

## Moore-Love, Karla

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**From:** Emily Susan Goetz <egoetz@pyramidcommunications.com>  
**Sent:** Tuesday, May 17, 2016 3:09 PM  
**To:** Council Clerk – Testimony  
**Subject:** [User Approved] Please support funding for Best for PDX  
**Attachments:** Letter to Mayor Hales and Portland City Council.pdf; ATT00001.htm

Hello,

Thank you for taking the time to read this letter, and communicate with the other B Corp leaders I'm sure you've heard from in recent days.

We greatly appreciate your attention.

I'm writing today as the Community Engagement Chair of the B Local Portland Board, and as a member of Pyramid Communication's leadership team. Our company was founded on the belief that business can be a powerful force for good. Since our founding, we've spent the last 23 years developing strategies to increase Native vote turnout, build the good food movement, and increase the resiliency of communities in the face of climate change.

With the entrance of millennials into the market, the rise of the B Corp, and a distinct shift from "nice-to-have" Corporate Social Responsibility to "need-to-compete" triple bottom line capitalism, there's good news: our company is no longer unique in working for the social good as a for profit business.

### **We've arrived at a distinct moment in time.**

**Through Best for PDX, we aim to take advantage of this moment in time to engage more—and less likely—businesses in the value of triple bottom line capitalism. We can help more businesses see the potential gains and value in increasing their social responsibility. And we can provide them the technical assistance and means to do so. Best for PDX will position Portland as a leader in using business as a force for social good. It will open new pathways to accomplishing our shared goals for quality jobs, climate action, equity and inclusiveness, and community well-being.**

If you are unable to maintain the \$350,000 PDC budget line item for Best for PDX, we'd like to request seed funding of \$75,000 which is currently in the Mayor's budget.

The \$75,000 will fund 12 months of:

- Planning to tightly define the scope of Best for PDX;
- Identification of the funding necessary and, by leveraging this source of seed funding, work to secure adequate resources from a diverse group of funders;
- Education and engagement of the larger business community around the value of Best for PDX, laying the foundation for strong participation in the campaign;
- Recruitment of various strategic partners to provide a technical assistance hub for companies wanting to measure and increase their impact;
- And work to build a network within existing business/service organizations such as OAME, Mainstreet Alliance, NetImpact, OBA, PBA, and Rotary to launch a successful campaign.

### **We are prepared to mobilize to use that \$75,000 to accomplish all of the above.**

Again, thank you for taking the time to consider our request, and please do not hesitate to contact me or any leader in our local B Corp community to discuss this further.

With gratitude,

Emily Goetz



May 17, 2016

Mayor Charlie Hales  
Commissioner Amanda Fritz  
Commissioner Dan Saltzman  
Commissioner Nick Fish  
Commissioner Steve Novick

Dear Mayor Hales and Members of the Portland City Council,

**We are writing as members of and leaders in the local B Corp business community with the request that you maintain the \$350,000 PDC budget line item for *Best for PDX*. If you are unable to provide full funding, we request *Best for PDX* seed funding of \$75,000 which is currently in the Mayor's budget.**

The *Best for PDX* campaign will engage Portland companies who don't traditionally see themselves as part of our sustainability community and inspire them to improve their business performance in service of our shared goals for quality jobs, climate action, equity and inclusiveness, and community well-being. Participating companies will be supported in:

- Benchmarking their corporate social responsibility performance against other local companies;
- Setting goals for continuous improvement;
- Pursuing strategies to meet goals for improved social responsibility and advance Portland's shared goals for quality jobs, climate action, equity and inclusiveness, and community well-being;
- And pursue, if they so wish, Benefit Company status with the State and/or B Corp certification with program partner B Lab.

Currently, there are over 450 registered "Benefit Companies" in Oregon. Additionally, more than 50 local companies, such as New Seasons Market, Boly-Welch, Celilo Media Group, Metropolitan Group,

The Joinery, and Nossa Familia Coffee have become certified B Corps through a rigorous third party certification focused on business being “the best for” workers, community, and the environment.

Over the last 18 months, a good deal of energy has been invested in preparing to launch a *Best for PDX* campaign with the help of the Mayor’s office, PDC, B Lab and the B Local PDX Board. Losing access to the \$350,000 and \$75,000 allocation will stall momentum for at least another year, if not indefinitely.

The \$75,000 will fund 12 months of:

- Planning to tightly define the scope of *Best for PDX*;
- Identification of the funding necessary and, by leveraging this source of seed funding, work to secure adequate resources from a diverse group of funders;
- Education and engagement of the larger business community around the value of *Best for PDX*, laying the foundation for strong participation in the campaign;
- Recruitment of various strategic partners to provide a technical assistance hub for companies wanting to measure and increase their impact;
- And work to build a network within existing business/service organizations such as OAME, Mainstreet Alliance, NetImpact, OBA, PBA, and Rotary to launch a successful campaign.

With *Best for PDX*, Portland has the opportunity to position our city as a nationwide leader in using business as a force for good. Working with B Lab and the City, our enthusiastic community of B Corps is prepared to quickly mobilize the human resources necessary to capture the momentum and enthusiasm for *Best for PDX*.

*Sincerely,*

*B Local PDX Board*

*Cameron Madill – PixelSpoke*  
*Emily Goetz – Pyramid Communications*  
*Franklin Jones – B Line*  
*Alana Kambury – Starvation Alley*  
*Carrie Kalscheuer – A to Z Wineworks*

*B Corp Community*

*Eric Friedenwald-Fishman – Metropolitan Group*  
*Sam Tannahill – A to Z Wineworks*  
*Tom Kelly – Neil Kelly Co.*  
*Mac Prichard – Prichard Communications*  
*Jason Graham-Nye – gDiapers*  
*Cam Turner – United Fund Advisors*  
*Krista Van Veen – ThinkShout, Inc.*