

MORRISON BRIDGEHEAD PROJECT

Featuring the James Beard Public Market



December 3, 2015



James Beard

JAMES BEARD PUBLIC MARKET MISSION

The mission of the James Beard Public Market is to operate a daily, year-round, indoor-outdoor venue to showcase our region's bounty, to promote sustainable agricultural practices, to encourage healthy eating, and to provide entrepreneurial opportunities for those who produce and sell the food we eat.



James Beard
PUBLIC
MARKET



LOCATION

West Morrison Bridgehead in downtown Portland, Oregon

- A destination for locals and visitors
- Continuing a tradition of development for better livability
- Accessible to all residents
 - Fronts MAX line
 - Off heavily trafficked Morrison Bridge
 - Easy access for bikes and pedestrians
- Connects to adjacent Waterfront Park



NEW EXECUTIVE DIRECTOR



Fred Granum, J.D.

- Proven track record of successfully leading businesses, nonprofits and task forces across both public and private sectors.
- Former President and CEO of PSU Foundation, former Special Counsel for Business to the Oregon Attorney General, and Co-Founder and Chair of Co-Operations, Inc.
- Experienced civic and nonprofit leader providing support for such organizations as
 - Cascade Pacific Council, B.S.A
 - Oregon Ballet Theatre
 - Youth Villages Oregon (formerly ChristieCare)
- Juris doctorate from Wake Forest University School of Law

A RECIPE FOR SUCCESS

- A non-profit organization that supports its vendors
- Reserved for homegrown merchants
- Maintains and grows Oregon's reputation and legacy
- Promotes innovations, best practices in sustainability
- Creates jobs and bolsters the economy
- Drives growth in tourism
- Provides important education opportunities



JOB CREATION

Estimated gross economic impact on 9 county CMSA

Impact	Retail Component	Food Service Component	Total
Direct (at JBPM):			
Sales	\$23,690,000	\$4,180,000	\$27,870,000
Economic output	8,290,000	4,180,000	12,470,000
Employment	130	79	210
Regional gross non-direct impacts:			
Economic output	\$7,340,000	\$3,480,000	\$10,820,000
Employment	66	29	96
Total gross regional impacts:			
Economic output	\$15,630,000	\$7,660,000	\$23,290,000
Employment	197	109	305

Sources: ECONorthwest regional impact model of the CMSA based on the 2006 IMPLAN model and the sales estimate for JBPM (2014)

COMMUNITY ADVISORY TEAM (CAT)

CAT provides an authentic voice to inform the Board and staff on the development and composition of the Market. Specifically, the Team's responsibilities are to inform and advise the Board and staff, to assist in developing the market, and to support the market by advocating for it within the communities it will serve.

Member Organizations

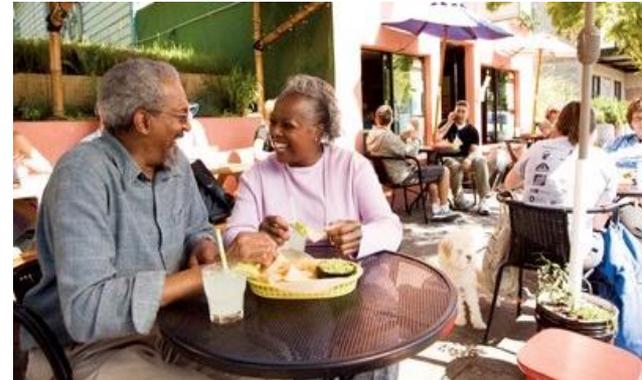
Outside In
City of Milwaukie, Community and Economic Development
Mercy Corp Northwest
Marylhurst University Food Systems and Society Program
Pacific Foods
Slow Food Portland Chapter
Former Commercial Fisherman
Broussard Communciations
Social Venture Partners
Oregon Museum of Science and Industry (OMSI)
NW Outward Bound School
Nossa Familia - B Corp certified wholesale coffee roaster
Our Table - Farmer and producer cooperative
Lara Media Services

