



2024 Holiday Programming at The Square

Downtown Portland






40TH Annual TREE LIGHTING



DOWNTOWN *For the* HOLIDAYS

In celebration of its 40th holiday season, The Square presented nearly two months of free holiday events and cherished traditions that brought Portland together downtown for the holidays.

From the 40th Annual Tree Lighting Ceremony featuring Pink Martini, the expanded multi-day Portland Holiday Brew Festival, nightly celebrations to light the Menorah, the New Year's Eve Celebration with epic dance party and dazzling drone displays, along with hundreds of carolers, tubists and musical artists accompanying our cherished Portland traditions – this holiday season in Downtown was truly magical! Throughout the holiday season, The Square programmed over 50 events that brought more than 186,000 visitors* to The Square and surrounding blocks resulting in an estimated economic impact of over \$8.2 million**.

This Square is honored to host these events downtown through the support of community partners whose generous donations make all of these events possible.

186,500
Visitors to The Square
and Surrounding Blocks*

51
Total
Events

26
Community
Partners



22,000+
Attendees



Portland's Tree was ceremoniously lit the day after Thanksgiving during the Annual Tree Lighting Ceremony presented by SmartPark. Representatives from The Confederated Tribes of Warm Springs and Turtle Mountain Band of Chippewa performed the opening ceremony. Thomas Lauderdale curated the musical program featuring China Forbes, Pink Martini, The Albina Music Trust Time Sound Gospel Choir, Grant High School's Royal Blues Choir, Gresham High School Overtones, Barlow Sound of Sam Barlow High School and the Pacific Youth Choir.

* Placer Ai
** American for the Arts, Arts and Economic Prosperity 6 Calculator



Stimson Lumber TREE ARRIVAL



Early November brought the delivery of Portland's 75-foot-tall Douglas fir generously donated by Stimson Lumber Company. This year marked the 23rd year that Stimson has harvested, delivered and placed the tree in Portland's Living Room.

7,500 lbs

Tree Weight

25"

Base Diameter

7

Tree Assembly Crew Members

9,500

LED & Twinkle Lights

Downtown Holiday City Press Event



16

Partners



Pioneer Courthouse Square



Portland Bazaar at The Square



3,200

Holiday Shoppers

40

Artisans and Makers



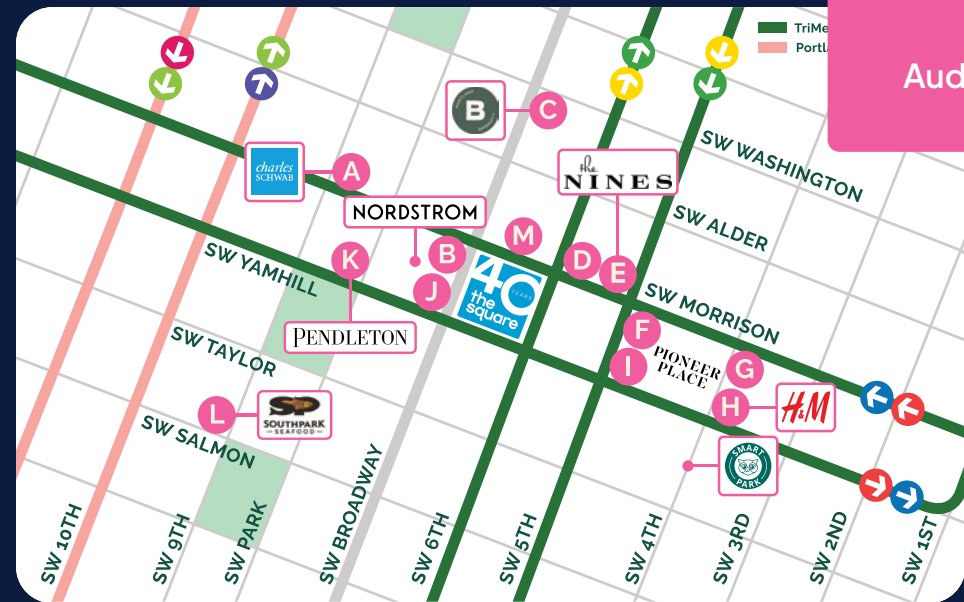


The Great Figgy Pudding CAROLING COMPETITION

This year's Great Figgy Pudding Caroling Competition was the largest to date in Downtown! The top three caroling groups participated in a "carol-off" hosted by KGW News at Sunrise anchor Drew Carney. Awarded through crowd applause, Timeless Quartet took home the night's grand prize with Soli Deo Gloria and PDX Voices placing second and third.



