

**TOURISM IMPROVEMENT
DISTRICT (TID)
REVIEW AND UPDATE**

190318

MARCH 3, 2021

PDX

**TRAVEL
PORTLAND**

ABOUT TRAVEL PORTLAND

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OUR MISSION

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We generate travel
impact that drives
economic impact for
Portland



OUR VISION

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Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit it.



OUR WIN-WIN FUNDING MODEL: THE TID

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- A 2% fee, self-imposed by the lodging community. Paid by guests.
- Supported by lodging community, which also provides oversight of TID expenditures
- Approved by the City in 2012
- Has powered Travel Portland's ability to generate travel demand – and economic impact – for the destination
- Will be critical to Portland's post-COVID and reputation recovery
- Due for sunset review (today)

OUR SHARED SUCCESS

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The TID has served its intended purpose:

- Boosted visitor spending at local businesses
- Created new jobs for Portland residents
- Spread the success to every corner of the city
- Driven increased revenue to the City's General Fund
- Supported the City's Housing Fund

OUR REQUESTS

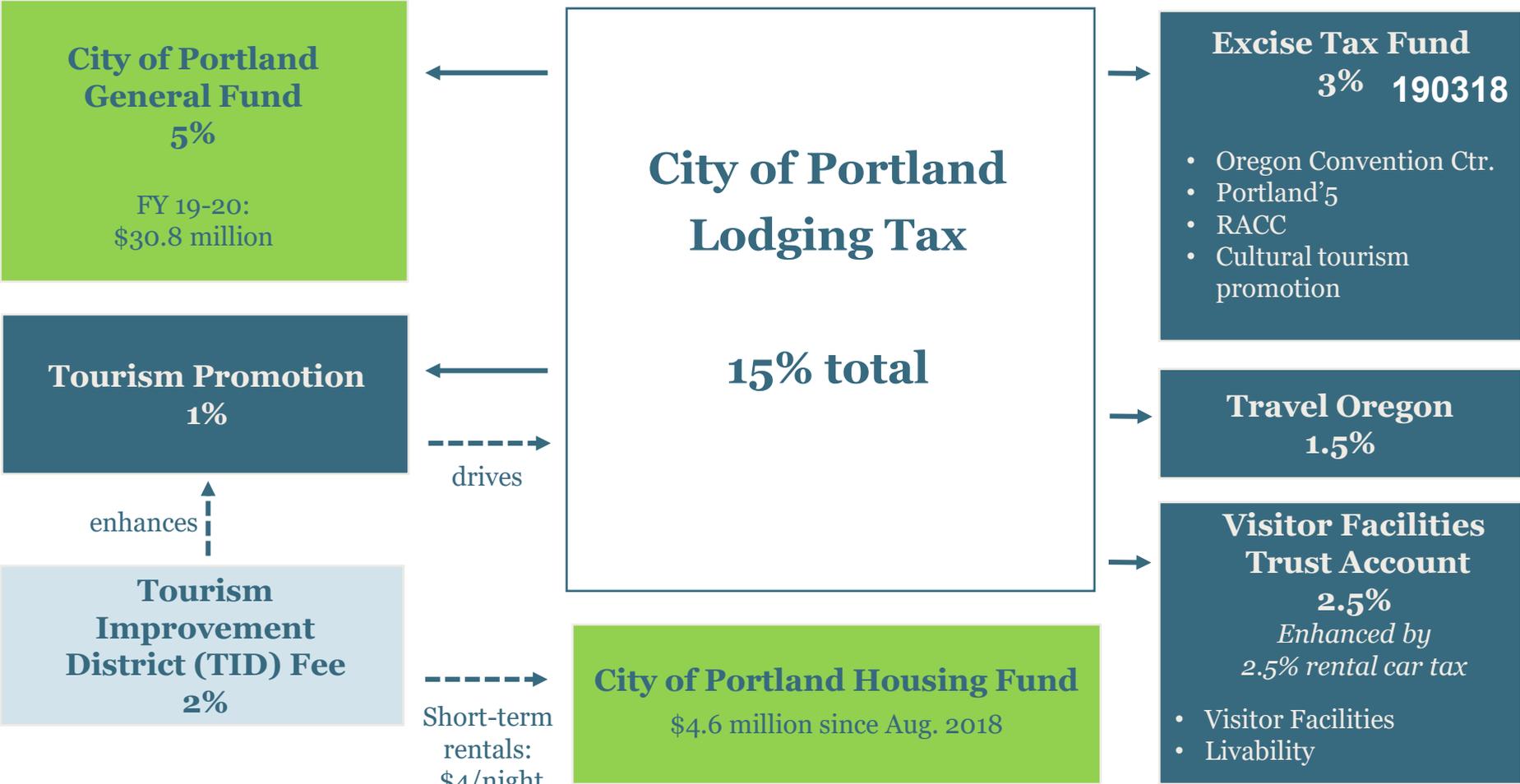
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- Make the 2% TID fee permanent (no longer subject to sunset review)
- Create additional 1% “Tourism and Hospitality Recovery” surcharge, subject to sunset review beginning in 5 years.

