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Charlie Hales
Mayor

Patrick Quinton
Executive Director

REPORT TO COUNCIL

April 3, 2013

To: Mayor Charlie Hales
From: Patrick Quinton, Executive Director, PDC
Subject: Accept Report on Neighborhood Prosperity Initiative

It has been one year since the Portland City Council voted to approve six new small urban renewal districts in underserved areas of East Portland. This action served to formally launch the Neighborhood Prosperity Initiative (NPI). PDC and the NPI districts are returning to Council to report on the Year One achievements of the program and to recommend its continuation.

The Neighborhood Prosperity Initiative is a community driven, community implemented economic development program focused around a defined commercial corridor. The NPI is built on the successful Main Street program model which was implemented in three Portland districts in 2010. The NPI, like the Portland Main Street Program, seeks to:

- Increase visibility of business districts,
- Grow jobs along the commercial corridors,
- Strengthening existing businesses,
- Fill vacant spaces, and
- Grow the capacity of local organizations to be a powerful partner with the City in economic development.

Over the past year, PDC has partnered with the districts to support their organizational start up and lay a solid foundation for stable operations. That work has included training by the Non-Profit Association of Oregon and ongoing individual meetings with each district's leadership and their steering committees or boards. All six districts have taken the necessary steps to enter into grant agreements with PDC. Those steps included development of fiscal sponsorship agreements, development/revision of organizational bylaws, development of an operational budget and work plan, and continued fund raising from the private sector. As of March 2013 each district has hired a district manager or paid staff. Please see Exhibit A: Year One Accomplishments of Neighborhood Prosperity Initiative Districts for further details about activities that the NPIs have undertaken to date. By the end of this fiscal year PDC expects that each district will have conducted a baseline survey of its district's businesses, implemented one small-scale community improvement, and completed one small promotions event/activity.

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Mayor Hales
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One of the most exciting achievements of the partnership between PDC and the districts is in the arena of private fund raising. Last spring, the NPI districts formed a collaborative for purposes of fund raising from citywide, regional and national funders. Early efforts show promise: Chase Bank was the first private entity to donate with a contribution of \$50,000. NW Natural similarly contributed \$12,000. Funds are being used to support NPI operations in the current fiscal year. More importantly, in December 2012 the Northwest Area Foundation gave a three-year, \$380,000 grant to the Portland Development Commission, of which \$210,000 is to support the NPI districts based on the City's commitment of General Funds to support the districts' operations. The balance will be used to increase workforce development efforts for residents in NPI areas.

We recommend that the Council accept the report.

Sincerely,

Patrick Quinton

TO THE COUNCIL:

The Mayor concurs with the recommendation of the Executive Director of the Portland Development Commission and

RECOMMENDS:

That the Council accept the report.

Respectfully submitted,

Charlie Hales
Mayor of Portland

Exhibit A: Year One Accomplishments of Neighborhood Prosperity Initiative Districts

Division Midway Alliance Midway

Alliance
For Community Improvement

Organizational Development

- The Division Midway Alliance (DMA) is a registered Oregon Non-profit under the fiscal sponsorship of the Non-Profit Association of Oregon (NAO).
- Lori Boisen was hired as the District Manager in February 2013.
- A Board of Directors has formed and they have adopted bylaws.
- The district has contracted with a nonprofit attorney to submit application for 501(c)3 status.

Business Development

- A survey of district businesses is underway
- Since the implantation of NPI, private investments occurring in the district: Jackson's Food Store remodel, demolition of condemned buildings, housing development (6 sites), Key Bank built and opened branch, Gentle Dental opened, Complete rebuild of Taco Bell, East Garden Restaurant opened, Crunch Fitness opened, **Grocery Outlet opened**, Eco-Laundry opened. In addition, a damaged storm drain on the corner of 122nd and Division has been repaired resulting in reduced flooding on Division by the City.

District Planning & Improvements

- The steering committee is actively planning a small district improvement project to be implemented this spring and summer.
- The steering committee organized and participated in trash and graffiti clean-up activities, where 400 volunteers removed 2000 pounds of trash from the streets.
- Residents have been surveyed for their input regarding district improvement projects.

