



I-205 / PORTLAND MALL
MAX LIGHT RAIL PROJECT

Portland Mall Business Support Program

The Portland Development Commission (PDC), TriMet and Portland State University (PSU) have joined forces to support businesses along the Portland Mall light rail route during construction. The Portland Mall Business Support Program launched in fall 2006 and is helping ground-floor businesses along the light rail construction zones remain viable through the opening of the MAX line when they can reap the benefits of Mall revitalization.

Qualified businesses may draw on the Business Support Program services that best meet their needs:

Technical assistance

The PSU Business Outreach Program provides technical assistance in business plan development, business operations, marketing and other areas during disruption caused by Portland Mall Light Rail construction. Additionally, businesses can learn how to market themselves to capitalize on the increased street traffic associated with MAX on the Mall.

Low-interest loan program

Subject to available funding, the Business Outreach Program administers business loans with one to three percent interest rates and extended repayment terms. The loans are designed to help businesses bridge a disruption in revenues caused by Mall construction and leverage the improved retail market with the opening of the light rail line.

Marketing & retail consulting

The Portland Development Commission (PDC) and TriMet provides additional technical assistance for retailers such as marketing and merchandising.



The Business Support Program was designed for retailers like Cori Stewart of Avalon Flowers at 421 SW 6th Ave. TriMet's Jennifer Koozer will connect Cori with programs that make sense for her business.

Business-oriented workshops

Small businesses can get expert advice and useful tools to help them weather construction and position themselves for success when the light rail services begin on the Mall in 2009. Workshops may offer opportunities to focus on specific retail or development initiatives on the Mall.

TriMet construction promotions

TriMet will create numerous special promotions to generate traffic for Portland Mall businesses, including:

- Construction milestone celebrations and construction tours along the Portland Mall
- Restaurant promotions
- Transit-oriented promotions with interested businesses

The Business Support Program is a partnership of:

