

travel
PORTLAND

**FOURTH QUARTER REPORT
2008-2009**

**FOR THE
CITY OF PORTLAND**

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EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- This was a year of profound challenges in the industry. The value of the meetings business is best illustrated by the very positive change in hotel rooms sold in March '09 and July '09. In March, Portland hosted the NCAA Basketball Tournament and rooms sold in the central city were down only -.8% versus -14.8% the previous month. In July with the Elks in town rooms sold in the central city were up 8.4% versus up .6% the previous month. With a very strong last half of 2009 the value of city wide conventions will be unmistakable to the various stakeholders that rely on the OCC.
- Travel Portland booked 87 group meetings for future years during the 4th quarter. These represent 71,139 rooms sold with an estimated economic impact of over \$39.7 million.
- Travel Portland booked 13 OCC conventions with estimated OCC revenue over \$2 million and economic impact over \$24 million during the fourth quarter of 2008-09. For the fiscal year 2008-09, Travel Portland booked 50 OCC conventions with estimated OCC revenue over \$6.8 million and economic impact over \$65 million. Of those 50 OCC conventions, 33 were new to Portland.
- Travel Portland helped to generate over \$1.9 Million in MERC/OCC combined media coverage during the 4th quarter. For fiscal year 2008-09, \$10.2 million media coverage was generated by Travel Portland.
- Travel Portland benchmarked the number of tour operator packages featuring Portland that we helped create. These are both international and domestic tours. The results are : USA & Canada: 96 tour operators with 192 itineraries. Europe: 93 tour operators with 153 itineraries Asia: 15 operators with 23 packages. Total 204 tour operators with 368 packages.

TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland's leisure program was rebranded to Portland Perks and was launched in early March. Results for FY 2008-09 were 11,467 total room nights booked compared to 15,932 for FY 2007-08.
- Annual room tax collections are estimated to be up approximately 1% to last year. Our local hotel community projects next year's receipts to be 15% lower than this year.
- The lost business report indicates that for OCC business, the hotel package remains a primary reason for lost business. For fiscal year 2008-09 there were 51 groups lost for that reason with an economic impact loss over \$87.4 million. Lost business for 2007-08 were 34 groups with an economic loss over \$68 million.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$5,895,775	\$5.75 million
#2	ROI on future OCC business	2.26	2.0 - 2.5
#3	Lead conversion	48%	28% - 31%
#4A	Services performance survey	97%	96%
#4B	Develop a new tool/survey/method to measure Convention Services performance by June 30, 2009	Survey completed. Mechanism to distribute survey in final stages.	
#5	ROI on public relations/media	52.3	6.5
#6	Community economic impact	43.94	47.0

CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on Travel Portland Convention and Marketing	48.80	47.00
B.	ROI Leisure Programs	19.60	17.00

CONVENTION SALES

OREGON CONVENTION CENTER REVENUE FROM TRAVEL PORTLAND BOOKINGS			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 08/09	\$ 5,867,819	\$ -	\$ 5,867,819
FY 09/10	\$ 5,785,080	\$ 450,792	\$ 6,235,872
FY 10/11	\$ 3,729,682	\$ 1,574,784	\$ 5,304,466
FY 11/12	\$ 2,091,426	\$ 1,633,303	\$ 3,724,729
FY 12/13	\$ 1,274,550	\$ 1,861,209	\$ 3,135,759
FY 13/14	\$ 287,620	\$ 1,633,303	\$ 1,920,923
FY 14/15	\$ 417,214	\$ 1,861,209	\$ 2,278,423
FY 15/16	\$ -	\$ 1,633,303	\$ 1,633,303
FY 16/17	\$ 171,952	\$ 1,861,209	\$ 2,033,161
FY 17/18	\$ -	\$ 1,633,303	\$ 1,633,303
FY 18/19	\$ -	\$ 1,861,209	\$ 1,861,209
FY 19/20	\$ -	\$ 1,633,303	\$ 1,633,303
Total	\$ 19,625,343	\$ 17,636,927	\$ 37,262,270

