



**PIONEER
COURTHOUSE
SQUARE**

Flicks on the Bricks presented by SmartPark

Portland's Living Room®

2015-16 YEAR IN REVIEW



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

MESSAGE FROM THE PRESIDENT



Friends,

If you haven't noticed lately, Pioneer Courthouse Square is a mess. Our City's Living Room is all torn up - and, frankly, never looked lovelier to me. The work being done on the Square right now is the result of Portland voters' overwhelming support for a \$68 million Parks Replacement Bond in 2014, which included \$10 million to repair, refresh and renew Portland's Living Room.

Thank you Portland voters and taxpayers.

After 32 years, it was time to reinvest in Portland's most visited city park - more than 10 million people each year enjoy and use the Square. It's a wonderful place that is easy for us to take for granted. But the story of how Pioneer Courthouse Square actually came to be is a remarkable

story of vision, determination, imagination - and thousands of names on bricks. To everyone who enjoys Pioneer Courthouse Square, I am pleased to report that work is well on its way to completion.

The Square has never been more loved. In the past several months, more than 3,000 individuals, families and businesses have purchased engraved bricks. These bricks not only honor people and events, they help support Square improvements. If you haven't purchased yours yet, please visit www.thesquarePDX.org.

Pioneer Courthouse Square is many things to many people. For some, it's a place to sit, eat lunch and listen to music. For others, it's a place to catch a train. Some come to the Square to reflect, others to dance and sing, and some to yell and protest. All are welcome in one of America's greatest public spaces. And, together, we're making it even better.

Dan Lavey
President



BOARD OF TRUSTEES

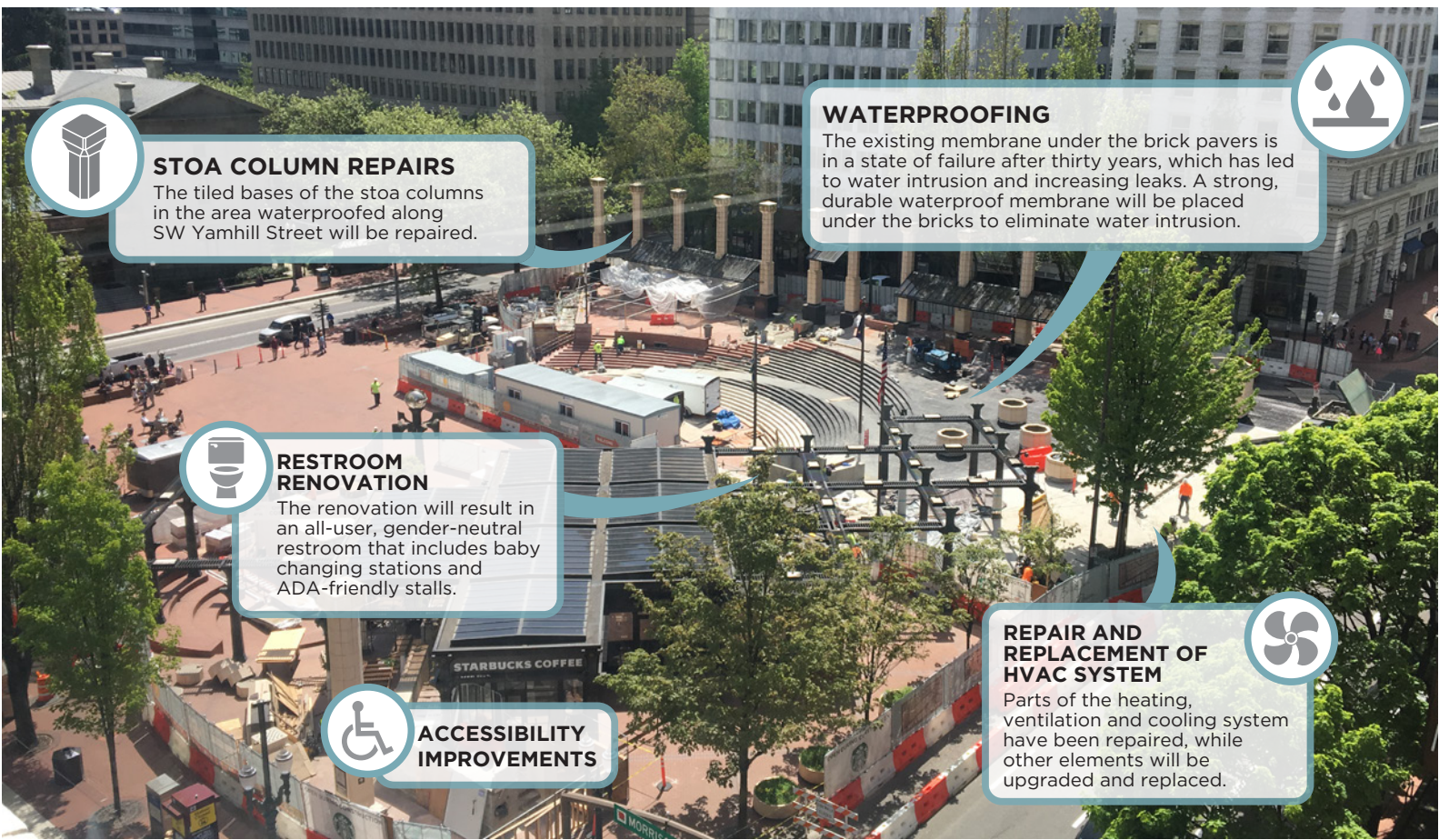
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Lloyd Center
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Latino Network
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Know Your City

