

## Metropolitan Exposition Recreation Commission (MERC) agenda

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Wednesday, December 3, 2025

12:30 PM

Zoom:

[https://us02web.zoom.us/j/81411140803?  
pwd=RATb1kMK7VnTrbyy1ObzzKefkj949G.1](https://us02web.zoom.us/j/81411140803?pwd=RATb1kMK7VnTrbyy1ObzzKefkj949G.1)

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**1. Call To Order and Roll Call**

**2. Public Communication**

Public comment may be submitted in writing. It will also be heard in person and by electronic communication (video conference or telephone). Written comments should be submitted electronically by emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Testimony on agenda and non-agenda items will be taken at the beginning of the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting Amy Nelson by phone at 503-314-2360 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Those wishing to testify in person should fill out a card located on the table directly outside the meeting room door.

Those requesting to comment virtually during the meeting can do so by joining the meeting using this link: <https://us02web.zoom.us/j/87607282304?pwd=SFbIOVJHdWp0RVIRZU1uMDA0Vitqdz09> and using the "Raise Hand" feature in Zoom or emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Individuals will have three minutes to testify unless otherwise stated at the meeting.

**3. Commission/Council Liaison Communication**

**4. General Manager Communications**

**5. Financial Update**

MERC Finance Report

[MERC 25-43](#)

Presenter(s): Ashley Sloan, MERC Finance Manager

Attachments: [Financial Report](#)  
[Financial Statement of Activity](#)

**6. Venue Business Reports**

**7. Consent Agenda**

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In Consideration of the November 5, 2025 MERC Meeting  
Minutes

[MERC 25-44](#)

Attachments: [Meeting Minutes](#)

**9. Presentations**

Travel Portland 1st Quarter Report

[MERC 25-45](#)

Presenter(s): James Jessie, Chief Sales Officer  
Angela Nelson, VP of Equity and Partnerships

Attachments: [Travel Portland 1st Quarter 2025-26 Report](#)

Expo Future Project Update

[MERC 25-46](#)

Presenter(s): Craig Stroud, GM Visitor Venues

Attachments: [Expo Future Update](#)

## Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act, Section 504 of the Rehabilitation Act and other statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit [oregonmetro.gov/civilrights](http://oregonmetro.gov/civilrights) or call 503-797-1890. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. Individuals with service animals are welcome at Metro facilities, even where pets are generally prohibited. For up-to-date public transportation information, visit TriMet's website at [trimet.org](http://trimet.org)

### Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1700 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

### Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1700 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

### Metro 的不歧视公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1700（工作日上午8點至下午5點），以便我們滿足您的要求。

### Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullaan dadweyne, wac 503-797-1700 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqo ka hor kullanka si loo tixgaliyo codsashadaada.

### Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1700를 호출합니다.

### Metro의差別禁止通知

Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、[www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)。までお電話ください。公開会議で言語通訳を必要とされる方は、Metroがご要請に対応できるよう、公開会議の5営業日前までに503-797-1700（平日午前8時～午後5時）までお電話ください。

### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានការបណ្តឹងរើសអើងសូមចូលទស្សនាគេហទំព័រ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។  
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឱ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក។

### إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يرجى زيارة الموقع الإلكتروني [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

### Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1700 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan.

### Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Si necesita asistencia con el idioma, llame al 503-797-1700 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

### Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1700 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

### Avizul Metro privind nediscriminare

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1700 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

### Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lwm ua ntej ntawm lub rooj sib tham.

# Metropolitan Exposition Recreation Commission

Date: December 3, 2025

To: Commissioner Karis Stoudamire-Phillips, Chair  
 Commissioner Damien Hall, Vice Chair  
 Commissioner Deidra Kryz-Rusoff, Secretary-Treasurer  
 Commissioner Chris Oxley  
 Commissioner Dañel Malán- González  
 Commissioner Deanna Palm  
 Commissioner David Penilton  
 Councilor Gerritt Rosenthal

From: Ashley Sloan, MERC Finance Manager

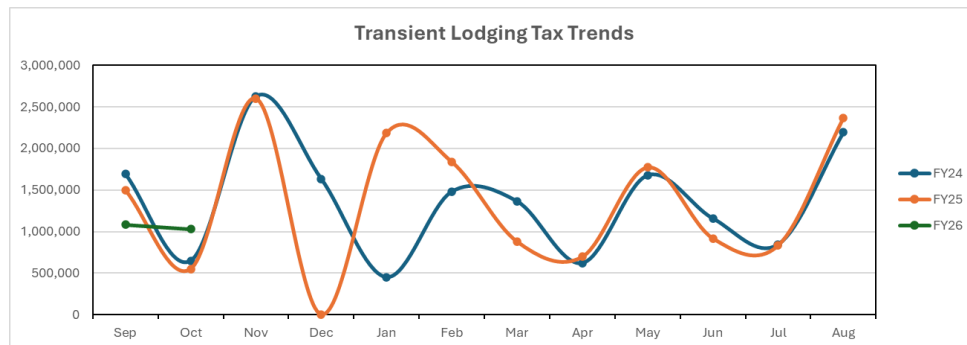
Subject: October 2025 Financial Update

## Introduction

The attached financial reports cover the months of July – October 2025 at the MERC venues. OCC continued with a full Fall schedule, hosting many groups including Society of Forensic Toxicologist, Portland Retro Gaming Expo, and Kumoricon. P’5 embraced the Halloween season with Rocky Horror Picture Show, My Favorite Murder and Dracula. Meanwhile, Expo welcomed the return of signature expos including Portland Tattoo Expo and Portland Bridal & Wedding Expo.

## Transient Lodging Tax

Total October collections were up \$478,000 (87%) from prior year collections. The swing between September and October was a delay in collections from Multnomah County in September. This doubled their collections in October. With this adjustment, MERC is 3% ahead of collections versus prior year.



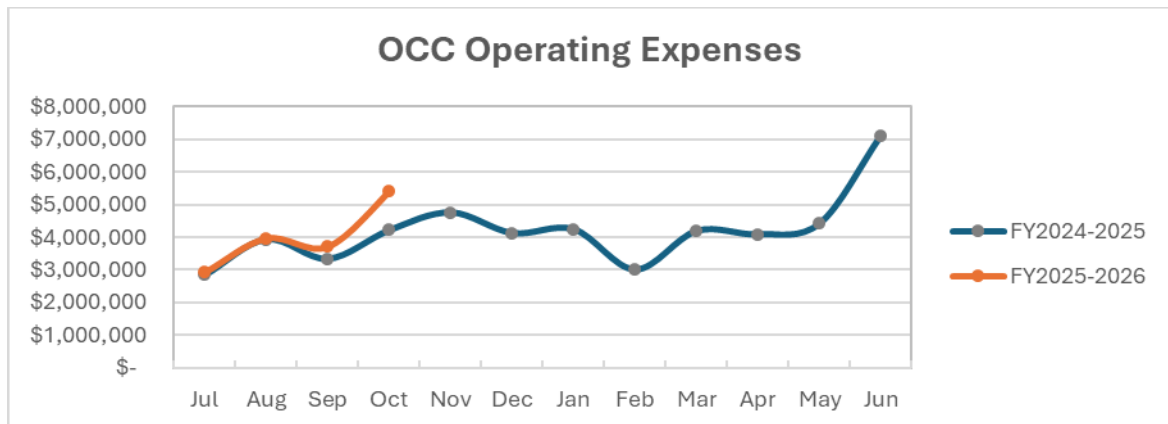
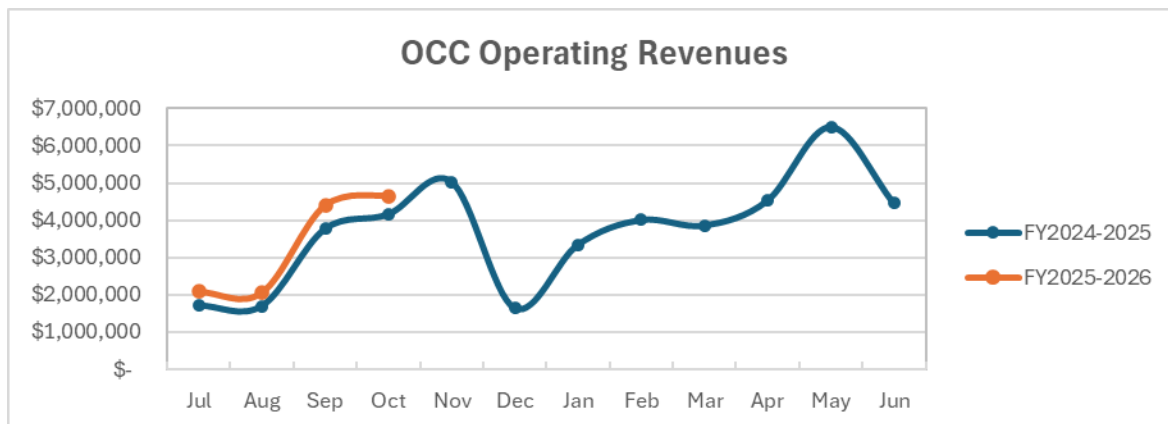
	FY25	FY26	\$ Var	% Var
September	\$1,501,026	1,083,516	(417,510)	-28%
October	\$550,522	1,028,662	478,140	87%
YTD	2,051,548	2,112,178	60,630	3%

## Oregon Convention Center

## OCTOBER 2025 FINANCIAL REPORT

OCC October revenues closed at \$4.7 million, driven by Society of Forensic Toxicologists and Go West Credit Union Association. Year-to-date, OCC revenue is tracking \$1.9M ahead of last year, a solid 17% increase. Materials and services rose month over month by \$1.2M (39%), this increase is due to September event expenses posting in October. Despite this timing shift, OCC expenses remain on or below budget.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
Society of Forensic Toxicologists (SOFT)	730,547	23%
Go West Credit Union Association	626,890	19%
Rose City Comic Con 2025	354,708	11%
Portland Retro Gaming Expo 2025	257,709	8%
All Other Events	1,271,797	39%
	<b>\$ 3,241,651</b>	<b>100%</b>