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	8	33	
Repeat OCC Bookings	5	17	
Total OCC Bookings	13	50	
Room Nights from OCC Bookings	35,218	110,016	
Future OCC Revenue Booked during FY 2008-09	\$ 2,329,773	\$ 6,894,864	
ROI OCC Bookings	\$ 2.69	\$ 2.26	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 24,323,000	\$ 65,348,000	
Total Room Nights Booked	71,139	245,314	
Total Community Economic Impact from Bookings	\$ 39,764,000	\$ 134,312,000	
ROI on Total Community Economic Impact	\$ 45.86	\$ 43.94	47.0 to 1
OCC Revenue Realized during FY 2008/09	\$ 1,381,847	\$ 5,867,819	\$ 5.75 million
OCC Revenue from OCC Bookings does not include Benevolent & Protective Order of Elks - Grand Lodge's June meeting due to the majority of the meeting occurring in July. Revenue will be included on 1st quarter report FY 09/10.			

CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2009					
	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13 and beyond
Current	46	40	21	10	10
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 05/06 - FY 08/09)	43	36	20	12	14

4TH QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
FY 09/10	4	10,278	33,794	\$ 850,343	\$ 9,452,000
FY 10/11	3	6,280	5,600	\$ 581,110	\$ 5,163,000
FY 11/12	3	13,060	4,700	\$ 616,163	\$ 7,084,000
FY 12/13	2	3,400	2,100	\$ 166,489	\$ 1,580,000
FY 13/14	1	2,200	1,000	\$ 115,668	\$ 1,044,000
Total OCC Bookings	13	35,218	47,194	\$ 2,329,773	\$ 24,323,000

4TH QUARTER - SINGLE HOTEL BOOKINGS				
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact
FY 08/09	19	4,803	75,917	\$ 2,910,000
FY 09/10	39	16,929	267,584	\$ 7,616,000
FY 10/11	12	6,072	95,976	\$ 2,952,000
FY 11/12	1	675	10,669	\$ 325,000
FY 12/13	2	5,279	83,441	\$ 1,055,000
FY 13/14	1	2,163	34,189	\$ 583,000
Total Other Bookings	74	35,921	567,776	\$ 15,441,000

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	50	178	6	41	17	65
OCC Lost Leads due to OCC space & availability	7	17	1	2	6	10
OCC Lost Leads due to hotel package & availability	9	51	4	20	4	25
Lead Conversion Percentage	38%	48%	100%	42%	43%	30%
Annual Goal - 28% - 31%						
Last Year Actual - 28%						

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
Account Name	Groups	Reason	Room Nights	Attendees	Lost OCC Revenue	Community Economic Impact
Subtotal	9	HQ Hotel/Hotel Package	31,375	11,700	\$ 1,211,462	\$ 15,062,000
Subtotal	5	Geographic	12,070	7,500	\$ 994,198	\$ 7,829,000
Subtotal	4	Date Availability - OCC	15,954	6,100	\$ 591,242	\$ 7,425,000
Subtotal	3	Rates/Cost - OCC	5,093	2,300	\$ 390,790	\$ 4,082,000
Subtotal	3	Conference Cancelled - Not Happening	5,484	9,750	\$ 362,559	\$ 3,568,000
Subtotal	2	Date Availability - Hotel	19,927	9,006	\$ 248,027	\$ 5,880,000
Subtotal	1	Board Decision	1,150	700	\$ 115,579	\$ 752,000
Subtotal	1	Flights-Cost/Availability	2,650	2,000	\$ 141,223	\$ 1,218,000
Subtotal	1	Lost - Selected Another Year	2,300	1,200	\$ 122,538	\$ 1,369,000
Subtotal	1	Rates/Cost - Hotel	9,033	3,000	\$ 337,005	\$ 4,658,000
Subtotal	1	Weak Local Support	4,000	1,200	\$ 142,969	\$ 2,289,000
Subtotal	1	Conference Cancelled - Due to Economy	1,125	300	\$ 57,962	\$ 414,000
Total OCC Lost	32		110,161	54,756	\$ 4,715,554	\$ 54,546,000

