



# OCCMA

**Oregon City/County  
Management Association**

A State Affiliate of **ICMA**

December 2, 2012

Ross Hoff  
Conference Director  
ICMA, Suite 500  
777 N. Capitol Street, NE  
Washington, DC 20002

Karen Rader  
Conference Planner  
ICMA  
7365 Dancy Road  
San Diego, CA 92126

Nancy Wise  
Association Strategic Account Manager  
Experient, Inc.  
4401 Wilson Blvd. Suite 500  
Arlington, VA 22203

Dear Ross, Karen and Nancy,

As the 2012 President of the Oregon City/County Management Association (OCCMA), I am excited to submit a proposal for Portland, Oregon to host the 2021 annual conference. As I am sure you remember, OCCMA hosted one of the more successful ICMA conferences in Portland back in 1999 and we would love to have you return for an even more successful event in eight short years. Since our last OCCMA Board meeting in late September, a small task force of board members, managers, and convention planners have been compiling our application materials for your consideration. It is interesting to note that our task force has members that were part of the successful host committee from the 1999 conference, along with a group of new and emerging leaders in local government in Oregon.

Similar to our successful past bid in the early 1990's, we have again partnered with Travel Portland to assist in putting together a great proposal for your consideration. The mission of Travel Portland is to strengthen the region's economy by marketing the metropolitan Portland region as a preferred destination for meetings, conventions and leisure travel. The bulk of the proposal details are contained in the accompanying letter from Travel Portland. The proposal format follows your RFP outline, which will hopefully make the document easier to read, while allowing us to address the details requested by ICMA. There are two specific items that I want to address in this letter that is not covered in the Travel Portland letter.

Item 6 – Field Demonstrations

The Portland region is a dynamic, ever-changing metropolitan area so it is difficult to speculate on all of the possible field demonstrations that might be of interest and/or available to our membership in 2021. However, if the convention was being held in 2013, the following is a partial list of field demonstrations that would be of interest to our membership:

- The growth and development of the light rail system within the region and how it has influenced and impacted development patterns throughout the region (e.g. visits to Hillsboro and Washington County; the ongoing construction of the orange line to Milwaukie; and the urban streetcar system);
- The continuing impacts of sustainability efforts impacting the region (e.g. visits to innovative buildings such as the LEED platinum Port of Portland Headquarters; Electric Avenue, a joint research and development initiative of Portland State University, Portland General Electric, and the City of Portland; and the Hillsboro Intermodal Transit Facility)
- The continuing evolution of urban, neighborhood and town centers throughout the Metro region (e.g. visits to the very walkable Downtown Portland, the heart of the region; revitalized neighborhoods such as Mississippi Avenue or Hawthorne Avenue; and strong suburban successes such as Gresham, Lake Oswego and Vancouver, Washington)

Given its past history, I can state with absolute certainty that by the time the conference rolls around, Portland and the surrounding communities will have many field trips that will be topically correct. Since ICMA held its annual conference in Portland in 1999, a number of other local government related national conferences have been successfully held, including:

- National Association of Counties Annual Conference (2011)
- American Planning Association Annual Conference (2008))

Our host committee will review each of these more recent conferences to learn about successful field demonstrations that may be of interest to our membership.

#### Item 14 – Host Committee Commitment

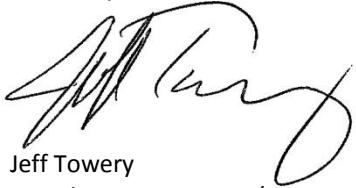
We understand that the minimum of \$75,000 toward conference activities is expected. As a result of our task force discussion, we believe that pledging \$150,000 toward a successful 2021 conference is both reasonable and achievable. Although our OCCMA Board has not officially approved this commitment, we have discussed this level of financial commitment with the board members and it will be a major topic at our February 2013 board retreat. In 1999, our host committee successfully raised \$90,000 through a variety of corporate sponsorships, temporary membership dues surcharges, and support from our neighboring Washington managers association. With eight years out to raise this commitment toward a successful conference, I am confident that our membership will support the necessary efforts to raise this amount of Host Committee commitment.

