Pioneer Courthouse Square Market Research Results

Keith L. Crawford

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PIONEER COURTHOUSE SQUARE
MARKET RESEARCH SURVEY RESULTS

Conducted in cooperation with
Portland State University

Under the auspices of
Pioneer Courthouse Square of Portland, Inc.

By Keith L. Crawford
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# Pioneer Courthouse Square
## Market Research Survey

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ACKNOWLEDGEMENTS

The report that follows this page is the result of uncounted hours of time and effort on a sometimes tedious, but always interesting project. In addition to the seven hundred and twenty-one people who responded to the survey, I would like to give my warmest thanks and appreciation to the following people who gave me their valuable time and assistance, which in turn, also contributed greatly to the overall success of this research project.

To Pauline Anderson, Mike Powers, Molly O'Reilly and Chris Zaik for reviewing the original draft of the survey and offering their valued comments and suggestions; to Nancy Stuart for her encouragement and help in coordinating the mailing effort through the office of University Relations at Portland State University; to Gene Jeanfavire and the mailroom staff at PSU for making sure the returned surveys made it to the right place; to the University Relations staff members who collected the piles of mail that came back; to Kerry Crawford, Kim Kintz, Karra Merriman and Dianne Roger for their tremendous effort in helping me sort through, compile and calculate the results of all those surveys; to Susan Shurtleff, a special thanks for her superb skills with the word processor which enabled me to make my deadline; and finally to Judy Harlan from the Eastman Kodak Company for providing copies of this report so it could be shared with others.

I would like to reserve my sincerest thanks however, for Mr. Philip Bogue, who supported my proposed research project from the very beginning - and every step of the way through to its finish. His enthusiasm, confidence and support was the key to the overwhelming success of this project and without him, the following report on the "Brickowners" would not have been possible.
It was December in the year 1972. The Portland City Council voted to adopt a new set of guidelines that were the result of three years of intensive research and planning. The study was entitled Planning Guidelines: Portland Downtown Plan, otherwise simply known as the Downtown Plan. The acceptance and implementation of goals set forth in this comprehensive plan would change the very heart of downtown Portland in the years that followed. The plan would regulate and redirect the course of urban growth and development, leaving in its wake a variety of significant improvements for the downtown core area.

Several years later on the city's birthday - April 6, 1981, as a direct result of the Downtown Plan, one of the most interesting fundraising campaigns in Portland history began. A very well organized group of people began selling red clay bricks for $15 a piece. But these were not just your ordinary bricks mind you, no sir, not for that kind of money. These were "personalized" bricks and the buyer could have any name they wanted stamped into one, provided the name wasn't profane and didn't exceed 24 letters. What's more, if you bought one of these bricks, a skilled craftsman would place it with honor (and mortar) in the middle of a multimillion dollar public square in the heart of downtown Portland. And there would be your name, for all the world to see, for ever and ever. Imagine that, immortality and the chance to help fund a public square in the center of the country's most livable city, all for only fifteen bucks. It was an idea whose time had come and it was bound to catch on. And it did.

This totally unique concept in marketing started as a curiosity and grew with the force of a hurricane. Sales were in the hundreds, then the thousands, then the tens of thousands. The ground swell of support grew as the public rallied to the cause. People came from all walks of life, from many different lands, and they bought bricks. It changed the lives of many, it put people back to work, brought people together and reawakened civic pride. It changed local history and changed politicians minds. The design competition drew national attention and public support continued to escalate as the opposition eroded. There was just no stopping the project once it got started.

By the time the smoke had cleared from the first round of brick sales, nearly 25,000 people had purchased nearly 50,000 personalized name bricks. The sales effort was a smashing success that grossed almost three-quarters of a million dollars for the project, and even though the finely tuned campaign was still short of its funding goal, staunch supporters of the project still pressed forward.
INTRODUCTION

Progress was made in the midst of controversy over the use of the square, its open design, and the political agendas of a handful of city officials. One opponent even went so far as to declare that the project was dead, that it had run out of steam. Then when bureaucratic entanglements threatened to stall the project even farther, the people most heavily involved took action. The old Meier & Frank parking lot occupying the site was given a new look. An energetic crew painted the lot bright red and accented it with the colorful lines of the future design, much to the chagrin of those who still opposed the square's design. And the momentum of support never let up. The remaining permits were finally issued and the old parking lot was demolished. Construction for Pioneer Courthouse Square had begun at last, and as of this writing, the grand opening celebration slated for April 6, 1984 - was only one week away.

THE REASON AND THE METHOD

The purpose of this study was to introduce the reader to a profile, or a cross section if you will, of the type of the people who helped make Pioneer Courthouse Square possible. In the following pages, a comprehensive study of the "Brickowners" has been documented, followed by detailed appendices of their comments. The report was developed for analysis by the people who are or will be involved in the Pioneer Courthouse Square project and also serves as a documented precedent for similar fundraising efforts of the future.

On January 25, 1984, a mailing of 2959 pieces was sent out that contained the market research survey on Pioneer Courthouse Square. The mailing represented a 12% random sample of a total audience of 24,315 names included on the mailing list of people who bought bricks beginning April 6, 1981. These were the results:

1. Total number of pieces returned for address correction ----------------------------- 659
   Percent of sample (2959) returned ------- 22.3%

2. Total number of pieces delivered to respondents ---- 2300
   Percent of sample delivered ---------- 77.7%

3. Total number of surveys completed and returned ------ 721
   Percent of sample returned ---------- 31.3%
1. Do you live in Portland?

This question was to determine how many brickowners lived in Portland and how long they had lived here.

YES -- 69%  NO -- 31%

If yes, how long?

1 to 10 years -- 19%  
11 to 20 years -- 21%  
21 to 30 years -- 17%  
31 to 40 years -- 17%  
41 to 50 years -- 8%  
51 to 60 years -- 9%  
61 to 70 years -- 5%  
Over 70 years -- 4%

2. Are you a native Oregonian?  If no how long have you lived in Oregon?

We wanted to find out how many brickowners were native-born Oregonians and how long non-native Oregonians had lived here.

YES -- 47%  NO -- 53%

1 to 10 years -- 25%  
11 to 20 years -- 24%  
21 to 30 years -- 27%  
31 to 40 years -- 14%  
41 to 50 years -- 7%  
51 to 60 years -- 4%  
61 to 70 years -- 4%  
Over 70 years -- 2%

Longest residency in Portland is a native Portlander who has lived here for 90 years.

Longest residency for a non-native Oregonian is 78 years.

Where do you live Oregon (if outside Portland)?

33% of the brickowners polled lived outside of Portland.

Lake Oswego -- 51%  
Beaverton -- 44%  
Milwaukie -- 32%  
Aloha -- 22%  
Wilsonville -- 17%  
Gresham -- 12%  
Gladstone -- 9%  
Tigard -- 8%  
Troutdale -- 6%  
West Linn -- 5%  
Sherwood -- 5%  
Clackamas -- 5%  
Forest Grove -- 4%  
Raleigh Hills -- 4%  
Salem -- 3%  
Corbett -- 2%  
Cedar Mill -- 2%  
Garden Home -- 1%  
Wood Village -- 1%  
Sandy -- 1%  
Rocky Point -- 1%  
Hillsboro -- 1%  
Columbia Ridge -- 1%  
Canby -- 1%

3. If not from Oregon, where do you live?

1.5% of the people who bought bricks said they lived out of state. Some lived outside of the country which elevated the Square to international status. Many Brickowners are from places like New York City; Boston, Camas, Washington; Chicago; Sydney, Australia; Ohio; Detroit Lakes, Minnesota; Japan; California; Seattle; Killeen, Texas; Virginia; Wisconsin; and Connecticut.
4. Were any of your relatives among the early settlers of Portland before 1900? If yes, what were their names?

On this question, we wanted to find out how many brickowners had deep family roots in Portland. (Recognize anyone?)

