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

Parks Replacement Bond Project Details

STOA COLUMN REPAIRS

The tiled bases of the stoa columns in the area waterproofed along SW Yamhill Street will be repaired.

WATERPROOFING

The existing membrane under the brick pavers is in a state of failure after thirty years, which has led to water intrusion and increasing leaks. A strong, durable waterproof membrane will be placed under the bricks to eliminate water intrusion.

RESTROOM RENOVATION

The first bases of the stoa columns in the area waterproofed along SW Yamhill Street will be repaired.

REPAIR AND REPLACEMENT OF HVAC SYSTEM

Parts of the heating, ventilation and cooling system have been repaired, while other elements will be upgraded and replaced.

ACCESSIBILITY IMPROVEMENTS

The renovation will result in an all-user, gender-neutral restroom that includes baby changing stations and ADA-friendly stalls.

FOUNDING PRESIDENT
Melvin ‘Pete’ Mark, Jr. Melvin Mark Companies

HONORARY TRUSTEES
Chet Orloff Oregon History Works John Russell Russell Development, Co.
Gordon Sondland Provenance Hotels-Aspen Companies

STAFF
Jennifer Polver Executive Director
Theresa Vetsch-Sandoval Director of Marketing
Lindsay Gay Director of Operations
Shannon Hill Production Director
Ashley Brittner Program Manager

THE SQUARE PDX. ORG | 3
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 75% 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

<table>
<thead>
<tr>
<th>VISITOR DISTANCE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within a 2 mile radius</td>
<td>3%</td>
</tr>
<tr>
<td>Within a 15 mile radius</td>
<td>61%*</td>
</tr>
<tr>
<td>Balance of Oregon</td>
<td>10%</td>
</tr>
<tr>
<td>Out-of-state USA</td>
<td>24%</td>
</tr>
<tr>
<td>International</td>
<td>2%</td>
</tr>
</tbody>
</table>

*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.
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.

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:

MESSAGE FROM PROGRAMMING COMMITTEE CHAIR

### HOUSEGUEST

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

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

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 Fast
TriMet: Catch the Orange
EV Fast
India Festival
IKEA Catalog Launch
Express Hiring Event
Heaven to Earth Festival
Festa Italiana

Total Event Days
340

Total Event Economic Impact
$20,726,240

Americans for the Arts
www.americansforthearts.org

Americans for the Arts
www.americansforthearts.org

The HouseGuest program is supported by grants from:
A YEAR IN THE SQUARE

10 MILLION
Annual park visitors

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

EVENT DAYS

68
Protests

53
Cultural Festivals

38
Concerts

20
Markets

11
Runs/Walks

8
Fundraisers

5
Movies

5
Rallies

450,000
Cups of coffee served

Oregon’s Flagship Store

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

600,000
Visitors

PORTLAND walking tours

Oregon’s largest tour operator hosting 2,500 public tours each year.

10,000
Annual Tour Guests

PORTLAND

120,000
Customers served at the Assistance Office

100,000,000
Regional Riders

TRIMET

KGW8 Studio on the Square

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

75
Seats

Theater on the Square

An indoor theater for traditional viewing and business presentations.

750,000 bricks installed

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

FOOD CARTS

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

Philadelphia’s on the Phly

Jean’s Hot Dog

Shelly’s Honkin’ Huge Burritos

120,000
Customers served at the Assistance Office

100,000,000
Regional Riders

2,455,024
Viewers Reached

14
 Stops throughout Portland

75
Seats

Hop-On Hop-Off Big Pink Trolley Tour

75
Seats

Theater on the Square

An indoor theater for traditional viewing and business presentations.

31,460
POUNDS OF RECYCLING

4,420
PUBLIC SAFETY HOURS

3,346
JANITORIAL HOURS

2015-16

2015-16

thesquarePDX.org | 9
OCTOBER
Care is in the Air Campaign
Portland Saturday Market presents Portland Artisan Festival
NW Ciderfest
B Corps Street Fest
Eliosurance Bike Valet
Portland Roasting Coffee Giveaway
Run Like Hell
Portland Zombie Walk

JANUARY
Parks Replacement Bond Open House
Health Care Conflagration
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

APRIL

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
Ubar + 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

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 Hairs Day
Honda Commercial Shoot
One More Time Around Again Band Concert
Salt & Straw $1 Scoops
Portland Atheist Festival

JUNE
Festival of Flowers presented by Whitney Farms
Sehome High School Band Preformance
ARCO-PDX
West Sylvain Middle School Band
Buckman Marimba Band
IAAF Buzzworththy Beehive Contest
Mz. Bumble Ballon 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

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

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

FEBRUARY
IAAF World Indoor Track & Field Championships Celebration
Easter Seals Oregon Bloomfest
Portland Trans Day of Visibility

MARCH
IAAF World Indoor Track & Field Championships Celebration
Easter Seals Oregon Bloomfest
Portland Trans Day of Visibility

APRIL
Children Take Over the City
Design Week Portland
Wade MS Portland
Stay Alive. Stay Alert.
Primary Elections Ballet 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 Hairs Day
Honda Commercial Shoot
One More Time Around Again Band Concert
Salt & Straw $1 Scoops
Portland Atheist Festival

JUNE
Festival of Flowers presented by Whitney Farms
Sehome High School Band Preformance
ARCO-PDX
West Sylvain Middle School Band
Buckman Marimba Band
IAAF Buzzworththy Beehive Contest
Mz. Bumble Ballon 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

