

Portland Economic Relief and Stabilization Strategy

November 2020



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Crafting the Portland Economic Relief and Stabilization Framework

Following Mayor Ted Wheeler's declaration of emergency on March 12, the City of Portland formed a COVID-19 Economic Relief and Stabilization Framework. The Economic Recovery Task Force and the Economic Impact Action Committee, as well as specific work groups have overseen these initial phases of the city's response to the economic impact of the pandemic, which has also included significant community engagement.

The **Economic Recovery Task Force**, composed of nearly 100 business, community, foundation, labor, public, and workforce leaders, advises on collaborative economic relief and stabilization interventions.

The **Economic Impact Action Committee** is composed of city leaders and organizational partners. This smaller group sets priorities, coordinates activities & deploys resources.

Based on the priorities of the Economic Recovery Task Force, **Work Groups** formed to involve key stakeholders in coordination with the Task Force and Action Committee and to provide recommendations on specific focus areas.

These groups defined priorities for the Economic Relief Framework and the Economic Stabilization Framework which comprise this Economic Relief and Stabilization Strategy. Deep community engagement, input from the

groups listed above, and feedback from industry and culturally specific business reopening listening sessions hosted with partner organizations were invaluable components of the process.

As the city's economic development agency, Prosper Portland provided staff support to the Economic Recovery Task Force and work groups and partnered with the Bureau of Planning & Sustainability, Portland Housing Bureau, Portland Bureau of Transportation, Office for Community Technology, Bureau of Development Services, Multnomah County, the Governor's Office, Worksystems, Inc and many others to develop and implement the recommendations.

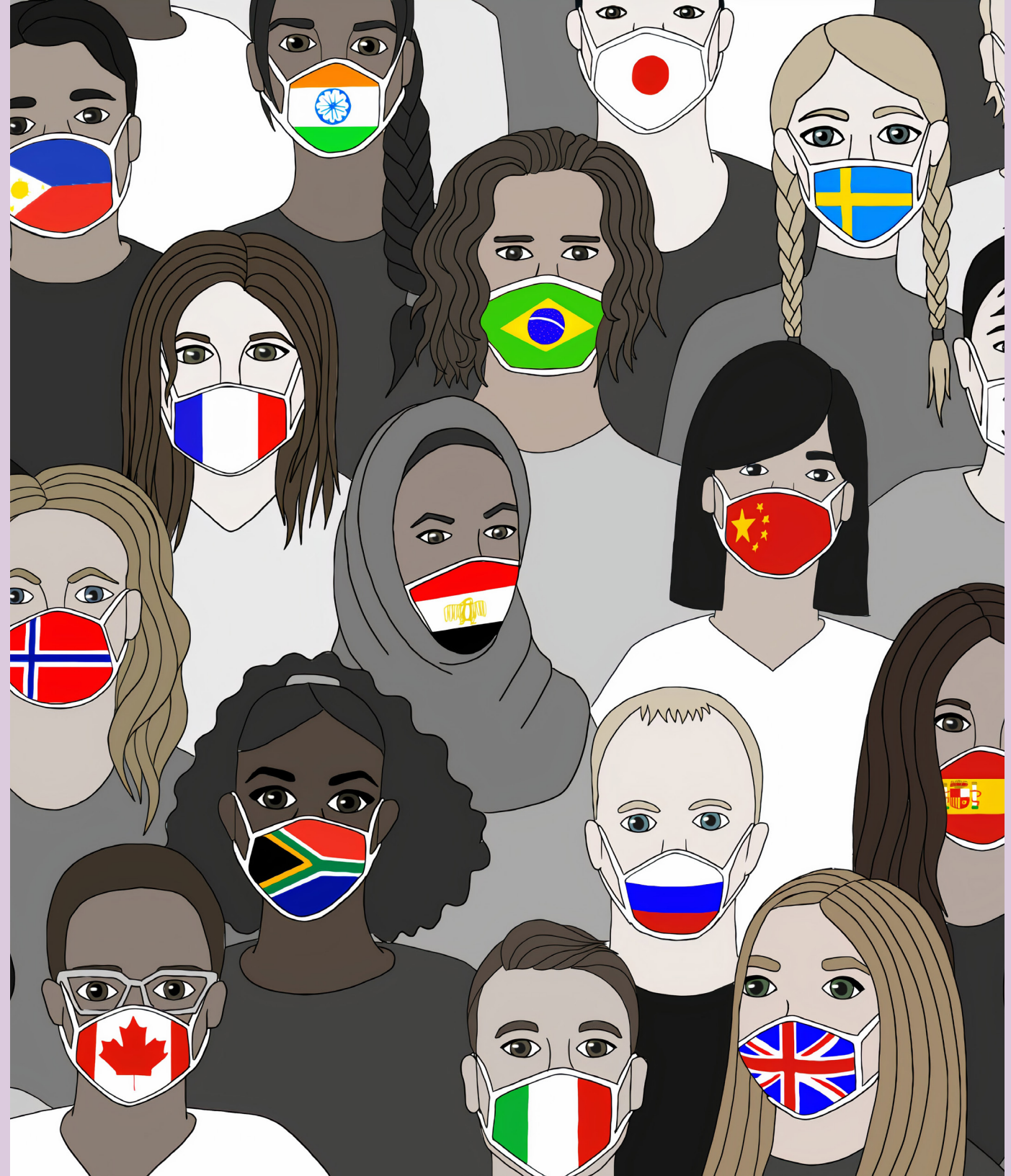


Callie's Custom Creations at My People's Market 6

Image created by
Laura Makaltses.
Submitted for United
Nations Global Call
Out To Creatives -
help stop the spread
of COVID-19.


