

The image features a dark blue silhouette of the Portland skyline, including various skyscrapers and a bridge, positioned against a background of a cityscape at dusk. In the distance, a large, snow-capped mountain (Mount Hood) is visible under a clear sky. The city lights are visible in the foreground and middle ground.

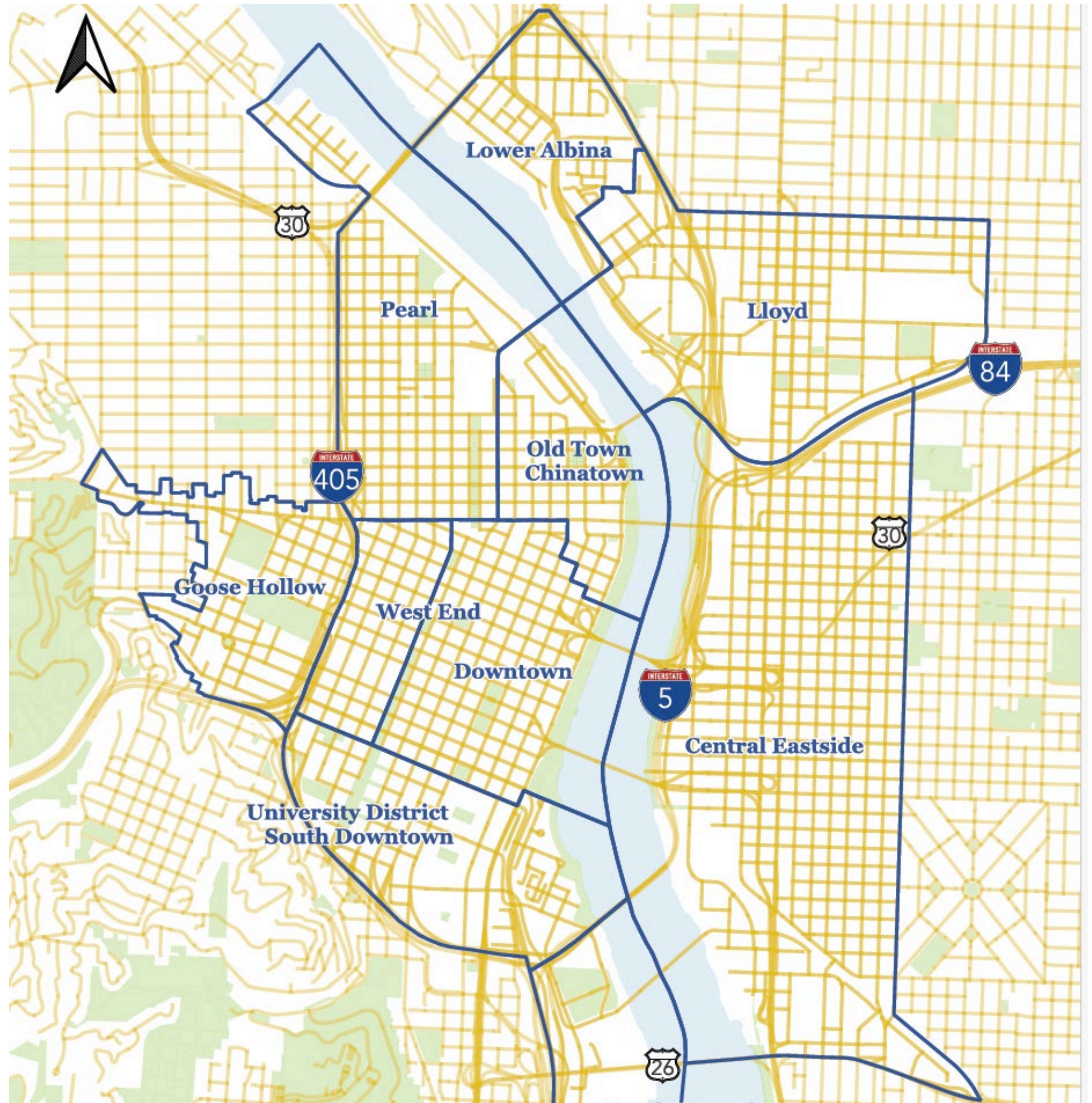
PORTLAND CENTRAL CITY TASK FORCE

December 6th, 2023

PCCTF – Vision Committee Statement

Central City is the region's revitalized gathering place. Its people and places attract and welcome visitors from across the city, region, state, and the world. They come to attend events, indulge in world-class food, play in the parks, celebrate culture, and cheer on their team. It's a gateway for visitors to Forest Park, the Willamette Valley, mountains, waterfalls, and the Pacific Ocean.

Central City



Why invest in activation?

Central City's reputation as a vibrant visitor destination **impacts the tourism industry across the region and the state.**

Coupled with safety and cleanup interventions, visitor activations can drive foot traffic and increase room nights in the Central City.

This can address the lagging economic recovery from the pandemic and other causes.



Activation Programming

Who? Travel Oregon, Travel Portland, Prosper Portland, and potential philanthropic donors

What? Grants for sustained programming, incentives, and events. Longer programmatic support (3 to 5 years) provides stability for organizations and the ability to coordinate.

When? ASAP, starting in 2024

Where? All nine neighborhoods in Central City

Why? Drive out-of-town visitors to Central City and increase room nights through

Example activation investments

- Expand programming/events with a recent positive track record
- Amplify programming of Central City cultural and arts organizations, especially in the public realm
- Invest in new programming that meet RCTP goals
- Bring back events with a successful track record of drawing visitors but lack funding
- Implement incentives for hotel visitors