

travel
PORTLAND

THIRD QUARTER REPORT
2007-2008
FOR THE
CITY OF PORTLAND

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EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- Travel Portland booked 14 OCC conventions with estimated OCC revenue over \$1.3 million and economic impact over \$13 million for the third quarter of 2007-08.
- Travel Portland's convention services team, while servicing 16 groups meeting at OCC during the quarter, also conducted 4 OCC related site tours and supplied 45,164 pieces of pre-convention promotional materials.
- Travel Portland helped to generate over \$69,000 in MERC/OCC combined media coverage.

TRENDS, SUCCESSES, OBSTACLES:

- Travel Portland's sales activities indicate a strong future booking pace with anticipated OCC revenue in excess of \$7.2 million for fiscal year 2007/2008 and over \$5.3 million for 2009/2010. Strong results were achieved during the quarter. While 2009 and 2010 bookings are very strong, we will target the remaining open dates for short term bookings.
- The lost business report indicates that for OCC business, the hotel package remains a primary reason for lost business.
- Annual room tax receipts are up 9.8 percent over last year at this time.

MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	ROI on OCC business occurring	1.92	2.2 to 2.5
#2	ROI on future OCC business	2.13	2.8 to 3.5
#3	Lead conversion	33%	37.0% to 41.9%
#4	Services performance survey	100% Excellent	93% to 95.9%
#5A	ROI on public relations/media	67.19	6.0 to 6.7
#5B	ROI on minority public relations/media	479.00	6.0 to 6.7
#6	Community economic impact	48.87	47 to 54.9

CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on POVA Convention and Marketing	53.93	47.00
B.	ROI Leisure Programs	10.77	17.00

CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 07/08	\$ 7,287,815	\$ -	\$ 7,287,815
FY 08/09	\$ 2,902,968	\$ 1,173,765	\$ 4,076,733
FY 09/10	\$ 3,594,833	\$ 1,729,435	\$ 5,324,268
FY 10/11	\$ 2,097,177	\$ 1,861,230	\$ 3,958,407
FY 11/12	\$ 1,078,638	\$ 1,892,272	\$ 2,970,910
FY 12/13	\$ 606,534	\$ 1,861,230	\$ 2,467,764
FY 13/14	\$ 171,952	\$ 1,729,435	\$ 1,901,387
FY 14/15	\$ 417,214	\$ 1,861,230	\$ 2,278,444
FY 15/16	\$ -	\$ 1,729,435	\$ 1,729,435
FY 16/17	\$ 171,952	\$ 1,861,230	\$ 2,033,182
FY 17/18	\$ -	\$ 1,729,435	\$ 1,729,435
FY 18/19	\$ -	\$ 1,861,230	\$ 1,861,230
FY 19/20	\$ -	\$ 1,729,435	\$ 1,729,435
Total	\$ 18,329,083	\$ 21,019,362	\$ 39,348,445

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE		
Total Travel Portland Contract:	Quarter	YTD
New OCC Bookings	9	31
Repeat OCC Bookings	5	13
Total OCC Bookings	14	44
Room Nights from OCC Bookings	21,621	65854
OCC Revenue from OCC Bookings (FY 2007/08 thru FY 2016/17)	\$ 1,318,749	\$ 4,336,903
ROI OCC Bookings	2.05	2.13
Community Economic Impact from OCC Bookings	\$ 13,295,000	\$ 45,612,000
Total Room Nights Booked	62,894	181,592
Total Community Economic Impact from Bookings	\$ 30,743,000	\$ 99,555,000
ROI on Total Community Economic Impact	47.77	48.87
Annual Goal - \$47.00 to \$54.90 to \$1		
Last Year Actual - \$55.03 to \$1		

CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2008					
	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12 & beyond
Current	51	31	24	11	9
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 04/05 – FY 07/08)	43	30	14	10	14

3RD QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
Subtotal FY 07/08	2	1,306	6,000	\$ 302,963	\$ 782,000
Subtotal FY 08/09	8	14,245	17,350	\$ 579,024	\$ 9,036,000
Subtotal FY 09/10	3	2,770	1,900	\$ 297,985	\$ 1,220,000
Subtotal FY 10/11	1	3,300	1,500	\$ 138,777	\$ 2,257,000
Total OCC Bookings	14	21,621	26,750	\$ 1,318,749	\$ 13,295,000