CONVENTION SALES

4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Arrival
National Recycling Coalition	1	Conference Cancelled - Not Happening - Organization Went Out of Business	1,857	800	\$ 59,526	\$ 523,000	9/30/09

4TH QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
April - 2009	May - 2009	June - 2009
Greater Washington Society of Association Executives Springtime (Wa., D.C.)	National Coalition of Black Meeting Planners (Valley Forge, PA)	Portland Familiarization Tour (Portland, OR)
SimpleView Users Group (Tucson, AZ)	Society of Government Meeting Professionals (Louisville, KY)	Destination Marketing Association International Destinations Showcase Chicago (Chicago, IL)
	Chicago "Road Show" Event (Chicago, IL)	
	Washington, D.C. "Road Show" Event (Wa., D.C.)	

CONVENTION SERVICES

CONVENTION SERVICES			
Activity Description	4th Quarter 2008-09	YTD 2008-09	PTYD 2007-08
Distribution of Promotional Pieces	62,182	177,477	193,865
Meeting Planning Assistance - Services Leads	963	2,531	1,400
Networking - Education/Professional Seminars	2	8	15
Pre-Convention Site Tours	16	61	47
Pre-Convention Attendance Building	16	43	51
Housing - Convention Room Nights	1,380	3,522	14,169

- Have distributed 177,477 promotional pieces to convention delegates to date, FY 08/09.
- Currently working with the following OCC groups:
 - Geological Society of America (October 2009) with an estimated 6000 attendees. Est. EEI = 5.4 million
 - Supercomputing '09 (November 2009) with an estimated 7000 attendees. Est. EEI = \$13.2 million
- In conjunction with the above OCC groups, the convention services team is also assisting 194 various meetings that will be holding their meetings in Portland for the remainder of the 2009 calendar year. These 194 groups are estimated to generate over \$94 million for the city.
- The Benevolent Protective Order of the Elks just concluded their 145th National Convention here in Portland, June 29 – July 9, 2009. The convention was held at the convention center with 7,000 registered attendees, along with an estimated additional 2,000 spouses and children that did not register. The meeting planner along with the National Grand Lodge (governing body) deemed the convention highly successful. The last time The Elks were in Portland was July of 1993.

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS		
Oregon Convention Center Groups		
Pre-Convention Site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips
Controlled Release Society (July 2010)	American Jail Association **Once in April & again in June (May 2010)	American Jail Association (May 2010)
American Society of Ichthyologists & Herpetologists (July 2009)	International Association of Culinary Professionals (April 2010)	International Association of Culinary Professionals (April 2010)
American Farrier's Association (February 2010)	Controlled Release Society (July 2010)	
Bible Study Fellowship (February 2010)	Open Source Bridge Foundation (June 2009)	
Teachers of English to Speakers of Other Languages (March 2014)	American Phytopathological Society (August 2009)	
American Physical Society (March 2010)	International Institute of Municipal Clerks (May 2012)	
Alliance for Community Media (July 2009)		
International Association of Culinary Professionals (April 2010)		
American Council of Learned Societies (November 2009)		
Coastal Estuarine Research Federation (October 2009)		
Meeting Planning Assistance - Services Leads - 256 leads distributed to Travel Portland partners assisting 24 OCC groups		
Distribution of Promotional Pieces - 9,010 promotional pieces were distributed to 10 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
National Association of Housing & Redevelopment Officials (July 2009)	Forest Landowners Association (May 2010)	
US Handball Association (October 2009)	American Criminal Justice Association (March 2010)	
Employee Assistance Society of North America (September 2009)	Shock Society Meeting (June 2010)	
National Association of Division Order Analysts (October 2011)	National Law Enforcement Training Center **provided assistance on two separate occasions within the quarter (Non-Travel Portland Booking)	
1st Cavalry Division Association (June 2012)	Portland Police Department (2010)	
Association of College & University Telecommunications Administration (October 2009)	Capstone English mastery Center (Non-Travel Portland Booking)	
	American Jersey Cattle Association (June 2010)	
	National Council on Problem Gambling (June 2010)	
Meeting Planning Assistance - Services Leads - 707 leads distributed to Travel Portland partners assisting 44 non-OCC groups		
Distribution of Promotional Pieces - 53,172 promotional pieces were distributed to 115 non-OCC groups		

