



# 2025



# IMPACT REPORT

# THE YEAR IN REVIEW

## LETTER FROM THE PDNA PRESIDENT

### Hello Neighbors and Friends,

As we look back on 2025, the word that defined our journey is **Resilience**.

For the Pearl District, 2025 was about defining our identity and deciding that we are the ones who will shape our future. We moved from being a collection of high-rises and storefronts to becoming a unified voice that actively shapes the neighborhood we call home.

We don't just occupy these blocks, we care for them. We don't just walk these streets, we protect their future. Tonight, we can celebrate the fact that while the world around us shifted, the Pearl District stood its ground.

Our commitment to the district was visible every single day. We didn't just wait for the city, we took charge. Our Parks Committee worked to insure our four world class parks stay that way, and that the Fields Park be restored even better than before so it can serve as a centerpiece and continue to host our numerous annual festivals and events.

On Earth Day, we saw a massive outpouring of local support, and throughout the year, our 6-day-a-week Clean Team worked tirelessly on trash and litter removal, ensuring our sidewalks remained welcoming for everyone.

And because our streets were clean and cared for, our culture could thrive. We saw the annual return of Art in the Pearl, the 25th year of First Thursday, and the sounds of the Summer Free for All Jazz concert filling our Jamison Square. We ended the year on a high note, coming together for our Holiday Tree Lighting and the Holiday Bazaar, reminding us that this neighborhood is, at its core, a community of friends.



**The Challenge:**

However, 2025 also brought challenges that were forced upon us. The decision regarding the overnight emergency homeless shelter was a moment of deep frustration. It felt like a burden placed on our shoulders without our input. But look at what happened next. That challenge didn't break us, it galvanized us. This community rallied with a level of energy and focus we haven't seen in years.

**The Economic Resurgence:**

Our partners are the businesses in the Pearl. We need to show them off, be fiercely proud of them, and do everything in our power to help them thrive. As we step into 2026, we are taking this renewed energy and turning it into a blueprint for a better neighborhood. We are done being reactive. We are returning to being the neighborhood that takes charge of making positive things happen. We can be the shining example of what is good and unique about both the Pearl and the City of Portland. We have the talent, the businesses, and—most importantly—the people to make this the most vibrant urban center in the country.

Let's carry this momentum forward. Let's be proud of what we've built, and let's be even more ambitious about what we will do next. It has been an incredible 2025.

Now, let's get to work on 2026.

*Bruce*

Bruce Studer  
President, PDNA



# ABOUT THE ORGANIZATION WHO WE ARE

## IMPACT

PDNA is a volunteer-driven organization dedicated to the growth, safety, and well-being and revitalization of the Pearl District.

**PDNA's mission is to foster a strong sense of community, enhance the neighborhood's livability, and advocate for sustainable development.** We are proud of our small but passionate team of committee chairs and volunteers who drive initiatives ranging from safety programs to community events.

## Board of Directors

### **Bruce Studer**

Board President

### **David Ludwig**

Vice President: Co-Chair Livability & Safety

### **Miriam Counts**

Board Treasurer

### **Chris Mackovjak**

Pearl Volunteers Co-Chair

### **Judie Dunken**

Co-Chair Livability and Safety

### **Karl Mautner**

Pearl Volunteers Co-Chair

### **Sean Sweat**

Planning & Transportation Chair

### **Kenneth Connin**

Communications Chair

### **Gwen Dulley**

Board Secretary

### **Glenn Traeger**

District 4 Coalition, Liaison

### **Sara Eanni**

Business Support Chair

### **Bill Truncali**

Parks Committee Chair

### **Ramzy Hattar**

Board Member

### **Larry Rosenblum**

E-Prep Chair



## WORKING COMMITTEES

# LIVABILITY COMMITTEE/ONGOING PROJECTS

2025 was another year of well-done activities by our volunteers. Their dedication to the Pearl District is stronger than ever and succeeded in bringing us closer to achieving our livability and safety goals for the Pearl District.

We saw weekly clean-ups continue in all types of weather, both very hot or very cold. We saw the relationships between our volunteers deepen, earning our motto, **“Making a Difference Together.”**

We have initiated new programs, including urging **Home Forward** to provide better safety and livability for its tenants in its buildings in the Pearl District – the Lovejoy Station and the Pearl Court apartments – and its nearby building on N.W Naito the Yards, and Union Station apartments. Our advocacy has benefited the tenants in those buildings by insisting that Home Forward lower the vacancy rates and by repairing units that would provide more affordable housing for individuals.

Our current programs continue to work well and clearly make a difference in the cleanliness of our sidewalks and streets. Our programs include trash pick-up, maintenance of the **58 cigarette butt receptacles** located throughout the Pearl District and the retrieval of the cigarette butts in them, graffiti removal, and installation and maintenance of fido stations.

## Emergency Preparedness

In 2025 the E-Prep Committee expanded its efforts, increasing community outreach and engagement with local residents to ensure emergency readiness. Workshops and resources were distributed to vertical communities, and collaborations with the **Pearl District’s Neighborhood Emergency Team (NET)** strengthened our overall emergency preparedness efforts.