In addition to the financial commitment, our Host Committee will certainly engage our membership to actively support the conference through conference staffing, social event subsidies, clerical help, etc. My understanding is that it will be hard to beat our 1999 welcome packet gifts, but we are certainly up to the challenge!

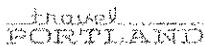
Finally, I want to reiterate how excited and energized we are as a potential host committee to bring the conference back to Portland in 2021! We learned a great deal from that first-time conference and believe we can provide an even better conference for our ICMA members. If you have any questions about our proposal, please do not hesitate to contact me during your review and selection process.

On behalf of the OCCMA Board and membership, thank you for your consideration of our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Towery".

Jeff Towery  
President, Oregon City/County Management Association



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October 25, 2013

Ross Hoff  
Conference Director  
International City/County Management Association  
777 North Capitol Street NE, Suite 500  
Washington, DC 20002

Dear Ross,

We are thrilled the International City/County Management Association has selected Portland as the host site for your 2021 Annual Conference. The Portland hospitality community is committed to hosting a successful convention for ICMA in our city!

**Hotel Package:**

Below is the anticipated guest room block for the 2021 Annual Conference. The following hotels have offered discounted group rates and room blocks for ICMA. It is our understanding the headquarter hotel(s) will be selected by December 31, 2013 and the overflow properties will be selected no later than two years prior to the conference.

Day	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Date	09/29/21	09/30/21	10/01/21	10/02/21	10/03/21	10/04/21	10/05/21	10/06/21
Block	3	40	450	1,600	1,800	1,800	1,600	440
<b>Total Block: 7,733</b>								

Hotel	Distance to Oregon Convention Center	Distance to Light Rail	Peak Night Commitmable Rooms	Year: 2013 Convention Rates Single/Double	Year: 2013 Convention Rates Triple/Quad	Maximum % of Annual Increase
<b>Lloyd Center/OCC - Convention Zone</b>						
DoubleTree by Hilton Portland	5 Blocks	1 Block	400	\$159/\$159	\$159/\$159	3 %
Crowne Plaza Portland Downtown Convention Center	4 Blocks	4 Blocks	130	\$154/\$154	\$164/\$164	3 %
Courtyard by Marriott Portland Downtown Convention Center	2 Blocks	2 Blocks	130	\$154/\$154	\$154/\$154	3 %
<b>Downtown - Convention Zone</b>						
Hilton Portland & Executive Tower	1.7 Miles	Adjacent	600	\$159/\$159	\$179/\$199	3 %
Portland Marriott Downtown Waterfront <small>* Rates include roundtrip shuttle service to OCC</small>	2 Miles	6 Blocks	306	\$163/\$163	\$163/\$163	3 %
The Benson Hotel	1.6 Miles	2 Blocks	175	\$174/\$174	\$174/\$174	3 %
Portland Marriott City Center	1.9 Miles	3 Blocks	80	\$189/\$189	\$189/\$189	3 %
Hotel Monaco Portland	1.5 Miles	3 Blocks	75	\$195/\$195	\$215/\$235	3 %
The Paramount Hotel	2 Miles	1 Block	75	\$164/\$164	\$179/\$194	3 %
The Heathman Hotel	2.3 Miles	3 Blocks	50	\$199/\$209	\$229/\$249	3 %

**Total Commitmable Rooms: 2,021**

Rates include a \$5 rebate per revenue generating room night to help offset OCC Rental (collected by Travel Portland).

Rates include a 10% Commission to Expertient, and a \$5 Housing Fee per revenue generating room night.

(Rates for the highlighted hotels are quoted in 2014 terms).

**Convention Center:**

We are currently holding the following dates at the Convention Center: September 29 - October 06, 2021 (see Addendum A for space detail).

We are pleased to offer **WAIVED** convention center rental via a guestroom rebate, Visitor Development Grant (VDF) and catering discount as follows:

Convention center minimum rental (see proposal) = \$ 163,780

Monies received to cover the facility cost to the International City/County Management Association will be obtained as follows:

- \$ 10,500 OCC catering reduction based on \$175,001 in anticipated food and beverage revenue
- \$ 25,130 via \$5 per actualized revenue-generating room night guestroom rebate\*
- \$ 128,150 via the Visitor Development Fund\*\*

**\*How the rebate works:** The hotel rates quoted include a \$5 rebate per contracted revenue-generating room night. It is important to note that this rebate will be a part of your negotiated rates, not an add-on to the negotiated rates. Travel Portland will collect rebates from the contracted hotels and forward these monies directly to the Oregon Convention Center to be applied to facility rental costs.

