant Education (May 2010)			
International Institute of Municipal Clerks (May 2012)			
Association of Classicial & Christian Schools (July 2010)			
Association of Institutional Research (May 2013)			
Meeting Planning Assistance - Services Leads - 199 leads distributed to Travel Portland partners assisting 18 OCC groups			
Distribution of Promotional Pieces - 21,155 promotional pieces were distributed to 11 OCC groups			

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS			
Non-Oregon Convention Center Groups			
Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips	Networking- Educational/Professional Seminars
National Button Society (August 2012)	Oregon Employment Department (April 2009)		
Council of Development Finance Agencies (May 2010)	Blinded Veterans Association (August 2009)		
Blinded Veterans Association (August 2009)	Catholic Charities <i>(provided materials on two separate occasions)</i> (September 2009)		
Green Meetings Industry Council (February 2009)	National Federation of Paralegal Associations (October 2010)		
Paralegal Educators (October 2009)	MI Hummel (September 2008)		
Society of Government Meeting Professionals (July 2008)	COMBASE (September 2009)		
Walden University (September 2008)	Oregon NASA Space Grant (October 2009)		
	Physician Assistant Education Association (November 2009)		
	American Dance Therapy Association (October 2009)		
Meeting Planning Assistance - Services Leads - 200 leads distributed to Travel Portland partners assisting 26 non-OCC groups			
Distribution of Promotional Pieces - 40,785 promotional pieces were distributed to 51 non-OCC groups			

MARKETING

MARKETING			
	Quarter	YTD	PYTD
Website: User Sessions	427,475	427,475	415,254
<i>Portland Travel Update</i> : click-through rate	4.46%	4.46%	6.96%
Big Deal: room nights (arrivals) at participating hotels	4,901	4,901	5,310
Marketing highlights			
Online marketing			
Online marketing: Ongoing development of GoSeePortland.com; outreach to Travel Update subscribers, giving them the opportunity to indicate personalized content preferences; development of Travel Portland blog (PortlandSpoke.com) and partner-to-partner site; participation -- in conjunction with regional partners in Washington, Clackamas and Columbia counties -- in Travel Oregon/Oregon Bounty advertising campaign on Travelocity.com (regional investment: \$30,000).			
Cultural tourism marketing			
Support of Tourism Sales events in Japan and Canada.			
Convention marketing			
Pre-show mailer and booth presence at American Society of Association Executives annual conference (29% response to direct-mail piece; direct-mail recipient respondents accounted for 71% of Portland booth traffic). Development of green-meetings program for FY 08-09.			

COMMUNICATIONS & PUBLIC RELATIONS

MEDIA PLACEMENTS			
	QUARTER	YTD	PYTD
Total Dollar Value	\$3,402,408	\$3,402,408	\$4,450,754
MERC/Metro Value	\$735,685	\$735,685	\$1,040,129
OCC Value	\$43,357	\$43,357	\$58,582
Minority Value	\$1,123,834	\$1,123,834	\$150,040
GLBT Value	\$16,100	\$16,100	\$13,261
Total Placements	87	87	60
MERC/Metro Placements	14	14	16
OCC Placements	6	6	6
Minority Placements	9	9	10
GLBT Placements	14	14	6
Audited Circulation	61.7 million	61.7 million	85 million

[†]No multipliers are used to calculate media values.

*OCC Value – Counts only those media placements that feature the Oregon Convention Center.

**MERC Value – Counts *all* media placements that mention any MERC facility: Oregon Convention Center, Portland Center for the Performing Arts, and Portland Metropolitan Exposition Center.

