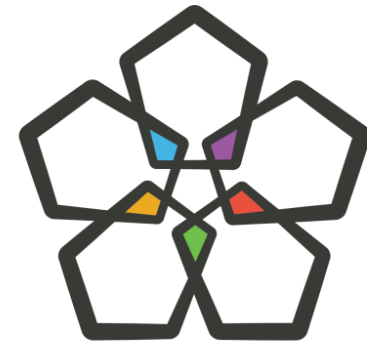


Economic Recovery Task Force

Briefing: June 12, 2020



PROSPER
PORTLAND

Agenda

1. **Welcome & Context**
2. **Opening Reflections**
3. **Key Updates**
4. **Business Reopening Updates & Discussion**
5. **Next Steps**



Opening Reflections

Pastor ED Mondaine, NAACP



Supporting Black- Owned Businesses

Tory Campbell, Prosper Portland

Ways to support Black Lives Matter and the Anti-Racism Movement



- + 1. Support Portland Black-owned businesses

- + 2. Listen to and support Black leaders in our community

- + 3. Uplift the Black community through financial support

- + 4. Continue personal growth

Updates to Prosper Portland Website

<https://prosperportland.us/portfolio-items/support-for-black-lives-matter-and-the-anti-racism-movement/>

2020
2020

**SUPPORT
BLACK
OWNED
BUSINESSES**

THIS MONTH AND EVERY MONTH

Featured in photo: Kayin Talton-Davis
Founder, Soapbox Theory

MERCA
mercatus

The graphic features a light orange background with various geometric patterns: a solid black circle in the top right, a black halftone pattern in the top right corner, a red horizontal bar on the left, and a green horizontal bar at the bottom left. A central black and white photograph shows a woman with glasses talking to a man in a clothing store. Two black arrows point left towards the photo. The Mercatus logo, a stylized 'M' in a square, is in the bottom right corner.

Mercatus: Black-Owned Business Directory

<https://mercatuspdx.com/directory/black-owned-businesses/#!/directory/ord=rnd>



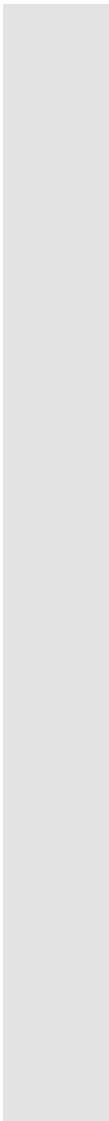
State Legislative Joint Emergency Board

Elizabeth Edwards, Office of Government Relations



State Legislative Joint Emergency Board

Approved Allocation:

- **\$55 million** for rent assistance
 - **\$20 million** for regulated affordable rental housing providers
 - **\$10 million** for the Oregon Worker Relief Fund
 - **\$15 million** for energy assistance payments
 - **\$3.5 million** for the Public Utility Commission
 - **\$3 million** to increase technical assistance to minority- and woman- owned businesses
 - **\$10 million** to small businesses for the costs of PPE
 - **\$20 million** to support the expansion of broadband capacity
- 



