

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: December 8, 2010
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 10-108
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update/Management Issues

I had the pleasure of attending the Athletic and Outdoor Industry event on November 16 at Sandbox Studios in the Central Eastside. (See a full write up about this event under the B&I section of this report.) I would like to thank Erin Flynn, Patrick Quinton and Jennifer Nolfi and their staff on organizing a special and unique event that pulled together several hundred representatives from this important industry cluster. The event helped PDC demonstrate its ability and commitment to bring this industry together and create dialogue and synergy between the hundreds of companies – big and small – that make up the A&O cluster. I want to express a special thank you as well to Chairman Andrews and Commissioner Colas-Dickson who also took time out of their schedules to attend the event.

Internally, everyone has been involved in the Job Family/Classification/Compensation project which will help standardize job descriptions for each position within PDC. All staff members have completed updated Job Content Questionnaires (JCQ) for their positions. The JCQs, coupled with the current JCQ/job descriptions for every position, will be developed by our consulting firm, HR Answers, Inc., into standardized job descriptions which will, in turn, provide a means to clearly differentiate between levels of knowledge, skills and abilities (competencies) needed for different positions within a job family. Currently the managers are reviewing all the JCQs and will have dialogue with their staff members as needed. A steering committee of represented and non-represented staff has also been formed to work with HR Answers on this important work. The move toward standardized job descriptions will benefit everyone in the organization and is essential in our progress toward developing job families at PDC.

I would like to express my appreciation to PDC's Diversity Council and in particular Wendy Wilcox for all their help in organizing the Northwest Public Employees Diversity Conference on November 2. Approximately 900 public employees attended the conference at the Oregon Convention Center, with PDC sending 40 attendees. Attendees came from Multnomah County, Metro, Clackamas County, DEQ, the Housing Authority and many other public agencies.

The full day conference featured topics such as building bridges with faith communities and how to manage across cultures. Wendy Wilcox received a certificate of appreciation for her service to the conference as a co-chair. Wendy convened the conference, welcomed all attendees, and closed the conference at the end of the day. The conference is always very well organized and staff who attend report it is a day well spent in learning and meeting diverse public employees from throughout the Northwest.

The National Trust for Historic Preservation announced recipients of the 2010 National Preservation Awards and the White Stag Block was awarded a National Trust Board of Advisors Award. Each year the National Trust celebrates the best of preservation by bestowing the awards upon individuals, nonprofit organizations, public agencies and corporations that work toward preserving our heritage. This year's awards were held in Austin, Texas at the end of October and attending were White Stag developer Art DeMuro and our own Denyse McGriff – who attended as part of her duties as a National Trust Advisor from Oregon. PDC is very proud of our involvement in the beautiful renovation and preservation of the White Stag Block.

Notable projects and meetings I was involved in recently are:

- Attended Bureau Directors lunch
- Attended Main Street open house to meet all the new Main Street executive directors and the Main Street architect from Emerick Architects.
- Attended meeting of the Portland Plan Advisory Committee
- Attended meeting with the PDC Executive Team as a follow up to the recent Strategic Summit
- Met with PDC internal audit manager David Nemo regarding the Green Globes and the Internal Audit Work Plan
- Attended Business Oregon Commission reception
- Additional meetings were held with all members of City Council and the PDC Board; Margaret VanVliet (Portland Housing Bureau), Bob McKean (Albina Community Bank), Susan Anderson (Bureau of Planning and Sustainability), Dean Marriott (Bureau of Environmental Services), Mark Williams (OHSU), Sue Kiel (Bureau of Transportation), Dave Lawrence, Vern Rifer, Tom Manley (Pacific NW College of Art), and Ken Rust (Office of Management and Finance).

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Business & Industry Team

November was a busy month for the B&I cluster teams, with a number of events taking place to demonstrate advances in the city's job growth strategy related to industry development.

