

TRAVEL  
**PORTLAND**

**2ND 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 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
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## 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%
<b>Grand Total</b>	<b>\$12,248,448</b>	<b>100%</b>	<b>(\$65,973)</b>	<b>-1%</b>

*\*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
<b>TOTAL</b>	<b>\$ 65,012,147</b>	<b>\$ 30,927,829</b>	<b>\$ 95,939,976</b>

*\*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

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# 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.

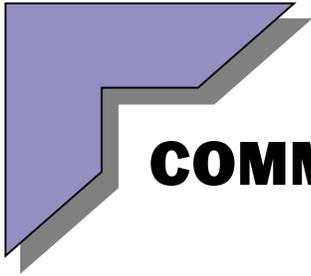
Alenna is by far the greatest person I have worked within the industry over the past 15 years! Her attention to details, kindness and overall demeanor is amazing! SO grateful for you!

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.

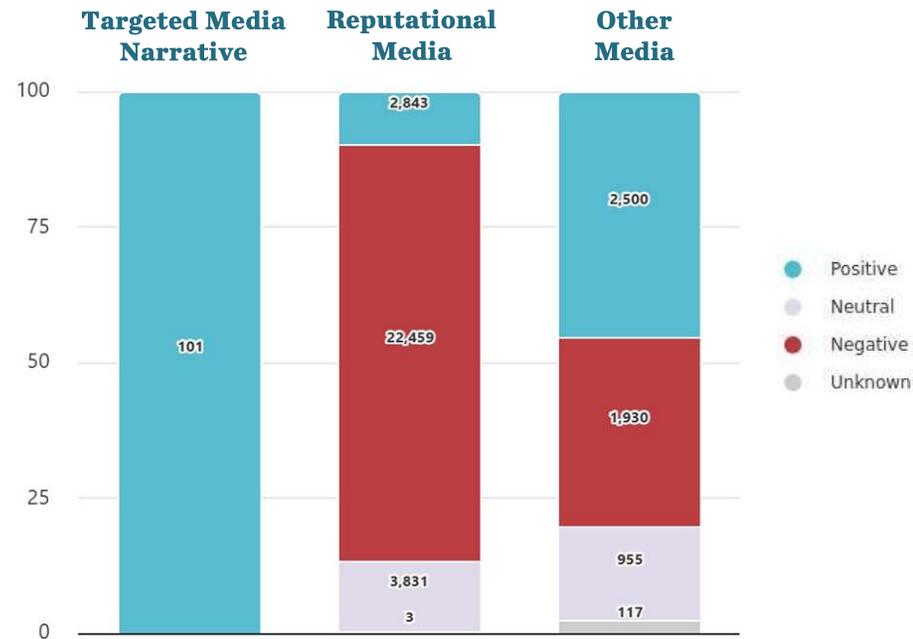
TARGETED INTERNATIONAL MEDIA*	Q2	YTD
Placements	32	42
Impressions	45,889,935	100,530,314

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.

