



PORTLAND ACTIVATION & REVITALIZATION

DESTINATION READY & COMPETITIVE and RECOVERY GRANTS



SIGNATURE EVENTS & ACTIVATIONS

- Portland Rose Festival & Oregon Brewers Fest
- Portland PRIDE
- Waterfront Blues Festival
- PDX Live - Concerts in the Square

+ 1.2 MILLION ATTENDEES



**PROSPER
PORTLAND
COLLABORATION**



FOCUSED ACTIVATIONS

- Paseo – S. Park Blocks
- Central Eastside – Weekend on Water
- Old Town Community Association
- River Activations and Improvements
- Painted Pines – Lloyd Center
- Dinolandia - downtown



PREVIEW 23-24 WINTER/SPRING

- Winter Lights Festival
- Portland Music Month
- Good Food Festival
- PDX Jazz Festival
- Shop Small Portland
- Crafty Wonderland



Photo: Brooke Hoyer. Art: Bubble Delight (Amazing Bubble Man)



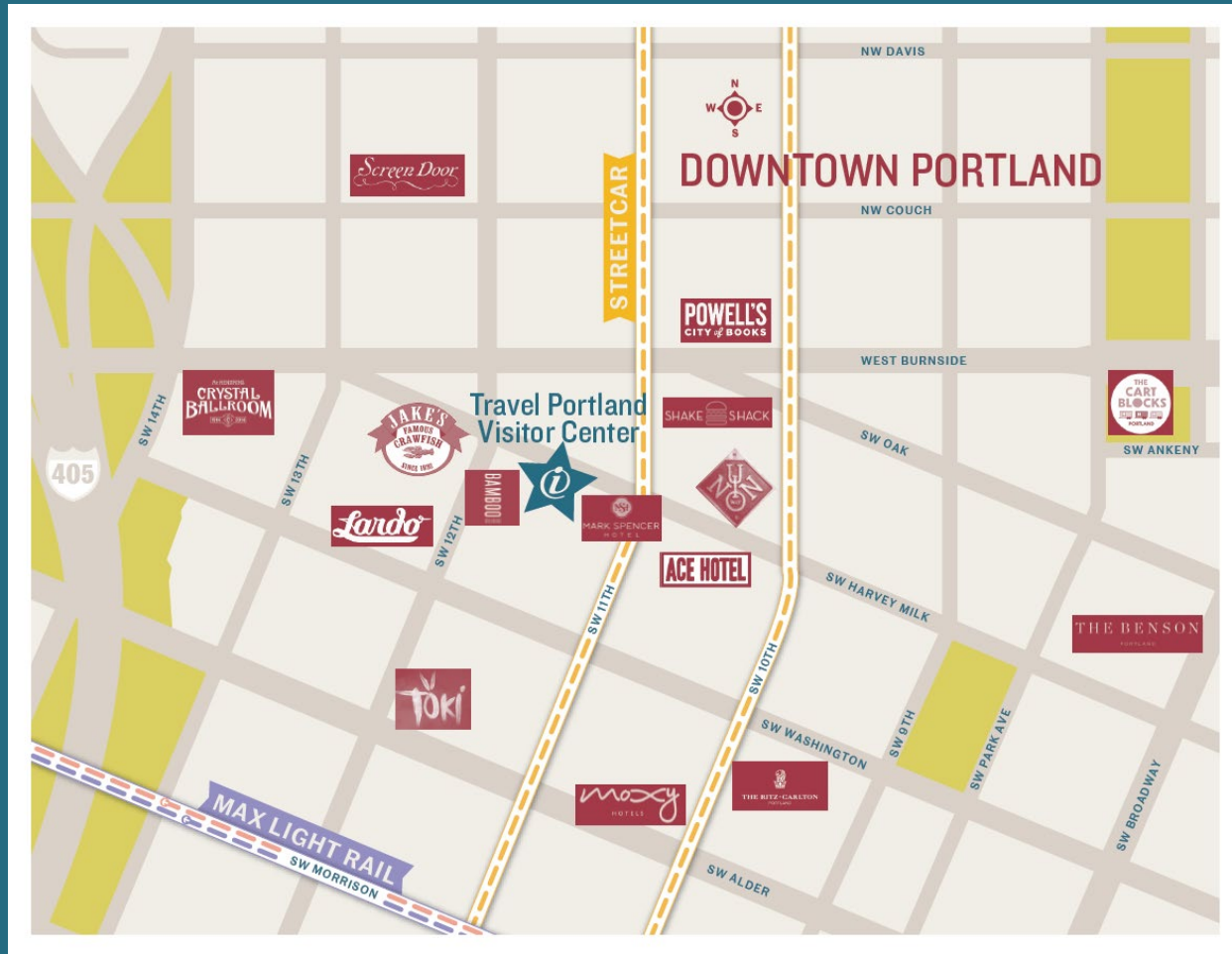
Billie Moser
VP, International Tourism &
Strategic Projects