Advanced Manufacturing Luncheon and Discussion—On November 2, PDC, in partnership with the Pacific Northwest Defense Coalition (PNDC), held an Advanced Manufacturing luncheon. This event was part of a series of targeted events that offered the opportunity to discuss milestones reached in pursuing the city's Economic Development Strategy's call to create 10,000 new jobs, and to review the action plans for the coming year. Presenters included Mayor Adams; Patrick Quinton, PDC's B&I Division Manager; Tom Potiowski, State of Oregon Economist; Chris Scherer, Acting Executive Director, Oregon Manufacturing Extension Partnership; and Brice Barrett, Executive Director of PNDC.

PSU Wet Lab Opening—On November 9, PDC celebrated the opening of a new \$1.5 million bioscience wet-lab at the Portland State University Business Accelerator (PSBA) at the corner of SW Corbett Avenue and Meade streets. The bio-lab will support startup companies in Oregon's growing bioscience industry, and supports the city's Economic Development Strategy to drive innovation and entrepreneurial activity. The new facility provides 2,700 sq. ft. of specialized lab space for six promising bioscience companies that are developing new drugs, medical devices, and other biological and chemical innovations. Labs with equipment such as fume hoods and autoclave sterilizers are expensive and rare in Portland - a major obstacle for startup companies that need them for research. PDC worked in partnership with PSU, Oregon Health & Science University (OHSU) and Oregon Bioscience Association to complete the new bio-labs. Five bioscience companies have agreed to lease the space: DesignMedix; Floragenex, Inc.; HydraDx, Inc.; Home Dialysis Plus; and Lux Bio Group.

Athletic and Outdoor Event—Business leaders joined Mayor Adams, PDC board and staff members, Business Oregon and Oregon Business Council at the Athletic and Outdoor Industry Strategy Event, held November 16 at Sandbox Studio, 420 NE 9th Avenue. Approximately 200 attendees celebrated the announcement of an industry study that represents the first comprehensive effort to understand the origins and interplay of the firms that comprise the industry throughout the Portland region and the state of Oregon. "Athletic & Outdoor, A Signature Industry for the Portland Region" - is the result of several months of study, focus groups and round-table discussions with industry leaders. The work includes an infographic map illustrating the history of athletic and outdoor business in the region and its exponential growth in the past 10 years; and an industry-driven action plan for building on the region's existing competitive strengths to grow industry employment.

The November 16 event featured remarks by Tim Boyle, CEO, Columbia Sportswear; Elliot Hill, Vice President and General Manager North America, Nike; and Paul Ehrlich, General Counsel and Vice President, Human Resources/Business Affairs, Adidas. The event included a panel discussion with industry experts Sue Parker, CEO, Frank Creative; Enrique Washington, President, Generator Group; Sean Beers, CEO, Korkers Products; and Mark Sandquist, President, Global Apparel and Accessories, Wolverine Worldwide. Mayor Adams also introduced a brief video produced by PDC which summarized the study results. The full report, action plan and other materials are available at www.pdxathleticoutdoor.com.

PDC Business Finance Continues Work with Small Business—Two loans approved in November support small businesses that are at the core of the city's job creation strategy. Anvil Media, Inc. (a high tech cluster company specializing in search engine

marketing and search engine optimization) purchased a second 9,000 sq. ft., two-story office building in the Oregon Convention Center Urban Renewal Area at 328 NE Failing (one block off Martin Luther King Boulevard). The company was approved for a \$50K Business Incentive Fund loan to be used for tenant improvements related to the owner-occupied space. Anvil employs 18 people and projects an additional 22 jobs. PDC's Business Finance team also worked with Epic Wheel Works, which designs and manufactures custom bicycle wheels based on individual riding styles and aesthetic preferences. To date, Epic is the only specialty wheel shop in Portland, set up to build, service, repair and offer custom solutions for individual cyclists, frame builders and bicycle shops. PDC provided \$35,000 toward equipment and working capital necessary for Epic's expansion and relocation to N. Williams Avenue, a bike-business friendly corridor in the Interstate Corridor Urban Renewal Area.

