



OUR MISSION

Portland Downtown stimulates a vibrant, thriving, and sustainable downtown community.

OUR STAFF

Cary Tyson, Executive Director

Amy Geren, Program Director

Adam MacDonald, Marketing Director

Taffy Eaton, Office Manager

STRATEGIC PLAN

2020 marked the first year of a new **Strategic Plan** that will guide our work for the next five years. To view the plan, scan the QR code below with your smartphone camera app!



Scan me

BOARD OF DIRECTORS

As of Spring 2021

Chair

David Packard, P K Realty Management & Investments

Vice Chair

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Erin Kiley, Portland-Flea-for-All

Sue-Ellen McClain, McClain Marketing & Interactive

Dan Mirabile, City of Portland Public Works

Josh Miranda, Blyth & Burrows

Palo Peirce, Bricklight Properties

Neil Reiter, R&J Partners LLC

Kim Volk, Maine Advisory Associates Inc.



Yardie Ting



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2020 ANNUAL REPORT

THE YEAR OF THE PIVOT

2020 was a year of changes, challenges, and opportunities for **Portland Downtown**. Just as we welcomed our new executive director, **Cary Tyson**, the pandemic transformed life as we knew it. Proudly, our staff & board mobilized quickly to support our small business community through the unprecedented crisis. Our **Virtual Town Halls** – co-hosted by **Portland Buy Local** – became a valued space for business & property owners to connect during a scary and uncertain time. Together, we navigated the good, the bad, and the ugly – and we discovered ways to adapt (and even thrive!) in the face of adversity.



Love Notes

MISSION 3/65

What began as a simple idea to encourage shopping & dining downtown (Pick 3 businesses; Spend \$65) evolved into a year-round effort to support and uplift our local business community. So far, our **Mission 3/65** projects have included the **Merry Madness Passport**, the wildly popular **Monument Square Tree Cam**, a **Love Notes** initiative for Valentine's Day, and a **Summer Storefront Decorating Challenge**. We also produced a short video dedicated to all of the businesses and people who make our downtown so special. Scan the QR code to the left to view the 90-second clip. We hope it gives you all the feels!



Downtown Cadets

RETHINKING DOWNTOWN STREETS

Among the silver linings of the pandemic was a shift in thinking about how to best use public space. Thanks to quick action by the **City of Portland**, many businesses were able to expand service into open-air areas such as streets, sidewalks, and parklets. Streets became more pedestrian-friendly and visually appealing with beautiful plants & flowers, welcoming signage, and enhanced seating allowing people to spread out safely. To evaluate the successes and challenges of **Open Streets** in Portland, we hosted a community forum & survey with **Portland Trails**. Scan the QR code below to view the report.



Uncommon Paws

FOCUS ON SAFETY + CLEANLINESS

Although foot traffic declined in 2020, our commitment to creating a welcoming space for residents & visitors most certainly did not. Our **Downtown Public Works Crew** treated our streets, parks, and public spaces with extra TLC; our **Peer Outreach Workers** assisted our most vulnerable neighbors with food & shelter; and our **Downtown Cadets** provided safety with a smile. Thank you to our many community partners – including the **City of Portland**, the **Portland Police Department**, **Amistad**, and **Milestone Recovery** – for keeping our downtown clean, safe, and inviting during a challenging year.



Street & Co.

JOIN THE CONVERSATION

As we emerge from “the other side” of the pandemic, there’s a palpable feeling of hope and optimism in the air. We have a lot of healing and rebuilding to do, though, and we need your support to ensure that our downtown remains vital and vibrant. If you’re passionate about downtown, please consider joining one of our public committees: **Clean & Safe**, **Merchant, Marketing & Events**, or **Multimodal Transportation**. To get started, simply scan the QR code to the right and sign up for meeting notifications. We look forward to your insights & ideas!

