

PORTLAND OREGON VISITORS ASSOCIATION

FIRST QUARTER REPORT 2007-2008



It's not easy being green.

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It's not easy being green.

EXECUTIVE SUMMARY

ACCOMPLISHMENTS:

- POVA booked 10 OCC conventions with estimated OCC revenue of \$1.5 million and economic impact of \$21.0 million for the first quarter of 2007-08.
- POVA's convention services team, while servicing 14 groups meeting at OCC during the quarter, also conducted 5 OCC related site tours, assisted 1 OCC group with various services/pre-convention planning needs and supplied 54,744 pieces of pre-convention promotional materials.
- POVA helped to generate \$1 million in MERC/OCC combined media coverage.

TRENDS, SUCCESSES, OBSTACLES:

- POVA's sales activities indicate a strong future booking pace with anticipated OCC revenue in excess of \$6.78 million for fiscal year 2007/2008 and over \$4.91 million for 2009/2010. While strong results were achieved during the quarter, fiscal year 2009 remains a "need year" for sales activities.
- The lost business report indicates that for OCC business, the hotel package remains a primary reason for lost business while date availability at the hotels is becoming a factor as well.
- Annual room tax receipts are up 5.2 percent over last year at this time.

MERC CONTRACT GOALS:

	GOAL	FIRST QUARTER ACTUAL	ANNUAL GOAL
#1	ROI on OCC business occurring	2.94	2.2 to 2.5
#2	ROI on future OCC business	2.11	2.8 to 3.5
#3	Lead conversion	20%	37.0% to 41.9%
#4	Services performance survey	100% Excellent	93% to 95.9%
#5A	ROI on public relations/media	64.14	6.0 to 6.7
#5B	ROI on minority public relations/media	52.10	6.0 to 6.7
#6	Community economic impact	54.87	47 to 54.9

CITY CONTRACT GOALS:

	GOAL	FIRST QUARTER ACTUAL	ANNUAL GOAL
A.	ROI on POVA Convention and Marketing	76.28	47.00
B.	ROI Leisure Programs	19.78	17.00

CONVENTION SALES

SALES ACTIVITY											
Booking Report - OCC Revenue											
FISCAL YEAR	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	YEAR
2007/08 (as of 10/1/07)	\$ 370,440	\$ 288,002	\$ 147,014			\$ 266,711		\$ 417,214			\$ 1,489,381
2006/07	\$ 1,804,445	\$ 668,231	\$ 683,817	\$ 891,451	\$ 564,422	\$ 339,823	\$ 171,952			\$ 171,952	\$ 5,296,093
2005/06	\$ 2,430,033	\$ 216,938	\$ 619,871	\$ 246,715	\$ 514,216						\$ 4,027,773
2004/05	\$ 580,146	\$ 72,797	\$ 692,655	\$ 248,042							\$ 1,593,640
2003/04	\$ 754,217	\$ 85,482	\$ 845,010	\$ 336,043							\$ 2,020,752
2002/03	\$ 287,688	\$ 187,570		\$ 243,658							\$ 718,916
2001/02		\$ 136,735									\$ 136,735
2000/01			\$ 250,697								\$ 250,697
BOOKED BUSINESS	\$ 6,226,969	\$ 1,655,755	\$ 3,239,064	\$ 1,965,909	\$ 1,078,638	\$ 606,534	\$ 171,952	\$ 417,214		\$ 171,952	\$ 15,533,987
STRONG TENTATIVES	\$ 557,289	\$ 1,696,750	\$ 1,677,334	\$ 1,732,943	\$ 1,778,366	\$ 1,708,097	\$ 1,677,334	\$ 1,809,129	\$ 1,677,334	\$ 1,708,097	\$ 16,022,673
TOTAL POTENTIAL FUTURE BUSINESS (1st QUARTER)	\$ 6,784,258	\$ 3,352,505	\$ 4,916,398	\$ 3,698,852	\$ 2,857,004	\$ 2,314,631	\$ 1,849,286	\$ 2,226,343	\$ 1,677,334	\$ 1,880,049	\$ 31,556,660
TOTAL POTENTIAL FUTURE BUSINESS (4th QUARTER)	\$ 6,548,037	\$ 3,380,265	\$ 5,139,070	\$ 3,748,448	\$ 2,772,649	\$ 2,179,722	\$ 1,764,931	\$ 2,061,289	\$ 1,592,979	\$ 1,795,694	\$ 30,983,084
VARIANCE TO 4th QUARTER	\$ 236,221	\$ (27,760)	\$ (222,672)	\$ (49,596)	\$ 84,355	\$ 134,909	\$ 84,355	\$ 165,054	\$ 84,355	\$ 84,355	\$ 573,576
		↓	↓	↓							
		See lost/cancelled business report	See lost/cancelled business report	See lost/cancelled business report							