Design Forum/PDX Announces New Name, New Executive—Design Forum/PDX, formerly known as the Portland Center for Design and Innovation, has hired Pam Field as the organization's first executive director. Field assumed her duties November 1. Field has extensive nonprofit management and community leadership experience, and most recently served as acting president and CEO of the National Psoriasis Foundation in Portland. She is currently a board member of Neighborhood House and the Hillsdale Community Foundation. Design Forum/PDX demonstrates the collaboration of industry and the public sector to ignite creative solutions for job growth and business development. The organization was established to drive the development of a materials resource library and serve as a catalyst for innovation for organizations of all sizes in Portland, the Pacific Northwest, and beyond. It recently secured 501(c)3 tax status and its board completed a visioning process to determine the organization's new name and brand.

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Neighborhood Team

Main Street Open House Nov. 4 – A “meet and greet” to introduce Portland Main Street's first executive directors and the Main Street architect was held November 4 at PDC.

Brian Emerick, Emerick Architects, PC, the Portland Main Street architect, and Kathy LaPlante of the National Trust Main Street Center joined new executive directors Sara Wittenberg (Alberta Main Street District); Suzan Poisner (Hillsdale Main Street District); and Holly Heidelbecht (St. Johns Main Street District) at the event.

Kenton Art Unveiling—New PDC board member Aneshka Colas-Dickson joined Mayor Adams and representatives from Oregon Department of Transportation (ODOT), the Regional Arts and Culture Council, Kenton Neighborhood Association and Kenton Business Association to celebrate the completion of the North Denver Avenue Streetscape Project on November 18, when a sculpture by artist Mauricio Saldana was unveiled as the centerpiece of the district makeover. The project added wider sidewalks, new street trees, ornamental street lighting, carved stone benches, stormwater treatment planters and public art - supporting the continued revitalization of the historic Kenton business district. PDC funded the \$2.85 million overhaul of the street and adjacent

sidewalks. ODOT contributed grant funding and the Portland Bureau of Transportation managed construction.

Gateway Redevelopment & Neighborhood Park Project—On November 18, PDC and the Portland Bureau of Parks and Recreation hosted the third and final public meeting for the Gateway Redevelopment and Neighborhood Park Project. This four-acre site located at the corner of NE 106th Avenue and Halsey Street is slated to become a three-acre park with one acre of mixed-use redevelopment along a major commercial corridor. Approximately 30 community members attended the event to view and comment on the final draft design, which includes:

- Two stories of townhomes (including several live/work units) over ground floor commercial space
- Town square/plaza adjacent to the redevelopment site
- Neighborhood park space with features for kids, seniors, and families

Parks staff expects to present the final design to City Council for approval as a park master plan in early 2011. PDC staff anticipates briefing our Board during the same timeframe.

Lively Discussion at Gateway Stakeholder Summit—On October 28, about 30 Gateway area businesses and institutions gathered to attend a Gateway Business Development Strategy/Stakeholder Summit at the Oregon Clinic. It was well attended by a diverse group of individuals and the event provided context for a lively, engaged discussion that the Bay Area consultant team, Applied Development Economics, will integrate into their final recommendations. Their final report, expected to be completed in mid-December, will be brought to the PDC Board in the new year. This was a chance for developers, brokers, residents, health-care institution representatives and business owners to discuss strategies to increase business and job growth in Gateway as part of the area's role as a Metro Regional Center. The team presented draft strategies based on their analysis to-date and asked participants to break into small groups to discuss the action steps, partners and resources necessary to implement the strategies.

SE Works Opens New Jobs Center—PDCers attended the grand opening and ribbon cutting for the new SE Works Jobs Center on November 29. PDC's assistance to the jobs center was in the form of a \$71,000 Community Livability Grant for green tenant improvements at the new location (7916 SE Foster Road). The new location doubled the space SE Works has to serve customer needs. More than 2,000 customers have visited the new site since it opened on October 26. The grant was made during the first year of the Community Livability Grant program in the Lents Town Center URA; SE Works is the first of five projects that were awarded small grants and will be celebrated this year in the Outer Southeast community. The program is designed to foster 20-minute neighborhoods, improve livability in the Lents Town Center URA neighborhoods, and leverage PDC funds with community driven projects. City Commissioner Amanda Fritz attended the grand opening on behalf of the City Council and thanked PDC for building strong partnerships in the community.

