



Metro
600 NE Grand Ave.
Portland, OR 97232-2736

Metropolitan Exposition Recreation Commission (MERC) agenda

Wednesday, March 4, 2026

12:30 PM

<https://us02web.zoom.us/j/81464909852>

1. Call To Order and Roll Call (12:30 PM)

2. Public Communication (12:32 PM)

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. 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. 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/81464909852> and using the "Raise Hand" feature in Zoom or emailing amy.nelson@oregonmetro.gov. Individuals will have three minutes to testify unless otherwise stated at the meeting.

3. Commission/Council Liaison Communication (12:35 PM)

5. Financial Update (12:40 PM)

5.1 MERC Finance Report

[MERC 26-51](#)

Presenter(s): Ashley Sloan, MERC Finance Manager

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

6. Venue Business Reports (12:50 PM)

7. Consent Agenda (1:00 PM)

7.1 In Consideration of the January 7, 2026 MERC Meeting
Minutes

[MERC 26-52](#)

Attachments: [Meeting Minutes](#)

8. Presentations (1:05 PM)

8.1 2025 External Audit Report (1:05 PM) **MERC 26-53**

Presenter(s):

Brian Evans, Metro Auditor
Ashley Osten, Principal, Baker Tilly
Brian Kennedy, Metro Chief Finance Officer

8.2 Travel Portland Quarterly Report (1:35 PM) [MERC 26-54](#)

Presenter(s): James Jessie, Chief Operating Officer, Travel Portland
Andrea Markowski, Director of Convention Marketing,
Travel Portland

Attachments: [Travel Portland 2nd Quarter Report](#)

9.0 Adjourn

Metro respects civil rights

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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. 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. 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。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。

Ogeysiika 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. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatiid kullanka dadweynaha, wac 503-797-1700 (8 galka hore illaa 5 galka dambe maalmaha shaqada) shan maalmo shaqa 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. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1700를 호출합니다.

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សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ១ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានព័ត៌មានអំពីសេវាសម្រាប់ពលរដ្ឋ www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃច័ន្ទ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឱ្យអ្នកបកប្រែសម្រាប់លោកអ្នក ។

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. 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. 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. 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

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Avizul Metro privind nediscriminarea

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. 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. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lwm ua ntej ntawm lub rooj sib tham.



Metro

600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

Agenda #: 5.1

File #: MERC 26-51

Agenda Date: 3/4/2026

MERC Finance Report

Ashley Sloan, MERC Finance Manager

Metropolitan Exposition Recreation Commission

Date: March 4, 2026

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 Dave Parulo
Commissioner David Penilton
Councilor Gerritt Rosenthal

From: Ashley Sloan, MERC Finance Manager

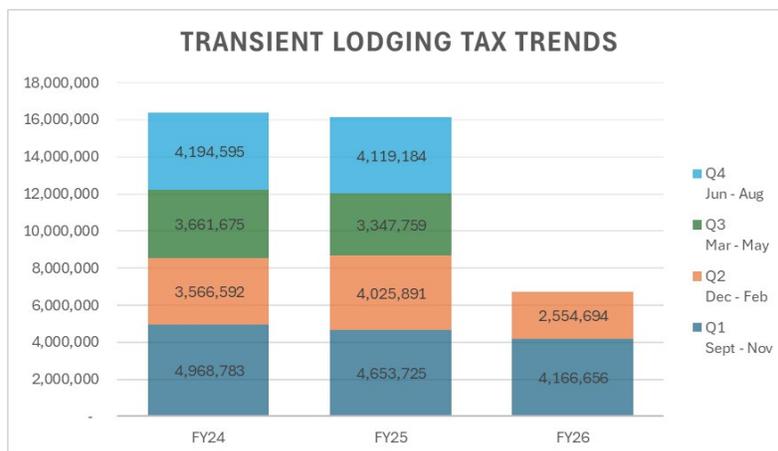
Subject: January 2025 Financial Update

Introduction

January was an active month across all three venues, despite it traditionally being a slower period in the annual event cycle. At P’5, Broadway’s *A Beautiful Noise* was the largest driver of event revenue. The Oregon Convention Center hosted a strong mix of events, including the Pacific Office Automation Annual Meeting and Dinner, the Society for Integrative & Comparative Biology, and Fan Expo. Meanwhile, Expo celebrated the 20th anniversary of the Portland Seafood and Wine Festival and welcomed back the largest dog show in the Northwest, Rose City Classic Dog Show.

Transient Lodging Tax

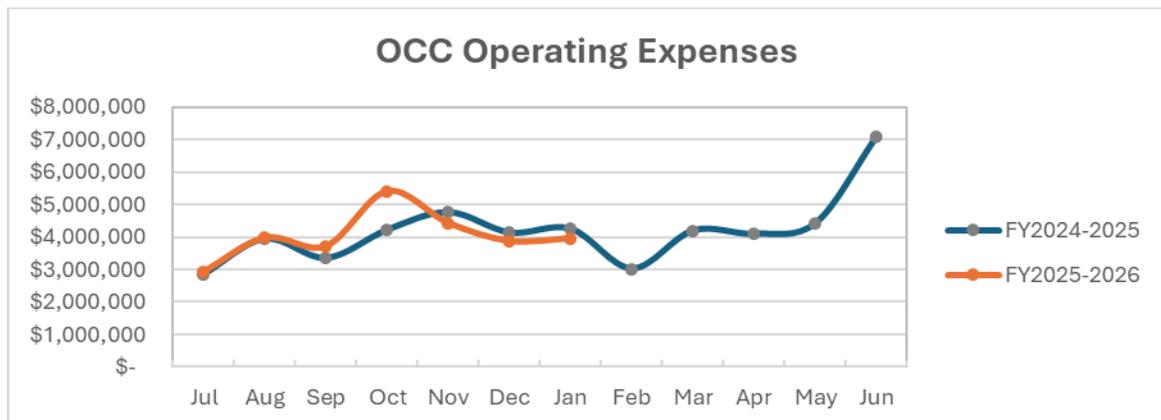
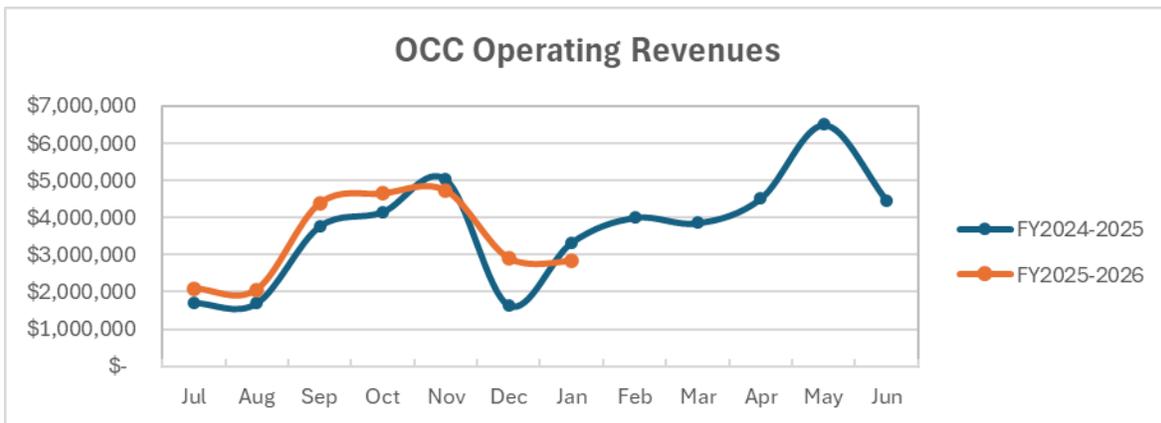
January Transient Lodging Tax collections increased \$414k (88%) compared to prior year collections. Although collections declined in November and December, January’s results realign overall performance with the original FY26 forecast. The forecast anticipates total annual collections ending 2% below the prior year and 5% (\$900k) below budget.