3RD QUARTER - SINGLE HOTEL BOOKINGS				
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact
Subtotal FY 07/08	49	9,846	\$ 155,628	\$ 5,839,000
Subtotal FY 08/09	38	19,945	\$ 315,256	\$ 7,319,000
Subtotal FY 09/10	10	6,297	\$ 99,532	\$ 2,737,000
Subtotal FY 10/11	3	5,185	\$ 81,955	\$ 1,553,000
Total Other Bookings	100	41,273	\$ 652,371	\$ 17,448,000

CONVENTION SALES

LEAD CONVERSION						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	49	162	15	32	23	61
OCC Lost Leads due to OCC space & availability	3	10	0	0	4	8
OCC Lost Leads due to hotel package & availability	7	21	3	9	2	8
Lead Conversion Percentage	36%	34%	17%	13%	24%	22%
Annual Goal - 37.0% to 41.9%						
Last Year Actual - 34.6%						

BUSINESS OCCURRING THIS YEAR						
	Total Contract		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,171,373	\$ 3,910,147	\$ 73,392	\$ 245,688	\$ 127,743	\$ 711,584
Travel Portland Contract Costs	\$ 643,539	\$ 2,037,061	\$ 22,267	\$ 77,828	\$ 75,258	\$ 197,695
ROI (Revenue / Costs)	1.82	1.92	3.30	3.16	1.70	3.60
Annual Goal	2.2/2.5 to 1		2.2/2.5 to 1		2.2/2.5 to 1	
Last Year Actual	2.39 to 1		3.18 to 1		5.66 to 1	

CONVENTION SALES

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Subtotal	7	HQ Hotel/Hotel Package	44,040	16,500	\$ 1,133,391	\$ 18,541,000
Subtotal	8	Board Decision	23,131	13,700	\$ 968,844	\$ 9,680,000
Subtotal	7	Geographic	17,020	7,150	\$ 1,338,296	\$ 7,252,000
Subtotal	3	Conference Cancelled	3,640	4,383	\$ 292,624	\$ 2,477,000
Subtotal	3	Date Availability - OCC	14,265	5,300	\$ 441,616	\$ 5,962,000
Subtotal	1	Lost - Selected Another Year	2,725	1,500	\$ 144,703	\$ 1,357,000
Subtotal	1	Rates/Cost - Hotel	3,914	1,800	\$ 131,866	\$ 1,194,000
Total OCC Lost	30		108,735	50,333	\$ 4,451,340	\$ 46,463,000

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival
Subtotal	0		0	0	\$ -	\$ -	0
Total OCC Cancellations	0		0	0	\$ -	\$ -	0

CONVENTION SALES

3rd QUARTER INDUSTRY TRADE SHOWS AND EVENTS		
January - 2008	February - 2008	March - 2008
Fall Portland Familiarization Trip (Portland)	Religious Conference Managers Association (Orlando)	Council of Engineering and Scientific Society Executives Management Conference (San Antonio)
Professional Convention Management Association (Seattle)	Meeting Professionals International - Professional Education Conference (Houston)	Portland Green Familiarization Tour (Portland)
Society of Government Meeting Professionals - Oregon (Bend)	Association of Convention Marketing Executives (Wa., D.C.)	"Green Tea" client events (2) (Chicago)
	DMAI Destinations Showcase D.C. (Wa., D.C.)	
	Professional Convention Management Association - NY (New York)	
	Green Meetings Industry Council (Vancouver, B.C.)	

CONVENTION SERVICES

CONVENTION SERVICES						
Activity Description	3rd Quarter 2007-08	YTD 2007-08	PTYD 2006-07	Goal to Date	% of Goal	% Change PYTD
Distribution of Promotional Pieces	45,164	133,820	158,288	112,500	119%	-15%
Meeting Planning Assistance - Services Leads	295	874	1,315	1,650	53%	-34%
Networking - Education/Professional Seminars	8	13	21	15	87%	-38%
Pre-Convention Site Tours	9	34	47	90	38%	-28%
Pre-Convention Attendance Building	11	30	23	22	136%	30%
Housing - Convention Room Nights	5,818	11,869	9,237	26,250	45%	28%