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Central City Team

Pop-Up Shops Return to Downtown—One-of-a-kind gifts for the holidays are back in downtown’s signature retail district. Now in its second year, the Portland [Pop-up Shops](#) program is once again turning Portland’s vacant retail space into temporary shops where local designers and artists can “set up shop” this holiday season. While temporary stores are a tool to activate the large number of retail vacancies across the nation, they can also add sizzle to the local retail scene. Last December, with the holiday shopping season just beginning, Portland presented its own piece of the pop-up shop concept with four shops that quickly gained buzz, exposure, and sales for their talented local designers and entrepreneurs. Consistent with both the Downtown Retail Strategy and the Portland Economic Development Strategy, this innovative effort is also about creating jobs. The 2009 shops carried merchandise from 45 local artists/designers and supported six temporary sales positions; sales totaled nearly \$100,000. In addition to supporting local talent and emerging entrepreneurs, the shops allow property owners to showcase their space for future tenants. Most shops can be found on the signature retail SW Yamhill and Morrison Streets. The shops activate vacancies temporarily to help market the spaces for new permanent tenants. Key partners in the Pop-Up Shops program are PDC, Portland Business Alliance, Downtown Marketing Initiative, the Downtown Retail Advocate, the City of Portland; Vizwerks Design Studio, TMT Development, Finnigans and Harsch Investment Properties.

Rose Quarter Development Rights Extended—On November 17, City Council extended the Rose Quarter development rights to the Trail Blazers parent entity, Portland Arena Management (PAM). The City, PDC, PAM, the community, and many other individuals, businesses, stakeholders and organizations will spend the next six months developing a plan for the first phase of improvements, including a financial plan. Also included in the extension was the framework for a community benefits agreement. PDC also expects to identify private partnerships in the athletic and outdoor industry that could play a role in future improvements.

Union Station Grant—Work on the current phase of improvements at Union Station, to secure the building envelope and provide some seismic upgrades, got off to a slow start but construction is now under way. The project is anticipated to be completed in late 2011. Staff also recently applied for and received an additional grant from the Federal Railroad Administration (FRA). The FRA has awarded \$3.9 million in High-Speed Intercity Passenger Rail funds for preliminary engineering work on historic Union Station. PDC owns Union Station and submitted the funding application through the Oregon Department of Transportation. PDC will provide the \$1 million local match for the project. The funding will provide for further assessment of and preliminary design details for critical repairs to Union Station - including seismic/structural upgrades, ADA improvements, and new mechanical systems, electrical service, and fire detection and protection systems. The scope of work also includes an assessment of improvements to the adjacent tracks and passenger platforms, including ADA accessibility upgrades and increased capacity for freight rail.

Portland’s Eco-District Initiative at U.S. Greenbuild in Chicago—This year’s U.S. Greenbuild Conference agenda featured The Portland Metro Eco-Districts Initiative, a

presentation that explained the EcoDistricts Initiative from genesis to program development to implementation through three lenses: policy maker, practitioner, and district stakeholder. As moderator, Naomi Cole, from the Portland, Oregon Sustainability Institute (PoSI), introduced the initiative and process to date. Lew Bowers, PDC Central City division manager, discussed PDC's interest in the initiative as integral to the city's broader sustainability and economic development agenda. Clark Brockman, of SERA Architects, explained the technical challenges and opportunities of eco districts and the development of performance standards and baselines for the districts. Rick Williams, of the Lloyd pilot eco-district, shared the perspective of district stakeholders who ultimately are taking ownership for the Initiative and organizing themselves around it.

