

PORTLAND DEVELOPMENT COMMISSION

Portland, Oregon

RESOLUTION NO. 6944

**ADOPTING COMMERCIAL CORRIDOR BUSINESS DEVELOPMENT
PROGRAM GUIDELINES FOR THE NEIGHBORHOOD PROSPERITY
INITIATIVE AND PORTLAND MAIN STREET PROGRAM**

WHEREAS, the Portland City Council (“Council”) on July 8, 2009, adopted the 2009 Economic Development Strategy which includes, as Goal 3, Building the Sustainable Economy: Neighborhood Business Vitality, and Objective 3.3: Achieve Commercial District Revitalization through the implementation of a green “Main Street” program for Portland’s neighborhoods;

WHEREAS, the Portland Development Commission (“PDC”) Board of Commissioners (the “Board”) on January 13, 2010, through Resolution No. 6763 adopted the Portland Main Street Program Guidelines and authorized the implementation of the Portland Main Street Program;

WHEREAS, Council on May 25, 2011, adopted the City of Portland Neighborhood Economic Development (“NED”) Strategy which includes Objective I.A.1, Create the Focus Area Program for commercial areas within priority neighborhoods, and Objective II.B.3, Establish Neighborhood Opportunity Districts – small scale, long-term, debt free urban renewal areas – in three to six commercial hubs within priority neighborhoods;

WHEREAS, both Objective I.A.1 and II.B.3 later in 2011 became known as the Neighborhood Prosperity Initiative;

WHEREAS, Mayor Sam Adams in 2011 encouraged community groups interested in participating in the Neighborhood Prosperity Initiative to submit Letters of Interest, and PDC subsequently received Letters of Interest from six community groups in East and Northeast Portland;

WHEREAS, Council on April 11, 2012, created six urban renewal areas – 42nd Avenue, 82nd Avenue and Division, Cully Boulevard, Division-Midway, Parkrose, and Rosewood – for the purpose of implementing the Neighborhood Prosperity Initiative in partnership with the interested community groups;

WHEREAS, in order for PDC to implement the Neighborhood Prosperity Initiative, it is necessary to adopt program guidelines that prescribe the terms of PDC’s funding and technical assistance to the community groups; and

WHEREAS, the Executive Director found it appropriate to combine guidelines regarding PDC’s funding and technical assistance for both the Neighborhood Prosperity Initiative and the Portland Main

Street Program as Commercial Corridor Business Development Program Guidelines, substantially in the form attached hereto as Exhibit A (the “Guidelines”).

NOW, THEREFORE, BE IT RESOLVED, that the Board adopts the Guidelines and authorizes the implementation of the Neighborhood Prosperity Initiative, as well as the continued implementation of the Portland Main Street Program, consistent with such Guidelines;

BE IT FURTHER RESOLVED, that the original Portland Main Street Guidelines adopted through Resolution No. 6763, are no longer applicable and are hereby rescinded;

BE IT FURTHER RESOLVED, that financial assistance provided in accordance with the Guidelines is not subject to review by the PDC Financial Investment Committee;

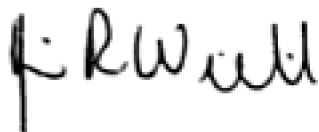
BE IT FURTHER RESOLVED, that the Executive Director is authorized to delegate any or all of the authority provided in the Guidelines to PDC employees on a temporary or permanent basis;

BE IT FURTHER RESOLVED, that the Executive Director shall report to the Board periodically on the implementation and impact of the Neighborhood Prosperity Initiative and Portland Main Street Program;

BE IT FURTHER RESOLVED, that the Executive Director may approve changes to the Guidelines if such changes, in the opinion of the Executive Director, in consultation with PDC’s General Counsel, do not materially increase PDC’s obligations or risks; and

BE IT FURTHER RESOLVED, that this resolution shall become effective immediately upon its adoption.

Adopted by Portland Development Commission on May 23, 2012



Gina Wiedrick, Recording Secretary

Exhibit A

COMMERCIAL CORRIDOR BUSINESS DEVELOPMENT PROGRAM GUIDELINES

Program Purpose and Goal

These guidelines will be used by Portland Development Commission (“PDC”) to implement the agency’s community-driven economic development programs, the Portland Main Street Program and the Neighborhood Prosperity Initiative (collectively, the “Programs”). The goals of the Programs are to:

- Increase the visibility of commercial corridors;
- Strengthen existing businesses;
- Fill vacant commercial spaces; and
- Grow more jobs.