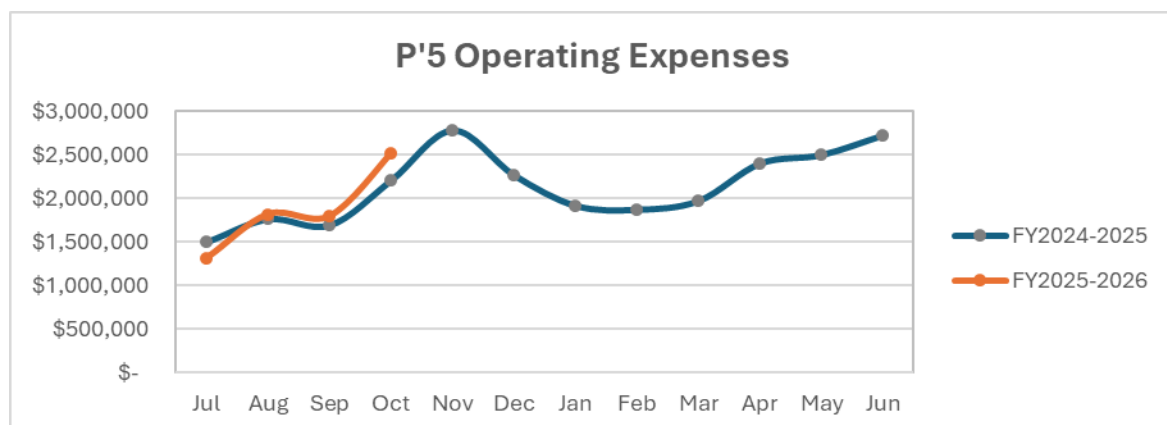
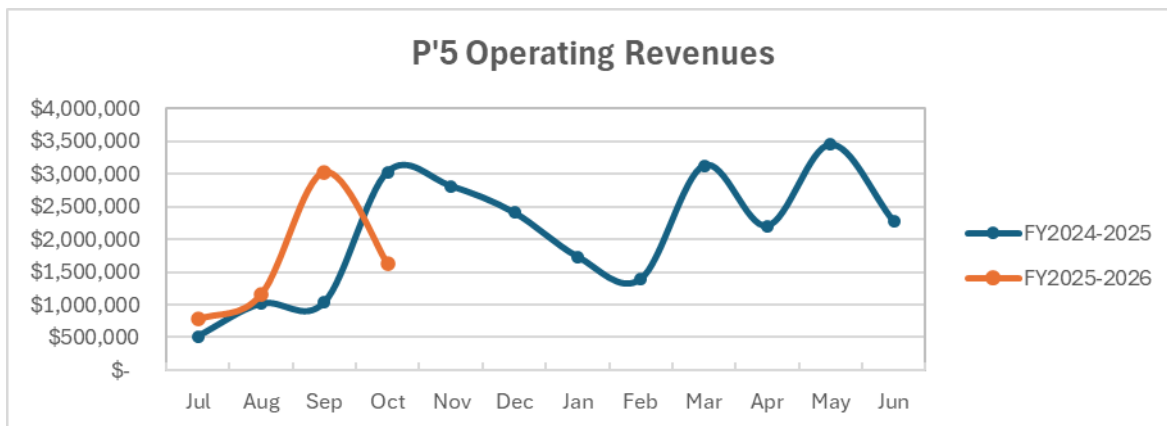


## Portland's

## OCTOBER 2025 FINANCIAL REPORT

P'5 continues to show strong performance overall. While October revenue was 46% lower than last year (primarily due to the exceptional impact of *Wicked* in FY25), year-to-date revenue remains ahead by \$1M (18%). Attendance is also trending upward, with 14% higher attendance (26,000 more guests) compared to last year. P'5 expenses are on or below budget.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
My Favorite Murder	183,873	14%
Dracula	171,172	13%
Shucked	91,280	7%
The Screwtape Letters	74,829	6%
All Other Events	834,378	62%
	<b>\$ 1,355,531</b>	<b>100%</b>



## Portland Expo Center

September revenue reached \$325K, driven primarily by the success of the Snowvana event. While year-to-date revenue is currently 13% lower than last year, this aligns with expectations for a non-

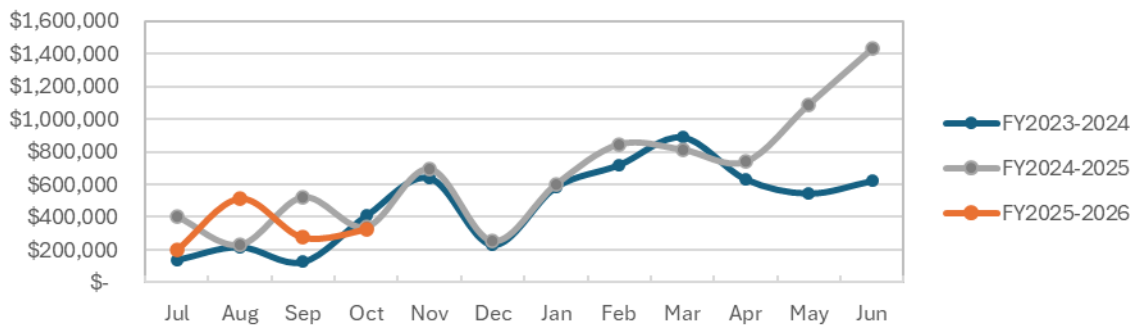
## OCTOBER 2025 FINANCIAL REPORT

Cirque year. On a more comparable basis, Expo revenue year-to-date stands at \$420K (47%) ahead of FY24, the last non-Cirque year. Overall, expenses remain close to budget, though materials and services have exceeded projections slightly due to a \$25K software investment. Looking ahead, we do anticipate higher costs in utilities and TicketWest fees, which will push those categories over budget.

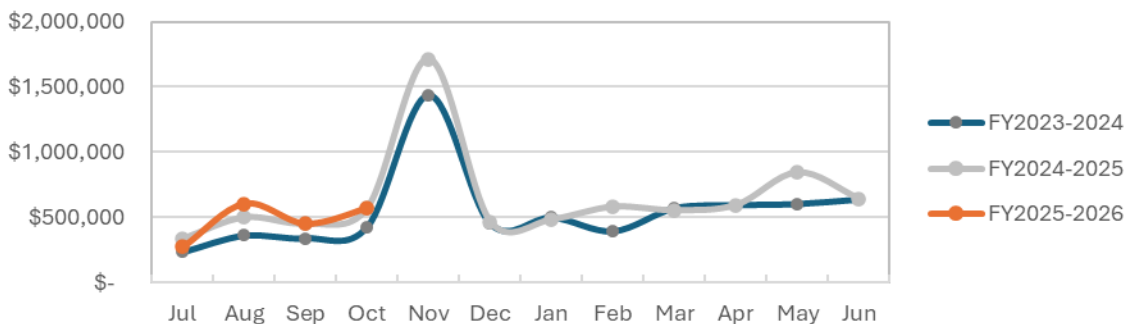
### Highest Grossing Events

	Current Month Event Revenue	% of Event Revenue
Snowvana	105,173	39%
2025 Portland Tattoo Expo	59,139	22%
Hot Tub and Swim Spa Sale	40,628	15%
Portland Bridal & Wedding Expo	33,372	12%
All Other Events	34,476	13%
<b>\$</b>	<b>272,788</b>	<b>100%</b>

### Expo Operating Revenues



### Expo Operating Expenses



## MERC Capital Projects

## OCTOBER 2025 FINANCIAL REPORT

OCC Capital Project Status Report FY2025-26				
Project	Phase	Budget	Actual	Remaining
Public Safety Front of House Programming	Complete	225,000	88,285	136,715
Safety MLK & Holladay Entrance	In Progress	200,000	9,400	190,600
OCC Waterproof: Rain Garden	In Progress	30,000	20,271	9,729
F&B: Orbit Market Remodel	Complete	52,000	20,467	31,533
Electrical Vehicle Infrastructure	Contracting	200,000	-	200,000
Integrated Door Access Controls & Door Replacement	In Progress	578,000	31,531	546,470
Website Redesign & Drupal Platform Upgrade	In Progress	53,000	104,769	(51,769)
Facility Condition Assessment	Planning	700,000	-	700,000
Holladay Lobby Exterior Door Threshold & Waterproofing	Design	275,000	-	275,000
EST 4 Fire Alarm System Upgrade	In Progress	585,000	-	585,000
Food & Beverage: Design & Projects	Design	575,000	-	575,000
Technology Office & MDF Space Renovation	Design	95,000	2,838	92,163
OCC ADA Compliance Assessment	Paused	-	2,205	(2,205)
<b>Total</b>		<b>3,568,000</b>	<b>279,765</b>	<b>3,288,235</b>
% of Budget			8%	92%

Portland'5 Capital Project Status Report FY2025-26				
Project	Phase	Budget	Actual	Remaining
ASCH house lighting controls	In Progress	-	-	-
Newmark House PA Replacement	In Progress	-	-	-
P5 F&B Levy Cap Investment	Planning	400,000	-	400,000
Keller FOH Elevators Upgrade	In Progress	350,000	115,676	234,324
P5 Website - Drupal upgrade	In Progress	250,000	72,106	177,894
ASCH Rigging Upgrade	Planning	250,000	-	250,000
ASCH gas boiler replacements	Planning	40,000	-	40,000
ASCH Roof and Drains	Complete	850,000	643,322	206,678
<b>Total</b>		<b>2,140,000</b>	<b>831,105</b>	<b>1,308,895</b>
% of Budget			39%	61%

Expo Capital Project Status Report FY2025-26				
Project	Phase	Budget	Actual	Remaining
Expo Futures Infrastructure	Design	2,000,000	-	2,000,000
Expo F&B Levy Cap Investment	Planning	478,537	-	478,537
<b>Total</b>		<b>2,478,537</b>	<b>-</b>	<b>2,478,537</b>
% of Budget			0%	100%