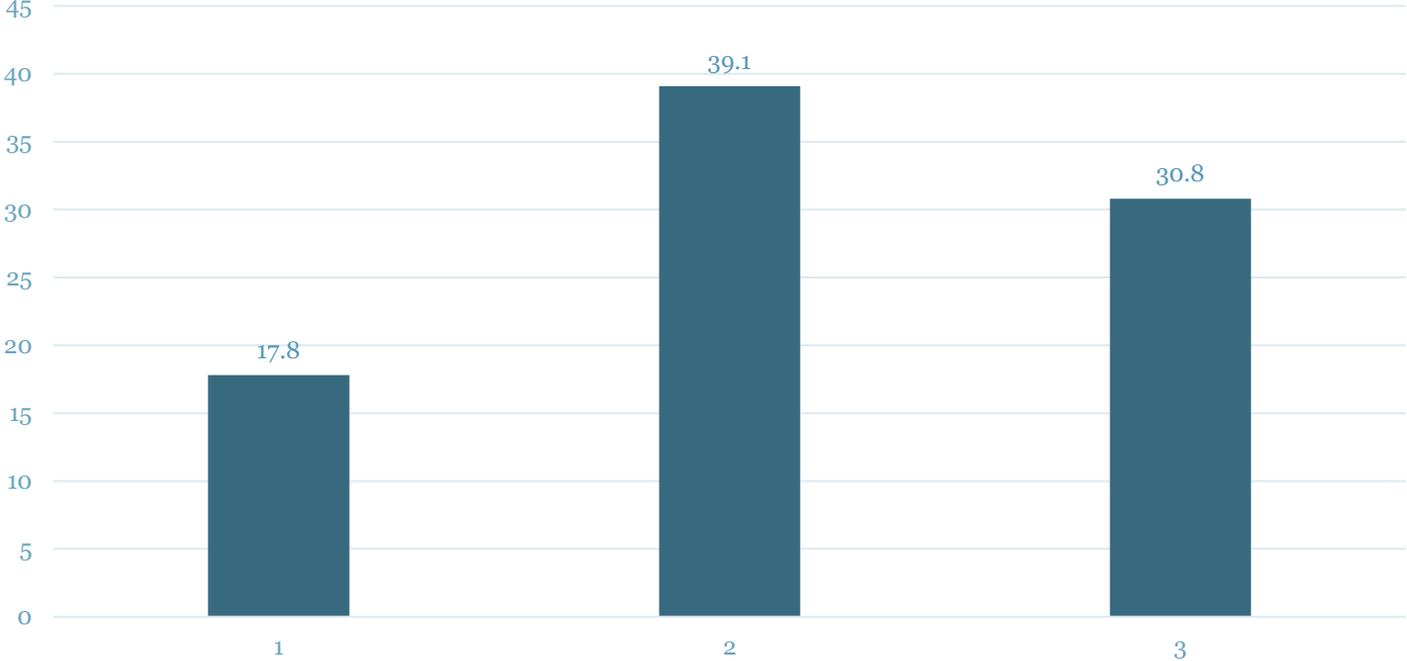
TID: FILLING THE GENERAL FUND, SUPPORTING LOCAL BUSINESSES & CREATING JOBS

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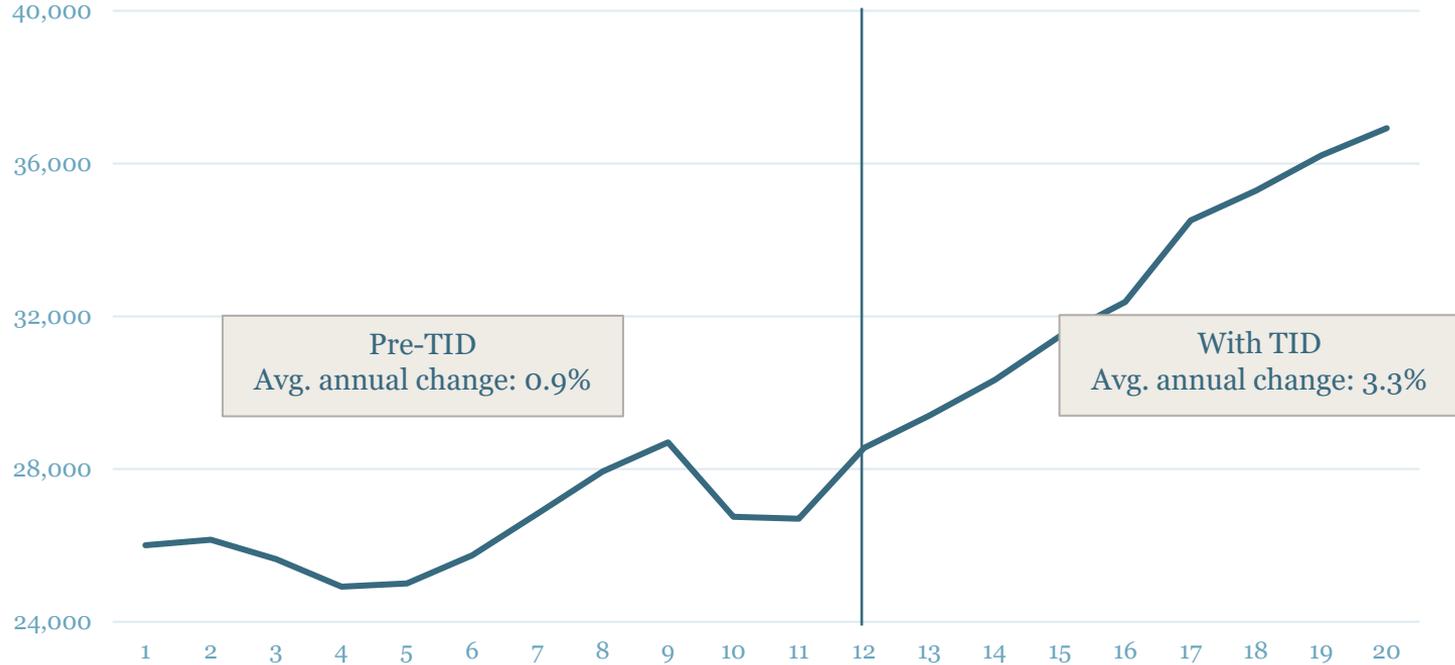