CONVENTION SALES

BUSINESS OCCURRING THIS YEAR

Pova Contract:	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 2,082,016	\$ 2,082,016
POVA Contract Costs	\$ 707,516	\$ 707,516
ROI (Revenue / Costs)	2.94	2.94

Annual Goal – 2.2/2.5 to 1

Last year Actual – 2.39 to 1

Chicago Office:	Quarter	YTD
OCC Revenue (3 yr. average)	\$ 94,300	\$ 94,300
Direct Operating Costs	\$ 30,423	\$ 30,423
ROI (Revenue / Costs)	3.1	3.1

Annual Goal – 2.2/2.5 to 1

Last year Actual – 3.18 to 1

Washington DC Office	Quarter	YTD
OCC Revenue (3 yr. average)	\$ 269,208	\$ 269,208
Direct Operating Costs	\$ 60,635	\$ 60,635
ROI (Revenue / Costs)	4.44	4.44

Annual Goal – 2.2/2.5 to 1

Last year Actual – 5.66 to 1

CONVENTION SALES

Total OCC Bookings (FISCAL YEAR)					
Future definite OCC groups on books, as of October 1, 2007					
	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12 & beyond
Current	41	17	19	9	9
Past year, as of October 1, 2006	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11 & beyond
	42	20	8	16	8
4 Year Average (FY 04/05 – FY 07/08)	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
	36	18	11	9	11

Projected Future Revenue:

Total Pova Contract:	Quarter	YTD
New OCC Bookings	8	8
Repeat OCC Bookings	2	2
Total OCC Bookings	10	10
Room Nights from OCC Bookings	20,481	20,481
OCC Revenue from OCC Bookings (FY 2007/08 thru FY 2016/17)	\$1,489,381	\$1,489,381
ROI OCC Bookings	2.11	2.11
Community Economic Impact from OCC Bookings	\$21,137,000	\$21,137,000
Total Room Nights Booked	50,471	50,471
Total Community Economic Impact from Bookings	\$38,818,000	\$38,818,000
ROI on Total Community Economic Impact	54.87	54.87

Annual Goal - 47.0/54.9 to 1

Last Year Actual – 55.03

CONVENTION SALES

Lead Conversion:

POVA Office	Quarter	YTD
OCC Leads	59	59
OCC Lost Leads due to OCC space & availability	2	2
OCC Lost Leads due to hotel package & availability	7	7
Lead Conversion Percentage	20%	20%

Annual Goal – 37.0% to 41.9%

Last Year Actual – 34.6%

Chicago Office	Quarter	YTD
OCC Leads	8	8
OCC Lost Leads due to OCC space & availability	0	0
OCC Lost Leads due to hotel package & availability	3	3
Lead Conversion Percentage	0%	0%

Washington, DC Office	Quarter	YTD
OCC Leads	20	20
OCC Lost Leads due to OCC space & availability	0	0
OCC Lost Leads due to hotel package & availability	4	4
Lead Conversion Percentage	19%	19%

CONVENTION SALES

The following chart reflects convention sales production during the 1st quarter of FY 2007/08. A total of 10 convention bookings were realized, resulting in 20,481 definite room nights of future OCC business.

OCC BOOKINGS

Name of Organization	Total Room Nights	Attendance	OCC Revenue	Community Economic Impact	Fiscal Year
*Intel Corporation	93	155	\$ 5,000	\$ 50,000	8/2007
Portland Gift Show	1,025	6,000	\$ 86,189	\$ 479,000	1/2008
CK Media	565	800	\$ 135,009	\$ 1,230,000	2/2008
Barbershop Harmony Society	250	1,000	\$ 144,242	\$ 724,000	5/2008
Subtotal FY 07/08 (Total Groups = 3)	1,933	7,955	\$ 370,440	\$ 2,483,000	
Northwest Organization of Nurse Executives	398	175	\$ 33,145	\$ 143,000	9/2008
Great Western Council of Optometry	580	500	\$ 61,955	\$ 695,000	10/2008
Water Environment Federation	1,035	550	\$ 119,618	\$ 962,000	5/2009
Washington State Medical Group Management Association	585	450	\$ 73,284	\$ 750,000	5/2009
Subtotal FY 08/09 (Total Groups = 4)	2,598	1,675	\$ 288,002	\$ 2,550,000	
American Indian Science and Engineering Society	2,590	1,500	\$ 147,014	\$ 1,659,000	10/2009
Subtotal FY 09/10 (Total Groups = 1)	2,590	1,500	\$ 147,014	\$ 1,659,000	
Ecological Society of America	7,341	3,500	\$ 266,711	\$ 5,432,000	8/2012
Subtotal FY 12/13 (Total Groups = 1)	7,341	3,500	\$ 266,711	\$ 5,432,000	
International Association of Assembly Managers	6,019	1,500	\$ 417,214	\$ 9,013,000	7/2014
Subtotal FY 14/15 (Total Groups = 1)	6,019	1,500	\$ 417,214	\$ 9,013,000	
Total OCC Bookings (Total Groups = 10)	20,481	16,130	\$ 1,489,381	\$ 21,137,000	

*Supplemental block only not a new booking.

