

GOOD FOR COSTCO • GOOD FOR PORTLAND • GOOD FOR COSTCO • GOOD FOR PORTLAND • GOOD FOR COSTCO • GOOD FOR PORTLAND

**T**o card-carrying Costco lovers, the idea of a convenient new store right near downtown Portland is probably a slam dunk. For thousands, it'd mean no more long drives to our suburban stores. Which would help relieve some of the crowding out there.

But what about non-Costco customers? Would they care one way or the other? Probably not. Until they read the following.

**A NEW COSTCO = LESS TRAFFIC?**

Strange but true. By eliminating the trips that Portland businesses and families must now make to get to outlying Costcos, over 600,000 miles of driving would be saved *each month*. That's a lot of traffic, a lot of air pollution.

So does that mean loads of new congestion in and around the new NW store location? Actually, no. Sure, there would be some increase in traffic but extensive studies done by the nationally respected traffic engineering firm of Kittelson & Associates show it'd only attract about 230 cars an hour into Costco, or just 3.8 per minute. And that's at *peak times*. (Which, as any Costco shopper knows, is in the afternoon or weekends, since we don't even open 'til 10 a.m. So we wouldn't add to the morning weekday traffic crunch.)

The other good news is the ideal location at NW Yeon and Nicolai, smack at the base of an underutilized portion of the I-405 freeway. *Traffic could be easily and safely accommodated*; an opinion that both the Portland Bureau of Traffic Management and Oregon Dept. of Transportation share.

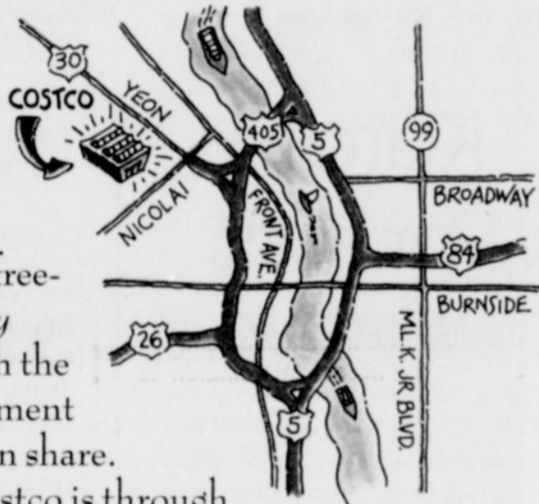
Truth is, ODOT says after Costco is through making \$1 million in improvements on Yeon, it'll actually wind up improving traffic flow *and* safety.

# WHY A DOWNTOWN COSTCO SHOULD MAKE SENSE TO YOU EVEN IF YOU NEVER SHOP AT COSTCO.



would attract other mega retailers. Eventually, they fear, this could force older industrial firms out and turn the area into a commercial zone.

We understand their concern but it's just not justified. For one thing, there are *no more sites* within this central area big enough to handle additional large retailers like us. (We know, we've spent six years looking for others.)



**WHY A PORTLAND COSTCO MAKES SENSE— THE CONDENSED VERSION:**

- Brings 175 good inner-city jobs and new revenues to Portland
- Cost savings for 50,000+ city residents & small businesses
- Eliminates 600,000+ miles of traffic *monthly*
- Traffic impact less than feared (actually makes NW Yeon *safer*)
- No Govt. subsidies (in fact, returns \$1.9 million to community)
- Helps nearly 100 local companies who supply Costco
- Saves/Restores historic U.S. Steel warehouse
- City and State agree road system can safely handle traffic
- Majority of businesses and residents support it
- Only practical site available in city. If not here, where?

**THE CITY COUNCIL WILL DECIDE ON APRIL 19.**

Of the several hundred firms located in this industrial area, only a small number have gone on record as objecting. Clearly, the majority feel the pluses outweigh any negatives. 280 firms (including James River Paper, Lincoln & Allen Bindery and Bingham Construction) have already registered their support. But it's a land use issue so, in the end, the only decision makers who count are the five City Council members. Which is where you come in.

If you agree that a Costco near the core of Portland makes sense, even if you're not currently a Costco member, we'd sure appreciate your help. Let your feelings be known (7,200 already have). Call. Or write a letter. If you're not quite that motivated, at least cut out this note and send or fax it to them.

With well over 50,000 current Costco shoppers in the central Portland area, it's such a waste having them drive out to the suburbs and back. Ironically, the majority of our customers are small businesses and the majority of those are located in or near the central city. Where there's still no Costco to serve them.

Naturally, we expect to prosper from the downtown store too.



That's why we want to locate there. It's good business. But, in the process, it'll also benefit lots of other businesses, vendors and families in and around Portland.

Altogether, it's something we'd hate to see a relatively small number of detractors squash.

**ON THE SUBJECT OF DOLLARS.**

If you're not a Costco shopper, you may figure Costco can't save you any money. You'd be right. But as a Portlander, you might be interested to know that a new Costco warehouse would pump lots of dollars back into the area.

First, with over 175 new well paying, inner-city jobs, hired through Portland's innovative JobNet program. And, because Costco will be renovating the historic U.S. Steel warehouse, we'll earn some \$1.9 million in property tax abatements over the next 15 years. *All of which we intend to give back to the local community.*

There are also some 100 Portland small businesses that sell to Costco. They'll share in the success of expanded sales at the new warehouse.

And, while it's not widely known, Costco and its employees are strong supporters of children and educational programs. Like The Maurice Lucas Sports Invitational, Doernbecher Children's Hospital, Self Enhancement Inc. and Cities in Schools. You needn't shop at Costco to appreciate that.



**SO WHY THIS AD?**

With so much going for a new Costco, how could anybody be against it? Well, if you haven't heard, there are some who worry that a Costco on this site—even though it's at the very edge of the NW "Industrial Sanctuary"—

**DEAR HONORABLE CITY COMMISSIONER:**

Please vote in favor of a new Costco store for Portland's Central City. I enthusiastically support Costco and believe it would benefit the majority of Portland businesses and residents.

What's more, \_\_\_\_\_ (optional additional comments)

Sincerely, \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Want us to mail a response for you? Want more info? Call 1-800-774-2678.

Or complete and mail this one to: Portland City Commissioners, City Hall, 1220 SW 5th, Portland, Oregon 97204. Or fax to Mayor Vera Katz at 823-3588. Or call her at 823-4120. We thank you. Thousands of Portlanders thank you.

**A CENTRAL CITY COSTCO**

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