Branding and Marketing

- The District has launched a website and Facebook page.
- The District Promotion Plan is finalized to effectively brand the district.



Community Engagement & Support

- District office space is provided by a local business owner, who is also a DMA steering committee member and Midway Business Association board member.
- The steering committee members have "tabled" at several events, including: EPO/XPO, Neighborhood Night Outs, Music in the Park, and the Midway Cruise-In.
- The Division Midway Alliance organized four can & bottle drive fundraisers

- The district manager and board members are actively building diverse representation within the leadership of the NPI organization.
- DMA is organizing and planning a Fall Committee Fun Run.

Parkrose NPI

Organizational Development

- The Parkrose Neighborhood Prosperity Initiative is a registered fiscal sponsorship of the Non-Profit Association of Oregon (NAC)
- The Parkrose district office is located within the Portland Police
- Bridget Bayer was hired as the District Manager starting April 1, 2013
- A Board of Directors has formed and they have adopted bylaws.
- Steering Committees are scheduled twice a month, with subcommittee meetings as needed (2-4 additional times a month).

Business Development

- A survey of district businesses is the top priority and will be initiated in early April.
- The district helped celebrate the recent renovation of Parkrose Hardware.

Branding and Marketing

- A district logo has been created by local designer, voted on by the community at large, and approved by steering committee. In addition, the district launched a website and Facebook page.
- The district has finalized a District Promotions Plan that includes utilizing the district logo to brand the district and help raise funds for next year's activities.

District Planning & Improvements

- A sub-committee has developed the criteria to select future brick and mortar projects. In addition they have developed and researched several possible first years' District Improvement Projects and will present to the Steering Committee for prioritizing and approval.

Community Engagement & Support

- The steering committee and volunteers have organized several community outreach events and open houses dedicated to raising awareness about the Parkrose Neighborhood Prosperity Initiative.
- The Parkrose NPI has participated in two community-building fundraising events- the Barn Bash and the Farmers Market Wine Tasting dinner.
- The Parkrose steering committee and volunteers assisted with the annual Portland



Immigrant Business Person of the Year Award Dinner in November, 2012. Parkrose is the host community and the event brings awareness to our district.



Jade District

Organizational Development

- The Jade District is a project of the 82nd Avenue of Roses Business Association and is under the fiscal sponsorship of the Non-Profit Association of Oregon (NAO).
- Groundwork underway to expand District Steering Committee to include active business and neighborhood association representatives.

Business Development

- A survey of district businesses is underway.
- Participated in the March 28, PDC- Asian Pacific Islander Chamber of Commerce event: “Meet the Lenders,” which was open to businesses and property owners.

District Planning & Improvements

- District staff and leadership have organized a community meeting to develop recommendations for their first District Improvement and Promotions projects.
- District staff and leadership are organizing a Jade District Cleanup & Graffiti Removal Day—three crews of PCC students will help with graffiti removal & street cleaning on April 20th.
- In May, the Jade District will meet with property owners to discuss resources and technical assistance for development.

Branding and Marketing

- A district logo has been created by a local designer.

Community Engagement & Support

- District office space is provided by Portland Community College at their Southeast Campus.



THURSDAY PHOTO COURTESIA BUREAU
PPS TAG chief Kim Matter is working to fix problems with the program, including \$100,000 in TAG funds that went unspent by schools last year.

TAG tries to find a way out of 'crisis'

Budget control, more outreach focus of proposed changes
By JENNIFER ANDERSON
The Tribune

Nearly one in five students in Portland Public Schools carries a badge of honor that is also somewhat of an enigma for district leaders. Eight thousand PPS students — and 40,000 statewide — are identified as Talented and Gifted learners, a label that can mean a lot or a little, depending on what school they attend.

