



CITY OF

PORTLAND, OREGON

Amanda Fritz, Commissioner
1221 SW Fourth Ave., Suite 220
Portland, Oregon 97204
(503) 823-3008
amanda@ci.portland.or.us

Presentation By East Portland Organizers

Time Certain 10:00am

August 18, 2010

Representatives of East Portland Neighborhoods are here to present a report of the **East Portland Expo and the City's Partnership with Neighborhood Organizers.**

The East Portland Exposition (EPO XPO) is a two day community event that was held at Ed Benedict Community Park located along SE Powell Boulevard. This year's event took place on July 17 and 18. **EPO XPO** is co-sponsored by all 13 East Portland Neighborhoods. The event featured numerous exhibitors, lots of entertainment and food, free health testing, and free activities for children and families.

This year, **EPO XPO** partnered with the City of Portland for the very first Sunday Parkway in East Portland which made it great fun for everyone.

August 18, 2010

My name is Mark White and I'm the event planner for the East Portland Exposition. Joining me today is Katie Larsell who is here on behalf of the East Portland Action Plan.

I would like to thank Commissioner Fritz again for helping to make this presentation possible.

The 2010 East Portland Exposition was held on July 17 and 18. Over the two days, approximately 10,000 people attended the event with much of that success due to the partnerships with Sunday Parkways and Movies in the Park.

I have also included with my written testimony a few photos taken at this year's event.

The event commissioned Portland Youth Builders to create a short video about East Portland that was shown immediately prior to the movie each night. We would like to share that video with you now.

SHOW VIDEO

With our first experience on creating a video with Portland Youth Builders complete, our hope for the next video is to include more emphasis on the tremendous diversity within East Portland as well as the leadership role of East Portland Neighborhood Associations and the East Portland Action Plan.

The East Portland Exposition is many things, but most pointedly, it is a way for residents of East Portland to come to together and celebrate all the things that make East Portland such a vibrant place to live — our incredible diversity, our abundance of nature-based assets, and our strong emphasis on children, families, and community. It's also an opportunity to introduce East Portland to the many Portland residents who may still be unfamiliar with our part of the City and the true depth and breadth of Portland.

Our commitment to community is clearly reflected in the choice of food vendors. Each food vendor was either a community organization or East Portland community member. Our plans are to continue and expand on this commitment.

We also hope to expand the kid's area with more emphasis on physical activity to help reinforce the healthy active living goals of Sunday Parkways.

Free health testing was also available, including vision and hearing, as well as blood pressure, lead, and glucose testing. Attendees were able to receive shiatsu massage and acupuncture. Tai chi and qi gong demonstrations were also part of this component.

The Multicultural Share Fair was a tremendous success. Performances and activities had hundreds of attendees. And I'm thrilled to report that the event was also a catalyst for cross-cultural community building. For example, a Native American performer was

teaching Native American dance techniques to a Russian dancer. A Haitian drummer was teaching Haitian drumming techniques to a Native American drummer. Groups represented were very pleased with attendance and were already discussing possibilities for next year. Plans for next year are to make the multicultural performances the sole focus of entertainment during the day, to provide opportunities for additional cultural groups to be represented, and to expand on the interactive cultural activities.

The main stage entertainment is the one component where change is being considered. While the bands who played throughout the day were excellent, the multicultural component of the event was clearly the preferred choice for attendees. If I were to be granted my ultimate dream for the entertainment part of the event, it would be to have local bands with significant name recognition such as Storm Large and Pink Martini to perform each night. If I were to be able to recruit them, I would aggressively pursue funding to have the Portland Community Media Youth Club film the event. My goal would be for the filming and editing to be a collaborative effort with OPB who would provide high level mentoring for youth filmmakers. The resulting film would hopefully include behind the scenes work on the East Portland Exposition, the mentoring experiences of youth, as well as educational opportunities on East Portland thrown into the mix. If possible, the film could be donated to OPB for use during one of their pledge drives and used as a mechanism to help generate revenue.

The largest obstacle for the event to overcome is clearly funding. We are committed to keeping the event free to all attendees, and are subsequently very dependent on outside funding and in-kind donations to conduct the event as well as promote it. This year we were very fortunate to have a very strong partnership with Parks and Recreation who provided sound, movies, and the rock wall in exchange for sponsorship. Promotion is key, especially for reaching residents outside of East Portland. The partnership with Sunday Parkways and Movies in the Park was key to our success for promotion this year. Next year, we will also be placing strong emphasis on social networking, including the social networks of the many cultural groups who will be represented at the event. In addition, print and television media partners will also be pursued to further expand our reach.

KATIE LARSELL PRESENTS

I feel privileged and honored to work on this event. To be able to facilitate a child's first experience with a bouncer, or to help bring together members of different cultural groups who then work together and teach each other about each other is incredibly rewarding for me personally.

Each of you has helped to make this wonderful event possible and I would like to once again thank you and recognize you for your substantial contributions.





Agenda No.
REPORT NO.
Title

Report on East Portland Expo and the City of Portland's partnership with neighborhood organizers (Report)

<p>INTRODUCED BY Commissioner/Auditor: Commissioner Amanda Fritz</p>	<p>CLERK USE: DATE FILED <u>AUG 13 2010</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Adams</p> <p>Position 1/Utilities - Fritz <i>[Signature]</i></p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Leonard</p>	<p>LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <i>[Signature]</i> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: Office of Neighborhood Involvement Bureau Head: Amalia Alarcon de Morris</p>	<p>ACTION TAKEN:</p> <p>AUG 18 2010 PLACED ON FILE</p>
<p>Prepared by: Dora Perry Date Prepared: August 12, 2010</p>	
<p>Financial Impact Statement</p> <p>Completed <input type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input checked="" type="checkbox"/></p>	
<p>Council Meeting Date August 18, 2010</p>	
<p>City Attorney Approval</p>	

AGENDA
<p>TIME CERTAIN <input checked="" type="checkbox"/></p> <p>Start time: 10:00</p> <p>Total amount of time needed: 15 min (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input type="checkbox"/></p> <p>Total amount of time needed: _____ (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
	YEAS	NAYS
1. Fritz	1. Fritz	
2. Fish	2. Fish	
3. Saltzman	3. Saltzman	
4. Leonard	4. Leonard	
Adams	Adams	