

Good Morning council members and Mayor, thank you for the opportunity to speak with you today.

My name is Barb Cantonwine, I'm an owner of Healthy Pets Northwest. Our family business is a member of the Multnomah Village Business Association and I am a member of the board. Healthy Pets Northwest has 3 Portland locations including the one we've had in Multnomah Village for 12 years. We have 8 dedicated employees at this store who also reside within this community.

Customer service and community outreach are number one priorities to us and the staff at our stores. According to Venture Portland, small, local businesses donate to community causes at more than twice the rate of national chains or the online giants. Also, 70% of every dollar spent in a local business like ours stays in the local Portland economy according to Venture Portland. The staff at our stores live, work, and shop with their hard-earned dollars at other local businesses because they know how important it is to keep those dollars local.

As small businesses, we are used to facing problems and finding ways to solve them. In fact, based on the notices we received about construction, the staff and management of Healthy Pets Northwest will be highlighting our local delivery service to ensure customers are still able to purchase the heavy bags of food and cat litter even if access to our store is difficult by car during the construction. We all want to make sure we retain our customers AND the economic vitality of our community during the construction --- but the businesses in Multnomah Village need your help.

Communicating to customers of all businesses and the Village neighborhood will be imperative. The Business Association plans to do this through print media, extra signage and paid ads on social media. Plus, for my business, we will have additional fuel and other vehicle costs associated with the delivery service. The money used for this will be above and beyond what we currently spend on this type of communication, all due to this major construction project.

We'd like you to consider a \$3,000 customer communications grant to help Multnomah Village businesses interact with our valued customers before, during and after construction. The grant we are requesting would be similar to a very successful PBOT partnership with the Foster Area Business Association in outer SE Portland that helped businesses in that district survive the epic streetscape construction project that is still occurring. That SMALL city investment had a really BIG impact for the affected local businesses!

If granted, the Business Association along with Village businesses would match the dollars with at least a 3-to-1 rate thru discounts and increased economic activity during and immediately following construction. We could even host a public ribbon-cutting ceremony to celebrate the project's completion as well as our shiny new streetscape.

Thank you for your time today.

Moore-Love, Karla

From: Barb Cantonwine <barbhpnw@gmail.com>
Sent: Wednesday, April 3, 2019 3:35 PM
To: Council Clerk – Testimony
Subject: Communicating to City Counsel

I am writing to verify a spot at the May 29, 2019 council meeting. I will be discussing the effects that the scheduled road construction project will have on my and other small businesses in Multnomah Village. My info is as follows:

Barb Cantonwine, Owner of Healthy Pets Northwest at 3612 SW Troy Street, 97219. Phone number for contacting me is 503-867-1040.

Thank you for your consideration.

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Barb Cantonwine, Pres. Healthy Pets Northwest 3612 SW Troy St. Portland, OR 97219 503-867-1040 (cell) 971-222-2686 (work)

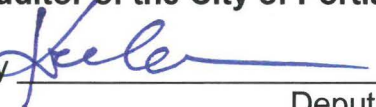
Request of Barb Cantonwine to address Council regarding effects that scheduled road construction project will have on small businesses in Multnomah Village (Communication)

MAY 29 2019

PLACED ON FILE

MAY 29 2019

Filed MARY HULL CABALLERO
Auditor of the City of Portland

By 
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Hardesty		
4. Eudaly		
Wheeler		