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Ventureportland

OLD TOWN CHINATOWN SET OF STEWAY SET OF SET

HAWTHORNE DIVISION/CLINTON N. PORTLAND GREATER BROOKLYN

Growing Business. Connecting Neighborhoods.

NW INDUSTRIAL SE PORTLAND INTERNATIONAL HOLLYWOOD PER SESTION ALBERTA SEPTIONAL ALBERTA SEPTIONAL ALBERTA SEPTIONAL SEPTIONAL

Matthew Micetic,

Acting President, Venture Portland





The City of PORTLAND has

50 neighborhood business districts.

Together these districts contain 19,200 BUSINESSES and provide 267,000 JOBS.



42nd Avenue



82nd Avenue







Alberta





Beaumont



























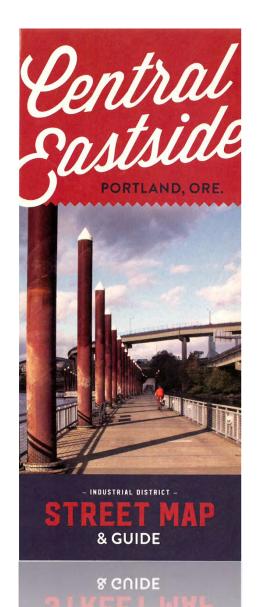
Belmont Area







Central Eastside





Columbia Corridor







Cully Blvd





Division/Clinton















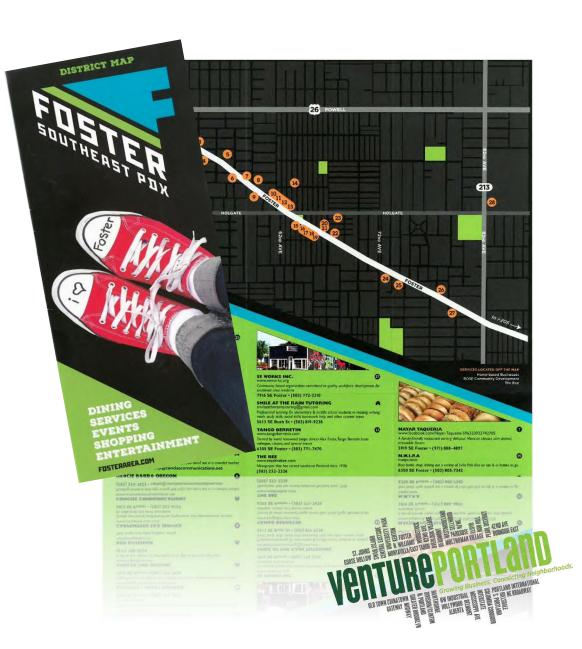


Eb & Bean * Hawthorne Acupuncture



Foster Area





Gateway Area



Greater Brooklyn







Hawthorne Blvd





Hillsdale





Historic Mississippi Ave







Hollywood





Jade District





Kenton





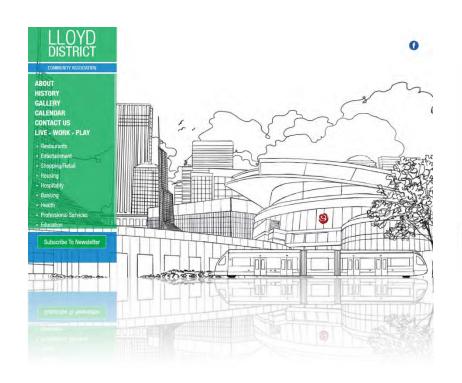
Lents







Lloyd District







Midway





How it works:

Visit Participating Businesses

Make a purchase to help Midway grow Get a seed packet to help your garden grow Collect stamps from businesses as you explore Midway Win Prizes

Turn in your completed Passport by 5/31 to a participating business to be eligible for a gift card of your choice!

Explore Midway. Get Rewards.

midwaybusiness.org/b2b

Explore Midway. Get Rewards. midwaybusiness.org/b2b

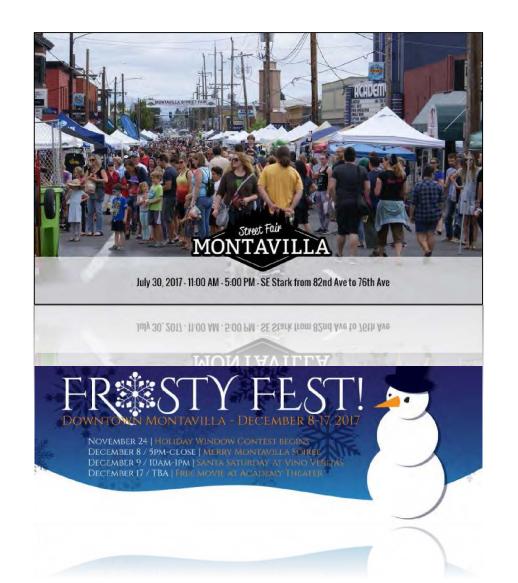
Turn in your completed Passport by 5/31 to a participating business to be eligible for a gift card of your choice!

