CITY OF PORTLAND MAY 22, 2024

PORTLAND



POPIETAND TO PERSONAL AND TO P

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



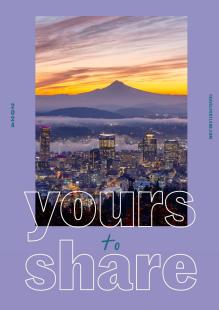
IF YOU HAVE TIME TO READ THIS, YOU HAVE TIME FOR PORTLAND





MAGAZINE

PORTLAND



NEIGHBORH

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MONTAVILLA About 5 miles (8 km) east of

socary made goods. Another only-in-Portland experience awaits at **Zuckercreme** (414 SE 81st Ave.), a market that hosts themed pop-ups like the annual Strawberry Mu-seum, featuring local bakers, and makers

BELMONT

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

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Satiate your brunch hunger at Parades Café (2428 SE Belrions 13.), a vegetarian mainstay for over 30 years. **The Bite on Belmont** (4255 **Belmont S1**) offers a selection of food carts with everything from Brazilian bites to Norwegian fusion. Portland institution **Novie** Madness (4320 SE Belmont SL) doubles as a museur and offers obscure films and movie rentals. Escape to a time when video games only cost a nickel at **Wan-derland** (3451 SE Belmont SL), abuzz with kieeball and whack-a-mole games. mole games.





HAWTHORNE

Spanning 43 blocks, this walkable street in full of vietage shops, boutiques and dining. Do a little jig at **Hawthome Theatre** (1507 SE 39th Ave.), one of the city's busiest al-ages massive evenes. Or catch a fick at the **McMenam Bagdad Theater and Pub** (3702 SE Hawthome Blvc!), Bagidat Theater and Pail: (2020 SE Headform Birds), one of the city many wiew and therewise hereases. Brunch takiwat Jam on Hawthorne (2230 SE S Hawthorne Birds), wereas up breakatt actigns sown drags a week, and no tip to Pottandi a complete without a meak at Hawthorne Askymin (300 SE Madissi SE). And over 20 food out a with everything them gluten here with another the to Birds and anish brunch and the Hawthorne Askymin (300 SE Madissi SE). And the Hawthorne Birds) and the Hawthorne Holds) and Magnet (300 SE Hawthorne House (3320 SE Hawthorne Birds).

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"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

BE A VOICE NOT AN ECHO



EXPERIENCE "PORTLANDERS"

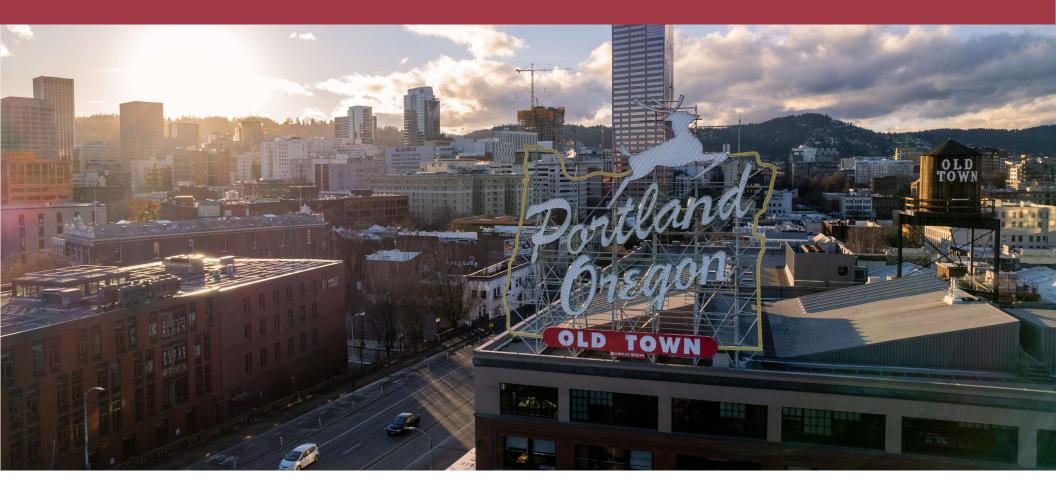




THE POWER OF PARTNERSHIP

- 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)





Home > Film > Locations

Jan 26, 2024 9:15am PT

Oregon Film Scene Expanding Thanks to Diverse Locations, Tax Rebates

By Todd Longwell ~





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

Courtesy of Hulu