“We really want it to be a walking tourist attraction, so people don't have to drive from one side of the road to another.” — Dan Cogan, 82nd Avenue of Roses Business Association



THURSDAY PHOTO COURTESIA BUREAU
The O'Sushi restaurant, in the Fabehom Shopping Center on Southeast 82nd Avenue, is bustling with business as customers watch plates of fresh sushi roll by on a conveyor belt.

New Jade District another gem in Portland's crown

82nd Avenue emerges as the Pearl's Asian counterpart

- Stanley Moy of the Asian Pacific American Network of Oregon (APANO) is working on behalf of the Jade District, conducting door-to-door outreach, linking business owners to technical assistance resources, and gathering input from a large number of community members.

The Cully Blvd Alliance

Organizational Development

- The Cully Blvd Alliance is a project of the Native American Youth and Family Center (NAYA); NAYA provides staff and financial support to carry out the work in Cully NPI.
- A Memorandum of Understanding between NAYA and the CBA steering committee members outlines the roles and responsibilities of each party as they work to bring prosperity to Cully Boulevard.
- Rey Espana, Director of Community Development, is leading a team of NAYA staff in the district.



Business Development

- A survey of district businesses anticipated for this spring.

District Planning & Improvements

- Actively planning of the Promotions and District Improvement Projects is occurring.

Community Engagement & Support

- All district fundraising goals have been met.
- The Steering Committee Chair is actively building diverse representation including Hacienda and Verde within the leadership of the NPI Steering Committee.
- The establishment and expansion of the CBA Steering Committee.
- Held a community-wide event promoting the CBA initiatives, resulting in network building, increased support, and fund raising
- NAYA contracted with the Grantsmanship Center to provide a week-long grant writing training focused on community economic development; volunteers and staff from several Neighborhood Prosperity Initiative Districts participated.



Our 42nd Avenue



Organizational Development

- Our 42nd Avenue is an Oregon Non-Profit under the fiscal sponsorship of Central Northeast Neighbors (CNN).
- Michael DeMarco was hired as Interim District Manager in February 2013.
- Our 42nd Avenue has established three standing committees: 1) a Steering Committee 2) a Community Relationships Committee and 3) an Economic Development Committee.

Business Development

- A survey of district businesses is underway.
- The district held the first of a series of small business breakfast event in December to connect businesses to supportive resources; the second breakfast will be held in April.
- The District Manager regularly meets one-on-one with businesses to connect them with resources such as BPS's Sustainability's Bucks for Business program and to Hacienda CDC's Microenterprise support services.

District Planning & Improvements

- In partnership with the 42nd Avenue Business Association, the district launched community-driven storefront improvement program that links funding to the achievement of community priorities for the commercial district.



Branding and Marketing

- The district is actively planning the Promotions Project that will include visibility and branding of Our 42nd Avenue.

Community Engagement & Support

- The district office is provided by Motivasi Coffee, a locally-owned business on Northeast Prescott and 42nd Ave.
- The district is developing a Social Equity Strategy; its goal is to build partnerships and involve a more representative group of community members in the organization.
- District Staff and leadership conducted door-to-door discussions with community members to collect thoughts about the present state and future of 42nd Avenue and encourage participation.
- In the summer of 2012, the district helped to sponsor a series of Concerts at the Park in Fernhill Park and gathered surveys from community members.

- Our 42nd Avenue applied for and received grants from Northeast Coalition of Neighborhoods and Central Northeast Neighbors to engage underrepresented community members.
- The district has initiated planning an Autumn Multi-Cultural Harvest Festival in conjunction with Native American Youth & Family Center, the Cully Blvd. Alliance, and the Cully Community Market.
- Our 42nd Avenue worked directly with the BPS to develop the **Annual Celebration & Community Design Fair**; more than 130 community members shared their input on the future of the NPI district, which will be used to directly inform the Comprehensive Plan Update.

The Rosewood Initiative



Organizational Development

- The Rosewood Initiative is an existing 501(C)3 with Federal non-profit status.
- Jenny Glass was hired as the Rosewood Initiative Executive Director
- The Rosewood Initiative holds monthly meetings and organizes quarterly community meetings for participation by the broader Rosewood community.

