

A wide-angle photograph of the Portland skyline at dusk. The city's lights are reflected in the water in the foreground. The sky is a mix of purple, pink, and blue. The text 'PORTLAND ACTIVATION & REVITALIZATION UPDATE' is overlaid in large white letters.

PORTLAND ACTIVATION & REVITALIZATION UPDATE

EARLY INVESTMENTS 2020 – 2023

Over \$1 million invested in Portland activations and events from 2020 – 2023 to support and sponsor events and activations aimed at helping Central Portland recovery.

- Major Event Sponsorships
- Targeted Sponsorships & Activations
- Grants and Destination Ready Investments

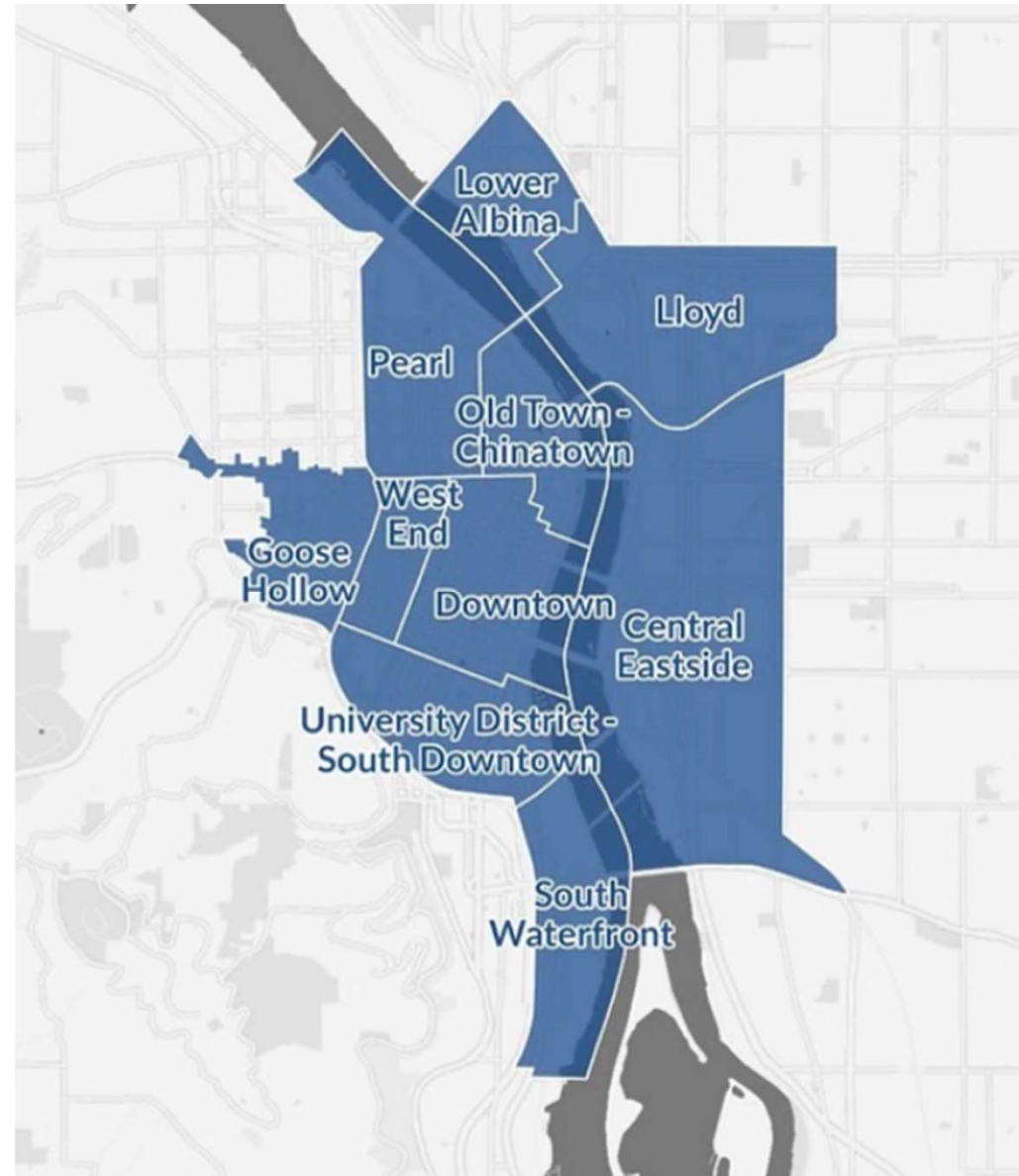


PORTLAND CENTRAL CITY TASK FORCE

A transformative effort with business, local, county, state, and federal leaders to revitalize the Central City with actionable strategies.