3,500
Audience in a 10-Block Radius



13
Caroling Groups

168
Carolers

Portland Holiday Brew Fest




3,515
Attendees

30+
Winter Regional
Brews & Ciders

3
Days



Portland's Public Menorah Lighting

1,000+
Attendees on
Opening Night




Tuba CHRISTMAS



286
Tubas

8,600
Music Lovers of All Ages
in Attendance

24
Songs
Performed



Tuba enthusiasts and music lovers were overjoyed to gather at The Square and rejoice in the big brass sound of over 280 tubas performing at the 33rd Annual Tuba Christmas Concert. This annual brass concert brought 8,600* community members together downtown to enjoy the holiday classics performed by tubists of all ages. The crowd enjoyed singing along as the heartwarming sound of tubas filled the center of Downtown as part of this cherished tradition.

Special thank you to Oregon State University Foundation for making tuba player registration free and to Unico Properties and the Galleria for providing rehearsal space.

Holiday on Downtown's Transit Mall



Beyond The Square, our Production Team extended programming to bring holiday joy to the blocks surrounding The Square with live pop-up performances in partnership with Portland Mall Management.



31
Artists

14
Performances

13
Locations
Downtown

Holiday Arts Program

16
Days

216
Artists





New Year's Eve DOWNTOWN PORTLAND, OREGON

Nearly 12,000 people filled The Square to ring in 2025 with an epic dance party as two dazzling drone displays filled the sky! The Square was the place to be as Portland's iconic free New Year's Eve party returned to downtown. VJ Kittyvox and Video Dance Attack brought the soundtrack of the night as a crowd of thousands danced to the hottest hits of the past decades with music videos projected onto large screens. Family-friendly drone shows lit up the night sky at 9pm followed by a show at midnight with a celebratory countdown to 2025.



11,820
Attendees

85+
Video Dance Songs

250
Drones



Holiday Collateral Samples



Tree Lighting Stage Signage

12'x12' Holiday Event Stoa Column Banners

Pioneer Courthouse Square

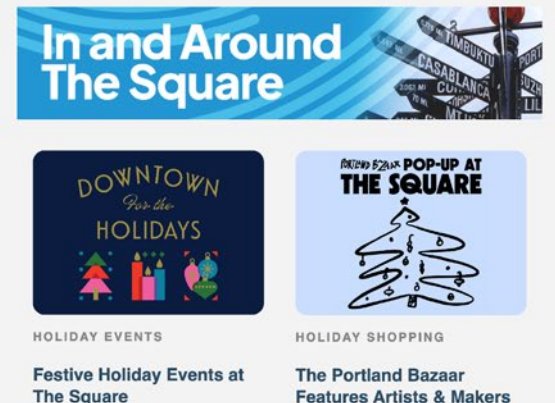
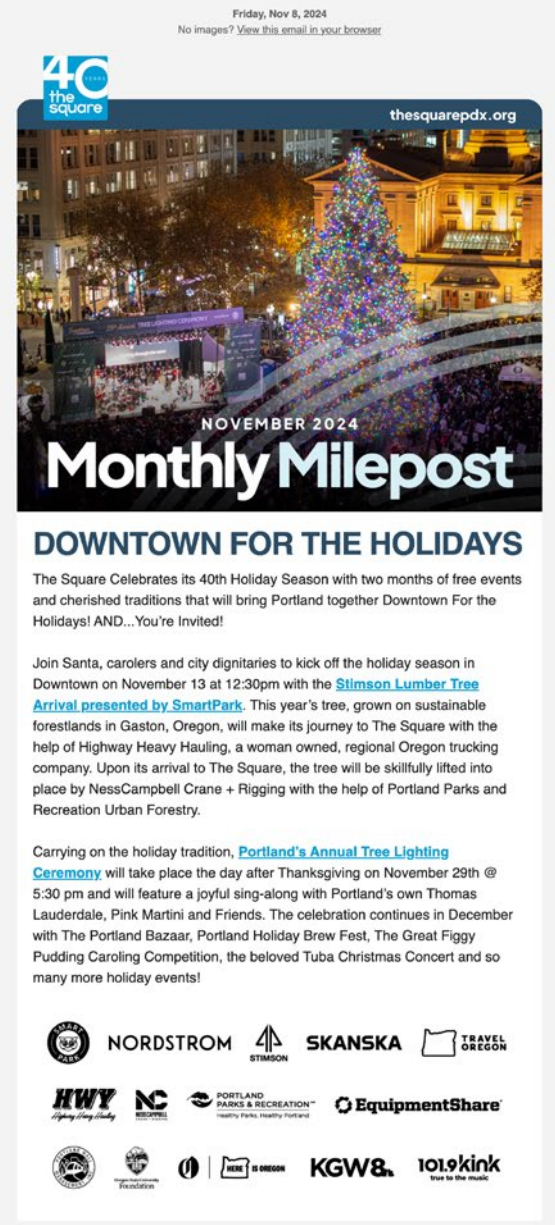
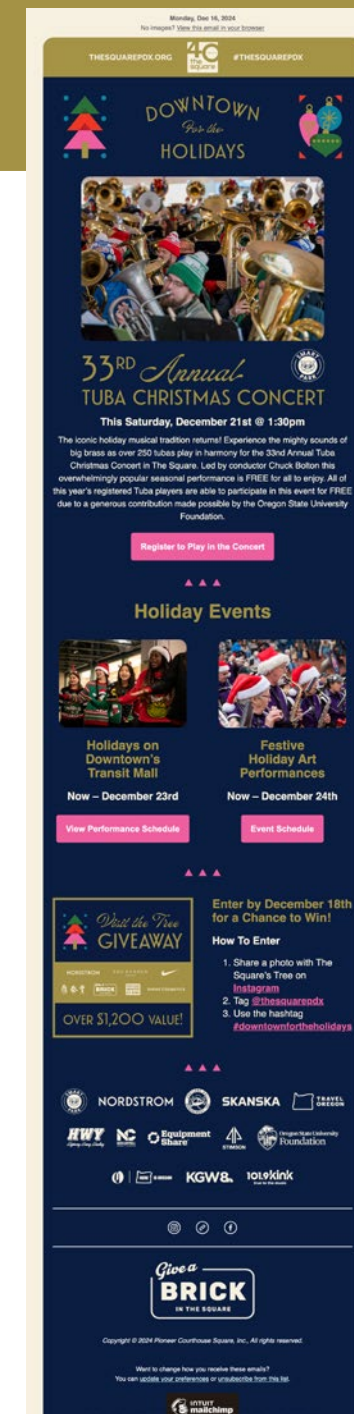


