

IMPACT STATEMENT

Legislation title: Accept Report from Market Street Services on a Draft Implementation Assessment: Portland Economic Development Strategy and Neighborhood Economic Development Strategy

Contact name: Justin Douglas

Contact phone: 503-823-4579

Presenter name: J. Mac Holladay, Market Street Services

Purpose of proposed legislation and background information:

The purpose of this report is to provide an update to Portland City Council on the implementation assessment conducted by Atlanta-based consulting firm Market Street Services (MSS) on the Portland Economic Development Strategy and Neighborhood Economic Development Strategy (Strategies). The information provided in this report will help inform the development of the PDC 2015-2020 Strategic Plan, which City Council will discuss at a December 16, 2014 work session.

Financial and budgetary impacts:

There are no financial or budgetary impacts related to this action, rather, it is an opportunity for the MSS to provide feedback to City Council prior to the Council work session on December 16, 2014.

Community impacts and community involvement:

There are no community impacts associated with this report. Community involvement, however, has been critical to the draft implementation assessment. Market Street Services, which Portland Development Commission contracted with at the request of the Mayor's Office, conducted an in-depth assessment of the Strategies including a quantitative look at metrics and outcomes, as well as a qualitative review through in-person and focus group interviews with over 40 individuals.

For the Economic Development Strategy assessment, MSS conducted focus group interviews with businesses leaders representing the following interests:

- International– clean technology, green building, athletic and outdoor/fashion and apparel
- Entrepreneurship - technology incubator, digital media, E-commerce, start-ups, craft manufacturing
- Entrepreneurial & Technology - Portland Seed Fund, Portland State Business Accelerator, software/technology

For the Neighborhood Economic Development Strategy assessment, MSS conducted focus group interviews with community stakeholders, businesses, technical service providers representing the following interests:

- Members of the Neighborhood Economic Development Leadership Group
- Business technical assistance providers
- Neighborhood Prosperity Initiative and Portland Main Street networks
- Workforce development providers

MSS also conducted interviews with staff from the Mayor's Office, Port of Portland, and Greater Portland, Inc. Feedback from these individual and focus group interviews was crucial for MSS assessment and is reflected in the report's findings.

Finally, Market Street Services presented their work to date and their draft assessment findings at two meetings of the PDC 2015-2020 Strategic Plan Steering Committee, incorporating feedback and responding to questions. The report presented on December 10, 2014 is very similar to what MSS presented to the Steering Committee at their monthly meeting in October 2014.

Budgetary Impact Worksheet

Does this action change appropriations?

- YES: Please complete the information below.
- NO: Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount