



Proposed FY 2022-23 Budget

May 12, 2022 City Council Budget Presentation

Gustavo Cruz, Chair

Kimberly Branam, Executive Director

Shea Flaherty-Betin, Economic Development Director

Lisa Abuaf, Development & Investment Director

FY 2022-23 Budget Summary



Resources

\$352M Total

(net of interfund transfers and tax increment reserved for Housing Set Aside)

- 81%** Tax Increment
- 8%** Property Income & Revolving Loan
- 5%** General Fund & Cannabis
- 5%** Federal Grants (CDBG/ARPA)
- 1%** Enterprise Zone Community Fund and other resources



Expenditures

\$157M Total

(net of Housing Set Aside)

- 23%** Economic Development
- 63%** Property Redevelopment
- 5%** Infrastructure
- 9%** Administration



Staff

93 Total FTE/LTE

- 32** Development & Investment
- 25** Economic Development
- 10** Equity, Policy & Comms

Community Budget Committee

Arlene Kimura

Hazelwood Neighborhood Association

Ashley Henry

Business for Better Portland

Bryson Davis

Williams & Russell Project CDC

Corky Collier

Columbia Corridor Association

Duncan Hwang

Asian Pacific American Network of Oregon

Mitchell Menashe

Old Town Community Association

Michael Harper

N/NE Action Plan Leadership
Committee

James Paulson

Worksystems Inc

Kari Naone

TiE Oregon

Clare Briglio

Central Eastside Industrial Council

Michael Harrison

Oregon Health Science University

Johanna Brickman

VertueLab

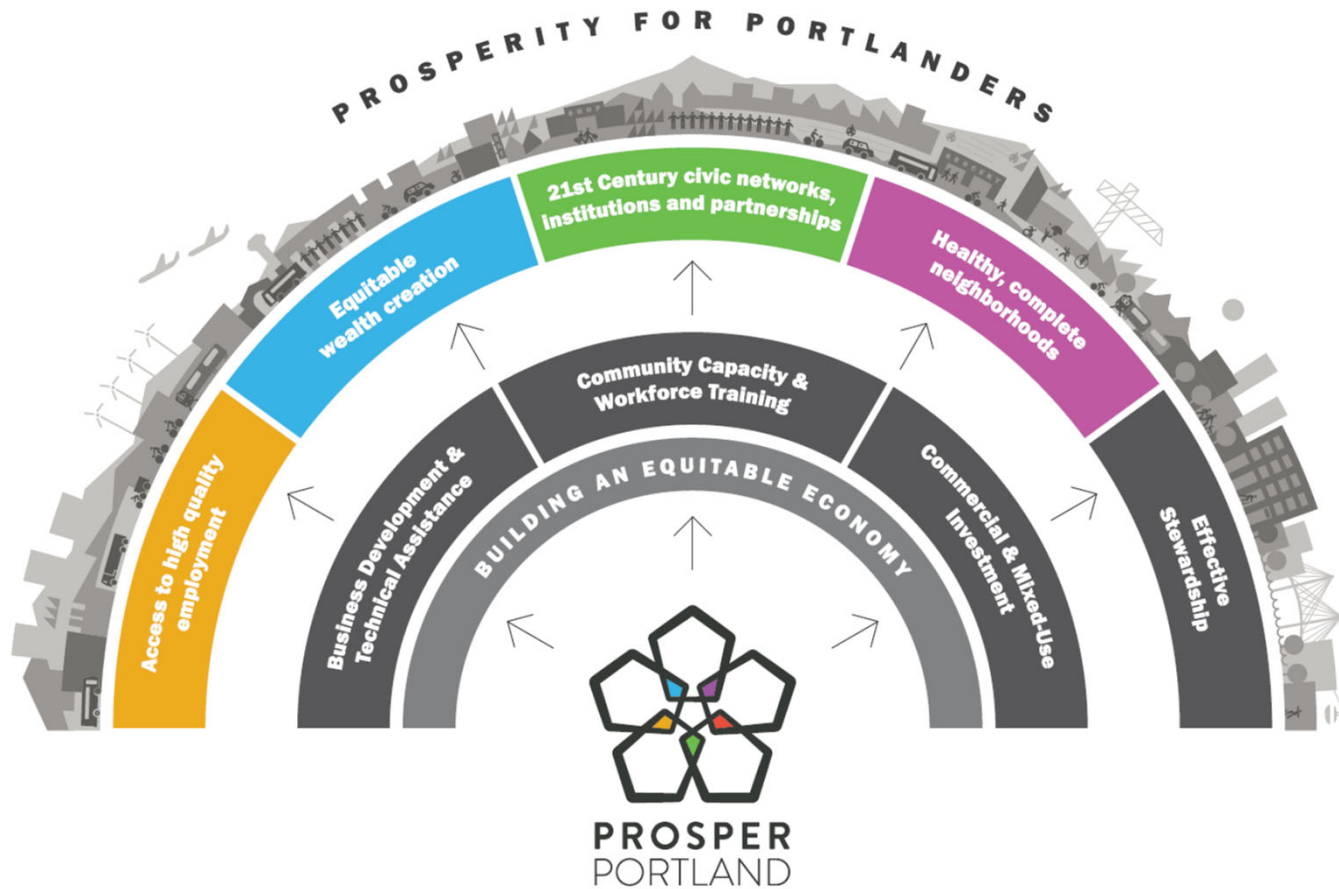
Oscar Arana

Native American Youth and Family Center

Owen Ronchelli

Go Lloyd

Strategic Plan



FY 2020/21 Impacts

1,250 Jobs Created/
Retained/Placed

1,910 Total/
% BIPOC Workforce
(73%) Participants

1,108 Businesses Served/
(75%) % BIPOC IBRN Clients

24% % COBID Certified /
(22%) % DMWBE Participation

152 Local Small Business Repair
(54%) Grants grants/% BIPOC
Recipients

\$920k Total/% BIPOC Prosperity
(78%) Investment Program Grant
Investment

\$148M Cumulative spend at local
BIPOC-owned businesses

20,000+ My People's Market attendees

Current State: Corridors & Central City

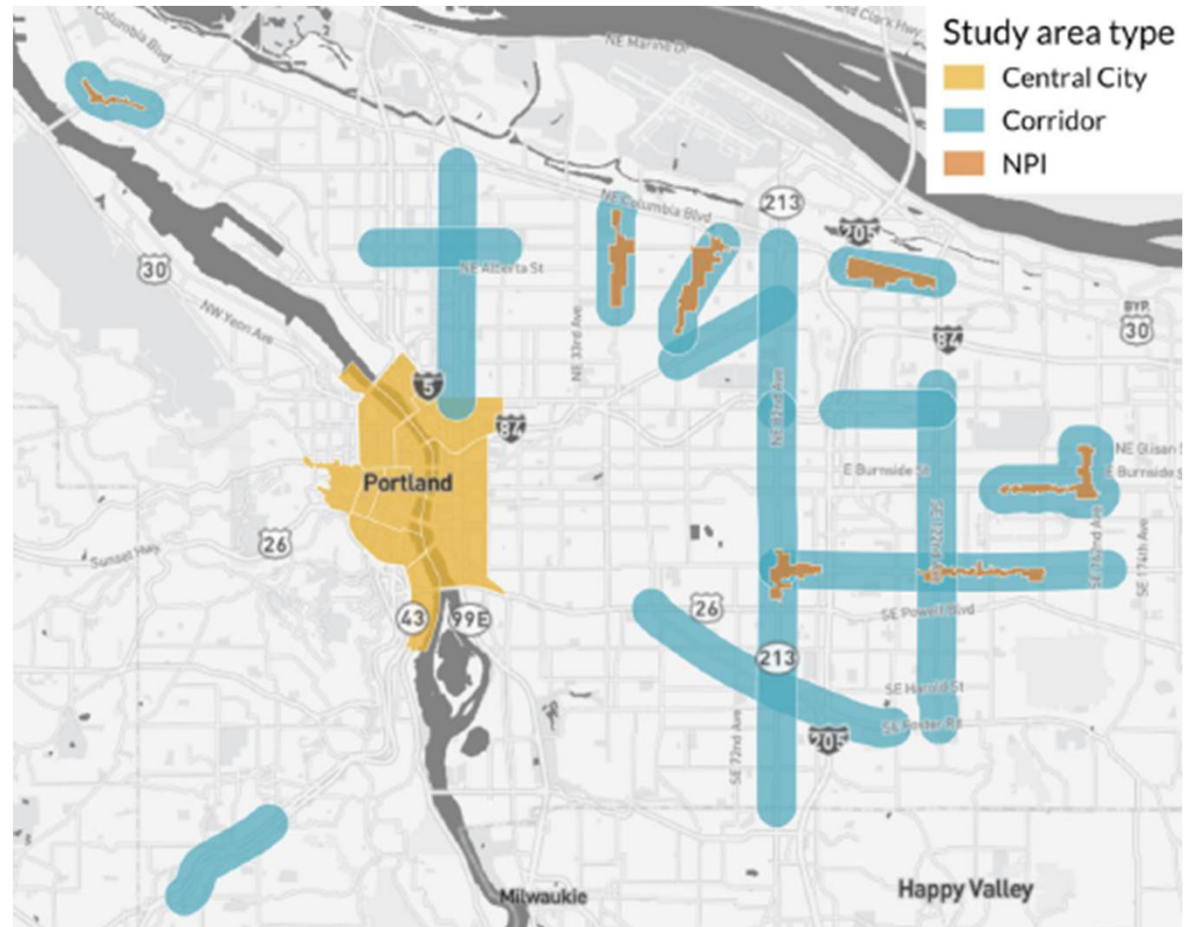
Assessing market trends and impact of pandemic to shape interventions in coming year

