

**Lead Agency:** Non-Departmental - All  
**Program Offer Type:** Innovative/New Program

**Program Contact:** Corie Wiren

**Related Programs:**

**Program Characteristics:** One-Time-Only Request

**Executive Summary**

Multnomah County has the honor of hosting more than 3,200 county commissioners from around the country for the National Association of Counties (NACo) 2011 Annual Conference.

Multnomah County was selected through a competitive bidding process, the 2011 NACo annual conference will be held in Portland, Oregon for the second time (the first time was in 1998)— a strong statement about the draw of the city as well as Multnomah County and counties in the surrounding region.

In order for this to be a success and to meet our contractual agreement, we will need to raise funds for the conference.

**Program Description**

Counties provide tremendous value in ensuring quality of life for residents of all ages in rural, suburban and urban areas. This year, our nation's counties, which employ more than 2 million professional, technical and clerical personnel, will deliver health services, circulate 6.4 billion library books, and add or improve miles of roads to keep our communities running efficiently, while being responsive to the changing needs of its residents.

As the single largest gathering of county leadership and service organizations in the country, NACo 2011 will draw key county leadership and decision-makers, including elected and appointed county government executives, directors of departments and financial, information, technology and purchasing officers. National office holders for NACo and its affiliated organizations will also be in attendance.

Because of the significant growth in visibility and recognition of Portland as a tourism and conference destination, NACo 2011 will have a profound economic impact on the county, the surrounding region, and the state of Oregon. In fact, expenditures by NACo, the host counties, and conference attendees and exhibitors is expected to generate \$9 million in local economic impact from lodging, food, transportation, entertainment, tourism and gifts.

Staff time and travel are required to make this event a success, maximize the economic development and strengthen Multnomah County's voice at the Regional, State and Federal level. Significant fundraising will be required. This effort will be led by Commissioners McKeel and Shiprack.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY08-09)	Current Year Purchased (FY09-10)	Current Year Estimate (FY09-10)	Next Year Offer (FY10-11)
Output	NACo 2011 Conference	0	0	0	1
Outcome	Economic impact for Multnomah County and the region.	0	0	0	1
Outcome	Increased role for Multnomah County at the regional, state, and federal level.	0	0	0	1

**Performance Measure - Description**

**Legal/Contractual Obligation**

Contract between NACo and Multnomah County.

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2010	2010	2011	2011
<b>Program Expenses</b>				
Contracts	\$0	\$0	\$750,000	\$0
<b>Total GF/non-GF:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$750,000</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$750,000</b>	
Program FTE	0.00	0.00	0.00	0.00
<b>Program Revenues</b>				
Other / Miscellaneous	\$0	\$0	\$375,000	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$375,000</b>	<b>\$0</b>

**Explanation of Revenues****Significant Program Changes**

✔ Significantly Changed

**Last year this program was:**

This is a new, one-time program for FY 2011.