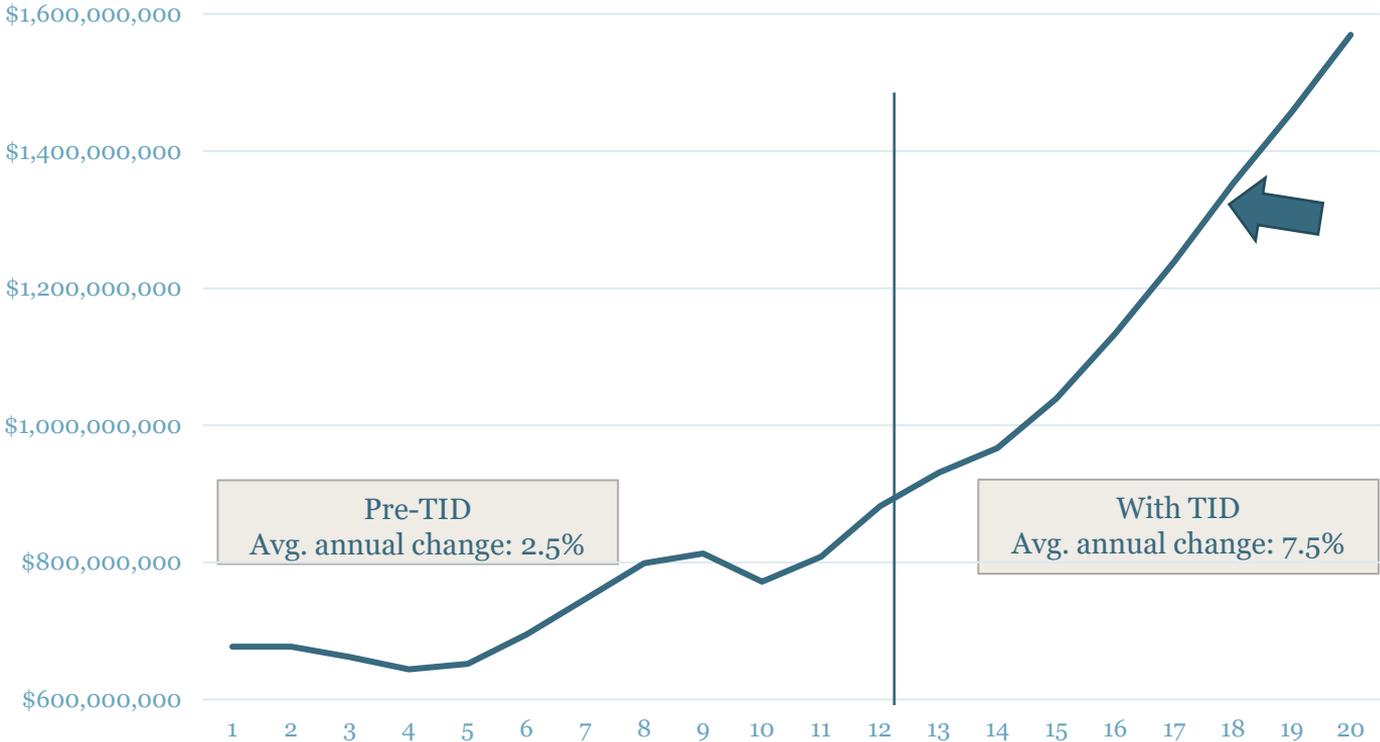
DRIVING TLT CONTRIBUTIONS TO THE GENERAL FUND (\$ MILLION)