PARKS REPLACEMENT BOND PROJECT DETAILS



OUR MISSION

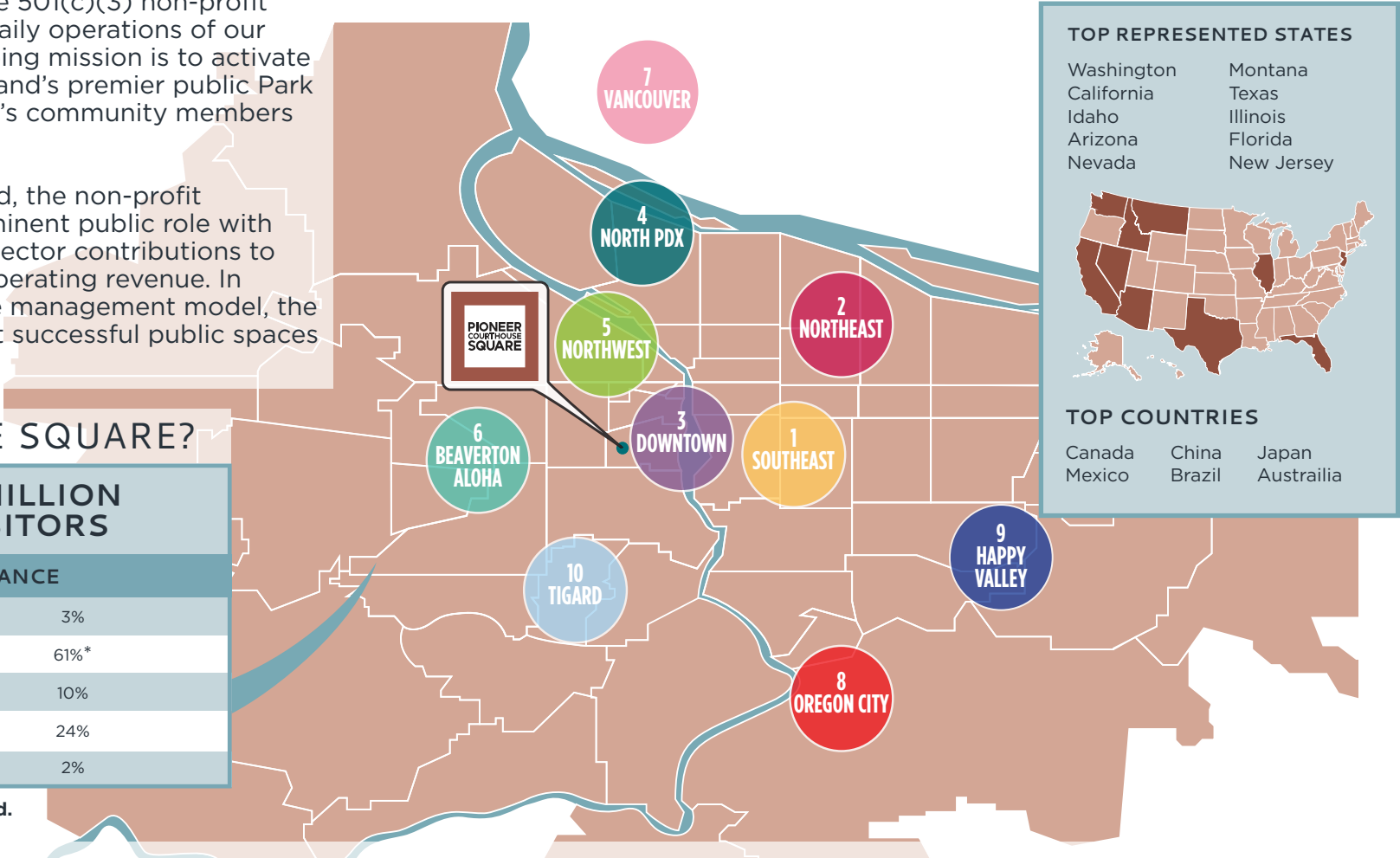
Today Pioneer Courthouse Square Inc., a private 501(c)(3) non-profit organization, manages the programming and daily operations of our city's Living Room. Our advocacy groups' ongoing mission is to activate and enrich the environment of the City of Portland's premier public Park and gathering space for the benefit of Portland's community members and visitors.