YES -- 19%

W. R. Uren
Mary Sandstrom Childs
Rose Stark
Henry Miller
Adolf Wolf
Floyd A. Rennick
Anne Francis Bellieu
Van Blaricom
John D. McFarlane
Loretta McFarlane
Jacob Anton
Bischof Berger
James Coffey
William Eugene Young
Karolina Young
Elma A. Young Bougher
Louis Arthur Bougher
Nellie E. Young Case
Arthur Eugene Young
Walter Harry Young
Earl Dewey Young
John Adrian
Harwood Wildman
Abigail Scott Dunaway
Harvey Scott
Joseph Warren Buchanan
Harriett Gates
Thomas Gibson
Mary Christinsen
Louis & Anna Popp
Thomas & Sarah Leabo
Benjamin Drefs
Caroline Drefs
Francis Pettygrove
( distant cousin)
William Kowaleski
August Biederman
Elizabeth Biederman
Jacob & Barbara Kurth
E. Baracco
Camilla Zucca
William Woodward
( Woodlark Bldg)
James W. Nesmith
Alice Smith
Ludwig Hirech
Florence Hirech
Albert Lange
Christine Vincent
Mathilda Vincent
Charles & Dora Goodman
Charles Adams
Thomas & Barbara Senn
Tabatha Brown
John B. Hibbard
Judson Bates
William & Alva Wright
Alexander Speer
Charles Flinn
James Windle
Nathan Kimball
Susan Kimball Wirt
Agustus C. Wirt
Omer Byron Wirt
Andrew Watson
Lean Viat
Eda Gubser Large
Margaret & Joseph Smith
Bert Grocock
George Lowenson
Iris M. Chenoweth Payne
George H. Roby
Philemon Morris
John Mulkey Savage
George W. Davis
William Hyland
William Russell Sewall
Linus Ross
Israel Mitchell
Harry Ewing
Harry G. Gronte
Hudson Alexander Palmer
Charles F. Adams
Mary Cecilia Adams
Albert & Anna Berne
Fran M. Warren
Rev. George Atkinson
Francis Manley Warren
Rubin Lento
Henry Hewett
Susan Piper Hewett
Mary Lawrence Hewett
Lewis A. McArthur
George Weidler
Charles Bacon
Mary Nichoes
Ruth Nichoes Weaver
Anna Atkinson Warren
Elsa Goldsmith Leopold
Richard Koehler
William Sherlock
August Erickson
Anne Griffith
Edgar E. Coursen
Gen. Squaw Killer Harney
Bessie Reynolds
John Cabell
Elsie Casibeer
Mabel Hubbard
Henry Ellis Poulterer
Edith Olds Smith
J. N. Rich
Sengstake Family
Henry Winans
William Pfaff
Sarah & Spencer Saulcer
Judge E. V. Littlefield
Lindsey Applegate
Alfred J. Sutherland
Capt. John Wolfe
August Klosserman
Clinton Kelly
Nina Louise McIntire
Polly Bybee
Vincent Page Lyman
Laura Zoe Epley
Henry Palmer
Rosemary Antle
Conrad & Katie Wolf
Narcissa White Kinney
Rev. & Mrs. Johan Skans
Dr. Callie Charlton
Jensen Nordstrom
Henry & Rosa Bauer
John Gill
5. Did any of your ancestors attend Central School, which was Portland's first public school located at the site where Pioneer Courthouse Square is today?

This question was for historical purposes to determine if any brickowners had family ties back to the origin and the first use of Pioneer Courthouse Square.

**YES -- 1%**

The following people were once pupils of Central School. Their descendents now own personalized bricks in the very place where they first learned the "three R's" some one hundred years ago.

- Edna Jeffery Holbrook
- Millard Holbrook
- Nautilia King Jeffery
- Hilda Joyselind James
- William Kern
- John B. Hibbard
- Henrietta Meyers
- Sarah Kelly
- Edna Bell Catlow
- The Warren Family

"My two great-great aunts attended Portland's very first school--in a cooper shop on Front Street in the late 1840's--but none at Central School."

6. Did you or anyone you know ever stay at the Portland Hotel?

This question was also historically inclined to find out how many people have been associated with the Hotel and any interesting stories they might have to share with us.

**YES -- 15% said they did**

If yes, are there any stories you can tell us about the Hotel?

My father as I remember it during the Spanish American War was billeted there on his way to the Philippines.---My father told me about a sheet metal worker falling off the roof five floors, breaking his back and becoming paralyzed. He also remembered when the hotel was torn down after Meier & Frank bought the hotel.---Only that it was a beautiful building and a real landmark in Portland. Also when it was dismantled, Portlanders bought all the items that were for sale; dishes, carpeting, furniture, lightposts, gates and all.---Both my parents and I were married there. I used to meet some of my friends at the hotel. I loved the hotel and was sorry to see it tore down.---I stayed in the Portland Hotel in 1945 when I came down from Ft. Lewis Washington. I was in World War I. No stories, but I enjoyed the charming old hotel, especially that lovely dining room.
6. (cont) Are there any stories you can tell us about the Hotel?

My parents ate there often. They commented on the beautiful courtyard, a circular driveway and the landscaping with rose trees. My father went dancing there; he said it was great in about 1933.---My father, Victor Hoeflich, organized and was the leader of a dance band called the "Victoria", which may have played there.---My husband, John A.H. Nildman and I spend the first night of our honeymoon at the Portland Hotel before taking the train east the next morning.---I played hopscotch on the carpet and rocked in the chairs while my father had lunch with his friends; in later years I had lunch there myself.---My grandmother and great-grandmother were up from Coos Bay around 1923 and since conventioners were in town, all the rooms except the fanciest suite were taken; so they stayed in fanciest suite in the Portland Hotel. My great-grandmother loved to hang out in the lobby and watch people.---The drain pan I use for my dishes was used in the kitchen of the hotel.---My family's company, McFarlane Fuel (McFarlane Bark, Inc.) participated in tearing down the Hotel and hauling away the bricks.---I'm afraid I can't tell you what I used to do when I stayed there!---I can remember coming to Portland during World War II. The Portland Hotel was a dark grey building with red, burgundy carpets.---My grandparents stayed at the Hotel in the 1930's while on a trip. My grandfather was an expert witness in a court case involving a fire. He was a California State fire marshall. My grandmother kept getting turned around in the lobby because all the entrances were similar.---It was the hotel in Portland.---My mother lived in La Grande and her favorite memories of coming to Portland were of staying at the Portland Hotel and "being a lady". In 1945, when I was a young wife and mother, my husband worked in the Pacific Building and on VERY special occasions, I would meet him for lunch at the Hotel. I will always remember the courtesy and grace of those wonderful waiters.---I got my hair cut there as a small girl.---Space was available for cultural activities such as when the Bethlehem Lutheran Church displayed Norwegian crafts.---My mother used to eat there.---In the 1920's, while in high school, she and her boyfriend went to Sunday dinners at the Hotel with his parents. The restaurant had finger bowls and Negro waiters. You could drive into the interior courtyard which had cobblestones and flowers through arches of stone. It was a popular meeting place when I was a teenager, during the war.---My father spoke of a suicide/murder that occurred inside the walls of the two-tone foundation which was committed long before the Hotel was finally finished.---I held my bridesmaids luncheon at the Hotel in June, 1948. There were five others held there that day. It was the thing to do!---My father used to eat lunch there regularly in the 1930's & 1940's. My wife and I went to the dances just prior to and after World War II. My wife was a volunteer at the WWII Officers' Club Function at the Portland Hotel. We have two small platters from the Hotel dining room and a "bus table".---My parents attended many weddings and mens wear markets there. It was the social spot in Portland for dinner and dancing.---My parents came to visit during the 40's and stayed there. My father was surprised and delighted to find bear steak on the menu in the dining room.---It was elegant in its time.
7. Did you ever park at the Meier & Frank parking lot when it stood on the site of the Square?

The two-story parking lot was a familiar place to the majority of people who purchased bricks, but no one it seems, was unhappy to see it razed.

YES -- 79%  
NO -- 21%

8. How often do you visit downtown?

Of all the people who own bricks in the Square, we wanted to find out how frequently they came downtown.

Daily -- 29%  
Weekly -- 28%  
Monthly -- 26%

Of the remaining 17% who answered "Other", the answers ranged from a "few times a week" to "every three or four months" to "never, because parking is so awful."

9. When did you first learn about or become involved with the Pioneer Courthouse Square Project?

This question was developed to compare organization, marketing and fundraising efforts against the dates people became involved in the project.

58% -- did not know, could not remember or did not answer.  
18% -- said they became involved at the beginning or start of the project.  
5% -- said they became involved in 1980.  
6% -- said they became involved in 1981.  
7% -- said they became involved in 1982.  
1% -- said they became involved in 1983.  
5% -- wrote in dates that ranged from 1972 to 1979.