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$735,685	\$735,685
Direct Costs	\$12,155	\$12,155
ROI	60.53	60.53
Minority Value	\$1,123,834	\$1,123,834
Minority Direct Cost	\$25,300	\$25,300
Minority ROI	44.42	44.42
Annual Goal 6.5 - 1		

MEMBERSHIP, TOURISM AND VISITOR INFORMATION SERVICES

PARTNER SERVICES				
	Quarterly Total	YTD 2008/09	Goal to Date	PYTD 2007/08
Revenue				
	\$ 77,086	\$77086*	\$ 105,000	\$ 87,743
Active Partners				
New	14	14		38
Cancellations	32	32**		18
Current Active Partners	959	959	1,000	1,060
1st Quarter 2008/2009	Note: This is the first quarter of transition from members to partners.			
*\$10,657 difference from PYTD. Many companies are cutting marketing budgets as a result of these challenging economic times. As a result, members are tending to reduce their monetary involvement with Travel Portland.				
** Large amount of cancellations a result of companies going out of business and overall non-payment of outstanding renewals. In addition, the change in transition from members to partners eliminated Visitor Guide listing benefits, which was a revenue generator in past years.				

TOURISM SALES		
Client Contacts	Quarterly Total	YTD Total
Sales Calls	6	6
Leads/Referrals Sent	42	42
FAMS/Research & Site Visits		
Number of companies represented	54	54
FAM tour participants	55	55
Number of hosted clients	554	554
New tour product	Quarterly Total	YTD Total
Number of itineraries	8	8

VISITOR INFORMATION SERVICES			
	Quarter	YTD	PYTD 2007-08
Visitor Information Total Visitors	261,787	261,787	251,571
Volunteer Hours	2,672	2,672	4,311
Retail Sales	\$ 7,536.00	\$ 7,536.00	\$ 7,274.63

OPERATIONS

AFFIRMATIVE ACTION GOALS 2008-09					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	September 30, 2008		2008-09		
Job Category	Number	Total	Actual Percentage	Goal Percentage	Objective
Females					
Officials/Managers	4	9	44%	50%	Improve
Professionals	11	15	73%	50%	Maintain
Sales	10	12	83%	50%	Maintain
Office/Clerical	12	14	85%	65%	Maintain
Total	37	50	74%	50%	Maintain
Minorities					
Officials/Managers	1	9	11%	10%	Maintain
Professionals	0	15	0%	10%	Improve
Sales	1	12	8%	10%	Improve
Office/Clerical	4	14	28%	15%	Maintain
Total	6	50	12%	15%	Improve
This report is based on current full-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

HIRING

Travel Portland hired no new employees in the first quarter. Recruiting and special considerations were made for applicants in the MERC FOTA. Travel Portland currently has three employees who reside in the MERC FOTA.

PURCHASING

Travel Portland expended a total of \$18,871.01 with businesses in the FOTA area for three months ending September 30, 2008.

PARTNERSHIP

Travel Portland currently has 86 member businesses within FOTA and 59 minority and 110 women-owned businesses as its partners.

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE THREE MONTHS ENDED SEPTEMBER 30, 2008

For the last 20 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.

For fiscal year 2008-09, Travel Portland expended **\$154,550** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$40,884.91 or 26 percent** was spent with **minority/women-owned or emerging small business enterprises**.

TRAVEL PORTLAND
STATEMENT OF ACTIVITIES
FOR THE MONTH OF SEPTEMBER, 2008, AND THE THREE MONTHS ENDED SEPTEMBER 30, 2008

	Current Month Actual	Current Month Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	22,341	22,341	0	857,594	857,594	705,392	0%	22%
MERC	210,990	235,709	-24,719	758,467	771,956	684,951	-2%	11%
TOT/CULTURAL	9,061	24,417	-15,356	49,081	73,250	152,724	-33%	-68%
DUES	19,021	39,167	-20,146	76,834	117,500	87,654	-35%	-12%
FEES	17,026	47,087	-30,061	84,232	92,709	121,353	-9%	-31%
CO-OP	84,044	111,081	-27,037	334,016	436,440	357,546	-23%	-7%
INTEREST INCOME	478	0	478	1,105	0	0	0%	0%
REBATES	-23,194	0	-23,194	-3,143	0	40,285	0%	-108%
TOTAL REVENUE	339,766	479,802	-140,036	2,158,185	2,349,449	2,149,905	-8%	0%
EXPENSES:								
CONVENTION SALES	153,162	170,308	-17,146	470,538	570,950	508,916	-18%	-8%
TOURISM SALES	74,408	93,806	-19,397	261,730	241,867	193,230	8%	35%
MARKETING & COMMUNICATIONS	170,025	172,077	-2,052	609,654	561,651	544,241	9%	12%
CONVENTION SERVICES	46,489	51,011	-4,521	156,161	154,030	139,984	1%	12%
VISITORS SERVICES	19,490	24,978	-5,487	60,021	70,370	64,156	-15%	-6%
PARTNERSHIP SERVICES	26,468	25,619	849	77,992	74,208	79,412	5%	-2%
EVENTS	22,556	33,291	-10,735	38,245	46,772	38,817	-18%	-1%
PROGRAM SUPPORT	115,234	136,348	-21,114	397,291	384,743	358,668	3%	11%
TOTAL EXPENSES	627,833	707,437	-79,605	2,071,632	2,104,591	1,927,424	-2%	7%
NET REVENUE OR (LOSS)	-288,066	-227,635	-60,431	86,553	244,858	222,481	-7%	-7%

