

CENTRAL EASTSIDE PDX

IMPACT REPORT 2026



CENTRAL EASTSIDE PDX

Central Eastside Industrial Council (CEIC) and Central Eastside Together (CET) are two nonprofits working together to support Portland's Central Eastside Industrial District.

ORGANIZATION OVERVIEW

CEIC is the district's member-based business association. Since 1980, CEIC has advanced business interests through advocacy, transportation, economic development, and partnerships that shape the future of the district.

CET is the district's Enhanced Service District, funded by district ratepayers and governed by an independent Board of Directors. CET provides district services including cleaning, safety ambassadors, business grants, placemaking, and stewardship of the Central Eastside's public spaces.

Together, our organizations support more than 1,300 businesses, 22,000 employees, and 2,000 residents across 681 acres. We help Portland's Central Eastside remain a place where businesses can grow, industry can thrive, and people want to work, visit, and invest.

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CAROLYNE HOLCOMB
EXECUTIVE DIRECTOR



MIKE LARKIN
CET BOARD CHAIR,
DIRECTOR OF REAL ESTATE MANAGEMENT AT NAI ELLIOTT



JONATHAN MALSIN
CEIC BOARD CHAIR,
PRINCIPAL AT BEAM DEVELOPMENT

A NOTE FROM LEADERSHIP

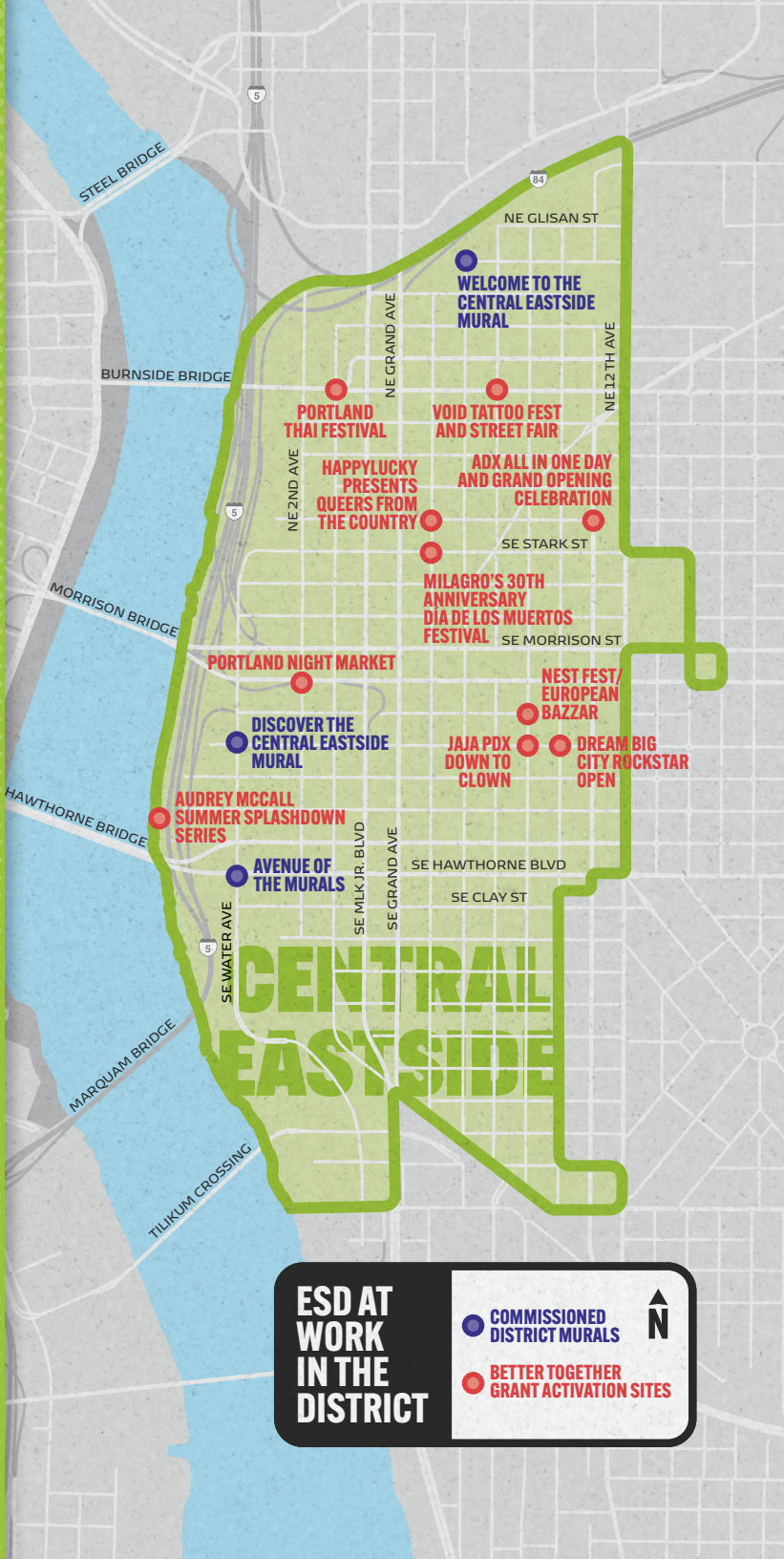
Even in a challenging environment, It has been a momentum building year for the Central Eastside. People here keep investing, creating, adapting, and finding new ways to move forward. This is what makes our District unique.