"Portland is so much more than just a city. Its uniqueness, culture, and spirit are vital not just to those who call the City home, but to the entire state, acting as an economic engine for all of Oregon."

Governor Tina Kotek, Task Force Co-Chair



PORTLAND CENTRAL CITY TASK FORCE

Recommendation 3: Pursue state grants to support event and public space activations and remove barriers to holding events

- Convene in late '23 or early '24 to identify impactful investments for activations that will drive visitation and room nights ...
- Travel Oregon can designate ... resources within their 2023-2025 biennial budget to support Central City activations.
- Travel Oregon and Travel Portland should also explore ways that Travel Oregon's Regional Cooperative Tourism Program (RCTP) may support Central City activations as part of the Portland Region's 2024-25 RCTP plan.
- Consider funding organizations for longer timeframes (e.g., 3 to 5 years)

WINTER 23-24 SPONSORSHIPS

Designate ... resources within their 23-25 biennial budget to support Central City activations.

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



TRAVEL PORTLAND

Designate ... resources within their 23-25 budget to support Central City activations.

Communities in Crisis Grant – \$600,000

- Visitor Experience Enhancement Grants '24: \$100,000
- Large Event Sponsorships in 2024-2025: \$330,000
- Ticket to Dine in 2025: \$150,000
- My People's Market in '24-'25: \$20,000