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Cross Functional

OSC is the Focus for Meeting with Federal Economic Development Leader—On November 9, the Mayor, PDC Commissioners Colas-Dickson and Mohlis, PDC staff, and a cross section of private, nonprofit, and university partners met with U.S. Assistant Secretary of Commerce for Economic Development John Fernandez to present the Oregon Sustainability Center. The presentation gave an overview of the center's regional economic development goals and introduced the city's upcoming EDA grant request to assist with the center's net-zero water system. Assistant Secretary Fernandez was in Portland to meet with recent recipients of EDA grants. In the morning he presented Portland State University with a \$1.3 million grant to upgrade science laboratories and train students for work in clean technology industries. Earlier this fall, PSU received an EDA grant of \$495,000 to develop a tool that can assess the impact of economic development activities, including environmental and social variables as well as economic input.

In addition, a \$1 million i6 Challenge Grant – a competition by the federal government to identify the nation's best ideas for technology commercialization and entrepreneurship - announced in September, will be shared by Oregon's three Signature Research Centers, which were created by Gov. Ted Kulongoski and the Oregon Legislature to spur economic development by turning university-based research into new products, companies and jobs. The centers -- The Oregon Translational Research and Drug Development Institute (OTRADI); the Oregon Built Environment and Sustainable Technologies Center (Oregon BEST) and the Oregon Nanoscience and Microtechnologies Institute (ONAMI) -- will use the grant to develop mentoring and business assistance resources for innovators and startup companies; increase commercialization investments; provide internships and residencies to students and faculty researchers; attract new investment capital to Oregon, and create an independent venture-backed bioscience accelerator program.

EB-5 Applications are in Progress—In coordination with the Mayor's office and Business Oregon, PDC has been working with five organizations that are applying for status as an EB-5 Regional Center. EB-5 is the federal foreign investment program that grants visas to investors in businesses or projects that create jobs. Investment in areas of high unemployment must create 10 jobs for each \$500,000 investment. Foreign

investment is particularly attracted to projects sponsored by local governments. These organizations have expressed interest in PDC projects such as Centennial Mills, Uwajimaya and the Oregon Sustainability Center, as well as two neighborhood projects. PDC's work supports the agency's focus on proactively bringing new sources of capital to projects we believe are important to city development.

Communications and Business Equity

Professional Services Section

Contract Compliance

Disparity Study: Preliminary draft reports with PDC-specific information were received at the end of November. The PDC team will be discussing the data and analysis with the consultant, BBC Research, during the next few weeks prior to the face-to-face meeting in early January.

Business and Workforce Equity Policy: The Business and Workforce Equity Manual has been completed and three staff training sessions were held in November. The Policy is fully implemented.

Functions Attended by Staff:

- Irvington Covenant Community Development Corp. Advisory Team Meeting
- OAME AEPT meeting (Architects, Engineers, Professional and Technical)
- OAME Contractors Committee meeting
- Minority Business Opportunity Committee meeting
- Philippine American Chamber of Commerce monthly networking
- Oregon Native American Chamber of Commerce luncheon
- OAME First Friday Professionals monthly meeting

Procurement

Personal Services, Materials and Other Services:

Solicitations were issued for:

- RFP #10-16, Fairfield Hotel Property Management

Responses were received and are being evaluated for:

- RFP #10-07, Loan Management Software

Contracts were executed with:

- DAO Architecture - Block 11 Development Feasibility
- Allied Waste - Solid Waste Hauler and Recycling
- Metro Contractor Improvement Partnership - Technical Assistance
- Tarlow, Naito, Summer - Legal Services
- Arezzini Consulting - Facilitation Services for Advanced Manufacturing Cluster

Amendments were executed for:

- Barran, Liebman, Legal Services
- Perkin Coie, Legal Services
- The Revere Group, Financial Systems Consolidation

Flexible Services:

Solicitations were issued for:

- RFQ 10-11- IT Professional Temporary Services

Solicitation Responses were received and are being evaluated for:

- RFQ 10-05, Outreach, Meeting Facilitation and Event Planning Services
- RFQ 10-08, Relocation Services

Amendments were executed for:

- 207048 Amendment #1 Norris & Stevens, Inc. (Real Estate Acquisition/Disposition)
- 209139 Amendment #1 Cascade Employer's Association (HR Consulting Services)
- 209155 Amendment #1 Hein Consulting Group (Labor Management Committee Facilitation and Training Services)
- Three Developer / Contractor MWESB Support Services Contract Amendments:
 1. 207084 Amendment #2 Cooper Zietz Engineers
 2. 207085 Amendment #2 Group AGB, Ltd.