June 12, 2020

CARES Act: Local Relief Funds **TASK FORCE UPDATE**

Tom Rinehart, Chief Administrative Officer

Current Allocations

March - December 2020



cares act
**LOCAL
RELIEF**
funds

LOCAL RELIEF FUNDS

\$114,000,000

ECC Response Budget*

\$17,800,000

Bureau Response Budget*

\$5,400,000

JOHS City-County Cost Sharing*

\$16,500,000

Public Health Funding for Jurisdictional Partners*

\$23-25M Range

Uncommitted LRF Funds

\$49,300,000+

Community Relief

TBD

Internal Operations

TBD

Safe Public Spaces

TBD

*what our
task force
discussions
centered
around*

*Estimated budget, partial FEMA reimbursement expected



cares act
**LOCAL
RELIEF**
funds

LOCAL RELIEF FUNDS

PRIORITY AREAS

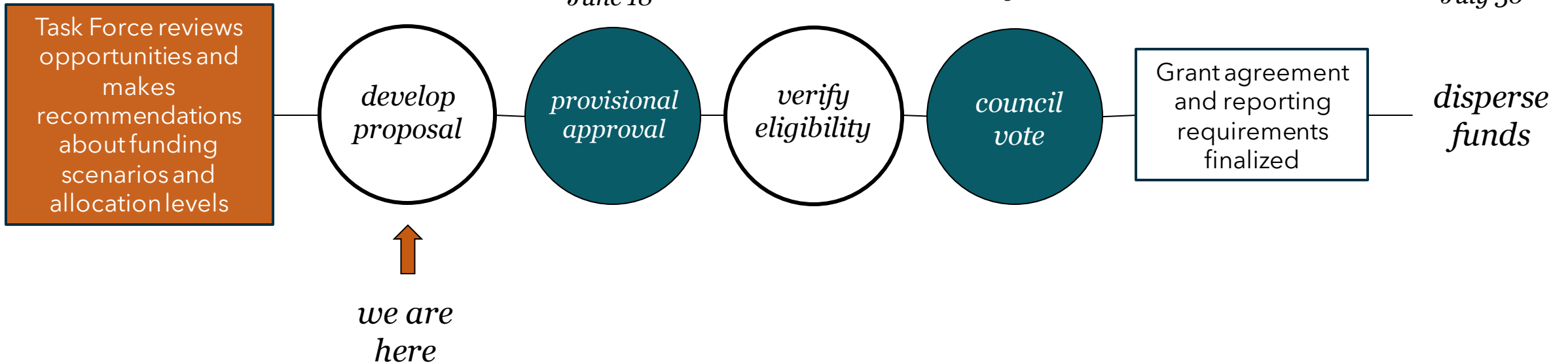
Artists & Creators	Business & Workforce Support	Community Outreach
Digital Divide	Household Assistance	Housing Stability
Public Health	Food Security	Homeless Response

OVERVIEW OF PROCESS



JUNE 10 - 18

JUNE 18 - END OF JULY





Multnomah County: Status of Reopening

John Wasiutynski, Multnomah County



Reopening Listening Sessions

Shea Flaherty-Betin, Prosper Portland

Listening Session: Restaurants

Key challenges:

- 10PM Closure requirement in Phase I
- Prohibition against selling cocktails to go
- Long-term business viability with reduced seating capacity and cost of lease obligations

Recommendations:

- Cap on fees for to-go delivery services
- Use of sidewalk and street closures to increase capacity (PBOT)
- Clear and concise communications about the regulations (OLCC, OSHA)
- Allow sales of cocktails to go

Follow up:

- Provide additional examples of safe work environment layouts (County Health Dept)

Listening Session: Latinx/Spanish Language Session

Observations:

- There was less robust discussion and it seemed like the information was newer for many business owners

Concerns:

- Putting other customers and employees at risk if customers are not choosing to wear masks
- Being liable if a customer claims they caught the virus in your restaurant
- Difficulty of keeping a 6' distance in small spaces (e.g. food cart kitchens, restrooms)

Follow up:

- Participants were sent a Q&A Summary in Spanish after the session
- Messaging campaign to increase consumer confidence that business is following guidelines
- Participants may need additional engagement after they have started reopening to problem-solve implementing the guidelines

Listening Session: Personal Services

Key challenges:

- Balancing the desire for businesses to reopen safely while some service providers and employees feel reopening is too high of risk
- Loss of UI as industry enters Phase 1 if employees or independent contractors are not comfortable returning to work
- Access to PPE and sanitation supplies (high cost and low supply)

Recommendations:

- Assistance to help business owners interpret re-opening guidelines
- Address outstanding questions regarding UI/PUA eligibility for providers that don't feel safe returning to work

Follow up:

- Increase awareness of and connections to PPE and sanitation supplies
- Listening session to answer outstanding UI/PUA questions

Listening Session: Retail

Key challenges:

- Customers are receiving mixed messaging between Stay Home Save Lives and Reopening and it is difficult for customers to know they can be safe
- Ongoing lease payments without revenue; landlords not sharing the cost burden
- Due to economic shock, clients have reduced purchasing power
- Managing employees when they get sick, particularly during flu season
- Health and safety impacts for the Black and African American community

Recommendations:

- Use the PBOT program to close down MLK to celebrate black businesses
- Broader marketing campaign to restore consumer confidence

Follow up:

- Collaboration with SBDA & PBOT to open up MLK or other portions of the city to celebrate and support Black owned businesses
- Distribute reopening collateral for businesses in Phase I

Next Steps: Follow Up and Upcoming Sessions

Follow up:

- Finish Round 1 Sessions, post videos online if available.
- Begin outreach for Round 2 Sessions.
- Post-session re-cap and survey to participants in Round 1

Industry or Community	Session Co-hosts	Date
African American Businesses	BACC, NAACP & Urban League	TBD
Asian & Pacific Islander Businesses	APANO, APACC, PACCO	6/16/2020
Childcare	CCR&R, Neighborhood House	Multiple smaller, culturally-specific sessions
Gyms		6/22/2020
Immigrant – non Latinx Businesses	IRCO & DMA	Multiple smaller, culturally-specific sessions
Russian Speaking	Mercy Corps Northwest	TBD



Initial Responses

Tory Campbell, Prosper Portland

PPE Boxes to BIPOC Businesses

Initial round of 500 boxes of PPE

- Collaboration between Community Chamber Coalition of Oregon & Portland Means Progress
- 100% Locally purchased supplies, 40% from POC-owned businesses
- Boxes include reusable masks, disposable masks, hand sanitizer, and gloves
- Supplies prioritized to BIPOC businesses



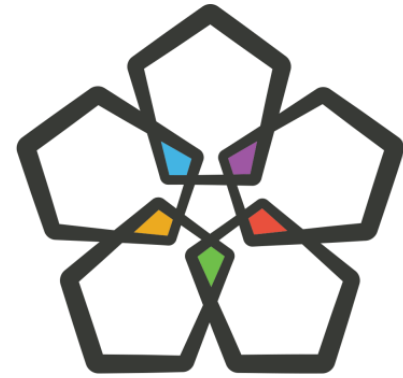
Reopening Resources

Andrea Gall, Prosper Portland

<https://prosperportland.us/portfolio-items/reopening-resources/>

Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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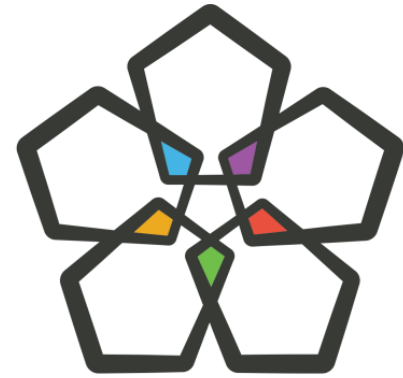
Next Steps

Economic Recovery Task Force: Updated Schedule

- *Friday, June 26: Cancelled*
- Tuesday, July 21, 3:00 – 5:00PM
- Tuesday, August 18, 3:00-5:00PM

Discussion & Questions

Please use the chat function or “raise your hand” for questions & comments.



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Listening Session: Native American Business Session

Key challenges:

- Need to address health safety in workplace for employees and customers but tough to access quality PPE and sanitizing products
- Closure of stores and seasonal markets necessitate business pivots, which requires access to more resources (e.g. increased web presence and marketing)
- Hard to adapt to rapid changes without advance notice or mixed messages

Recommendations:

- Continued prioritization of BIPOC businesses in future funding
- Encourage childcare for workers' families for employees to return to office
- Provide clear messaging on public health recommendations and advance notice of changes

Follow up:

- Pilot program to provide PPE and sanitizing products to BIPOC businesses
- Collateral and signage for businesses to increase safe practices and clear messaging to customers