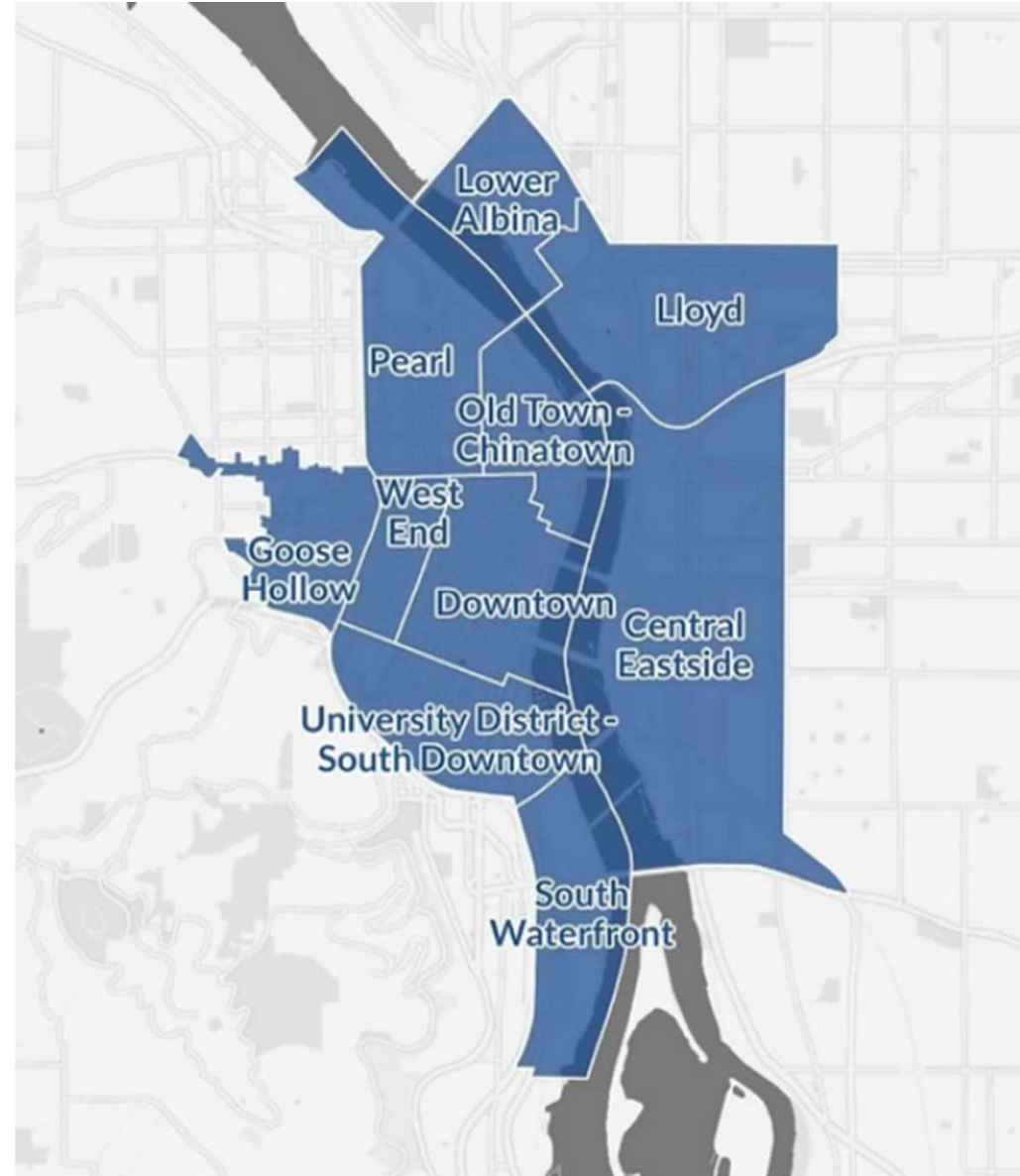
Photo: Joseph Blake

52-WEEK STRATEGY

Designate ... resources within their 23-25 budget to support Central City activations.

\$50,000 per Organization

- Albina Vision Trust
- Central Eastside Industrial Council
- Go Lloyd
- Downtown Clean and Safe
- Pioneer Square
- Old Town Community Association



ADVERTISING CAMPAIGN

Total Media Budget: \$3.6M

Flight Dates: 9/16/2024-11/30/2024

Key Target: Immersive Guest

Three :15 second advertisements

Paid content promotion on Travel Oregon channels

Initial results show significant lift in Portland content visits on Travel Oregon.com



JAMES BEARD MARKETPLACE

- OCF Joseph E. Weston Public Foundation + Schlesinger Family
- Funding includes Travel Portland, Prosper Portland, Travel Oregon, Office of Mayor Wheeler
- Will house 40 businesses
- Inclusive food space encompassing a teaching kitchen, farm stands, fish market, butcher, cheese shop, bookstore, fast casual dining, and more.



TODAY'S PANEL - TBD

Scott Bricker, Travel Oregon – Director,
Destination Services

Megan Conway, Travel Portland – Chief
Strategy Officer

Elyse Taylor Liburd, Portland Office of Events
& Film - Film Industry Project Manager