This was further broken down into quarters as follows:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar, 1980</td>
<td>3%</td>
</tr>
<tr>
<td>Apr - Jun, 1980</td>
<td>1%</td>
</tr>
<tr>
<td>Jul - Sept, 1980</td>
<td>1%</td>
</tr>
<tr>
<td>Oct - Dec, 1980</td>
<td>3%</td>
</tr>
<tr>
<td>Jan - Mar, 1981</td>
<td>7%</td>
</tr>
<tr>
<td>Apr - Jun, 1981</td>
<td>16%</td>
</tr>
<tr>
<td>July - Sept, 1981</td>
<td>11%</td>
</tr>
<tr>
<td>Oct - Dec, 1981</td>
<td>18%</td>
</tr>
<tr>
<td>Jan - Mar, 1982</td>
<td>9%</td>
</tr>
<tr>
<td>Apr - Jun, 1982</td>
<td>7%</td>
</tr>
<tr>
<td>Jul - Sept, 1982</td>
<td>5%</td>
</tr>
<tr>
<td>Oct - Dec, 1982</td>
<td>15%</td>
</tr>
<tr>
<td>Jan - Mar, 1983</td>
<td>3%</td>
</tr>
<tr>
<td>Apr - Jun, 1983</td>
<td>0.3%</td>
</tr>
<tr>
<td>July - Sept, 1983</td>
<td>0.3%</td>
</tr>
<tr>
<td>Oct - Dec, 1983</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
10. How did you hear about the PCS Fundraising effort?

Brickowners were instructed to circle all sources where they heard about the fundraising effort. The question was designed to judge the effectiveness and sources of media coverage and advertising that were used.

Newspaper -- 35%  
Radio -- 15%  
T.V. -- 20%  
Brochure -- 11%  
Friend -- 11%  
Special Event -- 4%

4% of the audience heard about the effort through these sources:

Volunteers---Bank lobby---Will Martin's Poster---Sales booth on the site---PDC---Signs at kiosk---Mike Powers---Bus ads---Stan Goodell---Connie McCready---AIA---DKG meeting---Art Quake---Volunteers at hospital---Brick run---Brick buttons---Lincoln High School---Phil Bogue is a friend---Downtown ads at a special event---Knew the architects---Ladies selling bricks on the street---Husband is on planning board---I helped organize it.

The two following questions were designed to get the people's perspective on the effectiveness of the marketing effort.

a. Which of the above methods of reaching public do you think was most effective?

Newspaper -- 44%  
Radio -- 14%  
T.V. -- 29%  
Brochure -- 5%  
Friend -- 4%  
Special Event -- 2%

2% of the respondents said these sources were the most effective:

Sales booth---Word of mouth---Volunteers---KBPS radio---Direct mail---Willamette Week---Seeing the Square built---Will Martin's Poster.

b. Which method was least effective?

Brochure -- 28%  
Special Event -- 23%  
Friend -- 18%  
Radio -- 16%  
T.V. -- 10%  
Newspaper -- 4%

1% of the remaining answers stated these methods were the least effective:

Word of mouth---Speaker at educational meeting.
11. Are there any methods you would suggest that might work better in reaching a general audience or raising funds for public fundraising projects?

The purpose of this question was to tap the creativity of the brickowners and recruit possible suggestions that could be used by the maintenance organization or other fundraising projects.

**YES -- 11% had suggestions**

Sell "Entertainment 84" coupon books---Hold bingo games---More TV and radio spots---Door to door canvassing---Have more booth locations where people can donate---Sponsor running events and keep the proceeds---Start with specific mailing lists---Get Portland area clubs and other community groups involved---Contest for free bricks---Balanced media mix is important; part sell and part tell---Volunteers on downtown street corners handing out brochures; downtown stores carrying brochures, posters, etc.---Prime time TV commercials; ads in weekly newspaper---To assure the public that the Square will not be a hangout for loud, rough youths, drunks and panhandlers---Brick pins are best promotion---Booths at malls; door to door sales using young people, Boy Scouts, etc.---Bus advertising on Tri-Met---Personal contacts are very helpful---Portland-oriented posters attract my attention---Lottery tickets---Direct mail---Store discounts or free bus passes or free parking to downtown---Try to reach grade school level on up through high school---Utilize Blazers, Symphony (i.e., Trailblazer Pioneer Square Night)---Auction items for sale---Churches, PTA's, local clubs and organizations, etc.---Feature news stories on local TV (PM Magazine, Faces & Places, etc.) as well as more newspaper stories---Have a lottery---Apply to community foundations for maintenance funds---Public Service announcements on radio, TV---More TV coverage 6-8 PM---TV and radio spots especially at news time, followed by newspaper coverage is most effective---Flyers through direct mail---If it's for a public place, it should be tax deductible. Donations for renovating the Statue of Liberty are tax deductible. Advertise it as tax deductible---Full and early support by the City Council and Mayor. Word of mouth from interested parties---similar to a chain letter---Maybe newspaper ads in large print or perhaps have a speaker at historical society meetings---Use selling booth, brochures, models, etc. in outlying communities and malls---Use the service organizations, Rotary, MBA, Portland execs, City Club, private clubs---Use flyers if the funds are available. "This Week" newspaper is also a good source---Have a booth in the foyer of the Auditorium, Coliseum, etc. during large public gatherings---I feel that your approach was very effective.---Print and broadcast media---Advertise on buses and billboards.
12. What item(s) did you purchase at Pioneer Courthouse Square?

a. Personalized Name Brick?

YES -- 100%

The 721 people bought 1,968 bricks. This averages out to 2.7 bricks for each person in this sample. One woman we talked to bought 85 bricks as a memorial to her son. Each one bears his name.

How many?

<table>
<thead>
<tr>
<th>Number of Bricks</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>41%</td>
</tr>
<tr>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>9%</td>
</tr>
<tr>
<td>5</td>
<td>5%</td>
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<td>6</td>
<td>3%</td>
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<tr>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Under 1%</td>
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<tr>
<td>10</td>
<td>Under 1%</td>
</tr>
</tbody>
</table>

2% of the remaining brickowners bought between 11 and 15 bricks. Four other people bought 17, 19, 30 and 35 bricks, respectively.

b. Item from Gift Catalogue (i.e.; bench, stoa column, etc.)

Only one person bought something other than a brick in this sample. Apparently it was a T-shirt that was purchased from a gift catalogue.
13. **If you received the Brick or other Item as a gift, was it from:**

This question had a low response rate of 18% of the total audience. The objective was to determine how many people received their brick as a gift and what for what occasion. The mailing list, however, contains for the most part the names of the people who bought the bricks and only a low percentage who received them as gifts. Results were as follows:

**Gift from:**

- Relative -- 76%
- Friend -- 19%
- Company -- 3%

Of the remaining 2% who received the brick as a gift, one was from the "coaches on our soccer team", another was from "Pioneer Courthouse Square", and another was from "KGW Radio".

**a. Was it for a special occasion?**

This question was to determine which occasion sold the most bricks:

- Christmas -- 56%
- Birthday -- 26%
- Valentine's Day -- 6%
- Wedding Anniversary -- 6%
- Birth of Child -- 1%
- Celebrate Divorce -- 1%
- Mother's Day -- 1%
- Father's Day -- 1%
- Memorial -- 1%
- Friendship token -- 1%
- Wedding Gift -- 1%

**Note:** Questions 14 and 15 were edited out prior to press time as being non-essential to the research study.

16. **Did you purchase the Brick(s) or other Item(s) for:**

- Self -- 39%
- Relative -- 49%
- Friend -- 10%
- Other -- 2%

We wanted to learn if more people bought bricks for themselves or for someone else. There were several "Other" reasons why people bought bricks. Some of these people bought them for:

- Company/Business name
- Family dog
- Family cat
- Family name
- Clients
- A group of employers
- Employees
- The fifth-grade class, Tigard school district
- One particularly amorous young man bought a brick "for a woman I love".
17. What motivated you to buy or want to own a Brick or other item at Pioneer Courthouse Square?

This question generated volumes of answers. The most common responses were:

- Wanted to support the project/square: 19%
- Wanted to be a part of Portland or its history: 12%
- The quest for immortality: 12%
- Civic pride and/or a contribution to the city: 9%
- Unique gift idea, everlasting momento: 7%
- Gift for children, grandchildren: 6%
- For the fun of it, enjoyment: 5%
- Memorial to relative: 4%
- Ego, wanted name in something permanent: 3%
- To help raise money for the project/square: 2%
- Novelty of idea: 2%
- For posterity: 2%
- For a sense of belonging to the city/community: 2%
- To be a part of Pioneer Courthouse Square: 2%
- Gift for relative: 2%
- Gift for friend: 1%
- Tax deductible: 1%
- Involvement in something worthwhile/meaningful: 1%
- Because it was a good/worthy cause: 1%

The remaining 5% of motivating factors with multiple responses were: Memorial to friends, Memorial to pets, Whim, no reason, Thought the project was either a good, great, terrific, novel, or fantastic idea, Inexpensive, affordable, In memory of the Portland Hotel, Celebrate birth of a child, Worked downtown, To commemorate family relatives that were early pioneers.