PDC’s role will be to provide grants, technical assistance, and other support to administer and improve designated commercial corridors (each a “District”). PDC will fund the Programs through Tax Increment Revenue, City of Portland General Fund Revenue, and other public funding sources, as available. It is expected that the Districts will self-fund some activities through community-driven fund raising efforts.

Eligibility

PDC will designate Districts either through a competitive or a pre-certification process. Community-based District entities that are organized under the Oregon non-profit statutes are eligible for grants through the Programs.

Award of Grant

PDC will administer the grants through a grant agreement executed by PDC and each District. The grant agreement will specify the grant amount, outline additional terms and conditions of the grant, and will serve as the legal commitment of the parties.

Approval of Work

PDC has the sole authority to determine eligibility of proposed work by a District and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Districts receiving funding shall track the progress of projects and report to PDC on a regular basis. Future funding may depend on measurable District outcomes and compliance with tracking and reporting requirements.

Financial Assistance for Designated Districts

Subject to budget appropriation, and availability of funds, Districts are eligible for the following types of annual financial and technical assistance from PDC:

1. Administrative & Operating Grant

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| (i) Purpose: | To assist with the administrative and operating expenses of the District’s management entity. |
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- (ii) Use of Funds: District Executive Director/Manager salary, benefits, support staff, bookkeeping services, interim management, and other related expenses as approved by PDC.
- (iii) Amount: Up to \$50,000 per year
- (iv) Conditions: Requires a one-to-one cash match, unless this condition is waived by the PDC Executive Director.

2. Promotion, Marketing, & Branding Grant

- (i) Purpose: To assist with the funding of a District's promotional, marketing, and branding activities.
- (ii) Use of Funds: Event signage, promotional events, event set up, fees, event flyers, advertisements, press releases, collateral design and production, marketing analyses, branding efforts, and other related expenses as approved by PDC.
- (iii) Amount: Up to \$3,000 per year
- (iv) Conditions: Requires a one-to-one cash or in-kind match, unless this condition is waived by the PDC Executive Director.

3. District Improvement Grant

- (i) Purpose: To assist with the funding of District-wide property improvements.
- (ii) Use of Funds: Implementation of capital projects including permanent physical improvements which affect the District's appearance, such as façade improvements, lighting improvements, signage, public improvements and other projects as approved by PDC. Maintenance expenses may be eligible, contingent on available funding sources.
- (iii) Amount: Varies depending on funding availability, project readiness, and applicability with Program goals.
- (iv) Conditions: Projects must be recommended by the District and approved by PDC, according to the process articulated in the grant agreements.

General Conditions

The following general conditions will apply:

- There must be valid grant agreements with each District that will administer grants;
- Grants shall be used to fund eligible project costs;
- PDC is not obligated to disburse a grant if the proposed project does not meet the Program goals;

- PDC will provide training, technical assistance, and support to all Districts, including advice and assistance on organizational development, business development, revitalization, project development, and administration, based on funding availability;
- PDC will review and approve annual work plans and budgets for all Districts;
- PDC will develop a template for the grant agreements that will include legal and equitable remedies for inappropriate use of funds (including, but not limited to, recoupment of funds misspent), and has identified adequate measures and personnel to monitor for appropriate use of funds; and
- PDC will review quarterly financial reports, supporting expenditure documents, and outcome reports for all Districts.

RESOLUTION NO. 6944

RESOLUTION TITLE:

ADOPTING COMMERCIAL CORRIDOR BUSINESS DEVELOPMENT PROGRAM GUIDELINES FOR THE NEIGHBORHOOD PROSPERITY INITIATIVE AND PORTLAND MAIN STREET PROGRAM


Adopted by the Portland Development Commission on May 23, 2012

PRESENT FOR VOTE	COMMISSIONERS	VOTE		
		Yea	Nay	Abstain
<input checked="" type="checkbox"/>	Chair Scott Andrews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Aneshka Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner John Mohlis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Steven Straus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Commissioner Charles Wilhoite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Regular Agenda		

CERTIFICATION

The undersigned hereby certifies that:

The attached resolution is a true and correct copy of the resolution as finally adopted at a Board Meeting of the Portland Development Commission and as duly recorded in the official minutes of the meeting.

	Date: July 3, 2012
Gina Wiedrick, Recording Secretary	