

travel
PORTLAND

**SECOND QUARTER REPORT
2008-2009**

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EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- Travel Portland booked 100 group meetings for future years during the quarter. These represent 61,523 rooms sold with an estimated economic impact of over \$30 million.
- Travel Portland helped generate 60 media placements valued at \$2.3 million during the 2nd quarter.

TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland’s current sales activities indicate a strong future booking pace with anticipated OCC revenue in excess of \$5.7 million for fiscal year 2008/2009 and over \$6 million for 2009/2010. The sales team is on track to meet their annual goal.
- Travel Portland’s leisure program, The Big Deal, has seen a decrease in bookings as the economy continues to be a challenge. This program will be rebranded to Portland Perks with a significant re-launch with hotel partners in early March.
- Annual room tax receipts are up 14.2 percent over last year at this time due to rollover of last fiscal year’s collection to this fiscal year. However, 2nd quarter receipts appear to be lower by 7% - 13%.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	OCC Revenue Goal	\$2,910,379	\$5.75 million
#2	ROI on future OCC business	2.34	2.0 - 2.5
#3	Lead conversion	47%	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	41.8	6.5
#6	Community economic impact	41.16	47.0

CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on Travel Portland Convention and Marketing	94.81	47.00
B.	ROI Leisure Programs	8.05	17.00

CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 08/09	\$ 5,695,473	\$ -	\$ 5,695,473.00
FY 09/10	\$ 4,508,826	\$ 1,671,807	\$ 6,180,633.00
FY 10/11	\$ 2,764,556	\$ 1,915,021	\$ 4,679,577.00
FY 11/12	\$ 1,475,263	\$ 1,729,324	\$ 3,204,587.00
FY 12/13	\$ 1,108,061	\$ 1,915,021	\$ 3,023,082.00
FY 13/14	\$ 171,952	\$ 1,729,324	\$ 1,901,276.00
FY 14/15	\$ 417,214	\$ 1,915,021	\$ 2,332,235.00
FY 15/16	\$ -	\$ 1,729,324	\$ 1,729,324.00
FY 16/17	\$ 171,952	\$ 1,915,021	\$ 2,086,973.00
FY 17/18	\$ -	\$ 1,729,324	\$ 1,729,324.00
FY 18/19	\$ -	\$ 1,915,021	\$ 1,915,021.00
FY 19/20	\$ -	\$ 1,729,324	\$ 1,729,324.00
	\$ 16,313,297	\$ 19,893,532	\$ 36,206,829.00

Oregon Convention Center Projected Future Revenue			
Total Travel Portland Contract:	Quarter	YTD	Goal
New OCC Bookings	8	18	
Repeat OCC Bookings	6	9	
Total OCC Bookings	14	27	
Room Nights from OCC Bookings	26,856	53,905	
OCC Revenue from OCC Bookings (FY 2008/09 thru FY 2016/17)	\$ 2,152,166	\$ 3,572,245	
ROI OCC Bookings	\$ 2.79	\$ 2.34	2.0 - 2.5
Community Economic Impact from OCC Bookings	\$ 13,625,000	\$ 25,385,000	
Total Room Nights Booked	61,523	123,119	
Total Community Economic Impact from Bookings	\$ 30,939,000	\$ 62,922,000	
ROI on Total Community Economic Impact	\$ 40.08	\$ 41.16	47.0 to 1
OCC Revenue from OCC Bookings (FY 2008/09)	\$ 802,857	\$ 2,910,379	\$ 5.75 million

OCC Revenue from OCC Bookings does not include National Science Teachers Association's November meeting due to OCC and client discrepancies. Revenue will be included on 3rd quarter report.

CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2009					
	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13 and beyond
Current	44	32	15	7	7
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 05/06 - FY 08/09)	43	25	14	10	11

2ND QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
FY 08/09	6	9,316	29,400	\$ 906,295	\$ 4,709,000
FY 09/10	4	6,944	5,300	\$ 541,922	\$ 3,852,000
FY 10/11	1	1,236	800	\$ 121,319	\$ 914,000
FY 11/12	2	4,485	2,300	\$ 261,873	\$ 2,078,000
FY 12/13	1	4,875	1,600	\$ 320,757	\$ 2,072,000
Total OCC Bookings	14	26,856	39,400	\$ 2,152,166	\$ 13,625,000

2ND QUARTER - SINGLE HOTEL BOOKINGS				
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact
Subtotal FY 08/09	44	13,611	\$ 215,139	\$ 7,688,000
Subtotal FY 09/10	32	12,368	\$ 195,492	\$ 6,435,000
Subtotal FY 10/11	6	3,499	\$ 55,306	\$ 1,486,000
Subtotal FY 11/12	4	5,189	\$ 82,019	\$ 1,705,000
Total Other Bookings	86	34,667	\$ 547,955	\$ 17,314,000

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	45	92	10	25	15	31
OCC Lost Leads due to OCC space & availability	3	7	0	1	2	3
OCC Lost Leads due to hotel package & availability	11	28	5	10	4	15
Lead Conversion Percentage	45%	47%	100%	36%	11%	23%
Annual Goal – 28% - 31%						
Last Year Actual – 28%						

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact
Subtotal	11	HQ Hotel/Hotel Package	38,822	15,850	\$ 1,709,450	\$ 16,349,000
Subtotal	4	Weak Local Support	17,560	8,100	\$ 532,363	\$ 7,624,000
Subtotal	3	Board Decision	5,995	2,600	\$ 285,145	\$ 1,558,000
Subtotal	2	Date Availability - OCC	6,895	1,900	\$ 401,251	\$ 2,909,000
Subtotal	2	Geographic	3,060	1,900	\$ 220,265	\$ 1,023,000
Subtotal	2	Rates/Cost - Hotel	3,845	2,150	\$ 374,995	\$ 2,416,000
Subtotal	1	Conference Cancelled - Due to Economy	240	300	\$ 54,865	\$ 116,000
Subtotal	1	Conference Cancelled - Not Happening	914	1,000	\$ 59,330	\$ 431,000
Subtotal	1	Selected Another Year	4,875	1,600	\$ 137,784	\$ 1,374,000
Subtotal	1	Perceived Destination Draw	4,440	2,200	\$ 126,880	\$ 1,214,000
Subtotal	1	Rates/Cost - OCC	150	1,000	\$ 28,828	\$ 66,000
Subtotal	1	Weather/Environmental Issues	1,988	800	\$ 162,359	\$ 1,538,000
Total OCC Lost	30		88,784	39,400	\$ 4,093,515	\$ 36,618,000

2ND QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Arrival
Urban Land Institute	1	Conference Cancelled - Due to Economy	302	500	\$ 53,691	\$ 130,000	5/2009
Total OCC Cancellations	1	Conference Cancelled - Due to Economy	302	500	\$ 53,691	\$ 130,000	

CONVENTION SALES

2ND QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
October - 2008	November - 2008	December - 2008
Western Association of Convention and Visitors Associations (WACVB) (Tucson, AZ)	Rejuvenate Marketplace (Virginia Beach, VA)	National Coalition of Black Meeting Planners (NCBMP) (Washington, D.C.)
Oregon Society of Association Management (OSAM) (Portland, OR)	Nursing Organizations Alliance (NOA) (Albuquerque, NM)	International Association of Hispanic Meeting Planners (IAHMP) (San Diego, CA)
Network of Latino Meeting Professionals (NLMP) (Washington, D.C.)		Fall 2008 Familiarization Trip (Portland, OR)
		International Association of Exhibitions and Events (IAEE) (Miami, FL)
		Destination Marketing Association International (DMAI) (Chicago, IL)
		Association Forum of Chicagoland Holiday Showcase (Chicago, IL)
		Three City Alliance Wreath Event (Washington, D.C.)

