

## **ORDINANCE No. 190280**

Approve a grant of \$150,000 to Travel Portland for a winter/spring advertising campaign (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. In 2019, the travel and tourism industry supported over 36 thousand jobs and generated an estimated \$5.6 billion in direct spending in the Portland region while transient lodging taxes contributed \$39.1 million to the City's General Fund.
2. The City's travel and tourism sector has been disproportionately and severely impacted by COVID-19 related closures. Additionally, the City's social unrest has contributed to bleak conditions in commercial districts discouraging visitors.
3. Hotel revenues are down more than 80% in August 2020 relative to August 2019. Many businesses and workers are depending on rapid recovery of the hospitality industry as soon as it is deemed safe to visit downtown Portland.
4. The survival of Portland's downtown and district retail shops is vital to the future of travel and tourism. The more businesses that close permanently during the COVID-19 pandemic and destructive protests, the harder it will be to rebuild the industry.
5. Travel Portland generates travel demand that drives economic impact for Portland. Travel Portland's winter/spring advertising campaign is an intentional undertaking coordinated with Prosper Portland and other organizations' related efforts to reactivate travel and tourism and support industry recovery efforts as soon as public health protocols and downtown conditions allow.
6. The Fall Supplemental Budget was approved by City Council with Ordinance 190195 on November 12, 2020 and allocated \$200,000 from the City's Spectator Venues and Visitor Activities Fund for marketing efforts to support the recovery of the travel, tourism and hospitality industry.
7. The City now desires to award a grant to Travel Portland in an amount not to exceed \$150,000 to provide regional travel marketing and promotional services to encourage visitors to return to Portland when public health guidelines permit.

NOW, THEREFORE, the Council directs:

- a. The City's Chief Administrative Officer is authorized to execute an agreement with Travel Portland in substantial accordance with Exhibit A of this Ordinance.
- b. The Office of Management and Finance is authorized to make payment of the grant to Travel Portland in accordance with Exhibit A of this Ordinance.

Passed by the Council: February 3, 2021

Mayor: Ted Wheeler

Prepared by: Elizabeth O'Malley

Date Prepared: December 21, 2020

**Mary Hull Caballero**

Auditor of the City of Portland

By *Megan Lehman*

Deputy

**Agenda No. ~~36~~ 70**  
**Item Type: Ordinance No. 190280**  
**Council Meeting Date: January 20, 2021**

Title: Approve a grant of \$150,000 to Travel Portland for a winter/spring advertising campaign (Ordinance)

**AGENDA TYPE**

☒ **Consent**

☐ **Regular**

☐ **Time Certain** Start Time

Item 1 of 1

Total amount of time needed for presentation, testimony and discussion (Regular and Time Certain Only): N/A (Consent)

**INTRODUCED BY: Mayor Ted Wheeler**

**COMMISSIONER / AUDITOR APPROVAL**

Mayor - Finance & Admin. - Wheeler Mustafa Washington

Position 1/ Utilities - Rubio

Position 2/ Works - Ryan

Position 3/ Affairs - Hardesty

Position 4/ Safety - Mapps

City Auditor - Hull Caballero

1) Is a completed Impact Statement attached? ☒ Yes

3) Is the item a Code ordinance? ☐ Yes ☒ No

If yes, **Auditor Office** Approval

5a) Is item a Portland Policy Document or Administrative Rule? ☐ Yes ☒ No

**BUREAU APPROVALS**

Bureau: OMF/CAO

OMF/CAO: Tom Rinehart Digitally signed by Tom Rinehart  
Date: 2020.12.22 13:15:13 -08'00'

Bureau Approval: Tom Rinehart Digitally signed by Tom Rinehart  
Date: 2020.12.22 13:15:24 -08'00'

Prepared By: Karl Lisle

Date Prepared: December 22, 2020

2) Does the item amend the budget? ☐ Yes ☒ No  
If yes, **Budget Office** Approval

4) Is this item a contract (current or future), code, easement, franchise, comp plan or Charter? ☒ Yes ☐ No  
If yes, **Attorney Office** Approval

Ken McGair Digitally signed by Ken McGair  
Date: 2020.12.22 11:47:45 -08'00'

5b) If yes, is the City Policy/Admin Rule directive in the ordinance or resolution? ☐ Yes ☐ No

**ACTION TAKEN:**

January 20, 2021 Passed to Second Reading February 3, 2021 at 9:30 am

CLERK USE: DATE FILED 1/12/21

Mary Hull Caballero  
Auditor of the City of Portland

By: Keelan McClymont Digitally signed by Keelan McClymont  
Date: 2021.01.13 11:07:55 -08'00'  
Deputy

**FOUR-FIFTHS AGENDA**

1. Rubio  
2. Ryan  
3. Hardesty  
4. Mapps  
Wheeler

**COMMISSIONERS VOTED AS FOLLOWS:**

	YEAS	NAYS
1. Rubio	<input checked="" type="checkbox"/>	
2. Ryan	<input checked="" type="checkbox"/>	
3. Hardesty	<input checked="" type="checkbox"/>	
4. Mapps	<input checked="" type="checkbox"/>	
Wheeler	<input checked="" type="checkbox"/>	