CONVENTION SALES

SINGLE HOTEL BOOKINGS

Year	# of Bookings	Total Room Nights	Room Tax Generated	Economic Impact
FY 07/08	65	15,201		\$10,491,000
FY 08/09	21	9,167		\$5,150,000
FY 09/10	5	4,672		\$1,395,000
FY 10/11	1	950		\$645,000
FY 11/12	0	0		0
Total Single Hotel Bookings	92	29,990		\$17,681,000

CONVENTION SALES

Industry Tradeshows and Events

Number of programs: 8

July 2007

- OSAM/MPI/SGMP client event (Portland, OR)
- Council of Engineering and Scientific Society Executives (CESSE) (Halifax, Nova Scotia)
- Destination Marketing Association International (DMAI) (Pittsburgh, PA)
- Meeting Professionals International – World Education Conference (MPI-WEC) (Montreal, CAN)

August 2007

- American Society of Association Executives (ASAE) (Chicago, IL)
- Three-City Alliance client event (Chicago, IL)
- OCC/Oregon Client Event (Chicago, IL)

September 2007

- Hospitality Sales & Marketing Association International (HSMAI) Affordable Meetings, Wa., D.C. (Wa., D.C.)

CONVENTION SALES

OCC LOST BUSINESS REPORT

Name of Organization	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Year
American Institutes for Research	HQ Hotel/Hotel Package	2,270	1,000	\$ 44,622	\$ 383,000	1/2008
National Disaster Medical System	HQ Hotel/Hotel Package	6,995	3,000	\$ 126,573	\$ 3,009,000	4/2008
Google	HQ Hotel/Hotel Package	3,155	1,700	\$ 117,674	\$ 2,036,000	5/2008
American College for the Advancement in Medicine	HQ Hotel/Hotel Package	1,023	400	\$ 84,927	\$ 358,000	11/2008
American Sewing Guild	HQ Hotel/Hotel Package	1,840	850	\$ 138,771	\$ 1,002,000	7/2010
Association for the Advancement of Medical Instrumentation	HQ Hotel/Hotel Package	2,815	1,000	\$ 96,388	\$ 826,000	6/2011
National Precast Concrete Association	HQ Hotel/Hotel Package	2,965	4,500	\$ 65,455	\$ 1,518,000	2/2013
Subtotal (Total Groups = 7)		21,063	12,450	\$ 674,410	\$ 9,132,000	
Concrete Countertop Institute, Inc.	Board Decision	305	300	\$ 45,018	\$ 296,000	9/2008
National Onsite Wastewater Recycling Association	Board Decision	1,300	500	\$ 44,835	\$ 396,000	4/2009
Council of State & Territorial Epidemiologists	Board Decision	2,430	900	\$ 96,388	\$ 661,000	6/2009
American Wind Energy Association	Board Decision	12,051	3,000	\$ 178,128	\$ 6,766,000	6/2010
The Gerontological Society of America	Board Decision	7,100	1,500	\$ 96,331	\$ 1,683,000	11/2011
National Child Support Enforcement Association	Board Decision	4,200	2,000	\$ 106,004	\$ 1,390,000	7/2012
Subtotal (Total Groups = 6)		27,386	8,200	\$ 566,704	\$ 11,192,000	

CONVENTION SALES

Name of Organization	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Year
Intel Corporation	Date Availability - Hotel	7,057	2,500	\$ 92,236	\$ 1,791,000	9/2008
CMP Media	Date Availability - Hotel	2,961	3,500	\$ 63,234	\$ 1,473,000	10/2008
National Defense Industrial Association	Date Availability - Hotel	3,715	1,500	\$ 123,910	\$ 2,708,000	10/2008
Public Responsibility in Medicine and Research (PRIM&R)	Date Availability - Hotel	6,360	2,500	\$ 95,761	\$ 1,403,000	12/2009
Subtotal (Total Groups = 4)		20,093	10,000	\$ 375,141	\$ 7,375,000	
International Symposium on Computer Architecture	Geographic	1,600	800	\$ 233,847	\$ 747,000	6/2008
International Plastic Modelers' Society	Geographic	1,375	1,000	\$ 103,948	\$ 1,189,000	7/2009
Electrochemical Society	Geographic	2,893	3,000	\$ 86,196	\$ 735,000	5/2013
Subtotal (Total Groups = 3)		5,868	4,800	\$ 423,991	\$ 2,671,000	
Society of American Magicians	Rates/Cost - OCC	1,330	900	\$ 221,430	\$ 1,283,000	6/2010
Usenix Association	Rates/Cost - OCC	3,665	1,200	\$ 89,284	\$ 821,000	11/2012
Subtotal (Total Groups = 2)		4,995	2,100	\$ 310,714	\$ 2,104,000	
National Conference on Tobacco or Health	Weak Local Support	6,400	3,500	\$ 112,760	\$ 1,644,000	5/2009
American Fisheries Society	Weak Local Support	3,114	1,200	\$ 45,645	\$ 552,000	9/2011
Subtotal (Total Groups = 2)		9,514	4,700	\$ 158,405	\$ 2,196,000	
National Biodiesel Board	Weather/Environmental Issues	5,575	6,500	\$ 165,817	\$ 4,700,000	1/2009
National Home Infusion Association	Weather/Environmental Issues	2,550	1,500	\$ 51,935	\$ 873,000	3/2009
Subtotal (Total Groups = 2)		8,125	8,000	\$ 217,752	\$ 5,573,000	
Total OCC Losses (Total Groups = 26)		97,044	50,250	\$ 2,727,117	\$ 40,243,000	

