

For me to continue to effectively run my business I am here to ask that during this project we will be afforded three important items:

1. A complete and clear timeline of the work that will be completed with updated timelines
2. Clear and effective signage that will tell our customers that businesses are open for business during construction
3. The aforementioned \$3,000 customer and communications grant to help us in our marketing efforts for both during and after construction to support our businesses.

Multnomah Village often does not get the same attention and press as many of the other neighborhood districts. For this reason we need to work twice as hard to ensure we stay afloat during construction.

I hope we may have the opportunity to welcome you to Multnomah Village soon.  
Thank you for time.

## Peachtree Gifts Testimony

Good Morning Mayor and Commissioners,

Thank you for the opportunity to speak with you today.

My name is Petie Farkas and I am the owner of Peachtree Gifts, a card and gift shop in the heart of Multnomah Village. I opened my shop on Small Business Saturday 6.5 years ago, and we are located on Capitol Hwy.

Peachtree Gifts is best known for our card selection, our wall of novelty socks, and locally sourced products. While our customers come for unique and humorous gifts - all humor aside we work hard on a daily basis to provide a shop that brings customers coming to the village on a regular basis.

I can proudly say that I currently employ 8 women, and during the holiday season I will employ up to 10. 5 of these women live within two miles of my store and are frequent patrons of the other businesses in the village - a wonderful cycle that occurs when we work and live within a close proximity, and spend our dollars locally.

I am here speaking to you today as I am concerned how the current scheduled projects that will close Capitol Hwy and surrounding roads will affect these 8 women, our business as a whole, and the other businesses in the village.

Projects of this scale can negatively hurt the livelihood of our employees immediately, but it can also have a lasting effect when customers slowly and even without intention find new routines - they come across a new card shop, book or toy store and over time stop spending their dollars in Multnomah Village.

Like many other retail businesses, the success of my store relies heavily on the ability for our customers to visit us during major holidays - Valentine's day, Mother's Day, Father's Day, Easter, Graduation, Halloween, and the Winter Holidays. While these days may mean very little to a construction timeline, they can mean everything to a small business such as my own. We rely on these holidays as they keep our businesses thriving. At Peachtree Gifts for example over 30% of our gross sales are made between Thanksgiving and Christmas. One of the great improvements the City made recently was to institute a Construction Blackout in business districts during the holidays to ensure customers could easily make cash registers ring. Thank you for instituting this important blackout! While it is my understanding the construction will occur over the summertime, I feel it is important to stress that any construction that goes over the scheduled timeline and that begins to encroach on these critical months of our business would be detrimental.

## McClymont, Keelan

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**From:** Petrel Farkas <petrel@peachtreegifts.com>  
**Sent:** Thursday, March 28, 2019 10:28 AM  
**To:** Council Clerk – Testimony  
**Subject:** Communications to City Council

Hello there,

I would like to speak at city council on Wednesday, May 29th. My name is Petrel Farkas and I am with the Multnomah Village Business Association. I would like to speak in regards to the road construction projects in Multnomah Village. I own a small business on Capitol Hwy and would like to address how this work will impact my business and other businesses in Multnomah Village.

My address is 7843 SW Capitol Hwy  
Portland or 97219

My phone number is 503-643-9730

Thank you,  
Petrel Farkas

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Petrel Farkas, Owner


Peachtree Gifts  
7843 SW Capitol Hwy, Portland Oregon  
503.643.9730 | [www.peachtreegifts.com](http://www.peachtreegifts.com)  
[petrel@peachtreegifts.com](mailto:petrel@peachtreegifts.com)

Request of Petrel Farkas to address Council regarding road construction projects in Multnomah Village (Communication)

MAY 29 2019

PLACED ON FILE

Filed MAY 29 2019  
**MARY HULL CABALLERO**  
Auditor of the City of Portland

By   
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Hardesty		
4. Eudaly		
Wheeler		