MARKETING

Marketing		
	Quarter	YTD
Website: User Sessions*	386,022	1,466,787
<i>Portland Travel Update</i> : click-through rate (% of recipients who clicked within e-mail)	4.7%	4.3%
Big Deal/Portland Perks: room nights (arrivals) at participating hotels	2,562	11,404

Marketing highlights:

Short-term consumer marketing (Portland Perks + \$75 American Express Gift Card)

This promotion provided an excellent hook for our communications team and triggered an overall boost to the Perks program. From 3/19 – 5/24 (75 days), the Perks campaign generated 2,445 room nights and \$327,983 in hotel revenue, almost double what we had generated in the previous 75 days.

Short-term consumer marketing (Travelocity.com):

From Feb. 24 – May 22, Travelocity tracked a 10.7 percent increase in room nights booked into the Portland market vs. the same dates last year.

Social media

Launch of Travel Portland blog, Portland Spoke; ongoing engagement with Twitter (more than 9,000 people now follow @Travelportland) and Twisitor Center; Rose Festival ticket giveaway promotion; development of Facebook strategy.

Travelportland.com

Completion of usability study, which will guide upcoming re-organization of the site; selection of technology vendor who will implement back-end upgrades.

Cultural tourism marketing

Marketing support of Indie Wine Festival and Waterfront Blues Festival. Fertile Ground New Works Theater Festival and Portland Jazz Festival. Ongoing collaboration with visual-arts community (Portland Art Focus marketing co-op).

Convention marketing

Promotion of Green Meetings Toolkit via lead-generating webinars with Meetings Media (331 attendees) and Successful Meetings (291 attendees); development of "Meetings Make Cents" promotion; sponsorship and development of Successful Meetings' digital supplement (content focuses on green meetings, positions Portland as industry leader and promotes Green Meetings Toolkit); development of marketing and advertising plan for FY 09-10; development of ASAE booth concept.

* 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).

COMMUNICATIONS & PUBLIC RELATIONS

MEDIA PLACEMENTS			
	QUARTER	YTD**	PYTD**
Total Dollar Value	\$1,969,096	\$10,227,039	\$9,456,418
MERC/Metro Value**	\$596,289	\$1,597,371	\$1,560,224
OCC Value	\$50,668	\$253,178	\$301,008
Minority Value	\$26,255	\$2,259,807	\$2,068,997
GLBT Value	\$7,214	\$28,203	\$183,051
Total Placements	195	683	272
MERC/Metro Placements**	82	112	39
OCC Placements	9	23	17
Minority Placements	8	37	18
GLBT Placements	4	23	16
Audited Circulation	59.2 million	359.9 million	165.5 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/Metro Value	\$596,289	\$1,597,371
Direct Costs	\$5,885	\$30,560
ROI	101.3	52.3
Minority Value	\$26,255	\$2,259,807
Minority Direct Cost	\$100,135	\$125,000
Minority ROI	.26	18.0
Annual Goal 6.5 - 1		

PARTNER SERVICES, TOURISM AND VISITOR INFORMATION SERVICES

PARTNER SERVICES			
	4th Quarter Total	YTD 2008/09	PYTD 2007/08
Revenue	\$161,919	\$470,878	\$408,862
Active Partners			
New	67	129	165
Cancellations	127	314**	229
Current Active Partners	792	792	977
4th Quarter 2008/2009	Note: this is the fourth quarter of transition from members to partners.		
** 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.			
YEAR END TOTALS: \$470,878 (dues) + \$48,187 (tradeouts) - \$25,950 (cost of tradeouts) = \$493,115			

TOURISM SALES		
Client Contacts	Quarterly Total	YTD Total
Sales Calls	463	759
Leads/Referrals Sent	112	1516
FAMS/Research & Site Visits		
FAM tour participants	18	129
Number of clients reached	17	613
New tour product		
Number of itineraries	27	907