- During the 3rd quarter, January – March 2008, Travel Portland’s Convention Services Department surveyed nineteen 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 nineteen surveyed, four 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 405 active accounts, 91 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 Promotional Trips	Networking-Educational/Professional Seminars
National Association of Pupil Transportation (October 2010)	Lifesavers (April 2008)	National Science Teachers Association (November 2008)	ACOM Annual Conference - 3 staff attended (January 2008)
Travel Industry Association (October 2008)	National Square Dance Convention (Tentative 2013)		PCMA Annual Conference - 3 staff attended (January 2008)
National Association for Interpretation (November 2008)	National Science Teachers Association (November 2008)		Green Meetings Industry Council (February 2008)
Society for College and University Planning (July 2009)	Lutheran Women's Missionary League (July 2009)		David Oakey Lecture (February 2008)
Meeting Planning Assistance - Services Leads - 67 leads distributed to Travel Portland partners assisting 16 OCC groups			
Distribution of Promotional Pieces - 19,700 promotional pieces were distributed to 9 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 Promotional Trips	Networking-Educational/Professional Seminars
National Organization of Black Law Enforcement Executives (April 2008)	State Poilice & Provincial Academy Directors (January & June 2008)		
Souvenir Distributors (September 2008)	League of Women Voters (June 2008)		
Kaiser Permanente (June 2009)	American Association of State Colleges & Universities (August 2008)		
California Separation Science Society (May 2009)	National Emergency Management Association (September 2008)		
League of Women Voters (June 2008)	American Numismatic Association (March 2009)		
	Oregon Brewers Guild		
	Transportation Research Board (March 2009)		
Meeting Planning Assistance - Services Leads - 228 leads distributed to Travel Portland Partners assisting 41 non-OCC groups groups			
Distribution of Promotional Pieces - 25,465 promotional pieces were distributed to 44 non-OCC groups			

MARKETING

MARKETING			
	Quarter	YTD	PYTD
Advertising Impressions			
Advertising impressions: Big Deal	12,964,025	19,885,638	16,678,524
Advertising impressions: Travel Oregon/"We Love Dreamers"	217,955	863,181	1,698,168
Total	13,181,980	20,748,819	18,376,692
Website: User Sessions	358,687	1,100,530	1,078,098
<i>Portland Travel Update</i> e-newsletter: new subscribers (net increase)	1,927	4,207	2,872
Big Deal: room nights (arrivals) at participating hotels	2,659	11,318	10,876
Marketing highlights:			
<ul style="list-style-type: none"> • Travel Portland brand launch • Convention marketing: Development and launch of green webinar series and direct-mail campaign. • Web: Launch of re-branded website; development of Go See Portland • Cultural co-ops: <i>The Dancer</i> (Portland Art Museum, Oregon Ballet Theatre, White Bird, Amtrak Cascades); Portland Jazz Festival (with American Express); Indie Wine Festival (with American Express) 			

COMMUNICATIONS & PUBLIC RELATIONS

COMMUNICATIONS AND PUBLIC RELATIONS MEDIA PLACEMENTS			
	QUARTER	YTD	PYTD
Total Dollar Value	\$808,948	\$7,923,378	\$4,219,378
MERC Value	\$53,983	\$2,517,269	\$654,510
OCC Value	\$15,269	\$144,151	\$138,515
Minority Value	0	\$1,595,040	\$14,554
GLBT Value	\$35,230	\$113,591	\$2,835
Total Placements	68	194	148
MERC Placements	8	33	38
OCC Placements	4	15	7
Minority Placements	0	15	2
GLBT Placements	2	11	1
Audited Circulation	18.6 million	145 million	119 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, Oregon Zoo, Portland Center for the Performing Arts, Portland Metropolitan Exposition Center.