CONVENTION SALES

CANCELLATION REPORT

Name of Organization	Reason	Total Room Nights	Attendance	Lost OCC Revenue	Lost Community Economic Impact	Year
Autism Society of America	Board Decision	2,200	2,800	\$ 555,000	\$ 49,685	7/2010
Subtotal (Total Groups = 1)		2,200	2,800	\$ 555,000	\$ 49,685	
Total OCC Cancellations (Total Groups = 1)		2,200	2,800	\$ 555,000	\$ 49,685	

CONVENTION SERVICES

CONVENTION SERVICES MATRIX						
PROJECT	QUARTER	YTD	PYTD	GOAL TO DATE	% GOAL TO DATE	% CHANGE PYTD
Distribution of Promotional Pieces	54,744	54,44	79,389	37,500	146%	69%
Meeting Planning Assistance – Services Leads	263	263	415	550	48%	63%
Networking – Education/Professional Seminars	1	1	3	5	20%	33%
Pre-Convention Site Tours	11	11	16	30	37%	69%
Pre-Convention Attendance Building	7	7	16	7	100%	44%
Housing – Convention Room Nights	1,960	1,960	366	8,750	22%	536%

CONVENTION SERVICES:

During the 1st quarter, July – September 2007, POVA’s Convention Services Department surveyed 14 meeting planners who held meetings at the Oregon Convention Center. The surveys were conducted to allow meeting planners to rate their level of satisfaction with POVA’s sales, services and housing staff, as well as OCC sales and services, and the overall performance of the city. Of the 14 surveyed, one planner completed the survey. On the survey, POVA’s sales, services and housing staff were rated excellent, and met the meeting planner’s expectation.

Please see attached survey for complete details.

POVA’S CONVENTION SERVICES DEPARTMENT IS CURRENTLY WORKING WITH 428 ACTIVE ACCOUNTS, 97 OF WHICH ARE OCC GROUPS.

CONVENTION SERVICES

PRE-CONVENTION SITE TOURS (BOLD INDICATES OCC GROUPS)

INTERNATIONAL NETWORK OF CHILDREN'S MINISTRY (FEBRUARY 2010 {2 SITE TOURS}); AMERICAN INSTITUTE OF GRAPHIC ARTS (JUNE 2009); GARDEN WRITERS OF AMERICA (SEPTEMBER 2008); **AMERICAN AGRICULTURAL ECONOMICS ASSOCIATION (JULY 2007)**; NATIONAL EXCHANGE CLUB (JULY 2007); **ACM SIGUCCS (OCTOBER 2008)**; COUNCIL OF GREAT CITY SCHOOLS (OCTOBER 2009); SOCIETY FOR RESEARCH ON NICOTINE & TOBACCO (FEBRUARY 2008); **GEOLOGICAL SOCIETY OF AMERICA (OCTOBER 1009)**; INTEL/AMERICAN EXPRESS MEETING (SEPTEMBER 2007);

PRE-CONVENTION ATTENDANCE BUILDING (BOLD INDICATES OCC GROUPS)

Pre-Convention Promotional Materials

American Association of Law Libraries (July 2008); American Ornithologists Union (August 2008 {2 separate occasions}); American Forest Foundation (October 2008); Gamblers Anonymous (April 2008); American Wood Preservers Association (May 2008); Garden Writers of America (September 2008);

Pre-Convention Promotional Trips

American Association of Law Libraries (July 2008)

MEETING PLANNING ASSISTANCE – SERVICES LEADS

263 LEADS WERE DISTRIBUTED TO POVA MEMBERS, ASSISTING 42 GROUPS (8 OCC GROUPS)

DISTRIBUTION OF PROMOTIONAL PIECES

54,744 promotional pieces were distributed to 98 groups (5 OCC groups)