Early analysis

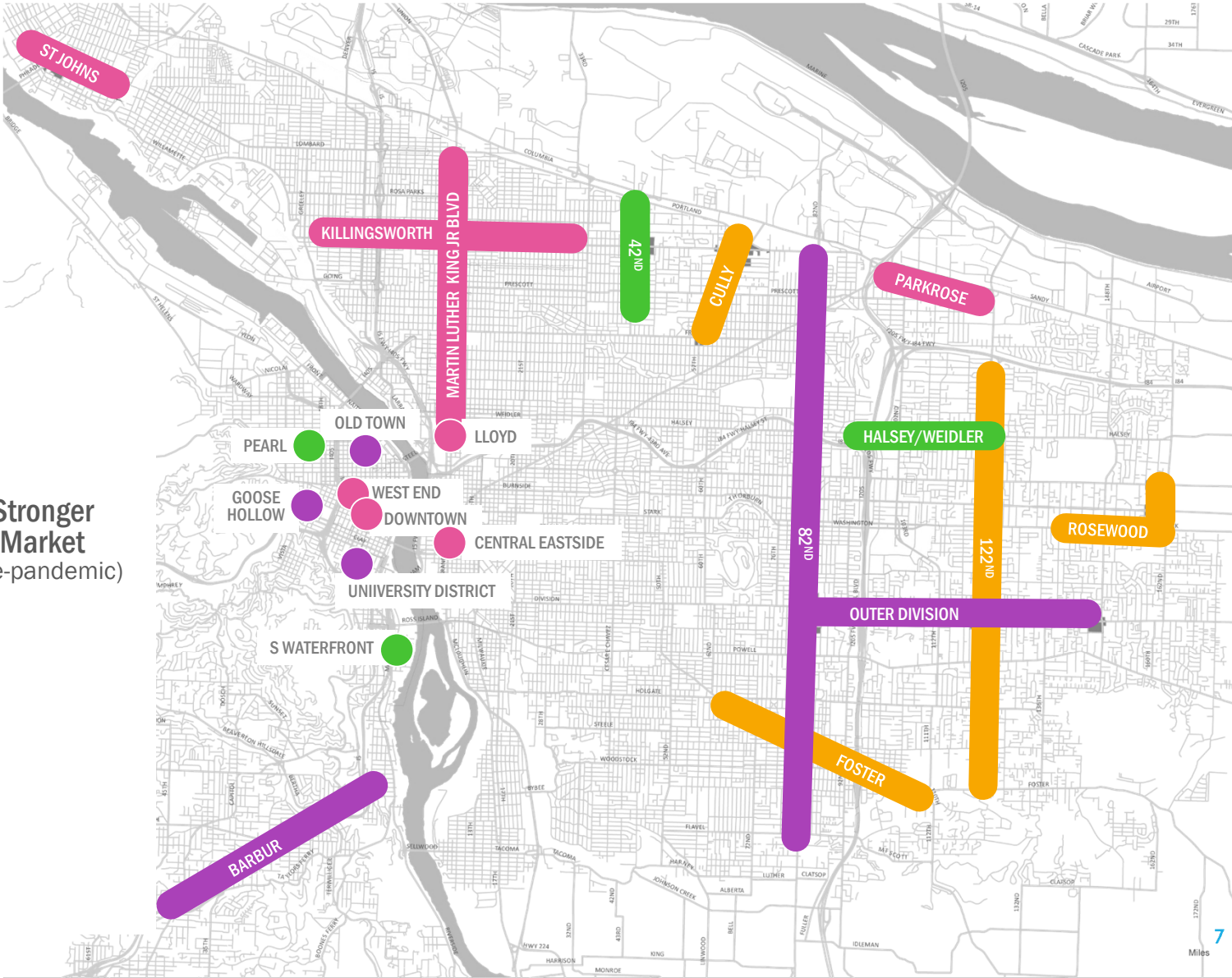
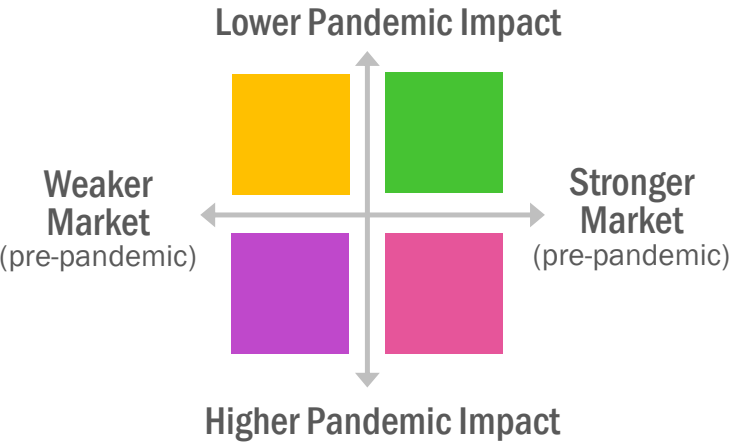
- Employment change
- Commercial vacancy rates
- Commercial lease rates

Next steps

- Underlying community demographics
- Collecting qualitative community experiences and perspective



Current State: Central City & Corridors



Healthy Complete Neighborhoods

Equitable Development

\$34,000,000

**Old Town Action Plan
remaining of \$57M
commitment**

*Support business vitality and
neighborhood investments*

\$20,000,000

**N/NE Community
Development Initiative
Action Plan remaining of
\$32M commitment**

*Foster economic prosperity
among African Americans
and People of Color*

82nd Avenue

- Support the Portland Housing Bureau on equitable development investments on 82nd Avenue concurrent with the Bureau of Transportation's corridor investments. Focus on small business stabilization.

Action Plans

- Old Town Action Plan
- N/NE Community Development Initiative Lents and Gateway Action Plans

Catalytic Investments

- Support community-centered development and infrastructure projects, including Workshop Blocks in the Central Eastside

Construction Equity

- Disaggregated Business and Workforce Equity goals, tracking & reporting
- New construction equity fund on public private partnership projects



Broadway Corridor
River District



Williams & Russell
Interstate



Workshop Blocks
Central Eastside

Equitable Wealth Creation

Small Business Support

\$4,500,000

**Stabilization grants
& technical assistance**

*Support 115 to 285
small business*

\$600,000

Repair grants

*Support 120 to 200
small business*

Financial support and technical assistance

- **Operating Stabilization Grants and Technical Assistance:** address operating shortfalls due to insurance, owed rent, or other operating costs
- **Small Business Repair Grants:** address immediate repair needs, like window replacement, citywide
- **Tenant Improvement Loans and Grants:** funding to support business physical space needs in TIF districts