Working in partnership with the City of Portland, the non-profit organization successfully fulfills the Park's prominent public role with the help of community volunteers and private sector contributions to generate more than 79% of the Park's annual operating revenue. In recent years, through this unique public-private management model, the Square has been recognized as one of the most successful public spaces in the United States.

WHO VISITS THE SQUARE?

NEARLY 10 MILLION ANNUAL VISITORS	
VISITOR DISTANCE	
Within a 2 mile radius	3%
Within a 15 mile radius	61%*
Balance of Oregon	10%
Out-of-state USA	24%
International	2%

*Top neighborhoods represented.



STRATEGIC GOALS

- Goal 1:** To continually improve the quality of on-site services and amenities to enrich the Park environment and serve as a magnet for positive behavior.
- Goal 2:** To develop signature event programming that creates a broad community experience uniting the diverse population groups that share our region.
- Goal 3:** Enrich the public-private partnership with the City of Portland to:
- Increase the ability to raise funds to support the Park and its operation
 - Clarify and seek agreement on Park maintenance roles and responsibilities
 - Achieve stable operational funding
- Goal 4:** To pursue new program, maintenance and capital replacement revenue opportunities.
- Goal 5:** Establish an effective level of administrative resources for the delivery of operating goals, capital improvements and long-term maintenance initiatives.



MESSAGE FROM PROGRAMMING COMMITTEE CHAIR

Pioneer Courthouse Square hosts hundreds of event days each year, ranging from cultural festivals to political rallies to a holiday tree lighting ceremony routinely attended by over 20,000 people. But, prior to this year, the Square had never before originated its own arts programming. In our effort to develop signature event programming, the Square created the Houseguest Artist in Residence program.

HOUSEGUEST



"Exchange", Parellel Studio headed by Ethan Rose

Today, Pioneer Courthouse Square’s Houseguest project, a series of participatory, socially engaged public art residencies, is an ambitious, radical experiment for both the organization and the city it serves.

Houseguest built impressive capacity and systems to better serve artists and arts organizations. For the arts community as a whole, Houseguest provided opportunities for emerging artists to dream big, creating works leveraging the Square’s massive footprint alongside a bevy of sizable resources. Houseguest put art within the reach of anyone, be it the artist or the viewer, catalyzing the free exchange of ideas, experimentation, and serendipitous interactions, while resisting the idea that creativity can only be an individual pursuit by an artist operating outside the realm of everyday life.

-Justen Harn
Chair, Programming Committee
Curator, Houseguest



For more information visit houseguest.org
The **HouseGuest** program is supported by grants from:



Total Event Days
340

Total Event Economic Impact

\$20,726,240

Americans for the Arts
www.americansforthearts.org

JULY

Knight Cancer Challenge Community Celebrations
101.9 Kink presents Portland Farmers Market at the Square
Thank You America
Noon Tunes presented by 101.9 Kink & Oregonian Media Group
World Domination Summit
Yoshida's Sand in the City
National Hot Dog Day Frolic
Flicks on the Bricks presented by SmartPark
7th Annual NW Book Festival
Flowers of Van Gogh
Hermiston: You Can Grow Here