Eblast & Newsletter

64,022
Total Recipients

4
Holiday Event
Eblasts

2
Milepost
Newsletters



Media Partners & Reach




33RD Annual  To register to play visit thesquarepdx.org

TUBA CHRISTMAS CONCERT

Pioneer Courthouse Square • December 21 at 1:30pm

The iconic holiday musical tradition returns! Experience the mighty sounds of big brass as over 250 tubas play in harmony in one of the largest tuba performances in the nation at the 33rd Annual Tuba Christmas Concert in The Square.

 Thank you to Oregon State University Foundation for underwriting Tuba player registration fees for the concert.

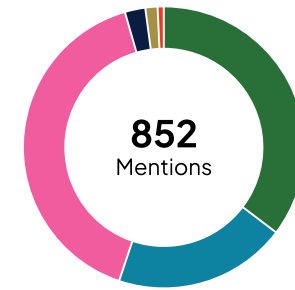


[THESQUAREPDX.ORG](http://thesquarepdx.org)  #THESQUAREPDX

Oregonian Print Ad

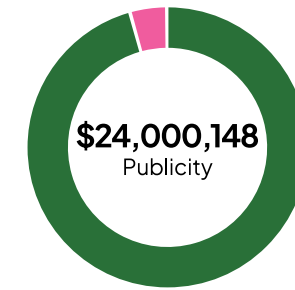
Earned Media

Mentions by Media Type



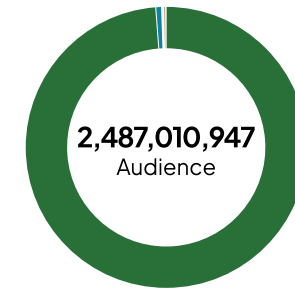
Online News TV Facebook Radio Instagram YouTube

Publicity by Media Type







Online News TV Facebook Radio Instagram YouTube

Audience by Media Type




Online News TV Facebook Radio Instagram YouTube

 Total National TV Audience 3,314,139	Total National TV Publicity USD \$972,441	Total Local TV Audience 3,314,139	Total Local TV Publicity USD \$972,441
 Total Radio Audience 16,867,656	Total Publicity Value USD \$45,633		
 Total Online + Print Audience 2,457,492,229	Total Online + Print Publicity USD \$22,941,815		
 Total Social Followers 9,336,923	Total Social Publicity USD \$40,259		



