

*travel*  
**PORTLAND**

**FOURTH QUARTER  
AND  
YEAR END REPORT  
2007-2008**

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# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- Travel Portland booked 6 OCC conventions with estimated OCC revenue over \$800,000 and economic impact over \$10 million for the fourth quarter of 2007-08. For the fiscal year 2007-08, Travel Portland booked 50 conventions with estimated OCC revenue over \$5.2 million and economic impact over \$56 million. Of the 50 conventions, 37 were new conventions to Portland.
- Travel Portland's convention services team, while servicing 28 groups meeting at OCC during the quarter, also conducted 4 OCC related site tours and supplied 60,045 pieces of pre-convention promotional materials.
- Travel Portland helped to generate over \$306,925 in MERC/OCC combined media coverage during the 4<sup>th</sup> quarter. For fiscal year 2007-08, over \$2.8 million media coverage was generated by Travel Portland.

## TRENDS, SUCCESSES, OBSTACLES:

- Strong results were achieved during the quarter, and Travel Portland's sales activities indicate a strong future booking pace with anticipated OCC revenue in excess of \$4.2 million for fiscal year 2008/2009 and over \$5.3 million for 2009/2010. 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. For fiscal year 2007-08 there were 33 groups lost for that reason.
- Annual room tax receipts are up 8.5 percent over last year at this time.

## MERC CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
#1	ROI on OCC business occurring	2.13	2.2 to 2.5
#2	ROI on future OCC business	1.99	2.8 to 3.5
#3	Lead conversion	28%	37.0% to 41.9%
#4	Services performance survey	100% Excellent	93% to 95.9%
#5A	ROI on public relations/media	41.98	6.0 to 6.7
#5B	ROI on minority public relations/media	1,095	6.0 to 6.7
#6	Community economic impact	48.30	47 to 54.9

## CITY CONTRACT GOALS:

	GOAL	YEAR TO DATE ACTUAL	ANNUAL GOAL
A.	ROI on Travel Portland Convention and Marketing	53.89	47.00
B.	ROI Leisure Programs	24.76	17.00

# CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE			
Convention Year	OCC Revenue	Annuals	Total Potential Future Business
FY 07/08	\$ 6,436,187		\$ 6,436,187
FY 08/09	\$ 3,056,920	\$ 1,198,453	\$ 4,255,373
FY 09/10	\$ 3,649,048	\$ 1,716,756	\$ 5,365,804
FY 10/11	\$ 2,562,904	\$ 1,902,453	\$ 4,465,357
FY 11/12	\$ 1,078,638	\$ 1,716,756	\$ 2,795,394
FY 12/13	\$ 787,304	\$ 1,902,453	\$ 2,689,757
FY 13/14	\$ 171,952	\$ 1,716,756	\$ 1,888,708
FY 14/15	\$ 417,214	\$ 1,902,453	\$ 2,319,667
FY 15/16	\$ -	\$ 1,716,756	\$ 1,716,756
FY 16/17	\$ 171,952	\$ 1,902,453	\$ 2,074,405
FY 17/18	\$ -	\$ 1,716,756	\$ 1,716,756
FY 18/19	\$ -	\$ 1,902,453	\$ 1,902,453
FY 19/20	\$ -	\$ 1,716,756	\$ 1,716,756
<b>Total</b>	<b>\$ 18,332,119</b>	<b>\$ 21,011,254</b>	<b>\$ 39,343,373</b>

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE		
Total Travel Portland Contract:	Quarter	YTD
New OCC Bookings	6	37
Repeat OCC Bookings	0	13
Total OCC Bookings	6	50
Room Nights from OCC Bookings	15,613	81,467
OCC Revenue from OCC Bookings (FY 2007/08 thru FY 2016/17)	\$ 870,981	\$ 5,207,884
ROI OCC Bookings	1.45	\$ 1.99
Community Economic Impact from OCC Bookings	\$ 10,391,000	\$ 56,003,000
Total Room Nights Booked	56,609	238,201
Total Community Economic Impact from Bookings	\$ 27,166,000	\$ 126,721,000
ROI on Total Community Economic Impact	45.33	48.30
Annual Goal - \$47.00 - \$54.90 to \$1		
Last Year Actual - \$55.03 to 1		

