

travel
PORTLAND

**THIRD QUARTER REPORT
2008-2009**

What's Inside

Executive Summary	3
Convention Sales	4
Convention Services	8
Marketing	10
Communications and Publications	11
Partner Services	12
Tourism	12
Visitor Information Services	12
Operations	13
Finance	15
Board of Directors	17
Appendix 1 and 2	18

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EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- Travel Portland booked 80 group meetings for future years during the quarter. These represent 57,058 rooms sold with an estimated economic impact of over \$33.6 million.
- Travel Portland helped generate 340 media placements valued at \$2.5 million during the 3rd quarter.

TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland's OCC bookings for 2008-09 will generate over \$5.6 million in OCC revenue. As of this quarter, next year's OCC revenue projection is over \$6.3 million from Travel Portland generated business. We continue to book business for next year which will enhance the number even more.
- Travel Portland's leisure program has been rebranded to Portland Perks and was launched in early March. Results indicate 1,554 room nights with total revenue of \$206,525 at the end of April.
- Annual room tax collections are estimated to be down approximately 2% to last year. Our local hotel community projects next year's receipts to be 10-15% lower than this year.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$4,506,393	\$5.75 million
#2	ROI on future OCC business	2.0	2.0 - 2.5
#3	Lead conversion	53%	28% - 31%
#4A	Services performance survey	98% - 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	37.3	6.5
#6	Community economic impact	40.56	47.0

CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on Travel Portland Convention and Marketing	90.08	47.00
B.	ROI Leisure Programs	6.68	17.00

CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 08/09	\$ 5,673,390	\$ -	\$ 5,673,390
FY 09/10	\$ 5,038,036	\$ 1,323,855	\$ 6,361,891
FY 10/11	\$ 3,148,572	\$ 1,844,704	\$ 4,993,276
FY 11/12	\$ 1,475,263	\$ 1,702,203	\$ 3,177,466
FY 12/13	\$ 1,108,061	\$ 1,930,021	\$ 3,038,082
FY 13/14	\$ 171,952	\$ 1,702,203	\$ 1,874,155
FY 14/15	\$ 417,214	\$ 1,930,021	\$ 2,347,235
FY 15/16	\$ -	\$ 1,702,203	\$ 1,702,203
FY 16/17	\$ 171,952	\$ 1,930,021	\$ 2,101,973
FY 17/18	\$ -	\$ 1,702,203	\$ 1,702,203
FY 18/19	\$ -	\$ 1,930,021	\$ 1,930,021
FY 19/20	\$ -	\$ 1,702,203	\$ 1,702,203
Total	\$ 17,204,440	\$ 19,399,658	\$ 36,604,098

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	9	26	
Repeat OCC Bookings	4	12	
Total OCC Bookings	13	38	
Room Nights from OCC Bookings	25,425	76,655	
OCC Revenue from OCC Bookings (FY 2008/09 thru FY 2016/17)	\$ 1,241,106	\$ 4,624,617	
ROI OCC Bookings	\$ 1.51	\$ 1.97	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 17,094,000	\$ 41,548,000	
Total Room Nights Booked	57,058	177,197	
Total Community Economic Impact from Bookings	\$ 33,587,000	\$ 95,407,000	
ROI on Total Community Economic Impact	\$ 40.78	\$ 40.56	47.0 to 1
OCC Revenue from OCC Bookings (FY 2008/09)	\$ 1,596,014	\$ 4,506,393	\$ 5.75 million
OCC Revenue from OCC Bookings include National Science Teachers Association's November meeting which was not recorded on the 2nd Quarter report due to OCC and client discrepancies.			

CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2009					
	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13 and beyond
Current	46	37	18	7	7
4 Year Average (FY 05/06 – FY 08/09)	Current 42	1 yr. out 33	2 yrs. out 16	3 yrs. out 11	Beyond 3 yrs. 12

3RD QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
FY 08/09	4	1,643	5,920	\$ 155,678	\$ 1,337,000
FY 09/10	6	17,309	18,100	\$ 701,412	\$ 10,368,000
FY 10/11	3	6,473	2,100	\$ 384,016	\$ 5,389,000
Total OCC Bookings	13	25,425	26,120	\$ 1,241,106	\$ 17,094,000

3RD QUARTER - SINGLE HOTEL BOOKINGS					
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact	
FY 08/09	28	12,001	\$ 189,690.81	\$ 4,349,000	
FY 09/10	30	14,294	\$ 225,934.54	\$ 7,032,000	
FY 10/11	6	3,337	\$ 52,745.46	\$ 4,259,000	
FY 11/12	2	1,001	\$ 15,822.06	\$ 484,000	
FY 14/15	1	1,000	\$ 15,806.25	\$ 369,000	
Total Other Bookings	67	31,633	\$ 499,999.11	\$ 16,493,000	

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	36	128	10	35	17	48
OCC Lost Leads due to OCC space & availability	3	10	0	1	1	4
OCC Lost Leads due to hotel package & availability	14	42	6	16	6	21
Lead Conversion Percentage	68%	53%	50%	39%	30%	26%
Annual Goal - 28% - 31%						
Last Year Actual - 28%						

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
Account Name	Groups	Reason	Total Room	Attendance	Lost OCC Revenue	Lost Community Economic Impact
Subtotal	14	HQ Hotel/Hotel Package	53,922	20,300	\$ 2,241,454	\$ 25,053,000
Subtotal	7	Geographic	22,155	10,650	\$ 872,012	\$ 8,712,000
Subtotal	4	Rates/Cost - Hotel	4,830	4,350	\$ 256,498	\$ 2,238,000
Subtotal	3	Weak Local Support	4,523	2,150	\$ 558,436	\$ 4,442,000
Subtotal	3	Conference Cancelled - Due to Economy	6,112	5,300	\$ 488,711	\$ 4,752,000
Subtotal	2	Date Availability - OCC	1,735	700	\$ 186,987	\$ 1,286,000
Subtotal	1	Flights-Cost/Availability	5,460	1,200	\$ 132,760	\$ 1,701,000
Subtotal	1	Rates/Cost - OCC	110	200	\$ 27,120	\$ 63,000
Subtotal	1	Conference Cancelled - Not Happening	1,740	650	\$ 275,622	\$ 760,000
Total OCC Lost	36		100,587	45,500	\$ 5,039,600	\$ 49,007,000

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Arrival
Intel Corporation	1	Conference Cancelled - Due to Economy	2,472	2,200	\$ 172,202	\$ 1,463,000	8/5/09
Intel Corporation	1	Conference Cancelled - Not Happening	1,650	700	\$ 106,357	\$ 455,000	5/1/10
Portland Gift Show	1	Weak Local Support	1,025	6,000	\$ 82,377	\$ 476,000	5/27/09
Total OCC	3		5,147	8,900	\$ 360,936	\$ 2,394,000	

CONVENTION SALES

3RD QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
January - 2009	February - 2009	March - 2009
Professional Convention Management Association (PCMA) (New Orleans, LA)	Greater Oregon Society of Government Meeting Planners (GOSGMP) (Cottage Grove, OR)	Council of Engineering and Scientific Society Executives (CESSE) Mid-Winter (Puerto Rico)
Religious Conference Managers Association (RCMA) (Grand Rapids, MI)	Meeting Planners International - Professional Education Conference (MPI-PEC) (Atlanta, GA)	Experient Envision (Kansas City, KS)
	Green Meeting Industry Council (GMIC) (Pittsburgh, PA)	Three-City "Green Tea" Client Event (Chicago, IL)
	Association of Convention Management Executives (ACME) (Washington, D.C.)	Portland's "Green Fam" (Portland, OR)
	Destination Marketing Association International (DMAI) Destinations Showcase (Washington, D.C.)	

