



Photo: Brooke Hoyer. Art: Bubble Delight (Amazing Bubble Man)

**ANNUAL REPORT
2022/2023**

the **WILLAMETTE
LIGHT BRIGADE**



ILLUMINATING A PATH FOR GROWTH



Photo: Remaining Light Photograph

The WLB has been in existence for 33 years, serving Portland by enhancing the nighttime identity of the city and using art and artful lighting as a vector for creating community connections. This drive, more than ever before, has resonated with the public during a challenging year for Portland. People came out in droves to experience free art and community engagement at PDXWLF, and the concept that art can drive the positive changes the community wants to see was proven once again when throngs of families, residents, and guests filled the normally empty streets of downtown with vibrant life. Like never before, the organization saw program awareness, financial support, and community investment increase.

The WLB has seen a major shift in perception over the last three years and has embarked on an important step towards long-term sustainability and stability by creating a growth plan that will reflect the core values and desires of the Board and the Staff and Contractor Team. In the coming years, the WLB will embark on an incremental and realistic path toward sustainability that seeks to enhance organizational capacity and excellence in order to meet audience program demand. As an organization, we are committed to increasing artistic excellence, improving organizational capacity, and increasing community partnerships so that we can continue to deliver impactful programming to our audience while providing a jolt of invigoration to our city at the same time.

Like never before, the programs of the WLB have a resonance that speaks to a deeper need in the community to unite around Portland and utilize art and levity to heal our city. This year, we've created a plan to meet our potential, and we can't wait to look toward the future.

Alisha Sullivan
Executive Director

THANK YOU SUPPORTERS

Presenting Sponsor

Portland General Electric

Radiant Sponsors

Portland Business Alliance • Prosper Portland • Travel Portland

Shimmering Sponsors

NECA IBEW • Oregon Cultural Trust • Oregonian Media Group • TriMet • Portland Streetcar

Venue Partners

Electric Blocks • Pioneer Courthouse Square • World Trade Center

Sparkling Sponsor

Killian Pacific • Northern Illumination Company • HL Stearns Inc

Dazzling Sponsors

Zidell Yards • Neighborhood Works Realty • Nectar Markets • PAE/Luma • Precision Images • RACC • Stumptown Events • MeyerPro

Light Ambassador Sponsors

MZLA • Edlen & Co • Allied Universal • KPFF • The Goat Blocks • DLR Group • GuildWorks • Showcall • All Classical • Port of Portland • AmeriGas

Luminary Circle

Gold Star Mortgage Financial • Apex Real Estate Partners • Extracto Coffee Roasters • Hopscotch

Lumens Giving Circle

Richard Stein • Linda Stiles Taylor • Jarrett Altman • Don Carlson • Jonah Cohen • Kohel Haver • Ed Slavin • Paddy Tillett • Marianne Zarkin • Zach Suchara • Chelsea McCann • Bob Hastings • Jeff Schnabel • Bob and Jeanne Frasca Fund • Sara and Fred Harwin • Jessica Decker, First Republic Bank • Humber Design Group • Kandis and Robert Nunn • Alisha Sullivan and Gustav Baum