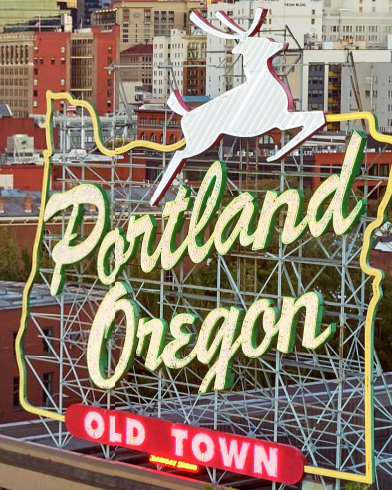


Photo: Joseph Blake

OREGON TOURISM COMMISSION – PORTLAND UPDATE

DECEMBER 4, 2024

TRAVEL
PORTLAND



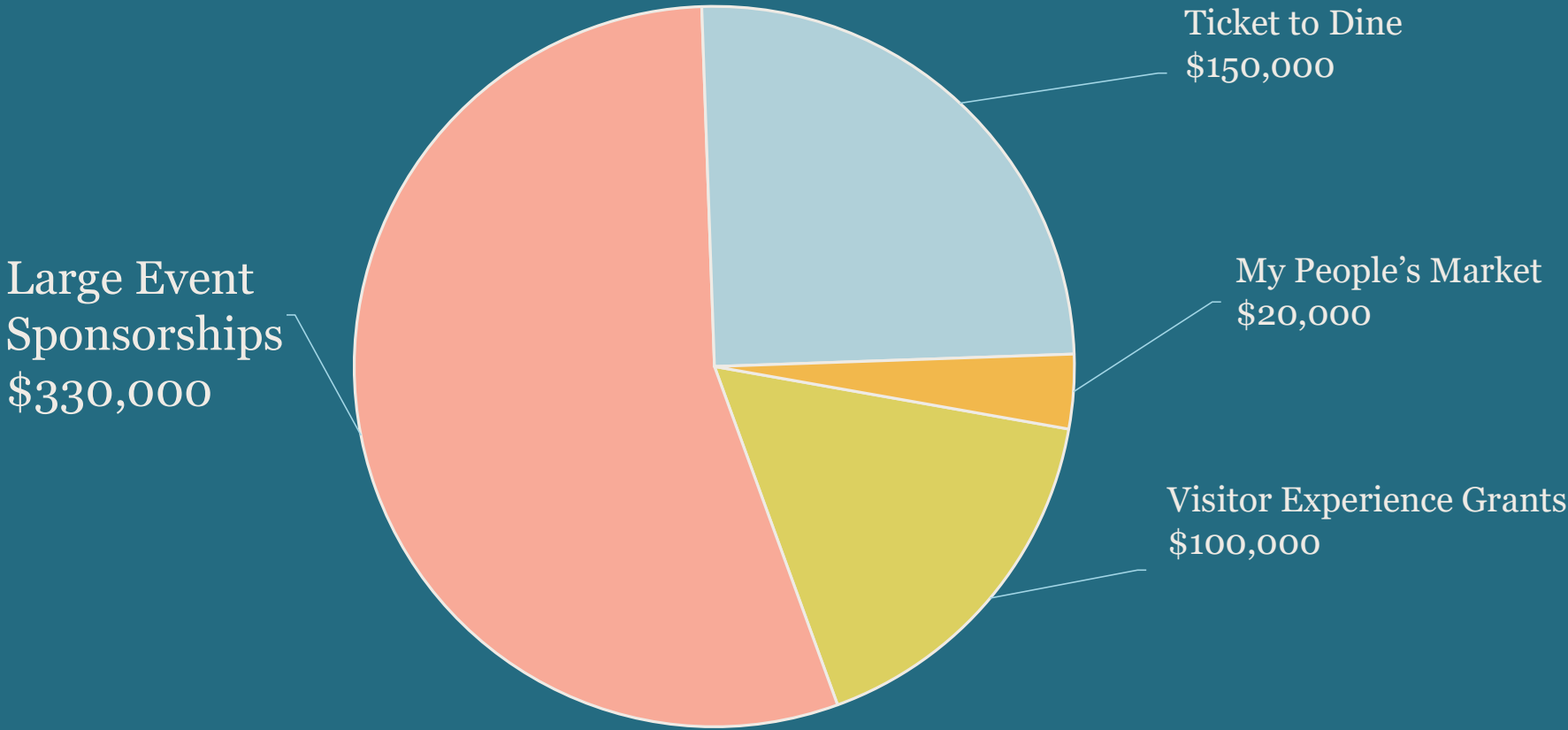


Megan Conway,
Chief Strategy Officer

PORTLAND CENTRAL CITY TASKFORCE



TRAVEL OREGON GRANT - \$600,000



LARGE EVENT SPONSORSHIPS



Portland Pride Parade &
Waterfront Festival



PDX Live concert series at
Pioneer Courthouse Square

VISITOR EXPERIENCE ENHANCEMENT GRANTS



Cycle Portland Forest
Park E-bike Tours



Literary Arts
Headquarters



Coraline's Curious
Cat Trail

PROGRAM SUPPORT



My People's Market



Ticket to Dine

VISITOR EXPERIENCE ENHANCEMENT GRANTS



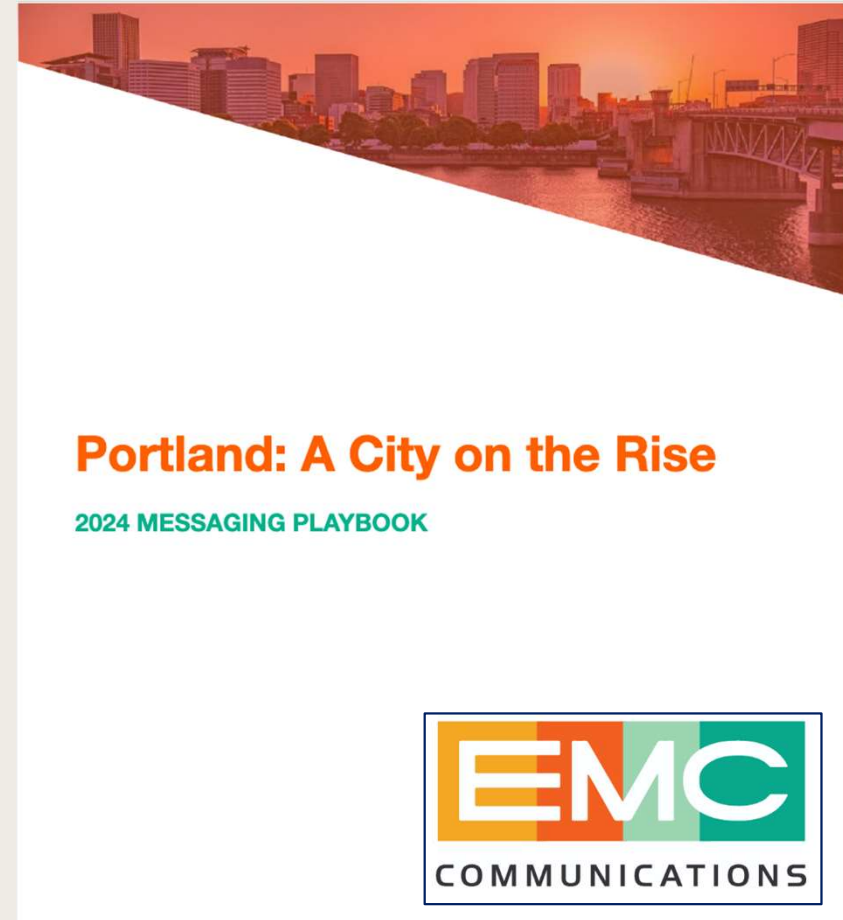
REPUTATION RECOVERY



STRATEGIC COMMUNICATIONS

Addressing the negative media

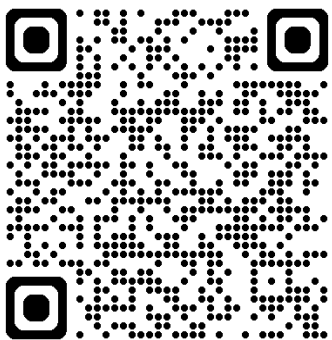
- Began in February 2024
- Built working group of stakeholders
- Facilitated communication between government, public and private sector groups
- Initiated election planning
- Created rapid response protocol for threats to reputation in media
- Built spokesperson list
- Unified talking points



STRATEGIC COMMUNICATIONS

Election Sign-On Letter

"We unequivocally support the right to the peaceful expression of diverse viewpoints. And, we must recognize the line between constructive demonstration and actions that can undermine our community."



<-- View the full letter
and list of all signatories

October 29, 2024

Dear Fellow Oregonians,

As our nation prepares to vote on November 5, we — your neighbors, local business owners, elected officials and community advocates — call on all Oregonians living in Portland to uphold our tradition of respectful civic participation during this election season. Portland has made significant progress in its recovery over the past few years, and by engaging peacefully and constructively in the democratic process, we can showcase Portland's resilience and continue our positive momentum.

