

NEIGHBORHOOD ECONOMIC DEVELOPMENT STRATEGYIF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

✓ Pat Wagner	12941 NW Newberry Pk 97231	pat @ Clinton-Cent
✓ Jean Baker	Division / Clinton Business Association	
<del>Tam Kowaki</del>	<del>7139 N Macrum (off Johns Ave) Ec</del>	<del>Rosier Community Committee Kowaki @ yahoo.com</del>
✓ Jean DeMaster	Human Solutions	

Mayor Adams and City Commissioners -

Thanks you for the opportunity to testify. My name is Diane Coward, and I am the Board Chair for Alberta Main Street. I am also a property owner and entrepreneur on Alberta.

I am pleased to be here today speaking in support of the NED Strategy.

At the core of the NED Strategy is a call for a community driven approach to economic development.

The Main Street Program is just that - community driven and community led.

As you know from my testimony last week during the budget hearing, I think that the City is making a wise investment in supporting community based groups to be the leaders of local economic development.

We in the community want to partner with the City. We know our community's strengths and weaknesses intimately.

We can work collaboratively with one another: businesses, neighbors, and community institutions

We can develop specific action plans to revitalize our communities, to strengthen existing businesses, and to attract new ones.

We can mobilize volunteer support to leverage the city's investment..and

We can raise funding to match the city's support.

I am very hopeful about the implementation of the NED Strategy. Certainly there will be bumps along the way and we will learn from them, but I support the new direction, the recognition of partnerships, and the citywide focus of this effort.

PDC and the City cannot do this work alone. We need the kinds of partnerships that Main Street and other community led efforts can produce.

Thank you for your consideration.

**Testimony to the Portland City Council  
in support of the  
City of Portland Neighborhood Economic Development Strategy  
5/25/11**

Human Solutions strongly supports the City of Portland Five Year Plan to promote neighborhood vitality and business success: the neighborhood Economic Development Strategy. Because our agency serves homeless and low-income individuals and families in East Portland, we see first hand the effects of high levels of poverty. Our mission is to help families and individuals escape poverty and achieve self sufficiency. To accomplish that mission, there must be economic opportunity for the people who are now unemployed and under-employed in our area. Even if we can ensure that a homeless family or individual is not forced to live outdoors or in an unsafe situation by providing shelter and/or housing, we realize that in the long-run that family or individual must have the means to pay for their housing on their own if they are to be truly independent and self sufficient. And, this is what the homeless and low-income families who we serve tell us that they want: they want to be able to provide for their families themselves. To quote the old saying: they want a "hand up" and not a "hand out."

Human Solutions believes that the Economic Development Strategy is a plan which can lead to both neighborhood revitalization and economic success for the families and individuals in the neighborhoods. We strongly support the objective to build local capacity to achieve economic development outcomes. By building capacity within the community, we achieve long term results as the foundations are laid for new jobs and greater participation by all in the economic prosperity of our community.

We also strongly support the objective of promoting neighborhood business growth----both supporting the development of existing neighborhood businesses as well as developing new neighborhood businesses. The tools which are described in the 5 Year Plan for Economic Development should be made available to local businesses----the result will be more local jobs and better services at the local level.

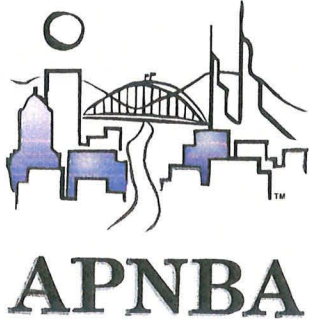
We can clearly see that some neighborhoods in the City of Portland----such as those in outer East Portland----and some groups of people---such as communities of color---have not achieved economic parity with the rest of the neighborhoods and people in our city. We strongly encourage you to make the Economic Development Strategy one of your tools to achieve economic justice for all people in Portland.

--over--

Human Solutions also supports the objective to align and coordinate resources to support Neighborhood Economic Development. We support your efforts to ensure that this Economic Development Strategy is adequately funded so that the goals and objectives in this report can be achieved. This report is well grounded and well thought out. Human Solutions strongly supports your efforts to ensure that it is also well implemented.

May 25, 2011

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## **Executive Committee**

**Justin Zeulner**  
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**Lori Boisen**  
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**Diane Coward**  
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## **Executive Director**

**Heather Hoell**

The Honorable Sam Adams  
City of Portland  
1221 SW Fourth Avenue  
Portland, OR 97204

Dear Mayor Adams and City Commissioners:

On behalf of the Board of Directors of the Alliance of Portland Neighborhood Business Associations (APNBA), I urge you to adopt a neighborhood economic develop (NED) plan that supports the economic objectives of our neighborhood business districts.