Construction Services:

Solicitations are pending for:

- Domestic Violence Center Parking Lot

Prevailing Wage

The Prevailing Wage Team is currently monitoring nine BOLI projects, six Davis-Bacon projects and three PDC Construction Wage projects. Following is a list of pending projects that have triggered prevailing wage:

- Davis-Bacon: Otesha Apartments, \$153,273

Lawson Financial System

Staff is working on the Financial System Consolidation Design project which includes prioritization of future Purchasing Module and Requisition Module process changes to maximize efficiencies. The Distributed Purchase Order project has been completed successfully using the Lawson Process Flow tool which is anticipated being used for other financial system information distribution in the near future.

Public Participation

URAC Support—Public participation staff scheduled and provided notification of meetings, prepared agendas and materials and facilitated the following URAC meetings: Gateway Regional Center, Interstate Corridor, Lents Town Center, North Macadam, Oregon Convention Center and River District.

Prepared Commission documents to appoint a new member to the North Macadam URAC.

In addition, staff prepared welcome letters and orientation materials for the new members, updated all contact information and prepared end-of-service letters for those members ending their URAC service. Staff conducted orientation sessions and prepared orientation materials for new members appointed to the Interstate Corridor, River District and North Macadam URACs.

Additional URAC Support

- Provided staff support for the third open house regarding the Lents Park Master Plan.
- Organized the Lents Town Center URAC budget review committee and tabulated priorities of the URAC members.
- Researched and wrote the response to the concerns expressed by Mark White, the Powellhurst-Gilbert Neighborhood Association Chair and LTC URAC member, about not enough PDC investment in this neighborhood.
- Reviewed the draft concepts presented by the 92/H redevelopment team, met with individual team members and organized the PDC 92/H development team meeting.
- Organized the Lents Town Center Business Development Strategy CAC meeting.
- Provided staff support for the fourth Gateway Neighborhood Park and Redevelopment Project Citizen Advisory Committee including notification to stakeholders and the general public and meeting organization and facilitation. Made arrangements for the final CAC meeting in December.
- Provided staff support for the final open house regarding the Gateway Neighborhood Park and Redevelopment Project including notification to stakeholders and the general public, and meeting organization and facilitation.
- Organized the Gateway Business Development Summit including notification to stakeholders and the general public as well as meeting organization and facilitation. Followed up with presenters on final report.
- Attended the Designing the Future of the Rose Quarter, Lower Albina and Lloyd District open house.
- Talked with a University of Oregon graduate architecture student who was doing research for her thesis regarding the public's involvement in the Lents URA.

Public Participation

- Provided staff support for the Athletic and Outdoor Industry Cluster Event.
- Reviewed 22 responses to the RFP for Public Participation, Meeting Facilitation and Event Planning.
- Prepared two public meeting listings for The Oregonian.

- Continued working on the Public Involvement Advisory Commission sponsored by ONI.

Diversity Efforts

- Staff attended the annual NW Public Employees Diversity Conference.
- Staff attended the brown bag lecture “All you wanted to know about Islam but were afraid to ask.”
- Staff met with Ronault Catalani of the Portland Office of Human Relations to discuss how to better involve members of ethnic communities with PDC.
- Attended the United Way’s Civic Engagement and Diversity Work Group.
- Translated a letter from Marsha Baker, PDC Senior Prevailing Wage Specialist, into Spanish.

