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## 766-2021

Report

### Accept Travel Portland Tourism Improvement District Progress Report

Accepted

To: City Council

From: Tom Rinehart, CAO and Karl Lisle, Spectator Facilities Program Manager

Subject: Accept Travel Portland's interim report on the Tourism Improvement District

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Jeff Miller, Travel Portland President and CEO, will present an update on the efforts of Travel Portland to implement the Tourism Improvement District (City Code Chapter 6.05) as amended by City Council by Ordinance No. 190318 on March 10, 2021.

This interim report was requested by the City Council during the presentation and discussion of the proposed code amendments on March 3, 2021. With his presentation, Jeff Miller will respond specifically to the questions raised by the Council at the hearing.

The report is attached.

#### Documents and Exhibits

 [Report](#) (487.72 Kb)

#### Impact Statement

 [Impact Statement](#) (128.99 Kb)

#### Introduced by

[Commissioner Mingus Mapps](#)

#### Bureau

[Chief Administrative Officer;  
Management and Finance](#)

#### Prepared by

Karl Lisle

#### Date Prepared

October 11, 2021

#### Requested Agenda Type

Time Certain

## Budget Office Financial Impact Analysis

No fiscal impact to accept the report. In March 2021, the City's Tourism Improvement District was amended to implement a 1% Tourism and Hospitality Recovery Surcharge. As the 1% additional fee collection started on July 1st, and most hotels pay quarterly, Travel Portland states that it has not received an appreciable amount of this funding.

## Agenda Items

### 766 Time Certain in [October 27, 2021 Council Agenda](#)

Accepted

Motion to accept the report: Moved by Mapps and seconded by Ryan.

Commissioner Mingus Mapps Yea

Commissioner Carmen Rubio Yea

Commissioner Dan Ryan Yea

Mayor Ted Wheeler Yea

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**October 18, 2021**

## **Report to Council**

Portland City Council approved changes to the Tourism Improvement District (TID) in March 2021. At that time, Council asked Travel Portland to report back on our progress, including responses to specific questions, in October 2021. The questions posed by Council are:

1. What has the outreach strategy been to diverse convention interests and what have been the results?
2. How are businesses of color being supported in helping to bring back tourism to the city?
3. What businesses are being supported and highlighted through marketing with this additional resource?
4. Who is benefitting from the new 1%? Is it mostly benefiting Central City hotels, or can we show smaller, less centrally located hotels are benefiting?
5. With staff layoffs, has the 1% allowed staff to be rehired and what is the demographic breakdown of new hires?
6. What Federal Support has Travel Portland received?

As the 1% additional fee collections started on July 1, and most hotels pay quarterly, we have not received an appreciable amount of this funding. However, with the knowledge that the funds will be available, and with sound management of our existing reserves, we relaunched our marketing with a summer advertising campaign targeting leisure travelers. Minimal hiring has happened with some employees returning and some new employees hired, including our new Vice President of Diversity, Equity and Inclusion.

We will present more in-depth information at the council session on October 27, but here you will see a high-level overview of our efforts. We will also share the current state of tourism recovery in Portland during our presentation.

**1. What has the outreach strategy been to diverse convention interests and what have been the results?**

Our Convention Sales Team, led by James Jessie, has a robust program led by our Washington D.C., National Account Director, Tracey Chapman and local National Account Manager, Chanel Sheragy. Of note, we hosted the United National Indian Tribal Youth, Inc., for a site visit and have booked the group for 2024. They will have 2,000 attendees, a peak booking night of 575 rooms and a total of 2,961 rooms booked for the meeting.

Current diverse meetings on the books:

MULTICULTURAL SALES STRATEGY	
DIVERSE MEETINGS ON THE BOOKS	DATES
National Conference on Race and Ethnicity in American Higher Education	May 2022
National Indian Child Welfare Association	June 2022
National Indian Head Start Directors Association	June 2022
Union of North American Vietnamese Student Associations	July 2022
National Association for Bilingual Education	Feb. 2023
National Association of Hispanic Nurses	July 2023
Association of Higher Education and Disability	July 2023
Society for Advancement of Chicanos/Hispanics and Native Americans in Science	Oct. 2024
RECENT BOOKINGS - FY2021/22	
United National Indian Tribal Youth Convention	June 2024

**2. How are businesses of color being supported in helping to bring back tourism to the city?**

Shortly before passage of the Travel Portland contract and TID renewal, we released an RFP for marketing services. We chose INDUSTRY, a local firm that is minority-owned and -led. INDUSTRY’s work launched our return to tourism marketing this summer with an open letter from Portland in The New York Times, Los Angeles Times, San Francisco Chronicle and The Seattle Times. The letter served its intended purpose: It made a splash, gave Portland a voice in the national conversation about our city, and set the stage for the rest of the campaign, which targeted our fans in West Coast feeder markets.

