



Office of Mayor Charlie Hales
City of Portland

April 3, 2013

Representative Tobias Read, Chair
House Committee on Transportation and Economic Development
900 Court St. NE, Room 453
Salem, OR 97301

Dear Chair Read and Members of the Committee:

As a longtime member of the James Beard Public Market Board of Directors, I view this project as a priority for the metro region that will positively affect the culinary and agricultural industries throughout Oregon. Today, I write to offer my support for House Bill 3450, legislation that would establish the James Beard Public Market Project within Business Oregon, helping to create this flagship public market to showcase Oregon's bounty.

The Pacific Northwest is a culinary epicenter, attracting visitors from around the world and fostering an appreciation of locally purveyed foods and restaurants that is unparalleled in the U.S. The establishment of the James Beard Market would help position Portland alongside cities like Seattle and Vancouver, B.C. – cities renowned for their world class markets.

The James Beard Market will add over \$20 million in food sales to the Portland metropolitan economy while creating 250 direct jobs at the Market. The Market will increase demand for local products by locals and visitors, helping grow small farms and food purveyors across Oregon.

In planning for Oregon's economic recovery, Governor Kitzhaber has identified the James Beard Public Market as a Metro Regional Solutions Project. Vendor and merchant interest continues to grow. As momentum builds and private investment expands, support from Business Oregon is an important step for opening the doors of the James Beard Public Market.

Oregon has a reputation for a flourishing culinary scene, one encouraged by the availability of high-quality, locally-sourced foods. The James Beard Market would be a natural fit for our region, showcasing and growing the state's agricultural and food industries.

I encourage your support of House Bill 3450. Thank you for the opportunity to comment.

Respectfully,

Charlie Hales
Mayor of Portland