For 25 years, APNBA has supported Portland's unique neighborhood business districts, which together comprise approximately 20,000 businesses and 200,000 local jobs and play a vital role in Portland's economic prosperity. Through grants, trainings, and promotion, APNBA builds the capacity of and connections between the city's business districts. In fact, over the last 12 months, APNBA's grants program leveraged an additional \$192,393 in private investment in the city's neighborhood business districts.

APNBA is identified as a partner in the city's Economic Development Strategy and a key driver in the Portland Plan's goal of ensuring access for all Portlanders to a '20-minute neighborhood'. And, as noted in the NED Strategy, APNBA will continue to partner with PDC, playing an important role in implementing neighborhood economic development activities city-wide.

After providing feedback to PDC, APNBA's Board was pleased to see more clearly stated goals, measurable outcomes, and accountability measures and a clearer definition of the value neighborhood business creates in our regional economy in the revised NED Strategy. While much about this plan is still unknown, APNBA applauds PDC's new focus on the importance of neighborhood business districts and economic development.

Portland's business districts, like APNBA, are governed by a passionate group of neighborhood-based volunteers working hard to make their businesses and their communities succeed. These volunteers understand the critical importance of neighborhood economic development – and urge you to fully invest in this exciting new direction.

Sincerely,

**Heather A. Hoell**  
Executive Director

**APNBA (ALLIANCE OF PORTLAND NEIGHBORHOOD BUSINESS ASSOCIATIONS)**

240 N. Broadway, Suite 127 Portland, Oregon 97227

Tel: 503-477-9648 Fax: 503-477-9641

[info@apnba.org](mailto:info@apnba.org)

[www.apnba.org](http://www.apnba.org)



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**Moore-Love, Karla**

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**From:** tony@milagrosboutique.com  
**Sent:** Tuesday, May 24, 2011 11:32 AM  
**To:** sam.adams@ci.portland.or.us; Leonard, Randy; Commissioner Fish; Commissioner Fritz; Commissioner Saltzman  
**Cc:** Newberry, Skip; Deane, Kate; Moore-Love, Karla  
**Subject:** Neighborhood Economic Development Strategy  
May 24, 2011

Honorable Members of the Portland City Council,

I am writing to you today regarding the Neighborhood Economic Development Strategy. Unfortunately, another engagement prevents me from being in chambers tomorrow to voice my support for this plan in person.

As a member of the Small Business Advisory Committee, I have watched this plan evolve since the initial draft was provided for public review in March. I commend the Portland Development Commission and Kate Deane especially for managing the project to this final report. The Neighborhood Economic Development Strategy has enjoyed a significant and positive evolution since the initial draft.

The Neighborhood Economic Development Strategy is a strong and necessary step toward building a durable local economy. It unapologetically daylights many of the challenges that I commonly hear from small business owners - e.g. lack of access to capital, lack of access to technical support, the ineffectiveness of TIF/URA strategies for small business development and long-term job creation and the perverse impacts URA policies have had in some neighborhoods and communities. It also provides a robust strategy to begin addressing these challenges. This includes immediate commitments in the draft budget to support community based organizations that are effectively helping new and existing entrepreneurs; organizations such as Mercy Corps NW, SBDC, and Hacienda.

Fulfilling of goals of the Neighborhood Economic Development Strategy will not happen overnight, it requires a long term commitment. However, every successful journey starts with a map and the courage to take the first step. I respectfully request you adopt the Neighborhood Economic Development Strategy so we can start moving forward together.

All the best,

Tony Fuentes  
6504 NE 22nd Avenue  
Portland, OR 97211  
971-570-6930

5/24/2011

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**Moore-Love, Karla**

**From:** Brian Hoop [brian.g.hoop@gmail.com]  
**Sent:** Monday, May 23, 2011 2:14 AM  
**To:** Moore-Love, Karla  
**Subject:** Ltr of support - Neighborhood Economic Development Strategy - Linnton Neigh Assoc

Dear City Council:

The Linnton Neighborhood Association voted unanimously at its May 4, 2011 general membership meeting with twenty people in attendance to endorse the PDC's Neighborhood Economic Development Strategy emphasizing our support for the following recommendations:

1. Re-establish City support for citywide, small business technical assistance to fill gaps in available services. Contracts with qualified non-profit business development organizations will focus on stabilizing and growing small businesses with modest incomes, businesses located in economically challenged areas, and businesses whose owners may need services provided in languages other than English.
2. Prioritize education of leaders and small businesses located in underserved neighborhoods.
3. Expand financial tools available to URA and non-URA neighborhood businesses.
4. Support Small-Scale Seed Grants – Grants to fund neighborhood economic development projects identified and developed by the community. Grants of up to \$10,000 will focus on community driven, collaborative Neighborhood Economic Development (NED) projects in four to eight neighborhoods per year.
5. Re-establish Storefront Program for Main Streets and other priority areas outside URAs.
6. Ensure that resources are distributed equitably and conduct extra on-the-ground outreach to economically disadvantaged business areas.
7. Establish Neighborhood Opportunity Districts - small scale, debt free urban renewal areas - in up to three commercial corridors to provide resources to neighborhood businesses and related improvements. Target annual increment generation at \$75,000 to \$100,000 per district by Year Three. Tie this program to Action II.A.2 – Partners for Economic Prosperity Initiative – Focus Area Grants.

Please support this initiative when it comes to Council for a vote. This strategy offers a wide range of new economic development resources for smaller scale business districts like Linnton's.

Sincerely,

Brian Hoop  
Chair, Linnton Neighborhood Association  
503-475-6056, [brian.g.hoop@gmail.com](mailto:brian.g.hoop@gmail.com)



May 18, 2011

Dear Mayor Adams and City Commissioners,

We are writing as members of the Project Advisory Committee (PAC) for the Neighborhood Economic Development (NED) Strategy. The PAC was formed in May 2010 by the Portland Development Commission (PDC) to provide advice, guidance and input as the Strategy was conceived and developed. Over the past year we have been actively involved with PDC in guiding the background research, discussing the best practice experience of other cities, and helping to develop the approach and action items articulated in the Strategy. As members of the PAC, we are supportive of the NED Strategy and urge you to adopt this important framework document.

The NED Strategy is supported by the PAC because it:

- Acknowledges that neighborhoods are important contributors to the regional economy;
- Recognizes the need to have equitable economic development;
- Identifies weaknesses in Portland's current work within neighborhoods and communities of color;
- Makes a commitment to a community-driven approach and the development of new partnerships;
- Proposes meaningful recommendations to: build local capacity to achieve economic development outcomes, drive neighborhood business growth, and align and coordinate resources to support neighborhood economic development;
- Articulates a new model of community involvement and engagement for PDC and the City; and
- Includes goals and performance measures to evaluate the Strategy's implementation.

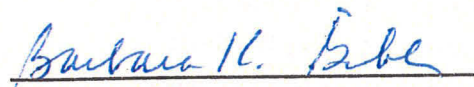
As PAC members we strongly support this NED Strategy. We welcome the refocusing of PDC's work within neighborhoods and we hope to play a role in helping with this transition. Many of us are interested in participating in the NED Leadership Group and at a minimum will want to follow the decision making of this important body.


Finally, we would also like to take this opportunity to emphasize the importance of the City Action Team articulated as action III.C.1. It is vital to this agenda that City bureaus such as: Housing, Transportation, Parks, Development Services, Planning and Neighborhood Involvement join forces with PDC to apply coordinated and focused efforts to address

neighborhood economic development goals. This effort is long overdue and will require Commissioner and Bureau Director-level attention and support to see fully realized.


Thank you for your consideration of our support letter and we urge you to adopt the Strategy.

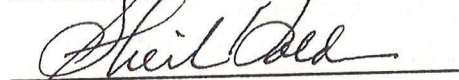
Sincerely,

  
Barbara Gibbs  
Meyer Memorial Trust


  
Erika Silver  
Human Solutions, Inc.


  
Jeff MacDonald  
Immigrant and Refugee Community Organization

  
Paige Coleman  
NE Coalition of Neighborhoods

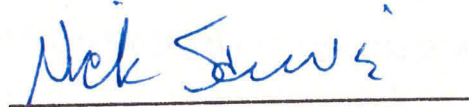
  
Sheila Holden  
Interstate Corridor Urban Renewal Advisory  
Committee

  
Teri Karren-Keith  
Albina Community Bank

  
Steve Rudman  
Housing Authority of Portland

  
Cora Potter  
Lents Town Center Urban Renewal Advisory  
Committee

  
Jonath Colon  
Hispanic Metropolitan Chamber of Commerce

  
Nick Sauvie  
Rose Community Development Corporation

  
Rey Espana  
Native American Youth and Family Center

  
Sheila Martin  
Portland State University