

# Pioneer Courthouse Square by the Numbers FY 24 – 25

For more than 40 years, The Square, also known as Portland’s Living Room, has served as the open, public gathering space in the heart of our downtown.

## The Square’s positive impact

Nearly  
**1.3 million**  
visitors each year

20% increase over the previous year\*

**288**  
programmed  
event days

Economic Impact  
**\$48.2 million**

17% increase over previous year

**40,000**  
square-foot-block

**63%**  
of Visitors come  
from outside a  
5 mile radius

**1,760**  
Artists  
supported

**26,000**  
public  
restrooms users  
per month

Earned Media Analytics: 2,842 Mentions reaching an Audience of over 1.3 billion

An August 2024 event survey of downtown restaurants, retailers and hotels shows

**97%** believe  
The Square plays a “critical  
or significant role”

in bringing activity downtown

**47,419**  
PDX Live  
concert  
attendees

A survey of PDX Live concert  
ticketholders found

**92%** of respondents are  
“very likely” or “likely”

to recommend Portland as a place to visit

## The Square’s challenges

Like other businesses and organizations operating in downtown Portland today, The Square is challenged to meet rising expenses necessary to maintain a safe and welcoming space.

Revenue from permitted events

down **42%**

from FY 2019/20 creating an annual  
funding loss of \$147,531

**Meanwhile, Operating Costs Increase...**

Maintenance, trash and recycling costs have **increased 20%**

Unarmed Security costs have **increased 19%**

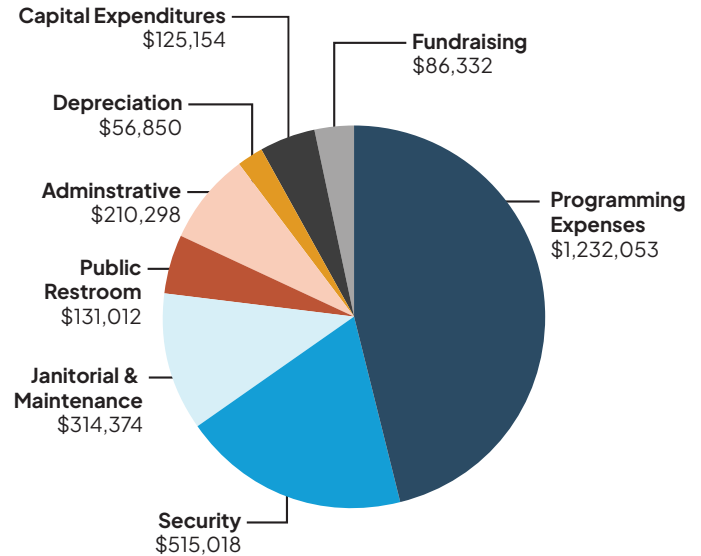
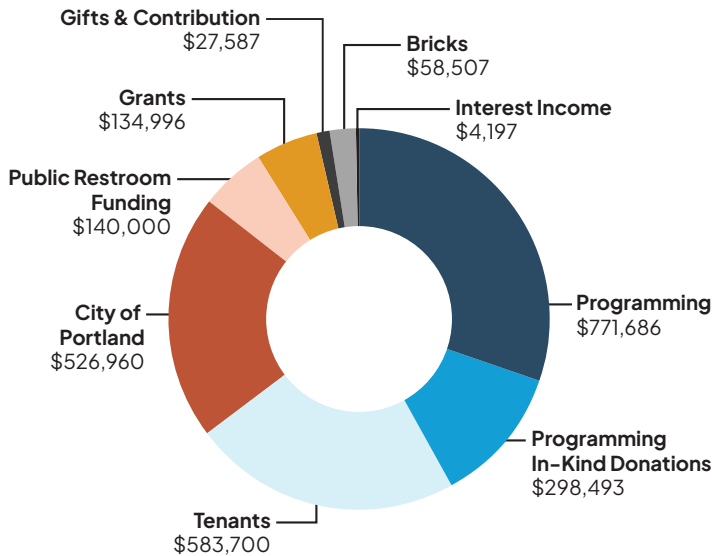
All-User Public Restroom operating costs have **increased 25%**

Liability Insurance costs have **increased 194%**

## 2024-25 Financials

**Income: \$2,546,126**

**Expenses: \$2,671,100**



## Events

Art in The Park (15)	Palestinian Rally	Hell No! Rally
Noon Tunes (15)	Stimson Lumber Tree Arrival	Holi Festival of Colors (2)
Drug-Free World	Downtown Holiday Event Kick-off	Intact Global
Opera a la Cart (2)	Press Event	Hands Off! Protest
Every Heart Rally	Tree Lighting Ceremony	Climate Rally
United Revival	Holiday Arts Program (29)	Funeral for Democracy Protest
Portland Street Bazaar	Palestine Protest	Earth Day Rally
40th Anniversary Celebration with The Portland Festival Symphony	The Portland Bazaar at The Square	No Kings Rally
Palestinian Rally	Portland Holiday Brew Fest (3)	Summer Events Press Conference
Sneaker Week PDX	The Great Figgy Pudding Caroling Competition	Yom HaShoah Day of Remembrance
Chinese Festival	Tuba Christmas Concert	Portland Day of Action Protest
PDX Live (11)	Holiday Flash Mob	Special Election Ballot Box (20)
Rockstar Energy Open (3)	Syria Freedom Celebration Rally	ASWB Education Meeting
Portland Street Bazaar	Starbucks Protest	Everand Brand Campaign (3)
Flood Portland with Compassion	Hanukkah Menorah Lighting Ceremony (8)	Jewish-Palestine Alliance of Oregon Rally
The Standard Volunteer Expo	NYE Celebration Downtown + Drones (2)	We Are the Bridge Racial Justice Rally
We Believe in Portland	Inauguration Day Protest	Starlight Parade PA Tower
Portland Oktoberfest (3)	All out Against the President	One More Time Around Marching Band
Climate Changes Rally	Winter Lights Festival (4)	We are The Bridge: Rise for Racial Justice
Walk for Recovery	Pro-Palestinian Rally	Air Force Band of the Golden West
Women's Strike	Democratic Rally	Navy Band
PDX Pink Warrior Zumba Fundraiser	Gaza is Not for Sale Protest	Grand Floral Parade PA Tower
OHSU Health Equity Fair	Believe in Ukraine	Hands off Iran Rally
General Election Ballot Box (19)	Pro Trans Rally	Disneyland Media Tour
American for Contraception	Anti-Politics Rally (2)	Carts on The Square What the Brunch
	Tibetan Uprising Day	In Concert on Downtown's Transit Mall (79)