MERC Statement of Activity  
Oregon Convention Center  
October 2025

OREGON CONVENTION CENTER								
						Benchmark -> 33%		
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget	
	October FY26	October FY25	% Var	July - Oct FY26	July - Oct FY25	% Var	FY26 Budget	% Budget YTD
<b>Beginning Balance</b>				<b>13,842,580</b>			<b>13,842,580</b>	
<b>Operations</b>								
Charges for Services	3,524,538	3,615,037	-3%	11,044,993	9,317,753	19%	31,262,121	35%
<i>Food &amp; Beverage</i>	1,820,969	2,189,259	-17%	5,953,513	4,780,965	25%	16,134,385	37%
<i>Facility Rentals</i>	560,951	471,992	19%	1,721,262	1,620,376	6%	5,800,184	30%
<i>Audio Visual</i>	442,143	398,673	11%	1,127,809	1,135,444	-1%	3,000,000	38%
<i>Utility Services</i>	168,830	147,277	15%	557,479	490,486	14%	1,477,986	38%
<i>Telecommunications</i>	99,453	74,674	33%	439,653	422,917	4%	1,115,000	39%
<i>Parking Revenue</i>	259,902	149,333	74%	648,732	455,292	42%	2,400,000	27%
<i>All Other</i>	172,290	183,829	-6%	596,547	412,274	45%	1,334,566	45%
Local Government	900,205	487,146	85%	1,845,121	1,820,929	1%	17,087,690	11%
<i>Lodging Excise Tax</i>	900,205	487,146	85%	1,845,121	1,820,929	1%	14,878,190	12%
<i>VFTA</i>	-	-		-	-		2,209,500	0%
Interest Earnings	43,265	43,913	-1%	99,952	162,079	-38%	514,900	19%
Miscellaneous Revenue	7,751	10,236	-24%	33,981	25,169	35%	9,000	378%
<b>Total Revenue</b>	<b>\$ 4,655,758</b>	<b>\$ 4,156,334</b>	12%	<b>\$ 13,204,048</b>	<b>\$ 11,325,930</b>	17%	<b>\$48,873,711</b>	27%
Personnel Services	1,537,728	1,071,721	43%	4,620,489	4,183,205	10%	14,160,798	33%
Materials & Services	3,186,439	2,615,854	22%	8,689,246	8,048,362	8%	29,440,423	30%
CAP Transfers Out	672,197	528,487	27%	2,688,786	2,113,948	27%	8,066,359	33%
<b>Total Expenditures</b>	<b>\$ 5,396,364</b>	<b>\$ 4,216,061</b>	28%	<b>\$ 15,998,521</b>	<b>\$ 14,345,515</b>	12%	<b>\$51,667,580</b>	31%
<b>Net Operations</b>	<b>\$ (740,606)</b>	<b>\$ (59,728)</b>		<b>\$ (2,794,473)</b>	<b>\$ (3,019,585)</b>		<b>\$ (2,793,869)</b>	
<b>Capital</b>								
Capital Revenue	-	-		203,199	-		575,000	
Capital Expense	(60,535)	(189,775)		(279,765)	(736,861)		(3,624,250)	
<b>Net Capital</b>	<b>\$ (60,535)</b>	<b>\$ (189,775)</b>		<b>\$ (76,566)</b>	<b>\$ (736,861)</b>		<b>\$ (3,049,250)</b>	
<b>Change in Fund Balance</b>	<b>(801,141)</b>	<b>(249,502)</b>		<b>(2,871,039)</b>	<b>(3,756,446)</b>		<b>(5,843,119)</b>	
<b>Ending Fund Balance</b>				<b>\$ 10,971,541</b>			<b>\$ 7,999,461</b>	

MERC Statement of Activity  
Portland'5  
October 2025

PORTLAND'5								
						Benchmark -> 33%		
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget	
	October FY26	October FY25	% Var	July - Oct FY26	July - Oct FY25	% Var	FY26 Budget	% Budget YTD
<b>Beginning Balance</b>				<b>4,973,120</b>			<b>4,973,120</b>	
<b>Operations</b>								
Charges for Services	1,499,816	2,855,360	-47%	6,228,091	5,120,998	22%	22,982,626	27%
<i>Food &amp; Beverage</i>	137,767	283,180	-51%	539,976	488,447	11%	2,043,218	26%
<i>Ticket Services</i>	508,535	1,156,908	-56%	2,568,615	2,084,043	23%	9,358,545	27%
<i>Production Services</i>	278,631	397,018	-30%	847,020	792,828	7%	3,191,246	27%
<i>Booking &amp; Sales</i>	195,902	309,652	-37%	757,078	619,552	22%	2,665,509	28%
<i>P5 Presents</i>	-	160,289	-100%	450,930	161,964	178%	1,439,000	31%
<i>Admissions</i>	176,919	356,041	-50%	512,688	660,702	-22%	1,941,187	26%
<i>All Other</i>	202,061	192,272	5%	551,785	313,462	76%	2,343,921	24%
Local Government	92,987	51,538	80%	190,593	192,647	-1%	2,287,971	8%
City of Portland Contributions	-	-		-	-		1,206,637	0%
Interest Earnings	39,847	90,672	-56%	182,836	218,070	-16%	291,050	63%
Miscellaneous Revenue	(411)	30,816	-101%	753	54,605	-99%	260,190	0%
<b>Total Revenue</b>	<b>\$ 1,632,239</b>	<b>\$ 3,028,387</b>	<b>-46%</b>	<b>\$ 6,602,274</b>	<b>\$ 5,586,320</b>	<b>18%</b>	<b>\$27,078,474</b>	<b>24%</b>
Personnel Services	1,412,063	1,005,740	40%	3,635,224	3,427,270	6%	12,719,377	29%
Materials & Services	738,643	902,533	-18%	2,329,747	2,532,456	-8%	9,379,629	25%
CAP Transfers Out	371,206	302,121	23%	1,484,825	1,208,483	23%	4,454,475	33%
<b>Total Expenditures</b>	<b>\$ 2,521,912</b>	<b>\$ 2,210,394</b>	<b>14%</b>	<b>\$ 7,449,796</b>	<b>\$ 7,168,209</b>	<b>4%</b>	<b>\$26,553,481</b>	<b>28%</b>
<b>Net Operations</b>	<b>\$ (889,673)</b>	<b>\$ 817,993</b>		<b>\$ (847,522)</b>	<b>(1,581,890)</b>		<b>\$ 524,993</b>	
<b>Capital</b>								
Capital Revenue	-	24,374		-	24,374		400,000	
Capital Expense	(76,651)	(1,393,934)		(831,105)	(4,092,045)		(1,890,000)	
<b>Net Capital</b>	<b>\$ (76,651)</b>	<b>\$ (1,369,560)</b>		<b>\$ (831,105)</b>	<b>\$ (4,067,671)</b>		<b>\$ (1,490,000)</b>	
<b>Change in Fund Balance</b>	<b>(966,323)</b>	<b>(551,567)</b>		<b>(1,678,627)</b>	<b>(5,649,561)</b>		<b>(965,007)</b>	
<b>Ending Fund Balance</b>				<b>\$ 3,294,493</b>			<b>\$ 4,008,113</b>	

MERC Statement of Activity  
Expo  
October 2025

EXPO									
							Benchmark ->		33%
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget		
	October FY26	October FY25	% Var	July - Oct FY26	July - Oct FY25	% Var	FY26 Budget	% Budget YTD	
Beginning Balance				661,660			661,660		
Operations									
Charges for Services	313,518	334,579	-6%	1,265,350	1,468,437	-14%	5,934,690	21%	
Food & Beverage	39,065	37,137	5%	90,909	159,349	-43%	627,146	14%	
Facility Rentals	109,952	88,737	24%	277,700	525,855	-47%	1,868,788	15%	
Parking Revenue	113,136	119,375	-5%	379,329	544,071	-30%	2,011,614	19%	
Ticket Services	(53,802)	20,858	-358%	147,607	63,822	131%	446,918	33%	
All Other	105,168	68,472	54%	369,804	175,341	111%	980,224	38%	
Local Government	-	-		-	-		517,500	0%	
Interest Earnings	5,061	2,988	69%	11,680	16,993	-31%	50,000	23%	
Miscellaneous Revenue	4,012	2,591	55%	22,625	11,830	91%	91,500	25%	
Total Revenue	\$ 325,091	\$ 340,157	-4%	\$ 1,309,655	\$ 1,497,261	-13%	\$ 7,023,690	19%	
Personnel Services	234,716	216,625	8%	693,958	811,025	-14%	2,618,120	27%	
Materials & Services	251,264	277,479	-9%	868,633	736,732	18%	2,379,757	37%	
CAP Transfers Out	85,457	78,874	8%	341,829	315,498	8%	1,025,488	33%	
Total Expenditures	\$ 571,437	\$ 572,979	0%	\$ 1,904,421	\$ 1,863,255	2%	\$ 6,023,365	32%	
Net Operations	\$ (246,346)	\$ (232,822)		\$ (594,766)	\$ (365,995)		\$ 1,040,325		
Capital									
Capital Revenue	-	-		-	-		818,537		
Capital Expense	-	(189,775)		-	-		(778,537)		
Net Capital	\$ -	\$ (189,775)		\$ -	\$ -		\$ 40,000		
Change in Fund Balance	(246,346)	(422,596)		(594,766)	(365,995)		1,080,325		
Ending Fund Balance				\$ 66,894			\$ 1,741,985		

# Meeting Minutes

## Meeting details:

Meeting: Metropolitan Exposition Recreation Commission Meeting  
Date: November 5, 2025  
Time: 12:30pm - 2:30 pm  
Place: Oregon Convention Center, Holladay Suite and Zoom

### Commissioners present:

Chair Karis Stoudamire-Phillips, Deidra-Krys-Rusoff, Dañel Malán-González, Deanna Palm and David Penilton

### Commissioners excused:

Damien Hall, Chris Oxley

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### **Call to Order and Roll Call**

Chair Stoudamire-Phillips called the meeting to order at 12:40pm

### **Public Communication**

- Chair Stoudamire-Phillips opened the meeting to members of the public wanting to testify on agenda and non-agenda items
- Bill Crane, Executive Director, Portland Piano International shared concerns about deteriorating conditions at Portland's 5 Centers for the Arts and urged improvements to encourage downtown arts attendance

### **Commission / Council Liaison Communication**

- Council Rosenthal outlined major areas of focus: performance venues and sports, Future Vision, supportive housing services, housing, parks & nature, solid waste, cultural planning
- Commissioner Penilton praised the OCC venue tour for insights into safety, security, and environmental initiatives
- Commissioner Krys-Rusoff commended staff for excellent service at the recent Literary Arts event held at P5

### **General Manager Communications**

Craig Stroud provided the following updates:

#### Expo Future

- workgroup forming for feasibility assessment of the 46 Historic Significance and Memorialization Committee recommendations
- Governance framework under development; completion expected March 2026
- Hall A structural assessment underway
- Interim sports infrastructure project: \$2M budget; recommendations due January

#### General updates

- Attended a food and beverage conference hosted by Levy last month that focused on guest experience

- Metro Government Affairs is coordinating with Washington County to identify a representative to nominate to MERC
  - Commissioner Kryz-Rusoff requested the budget for the Expo interim sports equipment investments. Stroud responded that 2 million was allocated by Metro
  - Commissioner Malán-González referenced flooring recommendations from Hunden Partners and highlighted potential financial tradeoffs for assessment. Stroud outlined floor box constraints, synthetic flooring surface, and temporary flooring options

### **Financial Update**

Ashley Sloan, MERC Finance Manager, presented a FY2026 overview

- Strong start; Q1 traditionally slow but higher event levels
- TLT collections down 28% vs prior year
- OCC: \$4.4M revenue
- Portland'5: \$3M revenue; attendance up 111% for Q1
- Expo: \$276K revenue; down 15% vs prior (Cirque) year
  - Commissioner Malán-González requested capital expense details to be included in future reports
  - Commissioner Kryz-Rusoff highlighted impressive F&B numbers for OCC from recent events and asked if any changes were made to reflect the increase. Wallace referenced the recent launch of Orbit Marketplace with AI self service feature reduced speed of service to an average of 22 seconds per customer

Attachment: [Financial Report](#)  
[Financial Statement of Activity](#)

### **Venue Business Reports**

#### Oregon Convention Center and Portland Expo Center

Cindy Wallace Executive Director provided the following updates:

#### **OCC**

- Completed capital projects include Orbit Marketplace renovation, safety upgrades, rain garden restoration
- Launched redesigned website

#### **Expo**

- Sports infrastructure project progressing
- Employee engagement survey shows gains
  - Commissioner Kryz-Rusoff asked about any staff resistance to the recent changes at OCC. Wallace responded they are receiving good feedback from all impacted departments and acknowledged initial anxiety around changes
  - Commissioner Penilton asked about any budgeting impacts from the increased security measures. Wallace highlighted that there wasn't an increase in labor or FTE, just system enhancements

#### Portland'5 Centers for the Arts

Rachael Lembo, Executive Director, provided the following updates:

- Event highlights: Rocky Horror Picture Show and upcoming Kamala Harris conversation
- Facility upgrades include HVAC improvements, and energy audits
- P5 / City IGA dissolution policy options will be presented to Metro Council on November 20
  - Commissioner Kryz-Rusoff asked about staff's awareness of dissolution process. Lembo cited survey responses reflected the desire for more communication. Listening sessions are being scheduled to keep staff informed and to hear direct questions and feedback
  - Commissioner Penilton asked if wages and benefits will be transferred with staff from Metro to the City. Lembo responded yes, state statute dictates that current wages must be maintained for at least 12 months. They also have additional protections through their collective bargaining agreements
  - Commissioner Malán-González shared concerns around the city's bandwidth and the possibility of privatizing operations. Lembo responded that yes, it will be a city decision

### **Consent Agenda**

- **Consideration of the September 3, 2025, MERC Meeting Minutes**

This item was approved.