Other interesting answers were: To help aesthetically develop Portland and be identified with it, Felt buying a brick was one way I could say, "Thanks, Portland for the many enjoyable memories you gave to me", A "Portland connection" for a frequent business traveler who likes what Portland is, as a city, and likes the direction it's going, Posterity, prestige and potential, Nostalgia. I'd like to be able to throw one of those bricks at the person who decided that the Portland Hotel must go, Express interest to turn Ivancie and Roberts around, Wanted to have a tangible item, that not matter where my children lived, they'd know their roots were in Portland.

(Also see appendix)
18. If you chose a name on your Brick that was not your own name, what made you choose that particular name?

<table>
<thead>
<tr>
<th>Name Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's name</td>
<td>30%</td>
</tr>
<tr>
<td>Relative's name</td>
<td>28%</td>
</tr>
<tr>
<td>Friend's name</td>
<td>10%</td>
</tr>
<tr>
<td>Father's name</td>
<td>7%</td>
</tr>
<tr>
<td>Mother's name</td>
<td>6%</td>
</tr>
<tr>
<td>Gift for someone</td>
<td>5%</td>
</tr>
<tr>
<td>Family name</td>
<td>4%</td>
</tr>
<tr>
<td>Memorial to relative</td>
<td></td>
</tr>
<tr>
<td>Father's name</td>
<td></td>
</tr>
<tr>
<td>Mother's name</td>
<td></td>
</tr>
<tr>
<td>Dog/cat name</td>
<td></td>
</tr>
<tr>
<td>Total Other</td>
<td></td>
</tr>
</tbody>
</table>

Other interesting answers were:

Childhood nickname---Maiden name---My lover's name---Veteran's group---Didn't choose the name for my bricks---Wanted my children to have bricks, but felt foolish to put my name on one---The dog we had when we were first married had to be put to sleep. We wanted something permanent to remember him by---Chose the name because it was quite a famous family name in Oregon---Kenneth Robert Bents---My son is the future of my family, the hope of this city, and some day, the generations that come after him will be certain of their beginnings here---To support a project long denied to the city; to make sure the name Turtledove appeared there; to give a tangible link to the city; to our children who have yet to settle in anywhere permanently; to commemorate several special occasions---I chose "Suvic Francone" because that is a combination of my husband's and my name---Great-grandmother was born at Ft. Vancouver in the late 1850's and Dad's family moved to White Salmon in the 1860's---My father who was very close to his 100th birthday (and was) a very wonderful man; it was one way of honoring him for the man he was---Daughter just turned two years' old when I got her a brick---Second brick bought for our unborn daughter---Children, wife and client Dorothy Schreiber; a client whose untimely death was caused by the closure of the Park Haviland Hotel. I felt her name belonged in a park which was at best an imperfect repayment for the loss---Two retired men for Christmas gifts---The name is a combination of my husband's and my name---The title of a song I sang at a noontime concert for the purpose of selling Liberty Bonds, on a platform between the Portland Hotel and the Post Office in 1919---Girlfriend at the time---I liked my kids---To memorialize and mystify some old girlfriends---My great aunt Gertrude died shortly after I gave her the brick as a gift. She was 91 years old and I wanted her to be remembered somewhere she would appreciate it---It was a good gift idea for family and relatives---My dog's name was Honey---The name on the brick was a message to my sweetheart---Bought bricks for friends being transferred, thought they might like to leave their names---For my grandchildren. I hope they will walk there with their grandchildren someday.
19. What impact do you think Pioneer Courthouse Square will have in Portland?

Answers to this question were many. The general overview was very positive although the Square had some critics. Here are the answers.

Hopefully, an important gathering place---It will draw people out of their offices to stop, relax and reflect amidst the rush---Give Portland a focal point, open area to meet friends---Very positive---a more unified feeling with possibly greater pride---the Square is designed as a monument, unapproachable but magnificent---Provides downtown with a heart--- Like the idea of a place for people to gather. Not to crazy about the purple fountain. Impact, good---People will want to come find their bricks and bring visitors---Help preserve history---Good meeting place---assuming that bums and punk rockers with their damn loud radios are under control---It's like the egg still to be hatched---will it be an ugly duckling or a swan--- Hopefully, it will bring the people back downtown---Good focal point---Fun place to go---Great, I hope - a people place --- Tourist attraction---Outstanding landmark and attraction to the city---A place to be rather than to pass through---Portland will be a Forerunner on city planning---Make native Portlanders proud of their heritage---Important monument to the dedication and deep convictions the people of Portland have about their city---Helps keep this a city run by the people, for the people---Respite from the hustle-bustle --- Deep, lasting impact on the old-timers who love this city--- Visited with two out-of-town guests. They thought it was a great idea and were most impressed---Symbol of the love the people had for this city---G-r-r-r-eat!---Beauty, entertainment---something other than a pile of cement---There ought to be quite a crowd when everyone comes to see their brick---I think it will be as fun as Graumann's Chinese Theater in Hollywood---Memory of the Portland Hotel---It will be a central meeting place; it should have had parking levels below like at Union Square in San Francisco---Perhaps build up downtown business by increasing traffic in the core area--- Tremendous! Along with the new Performing Arts Center, downtown Portland will be much more exciting ---Positive. The bricks represent ownership to an extent and the project represents a community effort---It should make us proud to have an open space in the city, where different peoples can gather for special events or mingle individually---Depends on how it is supervised---if it is strictly ordered, it can be a pleasant place, if not we'll class it as a great mistake --- It's an oasis for all that spend time downtown ---Something that will make people get out their cars and walk---A sense of pride. When people pull together, all things are possible.

(Also See Appendix)
20. How might you use the Square after it is opened to the public this April?

The 12 most common responses were:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>For lunch/breaks</td>
<td>18%</td>
</tr>
<tr>
<td>Resting, relaxing, sitting</td>
<td>16%</td>
</tr>
<tr>
<td>Attending events</td>
<td>14%</td>
</tr>
<tr>
<td>Meeting place</td>
<td>11%</td>
</tr>
<tr>
<td>Looking for bricks</td>
<td>8%</td>
</tr>
<tr>
<td>People watching</td>
<td>7%</td>
</tr>
<tr>
<td>Visit, shopping stop</td>
<td>7%</td>
</tr>
<tr>
<td>Show to tourists</td>
<td>7%</td>
</tr>
<tr>
<td>Dining out</td>
<td>3%</td>
</tr>
<tr>
<td>Attending concerts</td>
<td>4%</td>
</tr>
<tr>
<td>Show relatives/friends</td>
<td>1%</td>
</tr>
<tr>
<td>Personal enjoyment</td>
<td>1%</td>
</tr>
</tbody>
</table>

The remaining 6% of the audience had a variety of uses for the Square: as a bus stop—entertainment—attend art exhibits—political functions—probably won't use it at all—feeding the pigeons—Spend two years reading names, then spend the summer there relaxing and reading—Sit in sun and enjoy the waterfall, etc., unless it is overtaken by thugs—In the summer months, it will be nice to listen to the music and enjoy the plays—Sunshine catcher, people watcher—A place to take out of town visitors; a place to sit and relax while shopping—A meeting place for friends, for lunch, from work, to pass time waiting for a bus and to take in some sun—As an escape from the bustle of a busy work environment—Sitting on the steps in summer and watching people. But I hope it won't become a place for undesirables, drunks and preppies that dominate the area downtown and also idle teenagers that make trouble—Sweet Adelines would like to sing there—It should be open to all public organizations (by application) for festivals, bazaars and religious happenings. Emphasis should be on cultural benefits to our city—To take our children there and show them that they are part of history now—I shall show it to my visitors and say "Isn't this something you wish you had in your town?"—On a personal basis, its use will be determined as its personality develops—Because the parking situation is so impossible, I'll seldom visit the Square I'm sorry to say—Probably not at all—but I enjoy living in a city that cares about its downtown and I often tell others about such special features as this will be—Would be a great place to relax and have lunch there—The whole family is going to go down for a picnic and look for the various bricks we bought—probably along with about half of the city!

