

PORTLAND

Brand Character Statement



To the west lies a spectacular Pacific coastline, and to the east the still young and fiery Cascade Range. One of the mightiest rivers in America rolls through a panoramic corridor of cliffs and timber to the north, while the fertile loam of the Willamette Valley stretches for more than a hundred miles to the south.

At a Glance

"It's not easy being green" is what we quirky, self-effacing Portlanders might say to play up the hard work of building a city worthy of such a spectacular environment, while we downplay our delight in the result. Then again, it's our coy way of saying that no other big city has what it takes to be as clean, green and vibrant as Portland, whose enlightened balance between man and nature, between natural vitality and urban livability, is hard to equal but easy to love.

Within this natural wonderland of rivers, mountains, oceans and woods is the cozy nest called Portland — a city founded by pioneers and mavericks looking for a more livable life within a landscape they could love. That's *still* why people come to Portland to visit and to stay.

Because their surroundings are so different, Portlanders are different, too. They're an eclectic, entrepreneurial, and independent lot, united in keeping the environment inviting, the economy dynamic, the city clean, the downtown vibrant, the streets un-gridlocked, their culture cultivated, their neighborhoods safe, and their government responsive. Again and again, Portlanders have passed up easy options in favor of hard-won values of livability, sustainability, and community. They've never needed the comforts of precedent to move forward with landmark

land use planning legislation, the first-ever bottle bill, a ban on fast-food styrofoam, or creative transportation ideas ranging from a modern light rail to an accommodation for bicycles throughout the city.

To Portlanders, the winter and spring rains are a small price to pay for their balmy summers, spectacular autumns, and mild temperatures all year long. And with so much to see and do, indoors or out, from the heart of downtown to Mt. Hood and the Oregon Coast, the locals are an unusually active, un-stressed, and easygoing lot. They may laugh at themselves and play along with their reputation as tree-huggers — but the only progressive notion that most of them have in common is that progress is only progress if it leads to a better quality of life.

Portland combines the sophistication of a big city with the comfort of a small town. An eminently walkable and personable city scaled to human dimensions, Portland engages visitors rather than overpowers them. Galleries, cafes, boutiques and bookstores court discovery around every corner, on sidewalks so clean that a scrap of litter is a near scandal to the locals.

"It's not easy being green" is an admission — or is it a boast? — that the advantages that Portland was born into can never be taken for granted. As a refuge from unquestioned commercialism and unmanaged growth, Portland can be counted on to work a little harder to make visitors welcome, newcomers comfortable, the natives un-restless, and the city a distinctively delightful experience for anyone with even a little bit of green in their hearts.



It's not easy being green.