Per the outline below, \$25,130 needs to be realized in rebates in order to completely offset OCC minimum facility charges (in combination with VDF funds and food and beverage offsets). This amount will be achieved by the International City/County Management Association **realizing 65% pickup** of contracted hotel blocks. **Should pickup exceed 65% or food & beverage minimums exceed what is outlined in this proposal, any overage of rebates will be reinvested back into the VDF program.**

**\*\*How the Visitor Development Fund (VDF) works:** The Portland hospitality and political communities created the VDF, a grant process whereby funds may be obtained to apply towards tourism related events/functions that impact our community's economy. Based on the size and space needs of the International City/County Management Association, we will request a grant in the amount of \$128,150. This grant money will be collected by Travel Portland and forwarded directly to the Oregon Convention Center to be applied to facility rental.

To recap, the funding for the International City/County Management Association, Oregon Convention Center rental looks like this:

- \$ 163,780 total minimum OCC facility rental based on current specs
- \$ 10,500 OCC catering reduction
- \$ 128,150 Visitor Development Fund
- \$ 25,130 \$5 hotel rebate
- \$ 0 facility rental cost for the International City/County Management Association

**Additional Concessions:** In addition to covering facility rental at the convention center with the VDF grant/hotel rebate/OCC catering reduction, Travel Portland will offer the following additional concessions:

- \$10,000 will be provided by Travel Portland to the local host committee to begin fund raising efforts. These funds will be available upon receiving a signed "Letter of Intent" from ICMA.
- 100 Hours of registration assistance at the registration desk, which equates to a \$2,000 value.
- 10 Complimentary round-trip airport transfers for VIPs, which equates to a \$1,500 value.
- Digital Airport Welcome signage at the Portland International Airport, which equates to a \$3,000 value.
- Travel Portland will provide local promotion by printing ICMA's conference logo on window decals and distributing to local businesses for display. This is a \$1,500 value.
- MAX, our mass transit light rail system, runs from Portland International Airport (PDX) through the heart of Portland and stops 262 times per day at the Oregon Convention Center. A **free transit pass** will be issued for each ICMA conference attendee. The pass is valid over the conference dates in all zones - making it a breeze to get around the city, back-and-forth from hotels, attractions outside the downtown core and then return to PDX for the flight home.

**Housing Fee:** If ICMA utilizes Travel Portland's PassKey Housing Service, \$5 per revenue generating room night will be collected by Travel Portland from the contracted hotels. If ICMA contracts housing services with a company other than Travel Portland's PassKey Housing Service, the fee will remain at \$5 per revenue generating room night and the fee will be collected by ICMA. Should the PassKey housing fee for 2021 exceed \$5 per revenue generating room night as outlined in the hotel contracts and this letter of intent, any increase in price will be absorbed by Travel Portland and not ICMA.

Travel Portland and all contracted hotels will be notified eighteen (18) months prior of the housing service that will be contracted for ICMA's 2021 Annual Convention. The housing fee is in addition to the \$5.00 rebate to be paid to Travel Portland.

It is important to note that this offer is based on your meeting needs as outlined in this bid. Should your space needs increase, the International City/County Management Association would be responsible for any incremental increase in rental costs. As well, the International City/County Management Association will be required to sign a contract with the Oregon Convention Center for ancillary meeting costs (utilities, food and beverage, insurance, etc.), and will be responsible for standard deposit requirements. It is our understanding that the International City/County Management Association will sign contracts with the Oregon Convention Center by December 31, 2019 and Portland headquarter hotel(s) by December 31, 2013.

If the above corresponds with your understanding of the arrangement, we would appreciate your signing a copy of this letter on behalf of your organization and returning it to our office by November 25, 2013. This does not commit your organization legally, however it does allow us to hold all outlined space at the Oregon Convention Center without challenge until a contract is issued and deposits are paid.