(Also see appendix)
21. What is your favorite hobby or leisure time activity?

Of the 354 hobbies listed, these were the top 30:

- Reading -- 22%
- Skiing -- 8%
- Hiking -- 7%
- Golf -- 7%
- Gardening -- 7%
- Music -- 6%
- Walking -- 5%
- Tennis -- 5%
- Fishing -- 3%
- Travelling -- 3%
- Photography -- 2%
- Jogging -- 2%
- Camping -- 2%
- Dancing -- 2%
- Swimming -- 2%
- Sewing -- 1%
- Needlepoint -- 1%
- Racquetball -- 1%
- Cooking -- 1%
- Hunting -- 1%
- Volunteer Work -- 1%
- Painting -- 1%
- Basketball -- 1%
- Writing -- 1%
- Outdoor Activities -- 1%
- Bicycling -- 1%
- Horseback Riding -- 1%
- Exercise -- 1%
- Boating -- 1%
- Cross Country Skiing -- 1%

22. Do you own or rent your current residence?

- OWN -- 75%
- RENT -- 25%

23. How many people, including yourself, live in your household?

- One -- 19%
- Two -- 38%
- Three -- 18%
- Four -- 17%
- Five -- 6%
- Six -- 1%
- Seven or more -- Under 1%

24. What was the last grade in school you had the opportunity to complete?

- 8th Grade -- 1%
- Some High School -- 1%
- High School Grad -- 10%
- Some College -- 25%
- Trade School -- 4%
- College Grad -- 31%
- Graduate School -- 28%
### 25. What is your occupation?

The 30 most-mentioned occupations of brickowners were:

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired</td>
<td>12%</td>
</tr>
<tr>
<td>Homemaker/Housewife</td>
<td>10%</td>
</tr>
<tr>
<td>Teacher</td>
<td>6%</td>
</tr>
<tr>
<td>Secretary</td>
<td>5%</td>
</tr>
<tr>
<td>Attorney/Lawyer</td>
<td>4%</td>
</tr>
<tr>
<td>Self-employed/Business owner</td>
<td>4%</td>
</tr>
<tr>
<td>Salesperson/Rep</td>
<td>4%</td>
</tr>
<tr>
<td>Engineer</td>
<td>3%</td>
</tr>
<tr>
<td>Accountant</td>
<td>3%</td>
</tr>
<tr>
<td>Student</td>
<td>2%</td>
</tr>
<tr>
<td>Office Manager</td>
<td>2%</td>
</tr>
<tr>
<td>Architect</td>
<td>2%</td>
</tr>
<tr>
<td>Nurse</td>
<td>2%</td>
</tr>
<tr>
<td>Executive</td>
<td>2%</td>
</tr>
<tr>
<td>Administrator</td>
<td>2%</td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Consultant</td>
<td>1%</td>
</tr>
<tr>
<td>Artist</td>
<td>1%</td>
</tr>
<tr>
<td>Physician</td>
<td>1%</td>
</tr>
<tr>
<td>Banker</td>
<td>1%</td>
</tr>
<tr>
<td>Writer/Journalist</td>
<td>1%</td>
</tr>
<tr>
<td>Data Processing</td>
<td>1%</td>
</tr>
<tr>
<td>Contractor/Builder</td>
<td>1%</td>
</tr>
<tr>
<td>Clerk</td>
<td>1%</td>
</tr>
<tr>
<td>Printer</td>
<td>1%</td>
</tr>
<tr>
<td>Finance</td>
<td>1%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1%</td>
</tr>
<tr>
<td>Stockbroker</td>
<td>1%</td>
</tr>
<tr>
<td>Microbiologist</td>
<td>1%</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>1%</td>
</tr>
</tbody>
</table>

The remaining 21% of listed occupations that covered a wide variety and range of skills. Just about every type of person representing 169 different occupations bought bricks. There were people who were unemployed (one earning over $50,000 annually), professors, librarians, dentists, a college dean, insurance agent, politician, private investigator, mannequin repairperson, steam fitters, a sheriff, you name it.

### 26. Which of the following general categories best describes your total household income last year?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10,000</td>
<td>3%</td>
</tr>
<tr>
<td>$10,000-$14,999</td>
<td>6%</td>
</tr>
<tr>
<td>$15,000-$19,999</td>
<td>7%</td>
</tr>
<tr>
<td>$20,000-$24,999</td>
<td>8%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>16%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>35%</td>
</tr>
<tr>
<td>$50,000 and over</td>
<td>25%</td>
</tr>
</tbody>
</table>
27. Are you (Marital Status of brickowners):
- Single -- 17%
- Married -- 72%
- Divorced -- 8%
- Widow -- 3% (write in)
- Gay -- one person (write in)
- Separated -- one person (write in)

28. What age group are you in?
- Under 18 -- 1%
- 18-24 years -- 2%
- 25-34 years -- 20%
- 35-44 years -- 28%
- 45-44 years -- 20%
- 55-64 years -- 15%
- 65-64 years -- 9%
- 75 or over -- 5%

29. Are you (Sex of brickowners):
- Male -- 42%
- Female -- 58%

31. Are there any other comments or questions you would like to add concerning Pioneer Courthouse Square.
   (Please see appendix)

Note:
Questions 30 & 32 were written for personal use by the author. To protect the anonymity of the respondents the results from these two questions were omitted from the summary of this study.
APPENDICES
31. Are there any other comments or questions you would like to add concerning Pioneer Courthouse Square.