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$53,983	\$2,517,269
Direct Costs	11,082	37,465
ROI	4.87	67.19
Annual Goal 1.1 to 1.29		
Minority Value	0	\$1,595,040
Minority Direct Cost	0	3,330
Minority ROI	0	479.00
Annual Goal 6.0 TO 6.7		

MEMBERSHIP, TOURISM AND VISITOR INFORMATION SERVICES

MEMBERSHIP						
	Quarterly Total	YTD 2007-08	PYTD 2006-07	Goal to Date	% Goal to Date	% Change PYTD
Revenue						
Dues	\$ 139,680	\$ 316,363	\$ 342,811	\$ 345,000	92%	-8%
Other Fees	\$ 23,209	\$ 40,964	\$ 16,191	\$ 15,000	273%	153%
Total	\$ 162,889	\$ 357,327	\$ 359,002	\$ 360,000	99%	0%
Member Companies						
New Members	32	131	142			-8%
Cancellations	80	123	123			0%
Current Members	1,049	1,049	1,081	1,000	105%	-3%

TOURISM SALES		
Client Contacts	Quarterly Total	YTD Total
FAM Tour Participants	17	110
Trade Show Contacts Made	713	1030
Inquiries From Clients	82	224
Outreach To Clients	379	1883
Sales Calls	105	221
Leads/Referrals	95	521
New Tour Product	Quarterly Total	YTD Total
Number of Itineraries	35	53
Scheduled Departures	808	1219
Media Placement	Quarterly Total	YTD Total
# Of Hosted Clients	4	24
Media Reach	543,500	1,245,738
Value of media	\$353,829	\$2,895,363

VISITOR INFORMATION SERVICES						
	Quarterly Total	YTD 2007-08	PYTD 2006-07	Goal to Date	% Goal to Date	% Change PYTD
Visitor Information Total Visitors	14,282	400,216	392,838	412,497	97%	2%
Volunteer Hours	702	8,107	6,527	7,497	108%	24%
Gray Line Tour Participants	0	5,920	3,946	0	0%	50%
Revenue Programs						
*Brochure Program	\$ -	\$ 1,200.00	\$ -	12,744	9%	0%
*Retail Sales	\$ 1,130.87	\$ 14,502.01	\$ -	10,125	143%	0%

OPERATIONS

AFFIRMATIVE ACTION GOALS 2007-08					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	March 31, 208 Status		2007-08		
Job Category	Number	Total	Actual Percentage	Goal Percentage	Objective
Females					
Officials/Managers	5	9	55%	50%	Maintain
Professionals	11	15	73%	50%	Maintain
Sales	9	11	82%	50%	Maintain
Office/Clerical	11	12	92%	65%	Maintain
Total	36	47	77%	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 current full-time staff.					

OPERATIONS

FIRST OPPORTUNITY TARGET AREA REPORT (FOTA)

HIRING

Travel Portland hired no new employees in this quarter. Recruiting and special considerations are always made for applicants in the MERC FOTA. Travel Portland currently has one employee who resides in the MERC FOTA.

PURCHASING

Travel Portland expended a total of \$71,303 with businesses in the FOTA for nine months ended March 31, 2008.

MEMBERSHIP

Travel Portland currently has 94 member businesses within FOTA and 190 minority and women-owned businesses in its membership.

MBE/DBE/WBE PURCHASING PARTICIPATION REPORT

For the last 19 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 the nine month period, Travel Portland expended **\$607,220** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$164,462 or 27 percent** was spent with **minority/women-owned or disadvantaged business enterprises**.

PORTLAND OREGON VISITORS ASSOCIATION
STATEMENT OF ACTIVITIES
For the nine months ended March 31, 2008

