

LANE

September 1, 2010

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

Dear Members of the Multnomah County Commission:

As a native Oregonian and president of LANE PR, a national PR firm headquartered in Portland, I would like to encourage you to approve the proposal submitted by Melvin Mark Development, SERA Architects and the Historic Portland Public Market Foundation to develop the West Morrison Bridgehead property as a site for the year-round James Beard Public Market.

At LANE we consider ourselves business-driven marketing professionals with a passion for food. Over two decades the agency has worked on behalf of countless food, beverage, agricultural and hospitality clients, many of whom are based in Portland. We have also been longtime supporters of the James Beard Foundation created to honor James Beard, a Portlander widely acknowledged as “the father of American cuisine”.

In recent years, Portland has earned international recognition as a leader in the sustainable food movement and as a top destination for food lovers. We have been able to leverage this position to build national visibility for local businesses, driving their growth and ultimately benefitting the region by creating much needed jobs and tax revenue.

In addition to providing opportunities for local food producers to connect with consumers (local and tourists), the James Beard Public Market will serve to further strengthen Portland’s position as a culinary mecca. Cultivating this unique position is critical to the ongoing health of Multnomah County and the many food, beverage and hospitality related businesses that support it.

I urge you to give the proposal your full consideration and support.

Sincerely,



Wendy Lane Stevens  
President  
LANE PR

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