Through the RFP process, we also identified three Black-owned firms with which we have contracted to produce videos and other content for our website and social-media channels. Each initial contract is for \$200,000 or more.

- Black Bald Films
- Early PR/Red Jasper Society
- better.marketing

**3. What businesses are being supported and highlighted through marketing with this additional resource?**

Our presentation will show the more specific information, but through content and unique public relations pitches to incoming journalists, we have highlighted tourism-facing entrepreneurs of color.

Our Community Engagement team has worked to recruit and partner with minority-owned businesses to ensure we fulfill the goal of increasing economic impact from tourism to these businesses.

We created a small strategic investments program for local businesses and events so Travel Portland could lend strength, create vibrancy and drive demand. Both, Saturday Market and The Lot at Zidell Yards received support, and both support multicultural artist and vendor programming. My People's Market, Taste of Equity and Roux both also received support for programming.

**4. Who is benefitting from the new 1%, is it mostly benefiting Central City hotels, or can we show smaller, less centrally located hotels are benefitting?**

We know from our hotel research firm Smith Travel Research (STR) that the areas outside the Central City, Airport, Eastside and Jantzen Beach have maintained occupancies 15% to 20% higher than the Central City hotels (which includes the Lloyd District.)

Not all hotels report to STR so the city's Revenue Bureau will begin providing macro tax collections by area of the city retroactively at the end of the first quarter of fiscal year 2021-22 in October. Because of the switch to a new revenue software, we will not have historical information, but will use the first report as a benchmark to measure the success of hotels in each part of the city.

In addition, we added a hotel board position which is to be filled by a local owner or ownership group with limited-service hotel product. This position is held by Ash Patel. And we have added another local owner, Katen Patel. Together, we are working to develop programs of work and have dedicated budget that will benefit hotels outside the core while also building our communication channels to ensure all hotels understand Travel Portland's work and partnership opportunities.

Our board has 13 hoteliers and 1 short-term rental representative per the by-laws. Here is the demographic breakdown of those members, which help us represent each part of the city, as well as business segment:

### HOTEL REPRESENTATION

REGION	LODGING <small>14 members</small>	
	Number	Percentage
Airport	1	7%
Jantzen Beach	2	14%
Large Downtown Property	2	14%
Limited-service/Ownership Group	1	7%
Lloyd District/Convention Center Hotel	3	21%
Short Term Rental	1	7%
Smaller Downtown Property	4	29%

Two of Lodging Representatives represent locally owned hotels.

**5. With staff layoffs, has the 1% allowed staff to be rehired and what is the demographic breakdown of new hires?**

In March 2020, Travel Portland laid off 40% of our staff, which totaled 34 employees. Since our last presentation to City Council, we have rehired or hired 7 employees. Of those, 33% are of diverse backgrounds and 100% are women. Of the nine executive and senior staff, 3 are diverse and 5 are women. Below is the chart of the demographics of the full staff:

### STAFF DEMOGRAPHICS

	PRIOR TO COVID	POST COVID LAYOFFS	CURRENT
Female	78%	74%	78%
Male	22%	26%	22%

  

	PRIOR TO COVID	POST COVID LAYOFFS	CURRENT
Multicultural	19%	21%	24%
Caucasian	81%	79%	76%

Current as of October 27, 2021

We also feel that having a diverse board of directors makes us a better organization and gives us the leadership to succeed. The Travel Portland Board of Directors’ diversity statistics are below:

BOARD OF DIRECTORS DEMOGRAPHICS						
	BOARD OF DIRECTORS 31 members*		LODGING 14 members		NON-LODGING 14 members	
	Number	Percentage	Number	Percentage	Number	Percentage
FEMALE	11	35%	3	21%	6	43%
MALE	20	65%	11	79%	8	57%
MULTICULTURAL	13	42%	6	43%	6	43%

Lodging & Non-Lodging does not include three elected positions

## 6. What Federal Support has Travel Portland received?

Travel Portland received \$1.35 million through a PPP Loan that was forgiven in July 2021.

In partnership with Metro and the Oregon Convention Center, we jointly received an \$880,000 EDA Grant for convention promotion over up to 3 years. Fiscal Year 2021 – 22 we will recognize \$200,000 in revenue for convention sales.