

## MULTICULTURAL ADVISORY COUNCIL

Jeff Blosser	Executive Director – Oregon Convention Center	
Jane Braaten	<b>OMF Business Operations Division Manager – City of Portland</b>	
Gale Castillo	Executive Director – Hispanic Metropolitan Chamber	
Kendall Clawson	Executive Director – Q Center	
Elisa Dozono	Attorney – Miller Nash and Chair of MERC Commissioner	
Norm Hwa	General Manager – Paramount Hotel	
Jaime Lim	President – Philippine American Chamber of	
	Commerce of Oregon	
Nichole Maher	Executive Director – Native American Youth	
	and Family Center	
Marcus Mundy	President – Urban League of Portland	
David Penilton	President – American Hub World Travel	
Maria Rojo de Steffey	Community Advocate	
Staff/Advisors – Brian McCartin, Jeff Miller, Ron Melton, Greg Newland,		
	Mike Smith and Roy Jay	



## COMMUNITY ACTION COMMITTEE



- Transportation
- Development/Redevelopment
- Public Safety



## TRAVEL PORTLAND EDUCATION AND TRAINING FOUNDATION

#### TRAINING PROGRAMS/SCHOLARSHIPS 2009-10

Cascade Academy Foundation Hispanic Metropolitan Chamber MANA de Portland Outside-In The White Rose Educational Fund, Inc. Youth SummerWorks



## DOWNTOWN MARKETING INITIATIVE www.downtownportland.org July 2009- June 2010



#### DOWNTOWN RETAIL & MARKETING ADVISORY COUNCIL

**Scott Andrews Elaine Calder Charles Dummet** J. Isaac Phil Kalberer Sandra McDonough William Palmer, Chair **Kimberly Schneider** Lisa Schroeder **Carolyn Young** 

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> **Portland Development Commission Oregon Symphony Smart Park Pioneer Courthouse Square Portland Mall Management, Inc. Portland Business Alliance General Manager Brooks Brothers Office of the Mayor Mothers and Mama Mia's TriMet**

#### **DOWNTOWN RETAIL & MARKETING DIRECTOR**

**Courtney Reis** 



# MAX GREENLINE OPENING SEPTEMBER 2009

- Print, radio, web, PR
- 20,000 attendance, Pioneer **Courthouse Square**
- 83% of merchants report the event added value to their **business**







## HOLIDAY CAMPAIGN NOVEMBER/DECEMBER 2009







There is a place where where "familar" is not out a constraint where where fashion follows it's own muse. Others rewrite the rules nightly, other cities flock to study the blueptin. And the world's critics woon, bet as it spirals higher and unveils anew, it's grounded in bricks, mortar and memores. Bo bring us your wonder, your, but may, your wonder, your, but may be the green line, and he red capet



## **PERCEPTION SURVEY**



Post-campaign 72% favorable

Holiday 2006

Pre-campaign 41% favorable

Post-campaign 58% favorable



Portland.

Explore The Original This Holiday Season

www.downlownportland.org

travel PORTLAND

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## 'Tis fabulous to park free...

Thank you. Sincerely. Deeply. And congratulations. You've had the improvable taste, style and care to purchase something from city's heart, where originality still matters and the envelope of imagination is ever pushed. And, if the contents herein are not reward enough, from January 1st through March 1st, 2010, present this top at any downtown SmartPark garage and get two free hours of panking.

Explore The Original This Holiday Season www.downtownportland.org



### Holiday

- 2 parking amnesty days
  - \* Saturday preceding Thanksgiving
  - \* Day after Christmas
  - \* Validation +55% and +71% respectively
  - \* Bounce-back 1231 redemptions

#### **Dining Month**

\$1 off coupons (evening parking) 260 redeemed



## **SOCIAL MEDIA**

#### Holiday

Twitter541 followers89,000 re-tweetsFacebook564 likes1,174 page views

#### Current

DOWNTOWN Portland. Twitter 2,422 followers

Facebook 1,899 likes



Downtown Portland In addition to your hungry stomach, bring a Compassion Coupon to Dan & Louis Oyster Bar, Huber's, or Ruth's Chris Steak House, Portland until September 30, and we'll donate \$5 to New Avenues for Youth. See the full list of participants.

#### Restaurant & Bar www.bogopod.com SOM OFF entres with purchase of another

#### Compassion Coupons

For every Compassion Coupon you print and redeem from July 1-Sept. 30,2010, 55 will be donated to New Avenues for Youth to fund enhanced outreach resources for street youth from July 2010-June. 2011, up to a total of \$10,000.

September 22 at 10:09am · Share

#### a 3 people like this.



Downtown Portland We've just found something your whole family will enjoy. Mark your calendars for Under the Autumn Moon Festival at Lan Su Chinese Garden this Saturday. Dance, music, performances, massages, acupuncture and FREE admission!

Under the Autumn Moon Festival www.lansugarden.org Linder the Autumn Moon Celebration at Lan Su Chinese Garden

€ September 21 at 2:57pm · Share

C 3 people like this.



In June, the chefs who set the foodie world abuzz say thanks. Portland's acclaimed restaurants, from downtown and beyond, will strut their inventive stuff with select

#### **3-course meals for a mere \$25.** Log on and graze the delicious details.

www.DiningMonthPortland.com

DINING MONTH Portland

\$25

3 COURSES

JUNE 2010

55

<u>travel</u> PORTLAND		
DININ	G MONTH ortland.	DINING MONTH JUNE 2010
3 COURSES	\$25 JUNE 2010	
DiningMonthPortland.com		
•	\$25, 3 course meal	
•	50 restaurants	
•	90% would participate again	
•	30,000 visits to ww	w.diningmonthportland.com
•	260 Smart Park redemptions	



## compassion

#### (welcomed here)

Call it a do-gooder deal. A philanthropic shopping spree. Now when you enjoy downtown discounts, we'll help people in need **by donating \$5** to New Avenues for Youth for each coupon redeemed.

This July - September, be kind and shop.

Discover deals at: downtownportland.org DOWNTOWN?setland

## Compassion COUPON (welcomed here)

JULY - SEPTEMBER | DEALS & DOING GOOD downtownportland.org





## **PROMOTIONS** 2010-2011

- **Compassion Coupon continues**
- Fashion's Night Out (September 10<sup>th</sup>)
- Holiday Night Out (November/December)
  - **ARTS/Spring Fashion (February/March/April)**
- **Dining Month TBD**