PORTLAND OREGON VISITORS ASSOCIATION
STATEMENT OF FINANCIAL POSITION
SEPTEMBER 30, 2008

ASSETS			
	September 30, 2008	September 30, 2007	Variance
Current assets:			
Petty cash	\$ 75	\$ 75	\$ -
Cash in bank	1,256,296	1,117,961	138,335
City/Co room tax receivable	-	-	0
RCMP Receivable	129,492	173,313	-43,821
MERC receivable	103,627	-	103,627
Due from Foundation	2,003	-	2,003
Miscellaneous Receivable	-	270,802	-270,802
Other Receivable	-	86,740	-86,740
Allowance for bad debts	(490)	(490)	0
Prepaid expense	97,605	41,080	56,525
	<u>1,588,608</u>	<u>1,689,481</u>	<u>-100,873</u>
Property and equipment:			
Furniture & equipment	118,025	146,079	-28,054
Less: accum. depreciation	(63,452)	(124,425)	60,973
	<u>54,573</u>	<u>21,654</u>	<u>32,919</u>
Computers	209,693	174,753	34,940
Less: accum. depreciation	(98,019)	(59,654)	-38,365
	<u>111,674</u>	<u>115,099</u>	<u>-3,425</u>
Automobiles	66,667	66,667	0
Less: accum. depreciation	(17,778)	(4,360)	-13,418
	<u>48,889</u>	<u>62,307</u>	<u>-13,418</u>
Leasehold improvements	71,824	64,318	7,506
Less: accum. depreciation	(50,565)	(41,900)	-8,665
	<u>21,259</u>	<u>22,419</u>	<u>-1,159</u>
Other assets:			
Restricted cash and cash surrendered value of life insurance for deferred compensation	193,658	193,534	124
Employee advances	10,426	4,416	6,010
Deposits	1,910	1,910	0
	<u>205,994</u>	<u>199,860</u>	<u>6,134</u>
TOTAL ASSETS	<u>\$ 2,030,997</u>	<u>\$ 2,110,820</u>	<u>\$ (79,823)</u>
LIABILITIES & NET ASSETS			
Current liabilities:			
Accounts payable	\$ 193,186	\$ 220,255	\$ (27,069)
Accrued payroll costs	128,783	97,404	31,379
Accrued longevity award	123,916	114,923	8,993
Total current liabilities	<u>445,885</u>	<u>432,582</u>	<u>13,303</u>
Other liabilities:			
Rent payable	39,289	50,173	-10,884
Deferred revenues	30,000	-	30,000
Deferred compensation	214,908	198,284	16,624
Advance MERC	-	56,915	-56,915
Total other liabilities	<u>284,197</u>	<u>305,372</u>	<u>-21,175</u>
Net assets:			
Unrestricted net assets, 6/30/08	1,214,362	1,140,520	73,843
Increase in net assets for year ended 6/30/09	86,553	232,347	-145,794
Total net assets	<u>1,300,915</u>	<u>1,372,866</u>	<u>(71,951)</u>
TOTAL LIABILITIES & NET ASSETS	<u>\$ 2,030,997</u>	<u>\$ 2,110,820</u>	<u>\$ (79,823)</u>

TRAVEL PORTLAND BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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Doubletree Hotel Portland