In-Kind Donors

Sticker Mule • Andy Batt • Gray Ayer • Adam Murdoch • Forte

Community Venue Partners

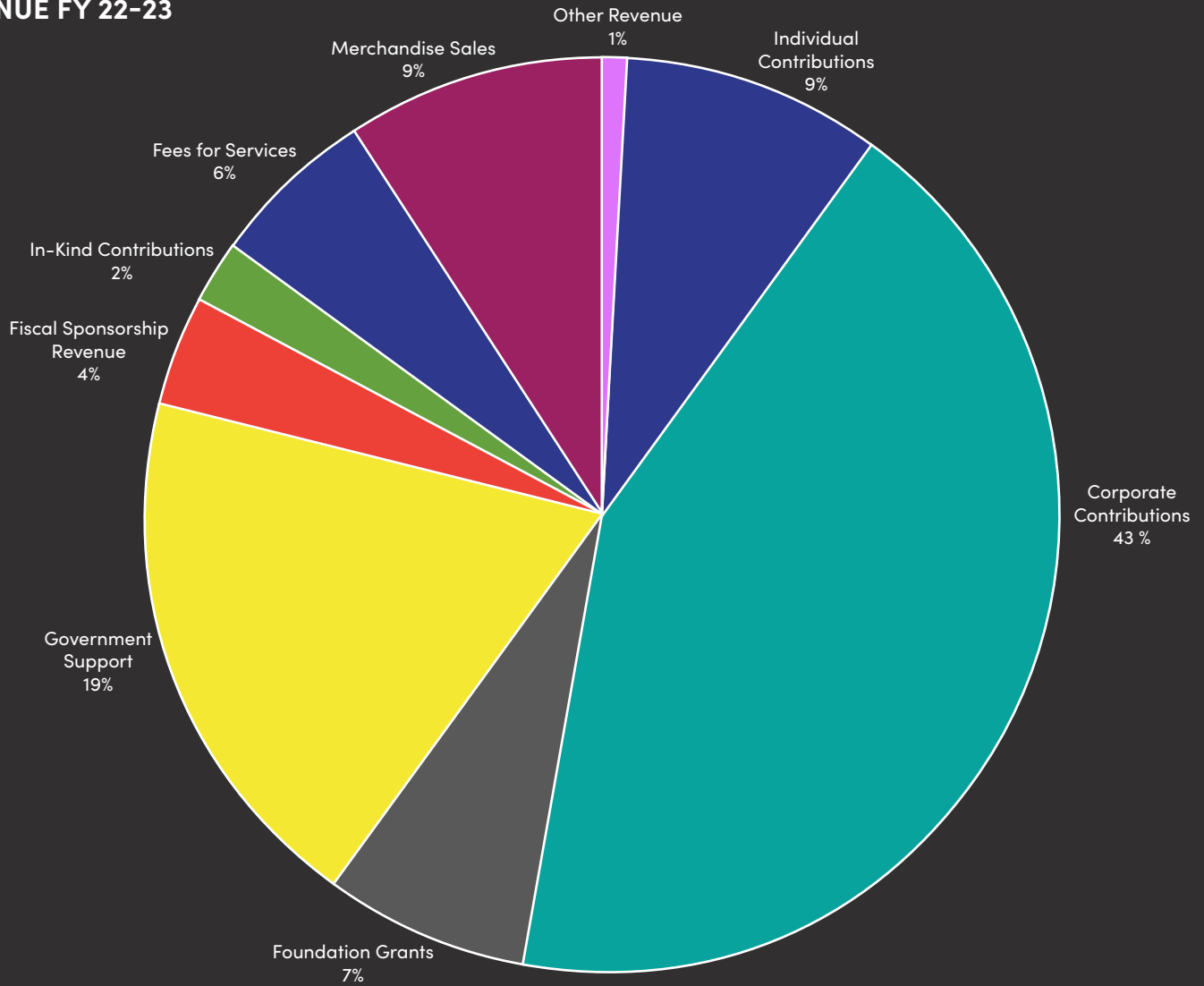
Halprin Landscape Conservancy

Hotel Partners

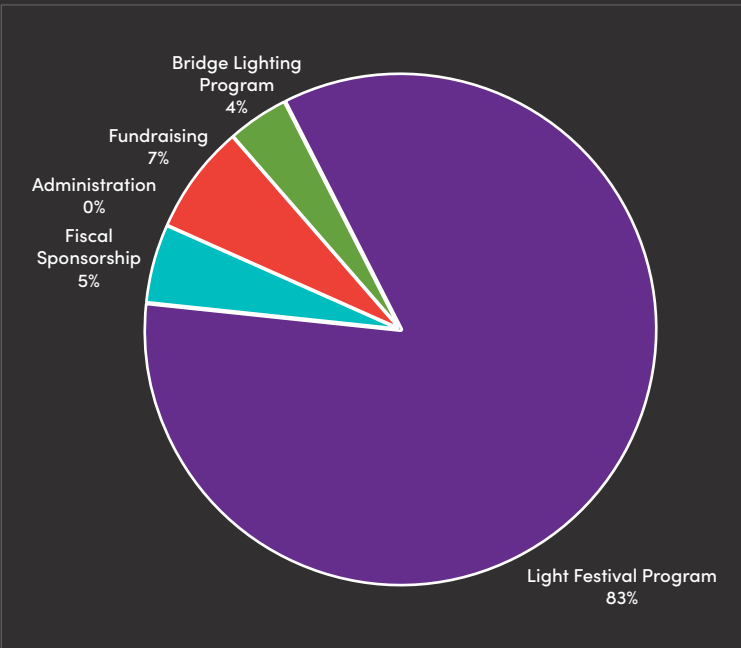
Inn at Northrup Station • The Nines • The Duniway • The Society Hotel • The Jupiter Hotel • The Marriott • Hotel Lucia • The Moxy • The Bidwell • AC Hotel Portland • The Hi-Lo Hotel