CONVENTION SERVICES

CONVENTION SERVICES			
Activity Description	3rd Quarter 2008-09	YTD 2008-09	PTYD 2007-08
Distribution of Promotional Pieces	26,250	115,295	133,820
Meeting Planning Assistance - Services Leads	658	1,568	874
Networking - Education/Professional Seminars	3	6	13
Pre-Convention Site Tours	9	44	34
Pre-Convention Attendance Building	9	30	30
Housing - Convention Room Nights	1,138	2,142	11,869

- During the 3rd quarter, January – March 2009, Travel Portland’s Convention Services Department surveyed 12 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 12 surveyed, two 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 385 active accounts, 101 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 Seminars
Kaiser Permanente (June 2009)	American Farrier's Association (February 2010)	American Farrier's Association (February 2010)	PCMA - New Orleans (January 2009)
BBI International (April 2009)	Oregon Dental Association (April 2009)	American Physical Society (March 2010)	ACOM (Association for Convention Operations Mgmt) - New Orleans (January 2009)
The Wildlife Society (October 2012)	American Physical Society (March 2010)		Green Meetings Industry Council Pittsburgh, PA (February 2009)
Public Library Association (May 2010)			
Meeting Planning Assistance - Services Leads - 658 leads distributed to Travel Portland partners assisting 29 OCC groups			
Distribution of Promotional Pieces - 16,150 promotional pieces were distributed to 9 OCC groups			
Non-Oregon Convention Center Groups			
Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips	Networking-Educational/Professional Seminars
American Association of Public Health Dentistry (April 2009)	Electrical Workers Minority Caucus (January 2010)	National Association of Clinical Nurse Specialists (May 2010)	
The Realty Alliance (October 2009)	Pacific Dermatologic Association (August 2009)		
	Community Foods Security Coalition (March 2009)		
	National Association of Document Examiners (May 2010)		
	Forest Land Owners (May 2010)		
	National Association of Clinical Nurse Specialists (May 2010)		
Meeting Planning Assistance - Services Leads - 408 leads distributed to Travel Portland partners assisting 44 non-OCC groups			
Distribution of Promotional Pieces - 10,025 promotional pieces were distributed to 20 non-OCC groups			

MARKETING

MARKETING		
	Quarter	YTD
Website: User Sessions*	351,917	1,080,765
<i>Portland Travel Update: click-through rate (% of recipients who clicked within e-mail)</i>	4.76%	4.19%
Big Deal/Portland Perks: room nights (arrivals) at participating hotels	1,897	8,842
<p>Marketing highlights:</p> <p>Short-term consumer marketing (Portland Perks) Launch of new brand (Portland Perks), new booking engine and limited-time offer (\$75 American Express Gift Card), promoted via public relations, social media (Twitter, GoSeePortland), e-newsletters and advertising (Seattle market). Initial results: From March 23-29, Travel Portland generated 438 room nights, a 25.5 percent increase over the same dates last year.</p> <p>Short-term consumer marketing (Travelocity.com) Short-term consumer marketing (Travelocity.com): Launch of three-month promotion of Portland on Travelocity.com. Initial results: In the first month of the campaign (Feb. 24 - March 25), room nights booked into Portland on Travelocity were up 14 percent over the same dates last year.</p> <p>Online marketing Online marketing: Launch of "Twisitor Center" and Twitter campaign; ongoing search-engine optimization and pay-per click promotion; continued development of GoSeePortland.com and partner-to-partner site. Twitter results through March: 4,680 followers (vs. goal of 1,400) and a 48% reply rate (goal: 30%).</p> <p>Cultural tourism marketing Cultural tourism marketing: Marketing support of Fertile Ground New Works Theater Festival and Portland Jazz Festival. Ongoing collaboration with visual-arts community (Portland Art Focus marketing co-op).</p> <p>Convention marketing Convention marketing: Launch and promotion of "e-Faminar" (w/ Meetings Media) and Green Meetings Toolkit. Launch of "Go Green/Save Green" promotion.</p> <p>* In addition to standard website metrics, Travel Portland will establish benchmarks this FY to measure the full impact of overall online presence (Travelportland.com, plus blog, GoSeePortland, Twitter and other social media).</p>		

COMMUNICATIONS & PUBLIC RELATIONS

MEDIA PLACEMENTS			
	QUARTER	YTD**	PYTD**
Total Dollar Value	\$2,522,619	\$8,257,943	\$7,923,378
MERC/Metro Value**	\$81,207	\$1,001,082	\$1,292,269
OCC Value	\$71,028	\$202,510	\$144,151
Minority Value	\$269,718	\$2,233,552	\$1,595,040
GLBT Value	\$2,880	\$20,989	\$113,591
Total Placements	340	487	194
MERC/Metro Placements**	8	30	33
OCC Placements	5	14	15
Minority Placements	12	29	15
GLBT Placements	4	19	11
Audited Circulation	135 million	300.7 million	145 million

†No multipliers are used to calculate media values.