Commercial space support

- **Commercial Re-tenanting Grants and Technical Assistance:** support BIPOC owned businesses seeking opportunities to grow / new space and activate vacancies in hard hit districts
- **Affordable Commercial Tenanting:** offer affordable commercial space in TIF district pilots



Equitable Wealth Creation

\$2,250,000

Re-tenating Grants & Activations

*25 new business leases &
grants, 15-25 activations*

\$1,500,000

Office of Film & Events

*Navigation and grants for
community-led initiatives*

Provide navigation and grant funding to support events and economic recovery

- **Office of Events & Film:** support industry and event navigation and grant funding
- **Commercial Activations:** support small business and business district programming on City-owned properties and through focused marketing and promotion
- **Partner with Venture Portland and Portland Bureau of Transportation:** support right of way activations and small business activation support



Equitable Wealth Creation

Enhanced Inclusive
Business Resource
Network Services

\$1,000,000+
**Expanded IBRN
& Services**

*Support 1,700+
entrepreneurs through
IBRN, Mercatus, My
People's Market*

Elevate and Support Diverse Entrepreneurs

- **Inclusive Business Resource Network:**
supports women & diverse entrepreneurs in launching, growing, and surviving pandemic-related challenges.
- **Expanded A-la-carte Professional Services:**
deepens the pool of experts and ad-hoc services such as bookkeeping, legal, taxes, course scholarships and more.
- **Mercatus and My People's Market:**
elevates BIPOC entrepreneurs through online platform and in-person markets
- **Cannabis Business Advising:**
supports cannabis entrepreneur business development through industry-specific challenges
- **Digital Marketing Support Services:**
expanded digital marketing cohorts and microgrants for online pivots
- **Capital Access Advisor:**
focused financial assistance and capital readiness services



Access to High Quality Employment

Inclusive Growth

\$256,000

**Scaling BIPOC
Technology Businesses**

Support 20 founders

Help traded sector businesses grow

- Athletic & Outdoor
- Technology & Media
- Metals & Machinery
- Green Cities
- International Engagement

Help growing traded sector businesses become more inclusive

- Portland Means Progress
- E-Zone Community Benefits
- Inspiring Diversity Grants
- BIPOC Early Career Support

Develop Inclusive Economic Development Strategy



**portland
means
progress.**

21st Century Partnerships

Community Based Economic Development and Workforce Development

\$435,000

Sustain NPN and Old Town Capacity

\$3,000,000

Worksystems

175+ workers trained and placed in new jobs

200+ receiving paid internships and work stipends

Community Driven, Equity-Centered Economic Development

- Neighborhood Prosperity Network
- Old Town District Manager

Workforce Development

- Paid work opportunities and rapid re-careering services via Worksystems to Portlanders who have been impacted by the COVID-19 economic crisis.

Business Districts

- Support Venture Portland to provide significant aid to Catalytic Investment Initiative (CII) districts in East and North Portland - Midway, Gateway, Lents, Foster, Williams Vancouver, and St. Johns.

Culturally Specific Chambers

- Capacity building to take on leadership roles at advisory tables, navigate BIPOC-owned member businesses to available resources, and retain chamber staff.



21st Century Partnerships

New Investment Districts

\$1,000,000

East Portland stabilization investment plan

Neighborhoods in East Portland and Inner East showed the most significant increases in median home sales price 43% - 57%

Cully

- An exploration committee made up of community-based organizations (including Living Cully, NAYA, Our 42nd Avenue, Cully Boulevard Alliance, Verde, Hacienda CDC) and Cully residents, Prosper Portland, and the Portland Housing Bureau is co-creating a Cully Tax Increment Financing (TIF) District proposal for Prosper Portland Board of Commissioners and Portland City Council consideration

East Portland

- Support for an East Portland Investment Strategy that provides a broad strategy to ensure inclusive housing and economic opportunities as the area grows and changes.
- Respond to significant increases in housing pricing in East Portland
- On the small business side, build upon community development work led by Historic Parkrose, Jade District, the Rosewood Initiative and Division-Midway Alliance as part of the East Portland Neighborhood Prosperity Network.

Thank You