Ad-hoc Partner Organizations

Black Parent Initiative
Supa
Hispanic Metropolitan Chamber of Commerce
Oregon Food Bank
Hacienda CDC
Micro Enterprise Services of Oregon
Oregon Commission on Asian & Pacific Islander Affairs (OCAPIA)
OSU Extension
Adelante Mujeres
Friends of Family Farmers
Ecotrust

EDUCATIONAL OPPORTUNITIES

- Local chefs, nutritionists **lead classes** for children, adults stressing value of ingredients from local farmers, producers
- Educational resource on **promoting healthier diets** for families
- **Combat childhood obesity**, Type II Diabetes supported by health agencies– Providence Health & Services, Kaiser Permanente, and Legacy Health
- **Collaborate** with highly-regarded culinary programs: Oregon Culinary Institute, Portland State University's Food Industry Leadership Center



FUNDING THE MARKET

The Market is being built on the philanthropy of Oregonians

- Individuals
- Corporations
- Foundations

And support of the public sector

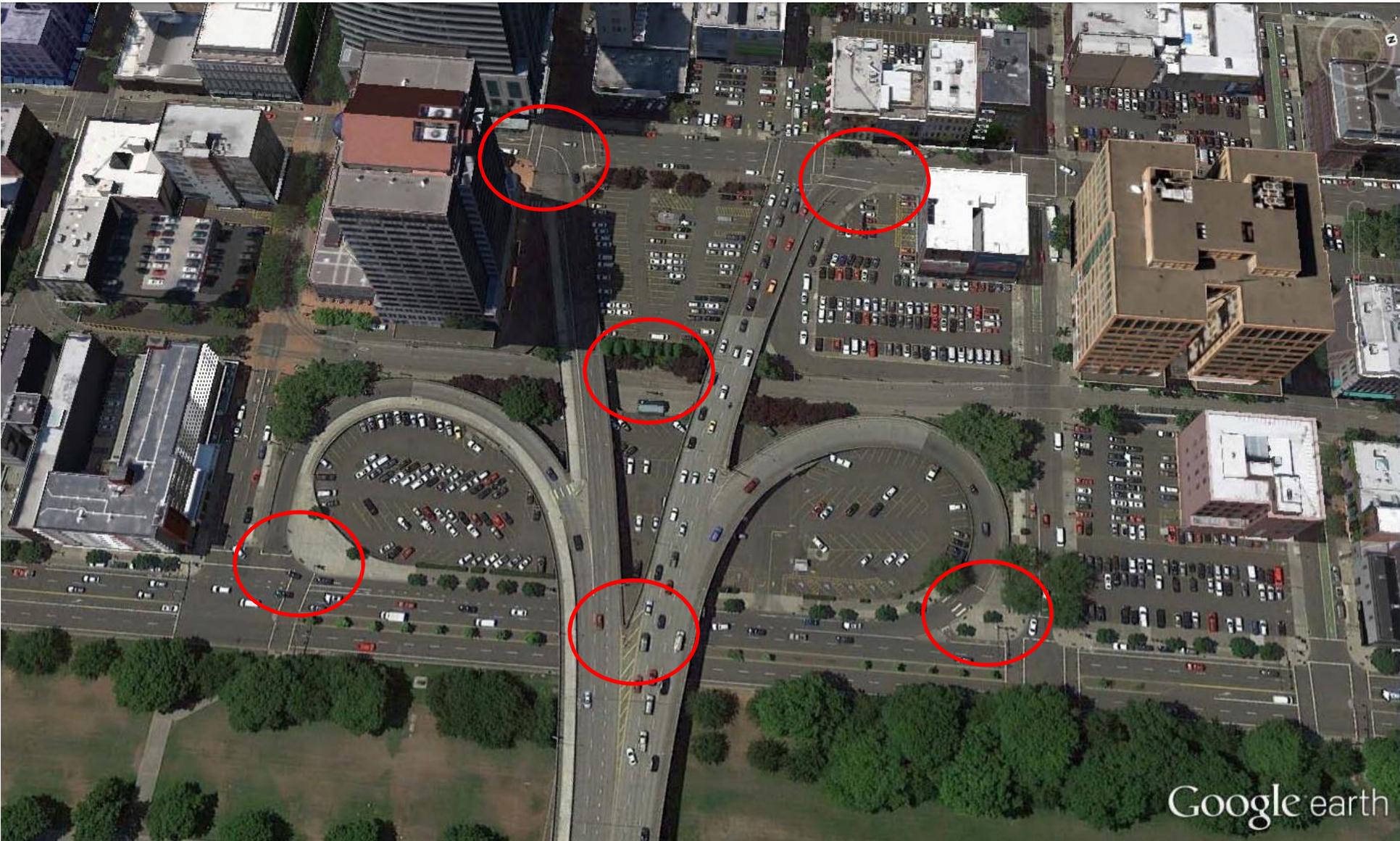


NEXT PHASE

- Closing on property with County (December 2015)
- Infrastructure improvements
 - Modify bridge ramps
 - Pedestrian access on SW 2nd/Alder and 2nd/Washington
 - Pedestrian bridge
 - Access across Naito Parkway



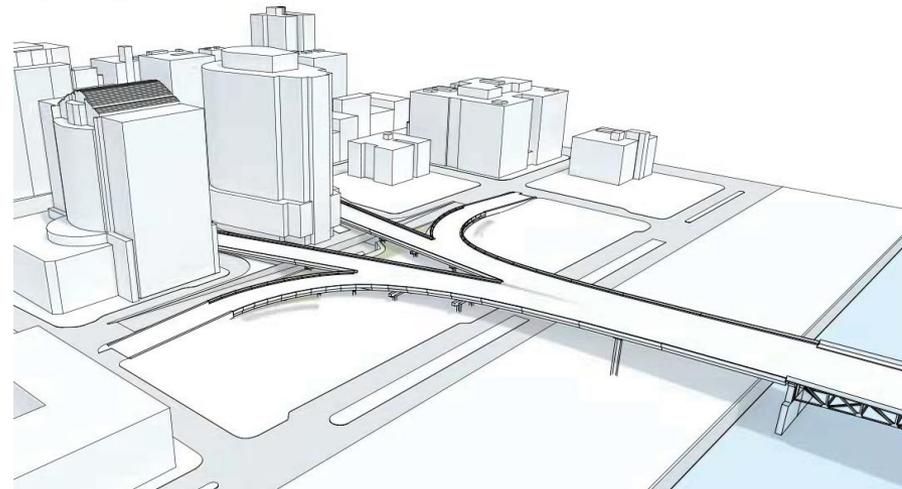
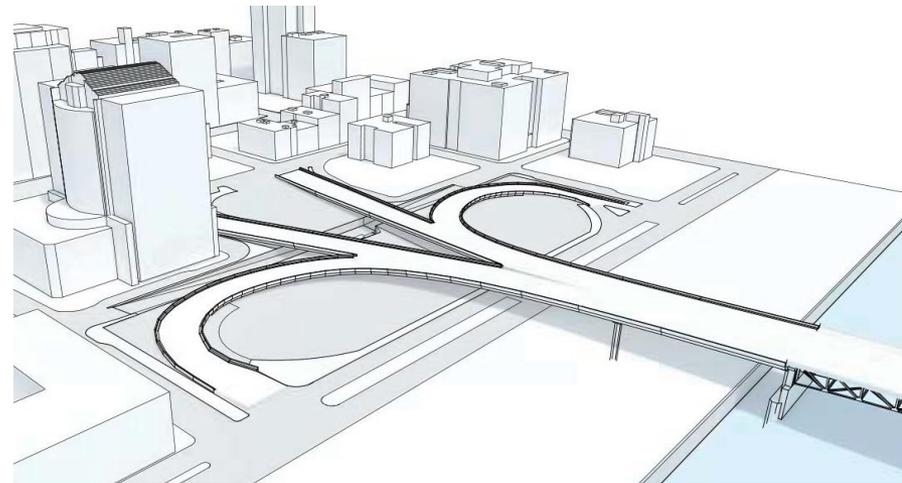
INFRASTRUCTURE HOT SPOTS