Attachment: [Meeting Minutes](#)

### **Action Agenda**

**Resolution No. 25-07:** For the purpose of recognizing Deanna Palm's contributions to the Metropolitan Exposition Recreation Commission (MERC)  
Chair Stoudamire-Phillips and Commissioners presented

Chair Stoudamire-Phillips called for a vote on Resolution No. 25-07.

A motion was made by Commissioner Kryz-Rusoff, seconded by Commissioner Penilton, that Resolution 25-07 be adopted. The motion passed by the following vote:

**Aye: 5** Stoudamire-Phillips, Kryz-Rusoff, Malán-González, Palm and Penilton

Attachments: [Resolution 25-07](#)

### **5-Year Forecast Presentation**

Ashley Sloan, MERC Finance Manager; Cindy Wallace, Interim Executive Director, OCC + Expo; Rachael Lembo, Interim Executive Director, Portland5; and Kat Kelley, Economist, Metro Revenue and Analytics Division presented

#### Assumptions

- No new FTE; salary growth 3–5% annually
- PERS rates forecast to rise
- TLT growth: 3% annually

### Economic Outlook

- National economy expanding moderately; inflation at 3%
- Portland job growth flat; leisure and hospitality improving

### Venue Forecasts

- P5: Negative fund balance by FY2029; capital needs unfunded
- OCC: Negative fund balance by FY2028
- Expo: Revenue growth modest; capital allocation insufficient

### Key Themes

- Deferred maintenance and capital funding gaps pose risks
- Transition of Portland's management to City of Portland by June 2027
- Opportunities in new venue openings and partnerships
- Need for sustainable funding model for capital improvements
  - Commissioner Kryz-Rusoff highlighted that the current model of funding capital improvements from operations profit is unsustainable and unlike any other venue model in the nation
  - Commissioner Penilton acknowledged the difficult decisions ahead but is energized by potential new opportunities and collaborations

Attachments: [5 Year Forecast](#)

### **Adjourn**

There being no further business, Chair Stoudamire Phillips adjourned the meeting at 2:30 p.m.

- *Minutes submitted by Amy Nelson*

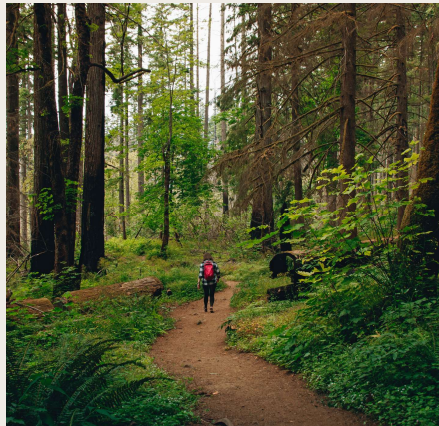
TRAVEL  
**PORTLAND**

# 1ST QUARTER 2025-26 REPORT

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Highlights:

Executive Summary – Page 3





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Megan Conway .....	President and CEO
James Jessie.....	Chief Operating Officer
Greg Newland .....	Chief Marketing Officer
Yang Yang.....	Chief Financial Officer



# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- For the 1st Quarter, OCC realized more than \$4.3 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 15.1 to 1.
- Nine new and one repeat OCC conventions were booked for future years worth more than \$3.8 million in OCC revenue and community economic impact more than \$18.6 million. Total Travel Portland bookings, including single hotel will result in more than \$28.5 million of economic impact.
- Portland was included in 94 media placements for a total of 1,983,395,600 impressions in outlets proactively targeted by Travel Portland because they are influential and inspirational to travel.
- Travel Portland Sales Department booked 83 conventions and meetings during the 1st quarter of FY 26. These events produced over 46,000 room nights in future hotel business worth over \$28 million in Community Economic Impact.

## TRENDS, SUCCESSES, OBSTACLES

- Total TLT/TID collections in Q1 FY26 are \$6.0 million, representing +4% year-over-year growth. This growth is mostly due to timing around OTA bookings (+63%). Without this impact, Q1 collections would have seen a -3% decline year-over-year, largely in line with a soft hotel revenue performance for the quarter.
- One group was lost in the first quarter due to safety and perception concerns which would have totaled 1,885 room nights with an estimated community economic impact of approximately \$609,000.
- Travel Portland, ORLA, and Portland Metro Chamber combined to produce the Hotel Owners Council, designed to leverage assistance from Portland Hotel Owners based outside of Oregon. Initial focus centered around aligning ownership assistance in areas of local Portland legislative initiatives, strategic communications advocacy, and funding Portland hotel safety districts.
- Travel Portland hosted its second Hotel Symposium of 2025, bringing more than 100 local lodging and hospitality partners together. Program highlights included a national lodging perspective by CBRE, updates on Portland lodging performance, and a review of Travel Portland sales and marketing programs.
- Driving leisure demand: From July through September, Travel Portland's partnerships with online travel agencies generated 66,228 incremental room nights for the city.
- At the end of September, potential federal troop deployment to the Portland ICE facility turned the national spotlight on Portland. Elected and business leaders, including Travel Portland, shared a unified message denying the need for federal action and we continue monitoring. <https://portlandmetrochamber.com/a-call-for-unity/>

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$4,308,329	\$20 Million
2	ROI on future OCC business	2.1	3.5
3	Lead conversion	14%	16%
4	Services performance survey	3.9	3.9
5	Public relations/media	6	28
6	Community economic impact	15.1	14.0

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	12.6	23.0
5	International visitors against comp set	N/A	Within 20%
7	Total Targeted Media Placements	94	275
7	Total Media Engagements for Minority-Owned Businesses	710	900
8	Services Performance Survey	11	6/Year

\*\*\*See International Tourism page for further explanation



# EXECUTIVE SUMMARY


HOTEL DEMAND			
COMPETITIVE SET COMPARISON			
Smith Travel Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	61.0%	\$ 151.30	\$ 92.28
Denver	68.6%	\$ 213.31	\$ 146.41
Seattle	74.1%	\$ 234.50	\$ 173.86
Salt Lake City	72.6%	\$ 176.66	\$ 128.24
Nashville	76.9%	\$ 276.28	\$ 212.36
Austin	65.1%	\$ 235.41	\$ 153.28
Minneapolis	56.9%	\$ 175.91	\$ 100.07
San Francisco	63.4%	\$ 253.33	\$ 160.66

*\*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

Smith Travel Research - Region*								
	Occupancy		ADR		RevPar		Demand	
	This Year	Change	This Year	Change	This Year	Change	This Year	Change
Downtown	61.0%	1.3%	\$151.30	-3.6%	\$ 92.28	-2.4%	1,724,697	1.3%
Airport	67.8%	0.9%	\$131.67	-4.2%	\$ 89.32	-3.3%	591,970	-1.8%
Eastside	63.5%	-3.0%	\$103.25	-5.5%	\$ 65.54	-8.4%	85,080	-3.0%
Jantzen Beach	61.4%	0.2%	\$112.05	-8.1%	\$ 68.81	-7.9%	243,257	0.2%
City of Portland +	62.9%	0.9%	\$137.97	-4.5%	\$ 86.77	-3.6%	2,608,802	0.3%

*\*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

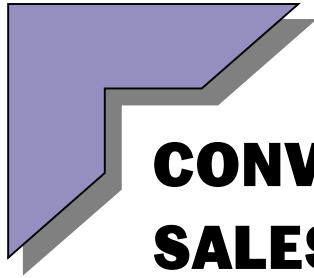
REGION	LODGING TAX COLLECTIONS*			
	QUARTER 1			
TLT/TID				
	FY26 (\$)	FY26 (% of TLT)	CHANGE FY25 to FY26 (\$)	CHANGE FY25 to FY26 (%)
Central City	\$3,112,536	52%	\$32,735	1%
Airport	\$781,402	13%	(\$75,783)	-9%
Eastside	\$53,899	1%	(\$7,057)	-12%
Jantzen Beach	\$255,836	4%	(\$62,595)	-20%
Subtotal	\$4,203,673	70%	(\$112,700)	-3%
Online Travel Agency	\$1,014,262	17%	\$391,753	63%
Short Term Rental	\$766,000	13%	(\$64,725)	-8%
Other	\$22,333	0%	\$2,326	12%
Subtotal	\$1,802,595	30%	\$329,354	22%
Grand Total	\$6,006,268	100%	\$216,655	4%



# CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annals	Total Potential Future Business
FY 25/26	\$ 19,966,887	\$ 284,825	\$ 20,251,712
FY 26/27	\$ 11,606,173	\$ 3,439,415	\$ 15,045,588
FY 27/28	\$ 6,762,788	\$ 2,936,823	\$ 9,699,611
FY 28/29	\$ 7,259,764	\$ 3,839,672	\$ 11,099,436
FY 29/30	\$ 5,943,092	\$ 3,337,080	\$ 9,280,172
FY 30/31	\$ 393,477	\$ 3,839,672	\$ 4,233,149
FY 31/32	\$ 748,031	\$ 3,337,080	\$ 4,085,111
FY 32/33	\$ -	\$ 3,839,672	\$ 3,839,672
FY 33/34	\$ 727,661	\$ 3,337,080	\$ 4,064,741
FY 34/35	\$ 1,369,209	\$ 3,839,672	\$ 5,208,881
<b>TOTAL</b>	<b>\$ 54,777,082</b>	<b>\$ 32,030,991</b>	<b>\$ 86,808,073</b>
<i>*FY 25/26 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 24/25 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: National Education Association.</i>			