CONVENTION SERVICES

CONVENTION SERVICES			
Activity Description	2nd Quarter 2008-09	YTD 2008-09	PTYD 2007-08
Distribution of Promotional Pieces	27,105	89,045	88,655
Meeting Planning Assistance - Services Leads	511	910	579
Networking - Education/Professional Seminars	3	3	5
Pre-Convention Site Tours	20	35	25
Pre-Convention Attendance Building	4	21	19
Housing - Convention Room Nights	866	1,004	6,051

- Have distributed 89,045 promotional pieces to convention delegates to date, FY 08/09.
- Although continued work is being done with the Benevolent Protective Order of the Elks (BPOE) who will be in Portland June 30 – July 10, 2009, we are also working closely with several other large OCC conventions:
 - Lutheran Women’s Missionary League (June 2009) with an estimated 7000 attendees.
 - Geological Society of America (October 2009) with an estimated 6000 attendees.
 - Supercomputing ’09 (November 2009) with an estimated 7000 attendees.
- The convention services team conducted 13 site tours in the month of November and December 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.

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS

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
International Reprographic Association (April 2010)	Benevolent & Protective Order of Elks (July 2009)	American Indian Science and Engineering Society (October 2009)	Minority Enterprise Development Tradeshow (October 2009)
National Women's Studies (December 2010)	National League of Cities (April 2009)	Geological Society of America (October 2009)	Winter FAM (December 2008)
Land Trust Alliance (<i>provided site tours on two separate occasions</i>) (October 2009)		North American Association for Environmental Education (October 2010)	
Integrated Pest Management (March 2009)		Supercomputing '09 (November 2009)	
International Association of Culinary Professionals (April 2010)			
American Society of Ichthyologists & Herpetologists (July 2009)			
North American Association for Environmental Education (October 2010)			
Coastal Estuarine Research Federation (October 2009)			
Investors Group Financial Services, Inc. (October 2009)			
National Science Teachers Association (November 2008)			
International Association of Campus Law Enforcement Administrators (June 2012)			
American Phytopathological Society (July 2009)			
Meeting Planning Assistance - Services Leads - 230 leads distributed to Travel Portland partners assisting 22 OCC groups			
Distribution of Promotional Pieces - 6975 promotional pieces were distributed to 9 OCC groups			

CONVENTION SERVICES

CONVENTION SERVICES TRADE SHOWS AND EVENTS

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
American Society for Investigative Pathology (June 2009)	American Association for Paralegal Education (October 2009)		Sake One Tour
Association of Psychology Postdoctoral and Internship Center (April 2009)	Council of Great City Schools (October 2010)		
Mathematical Association of America (August 2009)	Society for Developmental & Behavioral Pediatrics (September 2009)		
American Bar Association (March 2010)	Accoustical Society of America (May 2009)		
National Collegiate Athletic Association (March 2009)	Jane Austen Society of North America (October 2010)		
Council of Great City Schools (October 2010)			
National Association of State Budget Officers (July 2010)			
Meeting Planning Assistance - Services Leads - 281 leads distributed to Travel Portland partners assisting 34 non-OCC groups			
Distribution of Promotional Pieces - 20,130 promotional pieces were distributed to 35 non-OCC groups			

MARKETING

MARKETING			
	Quarter	YTD	PYTD
Website: User Sessions*	301,373	728,848	741,843
<i>Portland Travel Update: click-through rate (% of recipients who clicked within e-mail)**</i>	3.29%	3.90%	5.77%
Big Deal: room nights (arrivals) at participating hotels	2,044	6,945	8,659
<p>Marketing highlights</p> <p>Big Deal Development of new brand (Portland Perks) and messaging strategy; meetings with hotels and other promotional/co-op partners; selection and development of new online booking engine.</p> <p>E-newsletters Development of system that will deliver customized/personalized content, thereby boosting the e-newsletters' value to subscribers and increasing click-through rates.</p> <p>Online Marketing Ongoing search-engine optimization and pay-per click promotion; continued development of GoSeePortland.com and Travel Portland blog (PortlandSpoke.com); development of Twitter strategy; development of partner-to-partner site.</p> <p>Cultural tourism marketing Recruitment of arts groups and attractions to participate in Portland Perks program ; marketing support of Portland Jazz Festival, Portland Fashion Week and Fertile Ground New Works Theater Festival; discussions with Portland Art Museum, NW Film Center and Film Action Oregon regarding packaging opportunities; discussions with attractions, arts groups and local vendor regarding online ticketing/sales; Seattle co-op promotion on Trainsettters.com.</p> <p>Convention marketing Development of green meeting toolkit; development of e-bid books.</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 and other social media).</p>			