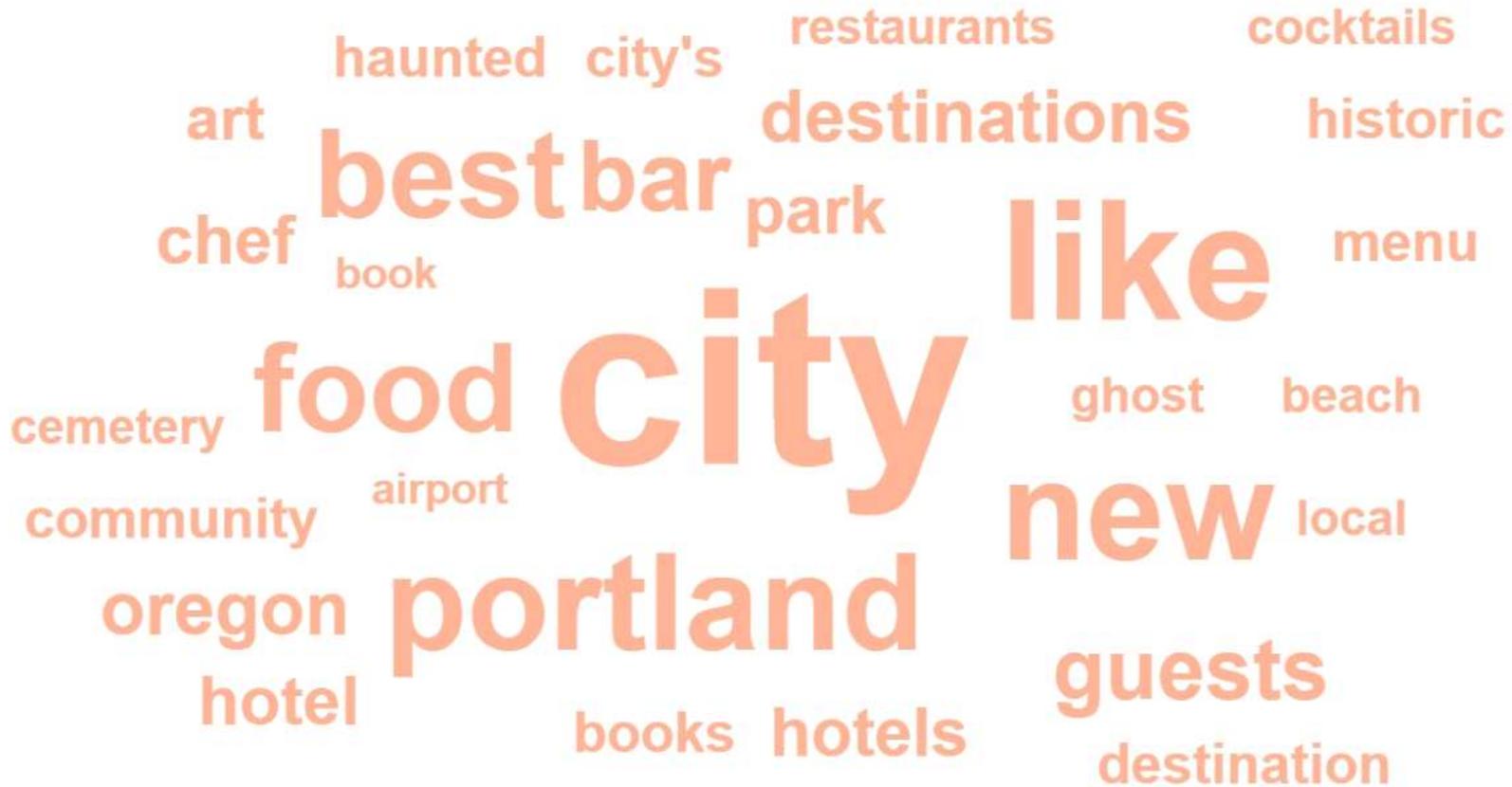
## 2nd QUARTER MEDIA SENTIMENTS

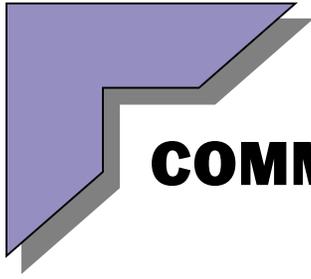


**101 Placements    29,136 Placements    5,502 Placements**  
**1.7 B Impressions    551.2 B Impressions    107.4 B Impressions**

# COMMUNICATION & PR

## 2ND QUARTER TARGETED MEDIA KEY MESSAGES





# 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
<b>Total</b>				<b>122,292</b>	<b>5</b>

*\*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
<b>Total</b>				<b>41,718</b>