Visitor Services, International Tourism,
Community Engagement

VISITOR SERVICES TO ENHANCE VISITOR EXPERIENCE, DRIVE LONGER STAYS and SERVE RESIDENTS



PORTLAND VISITOR CENTER



- Opened June 2023
- Serving visitors 7 days a week since July 2023
- KultureCity Sensory Inclusive™ Certified Venue
- Activations for West End Wednesdays & Pacific NW Experience
- Pop-up visitor information at Portland Marathon & Portland Book Festival

PORTLAND VISITOR CENTER



- Up to 200+ visitors a week/40% International
- Offering on-demand translation services

COMMUNITY ENGAGEMENT



INFRASTRUCTURE GRANTS TO ENHANCE THE VISITOR EXPERIENCE AND DRIVE LEISURE DEMAND



2023 Grant Recipients:

- Milagro Theatre
- Kickstand Comedy
- Lan Su Chinese Garden
- Portland Street Art Alliance
- PAM CUT Tomorrow Theater

2024 Grants open in January

LARGE EVENT SPONSORSHIPS TO DRIVE LEISURE DEMAND



July – December 2023:

- Black Friday Indigenous Marketplace
- Portland Book Festival
- Crafty Wonderland
- Portland Retro Gaming Expo

Average: 12.9% of attendees visiting from out-of-town

PARTNERSHIP WITH PROSPER PORTLAND NEW EVENT OFFICE



Scale Up Grants (capacity-building for mid-size events)

- 18 applications for events in Jan. – June 2024 with 750 – 5,000 attendees
- Up to 4 grants of up to \$25,000 may be awarded in first round
- Technical assistance in Marketing/PR

ADDITIONAL ORGANIZATIONAL INVESTMENTS



TICKET TO DINE - 2023 & 2024



FY 23 – March 2023

- 10 day event with 48 participating restaurants and food carts in 4 central neighborhoods
- Of the restaurants polled, 100% said it was operationally an easy lift

FY 24 – March 2024

- 1-month long event taking place in 8 central neighborhoods

TICKET TO DINE 2023

"I believe the answer to the low-level of business in Downtown Portland lies in getting people to come back downtown again.

This is the starting point, ... Bring people back and the other issues will begin to self-correct.

--Robin from Portland Burger

SPONSORSHIPS TO SUPPORT DIVERSE COMMUNITIES



13th My People's Market

Supported 30 events July –
December 2023:

- Partners In Diversity – NW
Equity Summit
- Urban League of Portland –
Equal Opportunity Dinner
- Northwest Native Chamber
– The Gathering

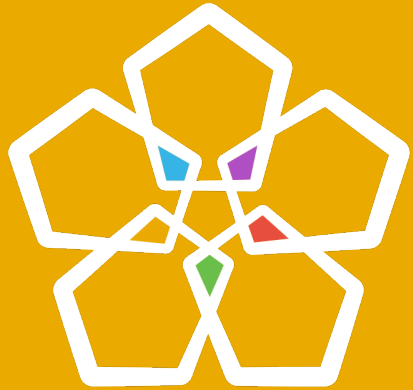
INVESTMENTS IN LOCAL STRATEGIES

Advocacy	Relationships with elected officials & stakeholders
Research	Resident sentiment surveys
Marketing	Paid social media, google ad words within 10-mile radius
Community	Support downtown activations, events and promotions
Conv. Sales	Outreach to local members of national associations
PR	Local outreach to elevate positive national media coverage

