



**PROSPER**  
**PORTLAND**  
Building an Equitable Economy

**DATE:** September 12, 2018  
**TO:** Board of Commissioners  
**FROM:** Kimberly Branam, Executive Director  
**SUBJECT:** Report Number 18-35

Authorizing a Grant Agreement with Venture Portland to Implement Business District Support Programs and the Catalytic Investment Initiative for the City of Portland During Fiscal Year 2018/19

#### **BOARD ACTION REQUESTED AND BRIEF DESCRIPTION**

Adopt Resolution No 7284

This action by the Prosper Portland Board of Commissioners (“Board”) will authorize the Executive Director to sign a Grant Agreement in the amount of \$536,528 with Venture Portland for purposes of administering and implementing business district support programs, as well as the Catalytic Investment Initiative, for the City of Portland in fiscal year (FY) 2018/19.

#### **STRATEGIC PLAN ALIGNMENT AND OUTCOMES**

This action meets Prosper Portland’s 2015-2020 Strategic Plan objectives by supporting neighborhood capacity building through training, technical assistance, and financial assistance to neighborhood business district associations.

#### **BACKGROUND AND CONTEXT**

Since 1986, Venture Portland, a 501(c)(4) Oregon non-profit corporation, has invested in the strategic growth of Portland’s unique neighborhood business districts. Venture Portland provides training, technical assistance, and financial assistance to neighborhood business district associations that furthers their ability to create a positive economic development atmosphere for local businesses and the surrounding community. Since FY 2001/02, Prosper Portland has contributed \$4,209,213 to Venture Portland, by way of pass-through grants of General Funds received by Prosper Portland from the City of Portland.

In FY 2018/19, Prosper Portland will contribute \$336,528 for Venture Portland organizational operations and programing. Venture Portland supports existing and emerging business districts through the delivery of trainings and workshops, sharing best practices, marketing and promoting business districts, and administration of Business District Capacity Building and Neighborhood Economic Development Grant Programs.

Additionally, \$200,000 will be allocated to the Catalytic Investment Initiative in FY 2018/19. Launched in 2015, the Catalytic Investment Initiative provides targeted support to designated neighborhood business district associations in East and North Portland. Districts served in FY 2018-19 include 82<sup>nd</sup> Ave, Foster, Gateway, Lents, Midway, Parkrose; North: Kenton, Williams. The Initiative provides grants and staff

support to increase business association membership, volunteers, and revenue. Potential projects could include, among other things, a business seminar series, seasonal event (summer/holiday), marketing/promotion activities and/or business mapping or identity collateral. Eligible business associations must participate in a board strategy session, complete a 12-month work plan, and monitor outcomes to ensure the success of their grant activities.

### **EQUITY IMPACT**

Gentrification and displacement pressures create significant challenges for neighborhood business district associations. Venture Portland’s Catalytic Investment Initiative is designed to directly address the disparity among Portland’s business associations by focusing resources in North Portland neighborhoods experiencing gentrification pressures and East Portland neighborhoods whose demographic and economic profile, business district size, and lack of infrastructure pose unique and significant challenges.

### **COMMUNITY PARTICIPATION AND FEEDBACK**

There has been no specific public participation related to this action. However, during its review of the draft FY 2018/19 budget, the Prosper Portland Budget Advisory Committee recommended cutting funding for Venture Portland as part of its charge by the City Budget Office to meet a five percent budget reduction in Prosper Portland’s General Fund request. The Budget Advisory Committee also recommended an add-back for funding the Catalytic Investment Initiative.

### **BUDGET AND FINANCIAL INFORMATION**

There are sufficient funds in Prosper Portland’s Adopted FY 2018/19 Budget for this Grant Agreement.

### **RISK ASSESSMENT**

There is limited risk to authorizing this agreement. Venture Portland administers a long-standing City program and has done so consistently since 1986.

### **ATTACHMENTS**

- A. Venture Portland General Fund Performance Metrics

<b>Venture Portland General Fund Performance Metrics</b>	<b>Target FY 2017-18</b>	<b>Actual FY 2017-18</b>
Number of technical assistance and training hours	2,700	3,188
# of Volunteer Hours	1,700	1,271
Number of grant projects funded by Venture Portland	30	27
Number of business district that are Venture Portland members	34	28
Percentage of General Fund budget awarded to business districts	17%	20%
Amount of private funds raised by Business District Associations to match Venture Portland grants	\$600,000	\$211,118