VISITOR INFORMATION SERVICES			
	Quarter	YTD	PYTD 2007-08
Visitor Information Total Visitors	146,136	651,329	596,194
Volunteer Hours	2,844	9,168	10,562
Retail Sales	\$ 5,297	\$ 18,988	\$ 20,048

OPERATIONS

AFFIRMATIVE ACTION GOALS 2008-09					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	June 30, 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	12	83%	50%	Maintain
Office/Clerical	12	12	100%	65%	Maintain
Total	37	48	77%	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	12	33%	15%	Maintain
Total	6	48	13%	15%	Improve
This report is based on current full-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

HIRING

Travel Portland hired one new employee in the fourth 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 \$92,367.43 with businesses in the FOTA area for 12 months ending June 30, 2009.

PARTNERSHIP

Travel Portland currently has 79 member businesses within FOTA and 49 minority and 84 women-owned businesses as its partners.

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE TWELVE MONTHS ENDING JUNE 30, 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 **\$1,952,471** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$209,615 or 10 percent** was spent with **minority/women-owned or emerging small business enterprises**.

TRAVEL PORTLAND
STATEMENT OF ACTIVITIES
For year-end of June 30, 2008, and year-end June 30, 2009

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	\$ 36,074	\$ 166,252	\$ (130,178)	\$ 3,111,156	\$ 3,241,334	\$ 3,079,311	-4%	1%
MERC	375,282	254,754	120,528	3,057,043	3,057,043	2,621,998	0%	17%
TOT/CULTURAL	40,533	26,417	14,116	325,009	306,000	343,166	6%	-5%
DUES	92,326	45,000	47,326	496,833	470,000	404,003	6%	23%
FEES	43,153	58,937	(15,784)	218,073	381,635	378,074	-43%	-42%
CO-OP	248,272	173,582	74,690	1,291,523	1,452,520	1,663,013	-11%	-22%
INTEREST INCOME	689	-	689	5,846	-	26,220		-78%
REBATES	-	-	-	-	-	2,499		
TOTAL REVENUE	\$ 836,329	\$ 724,942	\$ 111,387	\$ 8,505,483	\$ 8,908,532	\$ 8,518,284	-5%	0%
EXPENSES:								
CONVENTION SALES	341,658	271,554	70,104	\$ 2,173,735	2,404,303	\$ 2,077,905	-10%	5%
TOURISM SALES	106,408	149,807	(43,399)	898,015	1,078,570	979,895	-17%	-8%
MARKETING & COMMUNICATIONS	312,722	288,286	24,436	2,402,630	2,454,406	2,589,302	-2%	-7%
CONVENTION SERVICES	61,820	79,942	(18,122)	573,296	648,294	601,998	-12%	-5%
VISITOR SERVICES	35,149	28,853	6,296	282,997	283,832	188,676	0%	50%
PARTNERSHIP SERVICES	43,150	49,370	(6,220)	318,581	326,331	355,070	-2%	-10%
EVENTS	36,966	38,291	(1,325)	150,772	176,388	150,678	-15%	0%
PROGRAM SUPPORT	146,473	224,458	(77,984)	1,430,990	1,527,083	1,500,916	-6%	-5%
TOTAL EXPENSES	1,084,347	1,130,561	(46,214)	\$ 8,231,015	8,899,207	8,444,440	-8%	-3%
NET REVENUE OR (LOSS)	\$ (248,018)	\$ (405,619)	\$ 157,601	\$ 274,468	9,325	73,845		

