Jeff Miller
President & CEO

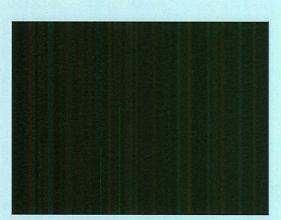
October 13, 2010

DESTINATION MARKETING ACCREDITATION PROGRAM



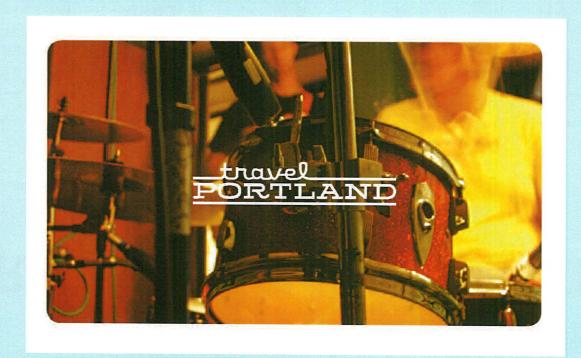


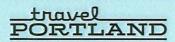
PORTLAND PERKS VIDEO



CHERYL VAN CLACKEN/STORM LANGE VIDEO

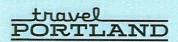
PERFORMANCE MEASURES





OREGON CONVENTION CENTER 2009-2010

Future Meetings Booked								
Total Travel Portland Contract:		Quarter		YTD	Goal			
Total Room Nights Booked		61,778		246,050				
Total Community Economic Impact from Bookings	\$	39,939,586	\$	127,055,364				
ROI on Total Community Economic Impact - MERC	\$	37.3	\$	41.9	25.0 to 1			
ROI on Total Community Economic Impact - City			\$	48.3				
OCC Revenue Realized During FY 2009/10	\$	1,382,394	\$	9,268,663	\$ 5.75 million			



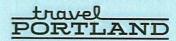
CONVENTION SERVICES

Activity Description	4th Quarter	YTD	
Distribution of Promotional Pieces	38,509	152,056	
Meeting Planning Assistance - Services Leads	459	2,969	
Pre-Convention Site Tours	13	46	
Pre-Convention Attendance Building	14	32	
Housing - Convention Room Nights	6,578	13,843	

VISITOR DEVELOPMENT FUND GRANTS

2010-2011

21 Groups					
OCC Rental	\$851,539				
Hotel Rebates	\$471,398				
VDF Grant	\$485,951				
*48,699 Room Nights					
Estimated Economic Impact					
OCC	\$ 3.1 Million				
Citywide	\$32.1 Million				



HOTEL OCCUPANCY AUGUST 2010 YTD

	Occupancy %		Average Daily Rate		Rev-	Room Revenue	
T	his Year	Last Year	This Year	Last Year	This Year	Last Year	
Portland (Market	68.0%	63.1%	\$98.23	\$99.85	\$66.77	\$62.97	+8.7%
Portland Central City	75.1%	69.3%	\$119.82	\$119.02	\$90.03	\$82.50	+10.6%

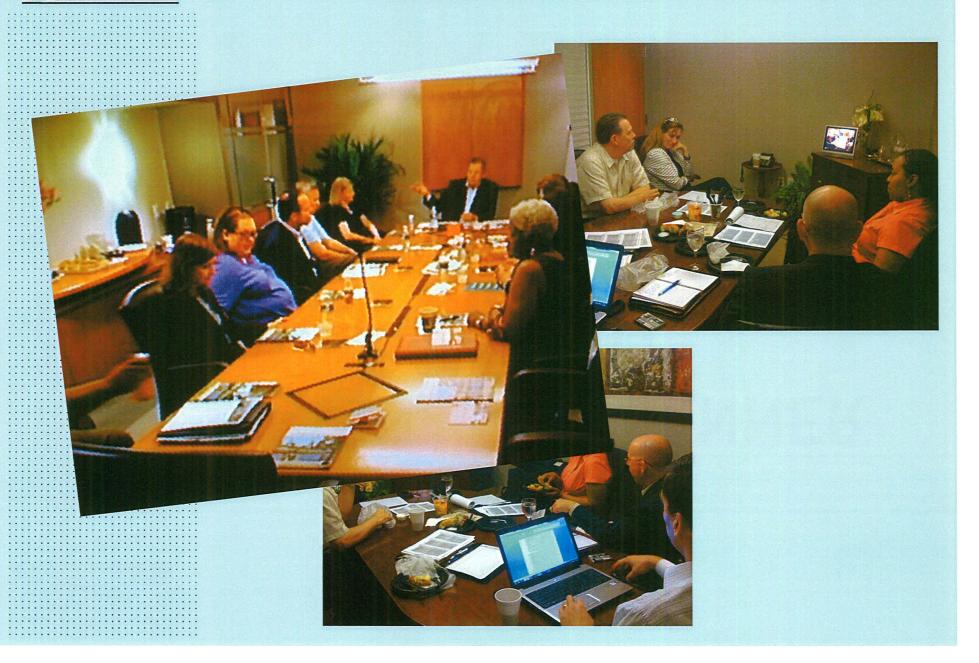
TARGET CLUSTER BUSINESSES CONVENTIONS



- "Welcome Suite"
- Collateral
- · Booth
- Hosted Reception

MEETING PLANNER INPUT SESSIONS

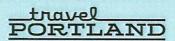
INPUT SESSIONS



WE KNOW YOU ARE GREEN BUT WHAT ARE MY DELEGATES GOING TO DO?

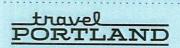
Messaging

- Food, wine scene
- Tax free shopping
- Arts and culture
- Pre/post tour opportunities Wine country, coast, Gorge



ENHANCED PUBLIC RELATIONS

- Public relations Chicago/DC
- Supplement regional monies with MERC funds to add media blitzes
- Consumer media
- Trade publications
- Combine media and client events



VALUE PROPOSITION

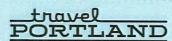
- Airfare is perceived as expensive
- Port of Portland meetings held
- Lack of sales tax at OCC/hotels/shopping
- Provide city wide cost comparison to destinations with sales tax

AIRPORT

- Welcome signage for city-wides
- MAX ticket machine with DOWNTOWN button (TriMet)

TRIMET

- Easy AIRPORT button in core MAX stops
- Volunteers for largest city wides at MAX



PLANNER FEEDBACK

Area around OCC needs to be developed

Same vibe as downtown hip, independent retail

CONVENTION SPECIFIC MAPS

- Customizable
- Host hotel MAX to OCC
- MAX stop highlights (food, drink, attractions
- Enhanced PERKS couponbook
- Micro Sites



37th Annual Meeting & Exposition of the Controlled Release Society July 10-14, 2010 — Oregon Convention Center

AROUND THE REGION | PRE/POST OPTIONS | CALENDAR | CRS ANNUAL MEETING



MORNING THERAPY.





WITHOUT WALLS.



VISITORS | LGET PORTLAND | AROUND THE REGION | PRE/POST OPTIONS | CALENDAR | CHAMPIONSHIPS XXVIII | HOUSING



MORNING THERAPY.

SOCIAL MEDIA/ MOBILE APPLICATION

- Test social media applications on three groups in 2010-11
- Make website mobile friendly
- Explore phone app (budget)
- Conference micro sites