Noon Tunes presented by
101.9 Kink & Oregonian Media Group

AUGUST

Portland Brain Tumor Walk
Dollar for Portland
Portland Fashion Expo
101.9 Kink presents Portland Farmers Market at the Square
Noon Tunes presented by 101.9 Kink & Oregonian Media Group
Flicks on the Bricks presented by SmartPark
IP Fest
TriMet: Catch the Orange
EV Fest
India Festival
IKEA Catalog Launch
Express Hiring Event
Heaven to Earth Festival
Festa Italiana



101.9 Kink presents
Portland Farmers market at the Square


SEPTEMBER

TriMet: Catch the Orange
The Standard Volunteer Expo
WTC7 Awareness
Party in Pink Zumbathon
Adidas Product Launch
101.9 Kink presents Portland Farmers Market at the Square
Feast Portland Grand Bounty Tasting
Feast Portland Brunch Village
Skype Live Studio Birthday Party
Diner en Blanc
American Indian Day Celebration
Travel Tacoma Portland Takeover
Out on the Square

A YEAR IN THE SQUARE

10
MILLION
Annual park visitors

- EVENT DAYS**
- 68** Protests
 - 53** Cultural Festivals
 - 38** Concerts
 - 20** Markets
 - 11** Runs/Walks
 - 8** Fundraisers
 - 5** Movies
 - 5** Rallies




Spellbound Flowers
sells single stems and hand-tied bouquets with elaborate designs.



PORTLAND walking tours
Oregon's largest tour operator hosting 2,500 public tours each year.

10,000
Annual Tour Guests



TRI MET
120,000
Customers served at the Assistance Office

100,000,000
Regional Riders

FOOD CARTS

Philly's on the Phly
Jean's Hot Dog
Shelly's Honkin' Huge Burritos

As Portland's longest running food cart, the City declared July 18th as 'Honkin' Huge Burritos Day'



KGW8
Studio on the Square
Broadcasts morning and noon newscasts along with the News at 4 and Live @ 7 show.

2,455,024
Viewers Reached



Oregon's Flagship Store

450,000
Cups of coffee served

292,353
Public Restroom Visitors

375
Personalized bricks installed



Theater on the Square
An indoor theater for traditional viewing and business presentations.

75
Seats



40,000 Portland maps distributed in the Visitor Information Center each year.

600,000
Visitors



Furnishes Portland's Living Room with tables, chairs, and umbrellas.

Hop-On Hop-Off Big Pink Trolley Tour



14
Stops throughout Portland

POUNDS OF RECYCLING

31,460

PUBLIC SAFETY HOURS

4,420

JANITORIAL HOURS

3,346

PROGRAMMING

OCTOBER

Care is in the Air Campaign
Portland Saturday Market presents Portland Artisan Festival
NW Ciderfest
B Corps Street Fest
Esurance Bike Valet
Portland Roasting Coffee Giveaway
Run Like Hell
Portland Zombie Walk



Tree Lighting Ceremony
Presented by SmartPark

NOVEMBER

The Alliance Holiday Launch
Welcome to Oregon's Health Co-op
Be Seen. Be Safe.
Stimson Lumber Tree Arrival
Smart Car Ride & Drive
USC Band Pep Rally
Tree Lighting Ceremony presented by SmartPark
20th Annual Holiday Ale Festival



Tuba Christmas Concert
Presented by SmartPark



The Great Figgy Pudding Caroling Competition
Presented by Portland Mall Management, Inc.

DECEMBER

20th Annual Holiday Ale Festival
IKEA Pop Up Toy Shop
Laurelhurst School Chorus
Cappella Romana
Arleta School
Robert Gray Middle School Choir and Panache
The Great Figgy Pudding Caroling Competition presented by Portland Mall Management, Inc.
Tuba Christmas Concert presented by SmartPark
Sugarplum Elves
Vernon School Choir
Portland Saturday Market presents Portland Artisan Festival
Lincoln High School Choir
Cascade Harmony Chorus
Cleveland High School
Without Apology
Uber + TriMet + MADD
GenZe Test Rides
Montavilla Guitar Studio
Beverly Cleary School Choir
Buckman Elementary School Chorus
Panache Choir
Balladeers
Wilson High School Jazz Band
Flute Alliance
Dance Fusion NW
Dickens Carolers
Power Pep Band
Sing Portland!
Sock Drive

JANUARY

Parks Replacement Bond Open House
Health Care Confessional
GenZe Test Rides
Roe v. Wade Memorial Rally
Rally for Bernie

