

Business District	Benchmark and Activity
Cully Blvd	Marketing/Media/PR Campaign 'Cully Cards' promotes neighborhood businesses to residents and incentivizes shopping local
Division/Clinton	Web/Social Media Presence Website and social media redevelopment to reflect rapidly evolving business district
Foster Area	Strong Membership Membership campaign includes new benefits to support and promote neighborhood businesses and rapidly evolving district
Hawthorne Blvd.	Collateral/Map/Newsletter 'Holiday Gift Guide' highlights gift items available in participating businesses and promotes district as holiday retail destination
Historic Mississippi	Marketing/Media/PR Campaign 'We ♥ Mississippi Ave. Meet our Street.' marketing campaign promotes district as holiday retail destination
Historic Parkrose	District Identity/Place Making Holiday market promotes multicultural gift ideas, celebrates diverse holidays and promotes district as holiday retail destination
Hollywood	Strong Membership Membership campaign to support and promote neighborhood businesses and rapidly evolving district
Kenton	District Identity/Place Making 'Winter Festival' district lighting and shop local program promotes district as holiday retail destination
Lloyd District	Strong Membership Membership campaign to support and promote neighborhood businesses and rapidly evolving district
Midway	District Identity/Place Making District banners create visual markers unifying district identity
Multnomah Village	Self-sustaining Signature Event 'Golden Ticket' six week shopping promotion incentivizes multiple holiday purchases and promotes district as holiday retail destination
North/Northeast	Web/Social Media Presence 'The Soul of Portland' website creates online presence and promotes district
Parkrose	Strong Membership Membership campaign markets district through events, shopping bags and business directory
Pearl District	District Identity/Place Making 'Celebrate in the Pearl' campaign promotes district as holiday retail destination
Williams District	Strong Membership Walking map promotes district as destination for retail, shopping and services