

RESOLUTION No. 37531

Complete periodic sunset review of the Tourism Improvement District two percent license fee as required by City Code Section 6.05.130 (Resolution)

WHEREAS, on June 20, 2012, City Council passed Ordinance 185443 which established a Portland Tourism Improvement District (TID) to increase the investment in marketing and promotion of Portland as a premiere travel destination and to remain competitive and not lose market share with other US cities.

WHEREAS, the Tourism Improvement District provides that any person engaged in hotel management activities is assessed a two percent (2%) license fee based upon taxable room rents as reported to the Revenue Division.

WHEREAS, Travel Portland, an Oregon non-profit corporation, is the comprehensive destination marketing organization operating in Portland selected as the TID Management Corporation. Travel Portland's TID Board includes representatives of the tourism and hospitality industry and provides strategic direction and oversight of the use of TID funds.

WHEREAS, programs approved by the TID Board for implementation have included partnering with the Port of Portland and Travel Oregon to support the direct airline services on Delta, Condor, Icelandair and Air Canada, significant investments in international markets, such as the Netherlands and Tokyo, using consumer facing programs to stimulate visitation from these important markets, and investment in a Winter Campaign to increase area tourism during November through March, when the hotels and hospitality businesses need it the most.

WHEREAS, since inception, through its strategic investment of TID funds to leverage the convention sales program at the Oregon Convention Center, Travel Portland has generated 108 citywide conventions with an estimated economic impact to the City of \$298 million.

WHEREAS, since the Tourism Improvement District's inception in 2012, total room nights per year have increased 19.7%, visitor spending in the region has grown by 38.2%, jobs in the tourism and hospitality industries have increased by 25.6%, and Transient Lodging Tax collections going into the City's General Fund have increased by 73%.

WHEREAS, City Code Section 6.05.130 requires a sunset review to occur in 2021 and every 10 years thereafter to determine if the 2% license assessment should be terminated.

WHEREAS, Travel Portland, through its Board, and the tourism industry, through Travel Portland's TID Board, have concluded that the TID is clearly and successfully meeting its intended goals and that the two percent (2%) license fee should be continued.

NOW, THEREFORE, BE IT RESOLVED that the Tourism Improvement District two percent (2%) license fee shall not be terminated by the 2021 sunset review process.

Adopted by the Council: March 3, 2021

Commissioner Mapps & Mayor Wheeler

Prepared by: Susan Hartnett

Date Prepared: February 12, 2021

Mary Hull Caballero

Auditor of the City of Portland

By *Megan Lehman*

Deputy

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<p>INTRODUCED BY Commissioner/Auditor: Mayor Wheeler and Comm. Mapps</p> <p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance & Administration – Wheeler <small>Digitally signed by Ted Wheeler Date: 2021.02.23 09:24:14 -08'00'</small></p> <p>Position 1/Utilities - Rubio</p> <p>Position 2/Works - Ryan</p> <p>Position 3/Affairs - Hardesty</p> <p>Position 4/Safety - Mapps <small>Digitally signed by Mingus Mapps Date: 2021.02.23 09:34:57 -08'00'</small></p> <p>BUREAU APPROVAL</p> <p>Bureau: OMF, Spectator Venues Program Bureau Head: Tom Rinehart <small>Digitally signed by Tom Rinehart Date: 2021.02.16 08:49:29 -08'00'</small></p> <p>Prepared by: Susan Hartnett Date Prepared: 2/12/2021</p> <p>Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>City Auditor Office Approval: required for Code Ordinances</p> <p>City Attorney Approval: Ken McGair <small>Digitally signed by Ken McGair Date: 2021.02.12 15:05:55 -08'00'</small> required for contract, code, easement, franchise, charter, Comp Plan</p> <p>Council Meeting Date March 3, 2021</p>	<p>CLERK USE: DATE FILED <u>February 23, 2021</u></p> <p style="text-align: center;">Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <u>Keelan McClymont</u> <small>Digitally signed by Keelan McClymont Date: 2021.02.23 17:13:32 -08'00'</small> Deputy</p> <p>ACTION TAKEN:</p>
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<p style="text-align: center;">AGENDA</p> <p>TIME CERTAIN <input checked="" type="checkbox"/> Start time: <u>9:45</u></p> <p>Total amount of time needed: <u>20 min</u> (1 of 2) (for presentation, testimony and discussion)</p> <p>CONSENT <input type="checkbox"/></p> <p>REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">FOUR-FIFTHS AGENDA</th> <th colspan="2">COMMISSIONERS VOTED AS FOLLOWS:</th> </tr> <tr> <th></th> <th>YEAS</th> <th>NAYS</th> </tr> <tr> <td>1. Rubio</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>2. Ryan</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>3. Hardesty</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>4. Mapps</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>Wheeler</td> <td style="text-align: center;">✓</td> <td></td> </tr> </table>	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:			YEAS	NAYS	1. Rubio	✓		2. Ryan	✓		3. Hardesty	✓		4. Mapps	✓		Wheeler	✓	
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