



DATE: November 8, 2023
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 23-36
Update on the Portland Events and Film Office and My People's Market

BRIEF DESCRIPTION OF INFORMATION ITEM

At the November 8, 2023, Prosper Portland Board of Commissioners (Board) meeting, staff will provide an update on the Portland Events and Film Office, a newly expanded office within Prosper Portland that supports the events and film industries. The Portland Events and Film Office showcases Portland's cultural landscape and celebrates the diversity of the city's creative talent, businesses, and communities. Working collaboratively with City of Portland (City) bureaus, Portland Events and Film offers grants and sponsorships to elevate the economic value of cultural programming and local production in our community.

Staff will also provide an update on My People's Market, a collaborative event organized by Travel Portland and Prosper Portland that provides opportunities for underrepresented business owners by connecting them to the travel industry and other professionals who can help expand and scale their business.

STRATEGIC ALIGNMENT AND OUTCOMES

The Portland Events and Film Office exemplifies Prosper Portland's focus on creating vibrant neighborhoods and communities and collaborating with partners for an equitable city and meets the following Advance Portland strategic objectives:

- "Retain and Increase Commercial Activity and Support Small Businesses in the Central City" through events and activations that provide visibility for small businesses, and film and commercial productions that inject millions into the local economy and help to improve the reputation of Portland;
- "Attract More Visitors Through Events and Activation; Renovation of the Public Realm; and Support for Regional Cultural Organizations and Anchors" through large event investments like the Winter Light Festival, Blues Festival, and Pride; and activations like the Portland Winter Ice Rink; and
- "Activate Vacant Properties and Storefronts with Community-Serving Businesses; Attract New Commercial Development" through the Winter Retail Activation Program and Every Wednesday initiative.

My People's Market delivers on Advance Portland by supporting "Entrepreneurs Start, Scale, and Innovate Through Partnerships" by providing business to business and retail connections.

BACKGROUND AND CONTEXT

Following is a description of current services and initiatives:

Film production services. This program serves as a first-stop welcoming destination for production companies filming in Portland, assists with navigation of resources, and troubleshoots neighborhood concerns and City permitting requirements, including on City-owned sites. This work is funded through on-going City General Funds with additional support from a grant agreement with Travel Portland. Staff supports industry connections through quarterly meetups, local production and media sponsorships, and grant support to foster Portland's local film economy. Following are accomplishments since 22/23:

- 822 engagements (navigation phone calls, industry emails, and events)
- \$839,364 spent on hotel lodging through March 2023 from productions
- 477 film permits secured with Portland Bureau of Transportation and Portland Parks & Recreation

Events Production Services. The Events Navigator Program provides support for event producers to secure the multiple permits that are often required for an event; connects producers to additional safety and security resources; and facilitates industry networking and resource sharing opportunities. Following are accomplishments since January 2023:

- Developed and published an online resource guide for event producers
- Launched a recurring cross-City bureau roundtable to address event producer needs and concerns
- Hosted an in-person resource fair with more than 100 community event producers in attendance
- Helped support, recruit and deliver eight large-scale events
- Provided one-on-one navigation support for 54 events
- Hosted seven Events Action Table meetings, including three in-person networking events

Grant Programs. The Portland Events and Film Office provides financial resources for local event and film producers. This support encourages investment in local productions and vendors, and it fosters a supportive and welcoming environment for creatives working in film and production. Event grants aim to deliver on three objectives: support communities and neighborhoods to host events that bring people together and foster connection; help mid-sized events to grow into tourist attractions; and stabilize large-scale events that draw large numbers of attendees to the Central City. Following are recent accomplishments:

	Applicants	Awards	Funding Awarded	Attendees/ Projected	Estimated Economic Impact
Community Event Grant – Summer	377	114	\$544,077	207,680	\$6,853,440
Community Event Grant Fall/ Winter	138	37	\$158,500	35,655	\$1,176,615
<i>Support art, film, culture, and community with Portland visitors and Portlanders; benefit communities and small businesses near funded events; and encourage event vibrancy in all communities.</i>					
Scale Up (Selection currently underway)	TBD	4	\$75,000	TBD	TBD
<i>Funding and technical assistance for local Portland events to grow and attract attendance from the metro region.</i>					
Amplify Portland	77	3	\$30,000	n/a	n/a