We have seen encouraging signs of progress as we address the city's challenges. Downtown Portland has experienced a strong resurgence, with summer foot traffic reaching the highest levels since before the pandemic. Its culinary, events, and sports scenes are thriving. And there have been significant strides in public safety. These achievements represent the hard work and perseverance of countless individuals who believe in the promise of the city.

As we navigate this election period, let us safeguard and advance our hard-won but still fragile progress, ensuring our actions strengthen rather than undermine our community's growth.

We unequivocally support the right to the peaceful expression of diverse viewpoints. And, we must recognize the line between constructive demonstration and actions that can undermine our community. To this end, we call upon everyone to:

- Exercise your right to free speech and assembly respectfully
- If you choose to demonstrate, do so peacefully and without causing damage to our community
- Support our local businesses, which are integral to our community's fabric
- Stay informed and resist the spread of misinformation
- Embody a strong sense of community by looking out for one another and fostering inclusivity, understanding, and respect. Actively support communities of color, LGBTQ+ individuals, immigrants, religious minorities, and other groups facing targeted violence and hate.

As the election results are tabulated, there may be moments of uncertainty or heightened emotions. It is in these moments that we must exemplify the very best of Oregon — our compassion, innovation, and commitment to progress and inclusivity. By choosing peaceful and constructive forms of civic participation, we protect our community's well being and continue to build a place that works for everyone.