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Portland Trail Blazers

E. Allen Shelby, Treasurer
Ashforth Pacific, Inc.

Brett Wilkerson, Past Chair
North Pacific Management

Chris Erickson, Community Action Committee Chair
The Heathman Hotel

Steve Jung – Convention Sales Steering Committee Chair
Embassy Suites Portland Downtown

Foy Renfro, Partner Services Chair
The Foundation at OSU College of Business

BOARD OF DIRECTORS

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City of Portland

Clara Padilla Andrews
El Hispanic News

David Bragdon
Metro

Gus Castaneda
The Mark Spencer Hotel

Scott Cruickshank
Martin Hospitality

Tom Drumheller
Escape Lodging

Victoria Frey
Portland Institute for Contemporary Art

Dean Funk
PGE

Kyle Hanson
Wells Fargo Bank

Brad Hutton
Hilton Hotels Corporation

Howard Jacobs
Provenance Hotels

David Kingston
Red Lion Hotel on the River

Lance Rohs
Portland Marriott Downtown Waterfront

Maria Rojo De Steffey
Multnomah County Commission

Wanda Rosenbarger
Lloyd Center Mall

Sabrina Rokovitz
Enterprise Rent A Car

Nancy Stueber, Past Chair
OMSI

Randall Thayer
Sheraton Portland Airport Hotel

Mark Williams
OHSU

Bill Wyatt
Port of Portland

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

Travel Portland’s Communications & Public Relations Department continued to promote Portland and the surrounding area to local, regional, national and international media. The department fulfilled 125 major media requests and hosted 69 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$3.4 million* (34 percent of our total fiscal year goal) in positive media coverage for the region.

MERC/Oregon Convention Center Combined Media Coverage

Oregon Convention Center Coverage:

1. *Black Meetings & Tourism* (July-August 2008 / \$4,235)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade magazine for African-American convention and meeting planners
“Visitor-friendly Cities”
Article placed by Roy Jay
2. *Black Meetings & Tourism* (July-August 2008 / \$12,705)
Mentions: Oregon Convention Center
Bimonthly meeting trade magazine for African-American convention and meeting planners
“Area Guides: Oregon”
Article placed by Roy Jay
3. *The Seattle Times* (August 21, 2008 / \$2,172)
Mentions: Oregon Convention Center
Daily newspaper for Seattle, Wash.
“Ask Travel: A car-free trip to Portland”
4. Crosscut.com (August 28, 2008 / \$600)
Mentions: Oregon Convention Center
Based in Seattle, Crosscut.com is an online guide to local and Pacific Northwest news
“A Stumptown weekend: Portland is one cool town”
- 5-6. *Meetings West / Meetings West* website (October 2008 / \$23,645 combined)
Mentions: Oregon Convention Center, Portland Metropolitan Exposition Center
Monthly meeting trade magazine covering the Western United States
“City of Green”

TOTAL = 6 placements / \$43,357

Continued on next page

COMMUNICATIONS & PUBLIC RELATIONS

Total MERC/Metro Coverage (stories that featured the Oregon Convention Center, Expo Center, Oregon Zoo or PCPA):

1. *2008-2009 Globetrotter Guide to Portland* (published June 2008 / \$465,000)
Mentions: Oregon Zoo
Japanese guidebook
“Portland, Oregon”
Coverage generated by Jeff Hammerly and Yoko Furukawa
2. *DV! de Viaje!* (July 2008 / \$18,000)
Mentions: PCPA
Monthly travel magazine that goes to *La Reforma* newspaper subscribers in Mexico
“Dime cómo eres ... ye te dirè dónde hospedarte” (“Tell me about yourself ... and I’ll tell you where to stay”)
3. *Swishy* (July 2008 / \$30,100)
Mentions: PCPA
Monthly Mexican travel magazine for women
“Portland: date un break en la ciudad mas verde” (“Portland: Take a break in a very green city”)
4. *Black Meetings & Tourism* (July-August 2008 / \$4,235)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade magazine for African-American convention and meeting planners
“Visitor-friendly Cities”
Coverage generated by Roy Jay
5. *Black Meetings & Tourism* (July-August 2008 / \$12,705)
Mentions: Oregon Convention Center
Bimonthly meeting trade magazine for African-American convention and meeting planners
“Area Guides: Oregon”
Coverage generated by Roy Jay
6. *Alaska Airlines Magazine* (August 2008 / \$40,350)
Mentions: PCPA
Inflight magazine for Alaska Airlines
“Destination Oregon: Neighborly Portland”