# CONVENTION SALES

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2008					
	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12 & beyond
Current	52	32	25	13	10
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 04/05 - FY 07/08)	40	35	18	12	16

4TH QUARTER - OREGON CONVENTION CENTER BOOKINGS					
Year	Groups	Total Room Nights	Attendees	OCC Revenue	Community Economic Impact
Subtotal FY 07/08	1	150	75	\$ 16,317	\$ 68,000
Subtotal FY 08/09	1	977	800	\$ 153,952	\$ 1,299,000
Subtotal FY 09/10	1	1,275	1,200	\$ 54,215	\$ 303,000
Subtotal FY 10/11	2	5,030	3,185	\$ 465,727	\$ 4,087,000
Subtotal FY 12/13	1	8,181	3,500	\$ 180,770	\$ 4,634,000
Total OCC Bookings	6	15,613	8,760	\$ 870,981	\$ 10,391,000

4TH QUARTER - SINGLE HOTEL BOOKINGS					
Year	Groups	Total Room Nights	Room Tax Generated	Community Economic Impact	
Subtotal FY 07/08	25	10,196	\$ 161,161	\$ 4,201,000	
Subtotal FY 08/09	38	14,783	\$ 233,664	\$ 6,703,000	
Subtotal FY 09/10	15	8,527	\$ 134,780	\$ 3,730,000	
Subtotal FY 10/11	6	6,401	\$ 101,176	\$ 1,925,000	
Subtotal FY 11/12	1	1,089	\$ 17,213	\$ 216,000	
Total Other Bookings	85	40,996	\$ 647,993	\$ 16,775,000	

# CONVENTION SALES

<b>LEAD CONVERSION</b>						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Leads	61	223	14	46	35	96
OCC Lost Leads due to OCC space & availability	1	11	0	0	1	9
OCC Lost Leads due to hotel package & availability	12	33	4	13	6	14
Lead Conversion Percentage	13%	28%	20%	15%	0%	14%
Annual Goal - 37.0% to 41.9%						
Last Year Actual - 34.6%						

<b>BUSINESS OCCURRING THIS YEAR</b>						
	Travel Portland Office		Chicago Office		Washington, DC Office	
	Quarter	YTD	Quarter	YTD	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 1,675,993	\$ 5,586,140	\$ 195,049	\$ 440,737	\$ 363,913	\$ 1,075,497
Travel Portland Contract Costs	\$ 737,055	\$ 2,623,553	\$ 61,287	\$ 138,300	\$ 77,751	\$ 284,388
ROI (Revenue / Costs)	2.27	2.13	3.18	3.19	4.68	3.78
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

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS						
	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Subtotal	12	HQ Hotel/Hotel Package	63,297	34,800	\$ 2,383,978	\$ 23,730,000
Subtotal	6	Geographic	15,457	21,100	\$ 605,239	\$ 5,895,000
Subtotal	5	Lost - Selected Another Year	21,091	9,000	\$ 881,762	\$ 11,422,000
Subtotal	5	Board Decision	16,441	7,100	\$ 1,005,757	\$ 5,928,000
Subtotal	2	Date Availability - Hotel	10,255	2,900	\$ 202,980	\$ 2,813,000
Subtotal	1	Date Availability - OCC	940	500	\$ 118,540	\$ 796,000
Subtotal	1	Conference Cancelled - Not	782	650	\$ 56,585	\$ 321,000
Subtotal	1	Rates/Cost - Hotel	3,500	2,500	\$ 110,608	\$ 747,000
Subtotal	1	Weak Local Support	7,110	3,300	\$ 153,952	\$ 2,784,000
<b>Total OCC Losses</b>	<b>34</b>		<b>138,873</b>	<b>81,850</b>	<b>\$ 5,519,401</b>	<b>\$ 54,436,000</b>

4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Econ Impact	Arrival
Subtotal	0		0	0	\$ -	\$ -	0
Total OCC Cancellations	0		0	0	\$ -	\$ -	0

# CONVENTION SALES

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<b>4TH QUARTER INDUSTRY TRADE SHOWS AND EVENTS</b>		
<b>April - 2008</b>	<b>May - 2008</b>	<b>June - 2008</b>
Springtime (Washington, D.C.)	National Coalition of Black Meeting Planners (Montgomery, AL)	Portland Familiarization Tour (Portland, OR)
Oregon Governor's Conference on Tourism (Portland, OR)	Chicago Client Event (Chicago, IL)	Society of Government Meeting Professionals (Dallas, TX)
Washington, D.C. Client Event (Washington, D.C.)		Green Event Summit (San Francisco, CA)
SimpleView Users Group Training (Tucson, AZ)		National Association of Minority Contractors