THANK YOU

**TRAVEL
PORTLAND**





PROSPER
PORTLAND

Portland Events and Film

December 6, 2023

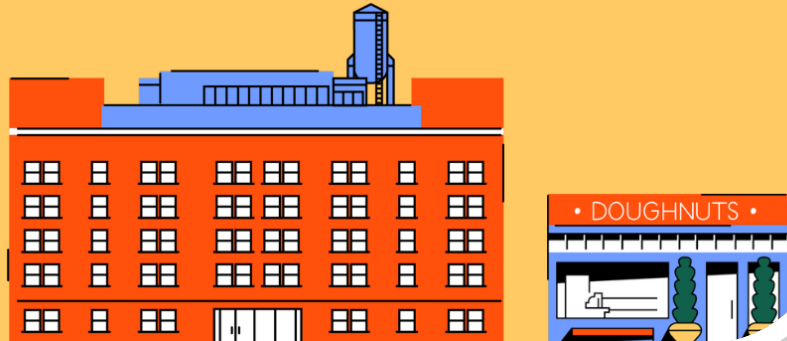
Program Overview – Timeline

- 2021 – Events Action Table Created
- 2021 – Film Office Receives Ongoing Funding
- 2022 – City Council approves 2-year funding for Events Office, combines with Film
- 2023 – Additional Support for Large Events
- 2023 – Strengthened partnerships with Travel Portland and Travel Oregon
- 2023 – Grant Programs, Central City Activations, Portland Winter Ice Rink

Advance Portland Strategic Objective

OBJECTIVE 3

Foster a Vibrant Central City
and Commercial Districts



Retain and Increase Commercial Activity and Support for Small Businesses in Central City

Attract More Visitors Through Event and Activation, Renovation of the Public Realm; Support for Regional Cultural Orgs and Anchors

Activate Vacant Properties and Storefronts with Community-Serving Businesses; Attract New Commercial Development

Retain and Increase Commercial Activity and Support Small Businesses in the Central City



All The Homies Network, Every Wednesday Activation

Portland Events and Film

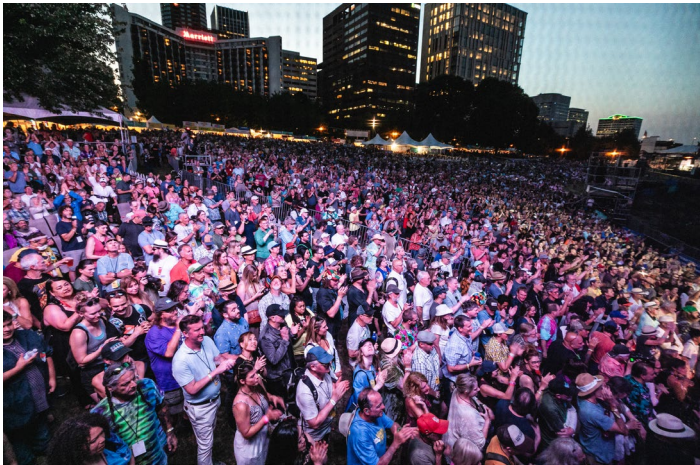


Film Quarterly Meet-Up



LAIKA Studios, Every Wednesday Activation

Attract More Visitors Through Events and Activation; Renovation of the Public Realm; and Support for Regional Cultural Organizations and Anchors



Activate Vacant Properties and Storefronts with Community-Serving Businesses; Attract New Commercial Development