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	9	9	
Repeat OCC Bookings	1	1	
Total OCC Bookings	10	10	
Room Nights from OCC Bookings	26,049	26,049	
Future OCC Revenue Booked during FY 2025/26	\$ 3,891,895	\$ 3,891,895	
ROI OCC Bookings	\$ 2.1	\$ 2.1	3.5 to 1
Community Economic Impact from OCC Bookings	\$18,669,972	\$ 18,669,972	
Total Room Nights Booked	46,051	46,051	
Total Community Economic Impact from Bookings	\$ 28,527,187	\$ 28,527,187	
ROI on Total Community Economic Impact	\$ 15.1	\$ 15.1	14.0 to 1
OCC Revenue Realized During FY 2025/26*	\$ 4,308,329	\$ 4,308,329	\$20 Million
<p><i>*OCC Revenue Realized includes the following meeting that occurred during quarter 4 of FY 24/25 at OCC, but the group had not settled in OCC's accounting software (USD) at the time of reporting. They are included in quarter 1 OCC revenue realized - National Education Association.</i></p> <p><i>*OCC Revenue Realized does not include the following meetings that occurred during quarter 1 of FY 25/26 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: Rose City Comic-con, FinCon, Pacific Northwest Clean Water Association, American Association of Feline Practitioners, National Association of Medical Staff Services, Major League Table Tennis. They will be included in quarter 2 OCC revenue realized.</i></p>			




# CONVENTION SALES

OCC LEAD CONVERSION	
	As of October 1, 2025
Lead Conversion Percentage	14%
Benchmark / Annual Target -16%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF OCTOBER 1, 2025					
	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30 and beyond
Current	46	24	13	10	12
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 22/23-25/26)	46	26	13	7	7

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 4,191,737	\$ 4,191,737
Travel Portland Contract Costs	\$ 1,885,438	\$ 1,885,438
ROI (Revenue / Costs)	2.2	2.2

1ST QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	49	205,873	114,025	\$ 27,851,522	\$ 134,768,189



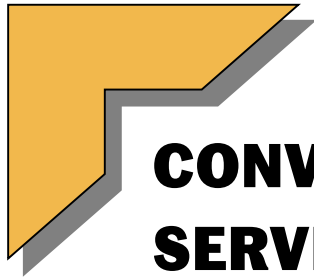
# CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	1st Quarter	YTD
New Minority Bookings	5	5
Total Minority Bookings	5	5
Room Nights from Minority Bookings	7,239	7,239
Minority Leads	10	10
Minority Lost Leads	7	7

For the first quarter of FY 2025/26, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$5 million. Booked groups included the following:

Alpha Kappa Alpha Sorority, Inc.	\$ 15,202
National Indian Child Welfare Association	\$ 13,105
Signature EquipoVision, LLC	\$ 101,146
National Black Law Students Association	\$ 440,009
National Medical Association	\$ 4,563,027

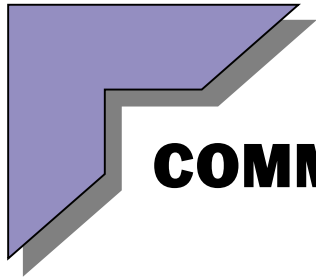
1ST QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Total OCC Cancellations	0	N/A	0	0	\$ -	\$ -	N/A



# CONVENTION SERVICES

ACTIVITY DESCRIPTION	1ST QUARTER	YTD
OCC groups occurring during the quarter	11	11
Pre-convention attendance building - Site tours	9	9

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Fair = 2	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	11	0	0	0	0	4.0	11
Travel Portland convention services staff	10	1	0	0	0	3.9	11
Travel Portland collateral/promotional materials	10	1	0	0	0	3.9	11
Quality and user-friendliness of the Travel Portland website	10	1	0	0	0	3.9	11
Average rating for the quarter						3.9	
Average rating YTD						3.9	
Target						3.9	
In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?							
Crista was fantastic! We were wishing that we'd remembered to request a few things earlier- like custom maps, a landing page, etc. but we forgot that was an option until really close to the conference and that was on us. We'll definitely do that next time.							
Beth was excellent!! She answered all of my emails with just great suggestions and directions. She made it easy to get the information I needed.							
Some of the best we've worked with in 15 years.							
I know I can contact Crista for any questions I might have about Portland or promoting my event.							
Lisa Strong from the CC was great to work with along with Bryan Chatterton. His attention to detail was greatly appreciated. Crista Kocher and Shawna were amazing as well. A huge thank you to everyone for making our 2025 National Conference a success!							
So helpful in random things like finding a donations center and local restaurants!							
Beth Miranda was amazing and exceeded all expectations. She went above and beyond and everything she did. Thank you!!							
Well, since I was the sales manager it was a 10/10 LOL. Kidding. This section is all about Beth! She really was such an amazing partner and became a member of the NEA team. She was invested in our success and it really showed in her timeliness of responses. Her commitment to think outside the box with us when crazy ideas came up. Her connection within the local community to bring everyone together when needed for when cleanliness or other issues arose. NEA couldn't have been blessed with a better representative of the Portland spirit than Beth Miranda.							
As a planner, working with Travel Portland was amazing! Beth is the absolute best and was beyond helpful with all the questions we asked. I would be thrilled to work with her again in the future. Thank you Beth!							
I truly appreciated Alenna's help from start to finish.							
Great! I loved Beth! She even went the extra mile to help me gift our Board at our coffee themed lunch.							
Completed Group Survey:							
Pacific Northwest Clean Water Association				Prevent Child Abuse America			
Feline Veterinary Medical Association				WordPress			
FinCon				American Booksellers Association			
National Education Association				American Association of Law Libraries (x2)			
Rose City Comic Con				National Association of Medical Staff Services			



# COMMUNICATION & PR

TARGETED MEDIA NARRATIVE	Q1	YTD	Target Goal
Placements	94	94	275
Impressions	1,983,395,600	1,983,395,600	

Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

MERC-RELATED MEDIA PLACEMENTS	Q1	YTD
Placements	0	0
Impressions	0	0

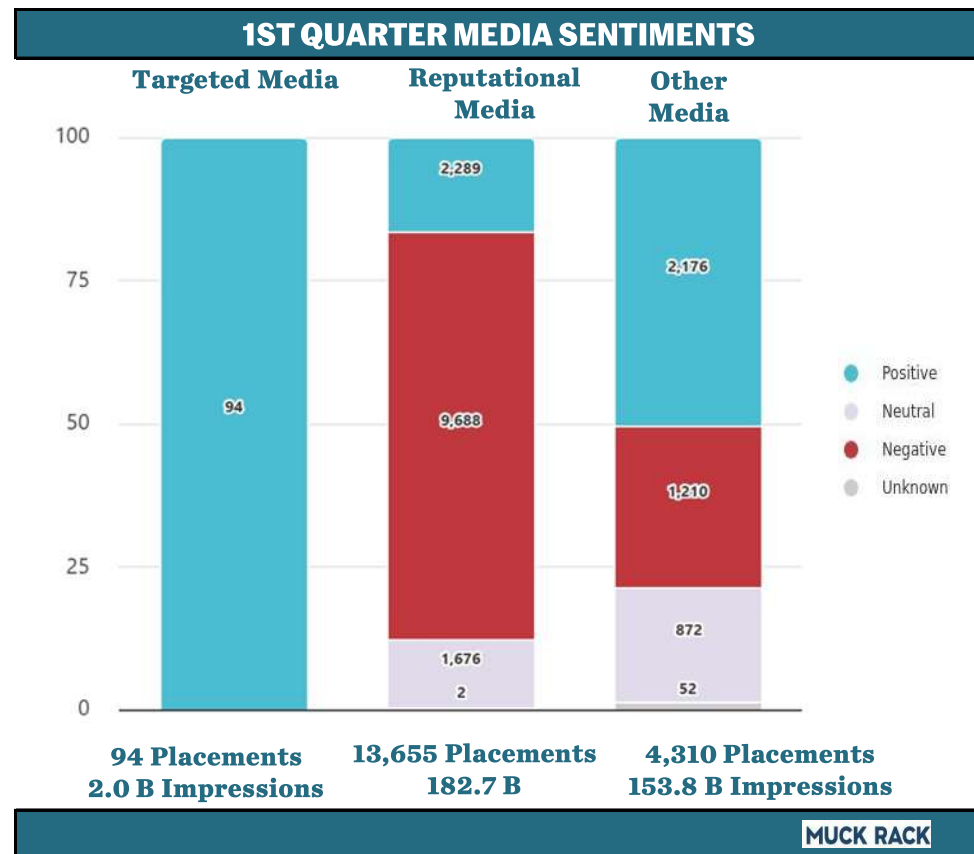
Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination.

TARGETED INTERNATIONAL MEDIA*	Q1	YTD
Placements	10	10
Impressions	54,640,379	54,640,379

International print and online media outlets strategically targeted by Travel Portland's public

\*Measurement on hold until in-market contractors are retained

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q1	YTD	Target Goal
Engagements	710	710	900



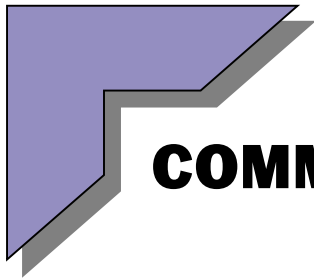


# COMMUNICATION & PR

## 1ST QUARTER TARGETED MEDIA KEY MESSAGES

culinary guests books alberta beef garden  
oregon cocktails  
courtesy beard best food city's  
menu hotel cities  
awards like city bar award  
airport new  
california chef portland  
cascada chefs  
downtown restaurant

MUCK RACK



## COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
N/A	N/A	No clips generated this quarter	N/A	0	0
				0	0

*\*Entries that appear to be duplicate articles represent different media placements, i.e. print, online and broadcast.*

TRAVEL PORTLAND SPONSORED ARTICLES			MERC	
Publication Date	Outlet	Headline	Medium	Total Circulation
N/A	N/A	N/A	N/A	N/A
Total				0