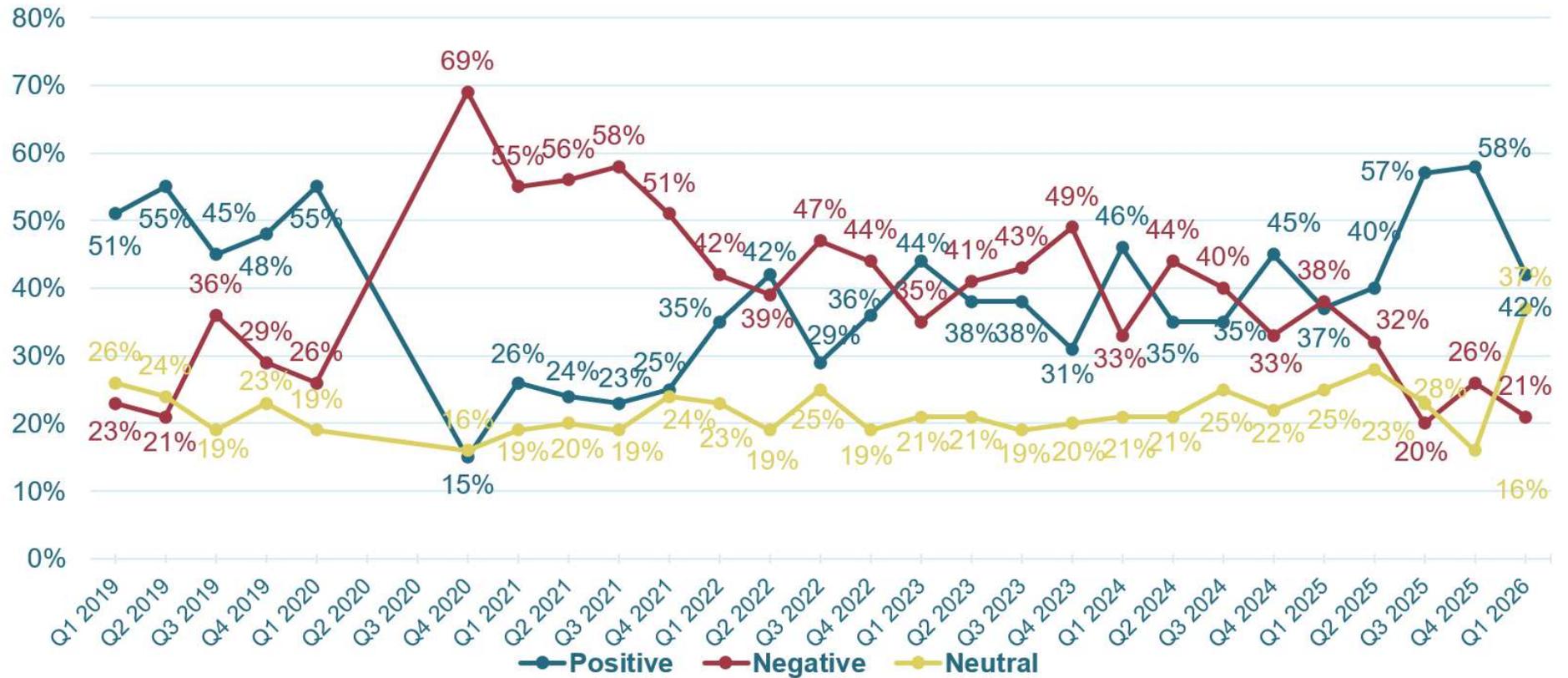
PITCHES DELIVERED	
1	Pitched post-IMEX takeaways
2	Pitched Meetings Today
3	Pitched Northstar an "On Location" spotlight on Portland, Oregon
4	Pitched SportsTravel Portland as an a growing destination for tournaments and sporting events
5	Pitched Cindy Wallace leadership announcement; secured interview 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
<b>Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.</b>	

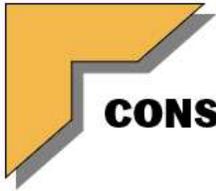


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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