Equity at the Forefront of Guiding Principles

The City of Portland is committed to centering racial equity in our collective responses to COVID-19. The Economic Relief and Stabilization Framework was developed in alignment with and guided by the [Equity & Vulnerability Lens](#) created by the Leading with a Racial Equity Lens Work Group. The Equity & Vulnerability Lens recognizes that Black, Indigenous and all People of Color (BIPOC), individuals with disabilities, and individuals experiencing poverty are often disproportionately affected. The City of Portland is dedicating resources and creating support systems so that this crisis does not exacerbate existing inequities. We also acknowledge that the Asian Pacific Islander community has been particularly impacted by increased racism and xenophobia since this crisis began.



Portland Economic Relief & Stabilization

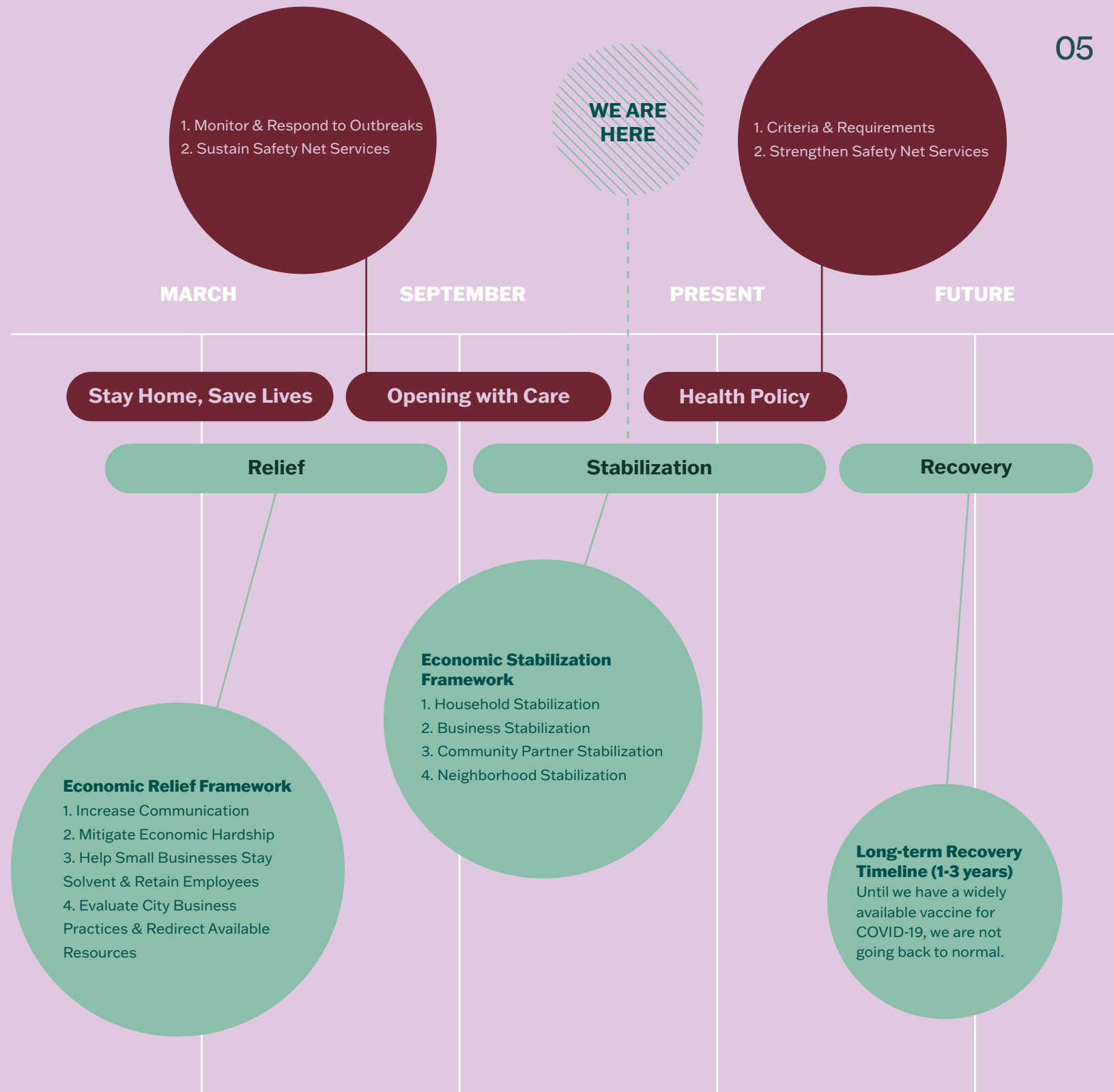
By April, the Task Force had seen remarkable community cohesion, with Portland residents stepping in and standing up for each other, seizing opportunities to solve problems in creative and unique ways.