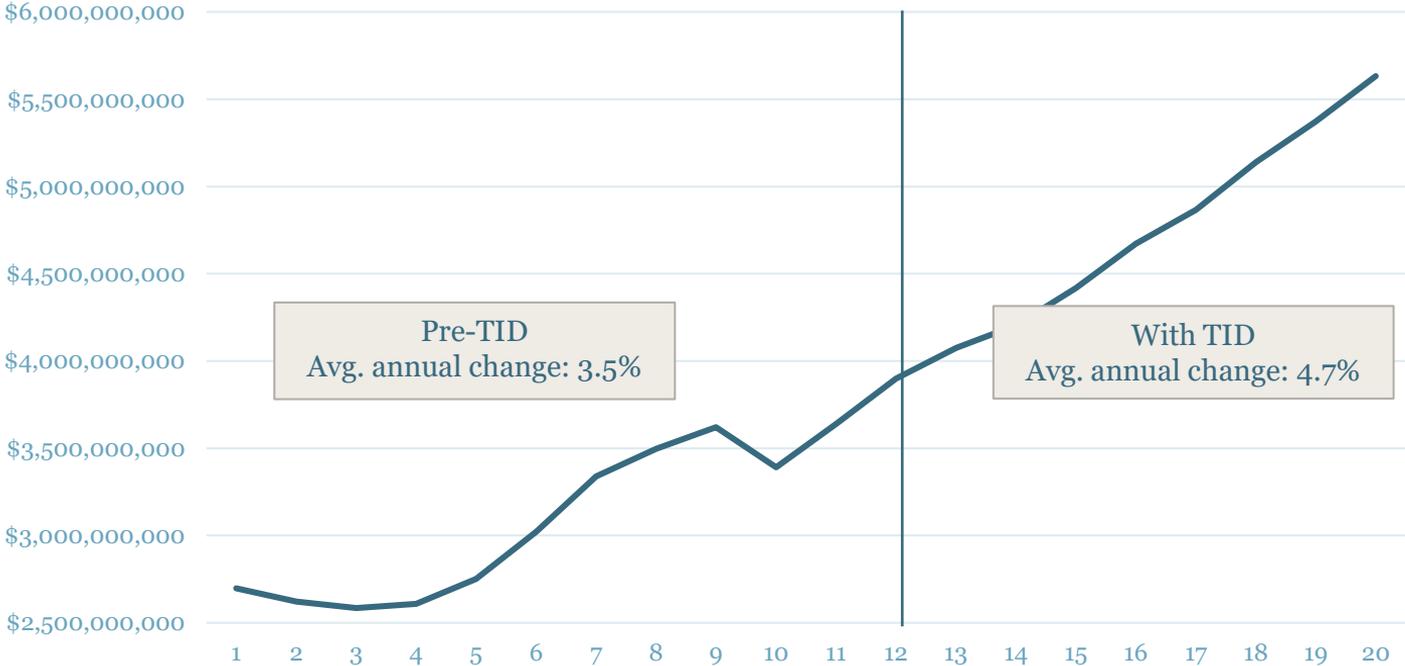
PROVIDING JOBS FOR PORTLANDERS



DRIVING EMPLOYEE EARNINGS



BOOSTING TRAVEL SPENDING AT LOCAL BUSINESSES



TOURISM: SUPPORTING LOCAL BUSINESSES

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David Alvarado, Travel Portland



Stuart Mullenberg

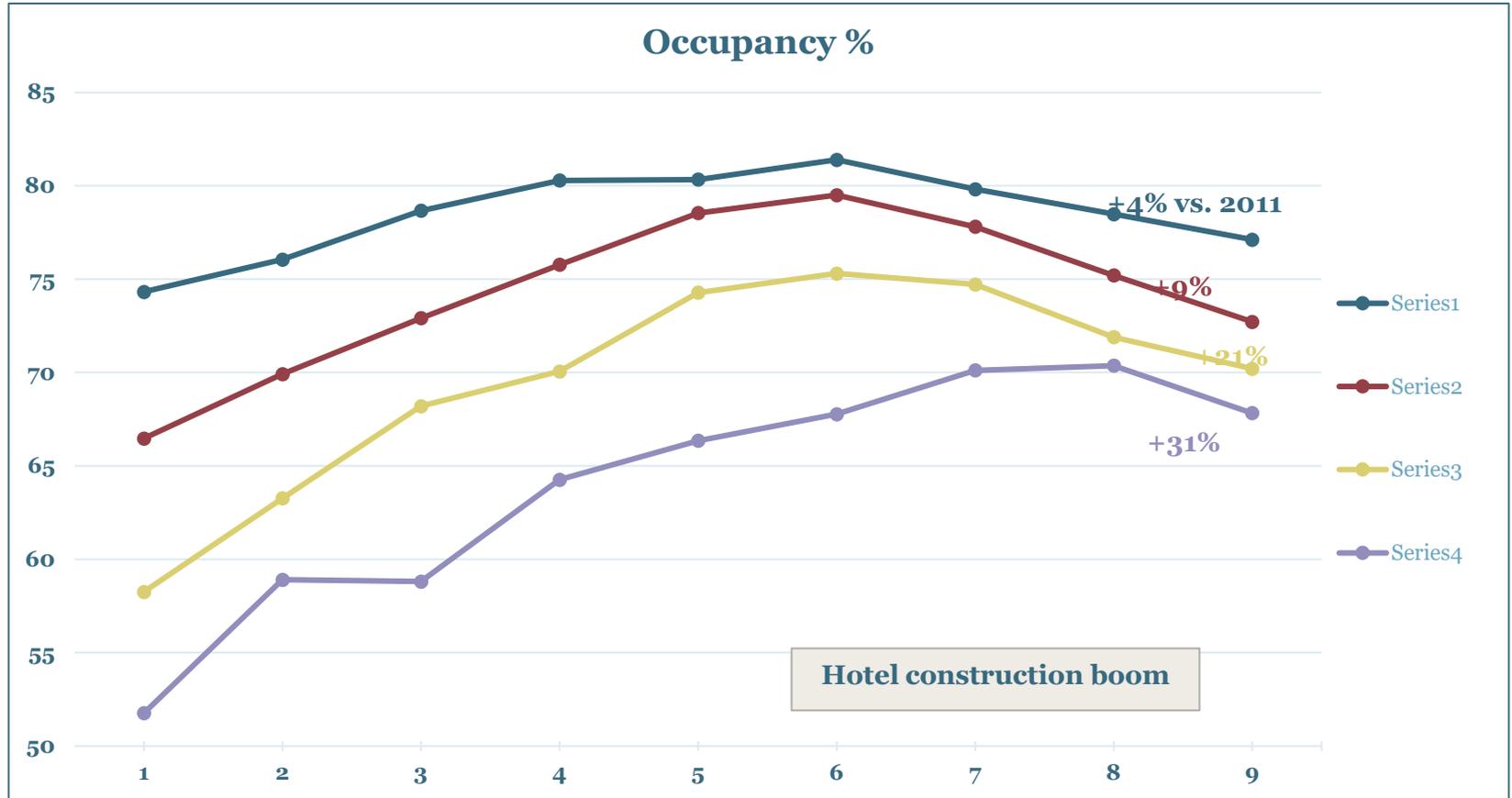
TID: SPREADING THE SUCCESS THROUGHOUT THE CITY