FEBRUARY

GenZe Test Rides
Justice for Peter Liang
Ricola: Wake Up Your Mouth Tour
La Luz Del Mundo – Bavtizmos
Casper Nap Mobile
Food Truck February

MARCH

GenZe Test Rides
KGW Omelet Breakfast
IAAF World Indoor Track & Field Championships Celebration
Easter Seals Oregon Bloomfest
Portland Trans Day of Visibility



IAAF World Indoor Track & Field
Championships Celebration

APRIL

Children Take Over the City
Design Week Portland
Walk MS Portland
Stay Alive. Stay Alert.
Primary Elections Ballot Drop Box
Portland Saturday Market presents Portland Artisan Festival

MAY

Cinco de Mayo Run/Walk
National Travel & Tourism Week
Yom HaShoah Day of Remembrance
TriMet Disruption Outreach
Global Cannabis March
Travel Portland Spring Volunteer Training
Steps for Life
Widmer Hefe Day
Honda Commercial Shoot
One More Time Around Again Band Concert
Salt & Straw \$1 Scoops
Portland Atheist Festival



Festival of Flowers *Be Friendly PDX*
Designed by Holst Architecture
Presented by Whitney Farms

JUNE

Festival of Flowers presented by Whitney Farms
Sehome High School Band Performance
ARCO-PDX
West Sylvan Middle School Band
Buckman Marimba Band
IKEA Buzzworthy Beehive Contest
Mz. Bumble Balloon Giveaway
Starlight Parade Meeting
Grand Floral Parade Meeting
Grand Floral Parade Filming
Montavilla Guitar Studio
Portland Urban Beekeepers
TriMet Rider Appreciation Day
101.9 Kink presents Portland Farmers Market at the Square
Yoga Day Portland
Ukulele Make Music Day
Houseguest: Ethan Rose & Parallel Studio
Montainer Display

YEAR ROUND PROGRAMMING



PORTLAND MALL MANAGEMENT, INC.

In partnership with Portland Mall Management, Inc., the public-benefit corporation maintaining the Portland transit mall, Pioneer Courthouse Square continues to curate Mondays on the Mall. The Mondays on the Mall event series brings year round activation to the public spaces throughout the transit mall. These events include ice cream giveaways, artistic floral displays and free flowers, a Fall Festival, holiday events and much more!

www.portlandmall.org



March Fourth



PORTLAND SATURDAY MARKET PRESENTS PORTLAND ARTISAN FESTIVAL

Pioneer Courthouse Square and Portland Saturday Market have partnered to bring the Portland Artisan Festival to the Square as part of a series of three markets throughout the year. During the spring, fall and the holiday season nearly 40 Portland Saturday Market artisans showcase and sell handcrafted jewelry, clothing, paintings, ceramics, and more in Portland's Living Room.

www.portlandsaturdaymarket.com



Portland Saturday Market

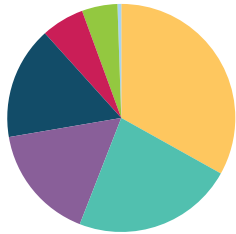
RECYCLED EVENT BANNER TOTES



Pioneer Courthouse Square’s seasonal event banners have been recycled to make “one of a kind” totes. Each banner has hung outdoors weathering local conditions and has proven to be a very durable fabric, ideal for second use. Each bag is made from a portion of an original banner. The banner material in each tote will appear gently distressed over time and are waterproof, washable and very strong.

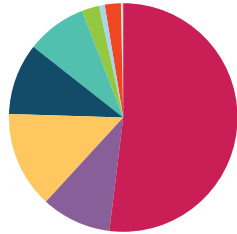
To purchase a recycled event banner tote visit **Crafty Wonderland** at 808 SW 10th Avenue or online at thesquarePDX.org.

FINANCIAL INFORMATION



INCOME

EVENT PROGRAMMING.....	\$732,516
PROGRAMMING IN-KIND DONATIONS	\$505,228
CITY OF PORTLAND	\$362,515
TENANTS	\$354,369
GRANTS AND CONTRIBUTIONS	\$134,748
PARKS IN-KIND MAINTENANCE	\$112,382
INVESTMENT INCOME.....	\$11,745
OVERALL TOTAL	\$2,213,503



EXPENDITURES

EVENTS & SPONSORSHIPS	\$1,110,486
PROPERTY MANAGEMENT	\$211,386
JANITORIAL & MAINTENANCE.....	\$292,381
ADMINISTRATIVE	\$216,234
SECURITY	\$182,516
DEPRECIATION.....	\$52,320
CAPITAL EXPENDITURES	\$17,422
FUNDRAISING.....	\$48,694
INVESTMENT FEES	\$7,099
OVERALL TOTAL	\$2,138,538

