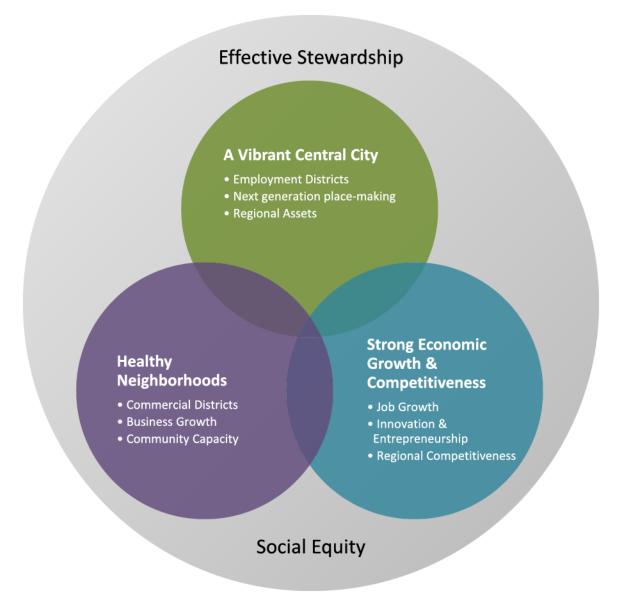
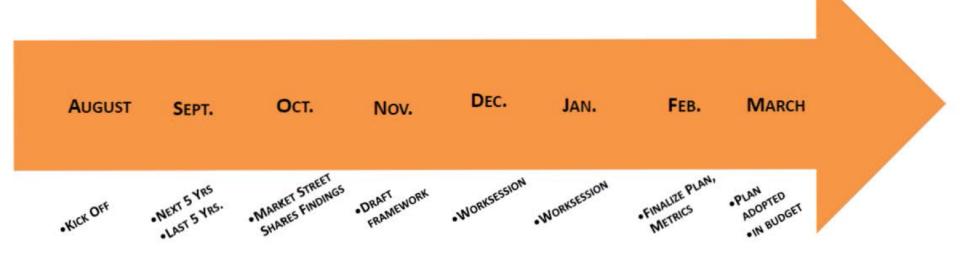


Existing 5-Year Strategic Plan Framework



PDC 2016-20 Strategic Plan Timeline



Strategic Plan Steering Committee

- 1. Michael Alexander President and CEO, Urban League of Portland
- 2. Joe Cortright President, Impresa
- 3. Gustavo Cruz Senior Counsel, Ater Wynne LLP
- **4. Bart Eberwein** Executive Vice President, Hoffman
- 5. Diane Fraiman Venture Partner, Voyager Capital
- **6. Jay Halladay** Chief Executive Officer, Viewpoint, Inc.
- 7. Heather Hoell Executive Director, Venture Portland
- 8. Sarah lannarone Assistant Program Director, First Stop Portland
- 9. Tom Kelly PDC Chair; President, Neil Kelly Company
- 10. Tom Kilbane Market Leader, Urban Renaissance Group
- 11. Debbie Kitchin -Owner, InterWorks, LLC
- **12. Dan Klock** CEO, Bridgetown Natural Foods
- 13. Nolan Lienhart Director of Planning & Urban Design, ZGF Architects
- 14. Jonathan Malsin General Manager, Beam Development
- 15. Annette Mattson Government Affairs & Public Policy Specialist, PGE
- **16.** Meg Niemi President, SEIU Local 49
- 17. Michele Reeves Founder, Civilis Consultants
- 18. Sam Rodriguez VP, Mill Creek Development
- 19. John Tapogna President, EcoNW
- 20. Holly Whittleton Executive Director, SE Works

Purpose of Implementation Assessment

- Provide an objective and high-level evaluation of the Portland Development Commission's economic and community economic development efforts over the past 5 years.
- Help inform the development of the 2016–20 Strategic Plan

Market Street Services

Market Street is an Atlanta-based provider of community, workforce, and economic development strategic planning services

Current and Past Clients:

- Austin, TX
- Charlotte, NC
- Des Moines, IA
- Nashville, TN
- Indianapolis, IN
- St. Petersburg, FL
- Tulsa, OK

Market Street is working with Greater Portland Inc. to develop the Greater Portland 2020 Regional Plan

Scope of Implementation Assessment

1

Economic Development Strategy Implementation Assessment

2.

Neighborhood Economic Development Strategy Review

3. Best Practices Overview

- Input from stakeholders, leaders, and staff involved in strategy implementation
- Review of Strategy and follow-on plans
- Review of organizational structure
- Potential next steps
- Input from NED Leadership Group and PDC staff
- Assessment of implementation tracking
- Identification of successful programs/initiatives

 Trends and innovations in economic development practice to consider when updating PDC's plan

Deliverables

Steering Committee Meeting – October 28, 2014

- Findings from parts 1 and 2
 - Assessment of Economic Development Strategy implementation
 - Assessment of Neighborhood Economic Development Strategy implementation
- Best practices and trends from part 3

City Council Meeting – December 10, 2014

- Final version of findings from parts 1 and 2, based on Steering Committee feedback at October meeting
- Abbreviated best practices and trends from part 3