Public Health Response Roles

State of Oregon
Issues sector specific guidelines and dictates the terms of reopening.

Multnomah County
Responds to public health emergency; conducts contact tracing; provides isolation facilities; monitors PPE for key constituents, and more. Ensures essential government services and safety net services continue to function.



Economic Stabilization Framework

In September, the Economic Recovery Task Force developed a new plan, agreeing on the importance of focusing both conversations and implementation on the dual public health and economic impacts. The Economic Stabilization Framework prioritizes support to the most vulnerable, applying a racial equity lens. As topic-specific groups addressed particular areas of concern and ways to provide relief and stabilization to the community, a concentration on four areas of economic stabilization emerged, all grounded by the fundamental priority of racial equity and serving the most vulnerable:



HOUSEHOLD STABILIZATION

Household & Workforce Resources



BUSINESS STABILIZATION

Business Resources, Removing Barriers



COMMUNITY PARTNER STABILIZATION

Maintain Portland's Civic Infrastructure



NEIGHBORHOOD STABILIZATION

Neighborhood-Based Financial Interventions

“People of color [and] low income people did not benefit from the last economic recovery. We need to make sure this doesn’t happen again as we prepare the next economic recovery.”

- Task Force Member, April 17, 2020

MARCH

[Stay Home, Save Lives Order at state level](#)

[Economic Recovery Task Force meets](#)

[Jade District-Oldtown COVID-19 Small Business Response Fund](#)

[Small Business Relief Fund grants \(\\$1 million\)](#)

City of Portland Information Line for businesses: 503-823-4000

APRIL

Statewide Commercial Eviction Moratorium

Small Business Relief Fund loans (\$1 million)

[Digital Divide Pilot Project](#) (Office for Community Technology & Bureau of Planning & Sustainability)

[Emergency Household Stabilization Fund](#) (\$1 million) (Portland Housing Bureau)

[Reducing Commercial Evictions](#) resources made available & United for Relief Coalition created

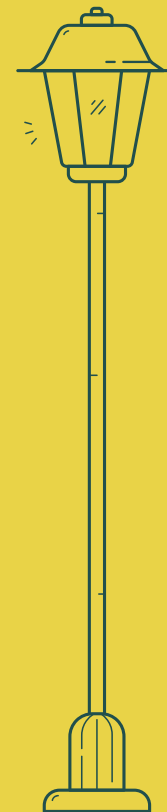
Work Groups formed:

- Leading with a Racial Equity Lens
- Reducing Commercial Evictions
- Evaluating City Practices
- Addressing the Digital Divide
- Supporting Displaced Workers

MAY

Retail stores are able to [reopen](#)

Safe Streets, Healthy Businesses program (Portland Bureau of Transportation)



JUNE

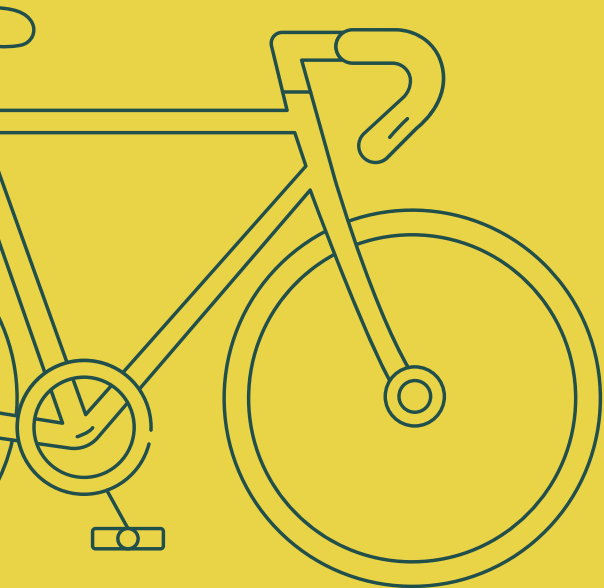
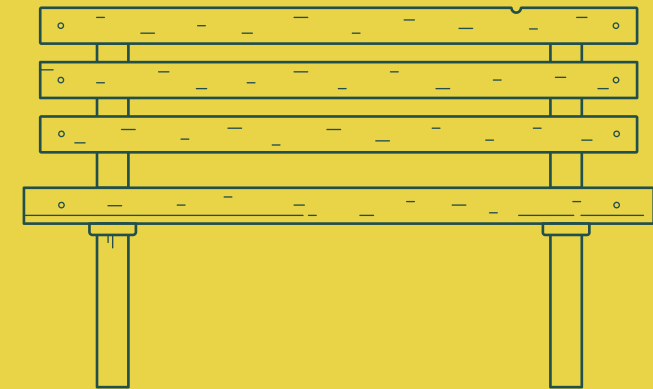
Multnomah County Enters [Phase 1](#)