# CONVENTION SERVICES

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CONVENTION SERVICES				
Activity Description	4th Quarter 2007-08	YTD 2007-08	PTYD 2006-07	Goal to Date
Distribution of Promotional Pieces	60,045	193,865	215,907	150,000
Meeting Planning Assistance - Services Leads	526	1,400	1,910	2,200
Networking - Education/Professional Seminars	2	15	26	20
Pre-Convention Site Tours	13	47	59	120
Pre-Convention Attendance Building	21	51	36	30
Housing - Convention Room Nights	2,300	14,169	13,179	35,000

- During the 4th quarter, April - June 2008, Travel Portland's Convention Services Department surveyed fourteen 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 fourteen surveyed, five 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 466 active accounts, 101 of which are OCC groups.

# CONVENTION SERVICES

## CONVENTION SERVICES TRADE SHOWS AND EVENTS

Oregon Convention Center Groups			
Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips	Networking-Educational/Professional Seminars
ASM International (November 2008)	ASM International (November 2008)		
National Science Teachers Association (November 2008)	Air and Waste Management Association (June 2008)		
National Association of Counties (July 2011)	Great Western Council of Optometry (October 2008)		
Law Libraries (July 2008)			
<b>Meeting Planning Assistance - Services Leads - 183 leads distributed to Travel Portland partners assisting 28 OCC groups</b>			
<b>Distribution of Promotional Pieces - 12,320 promotional pieces were distributed to 6 OCC groups</b>			
Non-Oregon Convention Center Groups			
Pre-Convention site Tours	Pre-Convention Attendance Building	Pre-Convention Promo Trips	Networking-Educational/Professional Seminars
Environmental Protection Agency (July 2008)	Environmental Protection Agency (July 2008)		Webcast: EcoMarkets 2008 Release
National Society of Professional Engineers (July 2008)	National Society of Professional Engineers (July 2008)		Green Event Summit San Francisco
USPS (July 2009)	National Education Association (April 2009)		National Organization of Black Law Enforcement Executives
Alliance for a New Humanity (June 2009)	Real Estate Educators Association		National Organization of Black County Officials
Assn of Administrative Law Judges (June 2008)	Nat'l Assn for Family & Community Education (July 2009)		
	Maid Brigade Annual Franchisee Convention (July 2009)		
	National League of Cities (September 2008)		
	The Links, Inc. (2012)		
	American Institute of Graphic Arts (June 2009)		
	Delta Kappa Gamma (July 2009)		
<b>Meeting Planning Assistance - Services Leads - 361 leads distributed to Travel Portland partners assisting 44 non-OCC groups</b>			
<b>Distribution of Promotional Pieces - 45,125 promotional pieces were distributed to 61 non-OCC groups</b>			

# MARKETING

MARKETING			
	Quarter	YTD	PYTD
<b>Advertising Impressions</b>			
Advertising impressions: Big Deal	3,762,975	23,648,613	24,097,827
Advertising impressions: Travel Oregon/"We Love Dreamers"	641,771	1,504,952	2,015,623
Total	4,404,746	25,153,565	26,113,450
Website: User Sessions	436,723	1,537,253	1,470,168
<i>Portland Travel Update</i> e-newsletter: new subscribers (net increase)	1,111	5,318	4,654
Big Deal: room nights (arrivals) at participating hotels	4,268	15,589	15,318
Marketing highlights:			
<p>Online marketing: Development, launch and promotion of social networking site (GoSeePortland.com), where customers can share their experiences and read tips from in-the-know locals and like-minded visitors; development of Travel Portland's blog, Portland Spoke, which will launch in September 2008; completion of an in-depth website usability study, the results of which will trigger an overhaul of the site's architecture, navigation and content; development of program that will enable "Travel Update" e-newsletter subscribers to request and receive personalized content.</p>			
<p>Cultural tourism marketing: Development, launch and promotion of hotel and ticket package for PICA's TBA festival; development, launch and promotion of Indie Music hotel package, which pairs overnight stays at the Jupiter and Ace hotels with a CD (<i>Stumptown Rock: Volume 1</i>) and music downloads; promotion of hotel and ticket packages for Portland Indie Wine Festival (co-op with American Express) and <i>The Dancer</i> (co-op with Portland Art Museum, Oregon Ballet Theatre and White Bird); development of Trainsetters/Amtrak promotion in Seattle (launch in fall).</p>			
<p>Convention marketing (Green): Completion, tracking and follow-up for direct-mail campaign (1,910 delivered; 3.8% response; 63% conversion to data capture; promotion, tracking and follow-up on Travel Portland-sponsored "green meetings" webinar series hosted by <i>Meetings &amp; Conventions</i> magazine (542 registrants); planning for "deeper shade of green" program for FY 08-09.</p>			