Oregon Convention Center

Following the typical seasonal slowdown in December and January, OCC’s revenue is temporarily softer during these months. Even so, performance remains strong, with year-to-date revenue tracking 11% (\$2.3M) ahead of last year. All expense categories remain below budget, supporting solid year-to-date financial performance; however, revenue is currently 10% behind budget pace, and we will want to monitor how this gap shifts as February and March results come in.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
Pacific Office Automation Annual Meeting and Dinner	451,539	26%
(SICB) Society for Integrative & Comparative Biology - 2026 Annual Meeting	336,361	19%
FAN EXPO Portland 2026	194,750	11%
55th Annual Estate Planning Seminar	98,537	6%
All Other Events	669,418	38%
	\$ 1,750,605	100%

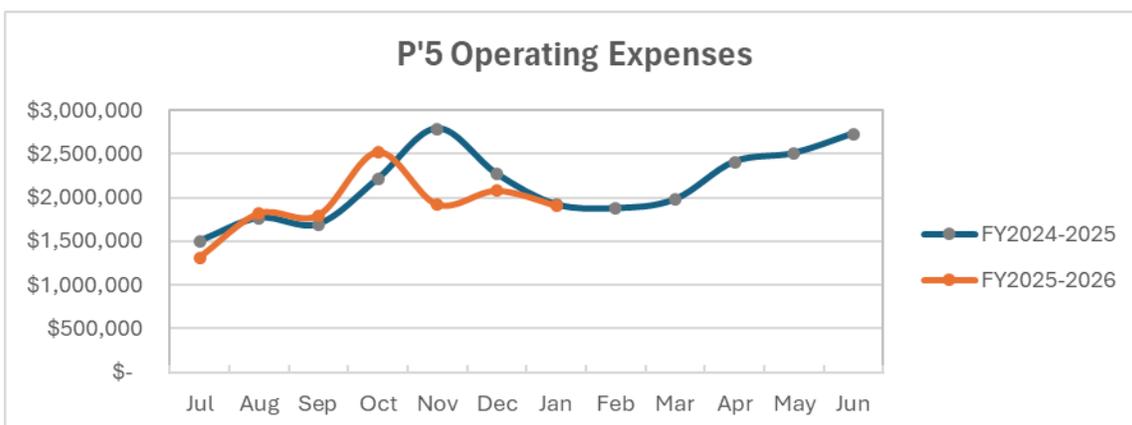
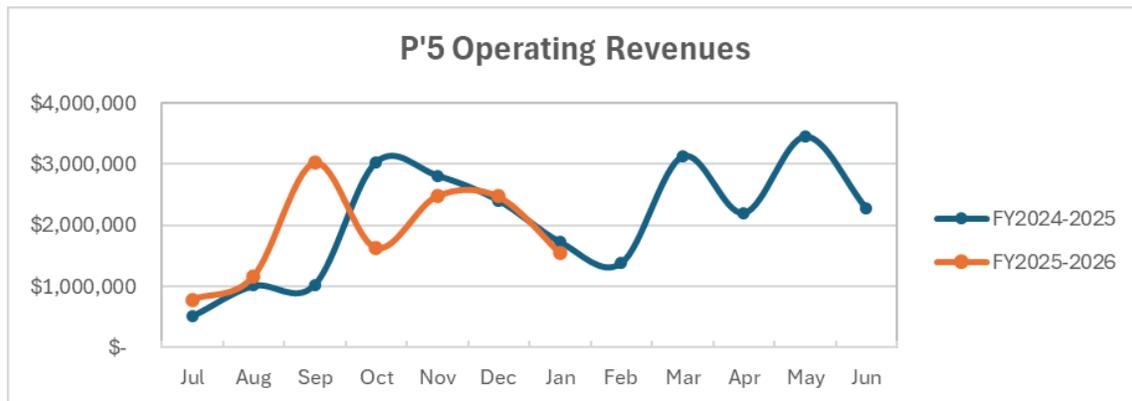


Portland's

P'5 closed January with steady performance in what is traditionally one of the slower months of the year. While January revenue finished 11% below last January, cumulative year-to-date results remain positive, with total revenue up 4% (\$564K) over FY25. January revenue results were driven by *A Beautiful Noise*, which contributed 35% (\$384k) of total monthly event revenue. Attendance for the month was flat compared to last January, aligning with typical seasonal patterns.

The month also included an important operational win: the Facilities and Capital Asset Management team secured \$74K from the Energy Trust of Oregon for ceiling insulation improvements on the Schnitzer roof. All major expense categories continue to track under budget.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
A Beautiful Noise	383,550	35%
Bridgetown Church - Conference	106,955	10%
Daniel Tosh	94,146	9%
Dirty Dancing in Concert	57,464	5%
All Other Events	441,062	41%
	\$ 1,083,177	100%

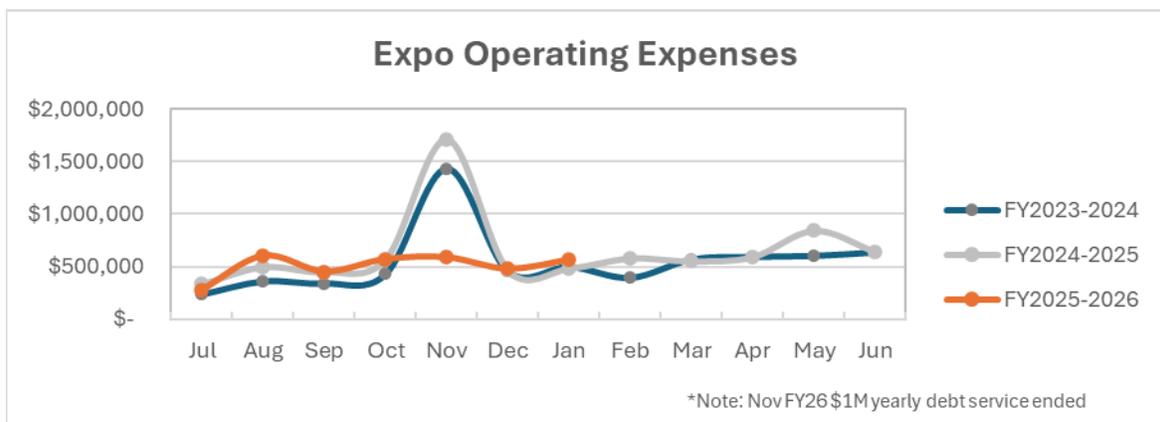


Portland Expo Center

Expo saw a rebound in January, making up ground in year over year revenue performance. December ended at 12% behind prior year revenue, while January pushed Expo to 4% ahead of prior year to date revenue. This improvement was driven primarily by robust performance at the Rose City Classic Dog Show and the Portland Boat Show, both of which delivered strong sales. In addition, Parking revenue increased by \$150K due to a true-up associated with the August Foodieland event.

Event-related expenses rose in line with the higher event activity and corresponding revenue. While total expenses are trending ahead of budget pace, this trajectory is known, monitored, and built into the current forecast plan.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
2026 Rose City Classic Dog Show	293,334	31%
2026 Portland Boat Show	271,140	29%
CEVA Power League	94,346	10%
Portland Seafood & Wine Festival	54,958	6%
All Other Events	226,276	24%
\$	940,054	100%



MERC Capital Projects

OCC Capital Project Status Report FY2025-26					
Project	Phase	Budget	Actual	Forecast	Notes
Safety MLK & Holladay Entrance	In Progress	200,000	9,400	200,000	
OCC Waterproof: Rain Garden	In Progress	35,000	33,772	35,000	Receiving last invoices
Electrical Vehicle Infrastructure	Contracting	200,000	153	200,000	
Integrated Door Access Controls & Door Replacement	In Progress	578,000	136,194	578,000	
Website Redesign & Drupal Platform Upgrade	In Progress	125,000	109,576	125,000	Receiving last invoices
Facility Condition Assessment	Planning	500,000	-	500,000	
Holladay Lobby Exterior Door Threshold & Waterproofing	Design	198,000	50,015	150,000	
EST 4 Fire Alarm System Upgrade	In Progress	585,000	384,154	585,000	
Food & Beverage: Design & Projects	Design	575,000	-	575,000	Ginko Marketplace Front of House Remodel planning
Technology Office & MDF Space Renovation	Design	95,000	7,623	95,000	
F&B: Orbit Market Remodel	Complete	52,000	20,620	52,000	Receiving last invoices
Public Safety Front of House Programming	Complete	225,000	158,696	225,000	Receiving last invoices
Total		3,368,000	910,202	3,320,000	
<i>% of Budget</i>			27%	99%	

Portland'5 Capital Project Status Report FY2025-26					
Project	Phase	Budget	Actual	Forecast	Notes
ASCH house lighting controls	In Progress	245,000	206,350	245,000	Carryforward from FY25
Newmark House PA Replacement	Complete	25,000	21,581	25,000	Carryforward from FY25
P5 F&B Levy Cap Investment	Planning	215,000	229	215,000	
F&B Upgrade A Art Bar	Planning	-	-	-	
F&B Upgrade B Displays	Planning	-	-	-	
F&B Upgrade C Keller G&G	Planning	-	-	-	
Keller FOH Elevators Upgrade	In Progress	250,000	115,676	250,000	
P5 Website - Drupal upgrade	In Progress	250,000	162,898	215,000	
ASCH Rigging Upgrade	Planning	250,000	-	250,000	
ASCH gas boiler replacements	Planning	-	-	-	
ASCH N Annex Air Supply Unit	Planning	40,000	-	40,000	New identified project
ASCH Chiller Project	Planning	150,000	-	150,000	New identified project
ASCH Roof and Drains	Complete	715,000	714,129	715,000	\$74k rebate received
Total		2,140,000	1,220,863	2,105,000	
<i>% of Budget</i>			57%	98%	