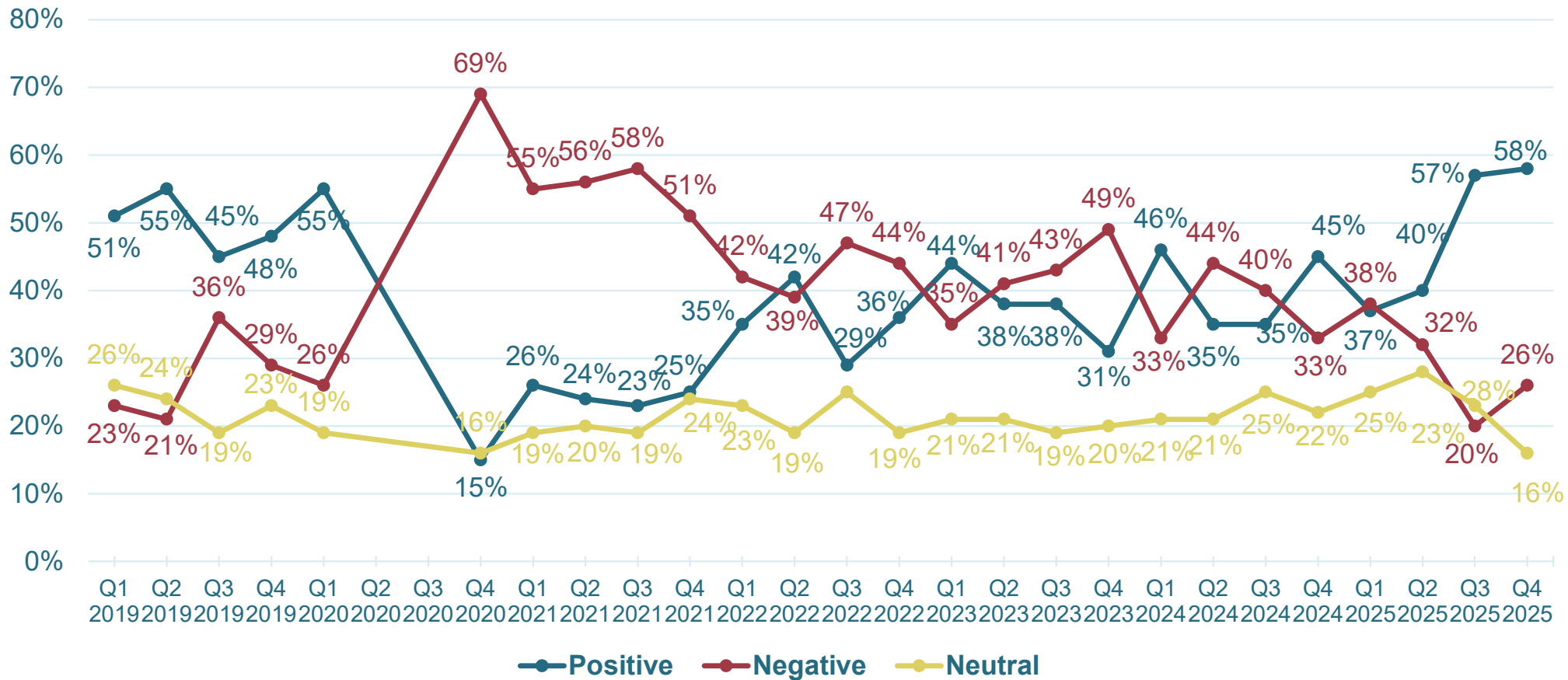
PITCHES DELIVERED	
1	Pitched Accessible Amenities and City-Wide Experiences
2	Pitched ICC Hotel Redevelopment
3	Submitted Northwest Meetings + Events Q&A for Desiree Everett
4	Pitched Smart Meetings Editor David Lyte Sustainable Meetings in Portland
5	Pitched Eating at a Meeting Podcast Multicultural Culinary Scene for Meeting Planners
6	Pitched Black Enterprise Contributor Mitti Hicks Portland for Black Business Travelers
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	

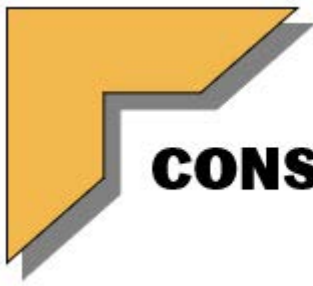


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

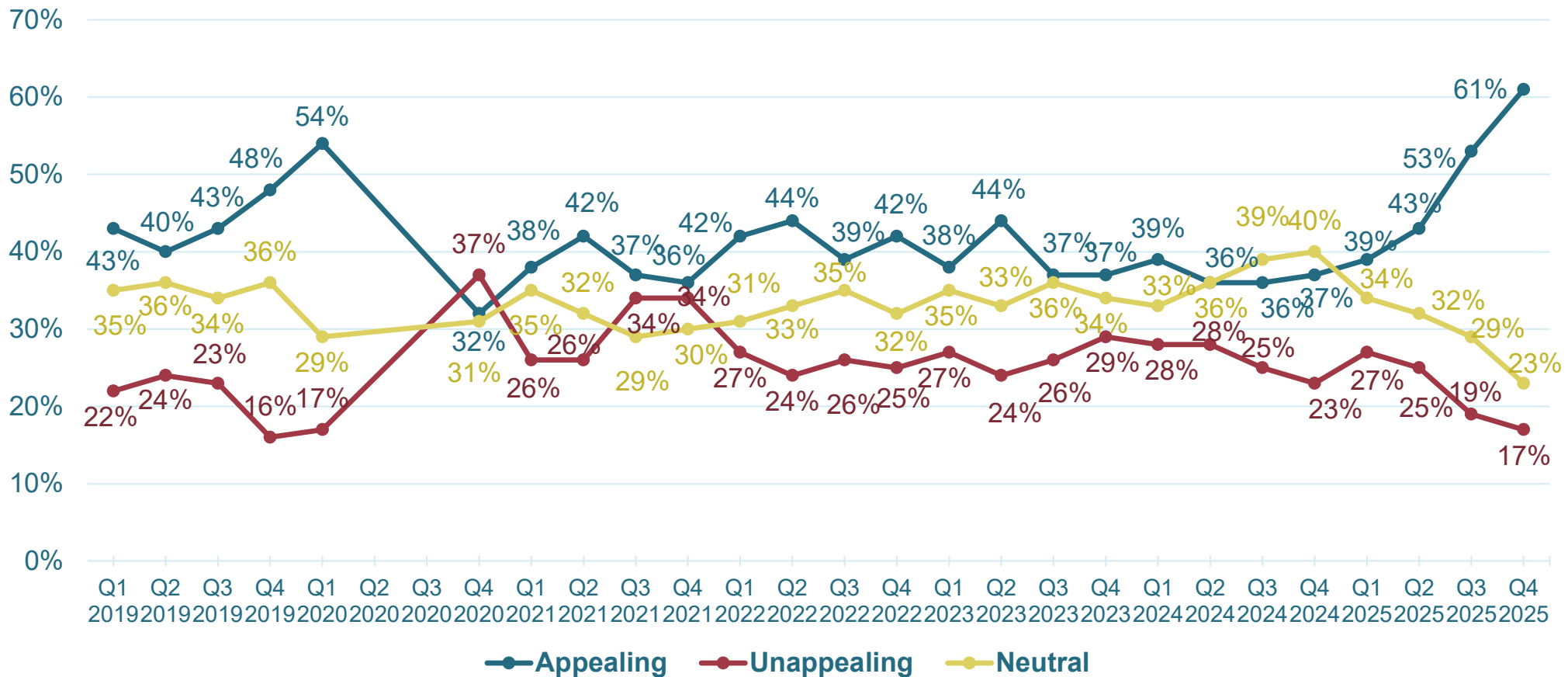




## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: How appealing is Portland as a potential vacation destination to you?



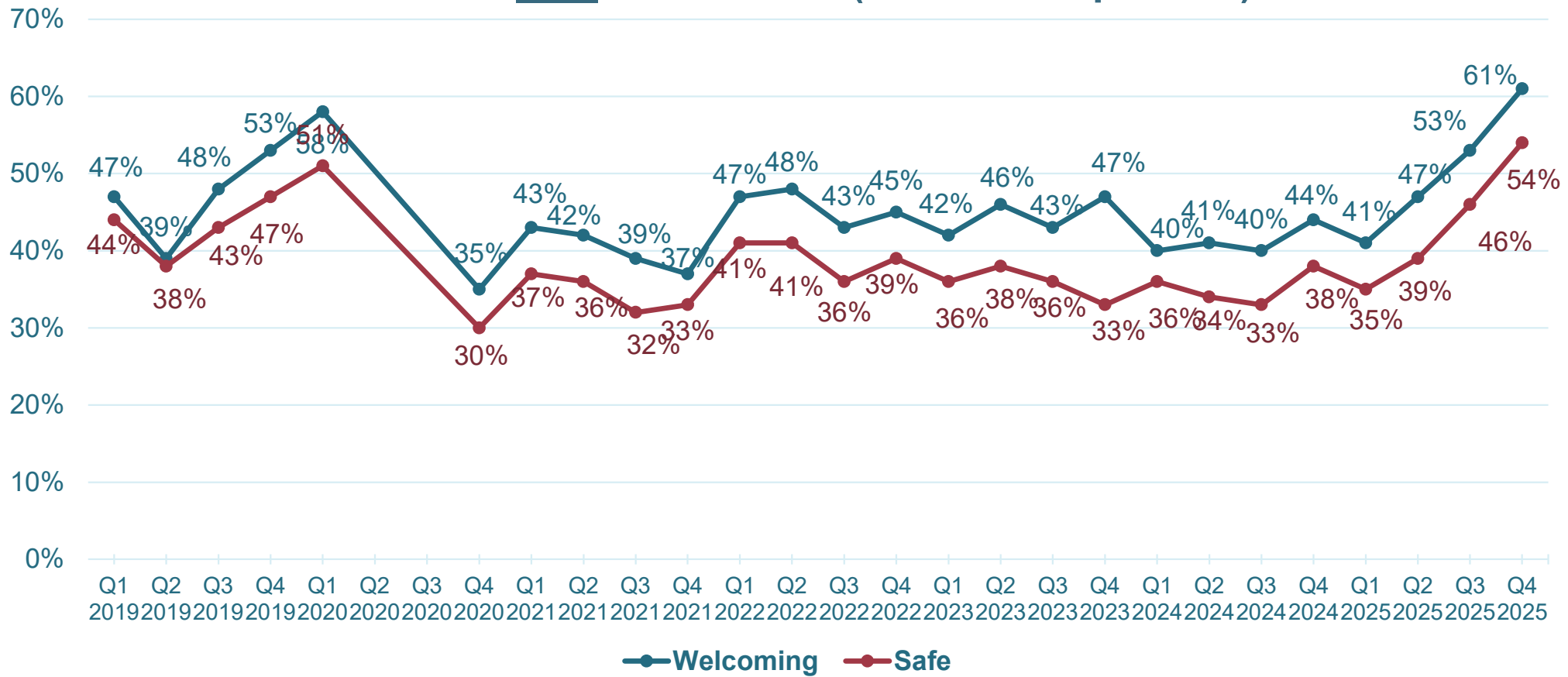


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)

Q: Portland is a safe destination. (AGREE - Top 2 Box)