Events Action Table

- Invest in Creative Economy
- Streamline processes
- Foster Connection



Every Wednesday

40

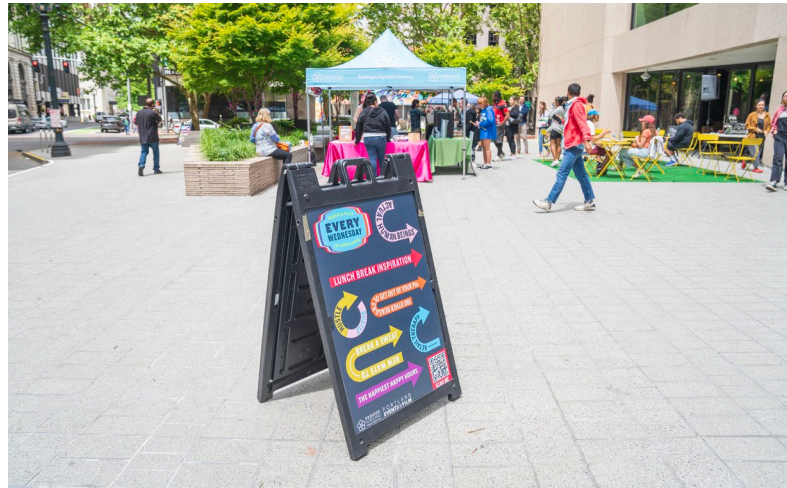
Popup Events

4000

Attendees



Mister Ok Essentials providing a room spray workshop

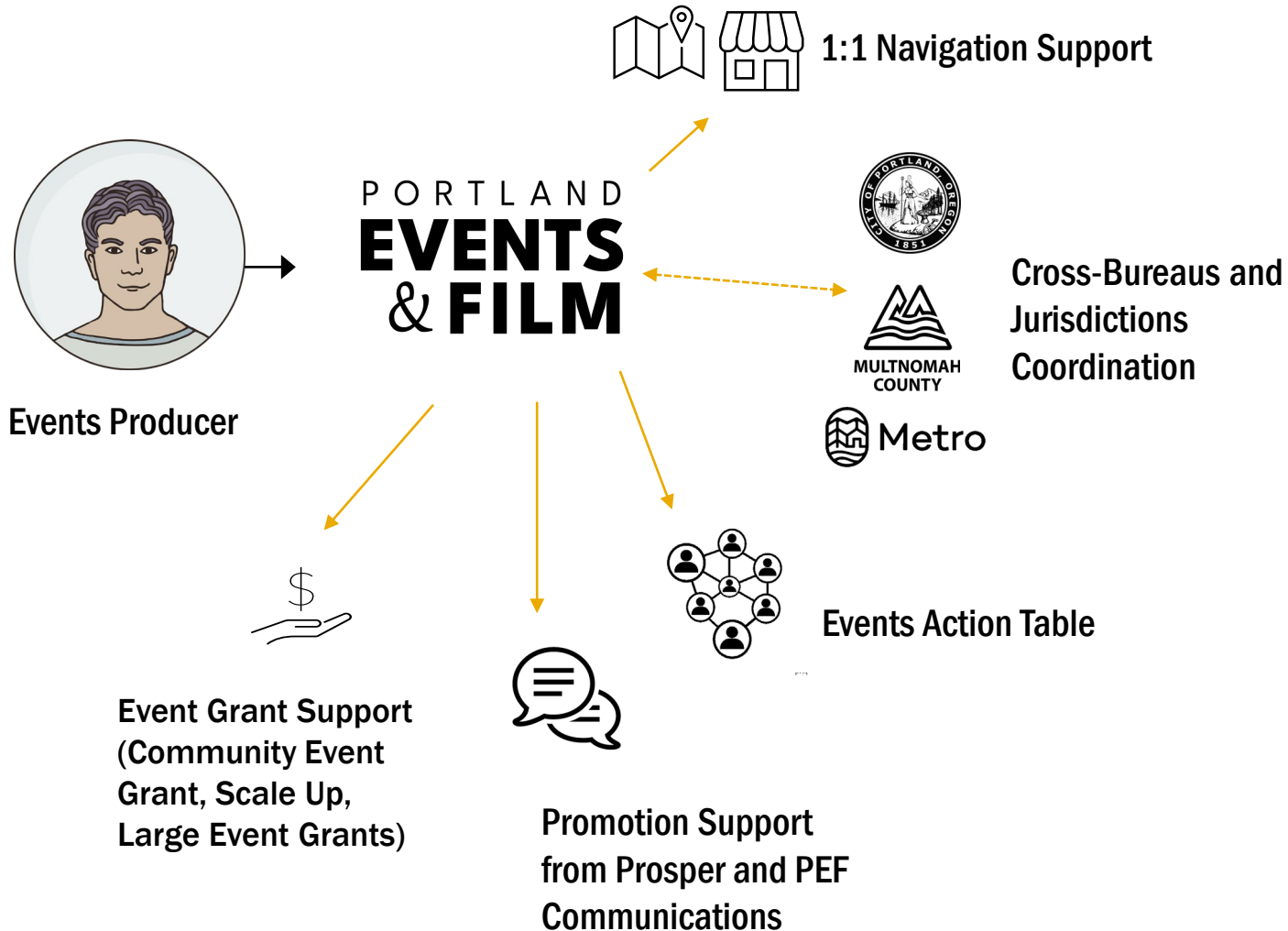


View of a popup event at the Big Pink



Savina Monet providing free collage

Event Production Services



Grant Programs



Jade Night Market



Comedy in the Park



Vanport Jazz Festival

151

Grants
Awarded

\$4,652

Avg. Grant Size

188,679

Reported
Attendance

\$6.0M

Economic Impact

Grant Programs



Supports local Portland events positioned to grow and attract attendance beyond the metro region