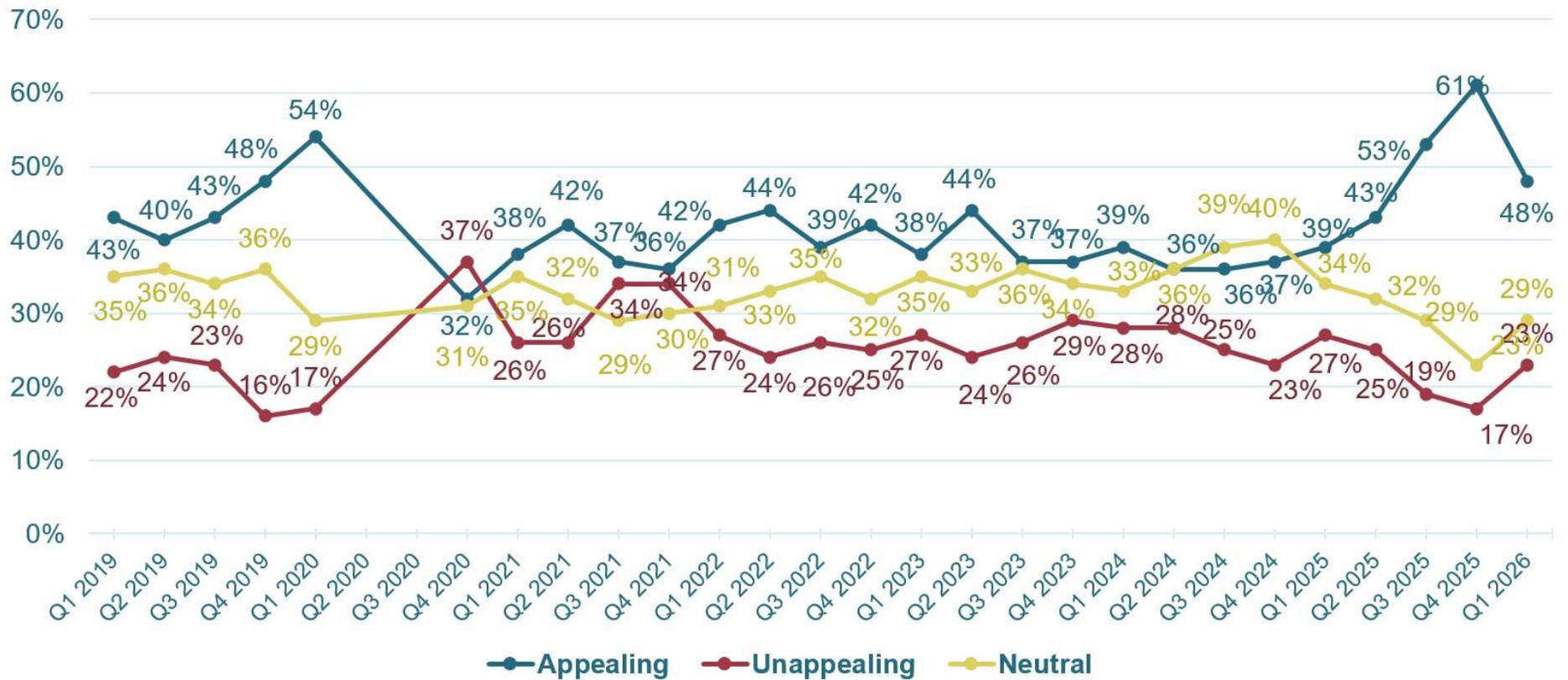


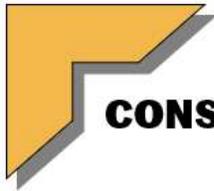


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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





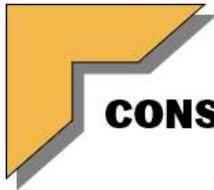
## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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

