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### **Venture Portland Means Business**

*Celebrating 25 years of City-Wide Neighborhood Economic Development,  
Venture Portland Focuses on Growing Business and Connecting Neighborhoods.*

PORTLAND, Ore. – August 12, 2011 – Earlier this week the Alliance of Portland Neighborhood Business Associations (APNBA) changed its name to Venture Portland. The board, comprised of leaders from 30 of the city’s diverse business districts, excitedly agreed the new name and corresponding logo reflect the organization’s focus on growing business and connecting neighborhoods.

“I am proud to serve as Venture Portland’s President during this exciting time,” said Justin Zeulner, Director of Sustainability and Planning for the Rose Quarter/Portland Trail Blazers. “Being part of Venture Portland has shown me the strength of Portland’s neighborhood business districts and provided a unique insight into the importance of strategic neighborhood economic development. Venture Portland will continue our work with a name that encourages both Portlanders and visitors to venture into local business districts and support Portland’s economy.”

As a key partner in the city’s Economic Development Strategy to create 10,000 net new jobs and stimulate neighborhood business success, Venture Portland supports the city’s business districts through grant funding, strategic training, and focused technical assistance – helping business districts showcase their uniqueness through a wide range of activities including street fairs, holiday events, and marketing efforts.

“Venture Portland plays a pivotal role in the health of the city’s neighborhood business districts,” said Portland Mayor Sam Adams. “Their focus on providing useful tools and education to diverse business district leaders is essential to the success of our local economy and the priorities outlined in the city’s Economic Development Strategy.”

The Portland Development Commission’s Neighborhood Economic Development

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Strategy identifies Venture Portland's programs as critical to fostering economic opportunity and neighborhood prosperity throughout Portland. Since November of 2010, Venture Portland provided nearly 1,000 hours of training and personal technical assistance to business leaders throughout the city. Additionally, last year the organization awarded \$80,000 to fund 39 business district projects, leveraging an additional \$150,000 in private investment, with 75 percent of the funding used for start-up efforts.

"When developing the Neighborhood Economic Development Strategy it was clear Venture Portland would play a crucial role in the plan," said Patrick Quinton, Executive Director of the Portland Development Commission. "Their long-standing commitment to Portland's neighborhood business districts will be instrumental to our business community's success."

Looking forward, Venture Portland will draw on the strength of its board, the largest in the organization's history, to continue growing business and connecting neighborhoods. Last year Venture Portland's board members contributed 1,300 volunteer hours on top of the hours spent running their own businesses and business districts.

### **About Venture Portland**

Venture Portland means business. Through grant funds, trainings, and technical assistance the organization invests in the smart, strategic growth of Portland's unique neighborhood business districts. Portland's neighborhood business districts comprise approximately 16,000 businesses and nearly 200,000 jobs. Venture Portland's board leadership comes from 30 diverse business districts city-wide that collectively represent local, regional, national, and international demand for goods and services. Visit [ventureportland.org](http://ventureportland.org) for more information.

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