# COMMUNICATIONS & PUBLIC RELATIONS

COMMUNICATIONS AND PUBLIC RELATIONS MEDIA PLACEMENTS			
	QUARTER	YTD	PYTD
Total Dollar Value	\$1,533,040	\$9,456,418	\$5,655,283
<b>MERC/Metro Value</b>	\$306,925	\$2,824,194	\$955,111
<b>OCC Value</b>	\$156,857	\$301,008	\$150,665
<b>Minority Value</b>	\$473,957	\$2,068,997	\$447,959
GLBT Value	\$69,460	\$183,051	\$97,335
Total Placements	78	272	212
<b>MERC/Metro Placements</b>	24	57	55
<b>OCC Placements</b>	2	17	10
<b>Minority Placements</b>	3	18	7
GLBT Placements	5	16	5
Audited Circulation	20.4 million	165.5 million	144 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.

Media Placements Listing – Appendix 1

TOTAL CONTRACT	QUARTER	YTD
MERC Value	\$306,925	\$2,824,194
Direct Costs	\$26,982	\$67,280
ROI	11.38	41.98
Minority Value	\$473,957	\$2,068,997
Minority Direct Cost	\$0	\$1,890
Minority ROI	-	1,095.00
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
<b>Revenue</b>				
Dues	\$ 92,499	\$ 408,862	\$ 470,615	\$ 470,000
Other Fees	\$ 18,130	\$ 59,094	\$ 23,015	\$ 20,000
Total	\$ 110,629	\$ 467,956	\$ 493,630	\$ 490,000
<b>Member Companies</b>				
New Members	34	165	179	
Cancellations	106	229	228	
Current Members	977	977	1,013	1,000

TOURISM SALES		
Client Contacts	Quarterly Total	YTD Total
Trade Show Contacts Made	226	1256
Inquiries From Clients	110	334
Outreach To Clients	231	2114
Sales Calls	37	258
Leads/Referrals	142	663
FAMS / Research and Site Visits	Quarterly Total	YTD Total
FAM Tour Participants	52	162
# Hosted Clients	7	31
New Tour Product	Quarterly Total	YTD Total
Number of Itineraries	17	70
Scheduled Departures	261	1480
Media Placement	Quarterly Total	YTD Total
Media Reach	555,264	1,801,002
Value of Media	\$894,379	\$3,789,742

VISITOR INFORMATION SERVICES				
	4th Quarter 2007-08	YTD 2007-08	PYTD 2006-07	Goal to Date
Visitor Information Total Visitors	195,978	596,194	574,479	549,996
Volunteer Hours	2,455	10,562	8,940	9,996
Gray Line Tour Participants	0	5,920	5,460	0
Revenue Programs				
*Brochure Program	\$ -	\$ 1,200.00	\$ -	16,992
*Retail Sales	\$ 5,546.36	\$ 20,048.37	\$ -	13,500

# OPERATIONS

AFFIRMATIVE ACTION GOALS 2007-08					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATERGORIES					
	June 30, 2008 Status		2007-08		
Job Category	Number	Total	Actual Percentage	Goal Percentage	Objective
Females					
Officials/Managers	5	9	55%	50%	Maintain
Professionals	12	16	75%	50%	Maintain
Sales	10	12	83%	50%	Maintain
Office/Clerical	11	12	92%	65%	Maintain
<b>Total</b>	<b>38</b>	<b>49</b>	<b>78%</b>	<b>50%</b>	<b>Maintain</b>
Minorities					
Officials/Managers	0	9	0%	10%	Improve
Professionals	0	16	0%	10%	Improve
Sales	2	12	17%	10%	Maintain
Office/Clerical	4	12	33%	15%	Maintain
<b>Total</b>	<b>6</b>	<b>49</b>	<b>12%</b>	<b>15%</b>	<b>Improve</b>
This report is based on current full-time staff.					