For our organizations, we've focused on what's next. Some of that work is visible in cleaner streets, stronger partnerships, new events, grants and promotional efforts to welcome more people to the District and your business. Much of it happens behind the scenes through advocacy, long-term planning, and the relationships that help turn good ideas into real progress. None of it happens overnight, but all of it matters, and we're proud to partner with you on this work.

This report captures the progress we've made together over the past year. It reflects the work of our members, ratepayers, partners, volunteers, board members, and staff—people who believe the Central Eastside is worth investing in and are committed to its future.

We know that there is still plenty of work ahead and Portland continues to face real challenges, but we believe the Central Eastside is well positioned for what's next. We have momentum, and the people who are willing to show up, solve problems, and invest in our future.

ABOUT THE DISTRICT





681 ACRES.

1,300 BUSINESSES.

22,000 EMPLOYEES.

ONE OF PORTLAND'S HARDEST-WORKING DISTRICTS

Stretching from the Willamette River to SE 12th Avenue and from I-84 to SE Powell Boulevard, the Central Eastside is a powerhouse of makers, manufacturers, entrepreneurs, and innovators. The district continues to grow through strategic investments in Urban Renewal, Tax Increment Financing, and the Central Eastside Enhanced Service District (ESD).



PHOTOS COURTESY OF ADX (TOP) AND OLYMPIC MILLS (BOTTOM)


HOTEL
GRAND STARK
OPEN

DISTRICT ADVOCACY

We bring the voice of the Central Eastside to decision-makers, championing policies and partnerships that strengthen our business community. From City Hall to neighborhood streets, we turn advocacy into action.







FY26 ADVOCACY HIGHLIGHTS

A-Board Permit Fees
Worked with Councilor Novick to eliminate permit fees for business sidewalk signs.

OMSI District
Celebrated $850,000 Federal Investment to advance infrastructure improvements in the OMSI District

Attorney General Visit
Hosted Attorney General Dan Rayfield to discuss tariff impacts with local businesses.

Central City Code Alignment
Advocated for zoning changes to strengthen the Central Eastside as a mixed-use employment district.

Grand Avenue Shelters
Worked with the Mayor's Office to improve safety and site management.

Bioswale Improvements
Continued advocating for cleaner, better-maintained stormwater facilities.

PEMO Partnership
Hosted 30 problem-solving sessions connecting businesses directly with City staff.

County Outreach
Expanded partnerships to bring more outreach services into the district.

Leadership Site Walks
Coordinated 7 on-site tours to address chronic livability and infrastructure challenges.

BUSINESS OUTREACH & ENGAGEMENT

Strong relationships build a stronger district. Throughout the year, we created opportunities for businesses to connect, share ideas, and help shape the future of the Central Eastside.



FY26 ENGAGEMENT HIGHLIGHTS

New Member Social
50+ new members joined us for rooftop views and good company at Pacific Standard.

Discussion with Congresswoman Suzanne Bonamici and State Representative Rob Nosse
Representatives met with members to provide updates on state and federal activity.



Summer Celebration
Brought 100 members together for an evening of networking at JupiterNext.

