



DATE: October 29, 2014
TO: Board of Commissioners
FROM: Patrick Quinton, Executive Director
SUBJECT: Report Number 14-46
Update on the Portland Development Commission 2016-2020 Strategic Plan

BOARD ACTION REQUESTED

No action is requested; information only.

SUMMARY

The purpose of this report is to provide the Portland Development Commission (PDC) Board of Commissioners (Board) an update on the current effort to create the PDC 2016-2020 Strategic Plan. Upon adoption in spring 2015, the Strategic Plan will guide and prioritize PDC's work, budget, and staffing for the next five years.

BACKGROUND AND CONTEXT

PDC is now operating under the Revised 2010-2014 Strategic Plan that focuses the agency's efforts on five key goals:

- Strong Economic Growth and Competitiveness
- Social Equity
- Healthy Neighborhoods
- A Vibrant Central City
- Effective Stewardship over our Resources and Operations, and Employee Investment

Since that plan was revised, there have been considerable changes. For example, in mid-2013, PDC developed a new mission, vision statement, and agency values that guide staff's day-to-day work. Later in 2013, the PDC Board authorized a reduction in force to decrease staffing levels to 95 full-time employees. Finally, the local economy and real estate market continue to evolve, requiring PDC to be nimble and responsive in its work on behalf of the city of Portland.

In May 2014, City of Portland Mayor Charlie Hales directed staff to initiate drafting the 2016-2020 Strategic Plan. To inform this work, PDC has contracted with Market Street Services, an economic development consulting firm, to provide an objective and high-level evaluation of PDC's economic development and community economic development efforts over the past five years. The results of this evaluation, which is expected to be completed in December 2014, will inform the development of the PDC 2016-2020 Strategic Plan.

In addition to the consultant's analysis, Mayor Hales has assembled a 20-member Steering Committee consisting of economists; leaders in the business, labor, development, and construction communities; PDC Board Chair Tom Kelly; and other stakeholders (see Attachment A for the Steering Committee roster). The Steering Committee will meet seven times from August 2014 to February 2015 and assist in

drafting a framework for the PDC 2016-2020 Strategic Plan. The draft framework will be presented to the PDC Board at its annual retreat on December 18, 2014. Subsequent to the retreat, a Portland City Council work session, and public review of the draft in early 2015, staff expects to present a final PDC 2016-2020 Strategic Plan for PDC Board approval in March 2015. For a more detailed project schedule, see Attachment B.

ATTACHMENTS

- A. Steering Committee Roster
- B. Project Schedule

Steering Committee Roster

Michael Alexander – President and CEO, Urban League of Portland

Joe Cortright – President, Impresa

Gustavo Cruz – Senior Counsel, Ater Wynne LLP

Bart Eberwein – Executive Vice President, Hoffman

Diane Fraiman – Venture Partner, Voyager Capital

Jay Halladay – Chief Executive Officer, Viewpoint, Inc.

Heather Hoell – Executive Director, Venture Portland

Sarah Iannarone – Assistant Program Director, First Stop Portland; Owner, Arleta Library Bakery & Cafe

Tom Kelly – PDC Chair; President, Neil Kelly Company

Tom Kilbane – Market Leader, Urban Renaissance Group

Debbie Kitchin – Owner, InterWorks, LLC

Dan Klock – CEO, Bridgetown Natural Foods

Nolan Lienhart – Director of Planning & Urban Design, ZGF Architects

Jonathan Malsin – General Manager, Beam Development

Annette Mattson – East Portland Action Plan

Meg Niemi – President, SEIU Local 49

Michele Reeves – Founder, Civilis Consultants

Sam Rodriguez – VP, Mill Creek Development

John Tapogna – President, EcoNW

Holly Whittleton – Executive Director, SE Works

Project Schedule

August	<ul style="list-style-type: none">• Steering Committee Kick-Off Meeting
September	<ul style="list-style-type: none">• Steering Committee Meeting #2
October	<ul style="list-style-type: none">• Market Street Services findings on implementation of the Economic Development & Neighborhood Economic Development strategies• Steering Committee Meeting #3
November	<ul style="list-style-type: none">• Draft framework of PDC 2016-2020 Strategic Plan• Steering Committee Meeting #4
December	<ul style="list-style-type: none">• PDC Board Retreat• City Council Work Session• Steering Committee Meeting #5
January 2015	<ul style="list-style-type: none">• 50% draft released for public comment• Steering Committee Meeting #6
February	<ul style="list-style-type: none">• 90% draft released• Steering Committee Meeting #7
March	<ul style="list-style-type: none">• PDC 2016-2020 Strategic Plan to PDC Board and Portland City Council for adoption