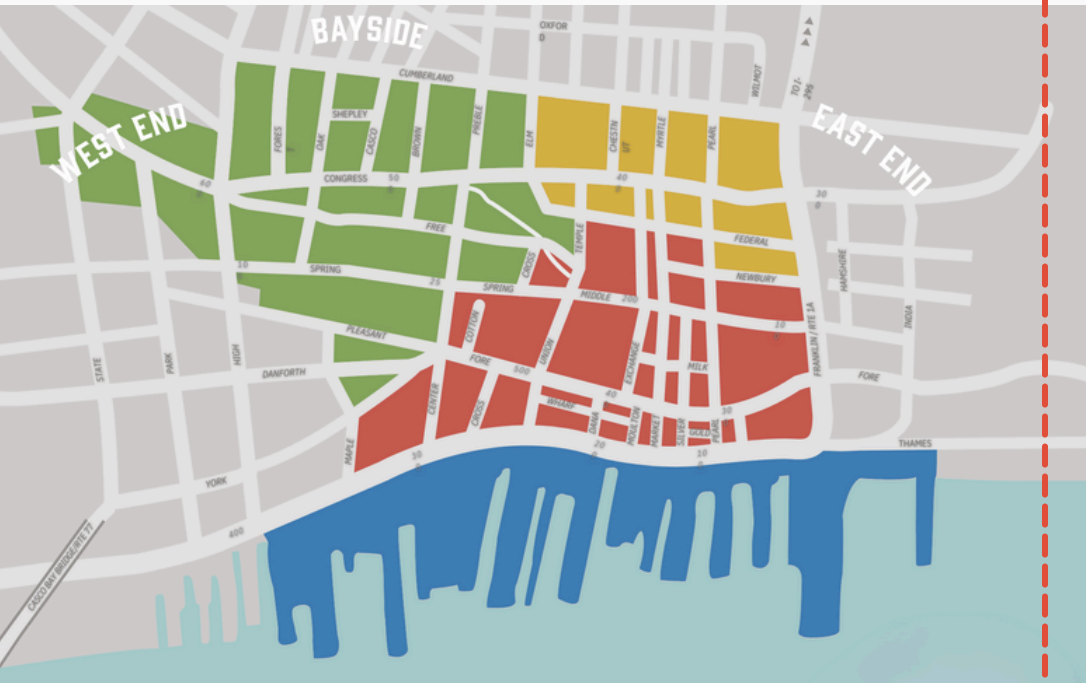




Portland Downtown stimulates a thriving, vibrant, and sustainable downtown community.

The downtown district stretches from Longfellow Square over to Franklin Street, with Cumberland Ave its northern boundary and the waterfront its southern boundary.



JOIN US

Our Downtown Business, Experience, & Events committees are open to downtown stakeholders. Join a committee and have a say in what's up downtown. Scan code to join!

CONTACT US

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MEET THE BOARD OF DIRECTORS

- Dawn Homa, *Cooper Properties, Chair*
- Erin Kiley, *Property Owner, Vice Chair*
- Gillian West, *J.B. Brown & Sons, Treasurer*
- Krista Cole, *Sur-Lie*
- Catherine Culley, *Redfern Properties*
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- David Packard, *PK Realty Management*
- Palo Pierce, *Bricklight Properties*
- John Sterling, *Resident*
- Adam Thibodeau, *Portland Stage*
- Lauren Wayne, *Crobo LLC/State Theatre*



ANNUAL REPORT FY 2024



MEET THE STAFF

- Cary Tyson**
Executive Director
- Byron Bartlett**
Director of Administration
- Betsy Boyd**
Community Outreach & Engagement Manager
- McKenzie Delisle**
Marketing & Events Manager



DOWNTOWN CLEANLINESS

Our dedicated public works crew ensures a pristine downtown environment by diligently collecting trash, sweeping streets, and maintaining clear sidewalks. Their efforts resulted in a remarkable 40% increase in trash collection compared to the previous year. Demonstrating our commitment to keeping downtown clean, we invested in a new street sweeper, affectionately named "Meryl Sweep" through a community naming contest.