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COMMUNICATIONS & PUBLIC RELATIONS

Total MERC/Metro Coverage (stories that featured the Oregon Convention Center, Expo Center, Oregon Zoo or PCPA):

7. *Horizon Air Magazine* (August 2008 / \$15,080)
Mentions: PCPA
Inflight magazine for Horizon Air
“Neighborly Portland: Discovering the city’s lively gathering places”

8. *The Seattle Times* (August 21, 2008 / \$2,172)
Mentions: Oregon Convention Center
Daily newspaper for Seattle, Wash.
“Ask Travel: A car-free trip to Portland”

- 9-10. *Chicago Free Press / ChicagoFreePress.com* (August 27, 2008 / \$4,100 combined)
Mentions: PCPA
Weekly GLBT newspaper for Chicago, Ill., area; website covers entire Midwest
“Portland: The Jewel of the Northwest”

11. *Crosscut.com* (August 28, 2008 / \$600)
Mentions: Oregon Convention Center
Based in Seattle, Crosscut.com is an online guide to local and Pacific Northwest news
“A Stumptown weekend: Portland is one cool town”

12. *KLM Agent* (fall 2008 / \$119,698)
Mentions: PCPA
KLM Airlines’ magazine for travel agents
“Mijn stad Portland: relaxed, sportief, en een tikje alternatief” (“My city Portland: relaxed, sporty and a little alternative”)

- 13-14. *Meetings West / Meetings West website* (October 2008 / \$23,645 combined)
Mentions: Oregon Convention Center, Portland Metropolitan Exposition Center
Monthly meeting trade magazine covering the Western United States
“City of Green”

TOTAL = 14 placements / \$735,685

COMMUNICATIONS & PUBLIC RELATIONS

Minority Media Coverage

1. *2008-2009 Globetrotter Guide to Portland* (published June 2008 / \$465,000)
Asian (Japanese guidebook)
“Portland, Oregon”
Coverage generated by Jeff Hammerly and Yoko Furukawa
2. *Coyote* (July 2008 / \$436,850)
Asian (monthly travel magazine for young, affluent residents of Japan)
“Go, Go, Oregon”
Coverage generated by Jeff Hammerly and Yoko Furukawa
3. *DV! de Viaje!* (July 2008 / \$18,000)
Hispanic (monthly travel magazine that goes to *La Reforma* newspaper subscribers in Mexico)
“Dime cómo eres ... ye te diré dónde hospedarte” (“Tell me about yourself ... and I’ll tell you where to stay”)
4. *Swishy* (July 2008 / \$30,100)
Hispanic (monthly Mexican travel magazine for women)
“Portland: date un break en la ciudad mas verde” (“Portland: Take a break in a very green city”)
5. *El Diario de El Paso* (July 15, 2008 / \$2,000)
Hispanic (Spanish-language newspaper for residents in the El Paso, Tex., area)
“Portland, Oregon”
6. *Black Meetings & Tourism* (July-August 2008 / \$4,235)
African-American (bimonthly meeting trade magazine for African-American convention and meeting planners)
“Visitor-friendly Cities”
Coverage generated by Roy Jay
7. *Black Meetings & Tourism* (July-August 2008 / \$12,705)
African-American (bimonthly meeting trade magazine for African-American convention and meeting planners)
“Area Guides: Oregon”
Coverage generated by Roy Jay
8. *Arukikata.co.jp* (August 2008 / \$1,500)
Asian (Globetrotter Travel Guidebooks’ website)
“Portland, Ore. – Craftsmanship makes high-quality Danner Boots”

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COMMUNICATIONS & PUBLIC RELATIONS

Minority Media Coverage (from preceding page)

9. *Cheek* (September 2008 / \$153,444)
Asian (monthly Japanese lifestyle magazine for young urbanites)
“Portland, Oregon”
Coverage generated by Jeff Hammerly and Yoko Furukawa