COMMUNICATIONS & PUBLIC RELATIONS

MEDIA PLACEMENTS			
	QUARTER	YEAR TO DATE**	PREVIOUS YEAR TO DATE**
Total Dollar Value	\$2,332,916	\$5,735,324	\$7,114,430
MERC Value**	\$184,190	\$919,875	\$1,121,790
OCC Value	\$88,125	\$131,482	\$128,882
Minority Value	\$840,000	\$1,963,834	\$1,595,040
LGBT Value	\$2,009	\$18,109	\$78,361
Total Placements	60	147	126
MERC Placements**	8	22	17
OCC Placements	3	9	11
Minority Placements	8	17	15
LGBT Placements	1	15	9
Audited Circulation	104 million	165.7million	126.3 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, Portland Metropolitan Exposition Center and Oregon Zoo

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$184,190	\$919,875
Direct Costs	\$9,870	\$22,025
ROI	18.7	41.8
Minority Value	\$840,000	\$1,963,834
Minority Direct Cost	\$67,295	\$92,595
Minority ROI	12.5	21.2
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				
	\$69,749	\$146,835*	\$195,000	\$176,683
Active Partners				
New	19	33		99
Cancellations	50	82**		43
Current Active Partners	928	928	1,000	1,097
2nd Quarter 2008/2009	Note: this is the second quarter of transition from members to partners.			
*\$29,848 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	186	192
Leads/Referrals Sent	724	766
FAMS/Research & Site Visits		
Number of companies represented	12	66
FAM tour participants	37	92
Number of clients reached	25	579
New tour product	Quarterly Total	YTD Total
Number of itineraries	860	868

VISITOR INFORMATION SERVICES			
	Quarter	YTD	PYTD 2007-08
Visitor Information Total Visitors	118,564	380,351	349,622
Volunteer Hours	1,760	4,432	6,239
Retail Sales	\$ 3,021	\$ 10,557	\$ 10,910

OPERATIONS

AFFIRMATIVE ACTION GOALS 2008-09					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	December 31, 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 \$22,725 with businesses in the FOTA area for six months ending December 31, 2008.

PARTNERSHIP

Travel Portland currently has 89 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 **\$751,662** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$112,059 or 15 percent** was spent with **minority/women-owned or emerging small business enterprises**.

TRAVEL PORTLAND
STATEMENT OF ACTIVITIES
For the month of December, 2008 and the six months ended December 31, 2008

