

Contractual / Service COMPARISON for Downtown Services

Downtown Clean & Safe, Inc. / Travel Portland / Downtown Marketing Initiative / Downtown Retail Advocate
March 14, 2014

	Downtown Clean & Safe	Travel Portland	Downtown Marketing Initiative	Downtown Retail Advocate
Contract Parties	COP & Clean & Safe, Inc.	COP & Travel Portland	COP and Travel Portland	COP and PBA
COP Bureau	Revenue Bureau	Revenue Bureau	PBOT	PBOT
Authority	PCC 6.06	City Charter Section 7-113 (1% Hotel/Motel Tax); and PCC 6.05 Tourism Improvement District (fee based on 2% room tax)	COP Ordinance 182859 June 3, 2009	Downtown Retail Strategy Grant Agreement
Contract	30002323	30002424	53081	32000521
Revenue Source	BID Property Management License Fee	1% Hotel/Motel tax; plus 2% of taxable room rents for hotels > 50 rooms	PBOT SmartPark	PBOT SmartPark (additional support from PBA and PDC)
Revenue Distributed <i>(FY 12/13 unless otherwise noted)</i>	\$4.7 million	\$3.7 million + \$3.2 million	\$828,309 <i>(FY 13/14)</i>	\$30,000 <i>(FY 12/13 thru 13/14)</i>

SERVICES PROVIDED

Supplemental Cleaning	Clean Sidewalks graffiti removal, weed removal, pressure washing sidewalks and restrooms trash removal			
Security	Armed and Unarmed officers; funds PPB officers; funds assistance to Westside Neighborhood District Attorney Office & Court			
Public Policy	Analysis and representation regarding matters of general concern of downtown business and resident			
Housing	promote development of downtown housing; coordinate between housing and business on issues of mutual interest; assist residential in matters of public policy.			
Business Development	recruit and retain office & retail; work w/ local gov't; coordinate retail promotions;		Bolster the health of downtown Portland by promoting downtown's dining, shopping, cultural and other experiences to Portland-area residents; work with COP; Travel Portland, TriMet; PBOT; PDC; PMMI; DRC; PBA, DRA and other stakeholders	Work with DMI Board to implement the Downtown Retail Strategy; Focus on Retail Core; develop work plan to target retailers for recruitment; assist brokers and landlords (including SmartPark) with leasing; present and recommend retail projects eligible for PDC funding.
Marketing	marketing research; sidewalk ambassadors;	(1% Hotel/Motel Tax) promote, solicit, procure, and service convention business and tourism; (2% Room Tax) promote overnight tourism and improve the lodging business environment	create, develop, and manage an integrated annual marketing, communication and seasonal promotional campaigns; create holiday shopping campaign; provide consumer-facing information about the City's SmartPark Parking Portfolio emphasizing validations & proximity of SmartPark to downtown attractions;	
Communication Services	Promote Clean & Safe identity; activities in area to businesses in the District		On-line initiatives; manage and coordinate the linking of web sites;	Support efforts toward parking management initiatives in redevelopment of SmartPark garages and promotion of validation program; work with PMMI; Clean & Safe; DMI; Central City Committee regarding retail strategy;
Performance Measures		Maintain high level of ROI; measure performance of sales activity; measure tourism promotion and sales activity; measure industry awareness of and participation in Travel Portland programs; positive media placement; measure customer satisfaction; ethnic minority tourism and conventions.	Perception surveys; positive media placement; online initiatives (website; enews; social media, etc.); SmartPark Transient Parking Statistics; Redemptions of promotional offers; sidewalk pedestrian counts; anecdotal retail performance.	Information and Reporting Requirements: Monthly meetings; routinely share relevant retail and development specific information with grantor and COP; participate in other meetings related to Retail Strategy as required by Grantor;