Neighborhood Prosperity Initiative

Portland City Council

April 4, 2012

PDC | PORTLAND DEVELOPMENT COMMISSION
www.pdc.us

Policy Context

Neighborhood Economic Development

THE PORTLAND PLAN

NED Accomplishments: Year 1

- ✓Established NED Leadership Group
- ✓Continued Portland Main Street Program
- ✓Created Small Business Technical Assistance Program
- ✓Released New Microenterprise Development RFP
- ✓Aligned existing PDC Programs with NED Strategy
- ✓Established CBA with SoloPower
- ✓Partnered with Craft3 to make $1.5M in working capital available
- ✓Launched Neighborhood Prosperity Initiative

Neighborhood Prosperity Initiative (NPI)

Community Driven,
Community Implemented:

- Builds on Main Street model
- “On the ground” district staff
- PDC in dual role as grant administrator & partner
- Tax Increment Revenue is one of a number of important tools

NPI Districts: Expected Outcomes

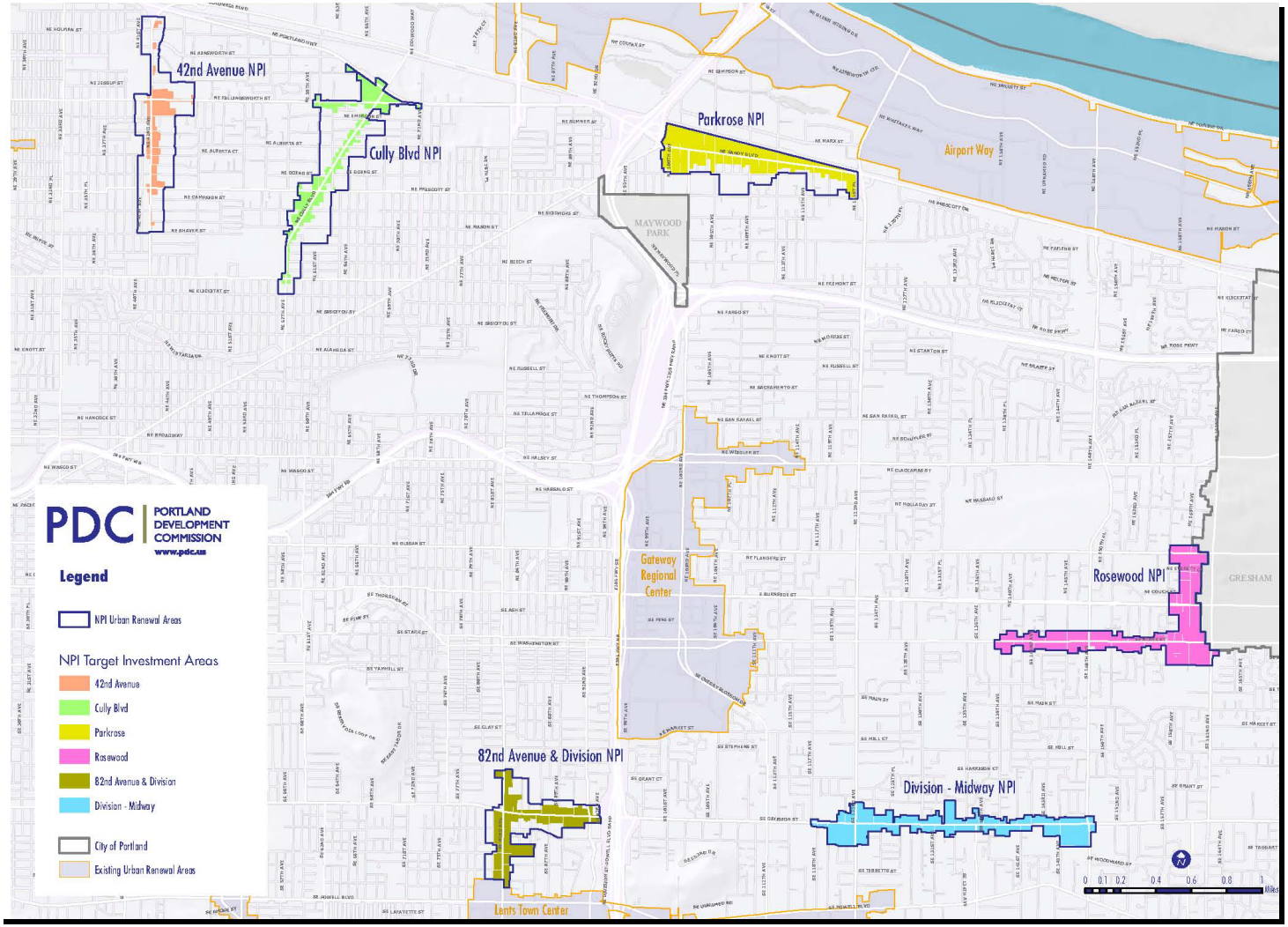
Within each Commercial Corridor:

- Net business growth
- Higher tenancy rates
- Job growth
- Stronger business districts

NPI Districts

Selection Criteria:

- Outside existing URAs
- Within “Priority Neighborhoods”
- Concentration of minority-owned and/or serving businesses
- Concentration of locally-owned businesses
- Business/community organization capacity
- Commercial zoning/use



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Community Process & Timeline

NPI Kickoff Event – Nov. 2011

Outreach and Community Organizing Grants – Dec. 2011

Letter of Interest – Jan. 2012

District Vision and Goals – Feb. 2012

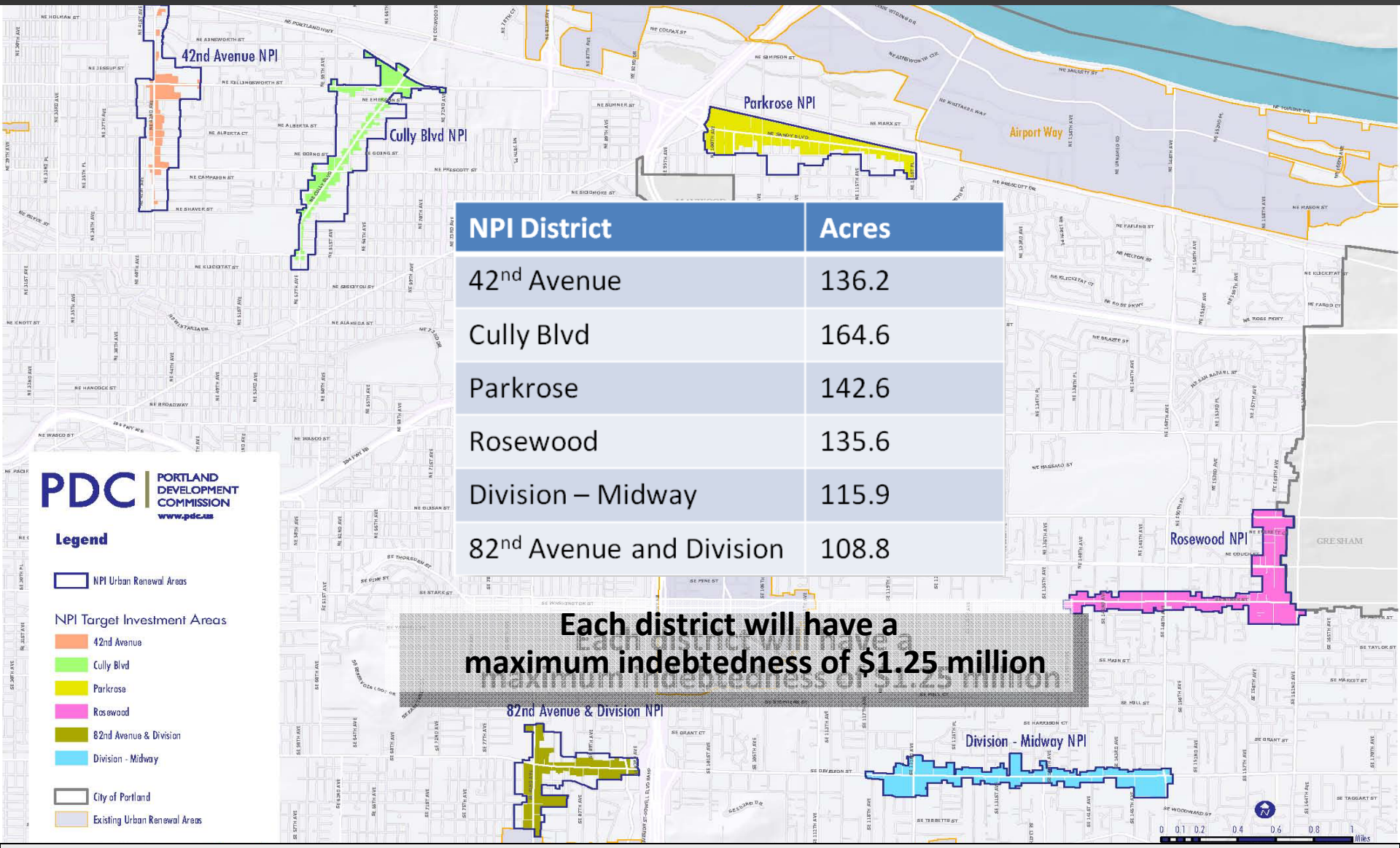
PDC Board &PSC – March 2012

Portland City Council – April 2012

Org. Training & Development – Spring 2012

District Start up – July 2012

NPI Urban Renewal Areas



NPI District	Acres
42nd Avenue	136.2
Cully Blvd	164.6
Parkrose	142.6
Rosewood	135.6
Division – Midway	115.9
82nd Avenue and Division	108.8