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	\$32,640	\$32,640	\$0	\$ 1,883,157	1,883,158	1,649,214	0%	14%
MERC	191,913	254,754	(62,841)	1,458,908	1,528,521	1,340,450	-5%	9%
TOT/CULTURAL	171,065	24,417	146,648	228,132	146,500	231,935	56%	-2%
DUES	27,234	40,000	(12,766)	146,584	195,000	176,359	-25%	-17%
FEES	29,577	20,937	8,640	125,549	166,517	162,550	-25%	-23%
CO-OP	35,416	114,476	(79,060)	629,160	771,429	957,793	-18%	-34%
INTEREST INCOME	161	0	161	1,778	0	16,122	0%	-89%
REBATES	(15,924)	0	(15,924)	(36,506)	0	33,784	0%	-208%
TOTAL REVENUE	\$472,082	\$487,224	-\$15,142	\$4,436,762	\$4,691,125	\$4,568,207	-5%	-3%
EXPENSES:								
CONVENTION SALES	144,088	211,780	(67,692)	\$ 1,005,120	1,161,538	933,701	-13%	8%
TOURISM SALES	74,741	99,806	(25,065)	490,490	518,934	478,873	-5%	2%
MARKETING & COMMUNICATIONS	128,964	222,054	(93,090)	1,096,699	1,156,548	981,125	-5%	12%
CONVENTION SERVICES	53,098	68,416	(15,318)	288,358	320,897	284,793	-10%	1%
VISITORS SERVICES	17,250	24,103	(6,853)	124,613	139,866	118,615	-11%	5%
PARTNERSHIP SERVICES	22,003	25,619	(3,616)	153,028	152,415	143,316	0%	7%
EVENTS	19,067	8,291	10,776	71,236	68,544	71,219	4%	0%
PROGRAM SUPPORT	87,517	116,348	(28,831)	763,964	729,487	706,710	5%	8%
TOTAL EXPENSES	\$ 546,728	\$ 776,417	\$ (229,689)	\$ 3,993,508	\$ 4,248,229	\$ 3,718,352	-6%	7%
NET REVENUE OR (LOSS)	\$ (74,646)	\$ (289,193)	\$ 214,547	\$ 443,254	\$ 442,896	\$ 849,855		

**TRAVEL PORTLAND
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2008**

ASSETS	December 31, 2008	December 31, 2007	Variance
<u>Current assets:</u>			
Petty Cash	\$ 75	\$ 75	\$ -
Cash in Bank	1,499,040	1,365,372	133,668
MERC Receivable	149,228	227,652	-78,424
City Receivable	32,641	-	32,641
RCMP Receivable	13,943	302,347	-288,404
Receivable Other	-	86,740	-86,740
Miscellaneous Receivable	-	217,134	-217,134
Promissory Note Receivable	15,000	-	15,000
Due from Foundation	1,329	-	1,329
Allowance for bad debts	(490)	(490)	0
Prepaid Expense	60,045	37,542	22,503
	<u>1,770,811</u>	<u>2,236,371</u>	<u>-465,560</u>
<u>Property and equipment:</u>			
Furniture & equipment	82,329	77,096	5,233
Less: accum. depreciation	(23,353)	(57,196)	33,843
	<u>58,976</u>	<u>19,899</u>	<u>39,077</u>
Computers	201,466	193,204	8,262
Less: Accum. Depreciation	(99,330)	(68,054)	-31,276
	<u>102,136</u>	<u>125,150</u>	<u>-23,014</u>
Automobiles	66,667	66,667	0
Less: Accum. Depreciation	(21,111)	(7,720)	-13,391
	<u>45,556</u>	<u>58,947</u>	<u>-13,391</u>
Leasehold Improvements	71,824	71,824	0
Less: Accum. Depreciation	(52,836)	(43,550)	-9,286
	<u>18,988</u>	<u>28,275</u>	<u>-9,286</u>
<u>Other assets:</u>			
Restricted cash and cash surrendered value of life insurance for deferred compensation	223,658	207,253	16,405
Employee advances	6,122	6,326	-204
	<u>229,780</u>	<u>213,579</u>	<u>16,201</u>
TOTAL ASSETS	<u>\$ 2,226,247</u>	<u>\$ 2,682,221</u>	<u>\$ (455,974)</u>
LIABILITIES & NET ASSETS			
<u>Current liabilities:</u>			
Accounts payable	\$ 99,917	\$ 172,543	\$ (72,626)
Accounts Payable POVA Foundation	0	39,678	-39,678
Advance MERC	0	0	
Accrued payroll costs	55,665	90,084	-34,419
Accrued longevity award	123,916	114,923	8,993
Total current liabilities	<u>279,498</u>	<u>417,227</u>	<u>-137,729</u>
<u>Other liabilities:</u>			
Rent payable	35,224	49,120	-13,896
Deferred revenues	30,000	-	30,000
Deferred compensation	223,908	223,503	405
Housing Conference Deposits	-	1,998	-1,998
Total other liabilities	<u>289,132</u>	<u>274,621</u>	<u>14,511</u>
<u>Net assets:</u>			
Unrestricted net assets, 6/30/08	1,214,362	1,140,519	73,843
Decrease in net assets for year ended 6/30/09	443,256	849,854	-406,598
Total net assets	<u>1,657,618</u>	<u>1,990,373</u>	<u>-332,755</u>
TOTAL LIABILITIES & NET ASSETS	<u>\$ 2,226,248</u>	<u>\$ 2,682,221</u>	<u>\$ (455,973)</u>