TRAVEL PORTLAND
STATEMENT OF FINANCIAL POSITION
June 30, 2009

ASSETS	June 30, 2009	June 30, 2008	Variance
<u>Current assets:</u>			
Petty Cash	\$ 75	\$ 75	\$ -
Cash in Bank-Operating	227,034	1,124,043	-897,009
Cash in Bank-Savings	68	-	68
Cash in Bank-Certificate of Deposit/Money Mkt	900,465	-	900,465
MERC Receivable	437,683	345,609	92,074
City Receivable	36,074	-	36,074
RCMP Receivable	141,153	109,510	31,643
VDF Receivable	40,257	-	40,257
Receivable Other	21,773	76,516	-54,742
Miscellaneous Receivable	70,840	-	70,840
Promissory Note Receivable	10,000	-	10,000
Due from Foundation	-	-	0
Allowance for bad debts	(8,000)	(490)	(7,510)
Prepaid Expense	152,641	73,534	79,108
	<u>2,030,063</u>	<u>1,728,796</u>	<u>301,267</u>
<u>Property and equipment:</u>			
Furniture & equipment	85,525	105,540	-20,014
Less: accum. depreciation	(29,641)	(60,247)	30,607
	<u>55,885</u>	<u>45,292</u>	<u>10,592</u>
Computers	206,161	208,531	-2,371
Less: Accum. Depreciation	(119,491)	(84,068)	-35,422
	<u>86,670</u>	<u>124,463</u>	<u>-37,793</u>
Automobiles	66,667	66,667	-
Less: Accum. Depreciation	(27,778)	(13,320)	-14,458
	<u>38,889</u>	<u>53,347</u>	<u>-14,458</u>
Leasehold Improvements	71,824	71,824	0
Less: Accum. Depreciation	(57,379)	(47,262)	-10,118
	<u>14,445</u>	<u>24,563</u>	<u>-10,118</u>
<u>Other assets:</u>			
Restricted cash and cash surrendered value of life insurance for deferred compensation	147,210	212,253	-65,043
Employee advances	7,100	7,409	-309
	<u>154,310</u>	<u>219,662</u>	<u>-65,352</u>
TOTAL ASSETS	<u>2,380,262</u>	<u>\$ 2,196,123</u>	<u>\$ 184,139</u>

LIABILITIES & NET ASSETS

<u>Current liabilities:</u>			
Accounts payable	\$ 243,256	\$ 138,259	\$ 104,997
Accounts Payable Educational Foundation	999	737	262
Advance MERC	0	-	0
Accrued payroll costs	103,315	93,808	9,507
Accrued Incentive	176,485	-	176,485
Accrued expenses	48,375	-	48,375
Accrued longevity award	154,796	114,923	39,873
Total current liabilities	<u>727,225</u>	<u>347,726</u>	<u>379,499</u>
<u>Other liabilities:</u>			
Rent payable	27,096	44,708	-17,612
Deferred Income-Mtg Incentive	-	30,000	-30,000
Deferred revenues	3,000	-	3,000
Deferred compensation	133,960	239,753	-105,793
Housing Conference Deposits	150	2,660	-2,510
Total other liabilities	<u>164,206</u>	<u>317,121</u>	<u>-152,915</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	274,468	390,757	-116,289
Total net assets	<u>1,488,830</u>	<u>1,531,276</u>	<u>-42,446</u>
TOTAL LIABILITIES & NET ASSETS	<u>2,380,262</u>	<u>\$ 2,196,123</u>	<u>\$ 184,138</u>

TRAVEL PORTLAND BOARD OF DIRECTORS – EFFECTIVE JULY 1, 2009

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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 63 media requests and hosted 21 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$10.2 million (102.2 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* (February-March 2009 / \$6,855)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade publication for African-American meeting and event planners
“The African-American Guide to Meeting, Incentives and Traveling in the West”
Media coverage facilitated by Roy Jay
2. *Association News* (April 2009 / \$11,685)
Mentions: Oregon Convention Center
Monthly association/meeting trade magazine
“Washington and Oregon: Where Meeting Success Comes Naturally”
- 3-4. *Smart Meetings* (May 2009 / \$7,850 combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine and its accompanying website
“Where in the West”
5. OutTravelerGPS.com (May 5, 2009 / value unknown)
Mentions: Oregon Convention Center, Oregon Zoo
Travel section for Out Traveler (LGBT) website
“Seven Reasons I Love the Nines Hotel Portland”
- 6-7. *Meetings West* / MeetingsMedia.com (June 2009 / \$17,178 combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine for the Western United States and its accompanying website
“Oregon: The Beaver State”

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

MERC/Oregon Convention Center Combined Media Coverage Cont.