PPE Distribution to BIPOC businesses: Round 1

Prosper Portland releases reopening resources in 5 languages

[Local Small Business Repair & Reopening Grants](#)

Industry & Culturally Specific Business Reopening Listening Sessions and Community Stabilization Forums



Taking Action

JULY

Small Business Utility Credit Relief Program (Portland Water Bureau & Bureau of Environmental Services) (\$1.6 million)

AUGUST

PPE Distribution to BIPOC businesses: Round 2

SEPTEMBER

Prosper Portland Small Business Relief Fund (SBRF) CARES Funds (\$12M)

OCTOBER

COVID Housing Relief Programs (Portland Housing Bureau & Joint Office) (\$36 million)

NOVEMBER

Small Business Relief Fund Block Grant Partners (\$3 million)

Economic Recovery Task Force meets

Industry & Culturally Specific Business and Community Stabilization Forums Reopening Listening Sessions

Roll out support for enforcing face covering requirement

PDXCARES Funding for Venues (\$2.5 million)

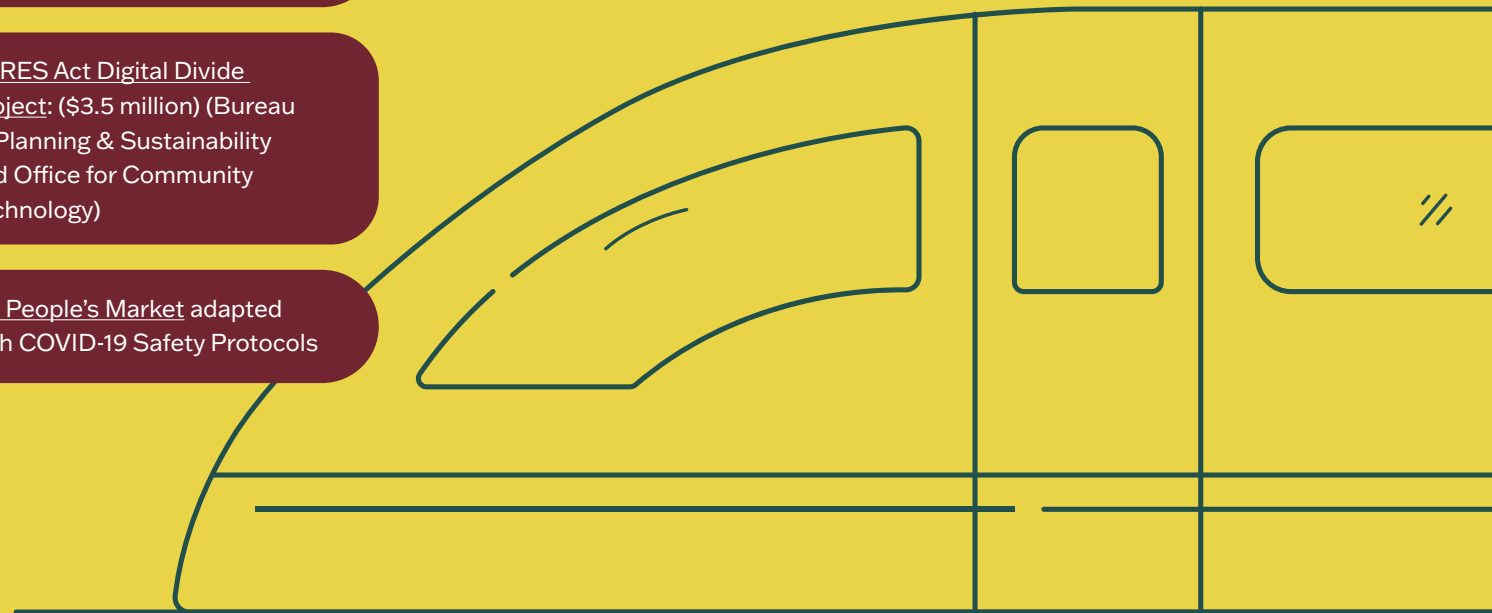
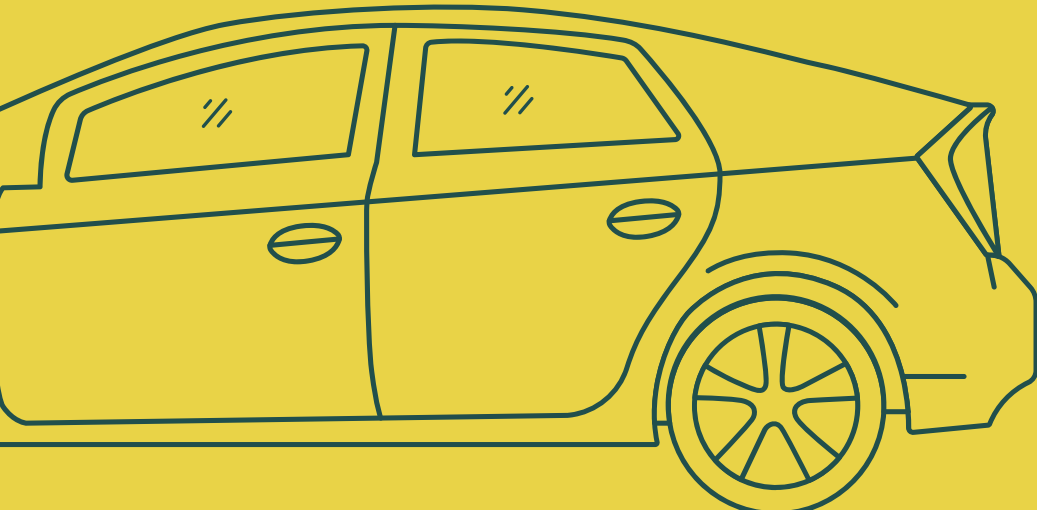
Statewide Commercial Eviction Moratorium lifted

