Cully TIF District

Business Community Engagement

Project Purpose

The Cully TIF Action Plan directs $31 million in projected investment over the next five years, including $14 million dedicated to economic and urban development priorities aligned with the Cully TIF District Plan's goals of community stabilization, business retention and expansion, wealth building for Priority Communities, and support for cultural and community assets. A key requirement for effective and equitable investment is to better understand the unique challenges facing historically marginalized communities in the district.

This engagement will provide Prosper Portland and the Cully Community Leadership Committee (CLC) with a more detailed understanding of Priority Community businesses operating in the district, including strengths, challenges, and growth opportunities. Prosper Portland and the CLC will use the findings to help inform business engagement and funding strategies in alignment with the Action Plan priorities.

Project Area

The Cully TIF District covers 1,623 acres including the Cully neighborhood and portions of Concordia, Beaumont, Wilshire, and Roseway. The district contains two distinct commercial corridors—NE 42nd Avenue and NE Cully Boulevard—as well as industrial land in the northern portion of the district. It also contains smaller pockets of commercial use at key intersections and an abundance of home-based business.

Scope of Work and Tasks

Task: Business Engagement and Interviews

Using the unique relationships and network of your non-profit organization conduct the following tasks:

Task 1: Conduct interviews and surveys with a large representative sample of Priority Community businesses across retail, services, industrial sectors, and homebased enterprises. Engagement will occur through in-person visits, phone interviews, focus groups, and online survey tools.

Task 2: Conduct interviews with commercial property owners to understand real estate opportunities and barriers to leasing, cash flow, reinvestment, and redevelopment.

Task 3: Conduct interviews with home-based business owners to understand business growth opportunities and challenges specifically regarding physical expansion of the business operation.

Deliverables:

Monthly Reporting including:

- List of businesses/business owners spoken to
- Contact information, addresses of business
- Type of business
- Duration in Cully
- Notes from discussion/activity

A Final Report containing the following components:

- Executive Summary
- A summary of stakeholder feedback describing community needs, business challenges, market perceptions, and priorities for support. The summary should highlight key commonalities and differences found across retail, service, industrial sectors and home-based business enterprises.
- Recommendations tied directly to District Plan goals including business retention, return, expansion, stabilization, cultural asset support, and wealth building.
- Recommendations for Prosper Portland on best ways to market funding opportunities and support application submission from Black business owners in the Cully TIF District.