Annual District Celebration
Welcomed 300 district leaders to celebrate the year's accomplishments and our business community.

Central Eastside Social
Connected 80 members over pizza, drinks, and networking at Living Haus Brewery.



Coffee Break Series
More than 100 businesses joined us for conversations with Councilors Novick, Koyama Lane and County Commissioner Moyer.

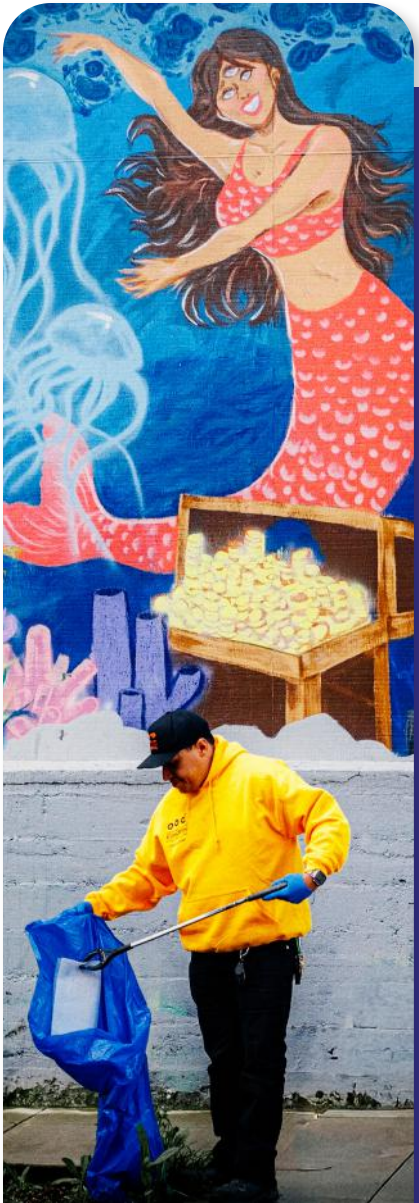
Ratepayer Sessions
Held 8 listening sessions to gather feedback and guide future district investments.

OUR PROGRAMS + INVESTMENTS

CLEAN TEAM

KEEPING THE CENTRAL EASTSIDE READY FOR BUSINESS

A clean district is essential to a thriving business community. Our Clean Team delivers enhanced services that keep streets, sidewalks, and public spaces clean, welcoming, and ready for the thousands of employees, customers, residents, and visitors who rely on the Central Eastside. Last year, the team removed more than 374,000 pounds of litter and debris while responding to over 1,000 service requests across the district.



CLEAN TEAM FY26 IMPACT

374,046 Pounds of Litter & Debris Removed
More than 1,000 pounds are removed every day across the Central Eastside.

11,449 Hazardous Items Safely Removed
An average of 31 needles, hazardous materials, and broken glass hazards are removed every day.

2,467 Large Dumped Items Removed
Furniture, shopping carts, pallets, and illegally dumped debris cleared to keep sidewalks and business corridors accessible.

1,044 Requests for Service
More than 20 rapid-response cleanups each week helped businesses address issues before they became bigger problems.

Summer Peak
53,360 pounds of litter was removed last July as crews tackled peak summer activity.



WHAT WE DO

- ✓ District-wide litter removal
- ✓ Large item removal
- ✓ Bio-hazard removal
- ✓ Hot spot cleaning
- ✓ 15-minute response to service requests
- ✓ Event clean-up support

DID YOU KNOW?

The Central Eastside Clean Team **removed** more than **187 tons** of litter and debris this year, helping keep Portland's Central Eastside clean, safe, and ready for business every day.



COMMUNITY IN ACTION

NEIGHBORS CLEANING TOGETHER

Our SOLVE events bring together volunteers to amplify that work through neighborhood cleanups that build pride and stewardship throughout the Central Eastside.

FY26 IMPACT

235 VOLUNTEERS MOBILIZED

160 BAGS OF LITTER REMOVED

500 POUNDS COLLECTED DURING EARTH DAY

COMMUNITY PARTNERS

- SOLVE
- DePave
- Indigenous Marketplace
- Eco Lloyd
- Stumptown Coffee Roasters
- Cascadia



COMMUNITY AMBASSADORS

CREATING A WELCOMING CENTRAL EASTSIDE

Our Community Ambassadors are a friendly face in the Central Eastside. Every day, they provide directions, wellness checks, business support, and connections to social services, building relationships that make the district safer, more welcoming, and more accessible for everyone. Throughout the year, Ambassadors made nearly 3,900 proactive business visits while providing assistance to thousands of people across the district.