# OPERATIONS

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## 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 three employees who reside in the MERC FOTA.

### PURCHASING

Travel Portland expended a total of \$145,866 with businesses in the FOTA for the year ended June 30, 2008.

### MEMBERSHIP

Travel Portland currently has 91 member businesses within FOTA and 184 minority and women-owned businesses in its membership.

## MBE/ESBE/WBE PURCHASING PARTICIPATION REPORT

For the last 19 years Travel Portland has implemented a voluntary MBE/ESBE/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 2007-08, Travel Portland expended **\$649,218** of lodging tax dollars in the purchasing of services and supplies where it had the discretion to purchase from outside vendors. Of this amount, **\$271,414 or 42 percent** was spent with minority/women-owned or emerging small business enterprises.

**PORTLAND OREGON VISITORS ASSOCIATION  
STATEMENT OF ACTIVITIES  
For year ended June 30, 2008**

	Monthly Actual	Monthly Budget	Difference	YTD Actual	YTD Budget	Last Year Actual	% Change Budget	% Change Last Year
<b>REVENUES:</b>								
CITY/CO ROOM TAX	\$123,826	\$17,769	106,057	\$ 3,079,311	2,984,232	2,839,365	3%	8%
MERC	237,815	382,703	(144,888)	2,623,553	2,623,553	2,407,733	0%	9%
TOT/CULTURAL	14,487	53,142	(38,655)	343,166	308,000	328,836	11%	4%
DUES	47,558	19,056	28,502	407,975	470,000	470,749	-13%	-13%
FEES	72,589	31,926	40,663	396,434	386,853	423,771	2%	-6%
CO-OP	206,417	159,816	46,601	1,610,486	1,662,696	1,556,230	-3%	3%
REBATES	128,914	-	128,914	2,500	-	-		
<b>TOTAL REVENUE</b>	<b>831,606</b>	<b>664,412</b>	<b>167,194</b>	<b>\$ 8,463,425</b>	<b>8,435,334</b>	<b>8,026,684</b>	<b>0%</b>	<b>5%</b>
<b>EXPENSES:</b>								
CONVENTION SALES	212,394	262,983	(50,589)	\$ 2,071,188	2,180,326	1,690,290	-5%	23%
TOURISM SALES	142,340	90,834	51,506	980,646	965,551	990,437	2%	-1%
MARKETING & COMMUNICATIONS	407,725	303,949	103,776	2,581,375	2,661,027	2,351,131	-3%	10%
CONVENTION SERVICES	73,708	79,358	(5,650)	601,017	647,744	418,108	-7%	44%
MEMBERSHIP/VISITOR SERVICES	60,274	62,125	(1,851)	543,786	529,682	583,964	3%	-7%
EVENTS	33,301	29,220	4,081	151,088	157,329	169,859	-4%	-11%
PROGRAM SUPPORT	206,510	209,843	(3,333)	1,486,296	1,490,115	1,370,341	0%	8%
<b>TOTAL EXPENSES</b>	<b>1,136,252</b>	<b>1,038,312</b>	<b>97,940</b>	<b>\$ 8,415,396</b>	<b>8,631,774</b>	<b>7,574,130</b>	<b>-3%</b>	<b>14%</b>
<b>NET REVENUE OR (LOSS)</b>	<b>\$ (304,646)</b>	<b>\$ (373,900)</b>	<b>\$ 69,254</b>	<b>\$ 48,029</b>	<b>(196,440)</b>	<b>452,554</b>		