2015-16

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 Hairs Day
Honda Commercial Shoot
One More Time Around Again Band Concert
Salt & Straw $1 Scoops
Portland Atheist Festival

JUNE
Festival of Flowers presented by Whitney Farms
Sehome High School Band Preformance
ARCO-PDX
West Sylvain Middle School Band
Buckman Marimba Band
IAAF Buzzworththy Beehive Contest
Mz. Bumble Ballon 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

2015-16

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 Hairs Day
Honda Commercial Shoot
One More Time Around Again Band Concert
Salt & Straw $1 Scoops
Portland Atheist Festival

JUNE
Festival of Flowers presented by Whitney Farms
Sehome High School Band Preformance
ARCO-PDX
West Sylvain Middle School Band
Buckman Marimba Band
IAAF Buzzworththy Beehive Contest
Mz. Bumble Ballon 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

2015-16
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, artisanal floral displays and free flowers, a Fall Festival, holiday events and much more!

www.portlandmall.org

Pioneer Courthouse Square and Portland Saturday Market have partnered to bring the Portland Artisan Festival to the Square as 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, artisanal floral displays and free flowers, a Fall Festival, holiday events and much more!

www.portlandsatursdaymarket.com

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.

The Portland Artisan Festival is a collaboration of Pioneer Courthouse Square and Portland Saturday Market.

www.portlandsaturdaymarket.com

www.portlandmall.org

FINANCIAL INFORMATION

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT PROGRAMMING</td>
<td>$732,516</td>
</tr>
<tr>
<td>PROGRAMMING IN-KIND DONATIONS</td>
<td>$505,228</td>
</tr>
<tr>
<td>CITY OF PORTLAND</td>
<td>$362,515</td>
</tr>
<tr>
<td>TENANTS</td>
<td>$35,019</td>
</tr>
<tr>
<td>GRANTS AND CONTRIBUTIONS</td>
<td>$134,746</td>
</tr>
<tr>
<td>PARKS IN-KIND MAINTENANCE</td>
<td>$191,382</td>
</tr>
<tr>
<td>INVESTMENT INCOME</td>
<td>$18,746</td>
</tr>
<tr>
<td>OVERALL TOTAL</td>
<td>$2,213,503</td>
</tr>
</tbody>
</table>

OVERALL TOTAL | $12,158,538

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.

TERMS OF USE- PRIVACY POLICY | 2015-16

FINANCIAL INFORMATION

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT PROGRAMMING</td>
<td>$732,516</td>
</tr>
<tr>
<td>PROGRAMMING IN-KIND DONATIONS</td>
<td>$505,228</td>
</tr>
<tr>
<td>CITY OF PORTLAND</td>
<td>$362,515</td>
</tr>
<tr>
<td>TENANTS</td>
<td>$35,019</td>
</tr>
<tr>
<td>GRANTS AND CONTRIBUTIONS</td>
<td>$134,746</td>
</tr>
<tr>
<td>PARKS IN-KIND MAINTENANCE</td>
<td>$191,382</td>
</tr>
<tr>
<td>INVESTMENT INCOME</td>
<td>$18,746</td>
</tr>
<tr>
<td>OVERALL TOTAL</td>
<td>$2,213,503</td>
</tr>
</tbody>
</table>

OVERALL TOTAL | $12,158,538

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.

TERMS OF USE- PRIVACY POLICY | 2015-16

FINANCIAL INFORMATION

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT PROGRAMMING</td>
<td>$732,516</td>
</tr>
<tr>
<td>PROGRAMMING IN-KIND DONATIONS</td>
<td>$505,228</td>
</tr>
<tr>
<td>CITY OF PORTLAND</td>
<td>$362,515</td>
</tr>
<tr>
<td>TENANTS</td>
<td>$35,019</td>
</tr>
<tr>
<td>GRANTS AND CONTRIBUTIONS</td>
<td>$134,746</td>
</tr>
<tr>
<td>PARKS IN-KIND MAINTENANCE</td>
<td>$191,382</td>
</tr>
<tr>
<td>INVESTMENT INCOME</td>
<td>$18,746</td>
</tr>
<tr>
<td>OVERALL TOTAL</td>
<td>$2,213,503</td>
</tr>
</tbody>
</table>

OVERALL TOTAL | $12,158,538

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.
NEW BRICK OWNERS

Roslah Abdshukor
Marisa Adamo
Stephanie Ahmed
Ted Aiken
Don Alexander
Jorge Alvarado
Betty Ameigh
Carolyn Anderson
Christina Andideh
J A Atwood
David Au-Yeung
Brent Bacheller
Sherry Bader
Bruce Baltihburg
Jenell Barnes
Lindsy Barlow
James Bartley
Sudipta Bassett
Parissa Andideh
Carolyn Anderson
Betty Ameigh
Jorge Alvarado
Don Alexander
Ted Aiken
Stephanie Ahmed
Ted Aiken
Betty Ameigh
Jorge Alvarado
Don Alexander
Ted Aiken
Stephanie Ahmed
lena Tourkin
Loralie Travis
Ruth Van Beek
Karina Van Heest
Diane Van Ho
daude Van de Ve
d Paul Van de Ve
natrix Van de Ve
Mallory Beckwith
Tom Becker
Teresa Becker
Ellen Bascom
Parissa Andideh
Carolyn Anderson
Betty Ameigh
Jorge Alvarado
Don Alexander
Ted Aiken
Stephanie Ahmed
lena Tourkin
Loralie Travis
Ruth Van Beek
Karina Van Heest
Diane Van Ho
daude Van de Ve
daude Van de Ve