AMBASSADORS FY26 IMPACT

3,886 Business Engagements
Proactively connecting with businesses every day to build relationships, share information, and respond to district needs.

944 Homeless Outreach Engagements
Providing compassionate outreach and connecting individuals with available services and support.

997 Public Assistance Interactions
Helping employees, customers, visitors, and community members with directions, wellness checks, safety concerns, and other assistance.

972 Requests for Service
Responding to an average of 19 ambassador service requests each week to address concerns across the district.

April Activity
More than 500 business visits were completed last April, one of the team's busiest months of the year.

WHAT WE DO

- ✓ Business outreach and relationship building
- ✓ Visitor information and directions
- ✓ Wellness checks
- ✓ Homeless outreach and engagement
- ✓ Service referrals
- ✓ Safety presence
- ✓ Livability issue reporting
- ✓ Coordination with public agencies
- ✓ Event support
- ✓ 15-minute response to service requests
- ✓ Safe walk chaperones



DID YOU KNOW?

Our Ambassadors are **hospitality professionals**, not security officers. Their role is to build relationships, solve problems, connect people with resources, and serve as extra eyes and ears for the district.

DISTRICT PASSPORT

PUTTING THE CENTRAL EASTSIDE ON THE MAP

The Central Eastside District Passport encouraged people to explore, shop, dine, and discover businesses throughout the district. Over ten months, visitors collected stamps by supporting participating businesses while learning more about everything the Central Eastside has to offer. The program not only increased foot traffic but also introduced new customers to businesses they may never have visited otherwise.

DISTRICT PASSPORT FY26 IMPACT

60 Participating Businesses
Representing restaurants, retailers, makers, breweries, and local destinations across the district.

10-Month Campaign
Encouraging repeat visits and year-round exploration of the Central Eastside.

Featured by Local Media Partners
Expanding the district's visibility to visitors and locals alike through regional tourism promotion like Travel Portland, Everyday Northwest, Kohr Explores and influencers.



GROWING THE CENTRAL EASTSIDE STORY

Promoting the district doesn't stop with the Passport. Throughout the year, we shared stories that highlighted the people, places, and businesses that make the Central Eastside one of Portland's most unique destinations.

COMMUNICATIONS FY26 IMPACT

200+ Pieces of Original Content
Featuring local businesses, events, public art, and neighborhood stories.

84% Increase in Engagement
More people are interacting with and sharing Central Eastside content than ever before.

44,000+ Monthly Content Views
Helping introduce thousands of people to the businesses and experiences found throughout the district.

FEATURED BY

Travel Portland
KOIN 6
The Oregonian

Local media partners and influencers
Regional tourism campaigns



COMMUNITY IN ACTION

PROJECT ILLUMINATION: LIGHTING THE VIADUCTS

Project Illumination is transforming one of Portland's most recognizable gateways into a safer, more welcoming destination. By illuminating the historic viaducts along the Avenue of Murals, the project celebrates public art, improves visibility, and creates a more inviting experience for everyone entering the Central Eastside.



PROJECT ILLUMINATION FY26 IMPACT

$232,000 Investment
Funding secured through Multnomah County to bring the project to life.

Three Historic Viaducts
Burnside, Morrison and Hawthorne

15,000+ Linear Feet of LED Lighting
Providing consistent, energy-efficient lighting throughout the corridor.

18 Large-Scale Murals Highlighted
Creating one of Portland's largest outdoor public art experiences.

83% Less Energy
Modern LED lighting dramatically reduces energy consumption while increasing visibility.

WHAT WE ACCOMPLISHED

- ✓ Secured project funding
- ✓ Partnered with Multnomah County and the City of Portland on design
- ✓ Coordinated outreach with District businesses
- ✓ Supported ongoing maintenance and operations



DID YOU KNOW?

Now complete, Project Illumination is one of the longest continuously illuminated public art corridors in Portland, connecting three historic viaducts and eighteen murals into a single experience.