TRAVEL PORTLAND BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Connie Hunt, Chair
Eastbank Saloon

Steve Faulstick, Chair-elect
Doubletree Hotel Portland

J. Isaac, Vice Chair
Portland Trail Blazers

E. Allen Shelby, Treasurer
Ashforth Pacific, Inc.

Brett Wilkerson, Past Chair
North Pacific Management

Chris Erickson, Community Action Committee Chair
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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 major media requests and hosted 23 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$5.7 million (57.3 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. *Corporate & Incentive Travel* (October 2008 / \$51,625)
Mentions: Oregon Convention Center
Monthly meeting trade and corporate travel magazine
“Pacific Northwest: Where It’s Easy Being Green”
- 2-3. *Smart Meetings* / SmartMeetings.com (November 2008 / \$36,500 magazine and website combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine and its accompanying website
“Dream Destination”

TOTAL = 3 placements / \$88,125

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

1. *Spokesman-Review* (Sept. 28, 2008 / \$6,865)
Mentions: Oregon Zoo
Daily newspaper for Spokane, Wash.
“Family day trip reveals colorful personality”
2. *Corporate & Incentive Travel* (October 2008 / \$51,625)
Mentions: Oregon Convention Center
Monthly meeting trade and corporate travel magazine
“Pacific Northwest: Where It’s Easy Being Green”
- 3-4. *Seattle Times* / SeattleTimes.com (Nov. 27, 2008 / \$43,120)
Mentions: Oregon Zoo
Daily newspaper for Seattle, Wash., and accompanying website
“A holiday escape: Portland”

COMMUNICATIONS & PUBLIC RELATIONS

- 5-6. *Smart Meetings / SmartMeetings.com* (November 2008 / \$36,500 magazine and website combined)
Mentions: Oregon Convention Center
Monthly meeting trade magazine and its accompanying website
“Dream Destination”
7. *Mid-Columbian* (November-December 2008 / \$10,080)
Mentions: Oregon Zoo
Bimonthly magazine for Central Washington state
“Weekend in Portland: Laid-back Lifestyle Defines Rose City”
8. *Eye on the Bay* (Dec. 15, 2008 / \$36,000)
Mentions: Oregon Zoo
News magazine-style program that airs on KPIX Channel 5, the CBS-affiliate station in the San Francisco, Calif., area
Portland Show #1

TOTAL = 8 placements / \$184,190

Minority Media Coverage

- 1-8. *Chinese People See the World: Portland, Oregon* (aired Nov. 26-Dec.3, 2008 / \$840,000 combined)
Eight-part travel documentary produced by Jiangsu Broadcasting Corporation and JSBC International (Kylin Cable TV)
“Portland, Oregon”
Visit by television crew coordinated in conjunction with the Travel Portland Tourism Department (Jeff Hammerly and Yoko Furukawa)

TOTAL = 8 placements / \$840,000

LGBT Media Coverage

1. LOTL (November 2008 / \$2,009)
Monthly lifestyle magazine in Australia for lesbians
“A Girl in Every Port: Top 20 Lesbian Destinations”