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

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

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$81,207	\$1,001,082
Direct Costs	\$4,800	\$26,825
ROI	16.9	37.3
Minority Value	\$269,718	\$2,233,552
Minority Direct Cost	\$26,705	\$119,300
Minority ROI	10.1	18.7
Annual Goal 6.5 - 1		

PARTNER SERVICES, TOURISM AND VISITOR INFORMATION SERVICES

PARTNER SERVICES				
	Quarterly Total	YTD 2008/09	Goal to Date	PYTD 2007/08
Revenue				
	\$162,124	\$308,959*	\$345,000	\$316,363
Active Partners				
New	29	62		131
Cancellations	105	187**		123
Current Active Partners	852	852	1,000	1,049
3rd Quarter 2008/2009	Note: this is the third quarter of transition from members to partners.			
*\$7,404 difference from PYTD. Many companies are cutting marketing budgets as a result of these challenging economic times. Consequently, member partners 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	104	296
Leads/Referrals Sent	638	1404
FAMS/Research & Site Visits		
FAM tour participants	19	111
Number of clients reached	17	596
New tour product		
Number of itineraries	12	880

VISITOR INFORMATION SERVICES			
	Quarter	YTD	PYTD 2007-08
Visitor Information Total Visitors	124,842	505,193	400,216
Volunteer Hours	1,892	6,324	8,107
Retail Sales	\$ 3,134	\$ 13,691	\$ 14,502

OPERATIONS

AFFIRMATIVE ACTION GOALS 2008-09					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	March 31, 2009		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	13	77%	50%	Maintain
Office/Clerical	12	12	100%	65%	Maintain
Total	37	49	76%	50%	Maintain
Minorities					
Officials/Managers	1	9	11%	10%	Maintain
Professionals	0	15	0%	10%	Improve
Sales	1	13	8%	10%	Improve
Office/Clerical	4	12	33%	15%	Maintain
Total	6	49	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 third 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 \$84,217.12 with businesses in the FOTA area for nine months ending March 31, 2009.

PARTNERSHIP

Travel Portland currently has 81 member businesses within FOTA and 53 minority and 94 women-owned businesses as its partners.

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE NINE MONTHS ENDING MARCH 31, 2009

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 **\$1,239,418** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$124,439 or 10 percent** was spent with **minority/women-owned or emerging small business enterprises**.

TRAVEL PORTLAND
STATEMENT OF ACTIVITIES

For the month of March, 2008, and the nine months ended March 31, 2009

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	\$ 47,633	47,633	-	\$ 2,551,383	2,551,383	\$ 2,391,113	0%	7%
MERC	235,001	254,754	(19,753)	2,183,650	2,292,782	1,945,862	-5%	12%
TOT/CULTURAL	26,427	24,417	2,010	257,483	219,750	291,718	17%	-12%
DUES	34,024	55,000	(20,976)	307,634	345,000	319,899	-11%	-4%
FEES	12,733	22,436	(9,703)	166,894	277,659	263,360	-40%	-37%
CO-OP	71,779	90,081	(18,303)	897,875	1,066,143	1,389,663	-16%	-35%
INTEREST INCOME	769	-	769	3,424	-	19,752		
REBATES	-	-	-	-	-	35,514		
TOTAL REVENUE	428,366	494,321	(65,956)	\$ 6,368,343	6,752,717	6,656,881	-6%	-4%
EXPENSES:								
CONVENTION SALES	154,728	190,552	(35,824)	\$ 1,501,146	1,751,633	\$ 1,472,903	-14%	2%
TOURISM SALES	64,690	80,806	(16,116)	676,126	755,902	698,070	-11%	-3%
MARKETING & COMMUNICATIONS	248,518	209,456	39,061	1,722,976	1,760,101	1,746,033	-2%	-1%
CONVENTION SERVICES	45,949	48,916	(2,967)	425,102	470,807	430,748	-10%	-1%
VISITOR SERVICES	21,478	24,328	(2,850)	192,803	209,586	179,462	-8%	7%
PARTNERSHIP SERVICES	25,983	27,369	(1,386)	229,412	228,373	253,091	0%	-9%
EVENTS	7,436	8,291	(855)	97,549	124,616	105,100	-22%	-7%
PROGRAM SUPPORT	103,778	116,348	(12,570)	1,075,083	1,074,230	1,037,105	0%	4%
TOTAL EXPENSES	672,560	706,066	(33,506)	\$ 5,920,197	6,375,248	5,922,513	-7%	0%
NET REVENUE OR (LOSS)	\$ (244,194)	\$ (211,745)	\$ (32,450)	\$ 448,145	377,469	734,368		