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
REVENUES:								
CITY/CO ROOM TAX	\$51,847	\$46,707	5,140	\$ 2,391,113	2,348,805	2,177,131	2%	10%
MERC	192,310	191,351	959	1,945,862	1,914,505	1,767,418	2%	10%
TOT/CULTURAL	36,542	19,059	17,483	291,718	289,112	281,683	1%	4%
DUES	27,119	55,000	(27,881)	316,039	326,359	342,618	-3%	-8%
FEES	13,282	31,923	(18,641)	279,002	258,329	297,602	8%	-6%
CO-OP	153,931	135,000	18,931	1,397,632	1,363,685	1,011,565	2%	38%
REBATES	(14,330)	-	(14,330)	35,513	-	-		
TOTAL REVENUE	460,701	479,040	(18,339)	\$ 6,656,879	6,500,795	5,878,017	2%	13%
EXPENSES:								
CONVENTION SALES	154,166	218,594	(64,428)	\$ 1,472,904	1,542,399	1,198,083	-5%	23%
TOURISM SALES	71,189	96,666	(25,477)	698,070	750,870	705,122	-7%	-1%
MARKETING & COMMUNICATIONS	186,853	244,747	(57,894)	1,746,033	1,771,596	1,490,053	-1%	17%
CONVENTION SERVICES	46,468	50,973	(4,505)	430,748	457,869	297,081	-6%	45%
MEMBERSHIP/VISITOR SERVICES	48,147	44,473	3,674	394,739	385,352	409,767	2%	-4%
EVENTS	6,904	22,450	(15,546)	105,100	121,569	83,373	-14%	26%
PROGRAM SUPPORT	105,421	115,053	(9,632)	1,058,548	1,070,812	945,039	-1%	12%
TOTAL EXPENSES	619,148	792,956	(173,808)	\$ 5,906,142	6,100,467	5,128,518	-3%	19%
NET REVENUE OR (LOSS)	\$ (158,447)	\$ (313,916)	\$ 155,469	\$ 750,737	400,328	749,499		

PORTLAND OREGON VISITORS ASSOCIATION
STATEMENT OF FINANCIAL POSITION
March 31, 2008

ASSETS

Current assets:

Petty cash	\$	75	
Cash in bank		1,643,193	
General accounts receivable		241,026	
City/Co room tax receivable		-	
RCMP Receivable		63,624	
MERC receivable		91,199	
Allowance for bad debts		(490)	
Prepaid expense		<u>64,675</u>	2,103,302

Property and equipment:

Furniture & equipment		81,877	
Less: accum. depreciation		<u>(58,951)</u>	22,926

Computers		204,298	
Less: accum. depreciation		<u>(76,454)</u>	127,844

Automobiles		66,667	
Less: accum. depreciation		<u>(11,080)</u>	55,587

Leasehold improvements		72,804	
Less: accum. depreciation		<u>(45,200)</u>	27,604

Other assets:

Restricted cash and cash surrendered value of life insurance for deferred compensation		210,253	
Employee advances		9,949	
Deposits		<u>1,910</u>	<u>222,112</u>

TOTAL ASSETS **\$ 2,559,375**

LIABILITIES & NET ASSETS

Current liabilities:

Accounts payable	\$	157,057	
Due to POVA Foundation		279	
Accrued payroll costs		93,746	
Accrued longevity award		114,923	
Advance - MERC		<u>-</u>	
Total current liabilities			366,005

Other liabilities:

Rent payable		47,418	
Deferred revenues		-	
Deferred compensation		<u>233,253</u>	
Total other liabilities			280,671

Net assets:

Unrestricted net assets, 6/30/07		1,161,962	
Increase in net assets for 9 months ended 3/31/08		<u>750,737</u>	
Total net assets			<u>1,912,699</u>

TOTAL LIABILITIES & NET ASSETS **\$ 2,559,375**

TRAVEL PORTLAND BOARD OF DIRECTORS

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

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
PROVENANCE HOTELS

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

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 93 major media requests and hosted 14 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$7.9 million* (138 percent of our total fiscal year goal) in positive media coverage for the region.

MERC/OCC Combined Media Coverage

OCC Coverage:

- 1-2. *Meetings West* (January 2008 / \$9,725)
Mentions: Oregon Convention Center
Monthly meeting trade magazine
"Green Giant: The Pacific Northwest is top territory for environmentally minded gatherings"
(Two placements: article appeared both in print and online)

- 3-4. *The Oregonian* (March 14, 2008 / \$5,544)
Mentions: Oregon Convention Center
"City's gold standard for green meetings"
(Two placements: article appeared both in print and online)

TOTAL = 4 placements / \$15,269

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

1. *Parent Map* (Oct. 1, 2007 / \$7,899)
Mentions: Oregon Zoo
E-magazine focused on family travel and information for Seattle-Tacoma residents
"Scamper south for a Portland weekend"

- 2-3. *Meetings West* (January 2008 / \$9,725)
Mentions: Oregon Convention Center, PCPA
Monthly meeting trade magazine
"Green Giant: The Pacific Northwest is top territory for environmentally minded gatherings"
(Two placements: article appeared both in print and online)