INVESTING IN THE COMMUNITY

A vibrant business district is built through more than infrastructure. Each year, Central Eastside Together invests in events, public art, neighborhood partnerships, and community-led projects that bring people together, celebrate local culture, and create new reasons to visit the Central Eastside. Through grants and sponsorships, we supported organizations that strengthen our economy, activate public spaces, and showcase the creativity that makes this district unique.



INVESTMENT FY26 IMPACT

$76,500 Invested
Supporting community-led projects, public events, and neighborhood partnerships.

13 Community Projects & Events
Funding organizations that activate public spaces and support local businesses.

30,600+ Visitors
Drawing thousands of people into the Central Eastside throughout the year.

400+ Artists, Makers & Vendors
Providing opportunities for local creatives, entrepreneurs, and small businesses.

COMMUNITY INVESTMENTS

Milagro Eastside Día de los Muertos Celebration
Supported the annual Día de los Muertos through cultural performances, alter tour and bike ride that welcomed thousands of visitors into the Central Eastside.

Nest Fest
Sponsored NestFest to spotlight the Central Eastside's makers, designers, and creative businesses as part of Willamette Week's celebration of home and design.

Audrey McCall Summer Beach Parties
Activated Audrey McCall Beach with free summer programming that brought hundreds out to swim and enjoy the Willamette River.



Dream Big Rockstar Open
Supported an inclusive community sporting event that brought together athletes, families, volunteers, and local businesses while celebrating recreation and accessibility.

Queers From the Country
Created space for LGBTQIA+ artists, performers, and community members through an event that celebrated creativity, inclusion, and local culture.

Lose Yr. Mind Fest
Supported an independent music festival that showcased local musicians, activated neighborhood venues, and brought new audiences into the district.

Wonderwarp
Helped activate the district through immersive arts programming that encouraged exploration of Central Eastside businesses and creative spaces.



Indigenous Marketplace
Supported Native artists, makers, and entrepreneurs while creating opportunities for cultural education and economic development.

VOID Tattoo Fest
Supported tattoo artistry and local makers, drawing 1,779 attendees and over 3.1 million social media impressions that raised the Central Eastside's regional profile.

Skate. Create. Celebrate.
Supported youth-focused programming that combined skateboarding, art, and community activation in public spaces.

Thai Festival
Celebrated Portland's Thai community while drawing 10,000 visitors into the district.

Portland Panorama
Helped launch Portland's newest international film festival, attracting 4,600+ attendees and showcasing the district as an arts destination.

European Bazaar
Supported a holiday market connecting 8,000 visitors with 200+ local makers, artists, and small businesses.







DID YOU KNOW?

Every **grant** and **sponsorship** is selected because it helps advance one or more of our goals: supporting local businesses, activating public spaces, strengthening community connections, and attracting more people to the Central Eastside.


2011
the mud room

KEEPING THE CENTRAL EASTSIDE MOVING

Getting people to and through the Central Eastside is essential to a thriving business district. Through employer transportation programs, parking management, commuter incentives, and mobility partnerships, we help employees, customers, and visitors access the district while reducing congestion and supporting sustainable transportation options.

COMMUTERPASS

central eastside pdx



DISTRICT MOBILITY IMPACT

400+ New Employer Parking Permits Issued
Advocated for expanded permit eligibility so more employees can participate.

1,100 Transit Passes Distributed
Making public transportation more accessible for Central Eastside employees.

Every Parking Permit Gives Back
Every Parking Permit purchased contributes directly to transportation investments that benefit businesses throughout the Central Eastside, creating a program that reinvests in the district.

TRANSPORTATION INVESTMENTS

Central Eastside Commuter Pass
Provided $17 transit passes for approximately 1,100 Central Eastside employees and residents this year.

Transportation Wallet
A district program that offers passes and credits so employees and residents have more choices for getting around.

Streetcar Wrap
Promoting the Central Eastside throughout Portland while encouraging transit use.

District Transit Guide
Developed a transportation brochure to help visitors explore the Central Eastside.

WHAT PEOPLE ARE SAYING

"The permit program has made it significantly easier for our employees to get to work."
— Lauren

"The commuter benefits helped us recruit employees who rely on transit."
— Nicole

"Transportation options continue to improve for our staff and customers."
— Kitleigh

GETTING THERE IS HALF THE FUN

Getting around can be part of what makes the Central Eastside worth visiting. In FY26, we invested in three ways to make it easier, and more fun, to explore without worrying about parking.

