

PORTLAND'S
Small Business
Program for
Utility
Relief

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ENVIRONMENTAL SERVICES
CITY OF PORTLAND
working for clean rivers



Building an Equitable Economy

Utilities supporting the community

- Pandemic protections – all customers
- Financial assistance – residential customers
 - Bill Discounts
 - Crisis Vouchers
 - Utility Safety Net
 - Water Leak Repair
 - Multifamily rental assistance through Home Forward
- New Support for Small Businesses

Proposed ordinance



Establishes the Small Business Program for Utility Relief (SPUR) demonstrating the City's commitment to supporting small businesses and prioritizing the BIPOC community.



Authorizes PWB and BES to commit one million dollars for SPUR bill credits.



Establishes the partnership with Prosper Portland and authorizes the PWB Director to enter into an IGA with Prosper program with up to \$100,000 for program administration.

Equity at the Forefront

The City of Portland is committed to centering racial equity in its collective responses to the pandemic.

Recognizing that women, Black, Indigenous and all People of Color, individuals with disabilities, and individuals experiencing poverty are often disproportionately affected by economic crisis, the City of Portland is dedicating resources and creating support systems to ensure the current crisis does not exacerbate existing inequities.

Prosper Portland Process

Small Business Relief Fund



Program Guidelines + Application Development

Program Guidelines

Prosper Portland equity lens, small business technical experience, input from small business community

Council for Economic and Racial Equity (CERE) members and local small businesses (based on inquiry)

City Council

Prosper Portland Board of Commissioners

Prosper Portland staff using City Council approved equity & vulnerability priorities and eligibility criteria

Translated into Spanish, Vietnamese, Russian, and Simplified Chinese



Marketing & Outreach

Media, Email, Social Media, Phone Calls, Mailer, Small Business Hotline

Prosper Portland partner and project lists

Equity partners (including but not limited to) Inclusive Business Resource Network, Minority Chambers of Commerce, Worksystems, Inc., Oregon Association of Minority Entrepreneurs, Soul District Business Association



Selection Process + Award Disbursement

Grant Review Committee

3 CERE members, staff from Commissioners Hardesty, Eudaly, and Mayor Wheeler and Prosper Portland Staff

Loan Review Committee

3 CERE members and Prosper Portland staff

Applied similar methodology as grant review

Community Development Financial Institutions

Micro Enterprise Services of Oregon, Mercy Corps NW, and Craft 3

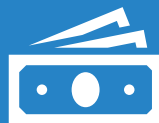
8,777
applications received

280 grants awarded*

90%
Person of Color

61%
women

*includes APANO
block grants



\$2,500

133



\$5,000

94



\$10,000

53

SPUR guiding principles

1.

Three guiding principles inform SPUR's development:

1. Prioritize support to the most vulnerable, applying a racial equity lens;
2. Act quickly. Leverage existing networks and assets; and
3. Make a difference through action, partnership and advocacy.

New Program for Small Business - SPUR

\$1M

Support available in bill credits

\$1 - \$10K

Range for credit amount per business

250+

Number of businesses supported

Program equity & vulnerability priorities

- Small businesses owned by Black, Indigenous, and all People of Color and/or women
- Businesses that are currently open and identified in Governor Kate Brown's Phase 1 Re-Opening Plan.
- Childcare businesses (for profit and non-profit entities)

SPUR eligibility requirements

- Business must have lost revenue due to the impacts of the pandemic.
- Business must have \$2 million or less in annual gross revenue
- Business must have 50 or fewer employees
- Business must receive sewer, stormwater, and/or water service from the City of Portland
- Business must have been in operation and in compliance with the State of Oregon registration requirements on or prior to July 1, 2019.

Application, selection & disbursement

Businesses submit
applications online



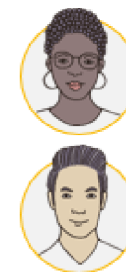

Qualified
applications are
prioritized using
vetted criteria



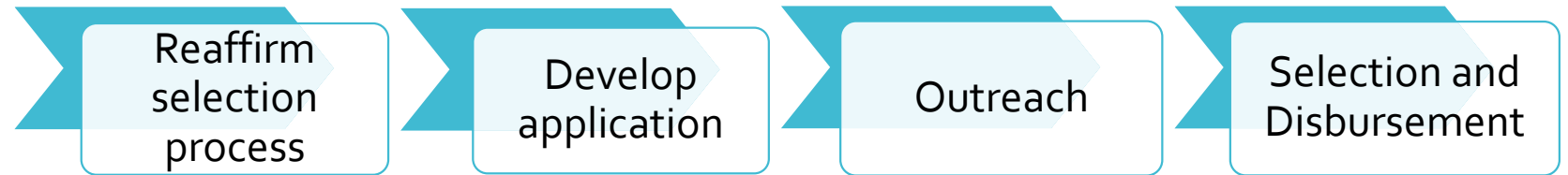

Prosper Portland
sends approved
applicants to PWB to
put credits on
accounts.



Businesses
utilize
support



Next Steps



Request Council approval



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Questions?

