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New Downtown Retail Advocate Brings Corporate Real Estate Experience to Post
Cori Jacobs, formerly of Gap Corporation, to help retain and recruit retailers

Portland, Ore. – This week a new retail expert, Cori Jacobs, takes on the role of Downtown Retail Advocate, which was vacated by Allyson Reed’s move back East. With 15 years of experience in the retail and real estate industries, Ms. Jacobs is well prepared to help guide prospective retailers through the location scouting and leasing process. The Downtown Retail Advocate position is funded through a partnership among the City of Portland, the Portland Development Commission and the Portland Business Alliance.

“Downtown Portland is a vibrant place for retail businesses,” said Portland Mayor Sam Adams of Ms. Jacobs. “Now more than ever, we need increased retail presence downtown, which will give our residents and out-of-town visitors even more reasons to stay and enjoy all downtown has to offer.”

In her latest role, Ms. Jacobs was the Vice President of Real Estate Strategy for The Gap Corp., which included eight brands (Gap, GapKids, babyGap, GapBody, Banana Republic, Old Navy, Outlet and Forth & Towne) with about 2,900 locations in the United States and Canada. She was responsible for working with each brand to develop store growth strategies and market plans, as well as providing oversight and guidance for the end-to-end real estate pipeline process.

“We are very excited to have someone with Cori’s expertise working on behalf of our retail community,” said Sandra McDonough, President and CEO, of the Portland Business Alliance. “Portland’s downtown is fortunate to have her working on behalf of both current and future retailers, helping them find a space that fits their needs and adds to the economic vitality of the central city.”

At Gap Corporation, Ms. Jacobs also implemented a global portfolio process review, which facilitated business negotiations with key developers. Cori spent time working for the Gap and Banana Republic brands overseeing various aspects of their retail real estate processes, as well as in the Real Estate Law Department negotiating leases. Before working for Gap Inc., Ms. Jacobs worked for Limited Brands in Columbus, Ohio specializing in retail leasing issues.

The Downtown Retail Advocate position came out of the 2007 Downtown Retail Strategy Update. The position aims to recruit targeted retailers and restaurants, provide business outreach regarding financial incentives and leasing opportunities and support the retention of current downtown retailers.

“I am excited about rolling up my sleeves and getting to work in the Downtown Retail Advocate position as a way to leverage my expertise and give back to the community I now call home,” said Ms. Jacobs.

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