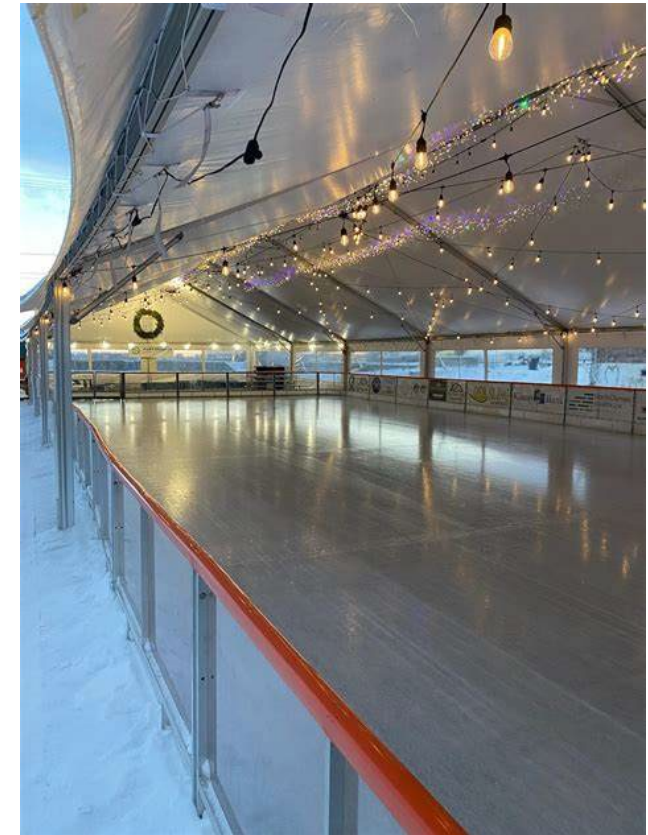
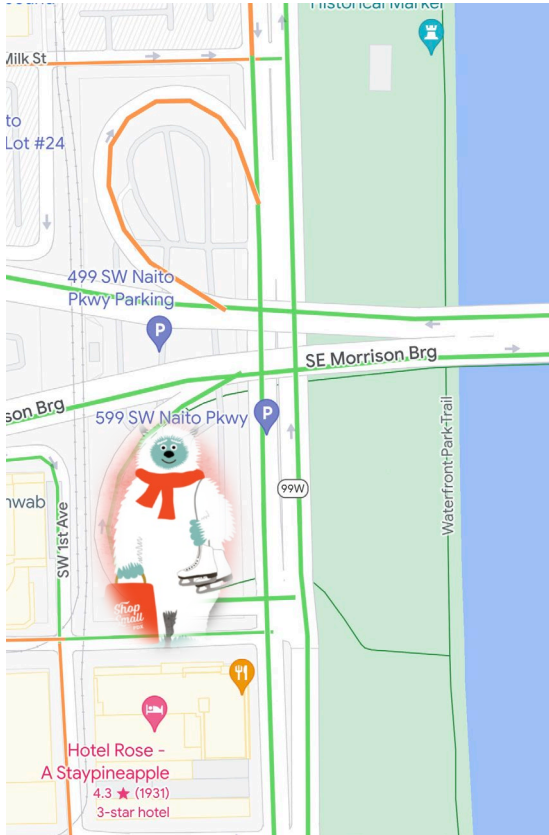
18