Business Development

- A survey of district businesses is underway.
- Local businesses with the assistance of Rosewood Initiative organized a business focus group.

District Planning & Improvements

- Rosewood anticipates its first year District Improvement Project will be the fabrication and installation of a sign for the Rosewood Café designed by PSU students.
- The Rosewood Initiative, PDC, and City staff are currently in conversation with a potential commercial real estate developer for the Rosewood Village site.

Branding and Marketing

- Students from the PSU Architecture Department worked with the Rosewood Initiative to direct a community process to design a logo to brand the district; to design the interior of the Rosewood Center; to design and build furniture for the Rosewood Center and a storefront facade signage.
- Rosewood Initiative T-shirts have been prototyped with Rosewood's new logo, which will be printed through New Avenues for Youth.

Community Development, Engagement & Support

- The Rosewood Café and the district office have recently moved to Rosewood Village, a larger space that can accommodate more programming, including community activities and workforce training opportunities.
- The Rosewood Initiative organized a scrap metal drive and a rummage sale to promote community building and fundraise for the district.
- A series of Rosewood Revitalization Workshops taught healing and self-care techniques to community members, and featured local youth dance and martial arts performers.
- Youth hip hop events were held in the community, in partnership with Morpheus Youth Project and Generations United in Action.
- More than 200 community members attended the Rosewood Holiday Party, where backpacks, books, school supplies and bikes provided by Kohl's and local faith based communities were distributed to local children. In addition, the Rosewood Initiative partnered with St. George's Orthodox Church to run a coat drive at the event, which successfully built community engagement and provided a forum for community members to share their dreams and ideas for the district.
- A partnership with Outgrowing Hunger helps connect Rosewood neighbors to the new Neighborhoods Community Garden; the



Rosewood Initiative organized a Salsa Party, where participants learned to make fresh salsa with vegetables from the garden.

- In partnership with Oliver and Parklane Elementary Schools, the SUN Schools program, the Sunshine Division and local churches launched the “Backpack Food Project,” which sends food home for the weekend with low-income Rosewood youth.
- Police, apartment managers, business owners, residents, faith organizations, government agencies and non-profit organizations held a series of meeting designed to align resources and collaborate on projects that benefit the area.
- In August 2012, Rosewood Initiative managed a successful Bike Fair and provided bike repair services to disadvantaged youth in the community.
- Collaborated with public safety partners at Portland and Gresham Police and Multnomah County Department of Community Justice to strategically align communication, projects and missions.
- In partnership with the Portland and Gresham police departments, the Rosewood Initiative initiated the SCENE Summer Education Program; a community building, alternative crime reduction project.
- The Rosewood Initiative advocated for the Boys and Girls Club to move take over management of the Police Activities League (PAL) Youth Center in the Community.
- Community members worked together to create a community mural (see below).
Mural Time Lapse Video! Can be viewed at <http://rosewoodinitiative.org/news/>



Rosewood Mural, located at on the Union 76 Mini Mart at 162nd and Southeast Stark Street

Agenda No.
REPORT NO.
 Title

Accept Report on the Neighborhood Prosperity Initiative (Report)

<p>INTRODUCED BY Commissioner/Auditor: Mayor Hales</p>	<p>CLERK USE: DATE FILED <u>MAR 29 2013</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - <i>McNamara</i></p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p>	<p style="text-align: right;">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <u><i>Susan Parsons</i></u> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: Portland Development Commission Bureau Head: Patrick Quinton <i>PQ</i></p>	<p>ACTION TAKEN: APR 03 2013 ACCEPTED</p>
<p>Prepared by: Kate Deane Date Prepared: March 22, 2013</p>	
<p>Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p>	
<p>Council Meeting Date April 3, 2013</p>	
<p>City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan</p>	

AGENDA
<p>TIME CERTAIN <input checked="" type="checkbox"/> Start time: <u>2:00 PM</u></p> <p>Total amount of time needed: 60 mins (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Novick	4. Novick	✓	
Hales	Hales	✓	