Prior to Audit

PORTLAND OREGON VISITORS ASSOCIATION  
STATEMENT OF FINANCIAL POSITION  
June 30,2008

**ASSETS**

<b><u>Current assets:</u></b>		
Petty cash	\$	75
Cash in bank		980,687
VDF Receivable		202,699
City/Co room tax receivable		20,684
RCMP Receivable		115,054
MERC receivable		397,958
Allowance for bad debts		(490)
Prepaid expense		<u>116,732</u>
		1,833,399
 <b><u>Property and equipment:</u></b>		
Furniture & equipment		109,385
Less: accum. depreciation		<u>(60,922)</u>
		48,463
 Computers		 208,531
Less: accum. depreciation		<u>(88,035)</u>
		120,496
 Automobiles		 66,667
Less: accum. depreciation		<u>(13,445)</u>
		53,222
 Leasehold improvements		 71,824
Less: accum. depreciation		<u>(48,293)</u>
		23,531
 <b><u>Other assets:</u></b>		
Restricted cash and cash surrendered value of life insurance for deferred compensation		203,332
Employee advances		5,549
Deposits		<u>1,910</u>
		210,791
 <b>TOTAL ASSETS</b>		 <b><u>\$ 2,289,902</u></b>

**LIABILITIES & NET ASSETS**

<b><u>Current liabilities:</u></b>		
Accounts payable	\$	269,839
Due to POVA Foundation		1,130
Accrued payroll costs		387,583
Accrued longevity award		114,923
Advance - MERC		-
<b>Total current liabilities</b>		<u><b>773,475</b></u>
 <b><u>Other liabilities:</u></b>		
Rent payable		43,354
Deferred revenues		30,000
Deferred compensation		<u>233,082</u>
<b>Total other liabilities</b>		<b>306,436</b>
 <b><u>Net assets:</u></b>		
Unrestricted net assets, 6/30/07		1,161,962
Increase in net assets for year ended 6/30/08		<u>48,029</u>
<b>Total net assets</b>		<u><b>1,209,991</b></u>
 <b>TOTAL LIABILITIES &amp; NET ASSETS</b>		 <b><u>\$ 2,289,902</u></b>

Prior to audit.

# TRAVEL PORTLAND BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Brett Wilkerson, Chair  
North Pacific Management

Connie Hunt, Chair Elect  
Eastbank Saloon

Wanda Rosenbarger, Treasurer  
Lloyd Center Mall

Nancy Stueber, Past Chair  
OMSI

Chris Erickson, Community Action Committee Chair  
The Heathman Hotel

Steve Faulstick, Convention Sales Steering Committee Chair  
Doubletree Hotel Lloyd Center

Foy Renfro, Partnership 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  
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

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.

Randall Thayer  
Sheraton Portland Airport Hotel

Mark Williams  
OHSU

Bill Wyatt  
Port of Portland

# 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 106 major media requests and hosted 31 travel writers, editors and television producers on site inspections of the city. The year-to-date result of these efforts was \$9.4 million\* (166 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. *Airport Magazine* (April 2008 / \$146,957)  
Mentions: Oregon Convention Center  
Monthly bilingual magazine for affluent business travelers in Hong Kong and China (26-page article on Portland)  
"Travel: Portland"
2. *Smart Meetings* (April 2008 / \$9,900)  
Mentions: Oregon Convention Center  
Monthly meeting trade magazine  
"Discover the Pacific Northwest"

TOTAL = 2 placements / \$156,857

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

1. *Airport Magazine* (April 2008 / \$146,957)  
Mentions: Oregon Convention Center, Oregon Zoo, PCPA  
Monthly bilingual magazine for affluent business travelers in Hong Kong and China (26-page article on Portland)  
"Travel: Portland"
2. *Diversion* (April 2008 / \$43,600)  
Mentions: Oregon Zoo  
Monthly travel magazine for physicians  
"Pacific Northwest Hot Spot: Portland, Oregon"
3. *OffbeatTravel.com* (April 2008 / \$1,500)  
Mentions: Oregon Zoo  
Travel website for travelers looking for unique experiences  
"Portland, Oregon: An Adventure in Nature and Artist Synergy"

# COMMUNICATIONS & PUBLIC RELATIONS

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

4. *Smart Meetings* (April 2008 / \$9,900)  
Mentions: Oregon Convention Center  
Monthly meeting trade magazine  
“Discover the Pacific Northwest”
  
