

# CITY OF PORTLAND

MAY 22, 2024



TRAVEL  
**PORTLAND**



# PORTLAND YOURS TO SHARE

MILL ENDS  
PARK

PORTLAND PARKS & RECREATION



**PORTLAND  
YOURS TO SHARE**

# TARGET MARKETS



Seattle  
San Francisco  
Los Angeles  
Eugene/Bend  
Sacramento  
Denver

# OUT OF HOME: SEATTLE



**SKIP THE  
SALES TAX,  
NOT THE  
GETAWAY**

**PORTLAND  
YOURS TO SHARE**



# OUT OF HOME: SEATTLE



**IF YOU HAVE  
TIME TO  
READ THIS,  
YOU HAVE  
TIME FOR  
PORTLAND**

**PORTLAND  
YOURS TO SHARE**



# MAGAZINE

## PORTLAND

2024



yours  
to  
share

PHOTO: GETTY IMAGES/ALAMY

### NEIGHBORHOODS

## Southeast

Family-Friendly Accessible Must-See



Children in uniform business at Movie Madness. PHOTO BY ANDREW LEE

### MONTAVILLA

About 5 miles (8 km) east of downtown, this charming neighborhood features shops, tasty treats and a historic movie theater. Opened in 1948, the **Academy Theatre** (7315 SE Stark St.), with its glittering two-story metallic dome, offers second-run flicks and serves pizza slices.

**Ya Hala** (8005 SE Stark St.), founded as a deli counter in 1999, has grown to become one of the city's most beloved Lebanese restaurants. With a focus on Thai-Chinese food, noodles and seafood, newcomer **Yaowarat** (7937 SE Stark St.) should not be missed.

Find preloved kids' clothes and toys at **BranTalk** (8027 SE Stark St.). Make a uniquely Portland fashion statement at **Union Rose** (8029 SE Stark St.), a women's boutique stocked exclusively with locally made goods. Another only-in-Portland experience awaits at **Zuckercream** (414 SE 81st Ave.), a market that hosts themed pop-ups like the annual Strawberry Museum, featuring local bakers and makers.

### BELMONT

Located a few blocks north of Hawthorne, this street stretches to **Mt. Tabor Park** (SE 60th Ave. & SE Salmon St.), where you can walk on one of Portland's four extinct volcanoes.

Satiate your brunch hunger at **Paradox Cafe** (3439 SE Belmont St.), a vegetarian mainstay for over 30 years.

**The Bite on Belmont** (4255 SE Belmont St.) offers a selection of food carts with everything from Brazilian bites to Norwegian fusion.

Portland institution **Movie Madness** (4220 SE Belmont St.) doubles as a museum and offers obscure films and movie rental. Escape to a time when video games only cost a nickel at **Wendland** (2421 SE Belmont St.), abuzz with skeeball and whack-a-mole games.

PHOTO BY CHRISTINE DORR



Yasowarat

PHOTO BY TRAVELER PAGE ILLUSTRATION BY ALISA BARTHELEW



### HAWTHORNE

Spanning 43 blocks, this walkable street is full of vintage shops, boutiques and dining. Do a little jig at **Hawthorne Theatre** (1507 SE 38th Ave.), one of the city's busiest all-ages music venues. Or catch a flick at the **McMenamins Bagdad Theater and Pub** (3702 SE Hawthorne Blvd.), one of the city's many view-and-beer-style venues.

Brunch stalwart **Jam on Hawthorne** (2259 SE Hawthorne Blvd.) serves up breakfast staples seven days a week, and no trip to Portland is complete without a meal at **Hawthorne Asylum** (1090 SE Madison St.). Find over 20 food carts with everything from gluten-free waffle sandwiches to BBQ and sushi burritos.

Don't miss Hawthorne's shopping scene, replete with vintage purveyors like **House of Vintage** (3315 SE Hawthorne Blvd.) and **Maggie** (1960 SE Hawthorne Blvd.). Find gifts and trinkets at **Present of Mind** (3633 SE Hawthorne Blvd.) and about 1,500 curated asanas at **The Perfume House** (3328 SE Hawthorne Blvd.).

# “PORTLANDERS” VIDEO SERIES





# BETTER. MARKETING AND TRAVEL PORTLAND

Jonathan Riley, Better.

- Partnership and “Portlanders” series launched in 2021.
- We showcase the real people who make the city’s heartbeat.
- Each subject has found meaning here, cultivating creative expression with and for the city.





## INTENTIONAL IMPACT

Third Eye Books Accessories and Gifts

Owners Charles Hannah and Michelle Lewis report that being featured in “Portlanders” has transformed their presence and reach.

## RESULTS SO FAR

18 of 24 episodes released

- 7.3 million views
- 103,700 hours of watch time
- 137,600 new subscribers to Travel Portland's YouTube channel



# EXPERIENCE "PORTLANDERS"

## PORTLANDERS

*Featuring*

**Albina Music Trust**





## THE POWER OF PARTNERSHIP

- Community
- Professional networks and entrepreneurs of color
- Personal growth and development

# PORTLAND EVENTS & FILM OFFICE COLLABORATION



# PARTNERSHIP WITH PROSPER PORTLAND EVENT OFFICE

## Scale Up Event Grants

- Capacity-building and technical assistance for events with 1,000–10,000 attendees
- 3 events awarded \$25,000 each in Round 1:
  - Fertile Ground Festival of New Work
  - Good Food Awards
  - Kickstand Comedy in the Park
- 26 applications for Round 2 (events between July 1–Dec. 31)



## Oregon Film Scene Expanding Thanks to Diverse Locations, Tax Rebates

By Todd Longwell



Courtesy of Hulu

# PORTLAND FILM OFFICE PARTNERSHIP CONTINUES

- Travel Portland will continue to provide funding of the Portland Film Office's efforts to attract projects to Portland while developing the local workforce and film industry
- Portland Film Office issued 71 film permits July - December
- Industry recovery continues since 2023 WGA / SAG strike
- "Little Wing" on Paramount+ streaming now



A vibrant rose garden with a central path, manicured hedges, and two topiary trees under a blue sky with clouds. The garden is filled with various colored roses, and a fountain is visible in the background. The scene is bright and sunny, with a clear blue sky and scattered white clouds. The overall atmosphere is peaceful and scenic.

THANK YOU

TRAVEL  
PORTLAND