



Neighborhood Prosperity Initiative and Citywide NED Update

April 3, 2013



Policy Context



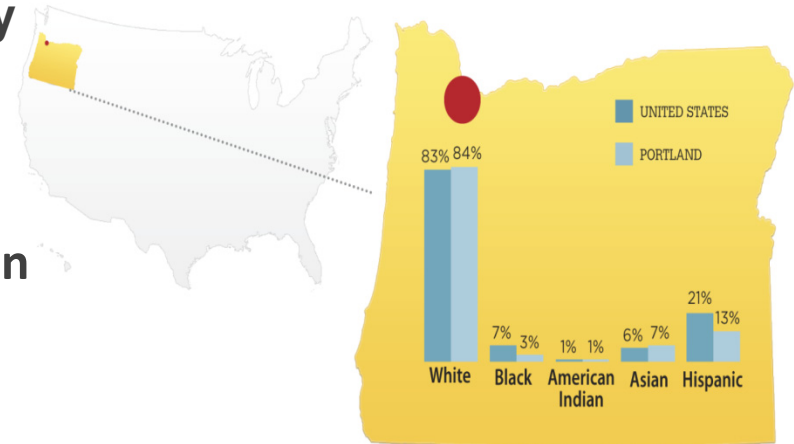
Neighborhood Economic Development



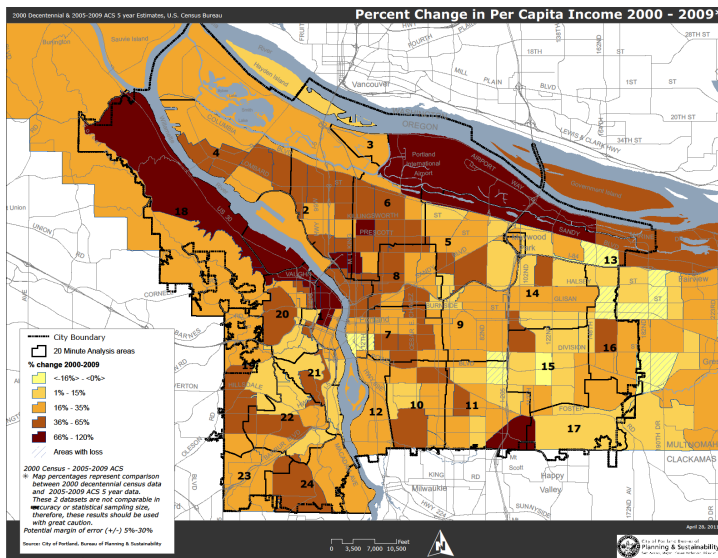
Policy Context: Our Challenges

- Communities of color disproportionately make lower incomes
- Jobs growing in the west side; poverty increasing in the east side
- Development can accelerate gentrification pressures
- Neighborhoods strained by rapid low income population growth

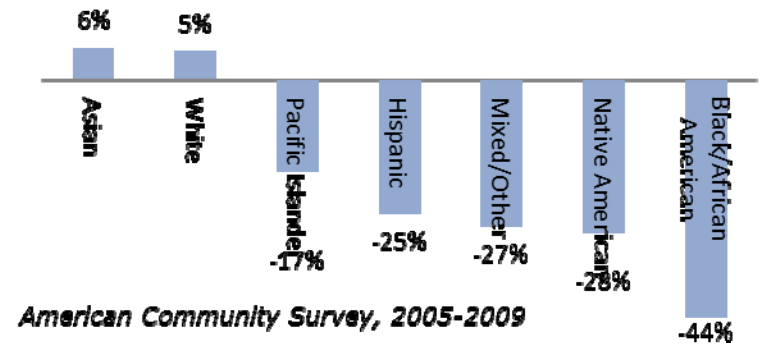
BUSINESS OWNERSHIP BY GROUP: PORTLAND and U.S.



Source: 2007 Economic Census



Income Differential by Race and Ethnicity in Portland



American Community Survey, 2005-2009



NED Accomplishments: Years 1 & 2

Community Capacity

- ✓ Established NED Leadership Group (Nov 2011)
- ✓ Supported Portland Main Street, providing grants and training to 3 districts resulting in 35 net new businesses and over 125 new jobs
- ✓ Launched Neighborhood Prosperity Initiative: created 6 new URAs, provided districts training and start up grants to hire managers and get districts started
- ✓ Venture Portland provided over 600 hours of technical assistance to BDAs
- ✓ Supported 24 established CBOs with Community Livability Grants-\$768,495 FY11-12 and 12-13 to date

Neighborhood Business Growth

- ✓ Micro & Small Business Technical Assistance Program supported over 400 small businesses
- ✓ Partnered with Craft3to make \$1.5M in working capital available
- ✓ Assisted more than 500 businesses in Portland
- ✓ Partnered with 174 businesses to improve the appearance of their storefront -\$2.938 million
- ✓ Made 24 businesses more sustainable through Green Features Grants -\$768,495