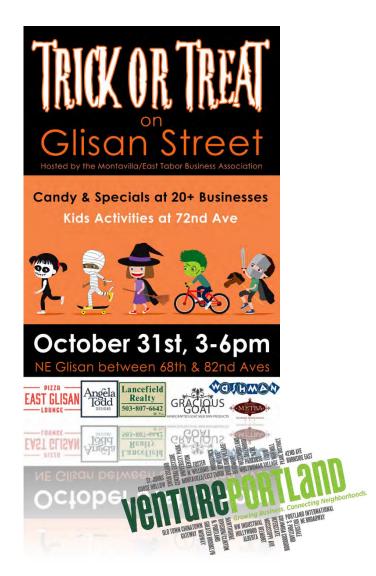
Make a purchase to help Midwey grow Get a seed packet to help your garden grow Collect stamps from businesses as you explore Midway





Montavilla/East Tabor





Multnomah Village







Nob Hill



23Hoyt Bellini's Skin + Parfumerie Blush Beauty Bar **Bull Run Distilling** Child's Play Coffee Time (NW 21st)

Coffee Time (NW 21st) Child's Play Bull Run Distilling Blush Beauty Bar Bellini's Skin + Parfumerie 23Hoyt

Dragonfly Coffeehouse Fullerton Wines Function Hand and Stone Hip Hound Make the Childrens Shop

Make the Childrens Shop Hip Hound Hand and Slone Function Fullerion Wines

Dragonlly Coffeehouse

Moments byNorri DIANA **Root Whole Body** Santa Fe Silver Cloud Inn William Temple House

William temple house 2HAGE Clong IUU Santa Fe Roof Whole Body **PIANA** Moments byNoni





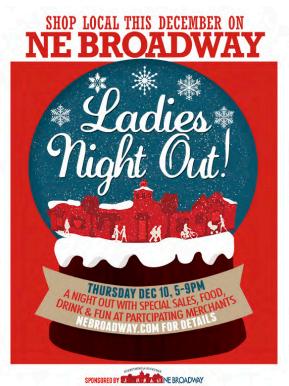






NE Broadway

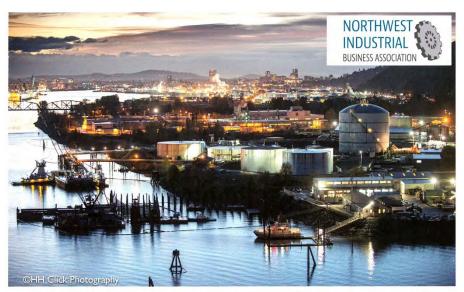






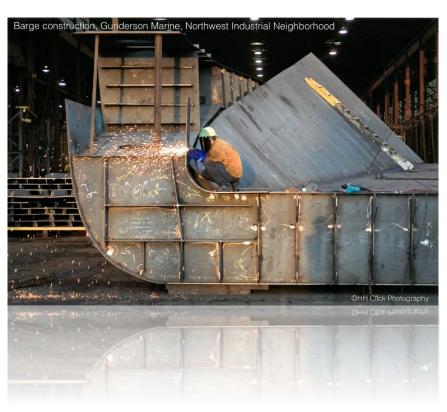


Northwest Industrial



Light the way for NIBA's future! Fight the way for NIBA's future!







Old Town/Chinatown







Parkrose







EXCLUSIVE PARKROSE BUSINESS COUPONS FOR ADULTS CANDY - GAMES - SPOOKY MUSIC COSTUME CONTEST @ 5PM!