It just seems that everytime something nice gets built, some kid sprays F--- Y-- all over in red paint. I don't think it will happen with this square since it generates more of a warm feeling and with me knowing that I helped build it there's a different feeling than when your tax dollars build a freeway. There was something more human in this endeavor.-- Very pleased with the design and how they used the open space. I hope they will keep it policed.--My husbands parents came here during the Lewis & Clark exposition. When my husband was born, they decided to name the baby for one of the explorers.--Perhaps a calendar of events should be advertised so people will know what is coming to the square.--I think the initial price for the bricks ($15) was fine, but the later edition of the bricks seemed to high which probably hurt sales. But I'm glad to have had a chance to be part of the project and can't wait to see its completion.--To have "first heard" about the square was to first hear the promise made by representatives of the Meier & Frank families that they would take their trucks off Alder street, would use the space beneath the present square and would eventually donate the space above ground to the city for a park, which in turn would bear some relationship to the river several blocks east. I believe this "commitment" was made while Terry Shrunk was mayor.--A big thank you to those who got this project off the ground.--A great idea and project, I especially like the idea of giving people a chance to participate and to be able to put their names in brick.--I love the concept, reminds me of the squares in most european cities, a gathering place for the city.--Great organization on initial brick sales, good people involved.--My only criticism is that I wish the bricks of a family would be together.--Let's extend the Square to the river and do something exciting there.--The beautification of Portland is exciting and I delight in showing our many out of town visitors the highlights. The square will be one more item on my town.--It was a stroke of genius to allow so many people the opportunity to feel a direct connection and reward for participating in a civic project.--It should be policed, otherwise many decent people will not participate in any doings at the square.--I think it was a fantastic idea to fund a public park area through donations. Everyone loves to be recognized and the names-on-a-brick idea really take advantage of this in an honest and productive way.--I'm sorry to say that I bought a brick now that I see how disgusting the design is. It must have been designed by the same person who did the Portland Building. I'd like to know how much the city paid for that design.--It's the people, not the politicians, who know the contribution the square will make to all those who love Portland.--The promotional literature and newspaper ads were exceptional as for being creative and fun. I think the advertising agency did an outstanding job of creating interest.
This was one of the most clever fundraising schemes I am aware of. Not only did it draw initial supporters, but as the project progressed, more funds became available (at double the price/brick!) from people who felt left out. ---I'm excited that the opening will be soon and look forward to the adventure of finding my brick. ---We were U.S. Peace Corps volunteers when the bricks went on sale. We were able to purchase for our grandchildren and were given our bricks while on assignment. ---We see it as an extension of the park blocks, Lovejoy Fountain and the Forecourt Fountain; as a delightful people place which will really enhance Portland's unique liveability. ---Think it's a great addition to the downtown core area. Have enjoyed watching its development. Neat to look at at 4:00 in the morning. ---I hope to see it kept enjoyable for everyone and not a Square for undesirables. ---I hope Portland will keep the Square safe and clean. Political and social demonstrations and informational events are interesting, however, and shouldn't be excluded from the Square. ---Felt brochures were effective because of the humorous way they were written. ---I find the bricks make great gifts for those relatives and friends "who have everything". I also purchased for deceased relatives and friends in place of sending flowers to funerals. ---I believe it will be a beautiful place - I'm a member of the Met. Human Relations Commission-Disabled Committee. We'll be touring the Square in February, looking for architectural barriers; Hope we find none. ---Please hold musical events (no rock), plays, operas and non-denominational church services on Sunday. Invite pastors from around Portland. ---More big umbrellas. ---People worry that the Square will attract street people and trouble. Some business people feel it could have been put to better business use. ---Unselfish way to use public land. Downtown Portland, one of the few remaining vital downtown areas in the country. Pioneer Courthouse Square contributes to this image. ---Laurence Halprin's and Charles Moore's design would have been better. ---Sons are in the service and when home on leave they like to browse downtown and see what's changed. Now they can look for their bricks. ---Person doing the survey says he's doing it as a contribution to the Square. Then will write. ---All Portlanders should be able to co-exist and enjoy Pioneer Courthouse Square. The PPB should be very low profile in their activities. ---Like to see the results of this study. ---Pioneer Courthouse Square positive attraction to an already beautiful city. ---Hope there would be an increase in parking. ---Selling bricks is a wonderful way to get people involved and hope other cities utilize the idea in a design that was more approachable by people. ---Should have had underground parking. ---Hope it attracts nice people. ---I'll bet your response to this survey will be cut by at least 25% because you did not put free postage on the return envelope. (authors note: Thank God!)
T.V. show of opening for those who can't attend.—First brick reasonably priced - second sale too expensive.—The price of the bricks made it possible for lots of people to participate in being involved with the city. Very ego satisfying to know your name is in public view without being a political or otherwise notable figure.—Looks to me that it's grossly overdone - too much emphasis on a winning design - I hope it will be a comfortable spot and not too overpowering with the great column effect.—I have yet to find anyone who likes the pillars on the south side. Also, the canopy that has been erected in that same location is much too modern in design.—I don't think people other than downtowners are interested in sitting around downtown.—Ridiculous design - if he wasn't one of my best friends and a great talent, I would have to say the designer was a complete idiot.—The broken columns are terrible tacky.—Important to have a place for people to go that isn't related to buying something. Portland Hotel should still be there, but since it isn't, this is the next best thing.—Is the city planning to limit the noise from blasting radios?—Fire the newly hired Director.—To be a successful park, it needs to be free of drunks and wild teenagers—Keep the Square clean and welcoming. How about hiring the young unemployed as "Square Guardians"?—Thought brick sale was one of the best fundraising gimmicks I have ever heard of.—Portland continues its goal as a "people city" with Pioneer Courthouse Square a reality.—Marvelous addition!—Wonderful! Keep Square clean, have a caretaker for general assistance and to be "watchdog"; have frequent programs for different interests.—Extra police to guard and maintain order.—Needs out-of-state publicity.—Would like more information on special events regarding grand opening. Also, are there any maps of the bricks being made?—The general feeling of the architecture is out of character for a Northwest city. Too baroque.—I'd like to see a nice clock in the Square.—I vote for more greenery. Great idea, marvelous future.—Hope there's a behavior code so people feel comfortable using the Square.—Became interested after the "Oregonian" printed a story January 7, 1981, saying the project was dead. I wrote a letter to the editor which was published and have maintained a clippings file on the Square progress.—A "gatekeeper" or similar person is a good idea.—Glass shelters are nice, but might invite vandalism. Square must be lighted for night safety.—Encourage pride in the Square. Have visible uniformed police at the start - keep liquor out.—Joint creativity and acceptance of one another's ideas - working together.—I expect it to be immensely popular; controversial because of street people and longtime asset to the community.—You need a computer; tracking down bricks was difficult and time-consuming when I called with a question.—Love it! Fantastic idea — my daughter is 15 and I think it instills the beginning of civic pride.
Offer a reward for the arrest of vandals. Have City Council pass an ordinance for this. Recruit Guardian Angels to patrol the area - by day and night.---Keep the politicians from gaining control of this public asset.---Now that we are stuck with it lets use it to attract people downtown by always having some activity going day and night---I hope it's better looking when finished. Those garrish cream pillars with gold are what's so awful, the purple tiles don't go with the brick---Happy birthday and good luck to Pioneer Square and Will Martin---I don't think I should have to buy a map to find my brick after being told maps would be available. That was very misleading---The Square is representative of concerted efforts in our community to be forward, exciting, artistic, provocative and naturally beautiful. It represents how impressive our city and state are to visitors---Sometimes it's difficult for an individual to participate in a community effort and feel something positive came of it. The Square gave and will continue to keep giving to those who participated. People wanted something for their money and to be remembered at the same time. The Square satisfied a basic ego need.---I take great pride in the fact that I had a small part in supporting Portland's facelift.---It was a long hard fight, but worth it---The proposed book about the square is a nice idea and I'm sure it will be of special interest to those of us who were born and raised in the area. I hope it's a "best seller" and you can reserve me a copy. Good Luck!---I would have liked to bought more bricks, but the second time they were being offered the price had risen.---Concerning the appearance, so far we think the purple mosaic tile is a bit much and the column ruin is a disappointment to the overall appearance.---Use it for concerts like the Washington Park Zoo outdoor events, All that Jazz.---I love the idea of open space, but personalized.---I do not like the light colored tiles, reminds me of a 1940's public restroom. Hope the city's great "leaders" got their names on a bronze plaque for that one.---It looks like some scaled down version of greek ruins, not pioneer.---When our eldest son was a first grader at Sylvan elementary school, the teacher, Claude Annand, had the class do a project designing PCS. The subsequent composite drawing was presented to Mike Cook and a picture of our son and another first grader appeared in the Oregonian March 6, 1980. Our interest in the square was a result of that project.---I hope some additional money is set aside to take care of the square. Without super maintenance and security it could be disastrous. I hope it will become, from the inception, what it was meant to be.---I regret the design was so complicated and wonder whether it will age well.---I felt it was an immense success. I sold bricks for a year and thoroughly enjoyed the experience. All sorts of people came to buy and then came back. I felt Portlanders had and still have tremendous civic pride.---I think it's a real shame we have to pay to find our bricks. I think they have gone to far.
17. **What motivated you to buy or want to own a Brick or other item at Pioneer Courthouse Square?**

Continued from page 10:

To have our name immortalized as part of Portland's history. I wanted to support the project and I wanted to see my name in brick. It was a worthy cause.---I bought it in memory of my father, Norman C. Parrish, who was born in Portland, July 26, 1882. He was the son of George K. Parrish and Helen Carson Parrish, whose parents came to Portland in 1852 and 1853. They were active in musical circles; my grandmother sang under the name Helen Dubois at the Palace Grande.---Made an unusual gift for someone who has everything.---Inexpensive way to have name somewhere permanent that I can see, show people and hopefully have my great-great grandchildren see and show people.---Little kid in me - always wanted my name written on wet sidewalk or something. What better way to have your name outlive yourself.---Both my husband's and my relatives came to Willamette Valley (Oregon City and Salem) on the Oregon Trail - we wanted to reestablish those roots.---Ego - just a form of proper graffitti and a form of supporting the Square.---I wanted my name on a brick - not having a family, it seemed a timely idea; also when I came to Portland, that parking structure was supposed to be a public place in a few years. It took too long.---My daughter wanted one for a high school graduation gift.---A chance to have something to represent the past in the future.---We hadn't lived in Oregon very long when we bought the bricks. We thought they would give us a greater sense of belonging to the community.---To support and be associated with a truly Portland Project.---Want to be part of our growth. This is "my home"; valuable projects need the support of the community. I love this city!.---We were particularly interested because our son is an associate with Will Martin's firm and has been actively involved in the construction supervision.---I thought it would be fun for the kids in the [5th grade] class [Tigard] to see it in the years to come.---Historical interest, knowing you helped to build an improved area. Also, I bought a brick for my great aunt - I wanted her to be part of what Portland is. After 91 years of life, she died in November, 1982.---On an extremely limited budget, the brick was the most permanent gift I could have purchased. It's a personal and important gift that will surely last.---I loved the Portland Hotel and felt sad [that] it was destroyed. The Square will be a memorial to the Hotel and a little more gracious tempo of living.---Because I love my city and I have a strong interest in its progress. Open spaces are essential to the health and beauty of all cities.---Son who had just died had been especially interested in revitalization of Portland and convinced me I should relocate here. Brick with his name seemed especially appropriate.
17. What motivated you? (cont.)

My family was here at the beginning of Portland - my great grandfather and his stepfather ran the first ferry boat across the river - Linus Ross and Israel Mitchell. Our family has taken great pride in the city ever since. When my older brother was still in grade school, he made it his project to walk every mile of the waterfront (it was a much safer world than now.---That it was the extent of my ability to homestead in these times.---So that I could look at it when we are older and remember the time when we had our names put on it.---Such personal civic involvement seemed important!---To have my name engraved somewhere else besides the headstone on my grave. To be a lasting part of Portland history.---Thought it would be a neat commemorative gift for a partnership I was just getting into.---To have our family's names as part of Portland history. A special gift - one of impact - to build memories on and an heirloom gift to be shared with family members still to be born.---The P.R. campaign - public support is a great idea - like the public purchase of Pittock Mansion.---Hoped project would be built so I might be able to work installing bricks as a tile setter.---I bought bricks for immortality. I wanted to be one of the "building blocks" of the city. My family has lived here forever.---After visiting Greece, I thought it a neat deal to have my family in archives.---I believe residents have a duty to support improvements in the community and I wanted to encourage my son to feel a similar responsibility.---Angry that newly elected Mayor Ivancie withdrew city funding and support from a people-oriented area.---To contribute to success of Pioneer Courthouse Square, but primarily to celebrate me.---Our family were pioneers of Portland.---To memorialize my father, E. T. Nische, who was Superintendent of Parks from 1908-12. He designed most of the Portland Parks, inaugurated the playgrounds and swimming pools.---Interesting idea - admired ingenuity of thinking of a way to raise funds.---I love Portland and wanted to leave my name as one who cared.---Love---Wanted a tiny portion of this city.---My great-grandfather, E. J. Jeffery owned the first brickyard in Oregon Territory. I imprinted each brick with his name and year, dating 1869-1877. Thought it appropriate to have the Family name on current brick.---Always wanted a building named after me and thought this was a good alternative.---To share the city that's been so good to us.---I always resented the parking lot and think the Square will be a great asset.---My son-in-law is an architect with Martin's Firm.---Replacing that beautiful Hotel with an ugly parking structure was a tragedy. We wanted a part in bringing back some beauty and character.---Mark our wedding date.---My sister is a displaced Oregonian living in Arkansas. I knew the brick would please her.---Dimitre Electric and its owners were active in Portland and I wanted preserve the Dimitre name.---Grandfather was an early settler of the East Side and councilman.---Parents were residents since 1902. My father was a businessman and very proud of this city - seemed an appropriate memorial.
17. What motivated you? (cont.)

I worked on Pioneer Square pouring and finishing the concrete there.---We are "Born-again Oregonions" and like Portland. Wished to be part of the Square.---Become part of a legacy so a part of us will remain in Oregon after we leave.---My family goes back several generations in the Pacific Northwest and I thought it was a good way to keep their names here.---Son-in-law is a Navy flyer living out-of-state; put a little bit of him and my daughter back into Oregon by buying the brick.---First brick for family dog, Jake. He died June 3, 1983 so he won't be able to see the Square.---My wife's becoming a doctor and I wanted to document the fact.---Love all of Oregon and of course Portland - even after leaving Hawaii to come here in August, 1954.---It was fun to have friends and family immortalized in brick; it's also nice to be involved in what looks like a successful architectural addition to the city.---Civic pride, an everyperson event that was affordable to most ordinary people - most fundraisers are directed to the rich and powerful. This project's beauty is that it went beyond that.---My husband is a bricklayer by profession and we were interested in the historic significance in the future.---Felt it would make my children feel special and hoped they would enjoy "visiting" their bricks.---I wanted to be a part of the history of Portland and Pioneer Courthouse Square. This was an opportunity that was unique and I couldn't pass it up.---The advertisements were catchy and a small side of me wants to be remembered for something - if I can't have it in lights, a brick is the next best thing.---Having my name there forever.---I love Portland and remember the Hotel and I wish we could have saved it. I feel guilty because we didn't think of it soon enough.---The fact that it would be a lasting gift, something that only so many people would have - "your name in lights".---Wanted my two sons to be able to always come back to the city in which they were born and see their names and feel a part of this beautiful city.---Wanted to offer something with staying power to the city in which I worked.---Unique gift, would not go out of style, would increase in value over time, part of family "heritage", more fun than a tombstone.---So our children would have something to show their children.---I thought the entire brick concept a brilliant marketing and fundraising idea.
19. What impact do you think Pioneer Courthouse Square will have in Portland?

Continued from page 12

It will be as infamous as the Portland Bldg. The idea for the bricks was great, but the architect that designed the park should be shot—I think it will be a great place to eat lunch—the gathering and festival place in the region—it will make a trip "downtown" more exciting, and that Portland joins the important cities of the world in having a Square—A lot of people will feel like they have a little piece of Portland and a little deeper tie to their city.—The Pioneer Courthouse plan to finance maintenance, activities, etc through an advisory group is excellent.—It will make Portland more cosmopolitan and will attract attention for other cities to emulate.—Improve the liveability of downtown Portland.—A great impact for downtown workers. Another place to sack lunch it and listen to music in nice weather.—Lots! It's a major place of importance that will beautify the downtown area even more, while bringing the citizens together in contributing to a common community oriented happening.—Should be a good lunch place, meeting place, the in spot for downtown.—A square in the European tradition.—Certainly more attractive than the former parking lot! However, special events will suffer from lack of parking space.—Wonderful if you can keep out the crazies and the ghetto blasters.—I think it will serve well in regards to tourism, hopefully it will be kept clean and free from bums.—It complements the trend towards low density which originated with Nordstrom.—A beautiful "heart of the city"—It will break up the skyline.—I think it will be a nice change from tall buildings.—It's like the transit mall, the rest of the country will look at it and say "Why not here in our city?"—It will encourage tourists to come to the core of the city.—I hope people will always enjoy the Square and not mar and mark it up.—Probably will attract all the worst elements.—A good place for people to go and enjoy.—Will become a center for our community which will further develope Portland's pride in their city.—Positive I hope, if the creepy crawlly druggies stay home.—Great, as long as that two faced mayor stays off the square. I hope the cream columns aren't targets for graffiti.—It will give punk rockers and transients a new gathering place. It will be a tourist attraction because of its unique (ugly) design.—I think it's terrific and I'm proud of the people who are responsible.—It will add to the livability of Portland, improve downtown appeal.—I look forward to having lunch there. Hope a way can be found to keep drunks from spoiling the square.—If it is really put to good use: e.g. constant scheduling of events, it will help draw people downtown. Will combine different cultures and classes.
19. What impact do you think Pioneer Courthouse Square will have in Portland? (cont)

A nice addition and atmosphere for downtown if it doesn't become a haven for bums.---I hope it will become a fun active place to meet people, listen to music, people watch. It will add more people space to the city that will be enjoyed by many groups.---It will add to the friendly atmosphere of the city and add to the cultural resources. I only hope it will not become a hangout for downtown undesirables.---If it fulfills its promise, it should be a people place and have a cosmopolitan effect putting us more in league with Seattle and San Francisco.---It will be another of the nice, elegant and tasteful ornaments of our city that will show unborn generations that we were not totally insane (although we did build the Portland Building)---The Square will serve as a site of interest to other communities, much as Ira's Fountain has served, perhaps like the old first floor clock in Meier & Franks used to be.---It will be a common place for all, a place we can all feel equal.---A great place to relax, socialize and take a deep breath after a long day at work.---A real meeting place enriching the soul as well as the city.---It will catch the rain and snow when it comes down.---A center of color and life for downtown.---I think the square is too gaudy, harsh and hard. It does not blend with the area and should have lawn and softness, not columns and concrete.---It will make an inviting place for visitors, a city needs to have open space and not be cramped by tall buildings.---Hopefully the behaviour of our people will live up to the beauty of the design and concept.---I'm waiting to see. If the drunks, dope peddlers and bums take over as they did in Pioneer Square in Seattle, it will be a great disappointment. No one will use it except for the tourists.---It will be a people place that people will identify with because of their bricks.---It's a very good reflection on the creative talent in our city.---I hope it will be a clean attractive place that will draw more people and business downtown.---I think it will provide the social hub for the city.---Gives the shopping district a focus and personality.---Will help keep downtown alive and exciting. This will add tremendously to the romance of the city.---It will be a place for city workers to stroll and have lunch. A place for older retired persons to sit and watch humanity.---Wonderful if it isn't allowed to become the "resting spot" for every undesirable in Portland - who paid nothing to create it.---With proper management it can be a unique and useful example of public works, without it, it will become a magnificent white elephant.---A place of interest to look for familiar names. Reaffirm and celebrate the relation between open space and people in Portland which has the finest and most unique city parks in the world. The square is a further commitment to that tradition.
20. How might you use the Square after it is opened to the public this April?