NETWORKING – EDUCATION/PROFESSIONAL SEMINARS:

1 EVENT WAS ATTENDED: ACOM – IDEA NETWORK TELE-CONFERENCE (SEPTEMBER 2007)



Electronic Post Convention Services Report
 Organization: MANNATECH
 Meeting Name: MANNAQUEST
 Dates: AUGUST 31 - SEPTEMBER 1

<u>Headquarter Hotel:</u> DOUBLETREE	N/A
<u>Next Opportunity to meet in Portland</u> TBD	<u>Comments on POVA</u> GREAT
<u>Comments on Portland:</u> GREAT CITY	<u>Oregon Convention Center Sales Staff</u> Fair
<u>Overall Impression of Portland</u> Excellent	<u>Oregon Convention Center Services Staff</u> Fair
<u>Portland Airport</u> Good	<u>Hotel Name:</u> DOUBLETREE
<u>Taxicab/Rental Car</u> Poor	<u>Hotel Sales Staff</u> Good
<u>Local Restaurants</u> Good	<u>Hotel Services Staff</u> Fair
<u>Portland as a meeting destination</u> Fair	<u>Quality of guest room</u> Fair
<u>Attractions/ Optional Activities</u> Good	<u>Hotel Restaurant</u> Good
<u>Tri-met/ MAX</u> Excellent	<u>Comments on Hotel:</u> FRONT DESK SERVICES HAVE SOME ISSUES
<u>Comments on Leisure</u> N/A	<u>Transportation Provider:</u> RAZ
<u>POVA Sales Staff</u> Excellent	<u>Transportation service</u> Excellent
<u>POVA Services Staff</u> Excellent	<u>Transportation equipment</u> Excellent
<u>Housing Staff</u> N/A	<u>Tour Company</u>
<u>POVA Collateral/ Promo materials</u>	

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MEMBERSHIP

	Qtr.	YTD	PYTD	Goal to Date	% Goal to date	% Change PYTD
Revenue						
Dues	\$89,924	\$89,924	\$102,904	\$105,000	85.6%	-12.6%
Other Fees	\$5,185	\$5,185	\$5,499	\$5,000	103.7%	-5.7%
Total	\$95,109	\$95,109	\$108,403	\$110,000	86.5%	-12.3%
Member Companies						
New Members	38	38	60			-36.7%
Cancellations	18	18	33			-45.5%
Current Members	1,059	1,059	1,089	1,000	105.9%	-2.8%

COMMUNICATIONS & PUBLIC RELATIONS

POVA's Communications Department continued to promote Portland and the surrounding area to local, regional, national and international media. The department fulfilled 50 major media requests and hosted 27 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$4.4 million in positive media coverage for the region.

MERC/OCC Combined Media Coverage

OCC Coverage:

- 1/2. *Meetings & Conventions* (June 2007 / \$28,417 / article appeared in both the magazine and on the *M&C* website)
Mentions: Oregon Convention Center, Expo Center
"Pacific Northwest: Portland, Ore., Update"
3. *Black Meetings & Tourism* (July 2007 / \$12,705)
Article placed by Roy Jay
Mentions: Oregon Convention Center
"This 'green' state has plenty to offer African-Americans"
- 4/5. *The New York Times* (Aug. 28, 2007 / \$11,700 / article appeared in both the newspaper and on the *NYT* website)
Mentions: Oregon Convention Center
"Perking Up Convention Halls"
6. *Meetings West* (September 2007 / \$5,760)
Mentions: Oregon Convention Center, Oregon Zoo
"Portland: Queen of Green"

TOTAL = 6 placements / \$58,582

Total MERC Coverage (stories that feature the OCC, Expo Center, Oregon Zoo or PCPA):

- 1/2. *Meetings & Conventions* (June 2007 / \$28,417 / article appeared in both the magazine and on the *M&C* website)
Mentions: Oregon Convention Center, Expo Center
"Pacific Northwest: Portland, Ore., Update"
3. *Black Meetings & Tourism* (July 2007 / \$12,705 / **article placed by Roy Jay**)
Mentions: Oregon Convention Center
"This 'green' state has plenty to offer African-Americans"

continued on next page

COMMUNICATIONS & PUBLIC RELATIONS

Total MERC Coverage (continued from previous page):