FINANCIAL REPORT

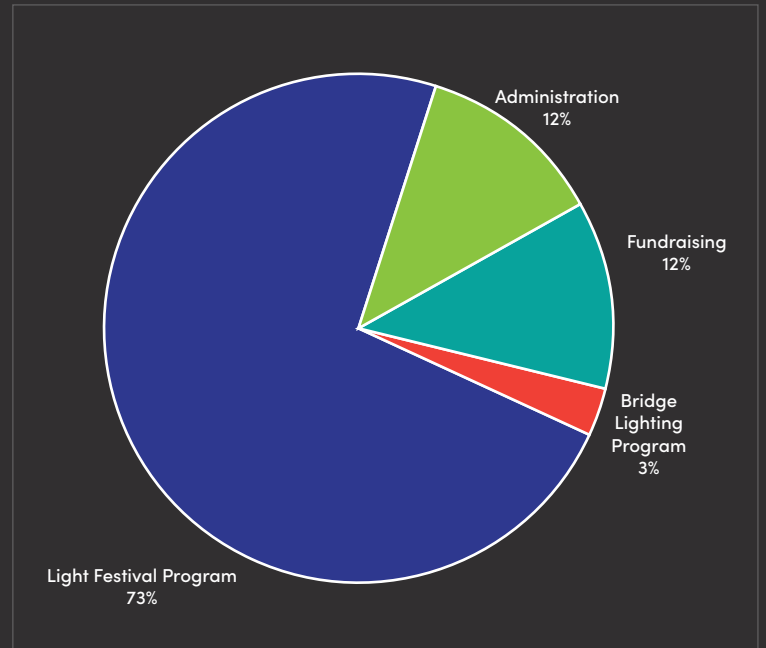
REVENUE FY 22-23



REVENUE BY DEPARTMENT



EXPENSES FY 22-23



BRIDGE LIGHTING PROGRAM



Photo: Remaining Light Photography

Since 1988, the Morrison Bridge Lighting Program has been washing the Bridge in lighting colors chosen by community members who wish to engage in civic dialogue and build awareness around causes, celebrations, and events that are close to their hearts. In 2023, community members lit the bridge in support of Stonewall, Kwanza, Gun Violence Awareness, Anniversaries, Birthdays, Breast Cancer Awareness, and much more.

53 TOTAL RESERVATIONS

3 MULTNOMAH COUNTY

4 WLB

3 REFUNDED

PORTLAND WINTER LIGHT FESTIVAL



Photo: Brooke Hoyer. Art: Bubble Delight (Amazing Bubble Man)

The [Portland Winter Light Festival](#) (PDXWLF) is an annual program of the Willamette Light Brigade, and the mission of this dynamic event is to build community by bringing cutting-edge art and technology to inclusive audiences while invigorating Portland in the winter.

In order to do this, we partner with artists, organizations, individuals, and businesses to create an event that highlights unique creativity that one can only find in Portland. We invite guests of all ages to enjoy the events for free, and we strive to produce an environmentally friendly festival that will flourish for many years to come.

The 2023 PDXWLF once again proved that the incredible art installations and performances on display at the festival facilitate economic and cultural stimulation for a city struggling with perception and downtown engagement.

Building on the festival model adopted in 2021, the 2023 event stretched over two weekends, transforming Portland into a testing ground for new ideas and integrating every neighborhood like never before with bold, community-oriented installations. Attendees flooded downtown Portland and explored all corners of the city on foot, by bike, and by car.

The support of a small group of visionary sponsors, government agencies, local businesses, and contributions from individual donors made the event a reality.

The 2023 PDXWLF would also not have been possible without the extreme generosity of artists who donated their time, energy, and creativity, and the incredible support of community partners who came together to make this event a reality.

A SLEEPING CITY WAKES UP



Photo: Remaining Light Photography Art: Mechan 42: Space Explorer (Tyler FuQua Creations)

TOTAL ATTENDANCE
FEBRUARY 3-11, 2023

208,000

4.7% STAYED IN HOTELS

29% BROUGHT KIDS 

96% WILL RETURN 

The Portland Winter Light Festival 2023 saw unprecedented success, providing Portland residents and visitors with the opportunity to engage with Portland by filling the city with community and levity during a challenging time.