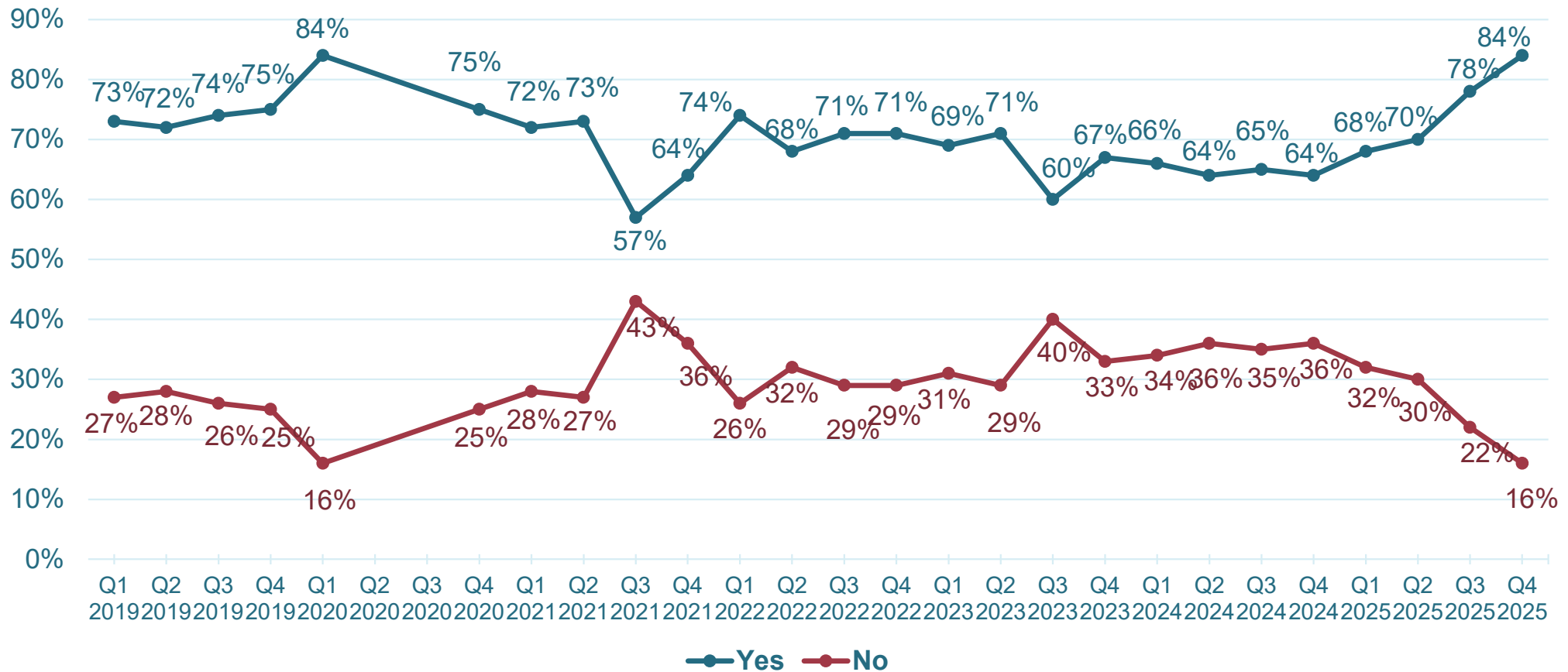




## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland before, are you likely to visit again?





# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com*	1st Quarter	YTD
Visits	1,117,998	1,117,998
International Visits	55,475	55,475
Referrals	189,118	189,118
Business and Event Detail Views	694,332	694,332
TravelPortland.com/meetings		
Venue Finder Page Views	1,062	1,062

Source: Google Analytics

\*Reported numbers are below actual traffic for the period July 1 through August 6, a consequence of data loss following our adoption of stricter privacy standards on TravelPortland.com

INTERNATIONAL TOURISM SALES			
International Visits/Arrivals*	2nd Quarter	4th Quarter	Goal
Portland**	N/A	N/A	
Competitive Set***	N/A	N/A	
International Visitors Comparison to Comp Set****	N/A	N/A	within 20% Comp Set

\*Source: Tourism Economics - An Oxford Economics Company reports twice during the calendar year.

\*\*Be within 20% of our competitive sets' performance for overall visits/arrivals (5 year rolling basis).

\*\*\*Competitive set = Denver, Salt Lake City, Minneapolis

\*\*\*\*This number represents the difference in actual percentage points on International Arrivals from between Portland and its competitive set on a five year rolling basis.

\*\*\*\*This will be a re-building goal for 5 years.



DIVERSITY EMPLOYMENT STATISTICS 2025-26					
TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES					
	September 30, 2025		First Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	6	13	46%	40-60%	Monitor
First/Mid Level Manager	7	9	78%	40-60%	Monitor
Professionals	15	21	71%	40-60%	Monitor
Sales Workers	7	9	78%	40-60%	Monitor
Admin Support Workers	13	18	72%	40-60%	Monitor
Total	48	70	69%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	4	13	31%	15-33%	Monitor
First/Mid Level Manager	1	9	11%	15-33%	Improve
Professionals	6	21	29%	15-33%	Monitor
Sales Workers	5	9	56%	15-33%	Monitor
Admin Support Workers	10	18	56%	15-33%	Monitor
Total	26	70	37%	15-33%	Monitor
This report is based on current full and part-time staff.					





# OPERATIONS

HIRING			
Job Posting Locations	The Scanner	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	AllDiversity.com
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	Travel Portland website
	LGBTConnect.com	H-Careers	PDX Women in Tech
	Black Travel Alliance	Mac's List	Oregon Destination Assn
Current Employees residing in MERC FOTA		13	

PURCHASING (YTD)	
Travel Portland expenditure with MERC FOTA area businesses	\$203,127

PARTNERSHIP			
Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1861	374	335	387

MWESB PURCHASING PARTICIPATION FY 2025-26 (YTD)			
	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$127,867	\$1,203,646	11%
Self-Reported	\$131,894	\$1,203,646	11%
Total	\$259,761	\$1,203,646	22%

For the last 37 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.

OCC SALES AND MARKETING BUDGET

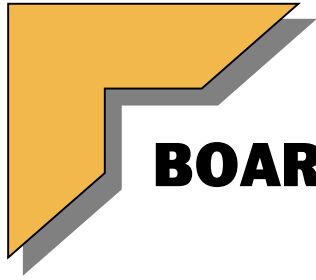
	Annual Budget	MERC QTR Ending 09-30-25	TID/TLT QTR Ending 09-30-25	Subtotal QTR Ending 09-30-25	Sum MERC YTD 06-30-26	Sum TID/TLT YTD 06-30-26	Sum of YTD 06-30-26	Percent
<b>Expenses</b>								
<u><b>MERC Supported - Professional Services</b></u>								
<b>Professional Services</b>								
<u><b>Convention Sales</b></u>								
<b>Direct Sales:</b>								
Subtotal - Convention Sales Professional Services	1,912,125	529,200	0	529,200	529,200	0	529,200	27.68%
<u><b>Program Support</b></u>								
Subtotal - Program Support	286,818	71,705	0	71,705	71,705	0	71,705	25.00%
<u><b>Research</b></u>								
Subtotal - Reserach Professional Services	93,600	36,720	0	36,720	36,720	0	36,720	39.23%
<u><b>Convention Services</b></u>								
Subtotal - Convention Services Professional Services	281,800	102,645	0	102,645	102,645	0	102,645	36.42%
<u><b>Other Contractual Professional Services</b></u>								
Subtotal - Other Contractual Professional Services	343,550	121,575	22,930	144,505	121,575	22,930	144,505	42.06%
<b>Total - MERC Supported - Professional Services</b>	<b>2,917,893</b>	<b>861,843</b>	<b>22,930</b>	<b>884,774</b>	<b>861,843</b>	<b>22,930</b>	<b>884,774</b>	<b>30.32%</b>
<u><b>Other Non-Contractual Professional Services</b></u>								
<b>Total - Other Non-Contractual Professional Services</b>	<b>0</b>	<b>0</b>	<b>34,231</b>	<b>34,231</b>	<b>0</b>	<b>34,231</b>	<b>34,231</b>	<b>0.00%</b>
<u><b>Convention Sales - MERC Supported Program of Work</b></u>								
<u><b>Sales Calls, Trips and Missions</b></u>								
Subtotal - Sales Calls, Trips and Missions	220,000	52	0	52	52	0	52	0.02%
<u><b>Multicultural Sales Efforts</b></u>								
Subtotal - Multicultural Sales Efforts	20,000	11,305	0	11,305	11,305	0	11,305	56.52%
<u><b>Trade Shows and Industv Events</b></u>								
Subtotal - Industry Trade Shows and Events	716,500	216,306	7,692	223,998	216,306	7,692	223,998	31.26%
<u><b>Familiarization Tours &amp; Site Visits</b></u>								
Subtotal - Familiarization Tours	300,000	51,520	0	51,520	51,520	0	51,520	17.17%
<u><b>Other Programs</b></u>								
Subtotal - Other Programs	259,000	96,018	0	96,018	96,018	0	96,018	37.07%
<b>Total Convention Sales MERC Supported Program of Work</b>	<b>1,515,500</b>	<b>375,201</b>	<b>7,692</b>	<b>382,893</b>	<b>375,201</b>	<b>7,692</b>	<b>382,893</b>	<b>25.27%</b>
<b>Other Departments - MERC Supported POW</b>								
<u><b>Convention Services - Other Programs</b></u>								
Subtotal - Con Svcs - Other Programs	110,000	72,396	857	73,253	72,396	857	73,253	66.59%
<u><b>Research - Other Programs</b></u>								
Subtotal - Research - Other Programs	85,000	20,448	0	20,448	20,448	0	20,448	24.06%
<u><b>DEI - Other Programs</b></u>								
Subtotal - DEI - Other Programs	125,000	63,456	0	63,456	63,456	0	63,456	50.77%
<u><b>Communications/PR</b></u>								
Subtotal - Comm/PR - Other Programs	125,000	30,858	0	30,858	30,858	0	30,858	24.69%
<u><b>Marketing</b></u>								
Subtotal - Marketing - Other Programs	508,510	461,235	0	461,235	461,235	0	461,235	90.70%
<b>Total Other Depts MERC Supported Program of Work</b>	<b>953,510</b>	<b>648,393</b>	<b>857</b>	<b>649,250</b>	<b>648,393</b>	<b>857</b>	<b>649,250</b>	<b>68.09%</b>
<b>Grand Total</b>	<b>5,386,903</b>	<b>1,885,438</b>	<b>65,710</b>	<b>1,951,148</b>	<b>1,885,438</b>	<b>65,710</b>	<b>1,951,148</b>	<b>36.22%</b>