TRAVEL+
LEISURE

The 50 Best Places to Travel in 2025

By Travel + Leisure Editors | Published on November 20, 2024

Portland



The new main terminal building at Portland International Airport. PHOTO: EMA PETER/COURTESY OF PORT OF PORTLAND

Oregon's biggest city has long appealed to outdoor lovers, with its 250-plus public parks; the Willamette River, which runs through the heart of the city; and a growing network of paved multiuse trails that has resulted in a 5 percent increase in biking since 2022, according to the Portland Bureau of Transportation. Now there are new, enticing reasons to visit this laid-back Pacific Northwest city. Late 2024 saw the opening of [Cascada](#), Portland's first underground thermal springs spa and eco-hotel, located in the Alberta Arts District, and in 2025, a \$111 million renovation of the Portland Art Museum will bring an additional 100,000 square feet to the building, including the creation of new galleries and a Mark Rothko Pavilion. Plus, with big-ticket infrastructure upgrades, like the \$2 billion redevelopment of Portland International Airport — [the country's friendliest](#) — which has a new, nature-inspired main terminal, it all becomes easier to access. — [Jessica Vadillo](#)

PORTLAND VISITOR CENTER



MARKETING



In-state advertising with OPB
& Willamette Week

Month	Visits	Note
April	356,340	3rd-best April ever
May	565,596	Best May ever
June	529,400	Best June ever
July	584,252	Best month ever
Aug.	568,367	Best Aug. ever
Sept.	415,039	Best Sept. ever
Oct.	478,830	Best Oct. ever

Record-setting web traffic

PORTLAND EVENTS & FILM OFFICE



PORTLAND EVENTS & FILM OFFICE



Rock Star Energy Open



Scale Up Event Grants

P O R T L A N D
EVENTS
& FILM

Portland Film Industry

2024

Film in Portland- 2024

The media production industry has had a major growth year in 2024 in Portland and within the entire State.

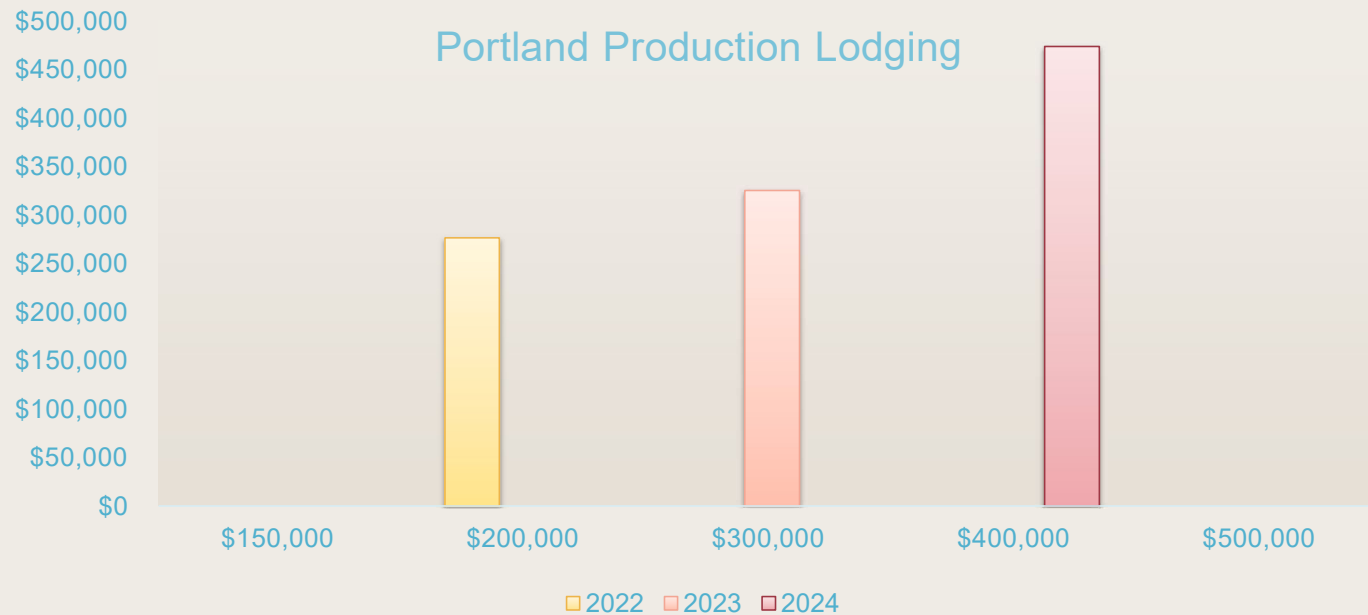
We began 2024 at Sundance film festival, where Portland created Netflix thriller “Its What’s Inside” landed the largest distribution deal at \$17 million.