4. *Canadian Traveller* (July 2007 / \$7,125)
Mentions: Oregon Zoo
“Oregon: The Beaver State”
5. *Travel + Leisure* (August 2007 / \$957,060)
Mentions: Oregon Zoo, PCPA
“American Eden”
- 6/7. *The Santa Ynez Valley Journal* (Aug. 10, 2007 / \$5,000 / article appeared in both the newspaper and on its website)
Mentions: Oregon Zoo
“Golf with Ray Navis”
- 8/9. *Camp* (Aug. 11, 2007 / \$2,200 / article appeared in both the magazine and on *Camp's* website)
Mentions: Oregon Zoo, PCPA
“Out of Town – Portland, Oregon”
10. *In Newsweekly* (Aug. 22, 2007 / \$1,250)
Mentions: Oregon Zoo, PCPA
“Out of Town: Portland, Oregon”
- 11/12. *The New York Times* (Aug. 28, 2007 / \$11,700 / article appeared in both the newspaper and on the NYT website)
Mentions: Oregon Convention Center
“Perking Up Convention Halls”
13. *Meetings West* (September 2007 / \$5,760)
Mentions: Oregon Convention Center, Oregon Zoo
“Portland: Queen of Green”
- 14/15. *Daily Herald* (Sept. 8, 2007 / \$6,514 / article appeared in both the newspaper and on the *Herald's* website)
Mentions: Oregon Zoo
“Urban getaways don't have to break the bank”
16. *Lavender Magazine* (Sept. 13, 2007 / \$2,398)
Mentions: Oregon Zoo, PCPA
“Out of Town: Portland – Keep it to Yourself”

TOTAL = 16 placements / \$1,040,129

COMMUNICATIONS & PUBLIC RELATIONS

Minority Media Coverage

1. *La Opinion* (June 10, 2007 / \$500)
Daily Spanish-language newspaper for Los Angeles, Calif.
“Spectacular Roses”
2. *La Prensa* (June 11, 2007 / \$630)
Weekly Spanish-language newspaper for Longwood, Fla.
“Season of Roses: Festivals and Walks”
3. *Turistampa* (June 20, 2007 / \$42,750)
Weekly travel trade website in Mexico
“Portland: The Hidden Treasure of the United States”
4. *Asesoría Turística* (July 2007 / \$2,000)
Monthly Mexican travel trade magazine
“Mexicana’s new route: Mexico-Portland-Mexico”
5. *Black Meetings & Tourism* (July 2007 / \$12,705 / **article placed by Roy Jay**)
Monthly meeting/travel publication for African-Americans
“This ‘green’ state has plenty to offer African-Americans”
6. *El Diario* (Aug. 19, 2007 / \$4,800)
Daily Spanish-language newspaper for El Paso, Tex.
“Con aire europeo” (*With a European Air*)
- 7/8. *Redacción Boletín Turístico* (Aug. 20, 2007 / \$15,000 / article appeared in both the magazine and on its website)
Travel trade magazine for Mexico
“Pasaporte al Mundo: Hotel deLuxe”
9. *Boletín Turístico* (September 2007 / \$9,155)
Mexican travel trade magazine
“Comamos sopa y buen vino”
10. *Discover USA* (September 2007 / \$62,500)
Japanese travel series on the United States
“Oregon”

TOTAL = 10 placements / \$150,040

COMMUNICATIONS & PUBLIC RELATIONS

GLBT Media Coverage

1. The Advocate.com (July 13, 2007 / \$4,000)
GLBT lifestyle/travel website
“Portland is for (lesbian) lovers”
2. *Frontiers* (July 17, 2007 / \$3,413)
Monthly alternative/GLBT newspaper for Los Angeles, Calif.
“What’s so cool about Portland, Oregon? Answer: Not just the temperatures”
- 3/4. Camp (Aug. 11, 2007 / \$2,200 / article appeared in both the magazine and on its website)
Weekly GLBT magazine for Kansas City, Mo.
“Out of Town: Portland, Oregon”
5. In Newsweekly (Aug. 22, 2007 / \$1,250)
Weekly alternative newspaper for Boston, Mass., and other parts of New England
“Out of Town: Portland, Oregon”
6. Lavender Magazine (Sept. 13, 2007 / \$2,398)
Monthly news and lifestyle magazine for the GLBT community in the Minneapolis, Minn., area
“Portland, Oregon – Keep it to Yourself”

TOTAL = 6 placements / \$13,261

COMMUNICATIONS & PUBLIC RELATIONS

COMMUNICATIONS & PUBLIC RELATIONS MATRIX			
MEDIA PLACEMENTS			
	QUARTER	YTD	PYTD
Total Dollar Value	\$4,450,754	\$4,450,754	\$2,245,409
MERC Value	\$1,040,129	\$1,040,129	\$440,330
OCC Value	\$58,582	\$58,582	\$62,975
Minority Value	\$150,040	\$150,040	\$0
GLBT Value	\$13,261	\$13,261	\$0
Total Placements	60	60	57
MERC Placements	16	16	27
OCC Placements	6	6	3
Minority Placements	10	10	0
GLBT Placements	6	6	0
Audited Circulation	85 million	85 million	46.6 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.