<i>Film grant to support professional development of the local industry and bringing exposure to Portland via its presence on screen.</i>					
Post-Production Grant	32	4	\$30,000	n/a	n/a
<i>Encourage the completion of a local feature-length film and position local producers to build toward larger, more resourced productions. This grant was also started to encourage productions to keep post-production in Portland, bringing more jobs to our local post-production shops.</i>					

Prosper Portland also invested \$276,000 to support the Winter Light Festival, Music Portland and Portland Music Month, Waterfront Blues Festival, Rose Festival, and Portland Book Festival attracting an estimated attendance of 325,000. Staff provided additional navigation support to Cinco de Mayo Festival and Portland Pride Parade and Festival. Collectively, these events are estimated to have generated approximately \$15,700,000 in economic activity in the city.

Every Wednesday. The Every Wednesday campaign launched in January 2023 with a focus on revitalizing the Central City by encouraging people to spend time downtown. To build on the momentum of the marketing campaigns, the Portland Events and Film Office hosted a series of events and activations through the summer to strengthen the message that Portland is a center of connection and community, while also supporting businesses located in the Central City. From April through September, Every Wednesday included 40 events during the morning commute and lunch hour that attracted more than 4,000 visitors.

Winter Retail Activation Program. Launched in September 2023, this program aims to support up to ten retail store communities, shopping districts, or business associations with storefront activations and events to celebrate the holiday shopping season. Each participant will receive a professionally designed holiday window display in a vacant storefront that will transition to a Winter Light Festival installation in February 2024. To market the program, staff will coordinate with businesses to host two events to debut the window and to provide marketing and promotions.

Portland Winter Ice Rink. Prosper Portland is supporting creation of the Portland Winter Ice Rink located at a City-owned property adjacent to the Morrison Bridgehead. The rink is slated to open December 20, 2023, and remain open through mid-February 2024, the slowest period of the year for downtown retailers.

My People’s Market (MPM). Prosper Portland and Travel Portland launched MPM in November 2017, striving to create pathways for underrepresented entrepreneurs to connect with the travel industry and be exposed to new market opportunities. MPM is traditionally held twice a year and, as of June 2023, had hosted twelve markets, one holiday pop-up, one online marketplace, and two Window Shops. The initiative brings several Prosper Portland programs together to support local entrepreneurs, including the Mercatus Business Directory, the Inclusive Business Resource Network, the Affordable Commercial Tenanting program, and Portland Events and Film Office.

The MPM team makes space in each market to include cultural exhibits or performances. MPM strives to create an environment that honors and celebrates disadvantaged communities, through educational opportunities for market goers, fair payment to artist and performers, and holistic care and wellness for communities. In the past this has included Albina Queens installation, Oregon Black Pioneers, and a free wellness lounge.

In 2022, City Council allocated \$250,000 for a feasibility study of a permanent home for My People’s Market. Staff are in the process of commissioning a market report for an indoor/outdoor marketplace venue in Portland’s Central City.

The next MPM holiday market will occur December 2 – 3, 2023, at the Oregon Convention Center, hosting approximately 150 small businesses as well as cultural performances, local artists, and family-oriented activities throughout the weekend. Following is a summary of MPM events over the past two years:

MPM Events	Vendors	Attendees
MPM 10 - September 2022	146	2,500-3,500
MPM 11 - November 2022	152	4,000 - 5,000
MPM 12 - June 2023	114	7,000 - 8,000
MPM 13 - December 2023	152	TBD
MPM 14 - June 2024	TBD	TBD

BUDGET AND FINANCIAL INFORMATION

Following is a summary of funding sources for the initiatives described in this report:

	City General Fund	Enterprise Zone	American Rescue Plan Act	Sponsorships and Earned Income	Travel Portland
Event Office	\$634,538			\$77,000	\$100,000
Film Office	\$113,625			\$235,643	\$150,000
Activations	\$571,000		\$207,894		
My People’s Market	\$187,500	\$50,000		\$105,000	\$50,000
Sub-Total	\$1,506,663	\$50,000	\$207,894	\$314,850	\$402,793

ATTACHMENTS

None.