- 5-24. *Arizona Daily Star, Asbury Park Press, Bakersfield Californian, Chicago Sun-Times, DeKalb Daily Chronicle, Desert Sun, Green Bay Press Gazette, Huntsville Times, News-Leader, North County Times, Pittsburgh Post-Gazette, Riverside Press Enterprise, San Francisco Chronicle, Santa Barbara News-Press, Southtown Star, Toronto Globe & Mail, Tribune Chronicle, USA Today, Valley News, Worcester Telegram & Gazette* (May 11-25, 2008 / combined \$104,968)  
Mentions: Oregon Zoo  
Twenty daily/national newspaper placements of Travel Editor Beth Harpaz’s Associated Press Oregon story packet  
“Portland, Oregon: A delight for day trippers”

TOTAL = 24 placements / \$306,925

## Minority Media Coverage

1. *Agora* (March 2008 / \$117,000)  
Asia (Japan)  
Japan Airlines inflight magazine for first-class passengers and JAL card members (business class)  
“Two Portlands”
  
2. *Airport Magazine* (April 2008 / \$146,957)  
Asia (China)  
Monthly bilingual magazine for affluent business travelers in Hong Kong and China (26-page article on Portland)  
“Travel: Portland”
  
3. *Globetrotter’s Guide to Seattle & Portland* (May 2008 / \$210,000)  
Asia (Japan)  
Japanese-language guidebook to Seattle and Portland  
“Portland”

TOTAL = 3 placements / \$473,957

# COMMUNICATIONS & PUBLIC RELATIONS

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## GLBT Media Coverage

1. *Destinations for Men* (Winter 2008 / \$5,000)  
Quarterly travel magazine for gay men  
“Peeking in on Portland”
  
- 2-3. *Out & About Newspaper* / OutandAboutNewspaper.com (April 1, 2008 / \$1,270)  
Monthly GLBT newspaper distributed in Knoxville and Nashville, Tenn.  
“Be sure to hit Portland when exploring the Oregon Trail”
  
4. *Passport* (June 2008 / \$35,450)  
Monthly travel magazine for GLBT market  
“Quintessential Portland”
  
5. *Out* (June-July 2008 / \$27,740)  
Bimonthly lifestyle magazine for gay men  
“Front Destination: When in ... Portland”

TOTAL = 5 placements / \$69,460

## Minority Public Speaking Engagements

- Black Legislature Conference - St. Louis
  - Roy Jay was a keynote speaker at the conference representing Portland, Oregon - This group is also an association with three other potential national organizations that may consider Portland in the future.
  
- Travel Professionals of Color Conference- New Orleans
  - Roy Jay represented Portland, Oregon at the national conference and was emcee for their national awards event. Portland, Oregon was the only city on stage.

# APPENDIX 2 - CONVENTION SERVICES

Organization	Oregon Dental Association	Lifesavers Conference, Inc.	American Society For Photogrammetry & Remote Sensing	Alumni Of Gamma Xi Chapter Of Sigma Nu	ASEV	Air & Waste Management Association
<b>Meeting Name</b>	2008 Oregon Dental Conference	Lifesavers: National Conference On Highway Safety	2008 Annual Conference	Sigma Nu Gathering	59th Annual Meeting	A&Wma 101st Annual Conference & Exhibition
<b>Meeting Date</b>	April 3 - 5, 2008	April 13-15, 2008	April 28 - May 2, 2008	May 4-May 8, 2008	June 16-20, 2008	June 24 - 27, 2008
<b>Headquarter Hotel</b>	Doubletree Hotel - Lloyd Center	Hilton Portland	Doubletree Lloyd Center	Courtyard By Marriot On N.Marine Drive	Doubletree Hotel Lloyd Center	Hilton Portland & Executive Tower
<b>Next Meeting</b>	April 2-4, 2009	Don't Know	Unknown At This Time	Not For Several Years	2011	Not For At Least 10 Years
<b>Survey on Portland Community</b>						
<b>Portland Community</b>	Wonderful city	Really enjoyed the city		Everyone really enjoyed the Portland, OR area.	Great city, great restaurants, great public transportation, great climate. Poor convention hotel options close to the convention center	Very enjoyable city, but the number of homeless is overwhelming
<b>Portland Impression</b>	Excellent	Excellent	Good	Excellent	Excellent	Good
<b>Portland Airport</b>	Good	Excellent	Excellent	Excellent	Excellent	Good
<b>Taxi Rental</b>	Excellent	Good	N/A	Good	Excellent	Good
<b>Local Restaurant</b>	Excellent	Excellent	N/A	Excellent	Excellent	Good
<b>Meeting Destination</b>	Excellent	Excellent	Good	Good	Good	Good
<b>Attractions</b>	Excellent	Good	N/A	Good	Excellent	Good
<b>MAX</b>	Excellent	Excellent	Excellent	N/A	Excellent	Fair
<b>Leisure Community</b>	Attendees were very happy with what the city had to offer	Some places the light rail didn't serve, were difficult to get cabs from		The construction down on the water front to reach the Spirit of Portland caused everyone to get lost and we almost missed the cruise, after we had paid for it.	Many varied and good choices for all interests	
<b>Travel Portland Staff</b>						
<b>Sales Staff</b>	N/A	Excellent	Excellent	Excellent	Good	Good
<b>Services Staff</b>	Excellent	Excellent	Excellent		Good	Excellent
<b>Housing Staff</b>	N/A	Excellent	N/A	Excellent	N/A	Excellent
<b>Travel Portland Materials</b>	Excellent	Excellent	Excellent	N/A	Good	Good
<b>Travel Portland Web</b>	N/A	Excellent	N/A	Good	Good	Good
<b>Visitor Bureau Communication</b>	Kathryn Cruickshank was a great help.	Tamara was terrific, Geralyn and Jason were invaluable to us - helpful at every step of the way - always available - great to our staff on site	Very professional. Appreciated the time spent with us while we were in Portland.	Everyone was very helpful.		We had a rocky start with the turn over at the bureau, but Geralyn really made a difference in the end.