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

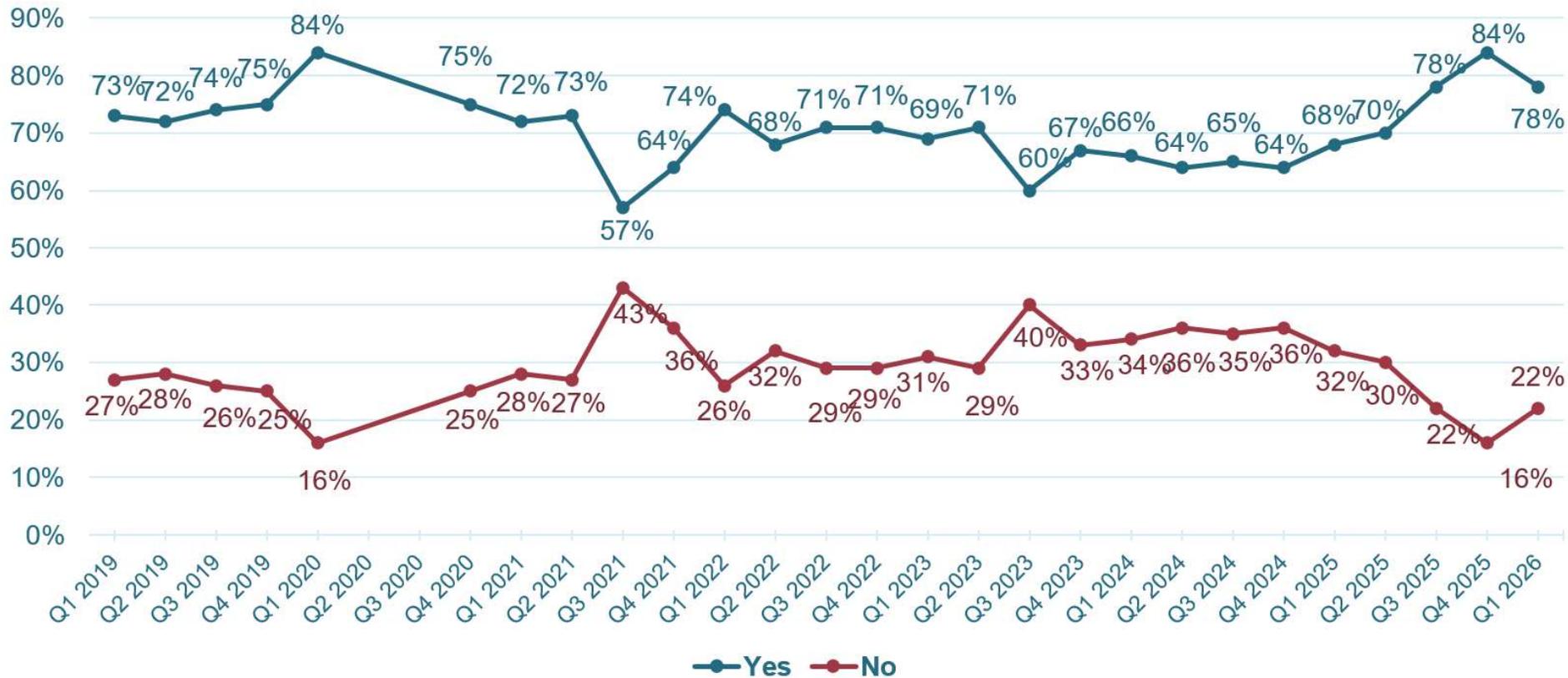


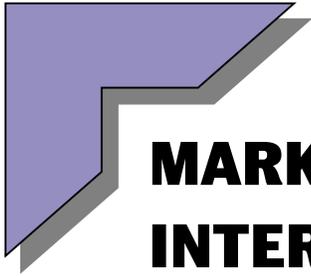


## CONSUMER SENTIMENT

# 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
<b>Total</b>	<b>48</b>	<b>69</b>	<b>70%</b>	<b>40-60%</b>	<b>Monitor</b>
	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
<b>Total</b>	<b>25</b>	<b>69</b>	<b>36%</b>	<b>15-33%</b>	<b>Monitor</b>
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%
<b>Total</b>	<b>\$439,487</b>	<b>\$2,433,546</b>	<b>18%</b>

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

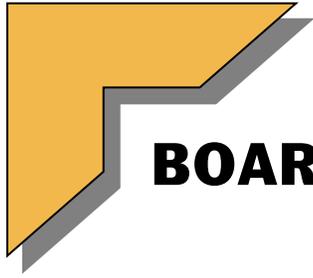
	Annual Budget	MERC QTR Ending 12-31-25	TID/TLT QTR Ending 12-31-25	Subtotal QTR Ending 12-31-25	Sum MERC YTD 06-30-26	Sum TID/TLT YTD 06-30-26	Sum of YTD 06-30-26	Percent
<b>Expenses</b>								
<u>MERC Supported - Professional Services</u>								
<b>Professional Services</b>								
<u>Convention Sales</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 &amp; 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>
<b>Other Departments - MERC Supported POW</b>								
<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>
<b>Grand Total</b>	<b>5,386,902</b>	<b>1,381,847</b>	<b>574,081</b>	<b>1,955,928</b>	<b>3,267,285</b>	<b>639,791</b>	<b>3,907,076</b>	<b>72.53%</b>

**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
<b>Revenue</b>					
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
<b>Total Revenue</b>	<b>17,704,269</b>	<b>18,241,250</b>	<b>17,581,522</b>	<b>31,793,963</b>	<b>32,410,114</b>
<b>Expenses</b>					
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
Administratrion	2,370,074	2,516,916	3,311,939	5,585,341	4,868,169
<b>Total Expenses</b>	<b>15,701,177</b>	<b>17,432,743</b>	<b>17,957,920</b>	<b>33,746,730</b>	<b>33,532,281</b>
<b>Total Net Surplus/(Deficit)</b>	<b>2,003,092</b>	<b>808,507</b>	<b>(376,398)</b>	<b>(1,952,767)</b>	<b>(1,122,167)</b>

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	
<b>Assets</b>					
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) %
<b>Total Assets</b>	<b>19,547,353</b>	<b>20,169,915</b>	<b>(3) %</b>	<b>20,147,314</b>	<b>(3) %</b>
<b>Liabilities and Net Assets</b>					
<b>Liabilities</b>					
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) %
<b>Total Liabilities</b>	<b>7,640,788</b>	<b>7,406,039</b>	<b>3 %</b>	<b>8,667,471</b>	<b>(12) %</b>
<b>Net Assets</b>					
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) %
<b>Total Net Assets</b>	<b>11,906,565</b>	<b>12,763,876</b>	<b>(7) %</b>	<b>11,479,843</b>	<b>4 %</b>
<b>Total Liabilities and Net Assets</b>	<b>19,547,353</b>	<b>20,169,915</b>	<b>(3) %</b>	<b>20,147,314</b>	<b>(3) %</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	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		