Continued on next page

COMMUNICATIONS & PUBLIC RELATIONS

Total MERC/Metro Coverage (continued from previous page):

4. *Our City Weston* (January 2008 / \$4,100)
Mentions: Oregon Zoo
City magazine for Weston, Fla.
“Travel Time: Portland’s top travel picks”

- 5-6. *The Oregonian* (March 14, 2008 / \$5,544)
Mentions: Oregon Convention Center
“City’s gold standard for green meetings”
(Two placements: article appeared both in print and online)

- 7-8. *Seattle Post-Intelligencer* (March 26, 2008 / \$26,715)
Mentions: Oregon Zoo
Daily newspaper for Seattle, Wash.
“Getaways: Portland’s in a festive mood”
(Two placements: article appeared both in print and online)

TOTAL = 8 placements / \$53,983

GLBT Media Coverage

1. *Seattle Gay News* (Feb. 29, 2008 / \$2,750)
Weekly GLBT newspaper for Seattle, Wash., area
“Portland weekend escape”

2. *Instinct* (March 2008 / \$32,480)
Monthly GLBT-focused consumer magazine
“Clutch this Pearl: Portland shows off its downtown gems”

TOTAL = 2 placements / \$35,230

APPENDIX 2 - CONVENTION SERVICES

Org	Nielsen Business Media	American Adoption Congress	Interweave Press, LLC	Oregon ARMA
MeetName	Wood Technology Clinic & Show	28th Annual Conference	Bead Expo	ARMA Great Northwest Region Conference
MeetDate	March 12-14, 2008	March 26-29, 2008	March 27 - 30, 2008	4/7/08-4/9/08
HQHotel	N/A	Riverfront	Red Lion	Red Lion Convention Center
NextMeet	March, 2010	Not soon. We are on a national regional rotation	Fall 2009	We have monthly meetings here, but the region conference floats between 4 states and is held every two years. So it will probably be 8 years before it comes back to Portland.
PortlandComm	Awesome city! My first time there and I loved every minute of it.	Very hospitable and accommodating	beautiful city	Everyone enjoyed being in Portland, lots of the ladies spent time shopping and large groups went to the different restaurants and microbrewery's - they all said they had a good time and loved it here!
PortlandImpress	Excellent	Excellent	Excellent	Excellent
PortlandAirport	Excellent	Excellent	Excellent	Good
TaxiRental	Good	Excellent	N/A	Excellent
LocfalRest	Excellent	Excellent	Good	Excellent
MeetDest	Excellent	Excellent	Good	Excellent
Attractions	Excellent	Excellent	Good	Excellent
MAX	Excellent	Excellent	Excellent	Excellent
LeisureComm			didn't have time!	Great "Happy Hours" and restaurants
SalesStaff	Excellent	Excellent	Excellent	Excellent
ServiceStaff	Excellent	Excellent	Excellent	Excellent
HousingStaff	N/A	Excellent	Excellent	Excellent
Travel				
PortlandMaterials	Excellent	Excellent	Excellent	Excellent
Travel PortlandWeb	Excellent	Excellent	Excellent	Excellent
VisitorBureauComm	Great group of people. Very helpful and loads of fun.		everyone was very friendly and helpful	Very helpful staff and great literature
OCCSales	Excellent	Excellent	Excellent	Excellent
OCCServices	Excellent	Excellent	Excellent	Excellent
OCCComm	Everyone was great and extremely helpful in every aspect. A great group of people to work with.		Response time to requests was excellent, everyone was very helpful - great staff to work with!	Everyone was very helpful, professional and service was great!
HotelName	Multiple	Waterfront	Red Lion	Red Lion Convention Center
HotelSales	Excellent	Excellent	Good	Good
HotelServices	Excellent	Excellent	Good	Good
HotelRoom	Excellent	Excellent	Fair	Good
HotelDining	Good	Excellent	Good	Excellent
HotelComm	We used multiple hotels and I heard only good things.	Betsy Tulloss is a GEM!		
Transport	N/A		train	No transportation
TransportService	N/A	N/A	Excellent	N/A
TransportEquip	N/A	N/A	Excellent	N/A
TransportComm			clean train, friendly staff	
TourCo	N/A			
TourService	N/A	N/A	N/A	N/A