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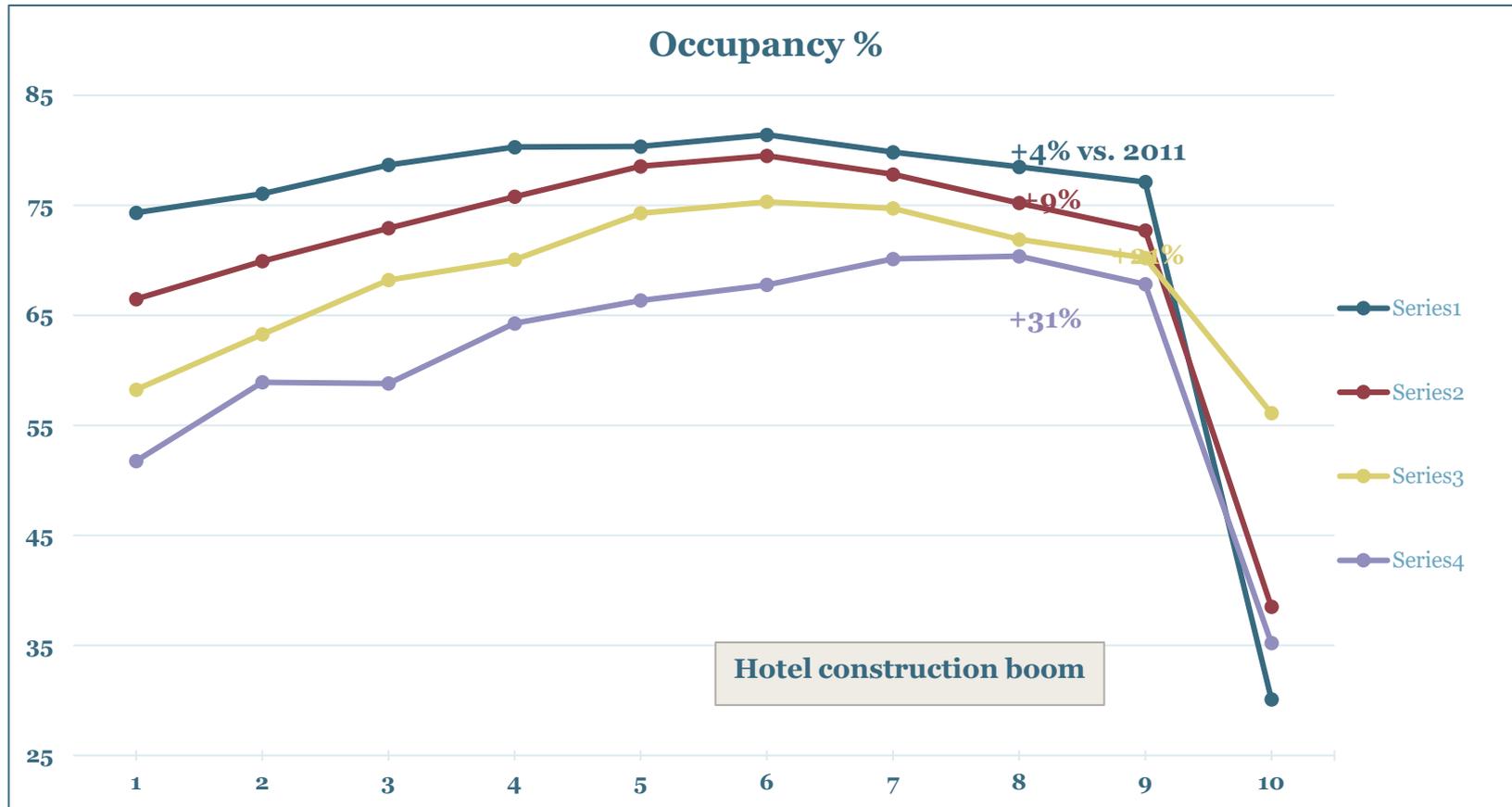
PORTLAND HOTEL OCCUPANCY CHANGES (2011-2019)

