



**DATE:** June 12, 2019  
**TO:** Board of Commissioners  
**FROM:** Kimberly Branam, Executive Director  
**SUBJECT:** Report Number 19-19  
Authorizing a \$75,000 Grant to Greater Portland Inc.

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

Adopt Resolution No. 7312

This action will authorize the Executive Director to execute a Grant Agreement between Prosper Portland and Greater Portland Inc. (GPI) in an amount not to exceed \$75,000 to support regional business recruitment, marketing, and export coordination in fiscal year (FY) 2019-20. This is the seventh year that Prosper Portland has provided a grant to GPI; since the cumulative grant amount disbursed to GPI has exceeded the Executive Director's \$500,000 threshold for financial support, this action is being presented to the Prosper Portland Board of Commissioners (Board) for approval.

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

The Grant Agreement with GPI delivers on several Prosper Portland Strategic Plan goals, including supporting middle-wage job growth by improving access to international markets, attracting foreign investment, and prioritizing trade and transportation infrastructure investments. The FY 2019-20 Grant Agreement scope of work highlights goals to attract business development and capital investment across the city of Portland, supporting wealth creation within target communities.

### **BACKGROUND AND CONTEXT**

GPI is a public/private partnership whose mission is to help companies expand and relocate to the Portland metropolitan region. Specifically, GPI conducts business development, develops marketing and branding, and coordinates regional economic development strategies with partner organizations; see GPI's 2018-2019 Summary of Accomplishments in Attachment A for a list of accomplishments and outcomes. Staff at GPI and Prosper Portland regularly collaborate on economic development activities and the funding through the Grant Agreement will leverage other public and private investment in GPI to further regional job creation and enhance Portland's competitiveness as a global center of innovation and trade.

To align the scope of GPI's work with Prosper Portland's fiscal year, the Grant Agreement includes a scope of \$75,000 for activities from July 2019 to June 2020 that will achieve the following objectives:

1. Coordination with Prosper Portland and other economic development partners on regional business development projects with an emphasis on Portland's four target industry clusters (Metals and Machinery, Athletic and Outdoor, Green Cities; and Technology and Media). GPI

will assume responsibility for the coordination of responses to all regional inquiries and information requests from businesses (Requests for Interest, Requests for Proposals, etc.).

2. Coordination with Prosper Portland to develop marketing/branding campaigns for target industry clusters and market directly to companies and site selectors, including direct marketing for programs and developments within the city. Work may include, but is not limited to, the development of industry value propositions; flyers, websites, social media campaigns, and/or films specific to target industries; and an outbound marketing and communications strategy to raise awareness of relevant projects, events, or success stories.
3. Regional coordination of the Greater Portland 2020 action plan to achieve economic prosperity across the region by aligning business, education, and civic leaders around regional economic development priorities.

### **EQUITY IMPACT**

The scope of work includes prioritization of activities that advance a social and racial equity agenda for regional economic development and the promotion of Enterprise Zone Public Benefits Agreements. The \$75,000 grant to GPI directly supports Prosper Portland’s traded sector job growth through strategic business recruitment, regional branding and marketing, and coordination of the Greater Portland Export Plan. Traded sector companies provide family-wage jobs and support local-serving industries such as retail and professional services. The scope of work includes implementing Greater Portland 2020, a five-year action plan to achieve “Economic Prosperity for All Across the Region” by driving economic growth with an emphasis on access to capital, equity, and cost of living as key regional challenges for future economic growth.

### **COMMUNITY PARTICIPATION AND FEEDBACK**

Grant Agreement funding for GPI was approved as part of the FY 2019-20 City of Portland budget process, which provided numerous opportunities for public input. In addition, Prosper Portland staff discussed the GPI partnership agreement with the Budget Advisory Committee.

### **BUDGET AND FINANCIAL INFORMATION**

Staff is proposing to allocate an equal combination of General Fund, Enterprise Zone, and Tax Increment Finance funds for the full FY 2019-20 Grant Agreement. The FY 2019-20 Approved Budget has sufficient funds to cover the \$75,000 in proposed funding for GPI.

### **RISK ASSESSMENT**

There are minimal risks to approving the Grant Agreement. A detailed scope of work within the Grant Agreement requires that GPI report on the completion of all work; GPI has fulfilled this requirement at the end of each of its previous agreement cycles.

### **ATTACHMENTS**

- A. 2018-2019 GPI Summary of Accomplishments