EVENT PARTNERS

200 Market Building	Hilton Portland and Executive Tower	“Oregon’s Own” 234th Army Band”	Portland Timbers
Alchemy Brewers Association	Hillsboro Hops	Oregon Symphony	Portland Thorns
Alcone Marketing Group	Holst Architecture	Oregonian Media Group	Portland Trail Blazers
Alpha Media	Hollywood Theatre	Pacific Patrol Services	Portland Urban Bee Keepers
Al’s Garden Center	Honest Tea	Pacific Youth Choir	Portland Winterhawks
American Cancer Society	Honkin’ Huge Burritos	Packaging Corporation of America	RAM Trucking
American Heart Association	Humane Society of the United States	Paper Flames	Rose City Rollers
Bear Naked Granola	IKEA	Pesznecker Brothers	ShedRain
Boyco Foods	KGW	Peter Corvallis	SmartPark
Cupcake Jones	Kind Snacks	PHAME Academy	Starbucks
City of Portland	Koida Greenhouse	Piano! Push Play!	Stash Tea
Darigold	Lasko Printing	Pink Martini	Stimson Lumber Co.
Dodge & Burn Studios	Likewise	Pioneer Place	Sunbelt Rentals
Downtown Marketing Initiative	Lucid Design	Pips & Bounce	The Nines Hotel
EasyStreet Online Services	NAMI Multnomah	Pleasant Touch Massage	TrackTown USA
Energy Trust of Oregon	Ness & Campbell Crane	Portland Art Museum	Trillium Family Services
Esurance	NW Community Gospel Choir	Portland Business Alliance	TriMet
Feast Portland	Moonstruck Chocolate Co.	Portland Farmers Market	Unitus Community Credit Union
Ferguson Wellman Capital Mgmt.	Oregon Historical Society	Portland Mall Management, Inc.	Whitney Farms
Gallatin Public Affairs	Oregon Living Christmas Trees	Portland Public Schools	Yoshida’s Sand in the City
Geffen Mesher		Portland Spirit	

FACILITY PARTNERS

City of Portland Fire & Rescue
City of Portland Noise Control Office
City of Portland Police Bureau
City of Portland Water Bureau
Department of Urban Forestry
Multnomah County District Attorney’s Office



PORTLAND PARKS & RECREATION™
Healthy Parks, Healthy Portland

Multnomah County Health Dept.
Office of the Portland City Attorney
Oregon Department of Transportation
Oregon Liquor Control Commission
Pacific Patrol Services
Portland Bureau of Transportation

Positive Action Cleaning
Recology
Regional Arts & Culture Council
TriMet

NEW BRICK OWNERS

Roslah Abdshukor
Marisa Adamo
Stephanie Ahmed
Ted Aiken
Don Alexander
Jorge Alvarado
Betty Ameigh
Carolyn Anderson
Parissa Andideh
J A Atwood
David Au-Yeung
Brent Bacheller
Sherry Bader
Bruce Bahlburg
Jenell Barnes
Lewis Barr
James Bartley
Ellen Bascom
Teresa Becker
Tom Becker
Mallory Beckwith
Blair Bell
Pauline Benson
Doug Benson
Marc Beyer
Margot Bigg
Amber Black
Kristen Blanks
David Blumhagen
John Bogdanski
Brad Bornheimer
Braden Boyes
Creed Brattain
David Brazovan
MK Bretsch
Thomas Brooks
Nga Bui
Christopher Bush
Robert Bush

Amado Capellan
Jennifer Cestnik
Katrina Chamberlain
Jodie Chand
Jerome Choate
Ana Choban
Brad Clark
Janet Clark
Jane Claus
Caroline Coleman
Kenneth Connin
James Cook
Stacia Cook
Travis Cook
Tim Cooper
Nick Costa
Deb Counts-Tabor
Ann Cowger
Cheri Crowe
Allison Daniels
S. Casey Dasen
Anthony Davis
Kelly Dean
Andrew Deatherage
Verda Dew
Ruth Diaz
Robert Dieter
Candy Dillon
Lee Ann Donaldson
Candis Dow
Judith Dow
Deborah Downing
Kaysha Duffy
Emily Dunn
James Dutton
Amy Dvorak
Graham Eichman
Tim Erdman
Erin Evans