TRAVEL PORTLAND
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2009

ASSETS	February 28, 2009	March 31, 2008	Variance
<u>Current assets:</u>			
Petty Cash	\$ 75	\$ 75	\$ -
Cash in Bank-Operating	524,702	1,643,193	-1,118,491
Cash in Bank-Savings	128	-	128
Cash in Bank-Certificate of Deposit/Money Mkt	900,227	-	900,227
MERC Receivable	219,130	91,199	127,931
City Receivable	46,662	-	46,662
RCMP Receivable	23,808	63,624	-39,816
Receivable Other	-	76,516	-76,516
Miscellaneous Receivable	-	164,510	-164,510
Promissory Note Receivable	15,000	-	15,000
Due from Foundation	358	-	358
Allowance for bad debts	(490)	(490)	-
Prepaid Expense	89,057	64,675	24,382
	<u>1,818,656</u>	<u>2,103,301</u>	<u>-284,645</u>
<u>Property and equipment:</u>			
Furniture & equipment	84,894	81,877	3,017
Less: accum. depreciation	(26,926)	(58,951)	32,025
	<u>57,968</u>	<u>22,925</u>	<u>35,043</u>
Computers	203,066	204,298	-1,232
Less: Accum. Depreciation	(109,386)	(76,454)	-32,932
	<u>93,680</u>	<u>127,844</u>	<u>-34,164</u>
Automobiles	66,667	66,667	-
Less: Accum. Depreciation	(24,444)	(11,080)	-13,364
	<u>42,223</u>	<u>55,587</u>	<u>-13,364</u>
Leasehold Improvements	71,824	72,804	-980
Less: Accum. Depreciation	(55,107)	(45,200)	-9,907
	<u>16,718</u>	<u>27,605</u>	<u>-10,887</u>
<u>Other assets:</u>			
Restricted cash and cash surrendered value of life insurance for deferred compensation	121,043	210,253	-89,210
Employee advances	13,672	11,859	1,813
	<u>134,714</u>	<u>222,112</u>	<u>-87,397</u>
TOTAL ASSETS	<u>\$ 2,163,959</u>	<u>\$ 2,559,374</u>	<u>\$ (395,415)</u>
LIABILITIES & NET ASSETS			
<u>Current liabilities:</u>			
Accounts payable	\$ 136,854	\$ 157,057	\$ (20,203)
Accounts Payable POVA Foundation	-	279	-279
Advance MERC	0	-	0
Accrued payroll costs	68,131	93,746	-25,615
Accrued VDF Grant Payments	-	-	0
Accrued longevity award	123,916	114,923	8,993
Total current liabilities	<u>328,901</u>	<u>366,005</u>	<u>-37,104</u>
<u>Other liabilities:</u>			
Rent payable	31,159	47,418	-16,259
Deferred revenues	12,349	-	12,349
Deferred compensation	129,042	233,253	-104,211
Housing Conference Deposits	-	-	0
Total other liabilities	<u>172,550</u>	<u>280,671</u>	<u>-108,121</u>
<u>Net assets:</u>			
Unrestricted net assets, at beginning of year	1,214,362	1,140,519	73,843
Increase in net assets for year ended 6/30/09	448,146	772,180	-324,034
Total net assets	<u>1,662,508</u>	<u>1,912,699</u>	<u>-250,191</u>
TOTAL LIABILITIES & NET ASSETS	<u>\$ 2,163,959</u>	<u>\$ 2,559,375</u>	<u>\$ (395,415)</u>

