



# 2008 Membership Benefits Summary

*Presented by:*

**Pearl District Business Association**  
(503) 227-8519

Email: [jryan@explorethepearl.com](mailto:jryan@explorethepearl.com)  
[www.explorethepearl.com](http://www.explorethepearl.com)

# About PDBA



## PDBA 2008 BOARD

**Jo Carter**, Physical Element

**Jamie Dunn**, Gilt Club

**Reuel Fish**, Urban Wineworks

**Sean McGuirk**, Horny Toad

**Sue Miller**, Hoyt Street Properties

**Joe Moreau**, Paragon & Bay 13

**Adele Nofield**, Wilf's  
Restaurant and Bar

**Michael Powell**, Powell's Books

**Dr. Rick Rosenfield**, Pearl  
Women's Center

**Steven Stone**, BedMart

**Ryan Watson**, Bullseye Gallery

Once known for its industrial warehouses and rail yards, Portland's Pearl District is now one of the most vibrant art, commercial, and residential communities in the country. Still marked by cobblestone streets, historic water towers and restored brick buildings, this colorful district is also home to sleek, modern residential buildings; hip restaurants, coffeehouses, bakeries, and wine bars; advertising agencies; architectural firms; and a thriving art community that includes more than 25 galleries.

The Pearl also offers one of the country's most extensive home furnishings districts—**Design Central for Home**—a group of more than 60 home furnishings stores, antique shops and other one-of-a-kind retailers, all within easy walking distance of each other.

PDBA is a non-profit marketing organization that supports the Pearl District business community through a variety of member services and marketing initiatives. PDBA's mission is to promote the Pearl District as a unique residential, retail, dining and service-oriented destination for locals and leisure travelers alike.

PDBA's annual operating budget of approximately \$300,000 is funded through membership dues, sponsorship contributions and grants. PDBA uses these funds to support Explore the Pearl magazine, the official PDBA website ([www.ExploreThePearl.com](http://www.ExploreThePearl.com)), advertising campaigns, consumer promotions, public relations outreach, public advocacy, member services and more.

# PDBA Dollars at Work



- **Find It in the Pearl! Guide now located in Explore the Pearl Magazine.** Last year, we upgraded our Guide into an expanded version that is now part of every issue of Explore the Pearl Magazine.
  - The magazine will continue to be distributed into approximately **50,000** homes representing an upscale demographic with zip codes in the West Hills, Nob Hill, SW Portland, Lake Oswego, Irvington and Forest Heights. In addition, we will continue to **mail 5,000 magazines directly to Pearl District homes and businesses.** Another 10,000 magazines are distributed within the Pearl District and to all major downtown and airport hotels.
  - Total annual distribution for the year will be approximately 390,000 copies!

# PDBA Dollars at Work



- Public Advocacy:** Two years ago, PDBA dues and a grant from the Alliance of Portland Neighborhood Business Associations helped pay for district-wide Pearl District sign “toppers” identifying the District and giving it a “personality”. Additionally, dues and grants supported a major website re-design and expanded distribution of Explore the Pearl Magazine. In 2008-09, we will continue our efforts to gain I-405 freeway signage for the Pearl District and represent the Pearl in discussions surrounding the Burnside-Couch couplet and the extension of the streetcar system across the Broadway Bridge.
- Website:** In 2008, PDBA launched a re-design for ExplorethePearl.com which was a major undertaking for PDBA that will have enormous marketing impact. The new site is dynamic, interactive, comprehensive, and has extremely good search engine positioning. Try a Google search for “Pearl District” and see what comes up #1! Inclusion on the website increases business exposure and provides a direct link to our members’ individual websites.
- Marketing + Advertising Campaigns (examples include)**

  - Things to See & Do OREGON** – Inclusion in the 2008-2009 edition of this traveler’s guide which is distributed to all visitors centers throughout the state of Oregon.
  - Pearl District Sidewalk Sale Campaign** (annually on Labor Day Weekend). Ad placement into Portland Picks, Seattle Picks, the Oregonian (Art in the Pearl insert in A&E), and an insert into selected zip codes of Oregonian subscriber copies (45,000 homes). The Sidewalk Sale also received editorial coverage in Explore the Pearl Magazine.
  - Holiday Big Reveal** – 2008 introduced the first year of the Holiday Big Reveal campaign which runs from Thanksgiving through the end of December.

