



DOWNTOWN TEMPE PORTAL RECAP REPORT



ABOUT THE PORTAL BY SHARED_STUDIOS



The Portal was installed at Centerpoint Plaza in Downtown Tempe from March 1st-March 31st. Portals are a global public art initiative created by Shared Studios. Physically, the Portal is a re-purposed shipping container equipped with highly immersive audio visual technology. When people enter the Portal, they feel as though they are in the same room as someone in an identical Portal somewhere else in the World. All Portals are staffed with a local curator who can interpret and encourage conversation. The Tempe Portal was staffed by Brandon Ferderer. He assisted all who entered and facilitated connections between our community and the world.



Julie Kent
Director of Creative Placemaking
Downtown Tempe Authority



Brandon Ferderer
Doctoral Candidate and Instructor
Arizona State University

OBJECTIVES

CREATE MEMORIES

This is a unique experience. People will always remember the first time they walked into the Portal.

AWARENESS

Bring people from across the valley and those in town for Spring Training to Downtown Tempe.

CONNECTIONS

- 📍 Amman, Jordan
- 📍 Andover, USA
- 📍 Berlin, Germany
- 📍 Colorado Springs, USA
- 📍 Dallas, USA
- 📍 Erbril, Iraq
- 📍 Herat, Afghanistan
- 📍 Lagos, Nigeria
- 📍 Lesbos, Greece
- 📍 Mexico City, Mexico
- 📍 Milwaukee, USA
- 📍 Oakland, USA
- 📍 Richmond, USA
- 📍 San Juan, Puerto Rico
- 📍 San Pedro Sula, Honduras
- 📍 Stockholm, Sweden
- 📍 Yagon, Myanmar

17 Total
Cities

12 Total
Countries

31 Days
Open

144 Hours of
Connection

SPECIAL TOPICS OF DISCUSSION:

IDENTITY & WELL-BEING

Prompt: What do you do to find balance in your life?

THE MEANING OF HOME

Prompt: What does home mean to you?

LEADERSHIP

Prompt: What does leadership look like to you?



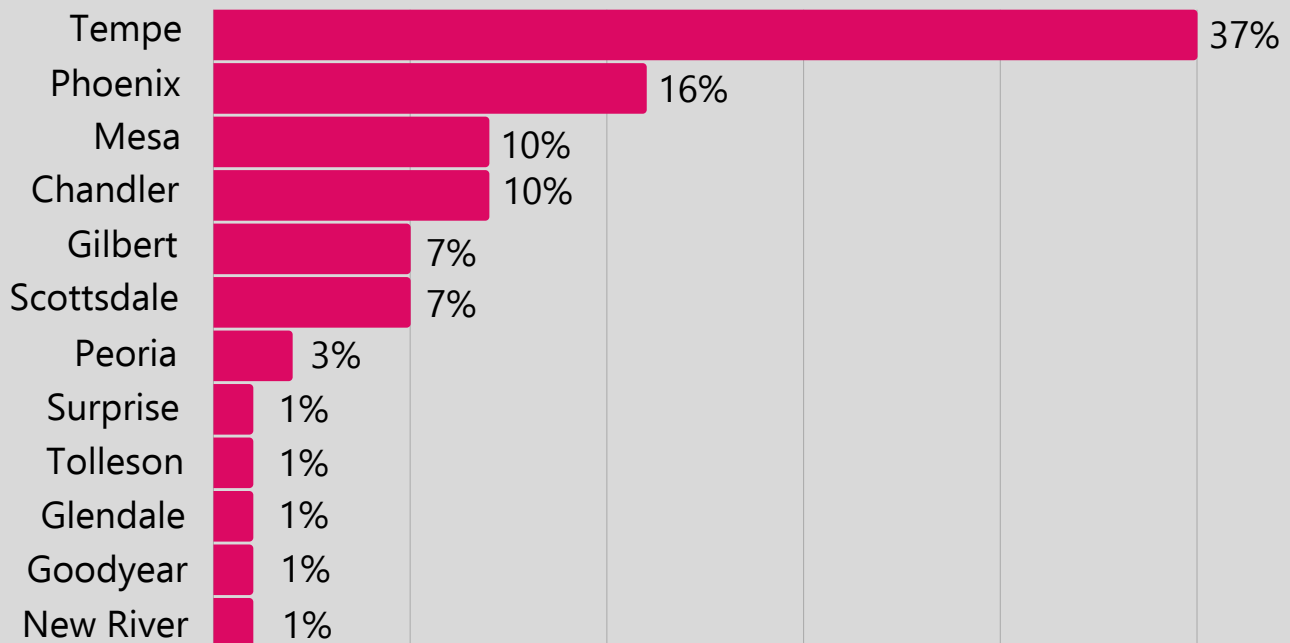
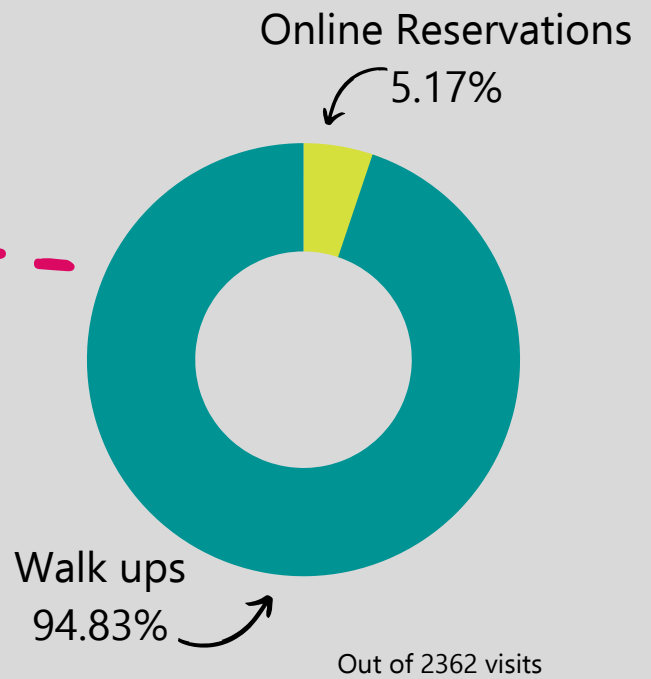
“Break the barriers and spread the love!”
- Portal Visitor