Public Affairs Section

Web Stats

October 29 – November 28, 2010

Web updates:

- PDC.us: 66 updates/additions/new pages
- IRA intranet: 38 updates/additions/new pages
- PDXeconomicdevelopment.com: 7 updates/additions/new pages
- E-mail blasts: 26
- Evites: Athletic and Outdoor Celebration, Clean Tech Cluster Symposium

PDC.us

- Unique visitors: 14,400
- Total visits: 18,958
- New visitors: 62 percent
- Average number of pages viewed: 3
- Most popular pages: Main page, Jobs, RFPs, Contact, Photos

Twitter

- Followers: 1,953 (57 new followers)
- Tweets: 29 updates sent to followers this month

Facebook

- PDC’s page:
Fans: 450 (19 new fans)
Events: 1 upcoming event listed
Videos/links: 18 posts
- N/NE Economic Development Initiative’s page:
Fans: 325 (4 new fans)
Videos/links: 1 post
- Portland Main Street Program page:
Fans: 130
- Videos/links: 2 posts

Video

Portland, Oregon's Athletic and Outdoor Industry

<http://www.youtube.com/watch?v=wxpcC8oPkgc>

On November 16, PDC hosted the Athletic and Outdoor (A&O) Industry event where we unveiled an action plan that unites Portland's large athletic and outdoor apparel manufacturers with smaller firms. The idea is to promote networking of firms and professionals in the athletics and outdoor cluster and to nurture entrepreneurship by improving access to money, mentorship and networking. The video features PDC's Jennifer Nolfi (A&O Business and Industry Manager) as the narrator and more than 20 companies that help make up the athletic and outdoor cluster.

Native American Youth and Family Center (NAYA)

http://www.youtube.com/watch?v=LDdPhO2x_Sc

PDC sponsored the Native American Youth and Family Center's annual auction on November 12 with a financial contribution and with the production of a video NAYA will use to raise money throughout the year. The video is a short but comprehensive look at NAYA's services as well as interviews with two NAYA students. The video was shown at the auction and a speaker from the Governor's office complimented the video and said it did a good job encapsulating the services that NAYA provides. NAYA, works to enrich the lives of Native youth and families through education, community involvement and culturally-specific programming.

Hung Far Low

<http://www.youtube.com/watch?v=VD2GSi2qS-A>

The iconic Hung Far Low sign returned to its historic place in Old Town/Chinatown at NW 4th Avenue and Couch Street. The sign was installed over a two-day period, and then "gift-wrapped" until its public unveiling on September 2. This five minute video includes interviews with three of the key players who helped restore the Old Town/Chinatown landmark and also features footage from the public unveiling.

Video Statistics

To date, we have 71,200 views on 85 videos on YouTube and another 21,000 views on seven videos on Vimeo. Interestingly, our age demographic has changed over the past year from 44 percent 18-34 year olds, to 60 percent 35-54 year olds. Our videos are seen in 21 countries around the world especially in the UK, Germany and Finland. It seems they are most interested in our sustainability and bike culture videos.

Approximately 44 percent of our videos are embedded in other company, government and journalistic websites. Most recently our Oregon Sustainability video was featured in the Willamette Week; <http://wweek.com/editorial/3703/14800/>. This allows PDC to have our own messaging in a story filed by an outside reporter.

Other Public Affairs Work in October

- Pop-up Shops announcement/eblast
- Review UDD Accomplishments report
- Review PSU Wet Lab announcement and event script
- News release on web lab opening
- News release on athletic and outdoor industry event – national distribution

- Script, image research, audio coaching for A&O video
- One-pager to accompany A&O poster mailings
- Several Public Affairs staff members helped staff the A&O event
- Media advisory and news release on FBI groundbreaking in Airport Way
- Talking points for mayor on FBI groundbreaking
- Talking points for Commissioner Mohlis, FBI groundbreaking
- News release announcing milestones for Design Forum/PDX
- Review talking points for Commissioner Colas-Dickson for Kenton art unveiling
- Weekly Hot Sheet for B&I team
- Media interview, Profile Magazine
- Assisted with 27 media inquiries
- 3 issues of *PDC People*, employee newsletter
- Organized three brown bags for staff in November
- Public Affairs has staff member serving on contract negotiating team and on Local 3769 Board
- Organized the November all-staff meeting