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$1,040,129	\$1,040,129
Direct Costs	\$16,216	\$16,216
ROI	64.14	64.14
Annual Goal 6.0 to 6.7		
Minority Value	\$150,040	\$150,040
Minority Direct Cost	\$2,880	\$2,880
Minority ROI	52.10	52.10

MARKETING

First Quarter FY 07-08						
	Quarter	YTD	PYTD	Goal to Date	% Goal to Date	% Change PYTD
Advertising Impressions						
Advertising impressions: Big Deal***	474,833	474,833	897,529	N/A	N/A	-47.1%
Advertising impressions: Travel Oregon/"We Love Dreamers"	595,226	595,226	1,173,168	N/A	N/A	-49.3%
Total	1,070,059	1,070,059	2,070,697	N/A	N/A	-48.3%
Website: User Sessions	415,254	415,254	421,181	417,542	99.5%	-1.4%
<i>Portland Travel Update</i> e-newsletter: new subscribers (net increase)	789	789	839	1,250	63.1%	-6.0%
Big Deal: room nights (arrivals) at participating hotels	5,310	5,310	4,920	5,166	102.8%	7.9%
***POVA will re-direct a portion of its Big Deal advertising dollars in FY 07-08 to support tactics and technologies -- video, interactive mapping, social media, blogs, etc. -- that will boost conversion rates (bookings) on the Big Deal website.						

TOURISM

CLIENT CONTACTS	QUARTERLY TOTAL	YTD TOTAL
FAM Tour	30	30
Trade Shows	137	137
Inquiries	89	89
Outreach	949	949
	QUARTERLY TOTAL	YTD TOTAL
LEADS	307	307
NEW TOUR PRODUCT	QUARTERLY TOTAL	YTD TOTAL
Number of itineraries	10	10
Scheduled departures	409	409
MEDIA PLACEMENT	QUARTERLY TOTAL	YTD TOTAL
# of hosted clients	18	18
Media reach	55,160,000	55,160,000
Value of media	\$2,176,602.30	\$2,176,602.30

VISITOR INFORMATION SERVICES

VISITOR INFORMATION SERVICES						
1ST QUARTER 2007						
	1st Quarter 2007-08	YTD 2007-08	PYTD 2006-07	Goal to Date	% Goal to Date	% Change PYTD
Visitor Information Total Visitors	251,571	251,571	159,902	137,499	183%	57%
Volunteer Hours	4,311	4,311	2,318	2,499	173%	86%
Gray Line Tour Participants	5,920	5,920	3,643	0	0%	63%
Revenue Programs						
*Brochure Program	\$1,200.00	\$1,200.00	\$0.00	4,248	28%	0%
*Retail Sales	\$7,274.63	\$7,274.63	\$0.00	3,375	216%	0%

OPERATIONS

AFFIRMATIVE ACTION GOALS 2007-08

POVA GOALS AND OBJECTIVES BY JOB CATEGORIES

	September 30, 2007 STATUS		2007-2008		
JOB CATEGORY	#	TOTAL	ACTUAL	GOAL	OBJECTIVE
FEMALES					
OFFICIALS/MANAGERS	5	9	55	50	MAINTAIN
PROFESSIONALS	11	15	73	50	MAINTAIN
SALES	9	11	82	50	MAINTAIN
OFFICE/CLERICAL	12	12	100	65	MAINTAIN
TOTAL	37	47	79	50	MAINTAIN
MINORITIES					
OFFICIALS/MANAGERS	0	9	0	10	IMPROVE
PROFESSIONALS	0	15	0	10	IMPROVE
SALES	2	11	18	10	MAINTAIN
OFFICE/CLERICAL	4	12	33	15	MAINTAIN
TOTAL	6	47	13	15	MAINTAIN
THIS REPORT IS BASED ON FULL-TIME STAFF					

OPERATIONS

LODGING TAX REVENUES

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT FOR THE YEAR ENDED SEPTEMBER 30, 2007

For the last 19 years POVA 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 the three month period, POVA expended **\$152,518** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$63,467 or 42 percent** was spent with **minority/women-owned or disadvantaged business enterprises**.

FINANCIAL REPORTS

FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

HIRING

POVA hired three new employees in this quarter. Recruiting and special consideration was made for applicants in the MERC FOTA. POVA currently has one employee who resides in the MERC FOTA.

PURCHASING

POVA expended a total of \$11,090 with businesses in the FOTA for the three month period ended September 30, 2007.

MEMBERSHIP

POVA currently has 102 member businesses within the FOTA and 187 minority and women-owned businesses in its membership.