We are looking forward to working with the International City/County Management Association to make the 2021 Annual Conference a huge success!

By signing below you agree to the terms of this letter of intent:

**International City/County Management Association**

Authorized Signer:

Ross H. Hoff  
CONFERENCE  
ICMA Authorized Signer DIRECTOR

Date:

November 25, 2013

**Travel Portland**

Authorized Signer:

Desiree Everett

Date:

11/25/2013

Desiree Everett, CMP, CGMP  
Director of Convention Sales

## Addendum A

Based on our current understanding of the 2021 Annual Conference, the Oregon Convention Center is currently holding the following space over the dates September 29 - October 06, 2021. Should your meeting space requirements change prior to contracting with the Oregon Convention Center, please contact Lisa GrauMercer immediately to confirm availability. Lisa can be reached via email at [LisaGrauMercer@oregoncc.org](mailto:LisaGrauMercer@oregoncc.org) or by phone at 503.731.7803.

### **International City/County Management Association (ICMA)**

**Start-End: 09/27/21 - 10/06/21 at the Oregon Convention Center**

<b>Space</b>	<b>Use</b>	<b>Start Day</b>	<b>Start Date</b>	<b>End Date</b>	<b>End Day</b>	<b>Start Time</b>	<b>End Time</b>	<b>Daily Rental</b>	<b>Total Rental</b>
Meeting Rooms A101-109	Staff Offices	Mon	09/27/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Exhibit Halls A/A1/B (90K)	Move-In	Thu	09/30/21	10/01/21	Fri	06:00 AM	11:59 PM	\$0.00	\$0.00
Exhibit Hall C (61K)	Move-In	Fri	10/01/21	10/01/21	Fri	06:00 AM	11:59 PM	\$0.00	\$0.00
VIP Suite B	Office	Fri	10/01/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
VIP Suite D	Office	Fri	10/01/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Rooms B110-119	Concurrent Session	Sat	10/02/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Room C124	Concurrent Session	Sat	10/02/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Rooms C125-126	Concurrent Session	Sat	10/02/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Exhibit Halls A/A1/B (90K)	Exhibits	Sat	10/02/21	10/06/21	Wed	06:00 AM	11:59 PM	\$8,700.00	\$43,500.00
Exhibit Hall C (61K)	General Session	Sat	10/02/21	10/06/21	Wed	06:00 AM	11:59 PM	\$5,800.00	\$29,000.00
Portland Ballroom Lobby	Client Access	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Oregon Ballroom Lobby	Client Access	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Rooms C120-122	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Room C123	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$0.00	\$0.00
Meeting Room D129	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$230.00	\$920.00
Meeting Room D130	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$300.00	\$1,200.00
Meeting Room D131	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$360.00	\$1,440.00
Meeting Room D132	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$300.00	\$1,200.00
Meeting Rooms D133-134	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$420.00	\$1,680.00
Meeting Rooms D135-136	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$930.00	\$3,720.00
Meeting Rooms D137-140	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$1,080.00	\$4,320.00
Meeting Rooms E141-142	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$630.00	\$2,520.00
Meeting Rooms E143-144	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	560.00	\$2,240.00
Meeting Room E145	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$530.00	\$2,120.00
Meeting Room E146	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$400.00	\$1,600.00
Meeting Room E147	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$180.00	\$720.00
Meeting Room E148	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$240.00	\$960.00
Meeting Rooms F149-150	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$880.00	\$3,520.00
Meeting Rooms F151-152	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$880.00	\$3,520.00
Oregon Ballroom 201	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$1,550.00	\$6,200.00
Oregon Ballroom 202	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$1,550.00	\$6,200.00
Oregon Ballroom 203	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$1,550.00	\$6,200.00
Oregon Ballroom 204	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$1,550.00	\$6,200.00
Portland Ballroom 251 & 258	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$2,100.00	\$8,400.00
Portland Ballroom 252 & 253	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$2,250.00	\$9,000.00
Portland Ballroom 254 & 255	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$2,250.00	\$9,000.00
Portland Ballroom 256 & 257	Meeting	Sun	10/03/21	10/06/21	Wed	06:00 AM	11:59 PM	\$2,100.00	\$8,400.00

**Total minimum facility rental: \$163,780.00**