Oregon Convention Center Coverage Cont.:

8. *Smart Meetings* (June 2009 / \$6,600)
Mentions: Oregon Convention Center
Monthly meeting trade magazine
“Far from Convention(al) Centers: Convention centers in the West are grander and greener”
9. *Chattanooga.com* (June 19, 2009 / \$500)
Mentions: Oregon Convention Center, Oregon Zoo
Website of *The Chattanooga*, the daily newspaper for Chattanooga, Tenn.
“Portland: Leading the Green Way”

TOTAL = 9 placements / \$50,668

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

1. *Black Meetings & Tourism* (February-March 2009 / \$6,855)
Mentions: Oregon Convention Center, Oregon Zoo
Bimonthly meeting trade publication for African-American meeting and event planners
“The African-American Guide to Meeting, Incentives and Traveling in the West”
Media coverage facilitated by Roy Jay
- 2-70. *Mercury News, MercuryNews.com, Salinas Californian, USA Today.com, Boston Herald, Seattle Daily Journal of Commerce, The Daily Courier, Westerly Sun, Merced Sun Star, New Britain Herald, Watertown Public Opinion, Penticton Herald, Honolulu Advertiser, Pottsville Republican & Herald, Stockton Record, Argus Leader, Times Herald, The Journal, Yakima Herald-Republic, Courier-Post, Chico Enterprise-Record, The Sun, The Forum, Daily Messenger, Register-Mail, The Tribune, the Villages Daily Sun, Independent Record, Charlotte Sun, Herald News, Trenton Sunday News Herald, Taylor Sunday News Herald, Southgate Sunday News Herald, Lethbridge Herald, MSNBC.com, News-Enterprise, CBSNews.com, San Francisco Examiner, The Daily News, Hanover Park Daily News, The Dominion Post, Amarillo Globe-News, Herald News, Post-Standard, Williamsport Sun-Gazette, Bakersfield Californian, Globe-Gazette, Gloucester County Times, the Standard-Examiner, Corpus Christi Caller-Times, Times-Observer, Lincoln Journal Star, Lancaster New Era, The Sheboygan Press, Post Register, Longview News-Journal, Modesto Bee, Free-Lance Star, Lewiston Tribune, The Daily World, the Bay City Times, The Elmira Leader, Arizona Republic, Waco Tribune-Herald, Burlington County Times, Today's Sunbeam, Altoona Mirror, Spokesman-Review, and The Seattle Times*
(March-June 2009 / \$280,623 combined)
Mentions: Oregon Zoo
Associated Press article on Portland that ran in newspapers and on news websites across the United States
“Have a blast on a budget in Portland”

APPENDIX 1 - COMMUNICATIONS AND PUBLIC RELATIONS

Minority Media Coverage Cont.

3. *Globetrotter Latest Travel Trend* (April 2009 / \$1,000)
Monthly Japanese travel magazine
“Best Bike City”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
4. *Dong-A Ilbo* (April 7, 2009 / Value unknown)
Daily newspaper for Seoul, Korea, and other areas
“Weekly Focus: Portland and Oregon”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
5. *JungleCity.com* (April 7, 2009 / \$1,500)
Japanese-language city guide-style website for Seattle, Wash., area users
“Twilight”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
6. *Dong-A Ilbo* (April 8, 2009 / \$5,800)
Daily newspaper for Seoul, Korea
“Fabulous Mount Hood and Pinot noir wine valley”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
7. *Busan.com* (April 30, 2009 / \$1,500)
Website for Korean newspaper *Busan Ilbo*
“Oregon”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)
8. *Mainichi ga Hakken* (May 2009 / \$6,600)
Monthly lifestyle magazine for Japan
“Ecological Lifestyle in Portland”
Visit by journalists coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)

TOTAL = 8 placements / \$26,255

APPENDIX 1 – COMMUNICATIONS AND PUBLIC RELATIONS

LGBT Media Coverage

1. TripOutGayTravel.com (Spring 2009 / \$1,500)
Travel area of LOGO TV's website for LGBT travelers
"Portland, Oregon"
(Online airing of Bump! TV episode on Portland)
2. OutTravelerGPS.com (May 5, 2009 / Value unknown)
Travel section for Out Traveler website
"Seven Reasons I Love the Nines Hotel, Portland"
3. Examiner.com (June 16, 2009 / \$500)
Online news source with regionalized editions
"Portland's friendly, funky Saturday Market gets new, permanent home"
4. OutTraveler.com (June 26, 2009 / \$5,214)
LGBT travel website
"Playback Portland"

