



CITY OF
PORTLAND, OREGON

Dan Saltzman, Commissioner
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MEMO

April 17, 2013

To: Mayor Charlie Hales
Commissioner Amanda Fritz
Commissioner Nick Fish
Commissioner Steve Novick
Auditor LaVonne Griffin-Valade

From: Dan Saltzman

Re: Travel Portland 2013 Presentation to City Council

I am pleased to present Travel Portland's 2013 briefing to City Council on their past year's success as well as the vision and plans for the coming year. Portland is lucky to have such a well run and professional destination marketing organization and the past year's successes have been nothing short of stellar.

It is a pleasure to be Council's designated representative to the Travel Portland board of directors and I look forward to representing us in the coming year. Portland's tourism and convention industry is healthy and growing due in no small measure to the effort of Travel Portland's staff and members. I am confident you will enjoy their presentation.

April 17, 2013

Commissioner Dan Saltzman
City of Portland
1221 SW 4th Avenue
Room 230
Portland, OR 97204

Dear Commissioner Saltzman,

Thank you for scheduling our annual report to council. It has been a very strong year for tourism in Portland as you well understand from the increased tax revenues from hotel/motel tax. We anticipate continued growth as a result of a stronger economy but more importantly because of our enhanced marketing.

I have attached links to Travel Portland's latest Quarterly Report where you can find our contract reporting and other statistical measures. A link is also provided to the Downtown Marketing Initiative's mid-year report.

Travel Portland

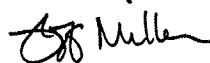
Downtown Marketing Initiative

My overview to council will include:

- Financial Overview of overall program budgets
- Update on enhanced marketing efforts including the winter campaigns in Seattle and Vancouver, B.C.
 - Video of our TV and Social Media Campaigns
 - Revenue increases from campaigns to date
- Program of Work to attract Citywide Convention business to Portland
- Overview of International tourism sales efforts
- Public Relations initiatives and results, both domestically and internationally.
- A look into our future efforts to grow business and jobs through increased tourism efforts.
- Overview of DMI program efforts and results.

I look forward to sharing our successes.

Sincerely,



Jeff Miller
President & CEO

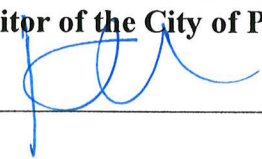
Travel Portland 2013 presentation (Presentation introduced by Commissioner Saltzman)

APR 24 2013

PLACED ON FILE

Filed APR 19 2013

LaVonne Griffin-Valade
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		