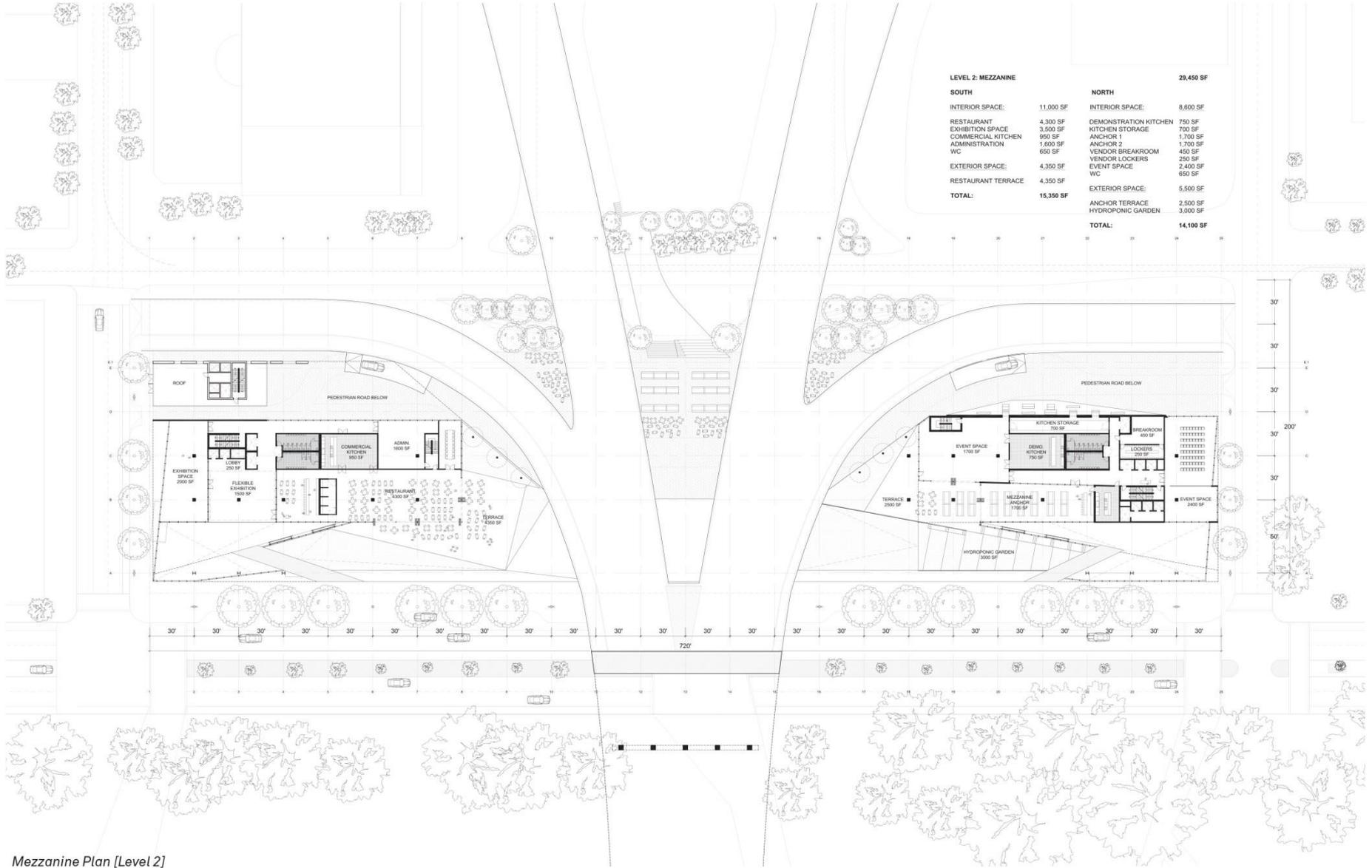
BRIDGE RAMP MODIFICATION

“We are convinced that well designed approaches can enhance our access and enable the Market and others to use the impacted land more effectively.” – Peter Finley Fry, Co-Chair, CEIC

- Preliminary structural review complete
- Regulatory agency outreach ongoing
- Stakeholder meetings with:
 - Central Eastside Industrial Council (CEIC)
 - City of Portland
 - Portland Bureau of Transportation
 - Oregon Department of Transportation
 - Multnomah County