TOTAL = 4 placements / \$7,214

APPENDIX 2 – CONVENTION SERVICES

Organization	Us Fencing Association	Health Effects Institute
Meeting Name	North American Cup F	Summer Conference 2009
Meeting Date	4/23 - 4/27/09	5/3/09-5/5/09
Headquarter Hotel	Doubletree	Portland Hilton Hotel
Next Meeting		
Survey on Portland Community		
Portland Community		Nice west coast Easy to get around
Portland Impression	Good	Good
Portland Airport	Excellent	Excellent
Taxi Rental	Good	Good
Local Restaurant	Excellent	Fair
Meeting Destination	Good	Good
Attractions	Good	Good
MAX	Excellent	N/A
Leisure Community		
Travel Portland Staff		
Sales Staff	Good	Good
Services Staff	Good	Good
Housing Staff	N/A	Good
Travel Portland Materials	Good	Fair
Travel Portland Web	Good	Excellent
Visitor Bureau Communication		Very helpful
Oregon Convention Center (OCC)		
OCC Sales	Good	Excellent
OCC Services	Good	Excellent
OCC Communication		
Hotel		
Hotel Name		Hilton Executive Tower
Hotel Sales	Good	Excellent
Hotel Services	Good	Excellent
Hotel Room	Good	Excellent
Hotel Dining	Good	Excellent
Hotel Communication		Great meeting site, rooms were nice but TV service was not good.
Transportation		
Transport Name		Blue Star
Transport Service	N/A	Excellent
Transport Equipment	N/A	Good
Transport Communication		
Tour Co		
Tour Service	N/A	

APPENDIX 2 – CONVENTION SERVICES

Organization	NAF	Washington State Medical Group Management Association	Kaiser Permanente
Meeting Name	Annual Meeting	Or/Wa Mgma Annual Meeting	National Quality Conference
Meeting Date	April 25-28 2009	May 17-20, 2009	June 8-10, 2009
Headquarter Hotel	Hilton	Doubletree Lloyd Center	Doubletree Lloyd Center
Next Meeting	2018	2012	Unknown
Survey on Portland Community			
Portland Community	People loved this city!!!!		Great city to navigate without a car
Portland Impression	Excellent	Excellent	Good
Portland Airport	Excellent	Excellent	Excellent
Taxi Rental	Excellent	Good	N/A
Local Restaurant	Good	Good	Excellent
Meeting Destination	Excellent	Fair	Good
Attractions	Excellent	Fair	Good
MAX	Excellent	Good	Excellent
Leisure Community			N/A
Travel Portland Staff			
Sales Staff	Excellent	Excellent	Good
Services Staff	Excellent	Good	Good
Housing Staff	Excellent	N/A	N/A
Travel Portland Materials	Excellent	Good	Excellent
Travel Portland Web	Excellent	Good	Good
Visitor Bureau Communication			N/A
Oregon Convention Center (OCC)			
OCC Sales	Excellent	Good	Fair
OCC Services	Excellent	Fair	Fair
OCC Communication			Great facility. Many great employees, unfortunately there were quite a few "bumps" with the program.
Hotel			
Hotel Name	Hilton		Doubletree
Hotel Sales		Excellent	Good
Hotel Services	Excellent	Excellent	Fair
Hotel Room	Excellent	Fair	Fair
Hotel Dining	Excellent	Fair	Fair
Hotel Communication			The renovation was ok, but there is a stink in the lobby from the restaurants. Perhaps ventilation isn't circulating the exhaust out from the kitchen. At one point, something was burnt and the smell was unbearable. Hotel should consider a signature scent.
Transportation			
Transport Name			Columbia Crossroads
Transport Service	Excellent		Excellent
Transport Equipment	Excellent		Good
Transport Communication			
Tour Co			
Tour Service	Excellent		N/A