



**DATE:** December 17, 2013  
**TO:** Board of Commissioners  
**FROM:** Patrick Quinton, Executive Director  
**SUBJECT:** Report Number 13-47  
Authorizing a \$100,000 Grant to Greater Portland Inc

### **BOARD ACTION REQUESTED**

Adopt Resolution No. 7034

### **ACTION DESCRIPTION**

This action will authorize the Executive Director to execute a Grant Agreement between the Portland Development Commission (PDC) and Greater Portland Inc (GPI) in an amount not to exceed \$100,000 to support regional business recruitment, marketing, and export coordination.

### **BACKGROUND AND CONTEXT**

The PDC seeks to provide \$100,000 in grant funding to support GPI, a strategic regional partner with a strong commitment to economic development in Portland and the region. PDC expects the grant to leverage other public and private investment in GPI to further regional job creation and to enhance Portland's competitiveness as a global center of innovation and trade. If approved, PDC would grant \$100,000 from the fiscal year (FY) 2013-2014 General Fund to GPI for the following purposes, and to achieve the following objectives:

1. Coordination with PDC and other economic development partners on regional business development projects with an emphasis on Portland's four target industry clusters (advanced manufacturing, athletic & outdoor, clean technology, and software). GPI will assume responsibility for the coordination of responses to all regional inquiries and information requests from businesses (requests for information, requests for proposals, etc.).
2. Coordination with PDC to develop marketing/branding campaigns for target industry clusters and relevant entrepreneurship and export programs. Work may include, but is not be limited to: the development of industry value propositions; flyers, websites and/or films specific to target industries; and an outbound marketing and communications strategy to raise awareness of relevant projects, events, or success stories.
3. Regional coordination of the Brookings Metro Export Initiative implementation, an export strategy focused on helping greater Portland companies increase their export of goods and services into the global market. Specifically, GPI will focus on the following objectives:
  - a. Coordinate with PDC and other regional partners to maintain and enhance the region's competitive export advantage in computers and electronics through focused industry supply-chain analysis and initiatives;
  - b. Coordinate with PDC and other regional partners to adopt a targeted case management approach to boosting under exporters;

- c. Cultivate prospective small business exporters through enhanced connections to existing export and business development resources and training; and
- d. Integrate export promotion into greater Portland branding and marketing efforts.

#### **COMMUNITY AND PUBLIC BENEFIT**

The \$100,000 grant to GPI directly supports traded sector job growth in Advanced Manufacturing, Clean Technology, Athletic & Outdoor, and Software through strategic business recruitment, regional branding and marketing, and coordination of the Greater Portland Export Plan. Traded sector companies provide family-wage jobs and help support local serving industries such as retail and professional services.

#### **PUBLIC PARTICIPATION AND FEEDBACK**

The \$100,000 earmarked for GPI was approved as part of the FY 2013-14 City of Portland budget process. The City of Portland's budget process provides numerous opportunities for public input. No direct public participation has taken place since the adoption of the FY 2013-14 City of Portland General Fund Budget.

#### **BUDGET AND FINANCIAL INFORMATION**

The \$100,000 earmarked for GPI is accounted for in PDC's FY 2013-14 General Fund budget.

#### **RISK ASSESSMENT**

There are no identified risks associated with this grant.

#### **ALTERNATIVE ACTIONS**

The PDC Board of Commissioners could decide to not authorize the Executive Director to execute a Grant Agreement between PDC and GPI.

#### **ATTACHMENTS**

None