Each district will have a maximum indebtedness of $1.25 million

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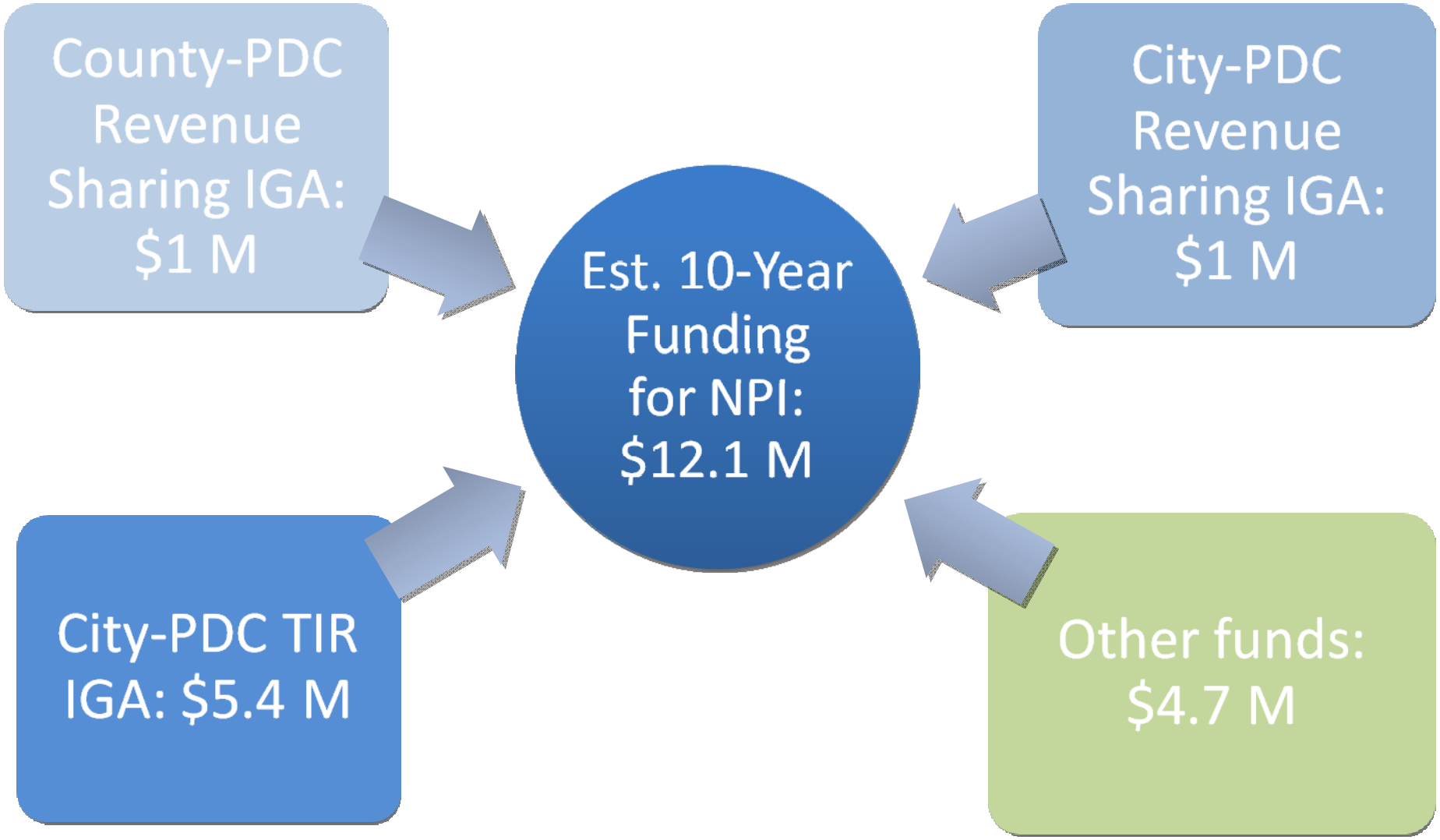
Revenue Sources & Agreements



NPI Partners

42nd Ave. * Cully Blvd. * 82nd and Division * Rosewood * Division – Midway * Parkrose

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IRCO
NAYA
PCC SBDC
SMALL BUSINESS LEGAL CLINIC

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Neighborhood Economic Development

CITY OF PORTLAND, OREGON 1851

MULTNOMAH COUNTY OREGON

CRAFT 3

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