Expo Capital Project Status Report FY2025-26					
Project	Phase	Budget	Actual	Forecast	Notes
Expo Futures Infrastructure	Design	2,000,000	22,800	2,000,000	
Expo F&B Levy Cap Investment	Planning	478,537	214,708	478,537	
Total		2,478,537	237,508	2,478,537	
<i>% of Budget</i>			10%	100%	

OREGON CONVENTION CENTER

Benchmark -> 58%

	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			Benchmark -> 58%	
	January FY26	January FY25	% Var	July - Jan FY26	July - Jan FY25	% Var	FY26 Budget	% Budget YTD
Beginning Balance				13,842,580			13,842,580	
Operations								
Charges for Services	1,993,772	1,311,489	52%	17,296,596	14,886,635	16%	31,262,121	55%
<i>Food & Beverage</i>	905,643	496,043	83%	9,380,154	7,492,936	25%	16,134,385	58%
<i>Facility Rentals</i>	390,185	265,826	47%	2,742,933	2,560,610	7%	5,800,184	47%
<i>Audio Visual</i>	84,145	112,370	-25%	1,514,842	1,740,570	-13%	3,000,000	50%
<i>Utility Services</i>	107,164	80,419	33%	834,238	757,479	10%	1,477,986	56%
<i>Telecommunications</i>	83,375	45,635	83%	645,606	562,637	15%	1,115,000	58%
<i>Parking Revenue</i>	262,455	208,948	26%	1,272,764	1,034,156	23%	2,400,000	53%
<i>All Other</i>	160,805	102,249	57%	906,059	738,247	23%	1,334,566	68%
Local Government	795,647	1,943,435	-59%	5,944,233	6,081,628	-2%	17,087,690	35%
<i>Lodging Excise Tax</i>	795,647	1,943,435	-59%	5,944,233	6,081,628	-2%	14,878,190	40%
<i>VFTA</i>	-	-		-	-		2,209,500	0%
Interest Earnings	43,959	54,213	-19%	209,178	313,023	-33%	514,900	41%
Miscellaneous Revenue	4,595	24,397	-81%	51,236	52,557	-3%	9,000	569%
Total Revenue	\$ 2,837,973	\$ 3,333,535	-15%	\$ 23,681,243	\$ 21,333,843	11%	\$ 48,873,711	48%
Personnel Services	1,133,056	1,190,153	-5%	7,907,569	8,138,238	-3%	14,089,453	56%
Materials & Services	2,149,335	2,524,620	-15%	15,623,444	15,636,463	0%	29,440,423	53%
CAP Transfers Out	672,197	528,487	27%	4,705,376	3,699,410	27%	8,066,359	58%
Total Expenditures	\$ 3,954,588	\$ 4,243,261	-7%	\$ 28,236,389	\$ 27,474,111	3%	\$ 51,596,235	55%
Net Operations	\$ (1,116,614)	\$ (909,726)		\$ (4,555,146)	\$ (6,140,268)		\$ (2,722,524)	
Capital								
Capital Revenue	-	-		243,199	200,000		615,000	
Capital Expense	(140,432)	(419,843)		(926,882)	(1,557,506)		(3,664,250)	
Net Capital	\$ (140,432)	\$ (419,843)		\$ (683,684)	\$ (1,357,506)		\$ (3,049,250)	
Change in Fund Balance	(1,257,046)	(1,329,569)		(5,238,830)	(7,497,774)		(5,771,774)	
Ending Fund Balance				\$ 8,603,750			\$ 8,070,806	

MERC Statement of Activity
 Portland'5
 January 2026

PORTLAND'5									
Benchmark -> 58%									
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget		
	January FY26	January FY25	% Var	July - Jan FY26	July - Jan FY25	% Var	FY26 Budget	% Budget YTD	
Beginning Balance				4,973,120			4,973,120		
Operations									
Charges for Services	1,413,150	1,505,612	-6%	11,349,618	10,872,164	4%	22,982,626	49%	
<i>Food & Beverage</i>	104,928	110,702	-5%	990,571	987,898	0%	2,043,218	48%	
<i>Ticket Services</i>	478,503	423,015	13%	4,274,455	4,314,790	-1%	9,358,545	46%	
<i>Production Services</i>	255,255	206,595	24%	1,759,505	1,684,820	4%	3,236,596	54%	
<i>Booking & Sales</i>	185,993	159,596	17%	1,465,538	1,315,621	11%	2,665,509	55%	
<i>P5 Presents</i>	102,005	233,603	-56%	800,725	541,682	48%	1,439,000	56%	
<i>Admissions</i>	143,100	137,704	4%	975,762	1,156,086	-16%	1,941,187	50%	
<i>All Other</i>	143,365	234,396	-39%	1,083,064	871,268	24%	2,298,571	47%	
Local Government	82,187	205,608	-60%	614,014	643,412	-5%	2,287,971	27%	
City of Portland Contributions	-	-		603,318	587,629	3%	1,206,637	50%	
Interest Earnings	48,459	57,286	-15%	305,358	348,185	-12%	291,050	105%	
Miscellaneous Revenue	4,124	(109,793)	-104%	229,762	12,097	1799%	260,190	88%	
Total Revenue	\$ 1,547,920	\$ 1,733,713	-11%	\$ 13,102,069	\$ 12,538,487	4%	\$ 27,078,474	48%	
Personnel Services	877,025	924,655	-5%	6,466,817	7,032,885	-8%	12,719,377	51%	
Materials & Services	657,695	691,879	-5%	4,289,641	4,993,843	-14%	9,379,629	46%	
CAP Transfers Out	371,206	302,121	23%	2,598,444	2,114,846	23%	4,454,475	58%	
Total Expenditures	\$ 1,905,926	\$ 1,918,655	-1%	\$ 13,354,901	\$ 14,141,574	-6%	\$ 26,553,481	50%	
Net Operations	\$ (358,006)	\$ (184,942)		\$ (252,832)	(1,603,087)		\$ 524,993		
Capital									
Capital Revenue	73,968	-		73,968	24,374		400,000		
Capital Expense	(68,923)	(113,358)		(1,300,595)	(4,802,999)		(2,390,000)		
Net Capital	\$ 5,045	\$ (113,358)		\$ (1,226,627)	\$ (4,778,625)		\$ (1,990,000)		
Change in Fund Balance	(352,961)	(298,299)		(1,479,459)	(6,381,711)		(1,465,007)		
Ending Fund Balance				\$ 3,493,661			\$ 3,508,113		

MERC Statement of Activity
 Expo
 January 2026

EXPO									
							Benchmark -> 58%		
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget		
	January FY26	January FY25	% Var	July - Jan FY26	July - Jan FY25	% Var	FY26 Budget	% Budget YTD	
Beginning Balance				661,660			661,660		
Operations									
Charges for Services	985,577	596,881	65%	2,987,454	2,999,511	0%	5,934,690	50%	
<i>Food & Beverage</i>	54,445	40,965	33%	200,626	246,251	-19%	627,146	32%	
<i>Facility Rentals</i>	311,774	304,969	2%	798,632	1,066,141	-25%	1,868,788	43%	
<i>Parking Revenue</i>	337,694	180,485	87%	947,246	1,069,366	-11%	2,011,614	47%	
<i>Ticket Services</i>	139,519	44,360	215%	355,435	178,110	100%	446,918	80%	
<i>All Other</i>	142,145	26,103	445%	685,515	439,643	56%	980,224	70%	
Local Government	-	-		-	-		517,500	0%	
<i>VFTA</i>	-	-		-	-		517,500	0%	
Interest Earnings	2,531	(1,872)	-235%	19,700	19,100	3%	50,000	39%	
Miscellaneous Revenue	8,923	4,830	85%	138,543	26,518	422%	91,500	151%	
Transfers In	2,500	-		17,500	-		430,000	4%	
Total Revenue	\$ 999,530	\$ 599,840	67%	\$ 3,163,198	\$ 3,045,130	4%	\$ 7,023,690	45%	
Personnel Services	178,855	237,125	-25%	1,261,562	1,596,867	-21%	2,592,164	49%	
Materials & Services	302,759	170,073	78%	1,678,131	1,363,248	23%	2,379,757	71%	
CAP Transfers Out	85,457	78,874	8%	598,201	1,571,660	-62%	1,025,488	58%	
Total Expenditures	\$ 567,071	\$ 486,073	17%	\$ 3,537,894	\$ 4,531,775	-22%	\$ 5,997,409	59%	
Net Operations	\$ 432,459	\$ 113,767		\$ (374,696)	\$ (1,486,645)		\$ 1,066,281		
Capital									
Capital Revenue	200,000	-		200,000	-		2,818,537		
Capital Expense	(124,067)	(1,000)		(237,508)	(1,513,260)		(2,778,537)		
Net Capital	\$ 75,933	\$ (1,000)		\$ (37,508)	\$ (1,513,260)		\$ 40,000		
Change in Fund Balance	508,392	112,767		(412,204)	(2,999,904)		1,106,281		
Ending Fund Balance				\$ 249,456			\$ 1,767,941		



