



## OUR MISSION

**Portland Downtown** stimulates a vibrant, thriving, and sustainable downtown community.

## OUR STAFF

**Cary Tyson**, Executive Director

**Amy Geren**, Program Director

**Adam MacDonald**, Marketing Director

**Taffy Eaton**, Office Manager

## STRATEGIC PLAN

2020 marked the first year of a new **Strategic Plan** that will guide our work for the next five years. To view the plan, scan the QR code below with your smartphone camera app!



Scan me

## BOARD OF DIRECTORS

*As of Spring 2021*

### Chair

**David Packard**, P K Realty Management & Investments

### Vice Chair

**Gillian West**, J.B. Brown & Sons

### Treasurer

**Dawn Homa**, Cooper Properties

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**Josh Miranda**, Blyth & Burrows

**Palo Peirce**, Bricklight Properties

**Neil Reiter**, R&J Partners LLC

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# 2020 ANNUAL REPORT

## THE YEAR OF THE PIVOT

2020 was a year of changes, challenges, and opportunities for **Portland Downtown**. Just as we welcomed our new executive director, **Cary Tyson**, the pandemic transformed life as we knew it. Proudly, our staff & board mobilized quickly to support our small business community through the unprecedented crisis. Our **Virtual Town Halls** – co-hosted by **Portland Buy Local** – became a valued space for business & property owners to connect during a scary and uncertain time. Together, we navigated the good, the bad, and the ugly – and we discovered ways to adapt (and even thrive!) in the face of adversity.



Love Notes

## MISSION 3/65

What began as a simple idea to encourage shopping & dining downtown (Pick 3 businesses; Spend \$65) evolved into a year-round effort to support and uplift our local business community. So far, our **Mission 3/65** projects have included the **Merry Madness Passport**, the wildly popular **Monument Square Tree Cam**, a **Love Notes** initiative for Valentine's Day, and a **Summer Storefront Decorating Challenge**. We also produced a short video dedicated to all of the businesses and people who make our downtown so special. Scan the QR code to the left to view the 90-second clip. We hope it gives you all the feels!



Downtown Cadets

## RETHINKING DOWNTOWN STREETS

Among the silver linings of the pandemic was a shift in thinking about how to best use public space. Thanks to quick action by the **City of Portland**, many businesses were able to expand service into open-air areas such as streets, sidewalks, and parklets. Streets became more pedestrian-friendly and visually appealing with beautiful plants & flowers, welcoming signage, and enhanced seating allowing people to spread out safely. To evaluate the successes and challenges of **Open Streets** in Portland, we hosted a community forum & survey with **Portland Trails**. Scan the QR code below to view the report.



Uncommon Paws

## FOCUS ON SAFETY + CLEANLINESS

Although foot traffic declined in 2020, our commitment to creating a welcoming space for residents & visitors most certainly did not. Our **Downtown Public Works Crew** treated our streets, parks, and public spaces with extra TLC; our **Peer Outreach Workers** assisted our most vulnerable neighbors with food & shelter; and our **Downtown Cadets** provided safety with a smile. Thank you to our many community partners – including the **City of Portland**, the **Portland Police Department**, **Amistad**, and **Milestone Recovery** – for keeping our downtown clean, safe, and inviting during a challenging year.



Street & Co.

## JOIN THE CONVERSATION

As we emerge from “the other side” of the pandemic, there’s a palpable feeling of hope and optimism in the air. We have a lot of healing and rebuilding to do, though, and we need your support to ensure that our downtown remains vital and vibrant. If you’re passionate about downtown, please consider joining one of our public committees: **Clean & Safe**, **Merchant, Marketing & Events**, or **Multimodal Transportation**. To get started, simply scan the QR code to the right and sign up for meeting notifications. We look forward to your insights & ideas!