TOTAL = 9 placements / \$1,123,834

GLBT Media Coverage

- 1-2. *Chicago Free Press* / ChicagoFreePress.com (August 27, 2008 / \$4,100 combined)
Weekly GLBT newspaper for Chicago, Ill., area; website covers entire Midwest
“Portland: The Jewel of the Northwest”
- 3-14. *Edge* (September 9, 2008 / \$12,000 combined)
Online GLBT entertainment and lifestyle magazine with customized content for various regions
The Portland article ran in **12 separate, regional editions** of *Edge*
“Oregon’s Bounty: Fabulous food in the Pacific Northwest”

TOTAL = 14 placements / \$16,100

APPENDIX 2 - CONVENTION SERVICES

Organization	American Association Of Law Libraries	Offinger Mgt Co	Usa Triathlon
Meeting Name	101st Annual Meeting & Conference	Knit & Crochet Show	Age Group National Championship & Art And Science Of Triathlon
Meeting Date	July 12-15, 2008	9-11 - 9-14-08	September 20-23
Headquarter Hotel	Hilton Portland & Executive Tower	Doubletree	Embassy Suites (Tigrad)
Next Meeting	2016	2009	2013
Survey on Portland Community			
Portland Community	A wonderful city for our meeting. Our attendees had nothing but great things to say about Portland. A headquarters hotel closer to the convention center would be influential in our decision to return	Great staff - city is kind of dirty (around the max stops) and we were approached by beggars at every stop and on the street.	Easy to get to. Beautiful race venue. Race venue was a difficult to get to (Hagg Lake). Good support from Oregon Sports Authority. Volunteers were tough to get.
Portland Impression	Excellent	Good	Good
Portland Airport	Good	Excellent	Good
Taxi Rental	Excellent	N/A	Fair
Local Restaurant	Excellent	Excellent	Excellent
Meeting Destination	Excellent	Excellent	Good
Attractions	Good	Excellent	Good
MAX	Good	Excellent	Good
Leisure Community	Many people incorporated pre- and post-conference leisure activities.	We didn't have much of a chance by saw some great things in publications that would have been fun.	
Travel Portland Staff			
Sales Staff	Excellent	Excellent	Good
Services Staff	Excellent	Excellent	N/A
Housing Staff	N/A	N/A	N/A
Travel Portland Materials	Excellent	Excellent	Good
Travel Portland Web	Excellent	Excellent	Good
Visitor Bureau Communication	This is one of the most (if not the most) exceptional staffs I've worked with. Cathy Kretz and Sissy Lawty were always available and eager to assist us in any way they could - often going above and beyond. They were instrumental in making our meeting a super success.	They were tremendous! Made us feel at home and didn't ignore us as soon as we signed to have our event in Portland, as happens in many cities.	
Oregon Convention Center (OCC)			
OCC Sales	Excellent	Excellent	Good
OCC Services	Excellent	Excellent	Good
OCC Communication	This staff was the most exceptional staff I have ever worked with in a convention center. Under the direction of Bruce McKinney, our group was well taken care of. All of our needs were met in a timely manner and with eagerness. They are to be commended.	Great facility and staff, but we were overwhelmed with charges from union labor. They had more staff to sell tickets and take tickets than we had for our entire event because they insisted on a supervisor for each department.	
Hotel			
Hotel Name	Hilton Portland & Executive Tower	Doubletree	Embassy Suites (Tigard)
Hotel Sales	Excellent	Excellent	Good
Hotel Services	Excellent	Excellent	Fair
Hotel Room	Good	Good	Good
Hotel Dining	Good	Good	Fair
Hotel Communication	Friendly and responsive staff. Always available to assist when needed. Jill Bowen (sales) and Kelli Hopp (convention services) were instrumental in the success of the meeting.	Very accommodating and pleasant.	
Transportation			
Transport Name		Blue Star Shuttle	
Transport Service	N/A	Excellent	N/A
Transport Equipment	N/A	Good	N/A
Transport Communication		Blue Star Shuttle	
Tour Co	Accent on arrangements (out of New Orleans)	N/A	
Tour Service	Excellent	N/A	N/A