FOOT TRAFFIC

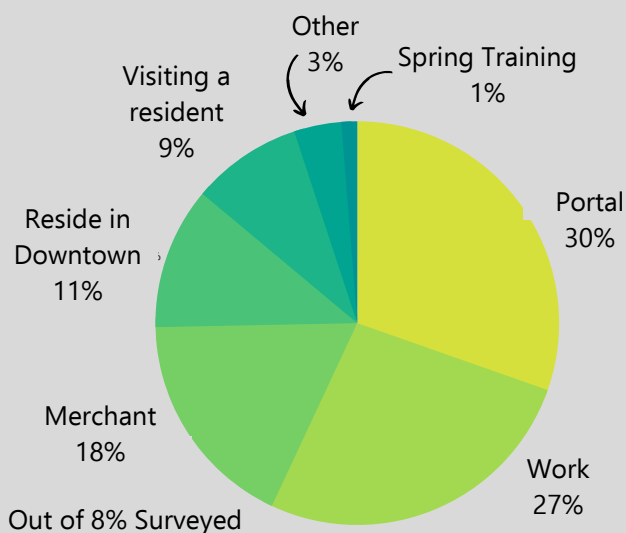
78 Average # of visitors per day

2362 Total # of visitors

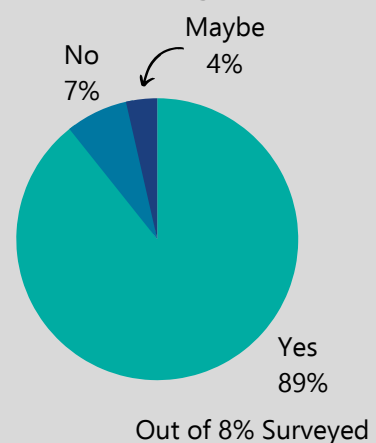


Out of 8% Surveyed

Q: What brought you to Downtown Tempe?



Q: Would you come back to visit the Portal again?





CURATED CONNECTIONS

It was important for us to allow our community to utilize the Portal in ways that served them and their constituents best. The special curations allowed them to dive deeper into topics important to them without time or space constraints. In some cases they wanted to choose which location they connected with and for others the location didn't matter. What was important was that the curators connected them to groups in those locations that wanted to discuss the same topic. So while not as spontaneous in nature as just walking in, it served the participants on a deeper level.

12 special curated connections

3 Shared meals

15 Total hours

Various groups were invited to reserve the Portal for special curated connections that were meaningful to their organizations.

- Through conversation and dance, the Be Kind People Project connected with students in Oakland, CA on the topic of kindness.
- The City of Tempe gathered 18-34 year old women to connect with Stockholm, Sweden to discuss safety in their respective cities.
- Tempe High School brought two different groups of students for shared meals with Lesbos, Greece and San Juan, Puerto Rico.
- Tempe Academy of International Studies brought Spanish classes to practice with native speakers in Mexico City.
- Through the ancient art of storytelling, Storyscope connected with Milwaukee, WI to share stories of 'journeys'.
- Several different ASU groups shared meals and discussions about leadership, democracy and civil engagement with Mexico City, Mexico, Milwaukee WI, Oakland CA, and Erbil, Iraq.

“Such a wonderful, educational and immersive experience! Matthew was such a delight to talk to!!”

- Portal visitor

“ During a curated connection between Milwaukee for an event called Story scope, several young men in the neighborhood that the Milwaukee Portal is in were asked to share stories about a "journey." One young man discussed the journey he took to deal with the grief of losing his cousin. It turns out his cousin is Sandra Bland, an African American woman who had been killed by police. The story moved everyone on both sides of the Portal to tears and reminded those on the Tempe side of the privilege they have to live in a safe community. ”

- Brandon Ferderer, Portal Curator



Mexico City, Mexico
@mexicocityportal



WHEN YOU ENTER,
YOU COME
FACE-TO-FACE
WITH SOMEONE IN
A DISTANT PORTAL
AND CAN
CONVERSE AS IF IN
THE SAME ROOM

MARKETING RECAP

The marketing approach was to utilize primarily digital, targeted marketing channels and partner promotions. Three (3) distinct campaigns were developed with a defined subset or audience of a potential Portal visitor, based on lifestyle segments, location and interests:



Counter Culture
Creatives



FOMO Millennial Living
Beyond Means



Suburban
Hispanics



Once-Annual
Out-of-Towners

MARKETING STATS:

EARNED MEDIA	
PICK-UPS	19
REACH	127,602,844
INFLUENCERS	
CONTRACTS	7
FEATURES	33
TRADITIONAL MEDIA	
CAMPAIGNS	3
REACH	12,680,839
SOCIAL MEDIA	
ORGANIC POSTS	11
ORGANIC REACH	21,514
PAID ADS	55
PAID REACH	104,447
OWNED MEDIA	
REACH	20,000

ADS + PR/MEDIA COVERAGE:

PHOENIX NEW TIMES
12NEWS
RAISING ARIZONA KIDS MAGAZINE
TEMPE TOURISM OFFICE
AZFAMILY - CHANNEL 3 NEWS
ASU STATE PRESS
ASU NOW
ASU GLOBAL
FOX10 PHOENIX
AZ FOOTHILLS MAGAZINE
ARIZONA CENTRAL
KTAR

140,429,644

Est. total marketing reach

PARTNERSHIPS

The Portal activation gave us a unique opportunity to build new relationships and enrich existing ones.

PARTNERSHIPS STRENGTHENED:

YAM PROPERTIES (OUR HOST)
CITY OF TEMPE

→ **ARTS DEPARTMENT, OSMD, I.T., COMMUNITY DEVELOPMENT**
TEMPE TOURISM OFFICE

PARTNERSHIPS GAINED:

ARIZONA STATE UNIVERSITY

→ **EOSS, MARKETING & VARIOUS DEPARTMENTS**
TEMPE UNION HIGH SCHOOL DISTRICT
TEMPE UNION ELEMENTARY SCHOOL DISTRICT
BE KIND PEOPLE PROJECT
FURIOUS STYLES CREW

SUMMARY

\$45,925 **Economic Impact**
due to the Portal

The goal of the Portal was to bring people to Downtown Tempe who otherwise wouldn't be here and create unique and lasting memories for visitors. 30% of those surveyed came to Downtown Tempe because of the Portal. The economic impact of approx. \$46,000 for the month exceeded its cost to bring it here. With a longer installation, and word spreading, we believe this number would increase. Gold book entries from participants show that they were both surprised and amazed with their experiences. 89% stated that they would come back to the Portal if it were to remain longer.

“ This experience opened my world! It was amazing to see another person from a different culture. Love this idea and want to do it again! ”
-Portal Visitor

“ We taught folks in Iraq how to spell their name in sign language and we had folks in Iraq do card tricks for us! ”
-Portal Visitor

“ One of the coolest experiences I have ever had! Talking to someone in a different culture is eye opening and gives me new perspective on what it means to be a global citizen! ”
-Portal Visitor

TEMPE PORTAL INITIATED BY:



DOWNTOWN TEMPE



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