

January 14, 2011

Multnomah County Commissioners
1221 SW 4th Avenue,
Portland, OR 97204

Dear Chair Cogen and Commissioners:

We are writing to reiterate Travel Portland's support for a full time public market at the Morrison Bridgehead site.

Culinary tourism has become an increasingly important market for the Portland region, and the proposed James Beard Public Market would add a distinctive destination for the myriad travelers interested in coming here to sample our fresh, local, seasonal cuisine and products. Portland already receives national acclaim as a culinary destination—a full time public market would only enhance this stature, as well as further connecting the current culinary scene with our agricultural heritage.

One of the benefits of tourism is its ability to bring in outside dollars to stimulate our local economy. The James Beard Public Market would offer an excellent opportunity to not only introduce visitors to Oregon products, but hopefully to create lifelong aficionados who will continue to purchase our products as exports down the road.

Public markets in other cities have proven to be attractive destinations—Pike Place Market in Seattle sees more than 10 million visitors per year, and the Reading Terminal Market in Philadelphia is the second most visited site after the Liberty Bell. We believe the James Beard Public Market would be an appealing attraction in Portland as well.

Thank you for the opportunity to provide our input. Please feel free to contact us if you have any questions.

Sincerely,



Jeff Miller
President & CEO



Adam Berger
Owner, Tabla restaurant
Chair, Travel Portland Community Action Committee