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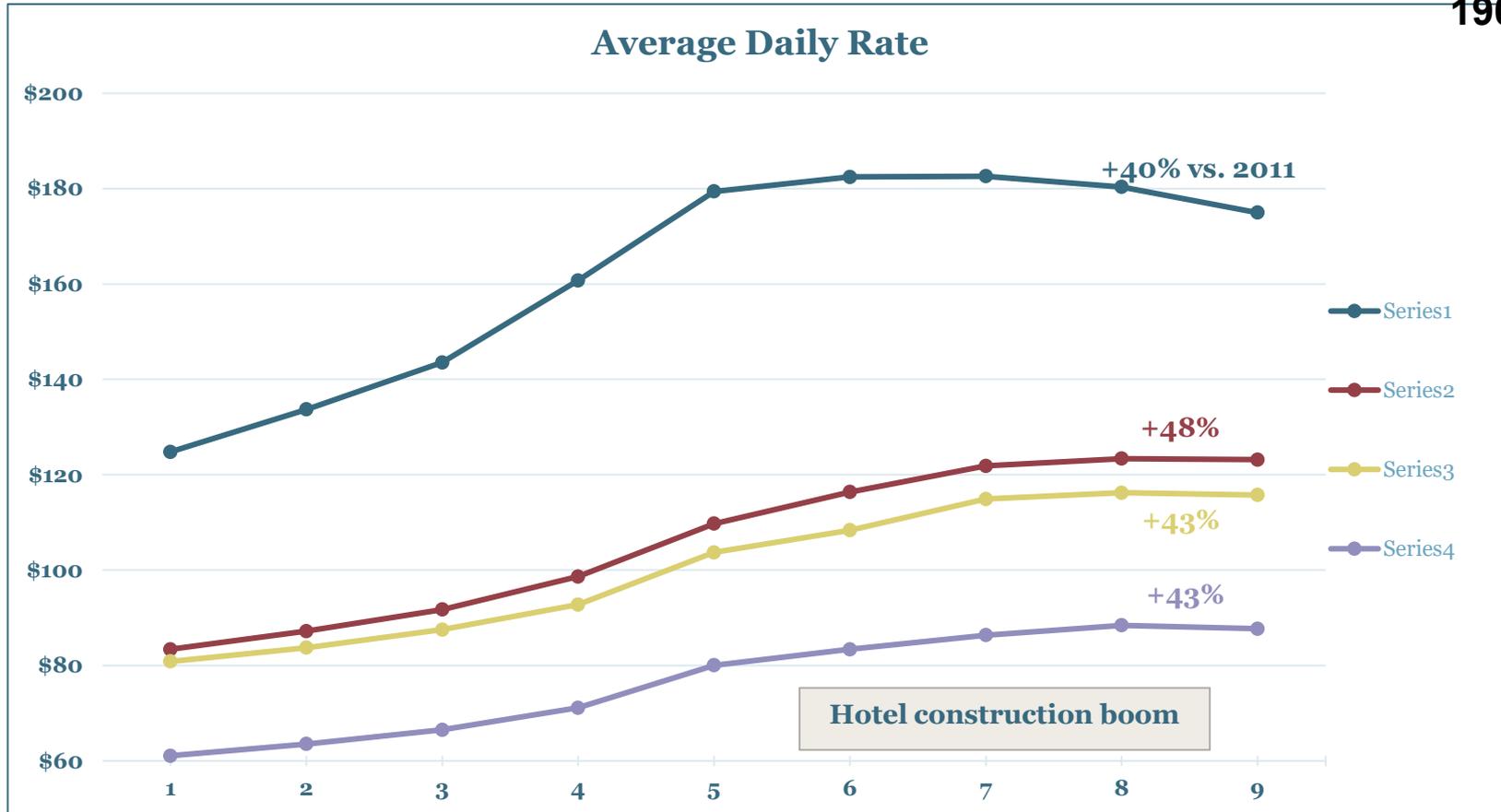
PORTLAND HOTEL OCCUPANCY CHANGES (2011-2020)

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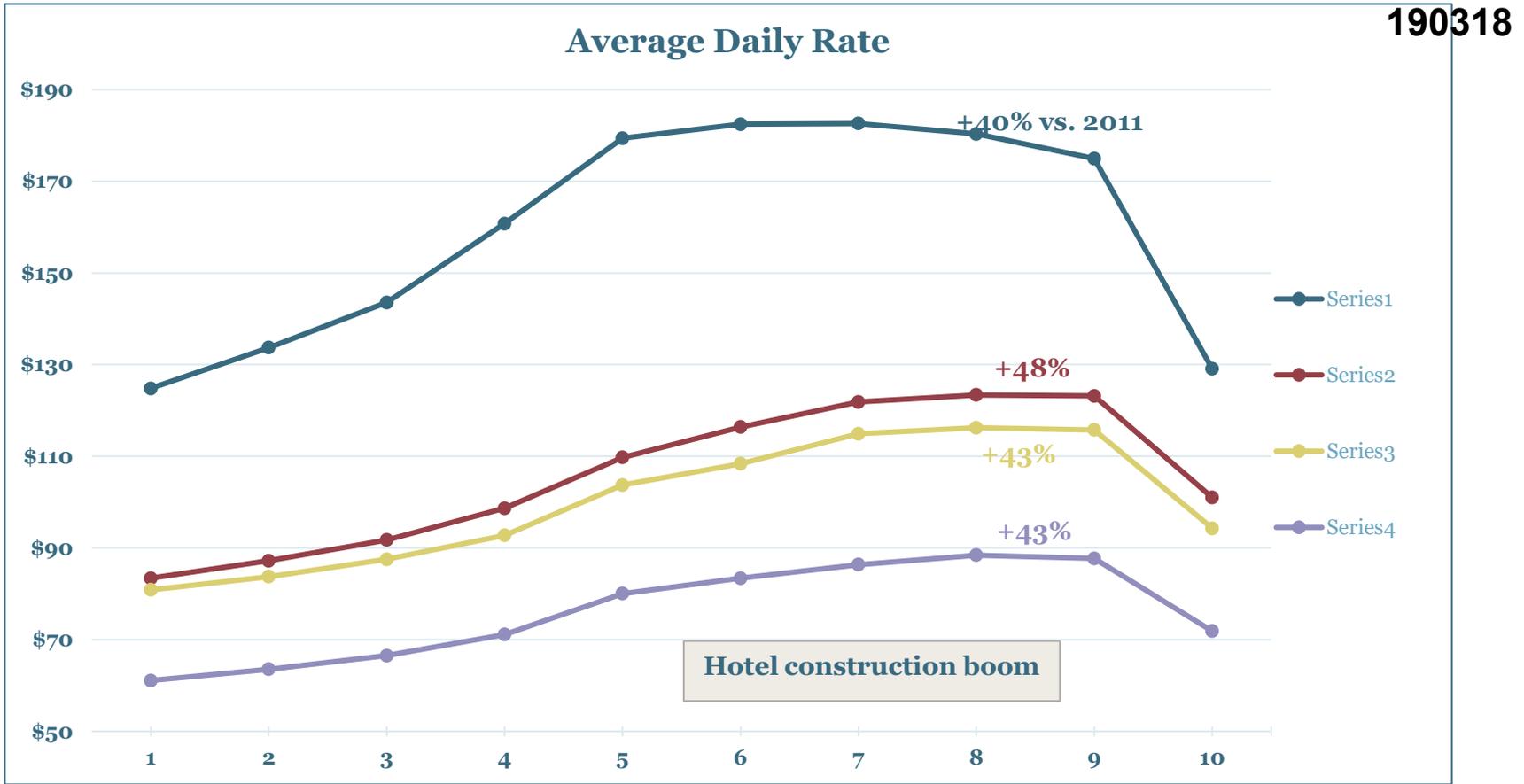


