



From the Office of Representative Shannon Jones Isadore

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Rep. Isadore Testifies on Potential New Beacon of Portland's Identity: James Beard Public Market

Portland, Ore. — This morning, Rep. Shannon Jones Isadore (D-NW & Downtown Portland, Linnton & Cathedral Park) led a coalition of local leaders and business owners in testifying before the House Committee on Economic Development, Small Business, and Trade in support of [HB 3377](#), a bill that would invest \$10 million in economic development lottery bonds for the construction of the James Beard Public Market.

If the funding is approved, the market would serve as a permanent hub for approximately 40 small businesses, creating an estimated 200 jobs, and strengthening connections between Oregon's urban and rural economies— all while working to revitalize downtown Portland.

Portland has long been recognized as one of the top food cities in the world, with visitors spending as much on food as they do on lodging and continue buying Oregon-made products after returning home - according to testimony provided by Travel Oregon during the hearing.

“For decades, leaders, visionaries, and small business owners have worked to make this dream a reality. Now, we stand at the finish line, one step away from realizing a project that has the potential to help breathe life back into Portland's urban core and strengthen Oregon's economy,” **Rep. Isadore** testified.

The James Beard Public Market is envisioned as a permanent showcase for Oregon's farmers, fishers, brewers, and artisans, featuring event spaces, restaurants, and the state's first-ever “Oregon Only” wine shop.

Throughout the hearing, lawmakers from both sides of the aisle voiced their shared desire to see Portland thrive.

“We all know that downtown Portland has struggled, but if I have learned one thing in my career thus far, it is that recovery is possible, and this market is exactly the kind of bold investment we need to bring life back to the heart of our city,” said **Rep. Isadore**, touching on her experience as a behavioral health professional.

With the hearing just days before Valentine’s Day and Oregon’s birthday, committee chair **Rep. Daniel Nguyen** (D-Lake Oswego & SW Portland) reflected:

“I have fond memories of Downtown Portland over the years. There's an opportunity here to really change the narrative - to remind people why they love Portland.”

Supporters emphasize that this investment isn’t just about Portland—it’s about creating a statewide economic engine that will elevate local producers, boost tourism, and foster small business growth across Oregon.

Ways and Means Co-Chairs will need to approve this funding request later in session as they draft the State’s budget.

To watch this morning’s hearing, please click [here](#).

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