#BetheChangePDX campaign launch to support small business

PBOT CARES Funds for Winter Healthy Business Supplies

CARES Act Digital Divide Project: (\$3.5 million) (Bureau of Planning & Sustainability and Office for Community Technology)

My People's Market adapted with COVID-19 Safety Protocols



Why a Near-Term Strategy

K-Shaped
Recovery

Professionals



Everyone else



The year 2020, with public and economic crises underscored by heightened calls for racial justice, has demanded a shift in attention to set aside long-term strategic planning in favor of heavier emphasis on immediate relief and recovery. The Task Force's actions have been tailored to shore up affected businesses and establish new support systems as quickly as possible.

But while the contours of a sustained national economic recovery are emerging, uncertainty remains high about how recovery will play out on the local level. Our industries, communities and people are struggling – and that struggle has a clear and powerful racial, social and educational component. We are experiencing a K-shaped recovery in which firms and workers in the

white collar economy are recovering - moving up the economic ladder - even as blue-collar workers, small retailers and family-owned businesses, many owned by people of color, are moving down in the face of ongoing major impacts and an unpredictable future. Despite some recent improvement in job numbers, the depth of nationwide unemployment has plummeted far below the worst levels of the 2007 recession.

A near-term strategy allows us to function amid changing dynamics and to focus on equity as we set the stage for a more stable, inclusive economic future.

What We Know

- 1 Public health is a precondition for economic health
- 2 BIPOC-owned businesses, employees, communities are experiencing disproportionate impacts.
- 3 Broad issues impacting communities challenge local jurisdictions BUT government responsiveness & creativity can have impact.
- 4 Construction industry has ongoing pipeline of projects for now, but permit data suggests significant slowdown might be coming.
- 5 Expiration or extension of residential and commercial eviction moratoriums following the emergency period will have lasting impact.
- 6 The deeper the regional recession, the more significant the long-term damage.

What We Don't Know Yet

- 1 Duration of the pandemic.
- 2 Impacts on global trade and traded-sector industries.
- 3 Longer-term outlook for real estate markets, property foreclosures, development and construction pipeline.
- 4 Longer-term outlook for adjustments to consumer behavior.
- 5 Longer-term implications for different neighborhoods
- 6 Longer-term outlook for impact on state and local tax base.



Household Stabilization

HOUSEHOLD & WORKFORCE RESOURCES

Focus: Mitigate economic hardship on impacted individuals & improve access to economic opportunities

- Office for Community Technology and Bureau of Planning & Sustainability partner with nonprofits to address the Digital Divide
- Portland Housing Bureau provides household assistance through CARES funding
- Worksystems, Inc. & Prosper Portland staff hotlines for workforce and business assistance
- Worksystems, Inc. modifies workforce contracts to ease service delivery requirements and improves job seeker access to support services
- City of Portland identifies resources for individuals ineligible for federal assistance
- Regional housing, workforce, childcare and transportation leaders align efforts to support career track training and advancement

Household Stabilization

Aligning Affordable Housing and Workforce Resources at The Vera

On Tuesday, June 16, BRIDGE Housing celebrated the grand opening of The Vera with the release of a [virtual ribbon-cutting](#) video that brought key partners together in spirit. Prosper Portland was proud to contribute financing to the project, which brings 203 **affordable housing** units to the **transit-oriented**

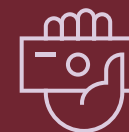
RiverPlace neighborhood in South Waterfront. In a time of crisis, the project represents hope and opportunity in solving some of Portland's long-term affordability challenges. Services include connections to financial literacy classes, health care resources and **workforce resources**. One previously homeless resident said, "The Vera makes me feel like I'm at home. I've never felt content like I do now."

Disparities in Access to Resources



32,000

households in Multnomah County are not connected to the internet.



Of the 32,000 unconnected households, at least half make less than

\$20,000/yr



And at least

16,230

households do not have computing devices of any kind.



Business Stabilization

BUSINESS RESOURCES

Focus: Provide direct support for BIPOC-owned and vulnerable businesses.