PARKROSETRUNKORTREAT@GMAIL.COM

WWW.PARKROSEBUSINESS.ORG





Pearl District







Rosewood





Sellwood





Soul District







South Portland







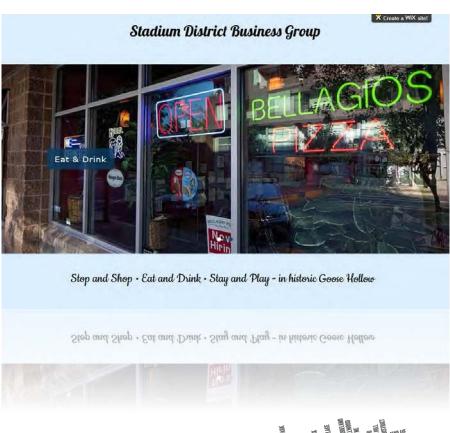
St. Johns





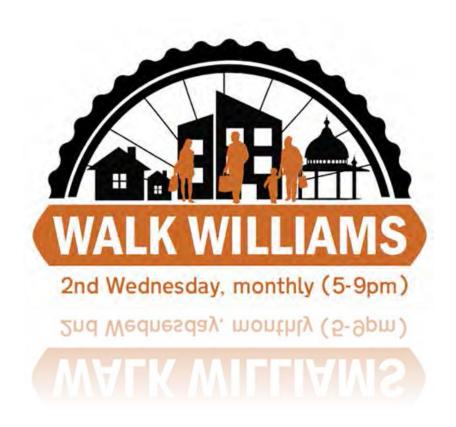
Stadium District





Williams District





Woodstock







INVESTING IN STRATEGIC GROWTH OF NEIGHBORHOOD BUSINESS DISTRICTS



EXPANDED Access to Training

559 business district LEADERS from 47 districts attended 44 CAPACITY BUILDING TRAININGS and EVENTS.



2017

Venture Portland addressed **644**district-specific REQUESTS
from business districts city wide
(**25%** Increase over 2016)



2017

3,294 hours of TRAINING and TECHNICAL ASSISTANCE to business district leaders.



EXPANDED Access to Grants

AWARDED \$101,767 to fund 42
Projects in Districts LEVERAGING
\$386,114 a nearly 4-to-1
match.



Beaumont

EXPANDED Dash to Doughnuts Event

- Launched with Portland's World Indoor Track and Field Championships (2016)
- Partnered with District destination businesses Pip's Doughnuts and Foot Traffic
- Generated 214 runners and \$11,000+
- Catalytic Grant drove new district activities: FrightFest, Holiday Fest, 145% membership increase

WILLIAMS DISTRICT

Honoring History, Embracing Change

- Launched Walk Williams monthly event featuring Black Williams Project landmarks on shopping passport
- Took new district photos to accurately reflect diversity on map, website







NW INDUSTRIAL

- Worked with ONI to transition to Business District Association
- Identified new leaders
- Generated new membership





Get involved with NINA—Northwest Industrial Neighborhood Association. NINA represents all NW businesses, large or small, located between the Fremont Bridge and the St. Johns Bridge, from St. Helens Road to the Willamette River. Our monthly meetings are your chance to be informed, raise issues, ask questions and get answers. It's your neighborhood—get involved with NINA.

reasons to get involved

- Meet neighbors—be surprised by businesses you never knew about, make new contacts and network with entrepreneurs and companies large and small
- Take charge—be a proactive partner in developing your community....instead of just an observer
- Speak up—access local policy- and decision-makers from Metro and other agencies
- Be prepared—discover emergency preparedness procedures for your business/employees/family

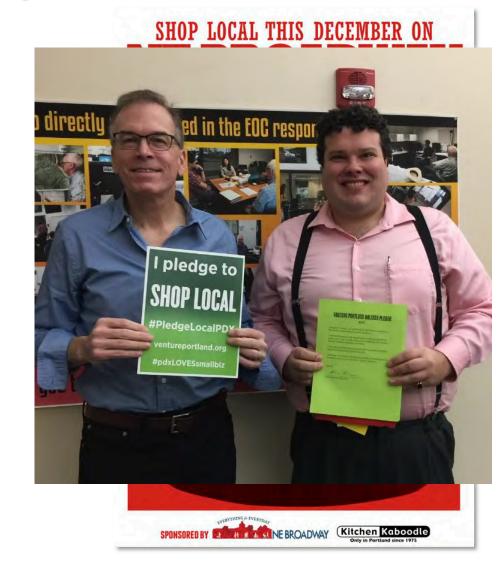
Making Cash registers ring

District Promotions (including Little Boxes – City Wide)

- 50 Retail Promotions in 21 days
- Incentivized 15,000
 holiday STORE
 VISITS on Black
 Friday/Small Business
 Saturday

Golden Ticket (Hillsdale/ Multnomah Village)

Generated \$1.5
 million in
 neighborhood holiday
 retail SALES



Helped City Council and Bureaus CONNECT with neighborhood businesses

- Worked with PBOT to ensure 100% STREET FAIRS permitted and ENDORSED LIVABLE STREETS Strategy
- Helped BES and PBOT mitigate IMPACT on business districts