# WORKING COMMITTEES

## LIVABILITY COMMITTEE /ONGOING PROJECTS

### Shelter Oversight Committee

Over 10 volunteers report issues related to the shelter to assist in addressing its impacts on the community. This dedicated team works tirelessly to ensure accountability and communication between the shelter and neighborhood with over **1,300 reports** to the city made and addressed. Linda Witt serves as head of this vital effort.



### More 2025 Impact

We participated in the negotiation of and became a party to the **City of Portland's Good Neighbor Agreement** for the River District Navigation Center on N.W. Naito. It was entered to address the impact of that shelter on the neighborhood adjacent to it. We meet monthly.



### NWCC

We worked with **NW Community Conservancy ("NWCC")**, a nonprofit organization located in the Pearl District that provides humanitarian, advocacy, and neighborhood security services, all aimed at enhancing livability and fostering thriving businesses in the Pearl District. NWCC's Executive Director, Chase McPherson, reported to us at our monthly meetings on livability and safety issues affecting the Pearl District.





# WORKING COMMITTEES PLANNING & TRANSPORTATION/PROJECTS

## North Park Blocks extension and the Broadway Corridor

2025 was a year of change for **PDNA's Planning and Transportation Committee**. In the midst of it, we helped shape the first phase of the **North Park Blocks extension** up into the Broadway Corridor, which we would love to see begin construction by the end of this year but will more likely happen in early 2027.



We also contributed constructive design feedback to the **Broadway Corridor's** first new development, which will be 230 homes at NW Johnson and 9th Ave. We are excited for the building and the new neighbors, but we acknowledge that there are valid concerns about the operator that the City has chosen for this building. Construction should begin by the end of this year.



## Centennial Mills Site

The committee met many times throughout 2025 with the developer and architects of proposed apartments at the Centennial Mills site. We consistently stressed the importance of preserving an opportunity to connect over the railroad tracks to The Fields Park, and of making a real connection with the Willamette River in this project. By the end of the year we began to see meaningful progress on these topics in their designs.

## WORKING COMMITTEES

# BUSINESS SUPPORT COMMITTEE

### 2025 Year in Review- Business Support Committee Highlights

2025 was an exciting year for the **Business Support Committee** as we continued building connection, energy, and support throughout the Pearl District. Our focus this year was simple: bring people together, lift local businesses, and keep strengthening the heartbeat of our neighborhood.

The committee went through restructuring, welcomed a new group of passionate volunteers, and strengthened our organization and had a successful 2025 through networking, social engagement, and meaningful business advocacy.



### Monthly Business Networking Events

In February 2025 we officially kicked off our monthly networking events, and they have grown steadily ever since. Every gathering brings a wonderful mix of returning faces and brand-new participants, with roughly **25% first-time attendees**.

Whether you are a resident, a business owner, or simply someone who loves the Pearl, these events have become a powerful way to connect, collaborate, share resources, and discover what is happening locally.

Hosting the events inside neighborhood businesses has been especially meaningful, giving them visibility, allowing them to tell their story, and helping them receive the community support they deserve. The energy these events have brought back into the Pearl has been outstanding.





## WORKING COMMITTEES

# PARKS COMMITTEE: ONGOING PROJECTS



## The Fields Park Reopening

The **Willamette River Crossing** project was completed in October and the park revitalization started in November. The PDNA worked closely on this 2- year project with the **Portland Parks Department** to install sod, new sprinkler and drainage systems. Future landscape design is currently in progress. The fence will stay up until the Spring to protect the oval.

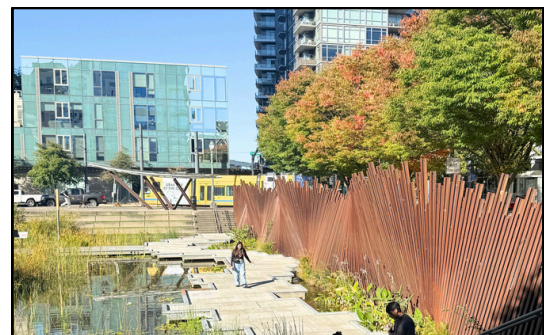
**District 4 Councilor Olivia Clark** met with **Bruce Studer** and **Bill Truncali** at the park to receive a progress report. Portland Parks will be making an additional investment this year next Spring to enhance the surrounding landscape.

We appreciate the partnership with **PacifiCorp** and **Michels Corporation** through the duration of this project and their generous contributions to the PDNA.



## Park Volunteer Activities

Active volunteer groups continue to provide support for **Tanner Springs Park** and **Jamison Square** in coordination with the Portland Parks Department. Local residents take pride in their neighborhood by donating their time to keep the parks clean and well-maintained.



# COMMUNITY ENGAGEMENT AWARDS

## Park Foundation Volunteer of the Year Awards

PDNA had two members nominated for the **Park Foundation's Volunteer of the Year Awards** in recognition of their outstanding contributions to the revitalization of Jamison Square. **Bill Truncali** and **Pedro Gomez** were both honored for their dedication and hands-on efforts to restore and enhance one of Portland's beloved public spaces.



