



Overview of PDC Strategic Planning Process



Existing 5-Year Strategic Plan Framework



PDC 2016-20 Strategic Plan Timeline

AUGUST

• KICK OFF

SEPT.

• NEXT 5 YRS
• LAST 5 YRS.

OCT.

• MARKET STREET
SHARES FINDINGS

NOV.

• DRAFT
FRAMEWORK

DEC.

• WORKSESSION

JAN.

• WORKSESSION

FEB.

• FINALIZE PLAN,
METRICS

MARCH

• PLAN
ADOPTED
• IN BUDGET

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 Iannarone** - 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



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