A Ride Through the Lights

During the Portland Winter Light Festival, we sponsored 380+ free BIKETOWN rides and 150+ Cheers & Gears party bike rides, helping people get around and take in the festival together.

Comedy on the Streetcar

What's more fun than the Streetcar? A comedy show on board. We sponsored comedian Zak Toscani's two sold-out, back-to-back shows, shuttling audiences through the Central Eastside and beyond.

Free Streetcar Rides

We sponsored two free Streetcar weekends, inviting people to hop on and off, explore district events and activations, and leave the parking search behind.





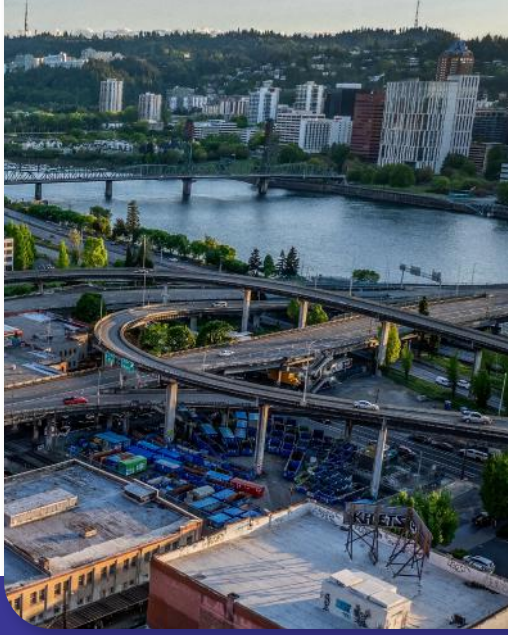


COMMUNITY IN ACTION

OUR INVESTMENT

HOW WE PUT YOUR INVESTMENT TO WORK IN THE DISTRICT

Every dollar invested in the Central Eastside Industrial District is reinvested into the district through direct services, business advocacy, transportation programs, economic development, and community partnerships. Together, these investments help create a cleaner, safer, and more vibrant place to do business.



FY26 BY THE NUMBERS

374,046 lbs Removed
Keeping the Central Eastside clean every day.

$232,000 Secured for Project Illumination
Investing in the future of the district through public infrastructure and placemaking.

$76,500 Invested in Community
Supporting events, public spaces, local organizations, and neighborhood partnerships.

30,600+ Event Attendees
Bringing thousands of people into the Central Eastside through community events and activations.

500,000+ Annual Content Views
Promoting Central Eastside businesses, events, and stories to audiences throughout the region.

3,886 Business Visits
Building relationships with businesses and responding to needs across the district.

1,100 Commuter Passes Distributed
Helping employees choose affordable and sustainable transportation options.

1,044 Cleaning Requests Completed
Providing responsive service to businesses throughout the year.

944 Outreach Engagements
Connecting individuals with support services while helping maintain a welcoming district.

580+ Member Event Attendees
Strengthening relationships through networking, educational programs, and celebrations.

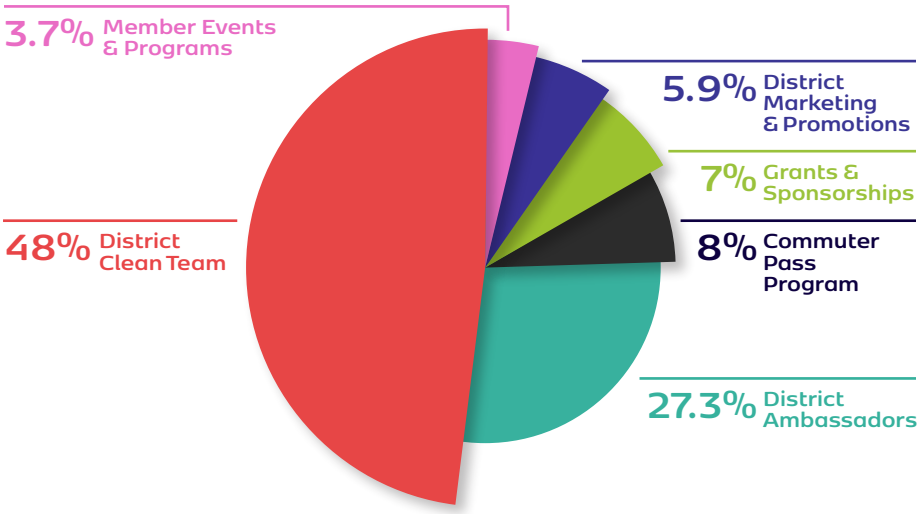
235 Volunteers Mobilized
Partnering with neighbors to care for and beautify the Central Eastside.