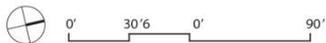


CONCEPT FLOOR PLAN



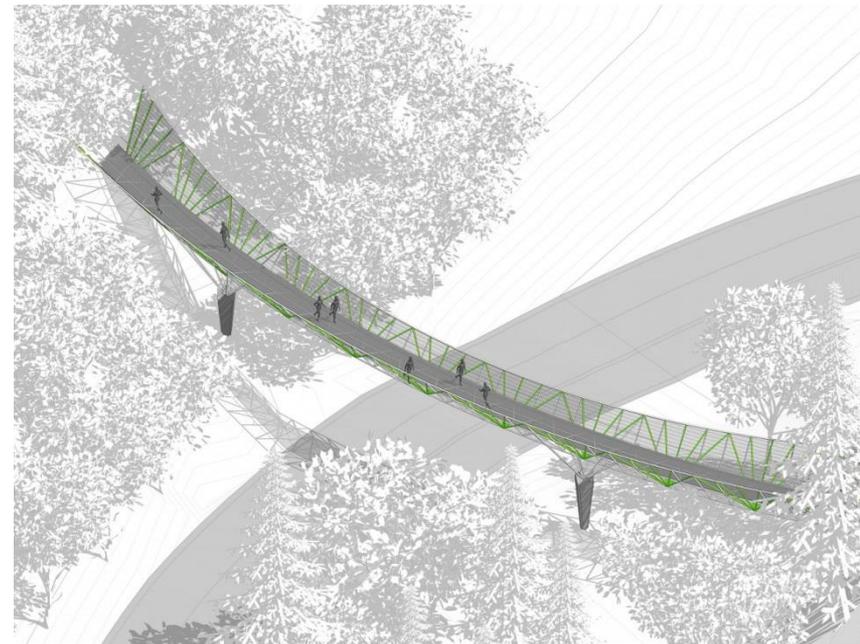
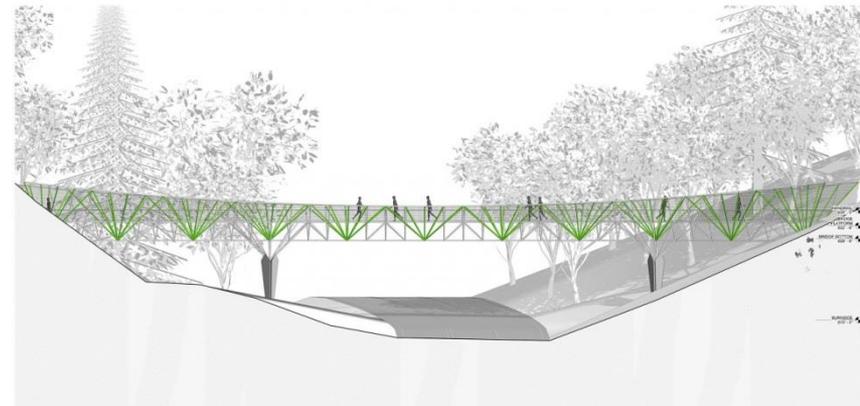
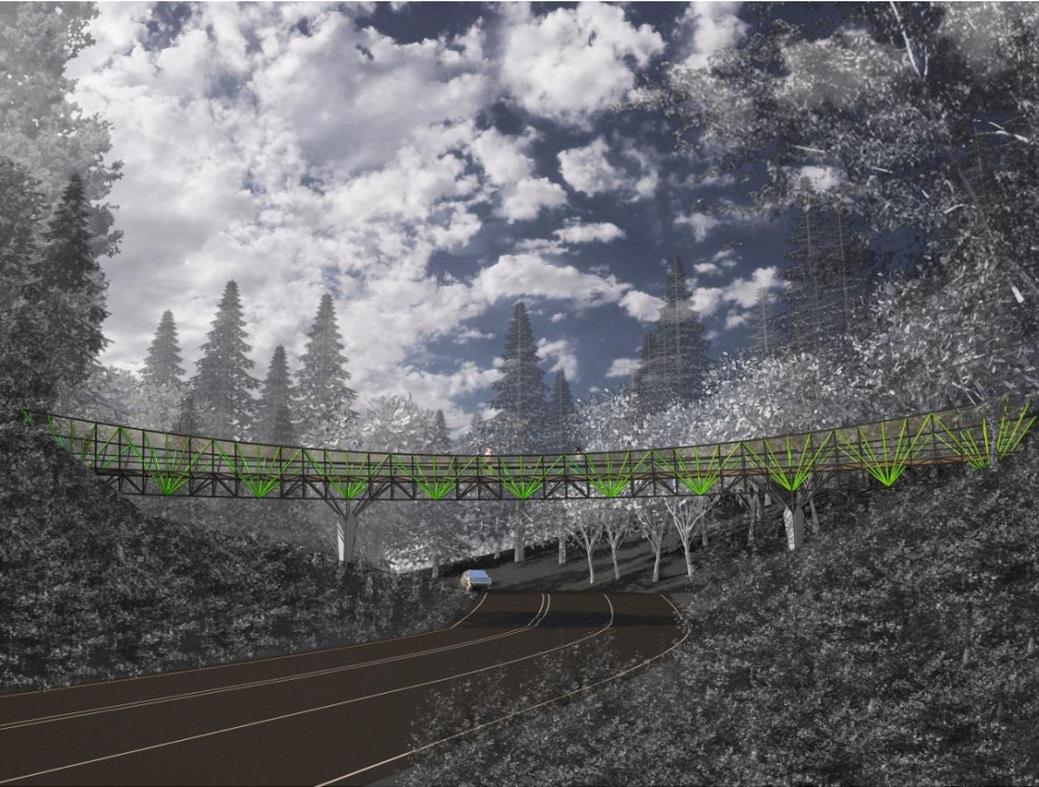
LEVEL 2: MEZZANINE		29,450 SF	
SOUTH		NORTH	
INTERIOR SPACE:	11,000 SF	INTERIOR SPACE:	8,800 SF
RESTAURANT	4,300 SF	DEMONSTRATION KITCHEN	750 SF
EXHIBITION SPACE	3,500 SF	KITCHEN STORAGE	700 SF
COMMERCIAL KITCHEN	900 SF	ANCHOR 1	1,700 SF
ADMINISTRATION	1,600 SF	ANCHOR 2	1,700 SF
WC	650 SF	VENDOR BREAKROOM	450 SF
EXTERIOR SPACE:	4,350 SF	VENDOR LOCKERS	250 SF
RESTAURANT TERRACE	4,350 SF	EVENT SPACE	2,400 SF
TOTAL:	15,350 SF	WC	650 SF
		EXTERIOR SPACE:	5,500 SF
		ANCHOR TERRACE	2,500 SF
		HYDROPONIC GARDEN	3,000 SF
		TOTAL:	14,100 SF

