

SUBSTITUTE

ORDINANCE No. 185443

Establish the Portland Tourism Improvement District to enhance promotion of Portland as a preferred destination for meetings, conventions and leisure travel.
(Ordinance; add Code Chapter 6.05)

The City of Portland ordains:

Section 1. The Council finds:

1. The travel industry is a major economic driver in the nation and the Portland region. Travel is among the largest traded sector employers in the United States and in Oregon. Visitors to the Portland region spent \$3.8-billion directly in the region in 2011, generating 29,200 jobs and \$153-million in state and local tax revenues.
2. Cities in competition with Portland are increasing their investment, often through Tourism Improvement Districts, in marketing and promoting their destinations. To remain competitive and not lose market share, Portland must increase the funding available to promote the city as a premiere travel destination.
3. A Tourism Improvement District (TID) provides a stable source of funding for destination marketing organizations to support sales, marketing and promotion efforts, with the ultimate goal of increasing occupancy and room rates for lodging businesses.
4. A Tourism Improvement District is governed by those who pay the assessment and benefit from it. A committee comprised of a majority of rate payers will be formed by the Management Corporation to approve the yearly program of work.
5. A 2% TID assessment keeps Portland's lodging industry competitive with other cities.
6. In order to reduce administrative burdens, and thus overhead costs for the City, the Revenue Bureau will use existing administrative mechanisms and procedures to collect the TID assessment.

NOW, THEREFORE, the Council directs:

- a. Code Chapter 6.05 is established as shown in Exhibit A to create a Portland Tourism Improvement District

Passed by the Council, JUN 20 2012
Dan Saltzman
PORTLAND
Commissioner of Public Affairs

LaVonne Griffin-Valade
AUDITOR OF THE CITY OF

By

Gayla Jennings

Deputy

5-676 = 733

Agenda No. **ORDINANCE NO.** **SUBSTITUTE**
 Title **185443**

Establish the Portland Tourism Improvement District to enhance promotion of Portland as a preferred destination for meetings, conventions and leisure travel.
 (Ordinance; add Code Chapter 6.05)

INTRODUCED BY Commissioner/Auditor: Saltzman	CLERK USE: DATE FILED <u>JUN 12 2012</u>
COMMISSIONER APPROVAL Mayor—Finance and Administration - Adams Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Leonard	LaVonne Griffin-Valade Auditor of the City of Portland By: <u>[Signature]</u> Deputy
BUREAU APPROVAL Bureau: Revenue Bureau Head: Lannom	ACTION TAKEN: JUN 13 2012 SUBSTITUTE PASSED TO SECOND READING JUN 20 2012 9:30 A.M.
Prepared by: Matt Grumm Date Prepared: June 5, 2012	
Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Council Meeting Date June 13, 2012	
City Attorney Approval <u>[Signature]</u>	

AGENDA

TIME CERTAIN X
 Start time: **10:00**

Total amount of time needed: 30 min
 (for presentation, testimony and discussion)

CONSENT

REGULAR X
 Total amount of time needed: _____
 (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
	YEAS	NAYS
1. Fritz	✓	
2. Fish	✓	
3. Saltzman	✓	
4. Leonard	✓	
Adams	✓	