60 Passport Businesses
Showcasing local businesses and encouraging visitors to explore the district.

FY26 FINANCIAL SNAPSHOT

FISCAL YEAR JULY 1, 2025 - JUNE 30, 2026

PROGRAM INVESTMENTS	$ AMOUNT
Member Events and Programs	$45,224
District Marketing and Promotions	$72,848
Grants and Sponsorships	$85,950
Commuter Pass Program	$98,489
District Ambassadors	$335,210
District Clean Team	$588,405
TOTAL PROGRAM INVESTMENTS	**$1,226,126**





LEADERSHIP


bold
collaborative
vibrant
innovative
diverse
CENTRAL
EASTSIDE
together

The work highlighted throughout this report is guided by dedicated volunteer leaders who generously contribute their time, expertise, and passion to strengthen Portland's Central Eastside.

CENTRAL EASTSIDE INDUSTRIAL COUNCIL

Jonathan Malsin
Chair | Principal, BEAM Development

Angie Garcia
Vice-Chair | Owner, Escuela Viva

Damien Francaviglia
Treasurer | Vice President of Finance & Technology, OMSI

Maylin Brennan
Secretary | Business Operations Associate, Gridstor

Nicole Burrell
Senior Associate, Mackenzie

Jennifer Dzienis
Principal | Director of Operations, Hacker Architects

Peter Finley Fry
Land Use Consultant

David Gutierrez
Workplace Manager, Autodesk

Darren Marshall
Chief Executive Officer, Steven Smith Teamaker

Dave Otte
Principal | Owner, Holst Architecture

Andrew Proctor
Executive Director, Literary Arts

Keith Schuman
Co-Owner, Roseline Coffee

Will Short
Senior Vice President, Asset Management, ScanlanKemperBard

Nicole Stein
Director of Social Impact & Sustainability, Killian Pacific

Joe Storm
Director of Commercial & Business Services, Columbia Credit Union

Emily Stutzman
Co-Owner & CEO, Happylucky

Todd Woodruff
Chief People Officer, Salt & Straw

Adam Zucker
Owner, Zucker Engineering

CENTRAL EASTSIDE TOGETHER

Mike Larkin
Board Chair | Real Estate Asset Manager, NAI Elliott

Lance Orton
Vice Chair | Executive Director, CityTeam

Jessica Thomas
Treasurer | Senior Property Manager, Cook Street, Lower Burnside Lofts, Berkshire

Brooke Cabatic
Secretary | Property Manager, SPP Properties

Bridgid Blackburn
Co-Owner, Cargo Inc.

Art Fortuna
President & Principal, Vibrant Table

Alex Haigh
Portfolio Communications Specialist, Autodesk

Eric Hoffman
Principal, SUM Design Studio + architecture

Debbie Kitchin
Owner, Interworks

Amy Nagy
Development Manager, Prosper Portland

Devin Reynolds
Ex Officio | Enhanced Services District Coordinator, City of Portland

STAFF

Andrea Blanco
Marketing and Communications Manager

Carolyne Holcomb
Executive Director

Bashar Kasim
Field Operations Manager

Lesslie Lopez
Transportation Programs Manager

THANK YOU

Thank you to our members, ratepayers, business owners, employees, volunteers, elected officials, community partners, sponsors, and board members for helping make the Central Eastside a place where businesses can thrive.