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For lunch, to rest when I'm downtown making sales calls.---After purchasing a map to find the location of my brick, I would like to see what is available as far as restaurants and entertainment.---A perfect spot to meet relatives and friends.---I will take my children there and tell them of its significance and use it as a resting spot while shopping downtown.---I might use it as a shortcut when walking in the area.---Picnics during weekday lunch hours, what else is possible?---First of all, a gathering of the clan on a treasure hunt to find our bricks, later as a place to bring friends and visitors to stroll and dine out.---As a place first to look at my parents square and to show their friends. A place that will reflect their lives and as a place to look at names and other items that are there.---Have a picnic and find our bricks.---People watching, brick hunting, shopping, public tanning perhaps.---Attend events that are held during my lunch hour, eat in the restaurant. I work downtown so it is only a couple of blocks away.---To loaf on a nice day, use as a meeting spot, take part in activities, enjoy watching others.---As an isle of tranquility in the middle of the city.---Make a great speakers corner like in London's great park.---We have hopes that beer and wine will be served there, after all the auditorium has it.---Pickup older women and molest them.---Maybe for small art shows.---Hold ethnic celebrations there.---For class field trips.---I hope there will be Square dances there.---Try out the restaurant.---Show the square to visitors and city buyers for tourism and conventions as an asset to the city.---Relax, have lunch and sunbathe.---Have no idea right now. It's enough that four tiny bits of Portland represent my alligence and affection towards the city and that my two or three inches of brick can't be usurped by someone from North Dakota or Iowa.---Attend functions scheduled there like concerts, speakers, etc. Enjoyed the water festival this past summer and was wondering if events could be scheduled in conjunction with Waterfront Park functions.
DEAR FRIEND OF PIONEER COURTHOUSE SQUARE:

IF YOU EITHER BOUGHT OR RECEIVED
A PERSONALIZED NAME BRICK IN
PIONEER COURTHOUSE SQUARE, IT IS
VERY IMPORTANT THAT YOU READ THE FOLLOWING

April 6th, 1984 marks the day of the Grand Opening of Pioneer Courthouse Square. It will be a day to remember, a day that is destined to become a milestone in Portland’s colorful history. In addition, April 6th marks the birthday of the City of Roses; it is the anniversary date of the first brick that was sold; and it is also the birthday of Will Martin, the architect who put together the talented team that designed your magnificent Square.

April 6th will be a day of celebration to toast the successful completion of an incredible work of art. It is Will Martin who put it best when he said — “the design will be complete, when the people are there.” He is right. The Grand Opening day will honor the more than 50,000 people, like you, who joined together and gave their support, their talents, their hard work, and their money — to help make the dream become a reality.

This project drew national attention and as a result, several cities throughout the U.S. and Canada made inquiries as to why the project was such a success and to find out why people supported the effort. That is the reason I’m writing you today. I would like to provide them with the answers — but I need your help.

The following research survey was designed to provide key marketing information that would be vital to other fundraising projects such as this one. This research is being conducted in cooperation with Portland State University and has the approval and full support of the Friends of Pioneer Courthouse Square, Inc.

As the author of this research survey, I am also paying the expenses associated with this project as part of my contribution to the Square. That is why I sincerely urge you to give me just a few minutes of your time to answer the questions that follow. Your name and answers will remain anonymous and confidential, unless you indicate otherwise, and you will not be put on any other mailing list.

Your help will be greatly appreciated, not only by me, but by everyone else who made Pioneer Courthouse Square possible. A self-addressed envelope has been enclosed for your convenience. Please return this survey as soon as you possibly can.

Thank you and congratulations on the success of your Square.

Keith L. Crawford
PIONEER COURTHOUSE SQUARE — MARKET RESEARCH SURVEY

Your name and answers will remain anonymous unless you indicate otherwise on item #32. You may skip questions that do not apply.

1) Do you live in Portland? (circle) Yes/No If yes, how long? ____________________________

2) Are you a native Oregonian? (circle) Yes/No If no, how long have you lived in Oregon? ____________

Where do you live in Oregon (if outside Portland)? ____________________________

3) If not from Oregon, where do you live? ____________________________

4) Were any of your relatives among the early settlers of Portland before 1900? (circle) Yes/No If yes, what were their names? ____________________________

5) Did any of your ancestors attend Central School, which was Portland’s first public school located at the site where Pioneer Courthouse Square is today? (circle) Yes/No If yes, what were their names? ____________________________

6) Did you or anyone you know ever stay at the Portland Hotel? (circle) Yes/No If yes, are there any stories you can tell us about the hotel? ____________________________

7) Did you ever park at the Meier & Frank parking lot when it stood on the site of the Square? (circle) Yes/No

8) How often do you visit downtown? (circle) Daily, Weekly, Monthly, Other ____________________________

9) When did you first learn about or become involved with the Pioneer Courthouse Square Project? _______ month/year

10) How did you hear about the PCS Fundraising effort? (circle all that apply) TV, Radio, Newspaper, Brochure, Friend, Special Event, Other (specify) ____________________________

a) Which of the above methods of reaching the public do you think was most effective? ____________________________

b) Which method was least effective? ____________________________

11) Are there any methods you would suggest that might work better in reaching a general audience or raising funds for public fundraising projects? (circle) Yes/No If yes, please specify: ____________________________

12) What item(s) did you purchase at Pioneer Courthouse Square?

a) Personalized Name Brick? (circle) Yes/No How many? ____________________________

b) Item from Gift Catalogue (i.e.; bench, stoa column, etc.) (circle) Yes/No (specify) ____________________________

13) If you received the Brick or other Item as a gift, was it from: (circle) Relative, Friend, Company, Other (specify): ____________________________

a) Was it for a special occasion? (specify) ____________________________
16) Did you purchase the Brick(s) or other Item(s) for: (circle) Self. Relative. Friend. Other (specify)

17) What motivated you to buy or want to own a Brick or other Item at Pioneer Courthouse Square? (please be specific)

18) If you chose a name on your Brick that was not your own name, what made you choose that particular name? (please be specific)

19) What impact do you think Pioneer Courthouse Square will have in Portland?

20) How might you use the Square after it is opened to the public this April? Please specify:

OPTIONAL QUESTIONS (your choice, we encourage you to answer as many as possible)

21) What is your favorite hobby or leisure time activity?

22) Do you own or rent your current residence? (circle) Own/Rent

23) How many people, including yourself, live in your household? (circle) One. Two. Three. Four. Five. Six. Seven or more

24) What was the last grade in school you had the opportunity to complete? (circle) 8th grade. some High School. H.S. Graduate. Some College. Trade School. College Graduate. Graduate School

25) What is your occupation? (please specify type of work, not where you work)

26) Which of the following general categories best describes your total household income last year? (circle) Under $10,000 $10,000-$14,999 $15,000-$19,999 $20,000-$24,999 $25,000-$34,999 $35,000-$49,999 $50,000 and over

27) Are you: (circle) single. married. divorced

28) What age group are you in? (circle) Under 18. 18-24. 25-34. 35-44. 45-54. 55-64. 65-74. 75 or over

29) Are you: (circle) Male. Female
30) What name(s) did you designate to be imprinted on your Brick(s) or other Item(s) ______________________

31) Are there any other comments or questions you would like to add concerning Pioneer Courthouse Square?

_________________________________________________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

32) The author of this research will also be publishing a book about the Square entitled:

PIONEER COURTHOUSE SQUARE – FROM DREAM TO REALITY
THE BRICKOWNERS AND VISITORS GUIDE

The author is planning to take pictures and do several personal interviews with “Brickowners” which will be included in the book. These people will be selected from the surveys that are returned. Would you like to be considered for an interview? (circle) Yes/No If yes, please write your name, address and phone number below. ______________________

_________________________________________________________________________________________

_________________________________________________________________________________________