

**James Beard  
PUBLIC  
MARKET**

March 13, 2019

The Honorable John Lively  
House Committee on Economic Development  
Oregon House of Representatives  
900 Court Street, NE  
Salem, OR 97301

Re: In Support of Innovation Districts - House Bill 2934

Dear Chair Lively, Vice Chair Lahey, Vice Chair Bonham and members of the Committee:

Innovation districts are where leading-edge companies and institutions align and coexist with emerging companies and business incubators in an urban setting. These districts, such as the Portland Innovation Quadrant, purposefully promote social interactions between workers to achieve the connections, the collaboration, and the inspiration which make these districts vibrant and successful.


James Beard Public Market, a project of The Historic Portland Public Market Foundation, is making plans to develop on the campus of the Oregon Museum of Science and Industry within the broad area designated as the Portland Innovation Quadrant. James Beard Public Market will serve as a great public space for Portland and the entire state – and will serve as a catalytic social center for the Innovation Quadrant.

The public market's venue, a permanent, year-round, indoor/outdoor public food market showcasing the bounty of food and food products from Oregon, will be a core "neighborhood-building amenity" for the Portland Innovation Quadrant. The public market will be a safe, open, admission-free spot where people from all walks of life will gather, shop, dine casually, and by happenstance mix and mingle. Such a place will serve our state with an array of benefits; one of which will be as the social spot where the workers of the innovative and emerging businesses within the Innovation Quadrant will meet and connect.

The core values adopted by the Board of Trustees of James Beard Public Market include a commitment to education, economic opportunity, and social responsibility. These values assure that James Beard Public Market will be more than a retail food market; it will also be a venue to promote programs that will educate and spawn economic opportunity - and do so in a manner that is inclusive and diverse. This will assure that all Oregonians may justifiably feel that they belong at the public market. An ideal innovation district, like the one under development by the Portland Innovation Quadrant, shares the same values and seeks the same outcomes.

For these reasons, we offer our support for the development of innovation districts and specifically for the Portland Innovation Quadrant. We encourage the House Economic Development Committee to pass House Bill 2934 out of committee with referral to the Joint Ways and Means Committee.

Very truly yours,



Fred M. Granum  
Executive Director  
James Beard Public Market