# APPENDIX 2 - CONVENTION SERVICES

Organization	Oregon Dental Association	Lifesavers Conference, Inc.	American Society For Photogrammetry & Remote Sensing	Alumni Of Gamma Xi Chapter Of Sigma Nu	ASEV	Air & Waste Management Association
<b>Oregon Convention Center (OCC)</b>						
<b>OCC Sales</b>	Excellent	Excellent	Good	N/A	Excellent	Excellent
<b>OCC Services</b>	Excellent	Excellent	Good	Excellent	Fair	Fair
<b>OCC Communication</b>	Bruce McKinney, Lisa Chan, Rod Walker, Natalia McDonough, Mitch Hughes and Valerie Walklate-Yasui were all fantastic to work with. They are great team.		Unexpected additional charges for many things were a bit distressing. If these could be spelled out in the contract, it would eliminate this issue.	Everyone was very helpful.	Wonderful facility, average support services in terms of demonstrated skill set and support	Addressed while on site. They need to implement improved systems in order to handle the current level of business
<b>Hotel</b>						
<b>Hotel Name</b>	Doubletree Lloyd Center	Hilton Portland	Doubletree Lloyd Center	Courtyard By Marriot	Doubletree Hotel Lloyd Center	Marriott City Center
<b>Hotel Sales</b>	Good	Excellent	Excellent	Excellent	Excellent	Fair
<b>Hotel Services</b>	Excellent	Excellent	Excellent	Excellent	Fair	Fair
<b>Hotel Room</b>	Fair	Excellent	Good	Excellent	Fair	Fair
<b>Hotel Dining</b>	Good	Good	Excellent	Good	Fair	Good
<b>Hotel Communication</b>	Jessica Winn was wonderful. She was very responsive and accommodating.		Staff was very cooperative throughout our entire planning and stay. Renovations that are underway to many guest rooms caused some concern for some attendees.	There were very accommodating and went out of there way to be helpful.	Average, somewhat outdated, staff not overly resourceful but very pleasant	
<b>Transportation</b>						
<b>Transport Name</b>	Lucky Limo		Raz - Coach Usa	Cbreck arranged it. Don't know the name.	N/A	
<b>Transport Service</b>	Excellent		Good	Excellent		
<b>Transport Equipment</b>	Excellent		Good	Excellent		
<b>Transport Communication</b>	Deb Jackson was extremely helpful and had great turn around time		After confirming with coordinator that all drivers were familiar with the city and knew how to get from OCC to Forestry Center, one bus got lost and caused a good deal of delay in arriving at our event at the Forestry Center.	Well done.		
<b>Tour Co</b>				Carole Breck Destination Management		Columbia Crossroads
<b>Tour Service</b>	N/A		N/A	Excellent	N/A	Good