Additionally, our partnership with Audet Enterprises facilitated prompt graffiti remediation, addressing 100+ requests with swift response times throughout the year.

Recognizing that increased restroom accessibility in our downtown area will contribute significantly to its cleanliness and overall vibrancy, we collaborated with other organizations to write the "Public Restroom Master Plan for Portland's Downtown District," a guide to the placement, design, and management of future public restrooms in our footprint.



Pop-Up Park on Milk Street

DOWNTOWN PLACEMAKING

Our downtown placemaking efforts were all about making our community come alive in key locations. We kicked things off with summertime pop-up parks on Milk and Dana streets, creating colorful locations for people to relax and enjoy themselves, making downtown more accessible and welcoming for everyone. Milk Street became especially lively with its multilingual signage and biweekly game nights, offering fun with lawn and board games.

At Monument Square, we spruced things up with new seating, planters, and a weekly makers market where local artisans showcased their talents. And even though we faced a few challenges, our 'Open Streets' initiative on lower Exchange Street aimed to turn that area into a pedestrian-friendly zone on summer Sundays, fostering a more inviting urban environment for guests and local alike.



Princess Appearances at the 2023 Monument Square Tree Lighting

DOWNTOWN PUBLIC ART

Our downtown flourished with artistic expression through various initiatives, including our "Paint and Sit" program, which invited local artists to embellish Adirondack chairs, enhancing our placemaking efforts with a burst of local creativity. Similarly, our "Painting Outside the Box" project transformed mundane utility boxes into captivating works of art, showcasing the diverse talent of our community.

The freshly painted "Explore Portland More" mural by local artist Mike Rich celebrated our city's entrepreneurial spirit and waterfront heritage, symbolizing the innovation and tradition woven into Portland's identity.

Enhancements to our annual Portland Winter City Lights program expanded to not only showcase the light sculptures of visionary artist Pandora LaCasse, but to also feature a second local artist Ashley Page. Her "Cast Your Net" art display illuminated Pleasant Street Park with a mesmerizing blue glow that paid homage to Maine's coastal living.



Artist Ashley Page and her work "Cast Your Net" in Pleasant Street Park

DOWNTOWN EVENTS

Our downtown events illuminated community spirit, drawing crowds to the heart of the city at pivotal moments throughout the year. Like *Downtown Worker Appreciation Day*, which united over 1,000 workforce members for a day of celebration just before their busy season.

The annual *Monument Square Tree Lighting* was a heartwarming kickoff to the holiday season, bringing the community together in celebration with a screening of *Disney's Frozen*, princess appearances, Hood Egnog samples, lively performances, and more. Shortly after came holiday shopping crawl *Merry Madness*, a spirited attempt to boost downtown's winter sales.

Our annual *207 Day Scavenger Hunt* encouraged exploration during one of downtown's colder, quieter months. Participants completed Maine-themed tasks, including writing "Love Notes" to downtown businesses, spreading warmth and appreciation throughout the district.



2023 Summer Downtown Cadets

DOWNTOWN SAFETY

Our commitment to downtown safety is reflected through innovative initiatives and partnerships. Our annual Downtown Cadet Program, composed mainly of college students aspiring for careers in law enforcement, added four valuable personnel during the summer and early fall, engaging with businesses and ensuring public compliance with regulations.

Our continued partnerships with local organizations like Milestone's Home Team and Commonsense further strengthened our safety efforts, helping to foster a collaborative approach to addressing the needs of our downtown community.

To improve visibility and pedestrian safety, we painted vibrant crosswalks and collaborated with other organizations in a pedestrian safety project. Through this project, local artist Jill Perry painted a mural within the crosswalks of the busy Gorham's Corner intersection, providing pedestrians with more space and enhancing their visibility to drivers.