In June of 2024 Portland began filming its largest on location television series to date. Amazon Studios “Criminal” employed over 300 cast and crew members, used over 60 permitted locations in the Portland metro area, and worked with over 100 small businesses and vendors.



PORTLAND
**EVENTS
& FILM**

2024 – Lodging by the Numbers



Hotel and Lodging- State of Oregon:

2023: \$381,755.58

2024: \$606,756.27

58.93% increase

*2024 does NOT include “Criminal” which filmed the last 5 months of the year.



PORTLAND
**EVENTS
& FILM**

2024 – Marketing, Recruitment & Retention

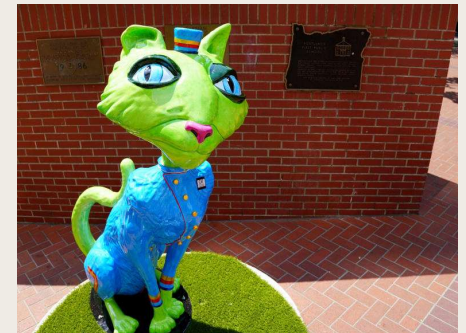
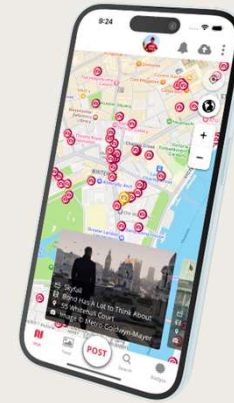


In 2024 our team will continue marketing and recruitment efforts to support the local film industry as well as entice new productions to the city.

- Portland and Ashland OR were named best places to live and work as a filmmaker... Spoiler alert, we made the list again for 2025!
- Our office created a destination campaign video entitled “Lights Camera Portland”
- Our office has a presence at film festival around the Country such as SXSW and Sundance.
- We support through grants local productions that are getting national attention.



2024 – Film Tourism



Film Tourism app *SetJetters estimates that over 100 million people a year are inspired to travel by film and TV.

- SetJetters has partnered with the Oregon Film Trail to highlight over 40 iconic Oregon film locations.
- Films such as *Wild*, *The Goonies*, *Twilight* and *Halloweentown* consistently see over 100,000 visitors a year and the economic impact of those visits in a decade will be over 5 times their direct spend.
- Events such as the *Coraline* 15th anniversary Cat Trail boost foot traffic and tourism in the central city.
- **Future market insights the film tourism market size is estimated to surpass \$66.9 million in 2023 and is projected to reach \$118.6 million by 2033.

*[SetJetters](#)

**[Film Tourism Market Share, Size, Trends & Outlook 2033 | FMI](#)



PORTLAND
**EVENTS
& FILM**

LOOKING AHEAD





WHAT'S NEXT FOR PORTLAND?

- Urban redevelopment and new assets
- Commitment to major league sports and large scale events
- Investment in public facilities and visitor venues

Makulit

FIL ♥ AM
FAST FOOD

THANK YOU

1 Big Bunso longanisa patty, cheese, lettuce, tomato, onion, atsara, banana ketchup \$11	
2 Pork Chop pork chop, cheese, onion, lettuce, tomato, onion, red sauce, chili \$12	
3 Adobo Poutine pulled pork gravy, cheese curds \$13	
4 Adobo Classic braised pork, rice \$11	
5 Chicky Bites mustard-fried chicken thigh, two (2) sawsawan \$12	
6 Make it Sticky chicky bites, sweet finadene glaze, rice \$13	
o vegetarian	

LUMPIA	
REG \$7	LRG (6) \$13
SINAWAN .50	
SINAMAK spiced vinegar (contains shellfish)	
SIDES	
ATSARA \$1	
pickled papaya, carrot, daiikon, bell pepper	
FRIES \$1.5	
RICE \$2	

DRINKS	
MANGO NECTAR \$2.50	
Philippine Brand	
2-UP \$2	



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