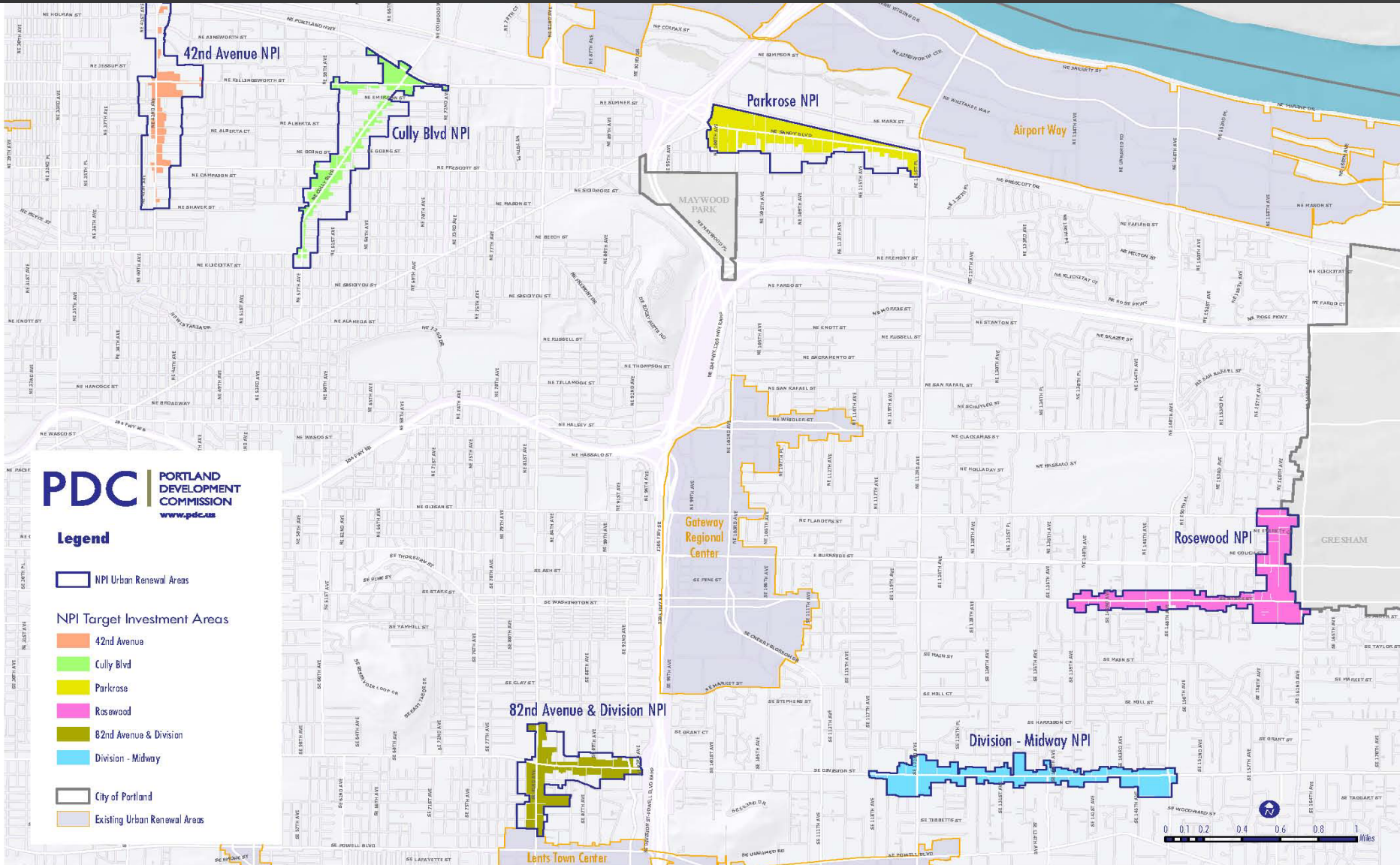
Strengthen Commercial Districts

- ✓ Aligned existing PDC Programs with NED, equity-based strategy
- ✓ Partnering with Hacienda CDC to establish a *mercado* in Lents Town Center
- ✓ Completed targeted revitalization of downtown Kenton
- ✓ Completed Martin Luther King Jr Blvd Gateway Improvement and Heritage Markers –Summer 2012
- ✓ Streetscape improvements on Foster Road in Lents Town Center - completion expected Summer 2013
- ✓ Lents Entryway project – completion expected Summer 2013
- ✓ Constructing Jefferson Frontage Improvements in Interstate URA - completion expected Summer 2013

Create Economic Opportunity

- ✓ Helped over 1000 adults and young people with job training
- ✓ 39% MWESB, 21% apprenticeship hours, 26% apprenticeship diversity in PDC-funded construction
- ✓ Providing technical assistance regarding development options to 15 long-time property owners in N/NE and East Portland
- ✓ Hosted the East Portland Summit (October 2012)
- ✓ Hosting the N/NE Summit (May 2013)

NPI Districts





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: Year One Accomplishments

- Organizational Development
 - Hired district managers
 - Opened district offices
- Business Development
 - Connecting businesses to resources
 - Business surveys underway
- District Planning & Improvements
 - Planning year 1 projects underway
- Branding & Marketing
 - Logos, websites, videos
- Community Engagement & Support
 - Raised local funds
 - Building local awareness and involvement
- PDC-sponsored training





Lessons Learned

- Each district has different needs and stakeholders – need tailored approach
- Multicultural, multilingual competency essential
- Start small and build capacity together
- Local fundraising is very challenging and time consuming
- No quick fixes to long term challenges
- Districts can make great things happen



Cully Blvd Alliance

Expected Outcomes

Outcomes:

- Increased visibility of districts
- Strengthening existing businesses
- Filling vacant spaces
- Growing jobs within

Metrics:

- Community participation – at least 3000 volunteer hours per district
- Net business growth – at least 2 per district
- Net job growth – at least 4 per district
- Stronger business districts



TRIBUNE PHOTO: CHRISTOPHER ORSHYTT
PPS TAG chief Kim Mattier 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. Some schools use all or most

"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



TRIBUNE PHOTO: CHRISTOPHER ORSHYTT
The O'Sushi restaurant, in the Fubonn 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

NPI Partners

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



NW Natural
We grew up here.

HISPANIC CHAMBER of
COMMERCE
IRCO
NAYA
PCC SBDC
SMALL BUSINESS LEGAL
CLINIC



Neighborhood Economic Development



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