The event took place February 3-11 and brought downtown back to life filling the streets of Portland with attendees exploring, dancing, and enjoying a communal art experience.

The event featured long-term public art installations as well as three major anchor art sites in the central city hosting dynamic illuminated sculptures, video projections, interactive digital art, pop-up performances, music, food carts, and more.

Throughout Portland, the event featured 136 pop-up art installations in various business districts, storefronts, retail windows, hotel lobbies, front yards, public parks, and more. PDXWLF highlighted the work of over 300 regional and local artists and performers and provided over 200K attendees with a free art experience like no other in the region.

87,200 1ST WEEKEND

10,400 WEEKDAYS

91,299 2ND WEEKEND

ART WHEN WE NEED IT MOST

The Festival is family friendly, free to attend, and takes place in February when there are few free cultural activities in the city.



Photo: Brooke Hoyer.



Photo: Brooke Hoyer. Art: Flash Mob Dance (Black History Festival NW)

Guests explored every corner of the Portland area on a city-wide art scavenger hunt, delighting in the act of seeking out and finding art in unexpected places.

Attendees dined at food carts, and restaurants, and engaged with art in neighborhoods and business districts. Art creates a sense of place and provides a reason for people to get together and go out and explore, even during the dark of winter.

ESTIMATED ECONOMIC IMPACT

\$4,434,000

"So good! Thank you! There are so many people out and about while enjoying magical evenings. Thanks For bringing the joy and warmth in the middle of winter!"

- Bob N, Facebook

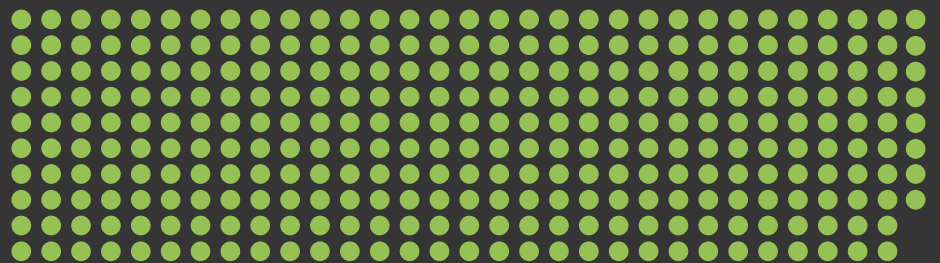
"It was great! Gave my group a "reason" to go downtown and fun destinations to walk around my own neighborhoods. Thanks!"

-Visitor survey respondent 4434000

44 PERFORMANCES
& LIVE EVENTS

86 LOCATION
VENUES

136 PUBLIC ART
INSTALLATIONS



308 ARTIST & PERFORMERS

POISED FOR THE FUTURE

Light festivals are proven cultural and economic drivers for the cities that host them. Now in its ninth year, the Portland Winter Light Festival has seen unprecedented growth with attendance of 208,000 in 2023.

Because the Festival takes place over two weekends in February and features pop-up art throughout Portland with dynamic anchor sites in the central city, it has the unique ability to stimulate community engagement both downtown and in neighborhood business districts, driving tourism and exploration throughout the city.

The Festival encourages businesses, organizations, and communities alike to get involved; providing equitable access to free art for families and visitors.