Helped City Council and Bureaus CONNECT with neighborhood businesses



- Ensured business districts get same land-use and Bureau NOTIFICATIONS as residential neighborhood associations
- Helped BPS on interactive city wide business and demographic DATABASE

Helped City Council and Bureaus CONNECT

with neighborhood businesses

 Worked with PIOs to improve SEVERE WEATHER communications

 Maintained 'Age Friendly Business' and 'Sustainability at Work' certifications

 Supported Neighborhood Economic Development including NPIs and Main Streets



Achieved: All-user Restroom Challenge Goal











2017

Venture Portland Board Members contributed 1,386 HOURS equal to .69 FTE or 27 hours/week.



CREATIVITY WEATHERS CRISIS







Co-authored by:

82nd Avenue of Roses Business Association
Brentwood-Darlington Neighborhood Association
Foster Area Business Association
Foster-Powel Neighborhood Association

Mt. Scott-Arleta Neighborhod Association

THESE ARE OUR VALUES:

Due to recent events, your local business and neighborhood associations feel it is important to state that:

We value DIVERSITY and TOLERANCE

Our community is made of ALL KINDS of people. We have different beliefs and different family structures. We come from all over the world, but we all call Southeast Portland our home.

We all deserve a SAFE place to live and work.

We STAND TOGETHER against harassment and discrimination.





INVESTING IN INNOVATIVE SOLUTIONS TO GROW BUSINESS and connect Neighborhoods



Catalytic investment initiative

Catalytic effort addresses disparity, gentrification and displacement among targeted East and North Portland business districts.

Goals/Results

- 10-20% Increase in Members
 - 56% NEW members across all districts
- 10-20% Increase in Volunteers
 - 35% INCREASE (17% people of color)
- 10-20% Increase in Revenue
 - 12% INCREASE (generated \$179,000)



CATALYTIC INVESTMENT INITIATIVE

Results:

- 25 NEW or EXPANDED Revenue-Generating EVENTS drew 18,000+ attendees
- 56 Positive Earned MEDIA STORIES (including features on KGW and KATU)
- 8 EXPANDED Websites
- \$100+ Million Public Infrastructure Investment

Innovative Program Design

Professional Staffing

Business District Organizer (12 hours/week)

Catalytic Grant Funds

Reduced Match Enables District Creativity

District-specific Technical Assistance



82nd Avenue of Roses

- NEW Strategy focused on primary business mix (food & auto)
- EXPANDED 'Around the World in 82 Dishes' Event with multi-lingual dining guide with 42 participating businesses
- NEW 'Presidents Day Deals' Coupon Book mailed to 945 homes



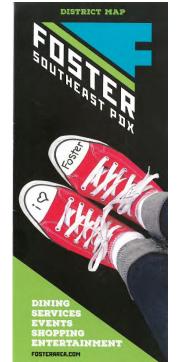
AROUND THE WORLD IN 32 DISHES

A Food Tour of 82md Avenue 第82次節節 美食之旅 Milit tour du ligh thực phẩm của 82 Avenue Un gira de comida de la avenida 82 А продовольственная тур по 82-Авенто



FOSTER AREa

- EXPANDED Giving Tuesday Tree Lighting drew 250 attendees & collected 253 lbs of food
- EXPANDED Tasting Tour generated \$3,700 in business sales (106% increase)
- EXPANDED Map promotes Foster businesses







Gateway Area

- EXPANDED 'Gateway Celebrates Small' Passport mailed to 1,300 homes & generated 182 purchases (15% redemption rate)
- EXPANDED 'Takin' Care of Business' clean-up removed 800 lbs of trash (85% increase)
- EXPANDED website business pages & increased site visits 67%







Kenton

- NEW 'Tall Paul' Celebration raised \$80,000 to fix iconic statue
- EXPANDED Trick or Treat on Denver Street drew 1,000 attendees (33% increase)
- REVITALIZED Tree Lighting/Wooden Nickel generated \$2,100+ in retail sales



MIDWay

- NEW 'Business to Buttes' event and passport linked businesses, residents and outdoor recreation destination
- NEW 'Midway Money Book' with business coupons/district map
- NEW Website (22% businesses first time online presence)





Parkrose

- EXPANDED 'Trunk or Treat' drew 2,000 attendees (82% increase)
- REVITALIZED Member Lunch and increased attendance 31%
- NEW District Survey crime and livability top business concerns