TOTAL = 1 placement / \$2,009

APPENDIX 2 - CONVENTION SERVICES

Organization	NACAC	Community Of Writers	Utrs Inc.
Meeting Name	Portland National College Fair	Wordstock	What Meeting #5
Meeting Date	October 2-4, 2008	November 6-9	10/28-10/29
Headquarter Hotel	Courtyard By Marriott	Benson	Marriott City Center
Next Meeting	October 25-26, 2009	October 9th	Not Sure
Survey on Portland Community			
Portland Community	Wonderful city	Well, we're based here...	Wonderful city, great hotel, awesome staff
Portland Impression	Excellent	Excellent	Excellent
Portland Airport	Good	Excellent	Excellent
Taxi Rental	Good	Good	Excellent
Local Restaurant	Excellent	Excellent	Good
Meeting Destination	Excellent	Excellent	Excellent
Attractions	Excellent	Excellent	Good
MAX	Good	Excellent	Good
Leisure Community			
Travel Portland Staff			
Sales Staff	Excellent	Excellent	Excellent
Services Staff	Excellent	Excellent	Excellent
Housing Staff	Excellent	Excellent	Excellent
Travel Portland Materials	Excellent	Excellent	Excellent
Travel Portland Web	Good	Excellent	Excellent
Visitor Bureau Communication			
Oregon Convention Center (OCC)			
OCC Sales	Excellent	Fair	Excellent
OCC Services	Excellent	Good	Excellent
OCC Communication		Bruce McKinney at the OCC is the best show manager we've ever had!	
Hotel			
Hotel Name		Benson	Marriott City Center
Hotel Sales	Good	Good	Excellent
Hotel Services	Good	Fair	Excellent
Hotel Room	Good	Fair	Excellent
Hotel Dining	Good	Fair	Excellent
Hotel Communication		For as much as they charged us, I was underwhelmed by the quality of service and accommodations. The only food I ordered was burnt. The lobby's nice, though.	Excellent staff, especially Alex in catering who went above & beyond his call of duty
Transportation			
Transport Name			
Transport Service	N/A	N/A	
Transport Equipment	N/A	N/A	
Transport Communication			
Tour Co			
Tour Service	N/A	N/A	

APPENDIX 2 - CONVENTION SERVICES

Organization	The Trust For Public Land	Travel Industry Association
Meeting Name	Tech Tour 2008 Portland Or	Marketing Outlook Forum
Meeting Date	November 6 & 7, 2008	October 27 -30, 2008
Headquarter Hotel	The Embassy Suites Downtown Portland	Doubletree Lloyd Center
Next Meeting	Fall Of 2009	
Survey on Portland Community		
Portland Community	Portland and the ease of making their way around the city.	Fabulous city. Great staff to work with.
Portland Impression	Excellent	Excellent
Portland Airport	Excellent	Excellent
Taxi Rental	N/A	Fair
Local Restaurant	Good	Good
Meeting Destination	Excellent	Good
Attractions	Good	Good
MAX	Excellent	Excellent
Leisure Community	Thursday open gallery evening and enjoyed	
Travel Portland Staff		
Sales Staff	Excellent	Excellent
Services Staff	N/A	Good
Housing Staff	N/A	N/A
Travel Portland Materials	Good	Excellent
Travel Portland Web	Excellent	Excellent
Visitor Bureau Communication	Geralyn Maloney was a huge help in the search for a meeting space.	
Oregon Convention Center (OCC)		
OCC Sales	Excellent	Excellent
OCC Services	Excellent	Good
OCC Communication	The group was impressed with the professional atmosphere and the meeting room comfort.	Great facility, clean, easy to direct.
Hotel		
Hotel Name	The Embassy Suites Downtown Portland	Doubletree Lloyd Center
Hotel Sales	Excellent	Excellent
Hotel Services	N/A	Excellent
Hotel Room	Good	Good
Hotel Dining	Good	Good
Hotel Communication	Convenient and comfortable	
Transportation		
Transport Name	Public Transportation	
Transport Service	N/A	
Transport Equipment	N/A	
Transport Communication		
Tour Co		
Tour Service		