PORTLAND OREGON VISITORS ASSOCIATION
STATEMENT OF FINANCIAL POSITION
September 30, 2007

ASSETS

<u>Current assets:</u>		
Petty cash	\$	75
Cash in bank		1,117,961
General accounts receivable		357,958
City/Co room tax receivable		-
RCMP Receivable		173,313
MERC receivable		-
Allowance for bad debts		(490)
Prepaid expense		<u>41,080</u>
		1,689,897
 <u>Property and equipment:</u>		
Furniture & equipment		146,079
Less: accum. depreciation		<u>(124,425)</u>
		21,654
 Computers		 174,753
Less: accum. depreciation		<u>(59,654)</u>
		115,099
 Automobiles		 66,667
Less: accum. depreciation		<u>(4,360)</u>
		62,307
 Leasehold improvements		 64,318
Less: accum. depreciation		<u>(41,900)</u>
		22,418
 <u>Other assets:</u>		
Restricted cash and cash surrendered value of life insurance for deferred compensation		193,535
Employee advances		4,000
Deposits		<u>1,910</u>
		<u>199,445</u>
 TOTAL ASSETS		 <u>\$ 2,110,820</u>

LIABILITIES & NET ASSETS

<u>Current liabilities:</u>		
Accounts payable	\$	196,766
Due to POVA Foundation		23,490
Accrued payroll costs		97,402
Advance - MERC		<u>56,915</u>
Total current liabilities		374,573
 <u>Other liabilities:</u>		
Rent payable		50,173
Deferred compensation		<u>189,535</u>
Total other liabilities		239,708
 <u>Net assets:</u>		
Unrestricted net assets, 6/30/07		1,274,057
Increase in net assets for 3 months ended 9/30/07		<u>222,482</u>
Total net assets		<u>1,496,539</u>
 TOTAL LIABILITIES & NET ASSETS		 <u>\$ 2,110,820</u>

**PORTLAND OREGON VISITORS ASSOCIATION
STATEMENT OF ACTIVITIES
For the three months ended September 30, 2007**

	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:					
CITY/CO ROOM TAX	705,392	703,858	670,341	0%	5%
MERC	684,951	576,300	607,834	19%	13%
TOT/CULTURAL	152,724	75,000	74,064	104%	106%
DUES	87,654	105,000	102,709	-17%	-15%
FEES	121,353	105,000	115,454	16%	5%
CO-OP	<u>397,831</u>	<u>350,000</u>	<u>132,027</u>	14%	201%
TOTAL REVENUE	2,149,905	1,915,158	1,702,429	12%	26%
EXPENSES:					
CONVENTION SALES	508,916	500,000	408,003	2%	25%
TOURISM SALES	193,230	190,000	238,884	2%	-19%
MARKETING & COMMUNICATIONS	544,241	535,000	502,629	2%	8%
CONVENTION SERVICES	139,984	135,000	90,244	4%	55%
MEMBERSHIP/VISITOR SERVICES	143,568	142,000	136,248	1%	5%
EVENTS	38,817	32,000	32,322	21%	20%
PROGRAM SUPPORT	<u>358,668</u>	<u>360,000</u>	<u>312,777</u>	0%	15%
TOTAL EXPENSES	1,927,424	1,894,000	1,721,107	2%	10%
NET REVENUE OR (LOSS)	<u>222,481</u>	<u>21,158</u>	<u>(18,678)</u>		

POVA BOARD OF DIRECTORS

POVA EXECUTIVE COMMITTEE

BRETT WILKERSON, CHAIR
NORTH PACIFIC MANAGEMENT

CONNIE HUNT, CHAIR ELECT
EASTBANK SALOON

WANDA ROSENBERGER, TREASURER
LLOYD CENTER MALL

NANCY STUEBER, PAST CHAIR
OMSI

CHRIS ERICKSON, CAC CHAIR
THE HEATHMAN HOTEL

STEVE FAULSTICK, CSSC CHAIR
DOUBLETREE HOTEL LLOYD CENTER

FOY RENFRO – MEMBERSHIP CHAIR
*THE FOUNDATION AT OSU
COLLEGE OF BUSINESS*

POVA BOARD OF DIRECTORS

SAM ADAMS
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

DEAN FUNK
PGE

BRAD HUTTON, PAST CHAIR
HILTON PORTLAND & EXECUTIVE TOWER

J. ISAAC
PORTLAND TRAIL BLAZERS

HOWARD JACOBS
ASPEN HOTEL INVESTMENTS

STEVE JUNG
EMBASSY SUITES PORTLAND DOWNTOWN

PAUL KING
WHITE BIRD

DAVID KINGSTON
RED LION HOTEL ON THE RIVER

GLORIA LEE
CHINESE CLASSICAL GARDEN

HAROLD POLLIN
SHERATON PORTLAND AIRPORT HOTEL

LANCE ROHS
*PORTLAND MARRIOTT DOWNTOWN
WATERFRONT*

MARIA ROJO DE STEFFEY
MULTNOMAH COUNTY COMMISSION

SABRINA ROKOVITZ
ENTERPRISE RENT A CAR

E. ALLEN SHELBY
ASHFORTH PACIFIC, INC.

MARK WILLIAMS
OHSU

BILL WYATT
PORT OF PORTLAND