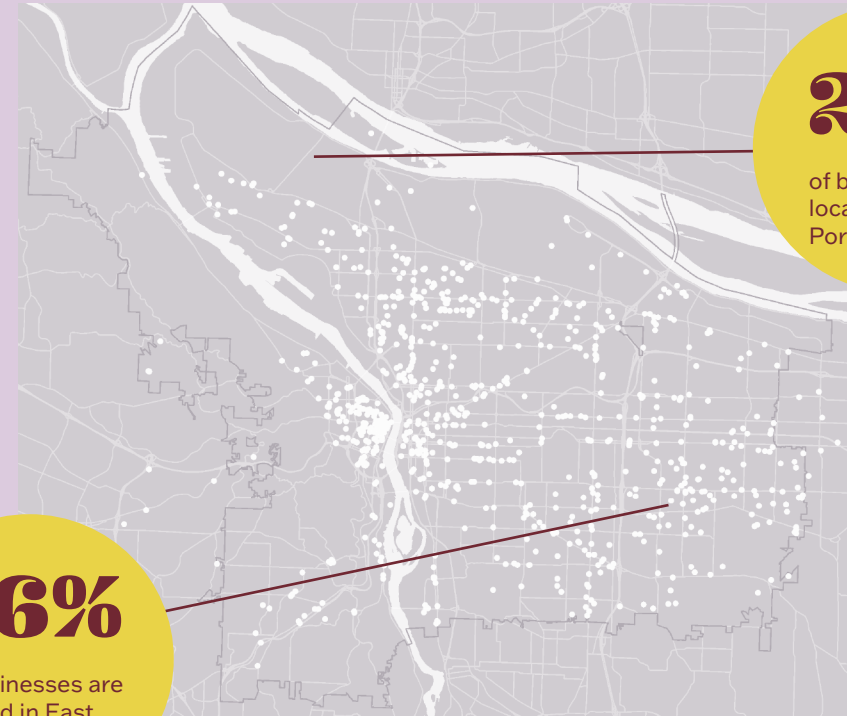
- Prosper Portland administers \$15M in CARES Act funding for small business, including block grants through community partners.
- Prosper Portland pursues additional financial resources to expand and extend existing business technical assistance programming
- Portland Means Progress encourages and supports private-sector procurement shifts in favor of BIPOC-owned local firms
- Prosper Portland collaborates with partners on Portland Buy Local campaigns
- Prosper Portland focuses technical assistance to BIPOC businesses and property owners
- Portland Water Bureau implements the Small Business Program for Utility Relief (SPUR)
- City of Portland measures equity and buy-local performance

Business Stabilization

Small Business Relief Fund CARES Act Resources

As of November 2020, a total of

\$11,040,000



24%
of businesses located in N/NE Portland

26%
of businesses are located in East Portland

924 GRANTS WENT TO BUSINESS RECIPIENTS

Race / Ethnicity

Black or African American	27%
Asian	25%
Hispanic or Latino/a/x	21%
White	10%
Middle Eastern / North African	6%
Native American / Indigenous	5%
Native Hawaiian or Pacific Islander	2%
Choose not to identify	2%
Self-describe	1%
Unknown / don't know	<1%

Communities / Groups

Family-owned	71%
Immigrant	44%
LGBTQIA+	11%
Disability	9%
Veteran	4%

Gender

Woman	58%
Man	36%
Self-describe	4%
Choose not to identify	1%
Non-binary	1%
Two-Spirit	<1%

Use of Funds

Make payroll	45%
Pay late rent or mortgage	27%
Adapt business model or other operational changes	13%
Pay other business expenses	7%
Physical improvements to support public health reqs	5%
Offset loss of rental income	2%
Pass the savings to tenants	1%
Physical improvements to support public health reqs (landlord)	<1%
Expand janitorial services/make changes/healthy work environment	<1%

Business Stabilization

REMOVING BARRIERS

Focus: Make it easier for businesses to adapt to COVID-19 restrictions.

- Portland Bureau of Transportation oversees Healthy Business Permit Program
- Prosper Portland and community partners acquire and distribute PPE to BIPOC-owned businesses
- Portland Film office accelerates restart of local film production in partnership with city bureaus (Parks, Police, Transportation)
- Prosper Portland leverages tax increment finance (TIF) district resources and properties for small business activation and physical distancing improvements
- Prosper Portland and Reducing Commercial Evictions Work Group create tools for tenants and landlords to reduce commercial evictions
- Prosper Portland and Multnomah County partner to develop and distribute business resources and tools

Community Partners deliver

1500

boxes of PPE to BIPOC- owned businesses



Reopening Resources

Portland Means Progress businesses and community partners collaborated to help their fellow Portlanders in the face of the current public health and economic crisis by sourcing local providers to distribute more than 1500 boxes of personal protective equipment to BIPOC-owned businesses.

