



## MULTNOMAH VILLAGE BUSINESS ASSOCIATION

P.O. BOX 80613 • Portland Oregon 97280 • [www.multnomahvillage.org](http://www.multnomahvillage.org) • [info@multnomahvillage.org](mailto:info@multnomahvillage.org)

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Mayor Adams  
Commissioner Fish  
Commissioner Saltzman  
Commissioner Fritz  
Commissioner Leonard

Informational Testimony on May 30, 2012

Good Morning Mayor and Commissioners. My name is Randy Bonella and I am the Executive Director of Multnomah Village Bloc's Initiative and a board member of Venture Portland representing the Multnomah Village Business District. I am here today to thank you for your efforts to support small businesses and neighborhood business districts. I want to encourage you to continue this great work. It has made a significant difference to 135 small businesses in our community.

Nowhere was this more evident than with our 2011 Holiday shopping season.

Multnomah Village joined with Hillsdale for the second year implementing the "Golden Ticket" shop local program. When you purchased something that met a minimum dollar requirement you received a "Golden Ticket". You could then redeem that ticket for discounts at another participating store. If you met the minimum purchase requirement at that store you would then get another ticket and on it goes.... We successfully drove purchases to multiple locations keeping dollars local. We collected statistics on this program weekly so that we had a way of knowing our success real time.

We set some AUDACIOUS goals for the program.

Increase ticket circulation by to more than 10,000 tickets

Increase ticket redemption to more to more than 3300 tickets representing  
25 & 50% increases respectively

Crazy large numbers, yes, doable, maybe....



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So what happened?

We made cash registers ring with significant increases in sales. We annihilated our distribution goal with a whopping 278% increase getting nearly 23,000 tickets out the door. With average purchases of greater than \$50 per ticket we generated nearly \$1.2 Million dollars in gross revenues.

The second and more important objective was to keep people shopping local. We wanted those tickets redeemed.

We blew through our redemption goal with an eye popping 241% increase of nearly 5400 tickets redeemed . This attributed an additional \$270,000 dollars of revenue driven back to the merchants for total gross revenues of over \$1.4M attributable to this program.

Amazing yes, but consider the environment: 18 months of continuous construction on Multnomah Blvd and a full closure of this major commuter arterial Just as the holiday shopping season was ramping while still struggling with the down economy.

Amazing, phenomenal, shocking, and yes unexpected.

So how did we do it? It took a lot of help from YOU, City Council, City bureaus and various community advocates within your bureaus and bureau supported agencies. Without Stephen Sykes, BES's community rep and your support of Venture Portland and our neighborhood coalition office SWNI we wouldn't have been this successful. Mayor Adams, Commissioner Saltzman, Commissioner Fritz and Commissioner Leonard – BES, PDC, ONI and PBOT helped make it happen, A heartfelt THANK YOU from Multnomah Village. Your efforts supporting small business and neighborhood business districts isn't going unnoticed.

I ask that you continue to fund strategic programs such as the Small Business Development Center, storefront improvement grants, Neighborhood Coalition offices and Venture Portland. We are requesting that you add to your strategic programs, marketing money for the business districts that are impacted by major capital improvement projects. Make it standard practice by your bureaus. It helps ensure our success!



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As you know last week was small business week and the Mayors proclamation reminds us how much you care.

Small businesses represent 95% of all firms and employ 254,000 people with a payroll of approximately \$2.1 billion. Nearly three-quarters of the net new jobs in Portland are created by small business and of those 2/3's are in business districts like Multnomah Village. Our opportunity for growth is dependent on your support.

Thank you for your time this morning.

Randy M. Bonella  
Executive Director – Multnomah Village Bloc's Initiative  
Venture Portland – Board Member  
[rmbonella@mvblocs.org](mailto:rmbonella@mvblocs.org)  
503.803.5963 (cell)

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**Moore-Love, Karla**

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**From:** Randy M. Bonella [rmbonella@comcast.net]  
**Sent:** Thursday, May 10, 2012 3:38 PM  
**To:** Moore-Love, Karla  
**Subject:** Testify at council 5/30 9:30

Hi Karla,  
Here is the information you requested.

Randy M. Bonella

4122 SW Garden Home Road  
Portland, OR 97219

503.803.5963

May 30th, 2012 9:30am

Value & benefits of City sponsored promotions during major construction projects in or near our business districts

Best regards,  
Randy M. Bonella

Request of Randy Bonella to address Council regarding value and benefits of City sponsored promotions during major construction projects (Communication)

MAY 30 2012

PLACED ON FILE

MAY 24 2012

Filed \_\_\_\_\_

**LaVonne Griffin-Valade**  
Auditor of the City of Portland

By *Susan Parsons*

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Leonard		
Adams		