TRAVEL PORTLAND BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

BOARD OF DIRECTORS

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APPENDIX 1 – COMMUNICATIONS & 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 171 media requests and hosted 16 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$8.25 million (82.5 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* (October-November 2008 / \$10,282)
Mentions: Oregon Convention Center
Bimonthly meeting/travel trade magazine for African-American readers
"The Most Influential African-Americans in the Meetings/ Tourism Industry"
2. *Tradeshow Week* (Dec. 8, 2008 / \$1,546)
Mentions: Oregon Convention Center
Weekly meeting trade magazine
"Four CVBs Join Green Alliance"
- 3-4. *Smart Meetings / SmartMeetings.com* (January 2009 / \$47,450 combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine and accompanying website
"Meet Green in Greater Portland" (print article)
"Green Your Meeting in Greater Portland" (online article)
5. *Northwest Meetings + Events* (Winter 2009 / \$11,750)
Mentions: Oregon Convention Center
Quarterly, regional meeting trade magazine
"Let's make a deal: Regional CVBs share their winning tips on scoring new business"

TOTAL = 5 placements / \$71,028

COMMUNICATIONS & PUBLIC RELATIONS

MERC/Oregon Convention Center Combined Media Coverage Cont.

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

1. *Black Meetings & Tourism* (October-November 2008 / \$10,282)
Mentions: Oregon Convention Center
Bimonthly meeting/travel trade magazine for African-American readers
“The Most Influential African-Americans in the Meetings/ Tourism Industry”
2. *Northwest Meetings + Events* (Winter 2009 / \$11,750)
Mentions: Oregon Convention Center
Quarterly, regional meeting trade magazine
“Let’s make a deal: Regional CVBs share their winning tips on scoring new business”
3. *Western Group Tour Magazine* (Winter 2009 / \$6,100)
Mentions: PCPA
Quarterly travel trade magazine for the Western United States
“Itinerary Oregon”
4. *Tradeshaw Week* (Dec. 8, 2008 / \$1,546)
Mentions: Oregon Convention Center
Weekly meeting trade magazine
“Four CVBs Join Green Alliance”
- 5-6. *Smart Meetings/SmartMeetings.com* (January 2009 / \$47,450 combined)
Mentions: Oregon Convention Center, PCPA, Expo Center
Monthly meeting trade magazine and accompanying website
“Meet Green in Greater Portland” (print article)
“Green Your Meeting in Greater Portland” (online article)
- 7-8. *Seattle Post-Intelligencer/SeattlePI.com* (March 12, 2009 / \$4,079 combined)
Mentions: PCPA
Daily newspaper for Seattle, Wash., and accompanying website
“Fun, funky or luxury in Portland hotels”

TOTAL = 8 placements / \$81,207

COMMUNICATIONS & PUBLIC RELATIONS

Minority Media Coverage

1. *Black Meetings & Tourism* (October-November 2008 / \$10,282)
Bimonthly meeting/travel trade magazine for African-American readers
“The Most Influential African-Americans in the Meetings/ Tourism Industry” (profiled Roy Jay and Ron Melton)
Coverage facilitated by Roy Jay
2. Travel TV (Nov. 20, 2008 / \$11,703)
Travel-oriented TV network in China with large viewership base in Shanghai and Beijing
“Portland, Oregon, Region”
Visit by television crew coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
3. *Gobal Times* (Nov. 24, 2008 / \$500)
Daily newspaper in Beijing, China, covering general news and targeting affluent, well-educated readers and airline passengers (110,000 copies go to flights)
“U.S. Trade Show – an all-round America”
Coverage resulting from Jeff Hammerly’s China mission and media blitz
4. *Shanghai Morning Post* (Nov. 24, 2008 / \$1,950)
Daily newspaper for Shanghai, China, catering to families, white-collar workers and entrepreneurs
“Oregon”
Coverage resulting from Jeff Hammerly’s China mission and media blitz
5. Sina.com (Nov. 24, 2008 / \$4,389)
One of China’s most popular travel websites
“Travel to Oregon”
Coverage resulting from Jeff Hammerly’s China mission and media blitz
6. *Travel Agent* (December 2008 / \$1,170)
Monthly travel trade magazine in China
“Oregon”
Coverage resulting from Jeff Hammerly’s China mission and media blitz
7. *Shanghai Times* (Dec. 3, 2008 / \$1,541)
Largest daily newspaper in Shanghai, China
“Oregon and Portland Offices come to Shanghai for Tourism Promoting”
Coverage resulting from Jeff Hammerly’s China mission and media blitz

COMMUNICATIONS & PUBLIC RELATIONS

Minority Media Coverage Cont.

