

## ORDINANCE No. 187097

\*Amend contract with Travel Portland to revise performance measures used in annual reporting of effectiveness of tourism and convention promotion activities and programs. (Ordinance; amend Contract No. 30002424)

The City of Portland Ordains:

Section 1. The Council finds:

1. Per Section 7-113 of the Portland City Charter, the City has contracted with Travel Portland and its predecessor organization to provide for the solicitation, procurement, and service of convention business and tourism.
2. Ordinance No. 184963, passed by the Council on November 2, 2011, authorized approval of Contract No. 30002424 with Travel Portland to provide these services. Exhibit A of this Contract details the performance measures Travel Portland uses to report annually on the effectiveness of the services they provide under the Contract.
3. Travel Portland's Program of Work has been enhanced by continued support of the City's growth in the lodging tax as well as the addition of Tourism Improvement District funds granted by the hotel community. Major campaign improvements have taken place in both convention and leisure marketing. For example, Travel Portland's off-season leisure campaign (Nov. – March) was designed to capitalize on a need period for the hotels and build upon the biggest opportunity period for revenue growth for hotels and other destination businesses.
4. Travel Portland continues to track results and improve the effectiveness of its programs. Travel Portland has received certification from Destination Marketing Association International on performance reporting. The Destination Marketing Accreditation Program (DMAP), reviews and affirms that Travel Portland's internal reporting and processes meet rigorous standards developed by the industry association. Amending the performance measures in the Contract, as provided in Exhibit A to this Ordinance, will align them with DMAP industry standards.
5. The objectives and goals in the amended performance measures reflect Travel Portland's tracking of the overall performance of the convention and tourism market and their internal tracking of major program work areas. The amended performance measures also reflect Travel Portland's new programs and current industry standards for tracking results. The amended measures will allow reporting on progress over time in specific market segments including international travel, conventions, tourism services and public relations.

NOW, THEREFORE, the Council directs:

- a. The Mayor is authorized to execute an amendment to Contract 30002424 with Travel Portland to revise and update the performance measures in a form similar to the amendment attached as Exhibit A.

Section 2. The Council declares that an emergency exists because Travel Portland, in accordance with the terms of the Contract, prepares quarterly reports to the Mayor and attends a regular Council Session each year to report on budget, work program implementation, contracting, and other matters of mutual interest. The amended performance measures will be used in all future reports and the 2015 Council presentation, which Travel Portland intends to schedule in May or June 2015. Therefore, this ordinance shall be in full force and effect from and after its passage by the Council.

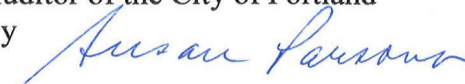
Passed by the Council:

APR 22 2015

Commissioner: Mayor Hales  
Prepared by: Susan Hartnett  
Date Prepared: April 1, 2015

**Mary Hull Caballero**  
Auditor of the City of Portland

By



Deputy

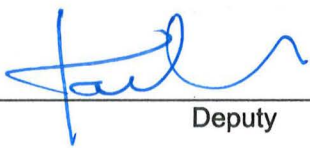
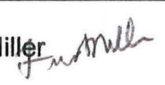

Agenda No.  
**ORDINANCE NO.**

187097

Title

contract

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<b>INTRODUCED BY</b> Commissioner/Auditor: <b>Mayor Hales</b>	CLERK USE: DATE FILED <u>APR 17 2015</u>
<b>COMMISSIONER APPROVAL</b> Mayor—Finance and Administration - Hales Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Novick	Mary Hull Caballero Auditor of the City of Portland  By:  Deputy
<b>BUREAU APPROVAL</b> Bureau: OMF Bureau Head: Fred Miller 	<b>ACTION TAKEN:</b>
Prepared by: Susan Hartnett Date Prepared: April 1, 2015	
<b>Impact Statement</b> Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
<b>Portland Policy Document</b> If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
<b>City Auditor Office Approval:</b> required for Code Ordinances	
<b>City Attorney Approval:</b> required for contract, code, easement, franchise, comp plan, charter 	
Council Meeting Date <b>Apr. 22, 2015</b>	

<b>AGENDA</b>
<b>TIME CERTAIN</b> <input type="checkbox"/> Start time: _____  Total amount of time needed: _____ (for presentation, testimony and discussion)
<b>CONSENT</b> <input checked="" type="checkbox"/> <i>Pulled</i>
<b>REGULAR</b> <input type="checkbox"/>  Total amount of time needed: _____ (for presentation, testimony and discussion)

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