



VENTUREPORTLAND

Growing Business. Connecting Neighborhoods.

For Immediate Release

Contact: LeAnn Gentry, 503.477.9648

leann@ventureportland.org

Venture Out in Portland, Discover Neighborhood Business Districts, Attend Local Events and Stay Connected with ventureportland.org - Venture Portland's New Website

Portland, Ore. – May 17, 2012 – Venture Portland's new website, ventureportland.org, is now live – providing an unprecedented look at the quintessential Portland experience with a simple click of your mouse. The site's one-of-a-kind interactive map, comprehensive event listings and striking neighborhood business district pages feature a glimpse into the magic Portlanders and visitors will discover by venturing out in neighborhood business districts.

"Venture Portland's new website is truly a virtual portal to our city, offering a realistic sense of Portland and prompting website users to *Venture Out* in Portland's neighborhood business districts to shop, dine and play," said Brian Alfano, Venture Portland's vice president and South Portland Business Association delegate.

The site's custom map gives users a unique and extremely realistic sense of what makes Portland's neighborhood business districts special, encouraging users to: explore business districts throughout the entire city, check out neighborhoods from a street and satellite view and utilize the site's powerful address lookup feature to discover and locate business districts throughout Portland. Users may also link from the map to 32 business district pages to view incredible pictures and read through the site's fun and informative 'Did You Know' section to discover little known facts about many of the 16,000 unique businesses that make up Portland's neighborhood business districts.

"Venture Portland's new website is an incredible asset for the city," said Portland Mayor Sam Adams. "ventureportland.org provides resources for Portlanders, business owners and tourists, strengthening our local economy and ensuring Portland is a healthy, connected place to live, work and play."

-more-

ventureportland.org

503.477.9648 | 503.477.9641 fax

240 N. Broadway, Suite 127 Portland, OR 97227

ventureportland.org's packed events calendar lists more than 1000 exciting business district events and meetings in a variety of formats, allowing users to find events in either a day, week or month view. Users may also filter events by 'tags', providing search results that are both timely and specific. The interactive calendar is especially helpful during peak event seasons, highlighting 'Summer Local' festivities and 'Localize the Season' events in neighborhood business districts throughout Portland.

The website project was spearheaded by the organization's marketing committee, comprised of Venture Portland board members and community stakeholders. Following a competitive interview process, The Program was selected from a list of qualified Portland-based candidates to build Venture Portland's new website. Founded in 2006, The Program exemplifies Portland's entrepreneurial spirit. In six short years The Program has grown from a two person interactive team to a bustling multi-person creative design studio, building meaningful brand experiences for a wide-range of local and national clients.

"I am so excited about the work the marketing committee and The Program did on our new website," said Heather Hoell, Venture Portland's executive director. "ventureportland.org is more than an organizational site, it is a website for the entire city, giving Portlanders an amazing opportunity and unbelievably great tool to see and share the city's unique neighborhood business districts."

The launch of ventureportland.org marks the completion of Venture Portland's 18 month branding process, which saw the organization transition from the Alliance of Portland Neighborhood Business Associations to Venture Portland. Through grant funds, trainings, and technical assistance Venture Portland invests in the growth of Portland's unique neighborhood business districts. The 'Member Center' section of the site extends this support, offering toolkits, case studies and templates to build capacity and market and promote the city's neighborhood business districts.

About Venture Portland

Venture Portland means business. Through grants, 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 27 diverse business districts city-wide that collectively represent local, regional, national, and international demand for goods and services. For more information visit ventureportland.org.

###