8. Fuji TV (Dec. 20, 2008 / \$82,968)
Japanese television network
“World’s Smallest, Biggest, Best and Only”
9. Oriental Radio (Dec. 20, 2008 / \$1,288)
Radio network in Shanghai; it is one of the most popular radio stations, especially with commuters who drive to work
Radio interview with Jeff Hammerly
Coverage resulting from Jeff Hammerly’s China mission and media blitz
10. *Travelling Scope* (January 2009 / \$30,719)
Monthly consumer travel magazine in China targeting high-end travelers ages 25-45
“The Symphony of Mountain and Ocean / Rose City Portland / Mount Hood and Columbia River Gorge / Wine Trip in the Willamette Valley”
11. *World Traveler* (January-February 2009 / \$90,000)
Japanese-language edition of Northwest Airline’s inflight magazine
“Dynamic Leisure Life in Oregon”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
12. *El Universal* (March 8, 2009 / \$33,208)
Daily newspaper in Mexico City, Mexico
“Portland: One of the cities with exceptional quality of life in the United States”

TOTAL = 12 placements / \$269,718

LGBT Media Coverage

- 1-3. Seattle Gay News (Jan. 2, 2009 / \$1,280 combined)
Weekly LGBT newspaper in Seattle, Wash.
Three articles: “Best of Travel 2008: Hotel stays and overnights,” “Best of Travel 2008: Restaurants” and “Best of Travel 2008: Spas”
4. OutTraveler.com (Jan. 30, 2009 / \$1,600)
Website for LGBT travelers
“Sale and Return: Top 5 Cities for Shopping” (Portland listed as #1)

TOTAL = 4 placements / \$2,880

APPENDIX 2 - CONVENTION SERVICES

Organization	American Numismatic Association	Specialty Coffee Association of America
Meeting Name	National Money Show	United States Barista Championship
Meeting Date	March 13-15, 2009	March 4-8, 2009
Headquarter Hotel	Doubletree Lloyd Center	The Red Lion
Next Meeting	March 2013 or August 2014	2012, Specialty Coffee Association Annual Exposition and Trade Show
Survey on Portland Community		
Portland Community	Excellent city and convention venue.	Lovely city, wonderful people and fantastic coffee community
Portland Impression	Excellent	Excellent
Portland Airport	Excellent	Excellent
Taxi Rental	Good	Excellent
Local Restaurant	Excellent	Excellent
Meeting Destination	Good	Excellent
Attractions	Good	Good
MAX	Excellent	Excellent
Leisure Community	More collateral on highlights would have been helpful. We were made aware of maps later rather than sooner	Diverse
Travel Portland Staff		
Sales Staff	Excellent	Excellent
Services Staff	Excellent	Excellent
Housing Staff	N/A	Excellent
Travel Portland Materials	Fair	Excellent
Travel Portland Web	Excellent	Excellent
Visitor Bureau Communication	Very service oriented. Frequent contacts from them regarding what we need and how can they help.	Very friendly and well organized folks!
Oregon Convention Center (OCC)		
OCC Sales	Excellent	Excellent
OCC Services	Excellent	Good
OCC Communication	Very nice meeting room to exhibit area proximities. Very seamless traffic flow.	Great staff. I had some challenges with Aramark, but everything else was great!
Hotel		
Hotel Name	Doubletree Lloyd Center	The Red Lion
Hotel Sales	Good	Fair
Hotel Services	Excellent	Good
Hotel Room	Good	Poor
Hotel Dining	Excellent	Fair
Hotel Communication	Very good food prices and options. Security paid attention our 'high security' group	In need of a remodel and renovation of restaurant. A little disappointed in flexibility and final rates.
Transportation		
Transport Name		N/A
Transport Service	N/A	N/A
Transport Equipment	N/A	N/A
Transport Communication		
Tour Co		
Tour Service	N/A	N/A