



NAI NORRIS, BEGGS & SIMPSON | NBS FINANCIAL SERVICES | NBS REAL ESTATE CAPITAL

January 25, 2011

Multnomah County
Board of Commissioners
501 SE Hawthorne Boulevard
Suite 600
Portland, OR 97214

Re: James Beard Public Market

Dear Members of the Multnomah County Commission:

I am writing in support of the proposal of the Historic Portland Public Market Foundation to site the James Beard Public Market at the Morrison Street Bridgehead property providing Portland with a vibrant and active year around public market. This is an opportunity to appropriately acknowledge the culinary excellence of Mr. James Beard and to add to the vibrancy of Portland's downtown at a time when significant emphasis is being placed on upgrading Portland's downtown retail. The Morrison Street Bridgehead site is currently underutilized. With the blessing of the Multnomah County Commission, this would enable a year around market to attract crowds and add a variety for local farmers and purveyors to sell quality food products that are healthy and local in nature. Portland has prided itself on being a healthy community and the opportunity to provide local vendors with greater flexibility in displaying and selling their products such as meat, fish, cheese and fresh vegetables will enhance the healthy image of our community.

My urging is based upon having watched leading citizens of the city of Portland struggle for several years to find the appropriate location, and I think their proposal is worthy and will be a public attraction for local Oregonians and visitors to our city.

I urge you to give the James Beard Public Market proposal due consideration. Thank you.

Yours very truly,

NORRIS, BEGGS & SIMPSON COMPANIES


J. Clayton Hering
President

JCH/bl
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