Number of Applications

3

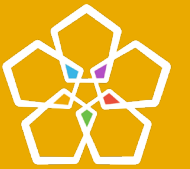
Anticipated number of awards

Portland Winter Ice Rink



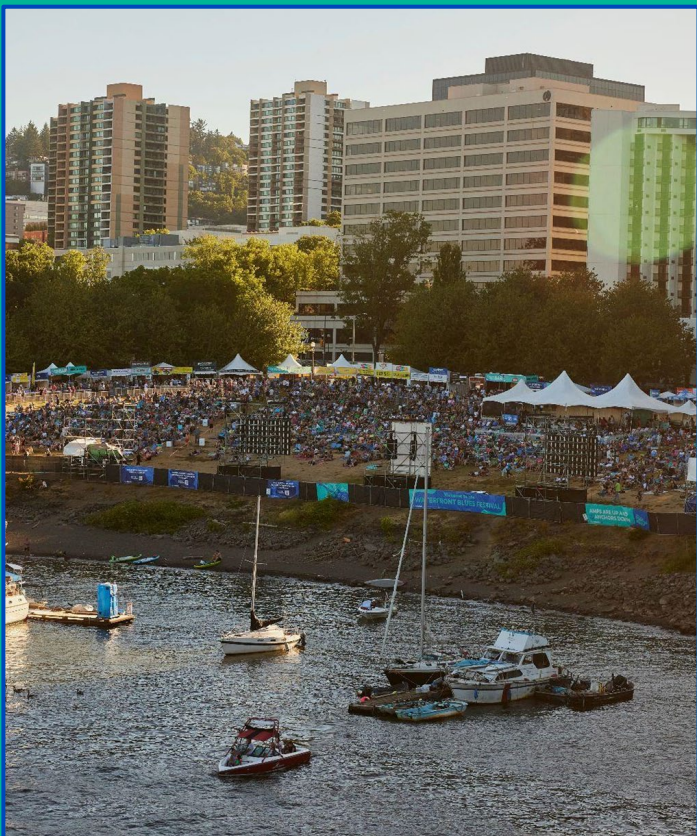
Thank You!

Portland Events and Film



PROSPER
PORTLAND

Building an Equitable Economy



**WATERFRONT
BLUES
FESTIVAL**

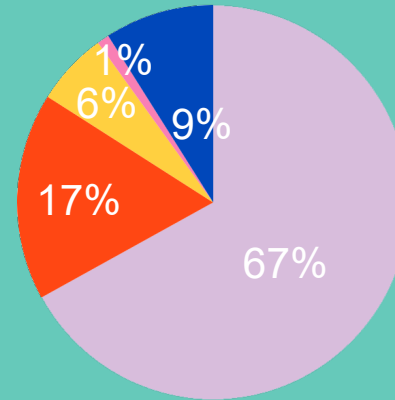






FESTIVAL FANS

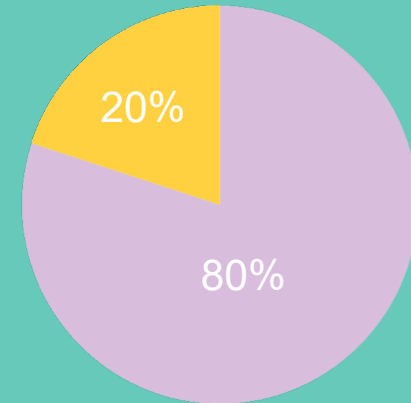
GEOGRAPHY



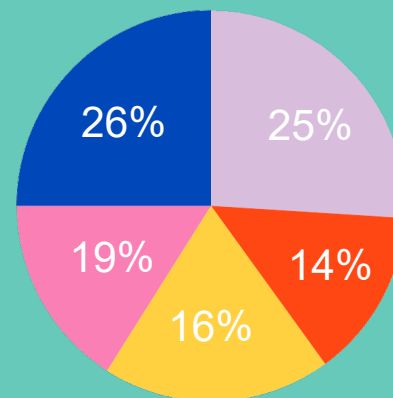
- Oregon
- Washington
- California
- International
- All Other States

OREGON ATTENDEES

- Portland Metro Area
- Outside of Metro Area



YEARS ATTENDING



- 20+ Years
- 11-20 Years
- 6-10 Years
- 1-5 Years
- It was my first time!

BLUES FEST, BY THE NUMBERS



45,108 attendees at the 2023 festival



38% of attendees traveled to Portland



23% of attendees stayed in hotels



4% of attendees stayed in vacation rentals



61% of festival hotel/vacation rental guests stayed 4+ nights in town



23% of attendees visited other areas of Oregon

50% of acts are led by BIPOC artists

25% of acts are female-fronted





GOOD NEWS FOR WBF & TRAVEL

31%

increase in year-over-year
VIP ticket sales at WBF
in 2023

say concerts and music
festivals are among their
favorite memories*

57%

37%

would be interested in a
vacation devoted to an
artist or festival*

*Among U.S. Consumers 15-69 who attended a concert or
music festival in the past 12 months

Source: UTA IQ | Oct. 2023



SEE YOU AT WATERFRONT PARK JULY 4 - 7, 2024!

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