PORTLAND HOTEL AVERAGE DAILY RATE CHANGES (2011-2019)

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PORTLAND HOTEL AVERAGE DAILY RATE CHANGES (2011-2020)



SHORT-TERM RENTALS: HOW THEIR PERFORMANCE IS BENEFITING US ALL

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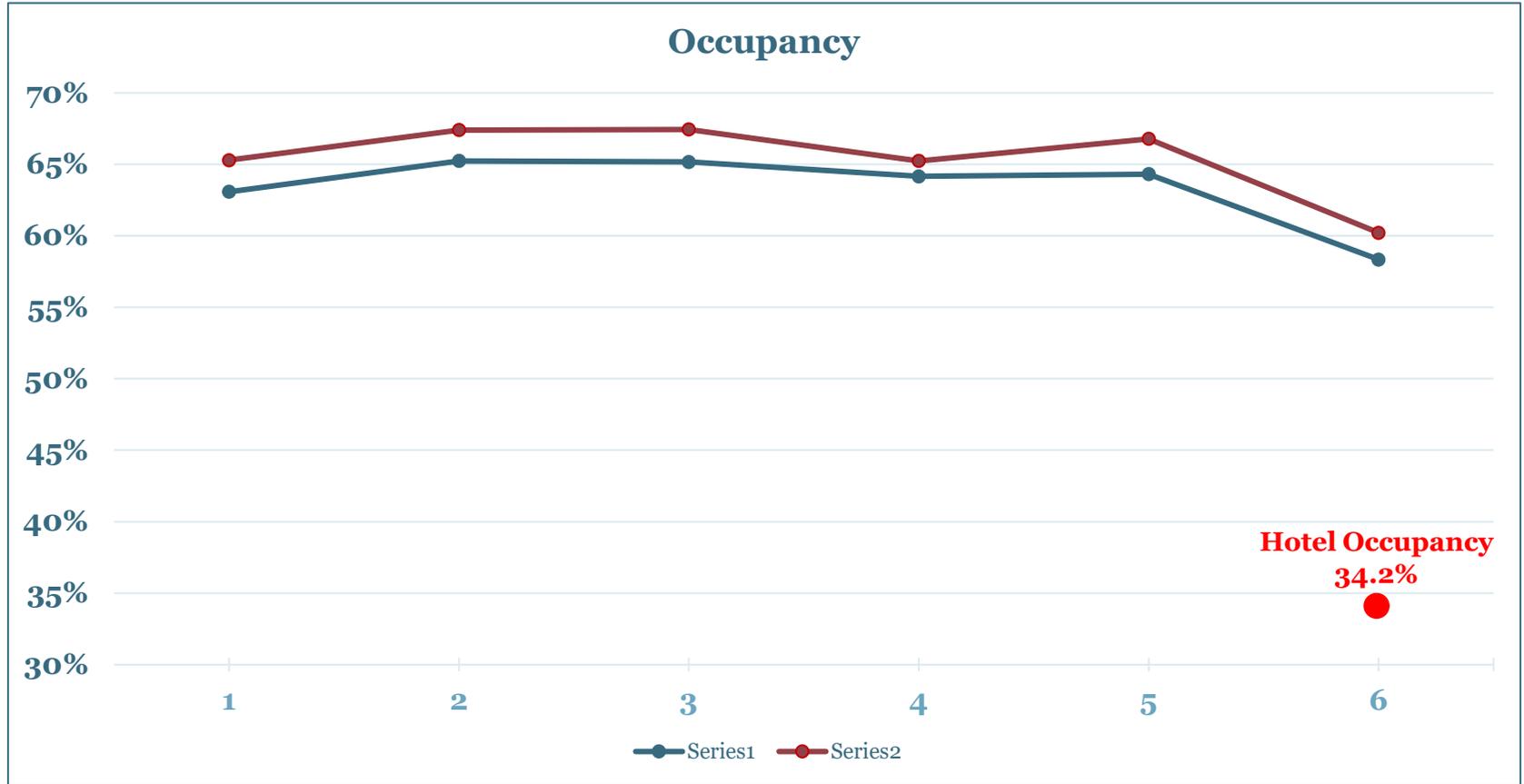
AVAILABLE LISTINGS HAVE GROWN