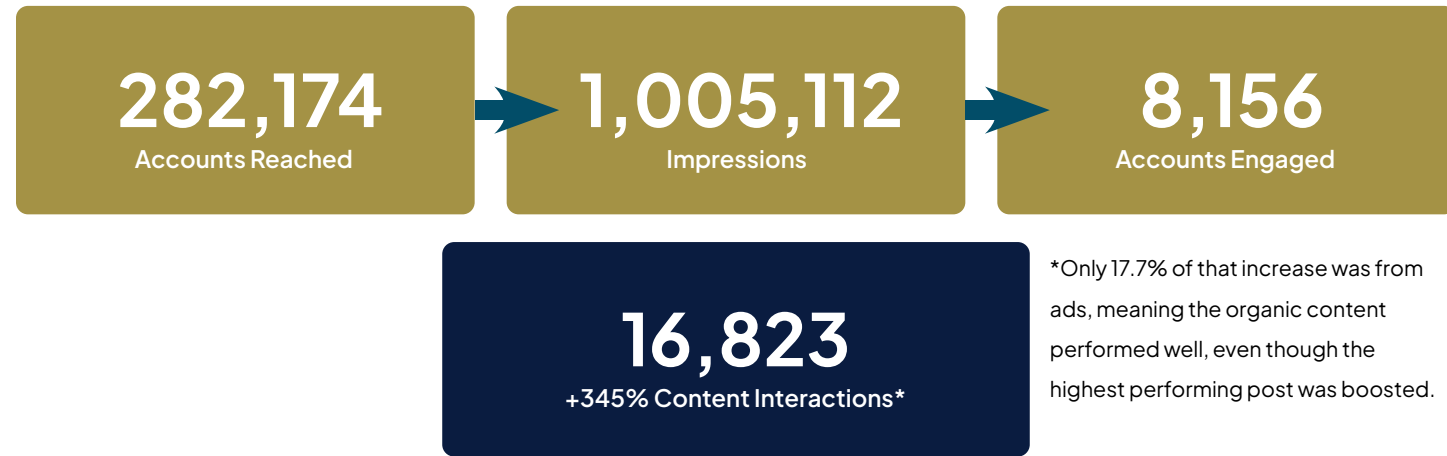
Information provided by Critical Mention

Local Media

KGW8		kink
475,000 Impressions	800,000 Total Impressions	1,986,000 Gross Impressions
\$23,639 Ad Value	\$20,000 Ad Value	\$29,500 Ad Value
84 15 Second TV Ads	6 Print Ads	3 Digital Campaigns
		210 Holiday Events Radio Promotion