Income Statement - Year to Date  
As of September 30, 2025

	07/01/2025 Through 09/30/2025		Prior Year To Date 09/30/2024	Year Ending 06/30/2025	Year Ending 06/30/2026
	Actual YTD	Budget YTD	Actual (PYTD)	Actual (Prior Year)	Approved Budget
<b>Revenue</b>					
City/County Lodging Tax (1%)	1,442,934	1,528,808	1,466,943	5,105,956	5,667,477
Tourism Improvement District (TID=2% + 1%)	4,864,145	4,802,772	4,515,906	17,317,898	18,059,645
MERC (OCC Contract)	1,346,726	1,346,701	1,369,250	5,477,000	5,386,803
Partnership Dues	75,148	81,220	48,895	147,237	200,000
Fees Earned & Other Income	379,224	165,440	248,660	716,545	676,779
Cooperative Programs	0	0	3,000	3,000	0
Regional RCTP (from Travel Oregon)	1,038,660	275,357	874,763	2,213,514	2,019,410
Cultural Tourism	65,594	66,128	49,686	240,813	250,000
Travel Oregon Grant	0	37,500	202,000	572,000	150,000
<b>Total Revenue</b>	<b>9,212,431</b>	<b>8,303,926</b>	<b>8,779,103</b>	<b>31,793,963</b>	<b>32,410,114</b>
<b>Expenses</b>					
Convention Sales Expenses	1,714,777	2,351,436	1,951,903	6,583,983	6,934,150
Research Expenses	81,586	129,145	160,957	604,462	525,354
Marketing Expenses	2,155,464	3,083,566	3,390,996	10,718,856	10,829,811
Convention Services	233,477	279,503	335,734	1,038,080	1,103,609
Events	94,054	90,724	70,183	605,172	631,026
International Tourism	421,194	516,440	280,110	1,638,827	1,798,235
Communications & PR	278,075	286,996	394,065	1,416,815	1,147,990
RCTP	1,038,660	310,680	874,763	2,213,539	2,019,411
Community Engagement	126,681	154,979	145,103	415,071	619,919
Destination Stewardship	402,044	415,056	481,599	1,585,087	1,405,622
Visitor Services	182,191	188,407	182,793	748,861	753,629
Strategy	56,001	66,368	0	30,921	254,754
Diversity, Equity & Inclusion	179,934	160,146	167,338	561,715	640,582
Administration	1,135,717	1,276,110	1,728,154	5,585,341	4,868,169
<b>Total Expenses</b>	<b>8,099,855</b>	<b>9,309,556</b>	<b>10,163,698</b>	<b>33,746,730</b>	<b>33,532,261</b>
<b>Total Net Surplus/(Deficit)</b>	<b>1,112,576</b>	<b>(1,005,630)</b>	<b>(1,384,595)</b>	<b>(1,952,767)</b>	<b>(1,122,147)</b>

Balance Sheet  
Statement of Financial Position as September 30, 2025

	07/01/2025 Through 09/30/2025	07/01/2025 Through 08/31/2025		Prior Year To Date 09/30/2024	
	Current YTD	Prior Period YTD	Change MTM	Prior YTD	Change YOY
<b>Assets</b>					
Cash and Cash Equivalents	5,688,007	4,598,185	19 %	7,962,311	(29) %
Investments	5,502,293	5,329,914	3 %	5,785,010	(5) %
Accounts Receivable	1,242,340	3,871,797	(212) %	33,050	3,659 %
Prepaid Assets	1,921,481	2,006,275	(4) %	1,568,962	22 %
Fixed Assets, net	1,165,893	1,183,322	(1) %	1,456,613	(20) %
Other Assets	2,667,751	2,666,707	0 %	3,475,552	(23) %
<b>Total Assets</b>	<b>18,187,765</b>	<b>19,656,200</b>	<b>(8) %</b>	<b>20,281,498</b>	<b>(10) %</b>
<b>Liabilities and Net Assets</b>					
<b>Liabilities</b>					
Accounts Payable & Accrued Expenses	3,362,293	4,064,195	(21) %	5,160,462	(35) %
Accrued Personnel	2,723,151	2,635,671	3 %	3,056,093	(11) %
Deferred Revenue	81,293	107,420	(32) %	57,340	42 %
Other Fiduciary Liabilities - RCTP/RRSF	1,004,979	1,386,599	(38) %	1,535,958	(35) %
<b>Total Liabilities</b>	<b>7,171,716</b>	<b>8,193,885</b>	<b>(14) %</b>	<b>9,809,853</b>	<b>(27) %</b>
<b>Net Assets</b>					
Undesignated	5,522,140	5,522,141	0 %	7,474,908	(26) %
Board Designated	4,381,333	4,381,333	0 %	4,381,333	0 %
YTD Net Change	1,112,576	1,558,841	(40) %	(1,384,596)	(180) %
<b>Total Net Assets</b>	<b>11,016,049</b>	<b>11,462,315</b>	<b>(4) %</b>	<b>10,471,645</b>	<b>5 %</b>
<b>Total Liabilities and Net Assets</b>	<b>18,187,765</b>	<b>19,656,200</b>	<b>(8) %</b>	<b>20,281,498</b>	<b>(10) %</b>



# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andrejic	Dragan	The Nines Hotel		
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		Convention Sales Steering Committee
Bramlett	Tiquette	Our Legacy Harvested		
Brim-Edwards	Julia	Multnomah County		
Brown	Jeff	Hotel Eastlund		
Browne	Marie	The Ritz-Carlton Portland		
Burnett	Becky	Host2Host/Hive Hospitality		
Cairo	Michelle	Olympia Provisions		
Cheema	Harry	Alaska Airlines		
Christy	Lisa	Portland Japanese Garden		
Cyrus	Daryn	The Hotel Zags		
Daley	Mike	PM Hotel Group		
Davis	Heather	Portland Timbers	Vice Chair	
Hawkins	Rick	Geffen Mesher	Treasurer	Budget and Finance Committee
Huffman	Kurt	ChefStable	Chair	
Lang	Brian	Hyatt Regency Portland at the Oregon Convention Center	Chair-elect	
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crowne Plaza Portland - Downtown Convention Center		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront		
McLeod	Mike	Hilton Portland Downtown & The Duniway		Tourism Improvement District Committee
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC	Past Chair	Multicultural Tourism Advisory Committee
Simpson	Ashton	Metro		
Stansbury	Todd	Enterprise Mobility		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	David	Doubletree by Hilton Hotel Portland		
Weston	Linda	Rapporto		Nominating Committee Partner Services Committee
Wilson	Keith	City of Portland		

# Expo Future MERC Update

December 3, 2025



## Phase 3 major activities, as resolved by MERC and Metro Council

Representation & memorialization of histories and cultures at the site	Sports pivot and redevelopment
<p>H1. Metro Council recognizes Portland Assembly Center as site of national historic significance - <b>completed</b></p> <p>H2a. Assess feasibility of HSMC's recommendations - <b>underway</b></p> <p>H2b. Develop implementation strategy for feasible HSMC recommendations</p> <p>H3. Conduct a cultural resources assessment - <b>completed</b></p> <p>H4. Conduct engineering study of Hall A's integrity, reuse capacity - <b>underway</b></p> <p>H5. Discuss engineering findings with community and develop recommendations for future use of Hall A</p> <p>H6. Develop interpretive plan for the HSMC recommendations</p> <p>H7. Develop governance and engagement for development of interpretive plan - <b>underway</b></p>	<p>S1. Continue analysis and refinement of preferred sports scenario - <b>underway</b></p> <p>S2. Propose interim investment in sports equipment for Halls D &amp; E - <b>underway</b></p> <p>S3. Develop and present criteria for solicitation of public-private partnership by June 30, 2025 - <b>communicated</b></p> <p>S4. Ensure that the pursuit of sports uses at Expo supports R &amp; M recommendations and does not commodify or harm involved partners and communities - <b>underway</b></p> <p>S5. Make every effort to pursue sports events at Expo - <b>underway</b></p>

## Work completed in this reporting period

Representation & memorialization activities	Sports pivot and redevelopment activities
<ul style="list-style-type: none"><li>• H2a. Four Metro staff with expertise in enterprise operations; non-profit partnership; diversity, equity, and inclusion; legal; and other areas have been identified to complete an initial feasibility assessment of the recommendations from the <i>Expo Future Historical Significance &amp; Memorialization Committee Recommendations Report</i>. Once this initial assessment is completed, impacted communities will be engaged through the governance structure that is under development, see paragraph H7 below.</li><li>• H4. Akana engineering is nearing completion of a geotechnical assessment of Hall A's foundation and underlying soil composition. A cone penetration test was advanced to a depth of 120 feet in Hall A to assess soil properties and obtain shear-wave velocity measurements. Depending upon results of this phase, next phase will be initiated to perform structural and seismic condition assessments and a feasibility report.</li><li>• H7. Metro contracted with Kearns &amp; West, a collaboration and strategic communications firm, to support Metro in developing a governance structure to guide the creation of an interpretive plan for historical representation and memorialization. This includes ensuring community involvement is meaningful and appropriately scaled to technical, cultural, and</li></ul>	<ul style="list-style-type: none"><li>• S2. Metro Council approved a \$2 million initial interim investment in infrastructure and sports equipment/amenities in Halls D &amp; E in the fiscal year 2025-26 budget. A project team consisting of OCC+Expo staff, Sport Oregon, Travel Portland, and a legacy client representing sports tournaments has been formed to support project decision-making. Scott Edwards Architecture (SEA) was selected to provide design services. Equipment and lay-out requirements have been provided to SEA and the design team is developing options for review.</li><li>• S5. OCC+Expo has partnered with Sport Oregon and Travel Portland's sales teams to connect with sports tournaments and event producers at tradeshow and through direct outreach. Additionally, the OCC+Expo management team is reviewing Expo's booking policy guidelines, updating rental and service pricing, and refreshing marketing materials.</li></ul>

# Expo Future MERC Update

December 3, 2025



financial considerations. The intent is for Kearns & West to continue developing an overall engagement plan and communications approach as the governance structure is finalized. Project work is progressing internally with outreach to the community after the new year.

- The Expo Future project team has met several times with Metro's Government Affairs and Policy Development (GAPD) team in the past six months to structure an approach to Tribal consultation for the project. A newly hired employee in GAPD is expected to support those actions.
- Metro successfully negotiated a Memorandum of Understanding (MOU) with the Interstate Bridge Replacement Program, Washington Department of Transportation, and Oregon Department of Transportation for the potential siting of a Light Rail Transit Overnight Facility at Expo. The MOU identifies Expo Future project future conditions as well as overnight facility potential developments and defines how the parties will coordinate to support positive outcomes for both efforts. The possible location is south of the main Expo campus in an overflow gravel parking and storage lot. Impacts to the Expo Future vision are minor and manageable.

## Key work planned for the next quarter

- H2a. Complete initial feasibility assessment of the recommendations from the *Expo Future Historical Significance & Memorialization Committee Recommendations Report*.
- H4. Communicate the Hall A foundation and soil findings, move to next phases of engineering assessment.
- H7. Substantially or fully complete the development of a governance structure to support interpretive plan creation, Hall A engineering findings, and feasibility of the HSMC report recommendations.
- S2. Review infrastructure and sports equipment recommendations and pricing estimates for the Halls D & E equipment investments from the architect team. Present and recommend investments to Metro Council and MERC at the joint meeting on February 10, 2026.
- S3. Summarize private developer; expert construction and architect firm; and key stakeholder feedback into a revised approach to achieve the Expo Future project vision. Present to Metro Council and MERC for direction on future development actions.
- Finalize project website sections to reflect phase 2 completion and current activities.