## NW Examiner Parks & Culture Award

Bill Truncali was also recognized with the **Parks & Culture Award from the NW Examiner**, an honor celebrating individuals who make meaningful contributions to Portland's parks and culture. Bill received the award in acknowledgment of his tireless work on behalf of PDNA to improve, activate, and champion the neighborhood's public green spaces.



## NW Examiner's 'Care for the Community Award'

**Joan Whitcher** was honored with the **NW Examiner's Care for the Community Award** in recognition of her steadfast dedication to keeping our community clean, safe, and livable. Joan earned this distinction through her consistent participation in weekly cleanup efforts and her active involvement in PDNA's Livability Committee, where she has been a dedicated contributor.





# COMMUNITY ENGAGEMENT EVENT SPOTLIGHT

Thanks to the hard work of the Events Committee, we saw greater community participation, stronger partnerships with local businesses, and a more cohesive district. The success of our events has had a ripple effect, bringing new faces into the fold and showcasing the Pearl as a hub for arts, culture, and community connection.

## Earth Day Clean-Up

Over **150 volunteers** gathered last April for the annual Pearl District **Earth Day Clean-Up**, a successful Pearl neighborhood-wide clean-up, removing **3+ tons** of debris from streets and parks.



## Summer Free For All

On July 11, PDNA and Northwest Community Conservancy (NWCC) collaborated with the Portland Parks “**Summer Free For All**” program to bring a music event to **Jamison Square**. An estimated **700 people** enjoyed the exciting sounds of the legendary **Norman Sylvester Band** featuring **Lenanne Miller**. Fans from all over the city attended to hear one of Portland’s musical icons. It was a memorable performance for all who attended.



## Art in the Pearl

One of Oregon’s largest art festivals, this celebrated event in the **North Park Blocks** brought together hundreds of talented artists from across the nation.

As a sponsor, the PDNA played a key role in supporting the annual event, which continues to showcase the artistic and creative spirit of the district. With more than **150 fine artists and craftspeople**, the festival was an unmissable highlight of the year, drawing art lovers from near and far.





# COMMUNITY ENGAGEMENT EVENT SPOTLIGHT

## Pearl Block Party Returned in a Big Way!

After taking a pause in 2024, the **Pearl Block Party** came back in 2025 and it absolutely delivered. Hundreds of people filled the streets to dance, mingle, enjoy great food and treats, connect with local businesses, and celebrate everything that makes this neighborhood special.

## Save the Date

The **2026 Pearl Block Party** will take place on **September 19, 2026** and we cannot wait to welcome everyone back.



## HOLIDAY TREE LIGHTING CEREMONY

The **3rd Annual Holiday Tree Lighting** event was held on Saturday, November 29th at **Jamison Square**, bringing the Pearl District community together for an evening of festive celebration. This year's event was made possible through the generous sponsorship of **PDNA**, the **Hoyt Street Yards Community Association**, and **PacificCorp**.

The event drew over **600 attendees**, making it the neighborhood's most anticipated holiday tradition and a testament to the growing community spirit that surrounds it. Guests were treated to a lively arts and crafts fair alongside a wonderful array of festive activities, including food carts and warm cups of hot chocolate.



The evening's entertainment was equally memorable. **DJ Jess the Ripper** kept the energy high with festive music, while students from **Sylvan Middle School** delivered an impressive performance that delighted families and neighbors alike. The night was capped off with a joyful sing-along led by the **Low Bar Chorale**, filling **Jamison Square** with the sounds of the season.

# THANK YOU SPONSORS!

## Special Thanks to Our Event Sponsors:

THE NORVELL FAMILY FOUNDATION, THE FIELDS BAR & GRILL, HOYT STREET YARDS COMMUNITY ASSOCIATION, PACIFICORP, MICHELS CORPORATION, RIVER PIG, PORTLAND PARKS & RECREATION, KEEN, BLUESTONE AND HOCKLEY REAL ESTATE SERVICES, ASSOCIS INSURANCE SERVICES, REALITY PORTLAND, PERKINS COIE, ABI INSURANCE, HYPHN, MALTESE MEDICAL LLC, PLUS EVERYONE ELSE THAT HAS DONATED TO MAKE THE PEARL DISTRICT THE WONDERFUL PLACE IT IS AND CONTINUES TO BE.

**Thank you for investing in our/your community!**

## JOIN THE PDNA

### Get Involved

Join the Pearl District Neighborhood Association (PDNA) to make a direct impact on the vibrant Pearl District community.

### Volunteer Your Talent

Serve on the board or a committee to shape initiatives that enhance livability, safety, and connection in our neighborhood.

### Support Your Community

Donate or **sponsor** to sustain PDNA programs that enrich the Pearl District, from advocacy to events that bring neighbors together.

### Why Join the PDNA?

Together, we can build a stronger, more inclusive, and thriving Pearl District for everyone.



[www.pearldistrict.org](http://www.pearldistrict.org)



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