Social Media

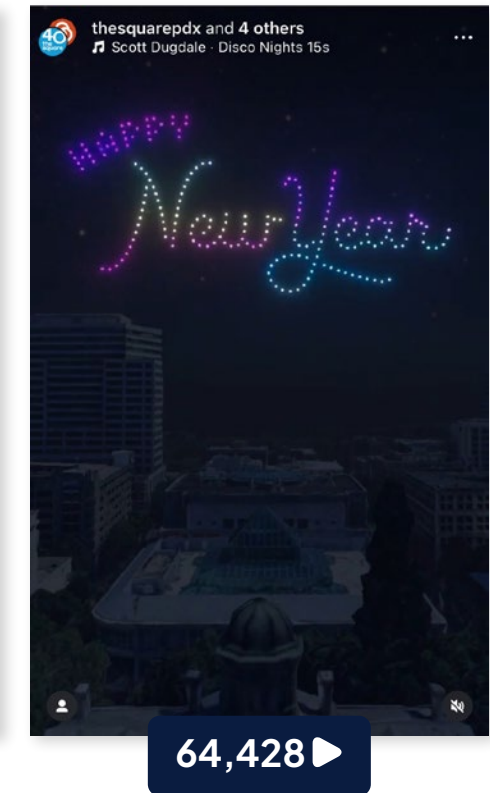
November 1, 2024 – January 12, 2025



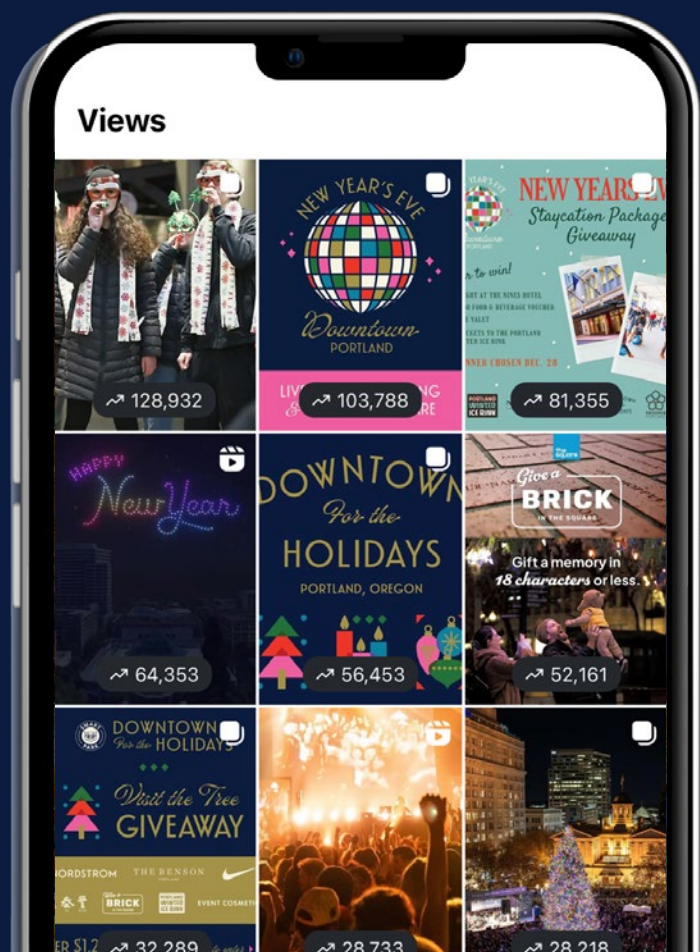
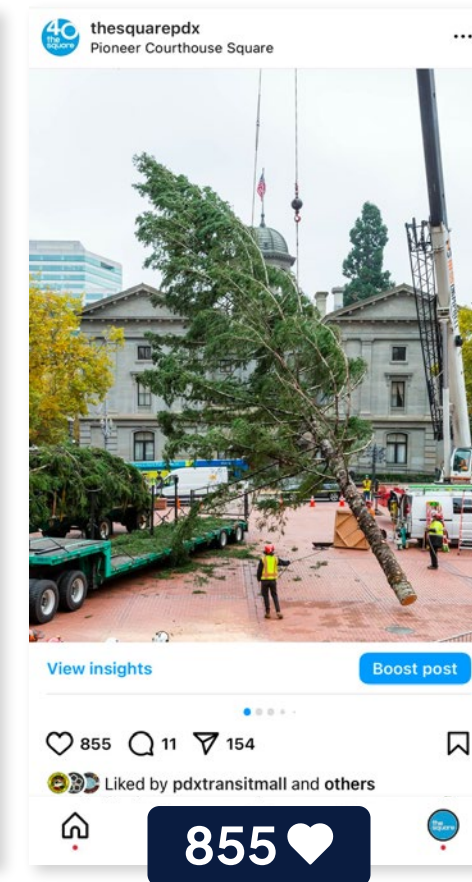
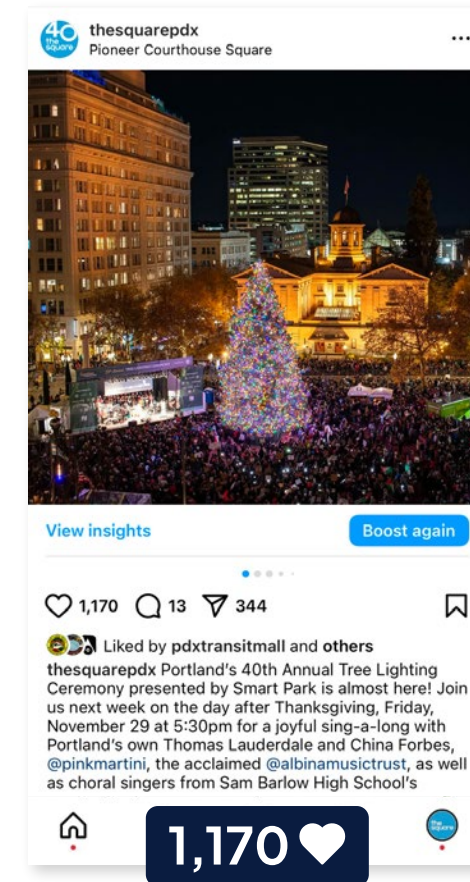
*Only 17.7% of that increase was from ads, meaning the organic content performed well, even though the highest performing post was boosted.

Top Live Video

Top Reel



Top Posts





 @fathompdx

“Thanks for being part of making
downtown Portland magic this
holiday season!”

thesquarepdx.org

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