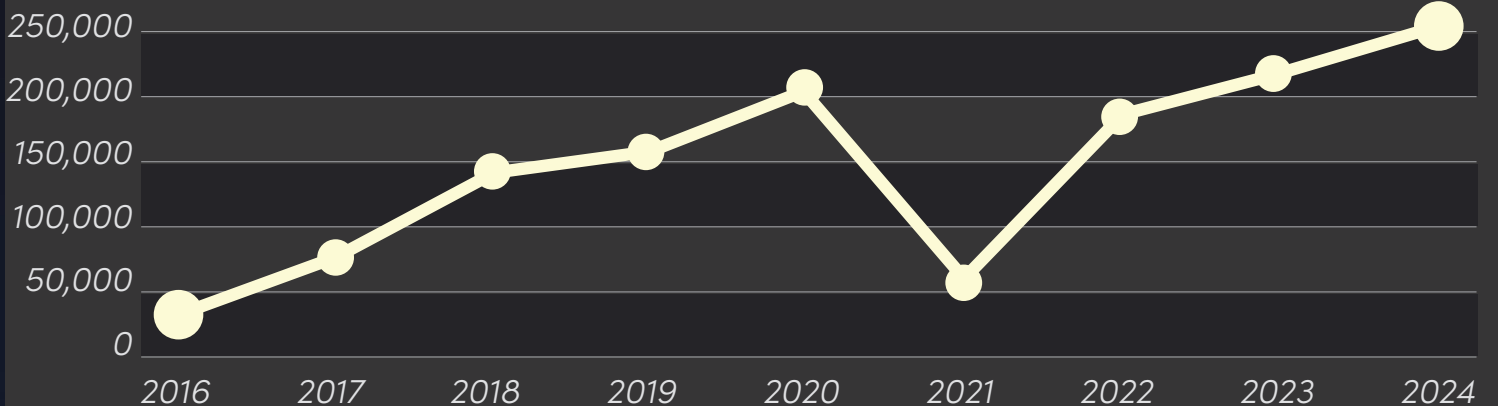


Photo: Amrik Kerketta. Art: Harmonia (Roy "The Wiz" Trammell)



Photo: Scott Tice. Art: Butteyes! (Liv Allison, Gwen Chura, Yulana Dvorsky, Eloise Smith)

ATTENDANCE GROWTH + PROJECTION



WILLAMETTE LIGHT BRIGADE

BOARD OF DIRECTORS

Officers

Marianne Zarkin, Board Chair, MZLA

Don Carlson, Treasurer

Kohel Haver, Board Secretary

Ed Slavin, Past Board Chair Northern Illumination Company

Directors at Large

Jarrett Altman, Development Co-Chair Neighborhood Works Realty

Jonah Cohen, Vice Chair Hacker Architects, retired

Damian Crowder, Port of Portland

Robert Hastings, Oregon, By Design

Chelsea McCann, Walker Macy

Jeff Schnabel, Portland State University

Zach Suchara, Development Co-Chair Luma Lighting Design

Paddy Tillett, Bridge Lighting Chair, ZGF Architects, retired

Staff and Festival Team

Alisha Sullivan, Executive Director

Chris Herring, Creative Director

Misty Post, Artistic Director

Therese Gietler, Communications Director

Jeremy Reynolds, Volunteer and Survey Director

Sean Batson, Operations Director

Cari Sanchez-Potter, General Manager

Arianne Means, Production Manager

TO GET INVOLVED, CONTACT:
ALISHA SULLIVAN, EXECUTIVE DIRECTOR
DIRECTOR@PDXWLF.COM
PDXWLF.COM

the **WILLAMETTE**
LIGHT BRIGADE



A person wearing a metallic, reflective mask is seen from the side, holding a smartphone to take a photo of a vibrant, multi-colored light display. The background is dark with bokeh lights and a large, illuminated, geometric light structure with intricate patterns. The overall scene is festive and celebratory.

THANK YOU

2023 IMPACT REPORT

PORTLAND WINTER LIGHT FESTIVAL



The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. With a decentralized footprint spanning two weekends, 2023 was the 8th year of this annual Festival and featured light-based art installations and pop-up performances throughout Portland.

TOTAL ATTENDANCE - FEBRUARY 3-11, 2023

208,000



29% BROUGHT KIDS



96% WILL RETURN



84% FROM PDX METRO
16% VISITORS

ESTIMATED ECONOMIC IMPACT

\$4,434,000



15.6%
STAYED IN
HOTEL/BNB



72%
CAR



21%
RAIL/BUS



7%
RIDESHARE

ADULT ATTENDEES SPENT AN AVERAGE OF \$21.35 EACH



44 PERFORMANCES
& LIVE EVENTS



86 LOCATION
VENUES



136 PUBLIC ART
INSTALLATIONS

308 ARTIST & PERFORMERS



253 TOTAL VOLUNTEERS



743,563

GOOGLE
MAP VIEWS

+5.9%



118,000

WEBSITE VISITS
(JAN 1-FEB 28)

+14.5%



19,500

INSTAGRAM
FOLLOWERS

+21.8%



24,595

FACEBOOK
FOLLOWERS

+8.3%



12,865

CONTACTS

+27.3%