Metro

600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

Agenda #: 7.1

File #: MERC 26-52

Agenda Date: 3/4/2026

In Consideration of the January 7, 2026 MERC Meeting Minutes

Meeting Minutes

Meeting details:

Meeting: Metropolitan Exposition Recreation Commission Meeting
Date: January 7, 2026
Time: 12:30pm - 2:30 pm
Place: Oregon Convention Center Room F150 | Zoom

Commissioners present:

Chair Karis Stoudamire-Phillips, Deidra-Krys-Rusoff, Dañel Malán-González, and Dave Parulo

Commissioners excused:

Damien Hall, Chris Oxley, David Penilton

Call to Order and Roll Call

Chair Stoudamire-Phillips called the meeting to order at 12:35pm

Public Communication

- Chair Stoudamire-Phillips opened the meeting to members of the public wanting to testify on agenda and non-agenda items

Commission / Council Liaison Communication

- Chair Stoudamire-Phillips introduced new Commissioner Dave Parulo
- Commissioner Krys-Rusoff congratulated Chair Stoudamire-Phillips on being selected for Portland Business Journals Women of Influence award
- Councilor Rosenthal noted the Council recess and highlighted recent items like the establishment of the Supportive Housing Services Committee and the P5 transition work

General Manager Communications

Craig Stroud provided the following updates:

- Metro provided termination notice to the City of Portland for the Portland's operating management intergovernmental agreement on December 31st. The date of termination is June 30, 2027
- Metro Council unanimously reappointed Chair Stoudamire-Phillips, and Commissioners Krys-Rusoff and Penilton to another 4-year MERC term
- Metro and venues leaders joined other statewide public and private sector partners at the 2025 Leadership Summit held at the Oregon Convention Center on Dec 8th
- TLT collections continue to be soft, and conversations are starting around possible VFIGA revisions
- The next Metro Council and MERC joint work session will be on February 10
- Expo Future project updates on recent geotechnical assessment and governance structure development
 - Councilor Rosenthal asked if the results of the geotechnical study will influence the future work of the TriMet Max station

- Stroud assumed the Max station was built to modern standard, but we don't know the details of the condition of the station

Financial Update

Ashley Sloan, MERC Finance Manager, presented an update on venues financial performance for July through November.

- November TLT collections were down 21% from the previous year
- Year-to-date revenue at the Oregon Convention Center (OCC) was ahead by 10%
- Year-to-date revenue at P5 was ahead 8%
- Year-to-date revenue at Expo was 13% lower than last year
 - Commissioner Kryz-Rusoff highlighted the success of the new Obit Café model and thanked staff for their work through ongoing change and budget constraints
 - Commissioner Kryz-Rusoff asked if TLT funds had arrived yet
 - Sloan replied not as of a few hours prior and shared she is forecasting 3% less than last year to be conservative
 - Chair Stoudamire-Phillips appreciated that our grab and go model has unique offerings created by Chef Wambaa and team

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:

- Booking updates highlighted conventions for the National Art Education Association (2029) and the American Institute of Ultrasound in Medicine (2028)
- The Junior Volleyball Association tournaments have been secured for 2028-2030
- Upcoming remodel of food and beverage spaces at Expo with AI-assisted checkout systems
- Recognized the departure of two long-standing employees, Chuck Dills and Monica Pea
 - Commissioner Penilton shared excitement about recently booked events and asked when the open sales position would be posted
 - Wallace responded that the position will be posted on Friday

Portland's 5 Centers for the Arts

Rachael Lembo, Executive Director, provided the following updates:

- Discussed communication strategies during management transitions, including a new monthly online newsletter
- P5 recently received a \$75,000 energy trust incentive for roof insulation at the Arlene Schnitzer Concert Hall
 - Commissioner Kryz-Rusoff praised both venue directors for maintaining outstanding service levels despite ongoing transitions and budget cuts
 - Commissioner Penilton echoed the praise for the job done by both directors

Consent Agenda

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

This item was approved with a minor correction.

Attachment: [Meeting Minutes](#)

Future Vision Project Update

Malu Wilkinson, Planning, Development & Research Deputy Director and Jessica Zdeb, Principal Regional Planner presented an update on the region's Future Vision project

- Metro Charter requires a 50-year vision, updated every 15 years, and the current one is overdue
 - COO Marissa Madrigal shared her excitement for this project
 - Wilkinson posed a question to the Commission: What are the most exciting differences you hope to see in the future related to event venues
 - Commissioner Penilton expressed hope for workforce representation that reflects the community in 50 years
 - Commissioner Malán-González envisioned the region becoming more tourism-driven and increasingly multicultural and diverse in 50 years
 - Commissioner Kryz-Rusoff emphasized the need for Metro to engage with all communities, including businesses and the nonprofit sector, to maintain balance and economic growth. She also encouraged engaging the senior community for their historical insights
 - Chair Stoudamire-Phillips stressed the importance of economic affordability and inclusivity of historically marginalized communities
 - Commissioner Malán-González recommended an interactive element with the artists on site
 - Penilton asked if Seattle or San Francisco had similar regional vision processes or if there was alignment/collaboration with other regions like the Pacific Northwest
 - Wilkinson confirmed neither Seattle nor San Francisco has the same 50-year charter requirement but do have visions. The Cascadia Innovation Corridor (Portland to Vancouver, BC high-speed rail) is likely the most coordinated effort currently
 - Commissioner Parulo highlighted the venues' role as an economic engine and the importance of awareness of the surrounding community dynamics. Parulo asked how balance was achieved with the diverse views on the Future Vision Commission
 - Zieb explained they used an application process to select members with diverse backgrounds and differing opinions. The process uses a consensus model rather than full agreement
 - Chair Stoudamire-Phillips requested updates on the process and would like MERC to engage when possible

FOTA Performance Update

Craig Stroud, General Manager, Visitor Venues presented

- Current areas of focus are stabilizing the program, improving data collection, and strengthening community relationships
- Currently data tracking is manual and burdensome
 - Commissioner Kryz-Rusoff expressed appreciation for bringing the FOTA program back to the forefront

- Chair Stoudamire-Phillips offered to share an update with the committee that worked on the original 2015 FOTA project
- Stroud agreed this would be a good idea in about six months, once the program stabilization is fully implemented

Adjourn

There being no further business, Chair Stoudamire Phillips adjourned the meeting at 2:00 p.m.

Executive Session

Under ORS 192.660(2)(d) to conduct deliberations with persons designated by the governing body to conduct labor relations

- *Minutes submitted by Amy Nelson*



Metro

600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

Agenda #: 8.2

File #: MERC 26-54

Agenda Date: 3/4/2026

Travel Portland Quarterly Report (1:35 PM)

James Jessie, Chief Operating Officer, Travel Portland

Andrea Markowski, Director of Convention Marketing, Travel Portland

TRAVEL
PORTLAND

2ND QUARTER 2025-26 REPORT

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 2nd Quarter, OCC realized more than \$5.5 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 46.2 to 1.
- Twenty-one new and six repeat OCC conventions were booked for future years worth more than \$9.6 million in OCC revenue and community economic impact more than \$45.5 million. Total Travel Portland bookings, including single hotel will result in more than \$63.7 million of economic impact.
- Portland was included in 101 media placements for a total of 1,713,776,083 impressions in outlets proactively targeted by Travel Portland because they are influential and inspirational to travel.
- From July-December, Travel Portland's advertising investments with online travel agencies generated 107,000 incremental room nights for the city.

TRENDS, SUCCESSES, OBSTACLES

- Total YTD TLT/TID collections in FY26 are \$12.2 million, decline -1% year-over-year, largely due to soft hotel business performance in last summer
- To support the convention sales effort, Travel Portland expanded its ad campaign, which includes high-impact video ads with the New York Times, Wall Street Journal, Business Insider, Bloomberg; and collaborated with Powell's to develop a major trade show activation at PCMA.
- Portland played host to the National Coalition of Black Meeting Professionals, welcoming over 500 delegates for a showcase of Portland's Convention and Meeting Facilities. The group featured more than 100 National Convention Planners with potential future convention business for Portland, and to-date, has generated over 9,000 hotel room nights in definite future business.
- Travel Portland hosted its Annual Partnership Summit, drawing 136 industry partners for an event focused on Fostering Connections, Inspiration, and Actionable Learning! Summit featured 12 workshops, keynote address by Mike Bennett Studios, and lively emceeing by Portland's own Poison Waters.

MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$9,893,056	\$20 Million
2	ROI on future OCC business	4.1	3.5
3	Lead conversion	15%	16%
4	Services performance survey	4.0	3.9
5	Public relations/media	14	28
6	Community economic impact	28.3	14.0

CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	20.2	23.0
5	International visitors against comp set*	34.0%	Within 20%
7	Total Targeted Media Placements	195	275
7	Total Media Engagements for Minority-Owned Businesses	1,252	900
8	Services Performance Survey	17	6/Year

*See International Tourism page for further explanation

EXECUTIVE SUMMARY

AD ACCOUNTABILITY: INCREMENTAL VISITOR SPENDING GENERATED BY ADVERTISING

Spring/Summer 2025 (source: Phocuswright)	\$55 million
--	--------------

COMPETITIVE SET COMPARISON

Smith Travel Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	41.5%	\$ 133.39	\$ 55.41
Denver	53.0%	\$ 165.43	\$ 87.65
Seattle	49.3%	\$ 161.32	\$ 79.49
Salt Lake City	56.5%	\$ 154.42	\$ 87.27
Nashville	58.5%	\$ 225.88	\$ 132.14
Austin	47.8%	\$ 189.75	\$ 90.78
Minneapolis	36.2%	\$ 152.78	\$ 55.25
San Francisco	48.4%	\$ 197.35	\$ 95.48

**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	59.0%	1.2%	\$ 150.15	-3.1%	\$ 88.61	-2.0%	2,247,168
Airport	65.7%	-0.3%	\$ 133.06	-2.1%	\$ 87.49	-2.4%	839,322	-0.5%
Eastside	61.6%	-2.4%	\$ 100.12	-6.5%	\$ 61.67	-8.7%	110,379	-2.4%
Jantzen Beach	57.8%	0.1%	\$ 110.02	-6.5%	\$ 63.59	-6.4%	306,123	0.1%
City of Portland +	60.8%	0.5%	\$ 137.04	-3.6%	\$ 83.26	-3.1%	3,452,947	1.0%

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

LODGING TAX COLLECTIONS*

QUARTER 2

REGION	TLT/TID			
	FY26 (\$)	FY26 (% of TLT)	CHANGE FY25 to FY26 (\$)	CHANGE FY25 to FY26 (%)
Central City	\$6,714,826	55%	\$80,841	1%
Airport	\$1,724,586	14%	(\$128,528)	-7%
Eastside	\$109,260	1%	(\$12,267)	-10%
Jantzen Beach	\$503,596	4%	(\$162,645)	-24%
Subtotal	\$9,052,268	74%	(\$222,599)	-2%
Online Travel Agency	\$1,799,979	15%	\$238,415	15%
Short Term Rental	\$1,343,982	11%	(\$87,203)	-6%
Other	\$52,219	0%	\$5,414	12%
Subtotal	\$3,196,180	26%	\$156,626	5%
Grand Total	\$12,248,448	100%	(\$65,973)	-1%

**Data provided by the City of Portland Revenue Division.*



CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 25/26	\$ 21,105,753	\$ -	\$ 21,105,753
FY 26/27	\$ 15,656,365	\$ 2,068,446	\$ 17,724,811
FY 27/28	\$ 8,647,276	\$ 3,005,902	\$ 11,653,178
FY 28/29	\$ 9,368,542	\$ 3,908,751	\$ 13,277,293
FY 29/30	\$ 6,995,833	\$ 3,406,159	\$ 10,401,992
FY 30/31	\$ 393,477	\$ 3,908,751	\$ 4,302,228
FY 31/32	\$ 748,031	\$ 3,406,159	\$ 4,154,190
FY 32/33	\$ -	\$ 3,908,751	\$ 3,908,751
FY 33/34	\$ 727,661	\$ 3,406,159	\$ 4,133,820
FY 34/35	\$ 1,369,209	\$ 3,908,751	\$ 5,277,960
TOTAL	\$ 65,012,147	\$ 30,927,829	\$ 95,939,976

**OCC Revenue Realized includes the following meeting that occurred during quarter 1 of FY 25/26 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 2 OCC revenue realized: Rose City Comic-con, FinCon, Pacific Northwest Clean Water Association, American Association of Feline Practitioners, National Association of Medical Staff Services and Major League Table Tennis.*

**OCC Revenue Realized does not include the following meetings that occurred during quarter 2 of FY25/26 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Society of Environmental Toxicology and Chemistry and Varsity Spirit. They will be included in quarter 3 OCC revenue realized.*

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	21	30	
Repeat OCC Bookings	6	7	
Total OCC Bookings	27	37	
Room Nights from OCC Bookings	62,651	88,700	
Future OCC Revenue Booked during FY 2025/26	\$ 9,607,802	\$ 13,499,697	
ROI OCC Bookings	\$ 7.0	\$ 4.1	3.5 to 1
Community Economic Impact from OCC Bookings	\$ 45,531,148	\$ 64,201,120	
Total Room Nights Booked	101,436	147,487	
Total Community Economic Impact from Bookings	\$ 63,782,970	\$ 92,310,157	
ROI on Total Community Economic Impact	\$ 46.2	\$ 28.3	14.0 to 1
OCC Revenue Realized During FY 2025/26*	\$ 5,584,727	\$ 9,893,056	\$20 Million

**OCC Revenue Realized includes the following meeting that occurred during quarter 1 of FY 25/26 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 2 OCC revenue realized: Rose City Comic-con, FinCon, Pacific Northwest Clean Water Association, American Association of Feline Practitioners, National Association of Medical Staff Services and Major League Table Tennis.*

**OCC Revenue Realized does not include the following meetings that occurred during quarter 2 of FY25/26 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Society of Environmental Toxicology and Chemistry and Varsity Spirit. They will be included in quarter 3 OCC revenue realized.*



CONVENTION SALES

OCC LEAD CONVERSION	
	As of January 1, 2026
Lead Conversion Percentage	15%
Benchmark / Annual Target -16%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JANUARY 1, 2026					
	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30 and beyond
Current	51	32	18	16	15
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 22/23-25/26)	51	33	16	10	10

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 4,904,636	\$ 9,096,373
Travel Portland Contract Costs*	\$ 1,381,847	\$ 3,267,285
ROI (Revenue / Costs)	3.5	2.8

2ND QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	44	199,675	88,520	\$ 21,127,876	\$ 112,906,195



CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	2nd Quarter	YTD
New Minority Bookings	8	13
Total Minority Bookings	8	13
Room Nights from Minority Bookings	10,652	17,891
Minority Leads	9	19
Minority Lost Leads	3	10

For the second quarter of FY 2025/26, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$6.3 million. Booked groups included the following:

Rise Up Northwest	\$206,978
Association of Hawaiian Civic Clubs	\$45,699
National Medical Association	\$45,110
The Arc of the United States	\$678,048
Sigma Pi Phi Fraternity	\$286,575
Delta Sigma Theta Sorority	\$2,157,573
The United Supreme Council	\$968,859
Omega Psi Phi Fraternity, Inc.	\$1,961,549

2ND 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	2ND QUARTER	YTD
OCC groups occurring during the quarter	11	22
Pre-convention attendance building - Site tours	10	19

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	6	0	0	0	0	4.0	6
Travel Portland convention services staff	6	0	0	0	0	4.0	6
Travel Portland collateral/promotional materials	6	0	0	0	0	4.0	6
Quality and user-friendliness of the Travel Portland website	6	0	0	0	0	4.0	6
Average rating for the quarter						4.0	
Average rating YTD						4.0	
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 is a miracle. Responsive, caring, and always going the extra mile to make sure that our team was on-track.

We couldn't love Crista more, she was like an extension to our own staff!

My sales manager retired but she was great when I was working with her! But the real rockstar is Beth Miranda. Beth kept in touch with me from the minute she was assigned until I arrived back from the meeting. She touched base with me regularly, was an amazing host and did a great job showcasing Portland when we came from our planning visits, and was immediately available with assistance or resources any time that I asked. We work with a third party for contracting and I shared with her that Travel Portland was the best CVB I've ever worked with.

Shawna and Crista were the ultimate professionals. From the contracting with Shawna through to Crista coordinating our Therapy Llama visit and manning the Travel Portland desk near our registration area - they were a pleasure to work with.

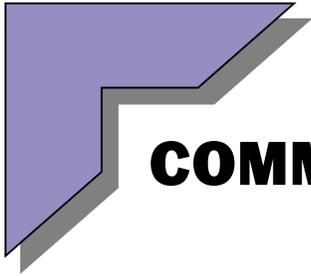
Alenna is by far the greatest person I have worked within the industry over the past 15 years! Her attention to details, kindness and overall demeanor is amazing! SO grateful for you!

OUTSTANDING and super helpful! Lots of timely and good help, from resolving our parking challenges, to updating information on the Travel Portland website etc. - this year was truly great - THANK YOU!

Completed Group Survey:

Society of Environmental Toxicology and Chemistry
Entomological Society of America
American Society of Bioethics and Humanities

GoWest Credit Union Association
Portland Retro Gaming Expo
Society of Forensic Toxicologists



COMMUNICATION & PR

TARGETED MEDIA NARRATIVE	Q2	YTD	Target Goal
Placements	101	195	275
Impressions	1,713,776,083	3,697,171,683	

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	Q2	YTD
Placements	5	5
Impressions	122,292	122,292

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.

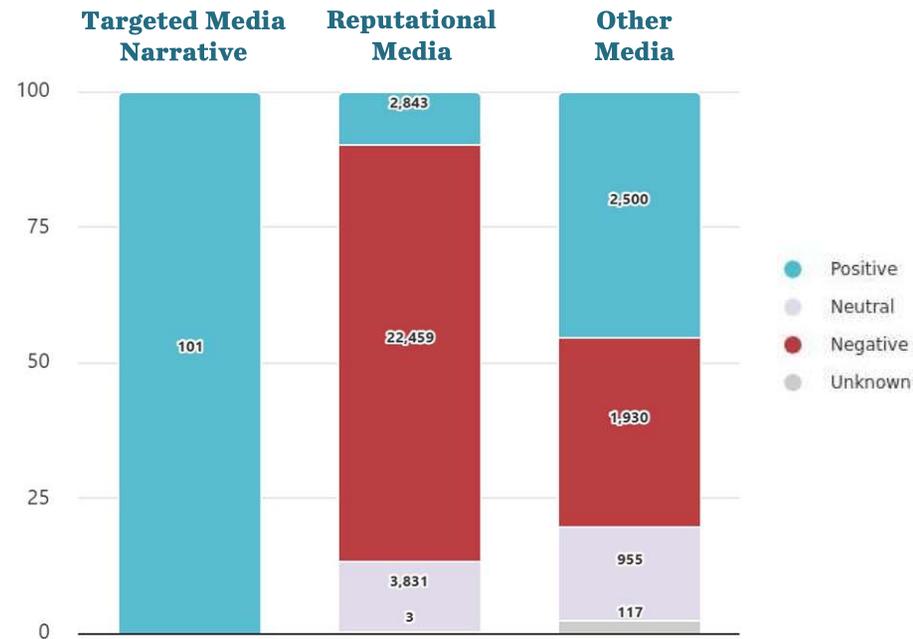
TARGETED INTERNATIONAL MEDIA*	Q2	YTD
Placements	32	42
Impressions	45,889,935	100,530,314

International print and online media outlets strategically targeted by Travel Portland's public *Measurement on hold until in-market contractors are retained

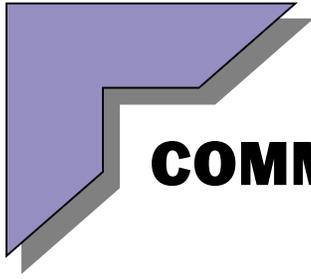
MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q2	YTD	Target Goal
Engagements	542	1,252	900

A media engagement is defined as an interaction with media regarding a single topic or issue.

2nd QUARTER MEDIA SENTIMENTS



101 Placements 29,136 Placements 5,502 Placements
1.7 B Impressions 551.2 B Impressions 107.4 B Impressions



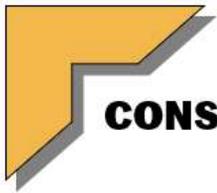
COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
November 2025	Smart Meetings	Hospitality Cares	Online	15,537	1
November 2025	Smart Meetings	Hospitality Cares	Print	44,000	1
November 2025	USAE	Sheri Dunn Explores "Competency Checking" During NCBMP Keynote	Digital	1,212	1
November 2025	USAE	Sheri Dunn Explores "Competency Checking" During NCBMP Keynote	Print	58,000	1
December 2025	Northwest Meetings + Events	The A to Z of Planning	Online	3,543	1
Total				122,292	5

**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
November 2025	Skift Meetings	Getting Better at Giving Back: How to Design a More Meaningful CSR Experience	Digital	13,641
December 2025	Northstar Meetings	Stay Another Day	Digital	28,077
Total				41,718

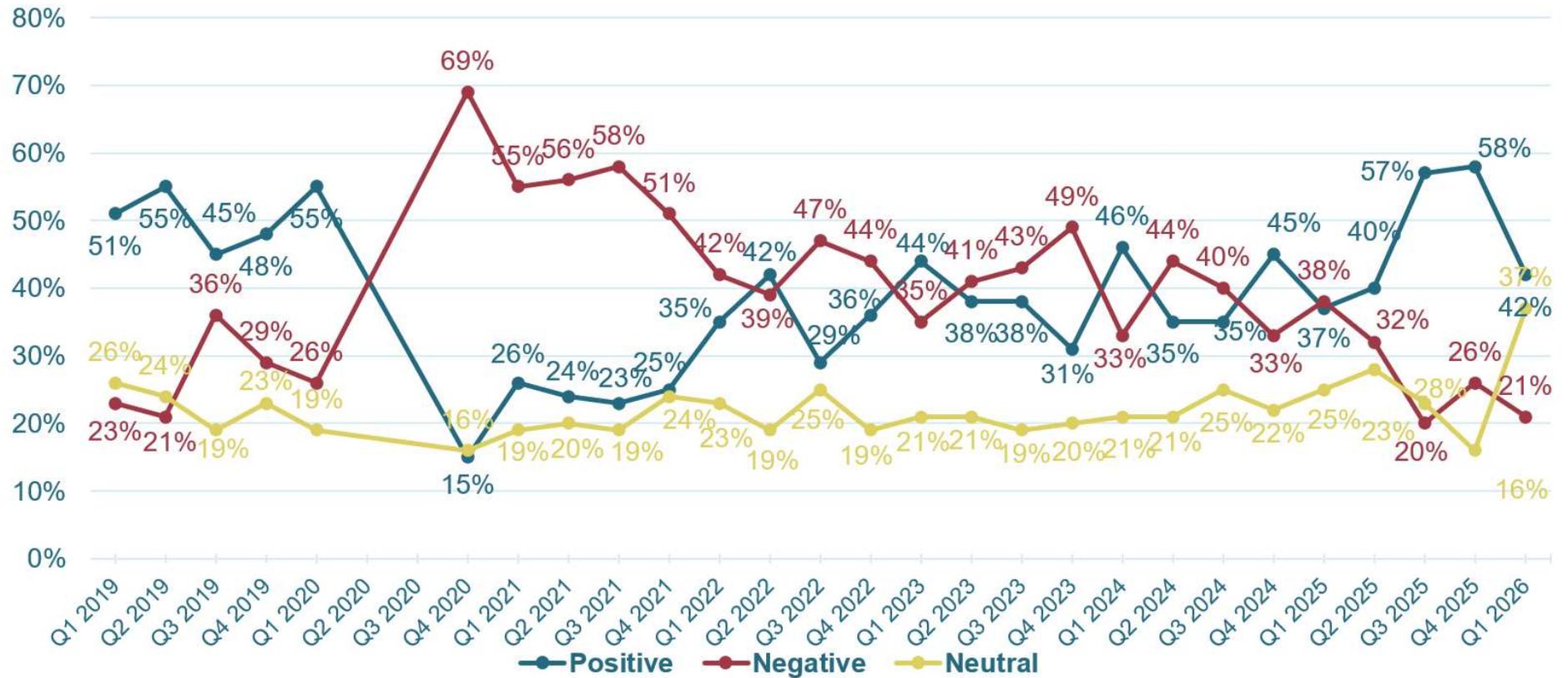
PITCHES DELIVERED	
1	Pitched post-IMEX takeaways
2	Pitched Meetings Today
3	Pitched Northstar an "On Location" spotlight on Portland, Oregon
4	Pitched SportsTravel Portland as an a growing destination for tournaments and sporting events
5	Pitched Cindy Wallace leadership announcement; secured interview with Meetings Today
6	Pitched Smart Meetings Portland as a community-forward city for "Headlines vs Reality" series
7	Pitched What's New in Portland for 2026 meetings and events
8	Pitched Rona Berg OCC's partnership with Portland Indigenous Marketplace; secured interview
Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.	