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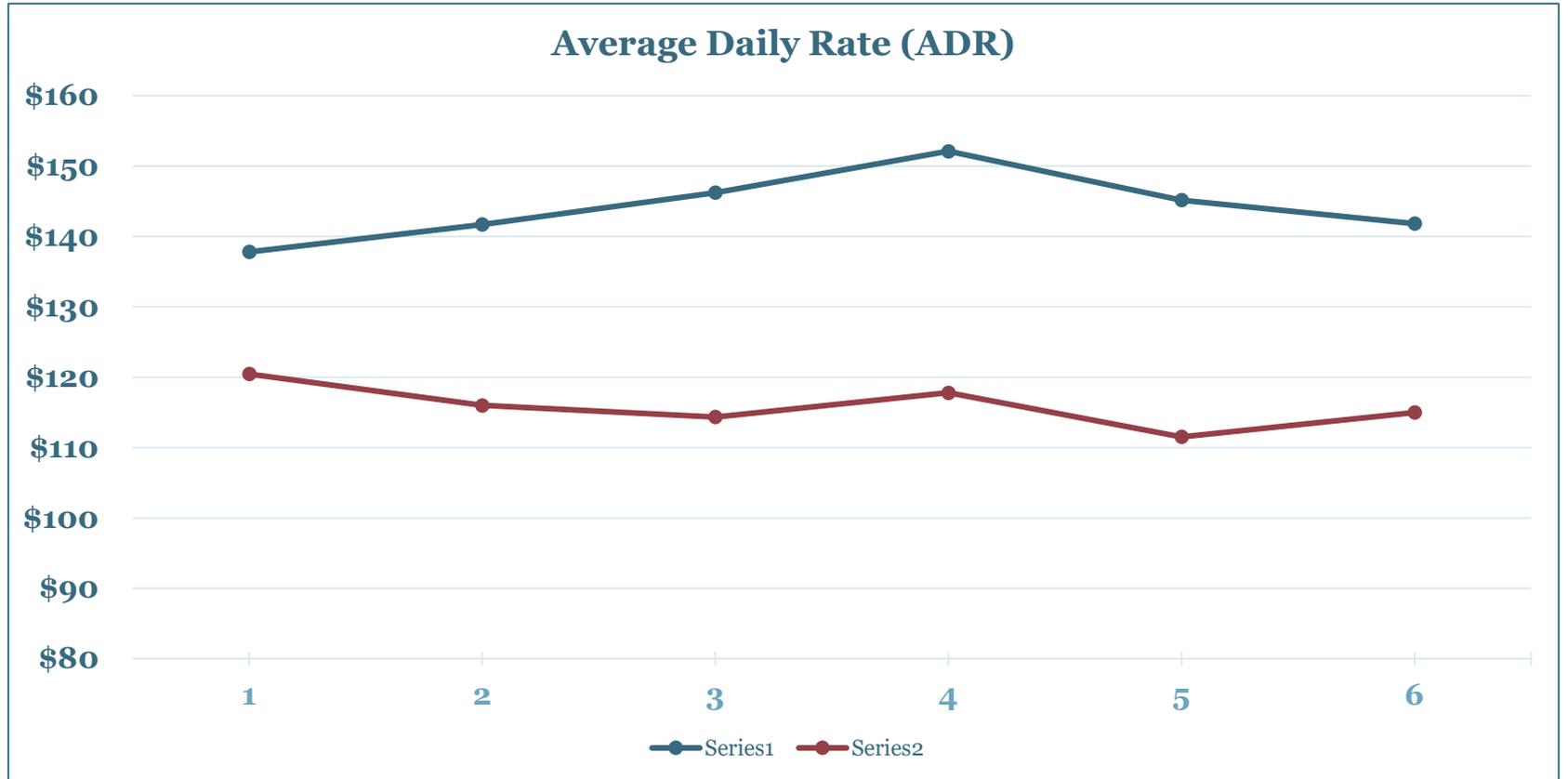
SHORT-TERM RENTALS REMAIN POPULAR

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ADR REMAINS STRONG, BENEFITING EVERYONE

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IT'S WORKING. LET'S KEEP IT GOING.

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THE NEED HAS NEVER BEEN MORE URGENT

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In the months and years ahead, TID funds will be instrumental to our efforts to rebuild the city's reputation and execute our post-COVID recovery.

- COVID impacts
- Brand damage
- Convention impacts; Oregon Convention Center finances
- Revenue losses to the City
- Shuttered businesses, lost jobs

LET'S EXTEND & EXPAND THE WIN-WIN

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Because of the TID's tremendous success – and the city's pressing needs:

- Let's make the **base 2% fee permanent**, no longer subject to sunset review
- Let's create an **additional 1%** “Tourism and Hospitality Recovery” surcharge, subject to sunset review beginning in 5 years.

QUESTIONS?

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THANK YOU

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