

Brian Alfano
VP of Member Services,
Unitus Community Credit
Union

Jonath Colon
Business Development
Coordinator, Hispanic
Metropolitan Chamber of
Commerce

Tony DeFalco
Living Cully EcoDistrict
Coordinator, Verde

Rey Espana
Director of Community
Development, Native
American Youth Family
Center

Steve Messinetti
Executive Director, Habitat
for Humanity Portland/Metro
East

Fred Sanchez
Owner, Realty Brokers

Karis Stoudamire-Phillips
Director of Corporate
Responsibility and
Community Relations, Moda
Health

Adam Zimmerman
Executive Vice President,
Craft3

Mary Edmeades
VP/Branch Manager, Albina
Community Bank

Jeff MacDonald
Immigrant & Refugee
Community Organization
(IRCO)

John Notis
Operations Manager, Oregon
Health Sciences University

Cora Potter
Service Specialist, Ride
Connection

Steve Rupert
Senior Associate, GBD
Architects

February 3, 2014

Mayor Charlie Hales
Portland City Council
Portland Development Commissioners

We, the members of the Neighborhood Economic Development Leadership Group Budget Sub-Committee (Sub-Committee), are pleased to submit this letter to accompany the Portland Development Commission's (PDC) submission of the draft fiscal year (FY) 2014/15 budget. The Sub-Committee has met three times since early December 2013 to review the draft PDC work plans and budgets. We support the draft budget, and submit the following additional comments and suggestions.

The General Fund is a key component to Neighborhood Economic Development (NED) and non-restricted funding is key for business development, including grant and loan programs. There also needs to be some **resources set aside for businesses just outside of Urban Renewal Areas (URAs)**. We would like to explore using general funds to help expand the storefront grants beyond the current URAs. This has been authorized by City Council in the past and it was a very popular and helpful program. After seeing some of the success from the Alberta Main Street model we would like to see consideration of providing resources to staff a **district manager in Lents focusing on the Town Center**. Should there be additional resources we would like to explore staffing a district manager in other priority areas. The Sub-Committee strongly supports the PDC's use of an Equity Impact Analysis to screen projects for potential adverse impacts on low-income and minority populations.

The Sub-Committee supports the **Halsey/Weidler Investment Strategy** as part of Gateway Regional Center URA, particularly the focus on infrastructure, business development, and the four-acre PDC/City owned site at NE 106th & Halsey. We would like to see continued support to provide **storefront improvement grant funds** to Gateway businesses. The PDC should move additional funding into opportunity funds in order to maintain needed flexibility.

In recognition of particularly acute gentrification pressures in the Interstate Corridor URA, we would like the **Equity Impact Analysis** utilized to screen potential projects for equity considerations and the impacts that these projects have on local residents. The Sub-Committee would like to see construction finalized on the **Killingsworth Avenue Streetscape** project (Commercial St to Martin Luther King, Jr. Blvd), which will complete the corridor improvements and has been a long-standing item. The **Downtown Kenton** redevelopment is key and there is significant support for this effort. We are pleased to see the focus on the district, the PDC owned property, and

hope to see correlated cross-bureau work with TriMet on their property in Kenton. We would like to explore the **Lombard Avenue** corridor for potential streetscape and other improvements.

The Sub-Committee is pleased that PDC and City staff is working with community stakeholders on the **Lents Five-Year Action Plan**. The Sub-Committee supports year one, FY 2014/15 investments that lead to **mixed-use development** in the Lents Town Center. As noted earlier, the Sub-Committee is in favor of a General Fund supported Lents Town Center district manager position. We would like to see the continual assistance of local businesses and property owners with Storefront Improvement Program grants.

In general the Sub-Committee would like to **strengthen partnerships with neighborhood economic development partners**, such as Venture Portland, workforce development providers, business districts, etc. Exploring and replicating the Multnomah County Regional Investment Board program, or **rethinking financial products** so they work better for businesses would be an added benefit. This along with exploring programs that forgive loans if job growth/retention figures are met within a certain period of time can help all build the business vitality of the City. We would also like to bring NED programs and activities, redevelopment and infrastructure work together in a more integrated way. This could apply to other PDC initiatives so that we are speaking about NED goals and URA goals in a more consistent manner.

Finally, we look forward to the opportunity to continue to work with PDC staff on the development of the FY 2014/15 budget and are eager to have direct interactions with both City Council and the PDC Board.

Thank you for the opportunity to comment,



Brian Alfano
Chair