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NEWS RELEASE
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**Portland Business Alliance, City of Portland and Portland Development Commission
Team Up to Assist Downtown Retailers**
New Retail Advocate Will Work to Enhance the Health of Downtown Retail

Portland, Ore. - This week Allyson Reed signed a contract with the Portland Business Alliance (the Alliance) to become Portland's new Downtown Retail Advocate. The Alliance worked with City Commissioner Sam Adams and Portland Development Commission (PDC) Executive Director Bruce Warner to fund Reed's new position, which will coordinate with the Alliance, The City and PDC to implement a portion of the Downtown Retail Strategy Update completed earlier this year.

Starting this month, Reed will focus on recruiting targeted retailers and restaurants, providing business outreach regarding financial incentives and leasing opportunities, supporting the retention of current downtown retailers, and harnessing the energy of private sector leaders to get behind the "call to action."

"A retail expert of Ms. Reed's caliber will ensure downtown Portland remains the region's preeminent shopping experience – which is crucial to our economic and cultural vitality," said Commissioner Adams.

"Allyson Reed comes to this position with an impressive resume and range of experience in working with retailers," said PDC Executive Director Bruce Warner. "It is a real coup to have someone with her expertise on board and there is no doubt she will be an asset to all our joint efforts downtown," he added.

"Allyson's mission is to facilitate the public/private collaboration in support of a vibrant downtown retail district," said Sandra McDonough, President and CEO of the Alliance. "When bottlenecks occur, she will be the go-to person."

The 2002 Downtown Portland Retail Strategy, adopted by the Portland Business Alliance predecessor organization (Association for Portland Progress) and the Portland Development Commission (PDC), was the result of both private and public sector participation in creating a vision for the future of retail in downtown Portland.

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The 2002 Strategy has helped generate significant achievements for Downtown including the conversion of the former Meier and Frank building into a Macy's department store and luxury hotel, The Nines; the remodeling plans of Nordstrom; increasing retail and parking opportunities by the 10th and Yamhill garage, the Galleria and adjacent blocks; Park Block 5 redevelopment into a park with a subsurface parking garage; the Transit Mall revitalization project; expansion of Abercrombie & Fitch; the inclusion of a new Pedestrian Wayfinding Signage Program; and efforts to retain local independent retailers such as Carl Greve Jewelers in the downtown. These are all major accomplishments for Downtown, and the completion of the Downtown Retail Strategy Update and addition of Ms. Reed will make sure this momentum will continue.

Previously, Reed was the General Manager of Pioneer Place. Her full bio is attached.

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The Portland Business Alliance is Greater Portland's Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland's vibrant, growing downtown is a regional asset.