Mezzanine Plan [Level 2]



PEDESTRIAN BRIDGE

Proposed Wildwood Pedestrian Bridge

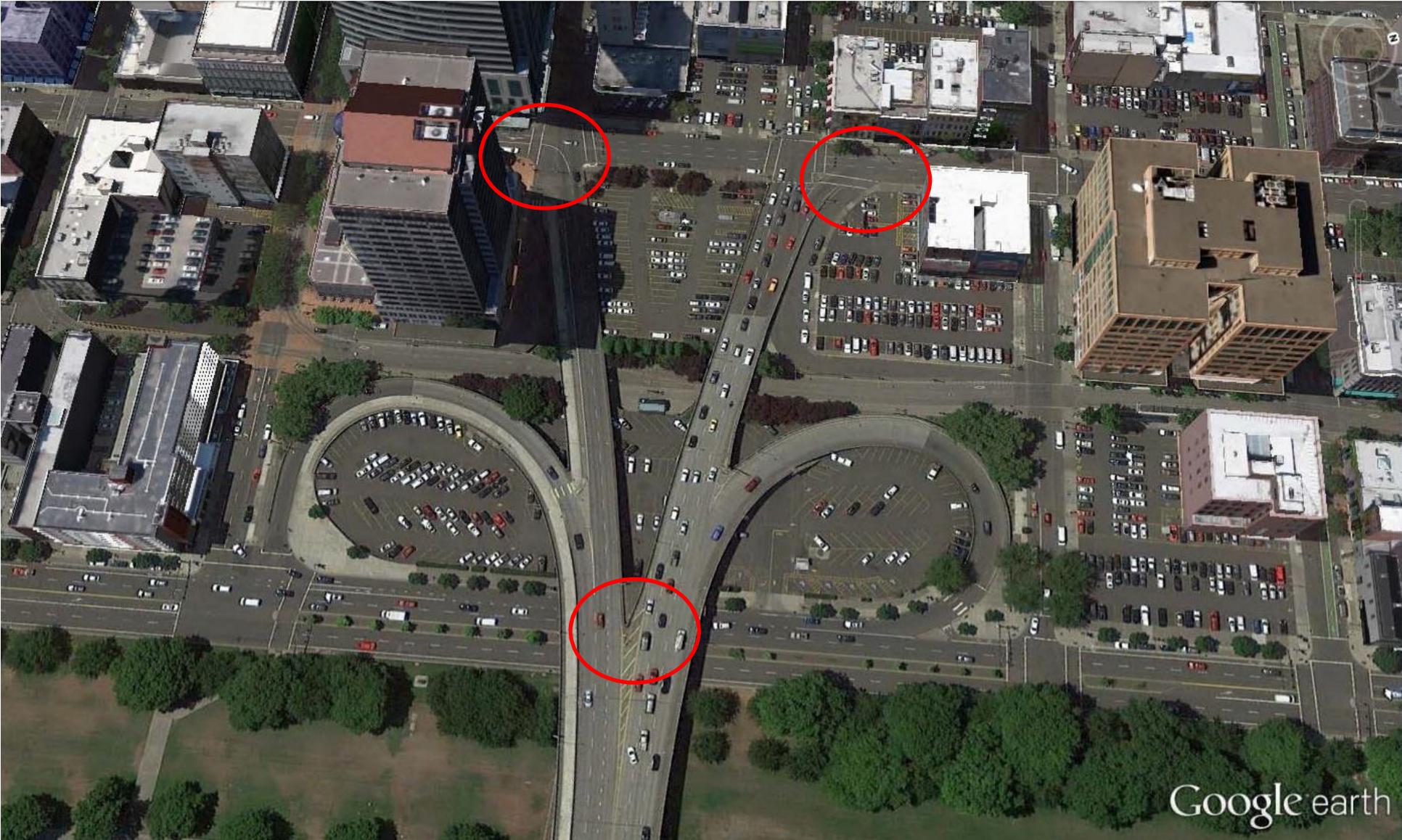


PEDESTRIAN BRIDGE

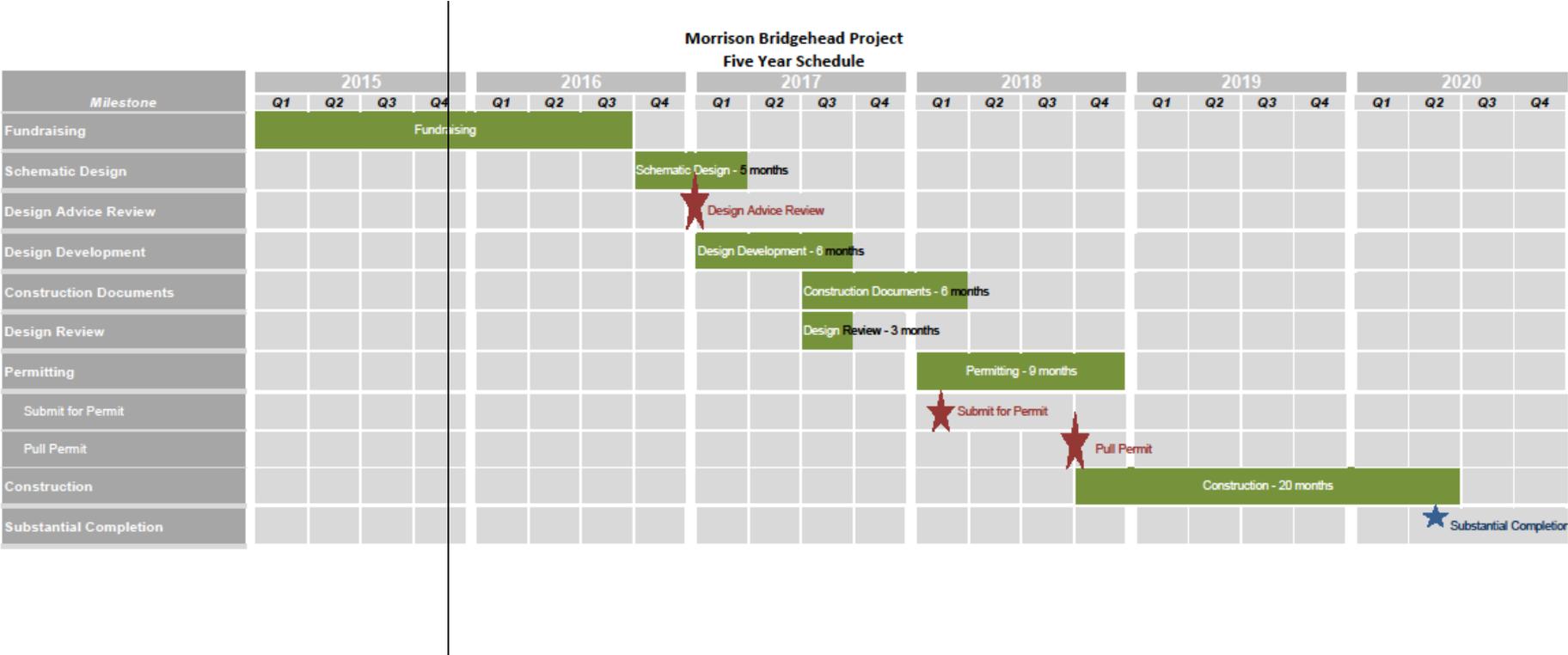
Darlene Hooley Pedestrian Bridge



PEDESTRIAN CROSSINGS



PROJECT SCHEDULE



Thank you

We look forward to welcoming you

*to the Morrison Bridgehead Project
featuring the James Beard Public Market*