# PDBA Dollars at Work



Portland News for Thursday, August 14, 2008



## PEARL AWARDS AND HONORS

Portland Monthly Magazine Announces the "Best of Portland"

\*Special congratulations are in order for the following Pearl District businesses named "Best of Portland" in the August edition of Portland Monthly Magazine.

Best Sommelier - 1st place

Best Ice Cream - 2nd place from the Creamery

Best Cocktail Shop - The Oak Stabler

Best Hair and Makeup Salong - Lured Lounge



## LIZARD LOUNGE



## THIS WEEK...

Mediterranean Summer Cooling Class

August 15, 10-11:30am

Learn to cook Mediterranean summer cooling class. For more information contact: 503-254-2175.

Fabric Clearance Sale 50-80% off



Forward To A Friend

## LIVE IT. LOVE IT. FIND IT IN THE PEARL.

Real Estate and Homes  
Food & Beverage  
Nightlife & Entertainment  
Shopping & Retail  
Parks & Recreation



## HEALTHCARE SPOTLIGHT

LUCAS' CLASSIC  
Yearly Open House Luncheon Program & Wine & Cheese Social  
Tuesday, September 23, 10am - 2pm  
\$25 - \$35  
Reservations to: 503-254-2175. We'll expect to see you there!  
In Home Classes and more classes coming. Contact  
Suzanne at 503-254-2175. See you again at any time.



**Member eNewsletter and Networking Events**  
PDBA compiles and sends out an eNewsletter to inform members of important Pearl District events and news (construction, bridge closures, etc.). In addition, the eNewsletter includes information about events, sales and promotions taking place at member businesses. A regular consumer-facing newsletter generated to thousands of on-line subscribers is the next major marketing effort for PDBA and is now also sent out regularly.

## Task Force Groups

Instituted in 2008, there are presently 6 Task Force Groups:

- Home Furnishings
- Retail
- Food and Beverage
- Business, Finance, Real Estate and Mortgage
- Art
- Healthcare

Through PDBA organization and support, these task forces are active and growing business for members through specific events and focused marketing strategies. Past events resulting from the task force groups include the Home Furnishing Sample Sale which generated record sales in March of 2008 and the Governor's Travel Oregon Conference which generated an estimated \$27,000 in restaurant revenues on a single day. Other Task Force Events include the Glass Art Society map printed for the event participants, the Summer Style Sale, the annual Sidewalk Sale and the Holiday Big Reveal.

# PDBA Dollars at Work



- Philanthropy and Cause-Related Programs**

PDBA supports a variety of non-profit partners. Previous beneficiaries included The Boys and Girls Clubs of Portland, Chapman School, Children's Healing Art Project, EcoTrust, Hope Teams International, The School of Oregon Ballet Theatre, Oregon Community Warehouse, Open Arms Ukraine, Oregon Food Bank, Raphael House, Rug Mark, Sisters of the Road, Write Around Portland, Wild Salmon Project and Women to Women International, among others. The Make A Wish Foundation of Oregon® partnered with the Pearl District Holiday Big Reveal during the 2008 holidays as well. The PDBA is proud these kinds of community events help us engage and give back to the community where we live and work.

- Mapclicks**

PDBA has become a major strategic sponsor for MapClicks which means that cooperative marketing efforts will result in PDBA members receiving a discount of \$100 on a MapClicks listing which includes presence on their website. MapClicks will also display the PDBA logo and provide website cross-links, as well as give PDBA members priority access to advertising opportunities. [www.mapclicks.com](http://www.mapclicks.com).

# Member Benefits



- Protect and enhance your business investment in the Pearl District
- Benefit from increased presence locally, regionally and nationally through our public relations efforts
- Keep your staff and customers informed about what is happening in the district
- Receive valuable marketing through Explore the Pearl magazine and the PDBA website
- Participate in Task Force Group planning for events focused on your business
- Develop your business network and establish relationships with business and community leaders
- Have your voice heard among business and civic leaders
- Showcase your commitment to the Pearl District community
- Attend educational seminars sponsored by PDBA
- Expand the marketing of your in-house events via the e-newsletter

# Contact Information



To begin your Pearl District Business Association membership today, please contact:

**Joshua Ryan**

Executive Director

**Pearl District Business Association**

503-810-4380

[JRyan@explorethepearl.com](mailto:JRyan@explorethepearl.com)