

From the Director

In FY 2014-15, the Oregon Convention Center set out to rebrand itself for the modern hospitality marketplace. Not because we had an identity crisis or sought an easy fix, but because we recognized that Portland, and our convention center, now enjoy a global appeal. We want to convey the key role we play as part of visitors' Portland experience and extend an open invitation to the world. Our new brand and website, produced in partnership with amazing designers right here in Portland, are helping position the OCC as a venue where anything can be made to happen.

This fiscal year produced the most revenue in OCC history, and projections for FY 2015-16 look even stronger. Our entire team deserves an enormous amount of credit for this accomplishment. Thanks to their efforts, OCC is poised to make more history on a number of fronts. In March of 2016, we will host the IAAF World Indoor Track and Field Championships, marking the event's return to U.S. soil for the first time since 1987. Within the next year, we will complete the installation of a two-megawatt rooftop solar panel array, one of the largest ever to be installed on a convention center. As our city continues to evolve and our reputation grows around the world, the OCC team is already hard at work, preparing for the next event.

Scott Cruickshank
Oregon Convention Center Executive Director



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Oregon
Convention
Center



Bringing the World to Oregon

Oregon Convention Center FY 2014-15 Report



Oregon Convention Center
Portland's Centers for the Arts
Portland Expo Center
Oregon Zoo

oregonmetro.gov/venues

Portland's gathering place

The Oregon Convention Center plays a central role in the Portland experience and extends an open invitation to visitors from around the world. It serves as our gathering place to circulate ideas, share culture, and preview the next big thing.

35,000 Attendees > **Wizard World Comic Con**
January 2015

55,000 Attendees > **Portland International Auto Show**
February 2015

11,000 Attendees > **Craft Brewers Conference & BrewExpo America**
April 2015



Preparing for solar power

The original south side of the convention center was upgraded in FY 2014-15 with an energy-saving reflective roof that will support a two-megawatt solar array.

The new solar array is projected to produce 25 percent of the venue's electricity pollution-free, reducing utility costs and helping the OCC meet carbon emission goals. The system is expected to generate enough energy to power more than 180 homes each year.



"One of our core values is sustainability. The rooftop solar installation will help us meet our carbon emission reduction goals, offset utility costs and provide an important learning opportunity for our convention center visitors and guests."

Scott Cruickshank,
Convention Center
Executive Director

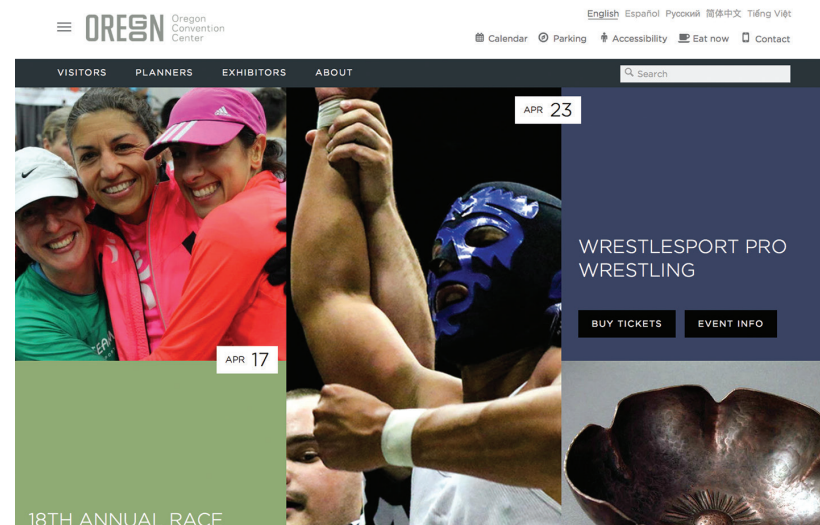


FY 2014-15 economic impact for the tri-county region

Total spending	\$538,086,000
Total jobs	5,240
Total earnings	\$205,098,000
Total tax revenues	\$23,604,000

A new brand and a new website

In FY 2014-15, the Oregon Convention Center in partnership with Metro and Portland-based firms OMBU and Sockeye Creative created a new brand identity and web presence. The new look and improved functionality are already enhancing the visitor experience for event participants and showcasing Portland as a global destination.



Convention center hotel status

Metro and the Oregon Convention Center are actively negotiating with Mortenson Development and the Hyatt Corporation to build a 600-room hotel adjacent to the convention center. The hotel will attract more national conventions and lifestyle events, bring visitors to the area, and create and sustain jobs – all of which will generate new and increased spending and revenues for the center and the community.

Construction of the new hotel is on schedule to begin in mid-2017 and be completed by the end of 2019.

According to independent analysis, the hotel will achieve these project goals:

-  **Create 3,000 jobs**
2,000 construction, 950 hotel and hospitality
-  **Attract 5 to 10 new mid-sized conventions**
to Portland each year
-  **Boost annual hotel business**
by 70,000 to 110,000 new room nights
-  **Increase convention-related tourism**
spending to over \$600 million per year
-  **Generate \$5.6M in new state tax revenues**
and \$4.7M in local tax revenues