Community Partner Stabilization

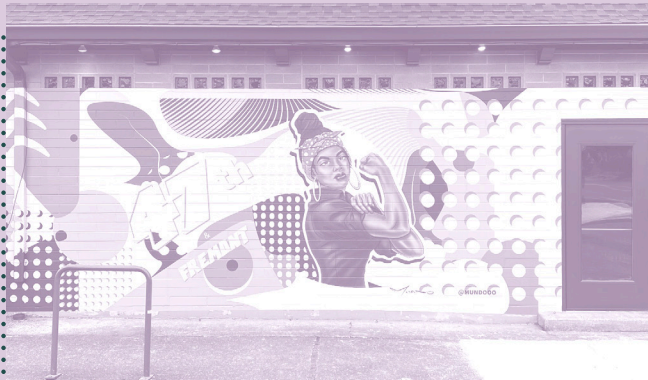
MAINTAIN PORTLAND'S CIVIC INFRASTRUCTURE

Focus: Ensure communities and businesses retain a civic fabric to support relief and recovery.

- Regional Arts & Culture Council and Prosper Portland deploy \$2.5 million #PDXCARES Grant Program to support venues and other key arts organizations
- Prosper Portland & Office of Management and Finance increase flexibility for existing contracts and grants
- City of Portland supports lobbying efforts of Oregon Worker Relief Fund at the state level
- City of Portland prioritizes funding and spends reserves for nonprofits with city contracts
- Business Oregon, with community partners, provides business technical assistance support



Community Partner Stabilization



"PDX Rosie" mural by artist Edmund Mundo

Oregon Worker Relief Fund

“Our communities often don’t qualify for your traditional benefits provided by the government. These are the folks that will be falling through the cracks and often [they] are the backbones of the businesses that are being hit the hardest right now.”

– Ricardo Lujan-Valerio, Latino Network, Work Group Member

Source: <https://www.opb.org/news/article/undocumented-worker-oregon-relief-fund-unemployment/>

#PDXCARES Grant

In Round 1, \$1.79 million awarded to arts & culture venues in 61 grants ranging from \$20,000-\$49,000 as of November 4, 2020.

“This funding would allow us to pay our outstanding debt and continue to remain open to the many artists who still use our building. Although we are not currently hosting any live events, we still host virtual events and provide studio spaces for our artists to create amazing things. We are ready to open for public events the moment we can safely do so. We remain optimistic that we can get through this. We just need a little support to see us through to the other side.” – #PDXCARES Grant Awardee



Business Districts Beautified

Thanks to groups like the Portland Street Art Alliance, boarded up windows and formerly blank walls now speak volumes as Portland’s commercial corridors have been transformed into colorful masterpieces from some of Portland’s most talented artists.

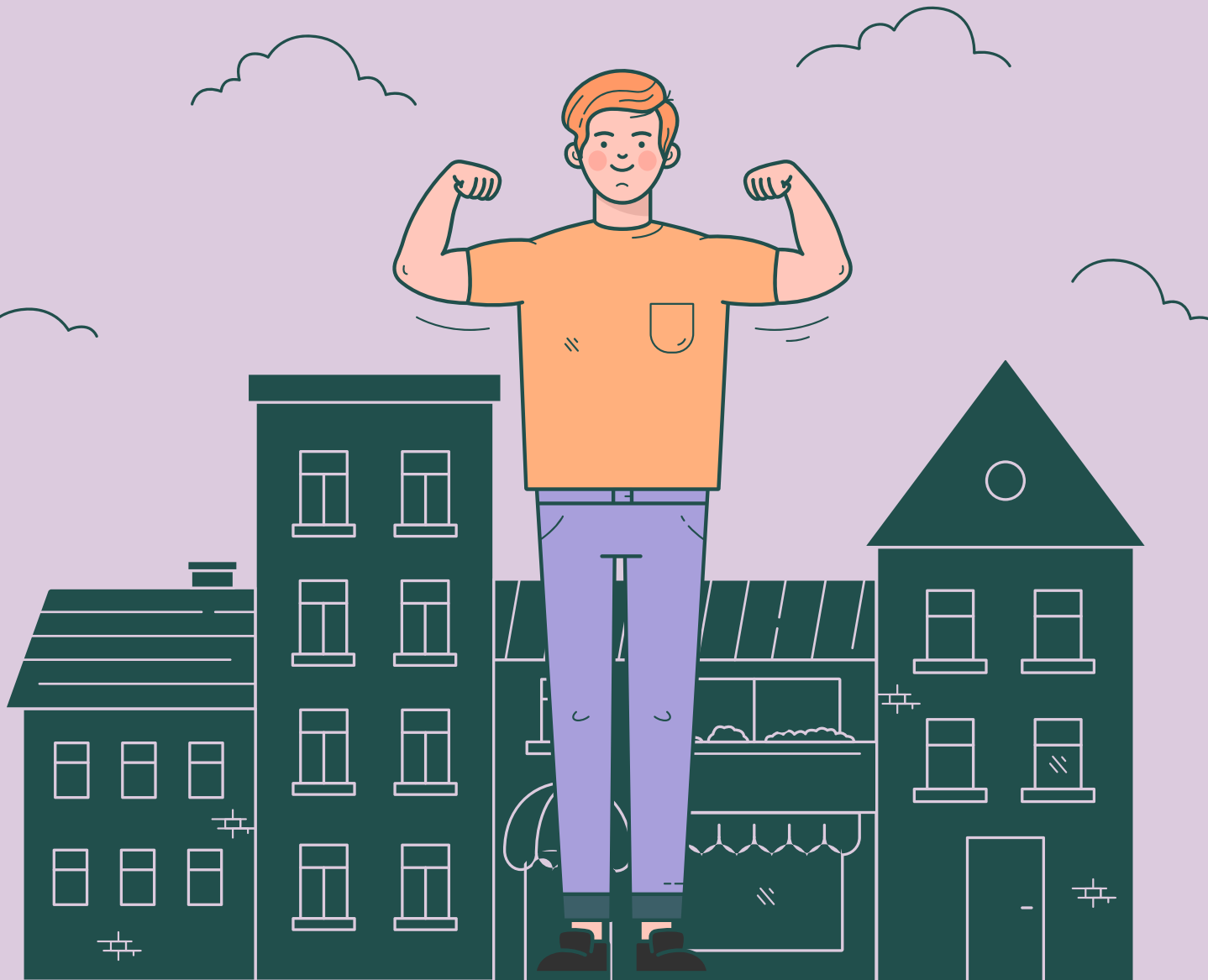
“Untitled LXXII” mural by artist Kyra Watkins