RECOGNITION

SPONSORS

Travel Oregon

Autodesk

BEAM Development
Gridstor
Killian Pacific
Olympic Mills
Vibrant Table

Columbia Credit Union
Escuela Viva
Happylucky
HOLST Architecture
OMSI
Precision Images
ScanlanKemperBard
Straightaway Cocktails

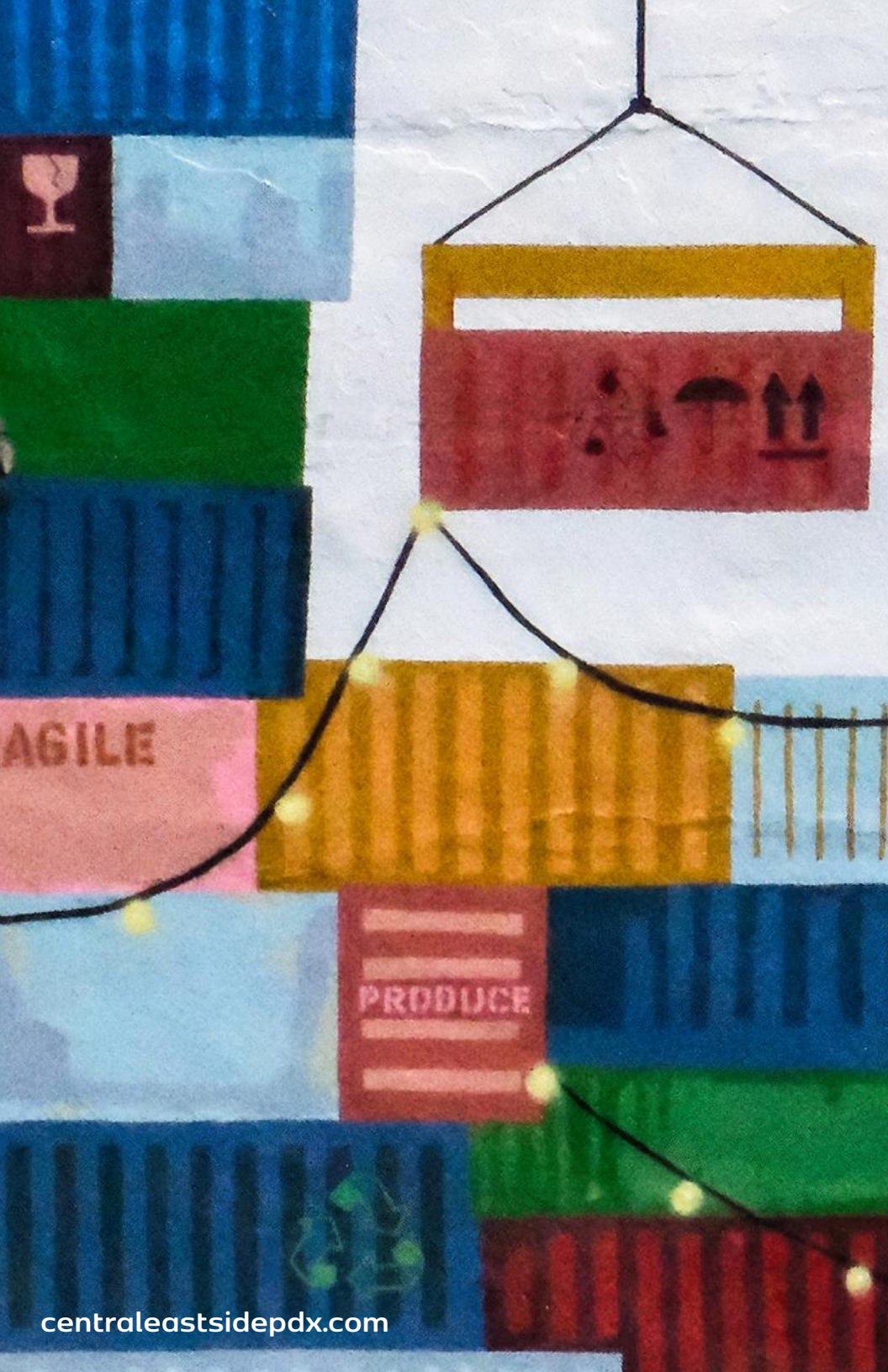
Bauman's Cider
Best Day Brewing
CENTRL Office
Dennis' 7 Dees
Jupiter Hotel
Literary Arts
Living Haus Brewery
Pacific Standard
Really Big Video
Wayfinder Beer

CENTRAL EASTSIDE PDX

LEARN MORE & GET INVOLVED AT

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