



PORTLAND'S
CENTERS FOR THE ARTS

Connecting Community and Culture

Portland's Centers for the Arts
FY 2016-17 Report

Portland's place for arts

With five outstanding venues and a dedication to creating connections between art, audience and community, Portland's Centers for the Arts is changing the world through the arts. We're the fifth-largest performing arts center in the nation, hosting or presenting more than 1,000 annual performances that contribute significantly to our shared culture and regional economy.

Total spending	\$104.4 million
Total jobs	1,050
Total earnings	\$41 million
Total tax revenues	\$3.3 million



Bringing the performing arts to Portland-area kids

Thanks to an expanded reach and exciting, innovative programming, our Education and Community Engagement Program reached more than 13,000 kids in its second year. Portland's partnered with school districts and community organizations in Multnomah, Clackamas and Washington counties to bring a diverse range of performances to low-income students, both at our theaters and in the community, all at no cost to the schools.

For 80% of the students who attended, it was their first time seeing a professional performance at a theater. Inviting, engaging shows like classical/hip-hop duo Black Violin and National Geographic Live's Kobie Boykins, an African-American NASA engineer instrumental in the Mars Rover project, made all of the kids feel right at home.



In their words: Kids respond to the performances

"Dear Portland's, I appreciate so much what you did for our fifth-grade class. It is important for kids to see Black Violin, to teach that most stereotypes are not true. The music was amazing, especially how they used a classical instrument for hip hop music."

**Chehelam Elementary
School Student**

"Thank you for the nice music. I hope you know you inspired me a lot more than you may think."

**Sixth grade student, on the
Hypnotic Brass Ensemble**

Brighter lights on Broadway: The Portland sign gets a facelift

An Oregon icon—the famous “Portland”- sign at the Arlene Schnitzer Concert Hall—got a major tune-up this year. We renovated the 33-year-old sign, giving it a fresh coat of paint, new neon letters and other improvements to protect it from corrosion and fading. Now it's back up and good as new after a relighting event in August.

The 65-foot-high sign first went up in 1928, when the theater opened as the Portland Publix Theatre. It's been lighting up Broadway in some form since then, with the current design introduced when the theater opened as the Schnitz in 1984.



The Portland'5 team:

250
Employees

575
Volunteers

Top-selling events

88,820
Tickets sold



The Lion King

Keller Auditorium, four weeks

39,456
Tickets sold



The Nutcracker

Keller Auditorium, two weeks

3,326
Tickets sold



Ali Wong

Newmark Theatre, four shows

2,934
Tickets sold



Sturgill Simpson

Keller Auditorium, one night

2,931
Tickets sold



Norah Jones

Keller Auditorium, one night

2,901
Tickets sold



Sigur Ros

Keller Auditorium, one night

“It opened up their eyes and it exposed them to something different. They started thinking that they could do it, too. They began to see themselves in a different light.”

Herman Greene,
parent and director of the
I Am Academy, on the Portland'5
Education and Community
Engagement Program

From the director

With a robust community engagement program and more than 1,000 performances entertaining and educating more than 1 million patrons, Portland's Centers for the Arts completed another groundbreaking year. With more performances, growing attendance and a 12 percent increase in economic activity generated in our region, we're a strong economic engine as well as a cultural beacon.

One of our beloved icons, the "Portland" sign at the Arlene Schnitzer Concert Hall, was renovated to restore its original splendor and preserve the landmark. With brighter lights, new neon letters and other upgrades, we're thrilled the sign will continue lighting up Broadway for decades to come. We also completed work on several projects in our venues meant to keep them safe and running smoothly for many years to come.

Now in its second year, our Education and Community Engagement Program provided free, world-class performances to thousands of students, many of whom had never seen a professional performance before. The diverse range of performers introduced the young audiences to new and exciting genres of music, taught them about distant planets and far-flung corners of the Earth, and exposed them to forms of expression that made them think differently about the world and their place in it. The feedback from the kids warmed our hearts—many wrote to say the performances inspired them and made them see new potential for themselves.

We thank all our employees, partners, and volunteers for another fantastic year connecting community and the wonders of the arts.



Robyn Williams
Portland's Executive Director



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1111 SW Broadway
Portland, Oregon 97205
503 248 4335

portland5.com



Portland's Centers for the Arts
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Portland Expo Center
Oregon Zoo

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