Louisa Evans
Keviin Faris
Jinny Farrar
Kimberly Flanery
Courtney Flood
Gretchen Francis
Marian French
June Fricke
Virgil Funk
Jeffrey Gaede
Noelle Gallant
Kelli Gallippi
Kathleen Garcia
Kristine Gardner
Jean Garside
Melanie Gates
Diane George
Nick George
Adrienne Giambrone
Tyler Gilbert
Melissa P Gilchrist
Dale Gillespie
Laurie Gillespie
Emily Gilmore
Judith Goldstein
Jenifer Goss
Melissa Gray
Mitch Gray
Craig Greene
Greg Griffin
Spencer Griffith
Rhienna Guedry
Suzanne Hale
Nancy Hales
Rachelle Hannon
Sandra Hansberger
Melinda Harris
Katie Harrop
Raina Hassan

Stephen J Hatton
Matt Hays
Ralph Heathershaw
Robert Hedden
Brian Hefele
Jennifer Henig
Noah Herlocker
Cristofer Hernandez
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Helene Hill
June Hilton Walker
Julie Hoffman
Roger Hokanson
Joe Holland
Jon Hopple
Maria Hopple
Kathryn Howard
Jonathan Howe-Jones
Janeen Hull
Cary Jackson
Bradley Johnson
Cindy Johnson
Douglas Johnson
Tricia Justice
Karen Karbo
Tasha Karmel
Rami Kassab
Betsy Katz
Judy Keller
Carol Kemhus
Regina Khaziakhmetova
Javad Kheradmandan
Stephen Kim
Alyssa King
Jermaine King
Corey Klein
Richard Kleinschmidt
Stacy Kloth
Kristi Koenig

Lauren Kristensen
Jeff Kroft
Nancy Kuller
Robert Kurucz
Kevin Kveton
Gretchin Lair
Wade Lange
Ryan Larsen
Scott Larsen
Vladi Lazarenko
Eric Leatha
Lark Lennox
Isaac Lewis
Kerry Lewis
Kathryn Lichty
Kyle Linneman
Pauline Long
Paul Lopez
Robin Lopez-Armstrong
Abbi Losee
Pamela Loudy
Michael Lourenco
Jennifer Lundgren
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Ross MacKae
Cathy Marshall
Joe Masisak
Daniel Mcfall
Don & Donna McFall
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Drew Mercer
David Merrill
Herman Middleton
Susumu Migaki
Ketty Miller
Raoul Mincks
Crystal Misner
Monique's Boutique
Serena Morones

Daniel Morris
Zane Morris
Judith Morton
Jason Musser
Erik Mygrant
Pat Natseos
Clare Neal
Kathryn Neeck
Matthew Nichols
Jami Nigra
Liam Obrien
Kyoko Okuno
Jeramy Olsen
Jason Omaley
Stacey Ortiz-Walker
Suzanne Palanuk
Susan Palmer
Michelle Paul
Joshua Payne
Lynda Peel
Loreen Peia
Joan Pennings
Don Peterson
Effie Peterson
Will Pisula
PLACE Studio, LLC
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Jana Port
Tony Purcell
Kathleen Rawls
Cynthia Redmond
Addrianne Reed
Frederick Remer
Irma Reylek
Megan Reynolds
Gary Rifkin
Maya Rinta
Lori Ritter
Mary Roberts

Jessica Robillard
Carol Roepel
Sharon Roeper
Sheila Rubalcava
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Carey Sellin-Vetter
Mary Sells
Dora Shelburg
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Allison Shuman
George Simpson
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Star Smith
Joe Snell
Paige Snively
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Penny Spaziani
Zeke Spier
Susan Spooner-Caldwell
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Diane Van Hoy
Paula Vandehey
Mark Vanderford
Theresa Vetsch-Sandoval
Alice Vetter
Scott Wallig
BettyPat Walter
Nicholas Warren
Angela Watkins
Roberta Watkins
Cary and Charlie Watters
Loyd Waugh
Brad Weitman
Catt Williams
Britt Wilson
Pamela Wilson
Prudence Wise
Avrie Witter
Phelps Witter IV
Alexis Wood
Lora Woodruff
Thought Wraps
Stephanie Yamada
Lauren Younger
Tricia Zigrang
Jennelle Zornado

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today visit thesquarePDX.org



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