

Business association announces Airbnb promotional partnership

THE COUNTRY STORE

By Erik Vidstrand
The Southwest Portland Post

Multnomah Village Business Association leaders recently announced collaboration between the Airbnb corporate office, southwest Portland Airbnb hosts, and participating MVBA member businesses. Also participating is Choose Local Media who produce the hard copy Multnomah Village maps and a mobile app map.

"This promotional partnership," said MVBA chair Jason Lensch, "is designed to specifically direct Airbnb guests to Multnomah Village to shop at participating businesses throughout the year.

"Participating businesses will offer a promotion of their own choosing for Airbnb guests."

Lensch said that the promotion can be changed whenever and as often as the business would like, similar to the Golden Ticket promotion that happens over the Christmas holiday season.

A list of all participating businesses describing details of their specific promotion will be generated. Airbnb will produce an informational flyer for all Southwest Portland Airbnb hosts. In addition, each host will be encouraged to list this information on their rental website under their

personal recommendations.

There are nearly 50 Airbnb rentals within walking distance of the village.

"Each participating business will be given an Airbnb logo sticker to put in the window of their shop," Lensch said. "This will be helpful for guests to quickly identify businesses who are participating."

Airbnb guests can identify

themselves to the businesses in any number of ways: show an Airbnb itinerary, show a business card from their host, or bring the flyer listing all participating shops.

"This will be a great way to further develop this unique relationship between local hosts and village shop owners and staff," said Randy Bonella, MBVA representative to

Venture Portland. "We're hitting a demographic that doesn't know anything about us."

According to Bonella, there are close to 20 village businesses signed on to participate in the program.

Airbnb will be hosting occasional social mixers in Multnomah Village, supplying food and beverages. The first one was held on July 25 at Riversgate Church.

Choose Local Media will be actively involved in supplying the local hosts with the Multnomah Village maps.

For further information about the promotion, please contact Jason Lensch 503-329-5966 or benji10@comcast.net.

Multnomah Village Apartments

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Local resident and architect Matt Engstrand said he is aware of a few properties within a mile or so of the Village that are not currently zoned for multi-family homes but have been proposed for re-zoning under the City's Comprehensive Plan.

"These properties are far better suited to handle the impacts of large scale multi-family and mixed-use development than the Village is," Engstrand said.

Engstrand explained that an early assistance program basically means the architect and developers have a design concept about which they are seeking advice from the city regarding its feasibility. It is common for architects to seek early feedback to learn how the various departments and bureaus will view the project's impacts.

"Very often the information from this meeting drives significant changes in design or project



"Hurry Back" says the gas station attendant in the mural where a 40-unit apartment building is under consideration by developers.

(Post photo by Erik Vidstrand)

development," Engstrand said.

Early assistance is recommended in situations where applicants have lots of questions, or have a complicated site or issue.

Applications must be submitted with a written project description, several site plans drawn to measurable scales, and nominal fees.

SOUTHWEST CORRIDOR PLAN

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"Some development would take place, but it would mostly center near the stations," said Bihn.

The steering committee is anticipated to narrow down remaining options to a preferred alternative in early 2018. Further outreach, design, and environmental analysis will take place before a final decision is made on what to construct.

Kehe said that Metro will have an information booth during the Multnomah Days street fair on Saturday, Aug. 19, and at the Hillsdale Farmer's Market on Sunday, Aug. 27. The next community advisory committee meeting will be held on Monday, Aug. 7 from 6:15–8:45 p.m. at the Multnomah Arts Center.

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