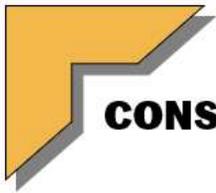


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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

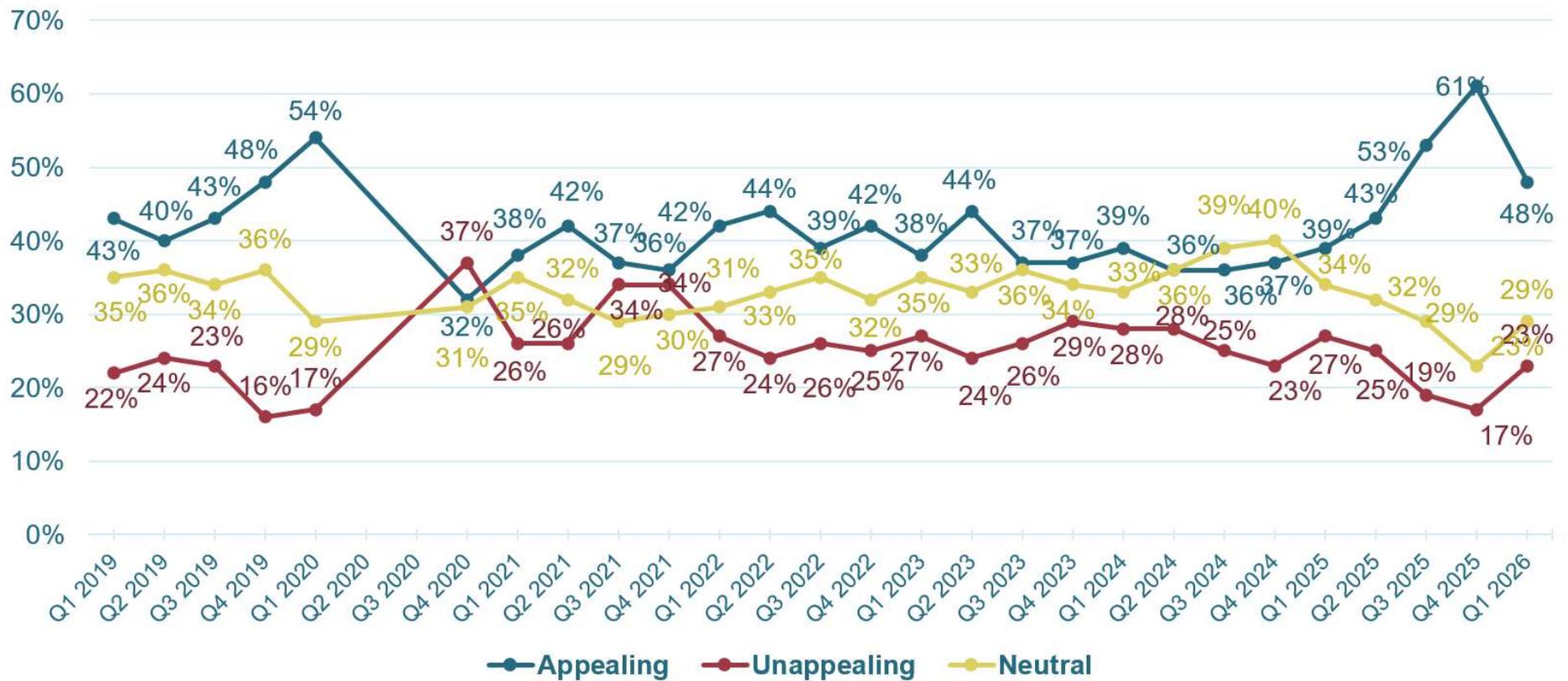


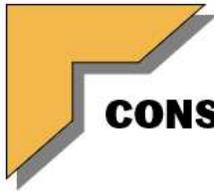


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





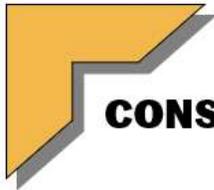
CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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

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

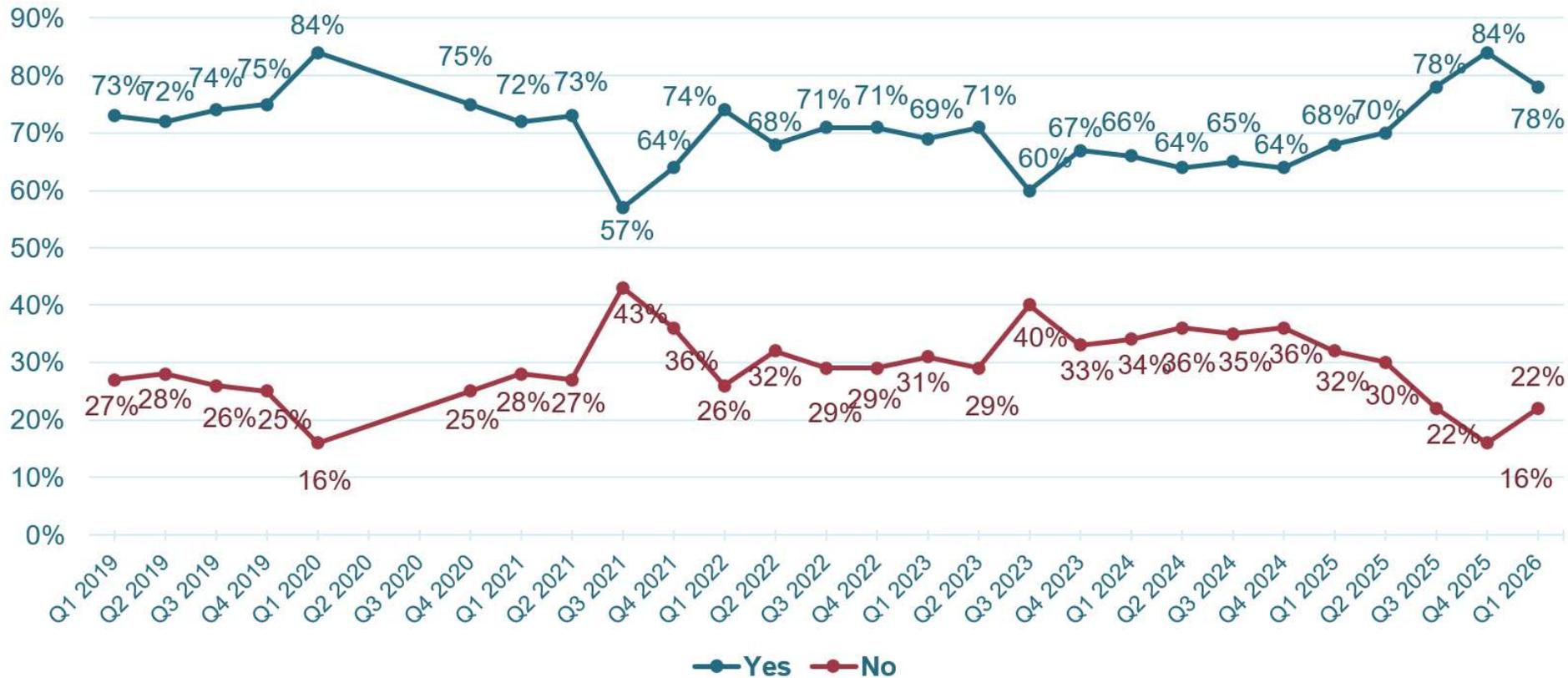




CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

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





MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	2nd Quarter	YTD
Visits	934,587	2,052,585
International Visits	73,374	128,849
Referrals	176,156	365,274
Business and Event Detail Views	596,085	1,290,417
TravelPortland.com/meetings		
Venue Finder Page Views	1,414	2,476

Source: Google Analytics

INTERNATIONAL TOURISM			
International Visits/Arrivals*	2nd Quarter	4th Quarter	Goal
Portland**	292.0%	N/A	
Competitive Set***	258.0%	N/A	
International Visitors Comparison to Comp Set** & ****	34.0%	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

	December 31, 2025		Second 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	17	76%	40-60%	Monitor
Total	48	69	70%	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	9	17	53%	15-33%	Monitor
Total	25	69	36%	15-33%	Monitor
This report is based on current full and part-time staff.					



FIRST OPPORTUNITY TARGET AREA (FOTA) 2ND QUARTER 2025-26

HIRING

Job Posting Locations	The Skanner	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		14	

PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$416,047
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PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1897	383	341	402

MWESB PURCHASING PARTICIPATION FY 2025-26 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$172,447	\$2,433,546	7%
Self-Reported	\$267,040	\$2,433,546	11%
Total	\$439,487	\$2,433,546	18%

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

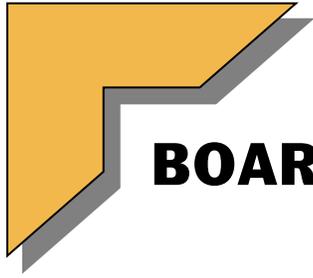
	Annual Budget	MERC QTR Ending 12-31-25	TID/TLT QTR Ending 12-31-25	Subtotal QTR Ending 12-31-25	Sum MERC YTD 06-30-26	Sum TID/TLT YTD 06-30-26	Sum of YTD 06-30-26	Percent
Expenses								
<u>MERC Supported - Professional Services</u>								
Professional Services								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	1,912,125	538,882	0	538,882	1,068,081	0	1,068,081	55.86%
<u>Program Support</u>								
Subtotal - Program Support	286,818	120,905	0	120,905	192,609	0	192,609	67.15%
<u>Research</u>								
Subtotal - Reserach Professional Services	93,600	40,680	0	40,680	77,400	0	77,400	82.69%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	281,800	110,226	0	110,226	212,870	0	212,870	75.54%
<u>Other Contractual Professional Services</u>								
Subtotal - Other Contractual Professional Services	343,550	107,759	46,167	153,926	229,334	69,097	298,431	86.87%
<i>Total - MERC Supported - Professional Services</i>	<i>2,917,893</i>	<i>918,451</i>	<i>46,167</i>	<i>964,618</i>	<i>1,780,294</i>	<i>69,097</i>	<i>1,849,391</i>	<i>63.38%</i>
<u>Other Non-Contractual Professional Services</u>								
<i>Total - Other Non-Contractual Professional Services</i>	<i>0</i>	<i>0</i>	<i>48,338</i>	<i>48,338</i>	<i>0</i>	<i>82,569</i>	<i>82,569</i>	<i>0.00%</i>
<u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	220,000	7,558	0	7,558	7,610	0	7,610	3.46%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	20,000	6,996	8,825	15,821	18,300	8,825	27,125	135.63%
<u>Trade Shows and Indusy Events</u>								
Subtotal - Industry Trade Shows and Events	716,500	206,385	35,617	242,002	422,692	43,309	466,001	65.04%
<u>Familiarization Tours & Site Visits</u>								
Subtotal - Familiarization Tours	300,000	34,141	0	34,141	85,661	0	85,661	28.55%
<u>Other Programs</u>								
Subtotal - Other Programs	259,000	15,083	1,424	16,507	111,101	1,424	112,525	43.45%
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>1,515,500</i>	<i>270,163</i>	<i>45,866</i>	<i>316,029</i>	<i>645,364</i>	<i>53,558</i>	<i>698,922</i>	<i>46.12%</i>
Other Departments - MERC Supported POW								
<u>Convention Services - Other Programs</u>								
Subtotal - Con Svcs - Other Programs	109,999	26,825	39,834	66,659	99,220	40,691	139,911	127.19%
<u>Research - Other Programs</u>								
Subtotal - Research - Other Programs	85,000	64,552	12,321	76,873	85,000	12,321	97,321	114.50%
<u>DEI - Other Programs</u>								
Subtotal - DEI - Other Programs	125,000	3,000	0	3,000	66,456	0	66,456	53.17%
<u>Communications/PR</u>								
Subtotal - Comm/PR - Other Programs	125,000	51,582	0	51,582	82,440	0	82,440	65.95%
<u>Marketing</u>								
Subtotal - Marketing - Other Programs	508,510	47,275	381,555	428,830	508,510	381,555	890,065	175.03%
<i>Total Other Depts MERC Supported Program of Work</i>	<i>953,509</i>	<i>193,233</i>	<i>433,710</i>	<i>626,943</i>	<i>841,627</i>	<i>434,567</i>	<i>1,276,194</i>	<i>133.84%</i>
Grand Total	5,386,902	1,381,847	574,081	1,955,928	3,267,285	639,791	3,907,076	72.53%

**Income Statement - Year to Date
As of December 31, 2025**

	07/01/2025 Through 12/31/2025		Prior Year To Date 12/31/2024	Year Ending 06/30/2025	Year Ending 06/30/2026
	Actual YTD	Budget YTD	Actual (PYTD)	Actual (Prior Year)	Approved Budget
Revenue					
City/County Lodging Tax (1%)	2,934,479	3,252,160	2,929,944	5,105,956	5,667,477
Tourism Improvement District (TID=2% + 1%)	9,931,387	10,265,927	9,861,023	17,317,898	18,059,645
MERC (OCC Contract)	2,693,451	2,693,402	2,738,500	5,477,000	5,386,803
Partnership Dues	157,128	162,670	92,541	147,237	200,000
Fees Earned & Other Income	578,651	337,880	360,478	716,545	676,779
Cooperative Programs	0	0	3,000	3,000	0
Regional RCTP (from Travel Oregon)	1,279,497	1,316,984	1,195,445	2,213,514	2,019,410
Cultural Tourism	129,676	137,227	123,591	240,813	250,000
Travel Oregon Grant	0	75,000	277,000	572,000	150,000
Total Revenue	17,704,269	18,241,250	17,581,522	31,793,963	32,410,114
Expenses					
Convention Sales Expenses	3,444,819	3,751,531	3,825,573	6,583,983	6,934,166
Research Expenses	231,922	258,292	256,923	604,462	525,354
Marketing Expenses	4,599,912	5,507,754	5,529,082	10,718,856	10,829,811
Convention Services	451,221	553,705	577,053	1,038,080	1,103,609
Events	165,824	160,435	138,615	605,172	631,026
International Tourism	981,813	1,032,642	764,437	1,638,827	1,798,239
Communications & PR	509,834	573,990	683,790	1,416,815	1,147,990
RCTP	1,287,492	1,359,938	1,197,728	2,213,539	2,019,411
Community Engagement	244,340	309,960	251,083	415,071	619,918
Destination Stewardship	627,143	581,311	752,232	1,585,087	1,405,622
Visitor Services	387,063	376,815	390,959	748,861	753,630
Strategy	112,605	129,164	0	30,921	254,754
Diversity, Equity & Inclusion	287,115	320,290	278,506	561,715	640,582
Administratration	2,370,074	2,516,916	3,311,939	5,585,341	4,868,169
Total Expenses	15,701,177	17,432,743	17,957,920	33,746,730	33,532,281
Total Net Surplus/(Deficit)	2,003,092	808,507	(376,398)	(1,952,767)	(1,122,167)

Balance Sheet
Statement of Financial Position as of December 31, 2025

	07/01/2025 Through 07/01/2025 Through			Prior Year To Date	
	12/31/2025	11/30/2025	Change MTM	12/31/2024	Change YOY
	Current YTD	Prior Period YTD		Prior YTD	
Assets					
Cash and Cash Equivalents	7,219,281	6,026,436	17 %	4,643,794	55 %
Investments	5,678,098	5,677,040	0 %	5,860,247	(3) %
Accounts Receivable	1,171,364	2,891,943	(147) %	3,541,648	(67) %
Prepaid Assets	1,690,959	1,771,850	(5) %	1,511,578	12 %
Fixed Assets, net	1,118,253	1,133,894	(1) %	1,353,337	(17) %
Other Assets	2,669,398	2,668,752	0 %	3,236,710	(18) %
Total Assets	19,547,353	20,169,915	(3) %	20,147,314	(3) %
Liabilities and Net Assets					
Liabilities					
Accounts Payable & Accrued Expenses	3,845,068	3,634,217	5 %	4,368,039	(12) %
Accrued Personnel	3,031,578	2,910,265	4 %	3,400,418	(11) %
Deferred Revenue	0	26,477	0 %	(1,262)	(100) %
Other Fiduciary Liabilities - RCTP/RRSF	764,142	835,080	(9) %	900,276	(15) %
Total Liabilities	7,640,788	7,406,039	3 %	8,667,471	(12) %
Net Assets					
Undesignated	5,522,141	5,522,141	0 %	7,474,908	(26) %
Board Designated	4,381,333	4,381,333	0 %	4,381,333	0 %
YTD Net Change	2,003,091	2,860,402	(43) %	(376,398)	(632) %
Total Net Assets	11,906,565	12,763,876	(7) %	11,479,843	4 %
Total Liabilities and Net Assets	19,547,353	20,169,915	(3) %	20,147,314	(3) %



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	Henderson Avenue Wines		
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	
Gonzalez	Juan Carlos	Metro		
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
Stansbury	Todd	Enterprise Mobility		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	Linda	Rapporto		Nominating Committee, Partner Services Committee
Weston	David	Doubletree by Hilton Hotel Portland		
Wilson	Keith	City of Portland		