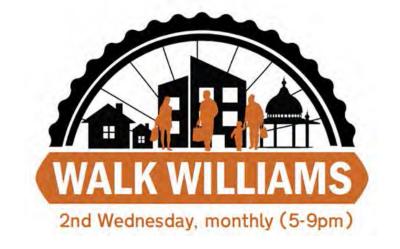


WILLIAMS DISTRICT

- NEW 'Williams Giving' campaign raised \$2,700 for district charities and students in need
- NEW 'Walk Williams' monthly event 'Honored History, Embraced Change'
- EXPANDED Map highlights 'Historic Black Williams Project' landmarks and 23% increase in district businesses







MONTAVILLA/East Tabor

- GRADUATED following 30 months of record-setting growth
 - 138% membership increase
 - 376% revenue increase
 - 150% volunteer increase
 - 133% event increase
 - Hired first-time Executive Director
- NEW 'First Friday' with 26 participating businesses (160% increase)
- EXPANDED Street Fair largest single event in East Portland (13,000 attendees; 140 vendors; \$17,000 sponsors)





America is a dynamic country, and its most oftvisited cities are always different every time you stop by. It can be hard to keep your finger on the pulse of a city, especially when whole neighborhoods go and reinvent themselves while you aren't looking.





BUT WaIT THERE'S MORE!

- EXPANDED innovative Catalytic Investment Initiative model to districts city wide
- NEW Staffing Kickstarter Grants help districts hire firsttime staffer

 EXPANDED Consulting Program provides low cost services to strengthen membership, district identity and



NE BROADWay

- NEW hired first-time staff
- INCREASED membership 65%
- NEW District Census uncovered 33% increase in businesses and business sector breakdown
- NEW Health and Wellness Spring Fling (April 2018)
- NEW Coffee and Connections monthly member meeting
- EXPANDED Summer Super Sale and Ladies Night Out generated 55% / 280% sales increase for participants





NOB HILL

- NEW hired first-time staff to help District post-explosion
- INCREASED membership 223%
- NEW 'National Night Out' and Halloween events generated 160% revenue increase
- EXPANDED 'Discover Holiday Magic' promoted district shopping with street entertainment

NobHill Business Association



2018: EXPANDED INVESTMENT

First-time Staffing 2018

- Beaumont
- Division/Clinton
- Lloyd District
- Sellwood Moreland









IT'S WORKING

Our continued PARTNERSHIP and RECOGNITION of the VALUE of Venture Portland and neighborhood business districts DRIVES Portland's ECONOMY.



2018-2019 INVESTMENT

Continue Venture Portland Funding

Stabilize Catalytic Investment Initiative for East and North Portland Business Districts

- 8 Business Districts in East/North Portland
- 6,156 Businesses (33% neighborhood businesses in Portland)
- **4.5** Business District Organizers

City Investment: \$536,528

Venture Portland Leverage: \$1,400,000 –

almost 3-to-1 match

VENTURE PORTLAND MEANS BUSINESS

The business of Portland is about more than business. It's about people, neighborhoods and culture. It's about finding the right space. Raising capital. Creating jobs. And being flexible. It's about passion. And dedication. And starting something because you believe your idea is THE IDEA.

It's about a vision for our city. One that business owners, residents and government officials share. A vision that celebrates the individualism and distinct flavor that makes Portland Portland. The knowledge that our diverse neighborhoods and unique views make up the very fabric that binds our city together.

The business of Portland is about a lot more than just business. It's about growing business and connecting neighborhoods to make more out of the neighborhood business districts we call home.



ventureportland.org







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Agenda No. **REPORT**Title

Venture Portland Annual Report to Council (Report)

INTRODUCED BY Commissioner/Auditor: Fish	CLERK USE: DATE FILED JAN 23 2018
Mayor—Finance & Administration - Wheeler Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Eudaly BUREAU APPROVAL Bureau: Commissioner Fish Bureau Head: Prepared by: Jamie Dunphy Date Prepared: 1/15/2018 Impact Statement Completed Amends Budget City Auditor Office Approval: required for Code Ordinances City Attorney Approval: required for contract, code. easement, franchise, charter, Comp Plan Council Meeting Date 01/31/2017	Mary Hull Caballero Auditor of the City of Portland By: Deputy ACTION TAKEN: JAN 3 1 2018 ACCEPTED

AGENDA		
TIME CERTAIN Start time: 10:00		
Total amount of time needed: 30 (for presentation, testimony and discussion)		
CONSENT		
REGULAR		

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz		
2. Fish	2. Fish	\	
3. Saltzman	3. Saltzman	/	
4. Eudaly	4. Eudaly	V	
Wheeler	Wheeler	/	