Neighborhood Stabilization

**REDUCING COMMERCIAL DISPLACEMENT,
STRENGTHENING COMMUNITIES**

Focus: Direct financial support for BIPOC-owned businesses and nonprofits that provide immediate necessary services and/or are long term anchors to the community.

- Prosper Portland administers TIF district resources and properties for small business and nonprofit stabilization, including via immediate affordable commercial lease opportunities
- Prosper Portland provides \$3 million in new Prosperity Investment Program grants
- Prosper Portland supports nonprofit physical space needs and capacity with \$1.7 million new Community Livability Grants
- Office of Civic Life prioritizes cleanup of commercial corridors and main streets
- Prosper Portland conducts outreach and [focuses resources](#) to at-risk property owners and makes investments that stabilize community businesses and property owners



Neighborhood Stabilization

Affordable Commercial Tenanting

In the midst of the pandemic, Bertony Faustin of Abbey Creek Vineyards, Oregon's first Black-owned winery, opened a new tasting room as the first tenant in The Shops at 10Y, a new retail center on the ground floor of the SmartPark® garage at SW 10th and Yamhill in downtown Portland. A collaborative project between Prosper Portland and Portland Bureau of Transportation, The Shops at 10Y are designed to lower the barriers to entry for emerging and small businesses, offering finished spaces that reduce the costs of tenant improvements.

“We worked with Prosper Portland for more than a year to create this space. It’s great that I’m the first, but it’s more important that I’m not the last. I love the wine industry for where it’s allowed me to go – and now that’s downtown Portland.”

- Bertony Faustin, Abbey Creek Vineyards

Acknowledgement

A broad coalition of community representatives, elected leaders and city staff have devoted the past several months to ensuring that Portland is positioned to emerge from the current public health and economic crisis, with a framework for assistance and recovery that prioritizes support to the most vulnerable, applies a racial equity lens, deploys local and federal relief funds, and builds on existing infrastructure to scale impact. We are grateful to the many public and private partners who have stepped up to meet this moment.

While much concern remains concerning the spread of the virus and the need clearly outweighs the resources available, we will continue to collaborate with our partners to uphold our values in responding to the pandemic and becoming a stronger, more connected community.



Appendix

Task Force Members

Alan Hipolito - Suma
Alice Cuprill Comas - OHSU
Andre Middleton - Friends of Noise
Andrea Paluso - Family Forward
Andrew Colas - Colas Construction
Andrew Hoan - PBA
Andrew McGough - Worksystems Inc
Annette Mattson - Mt Hood CC
Anthony Deloney - SEI
Ashley Henry - BBPDX
Brian Berry - OMSI
Camille Applin-Jones - Kaiser Permanente
Cara Rene - Greater Portland Inc
Carmen Castro - HMC
Christian Kaylor - State of Oregon
Christine Chin Ryan - Synergy Consulting, Inc. & CERE
Cobi Lewis - Umpqua Bank
Curtis Robinhold - Port of Portland
Dmitri Palmateer - State Treasurer
Duncan Hwang - Jade District/APANO
Ed Ariniello - US Outdoor Store
Emerald Bogue - Port of Portland
Emma McIlroy - Wildfang
Eric Cress - Urban Dev. Partners
Evelyn Liu - APACC
Felisa Hagins - SEIU
James Alan Parker - ONAC
Jan Mason - PACCO
Jeana Woolley - JM Woolley & Assoc.
Jeff Curtis - Rose Festival
Jeff Miller - Travel Portland
Jeff Renfro - Multnomah County
Jim Brunberg - Revolution Hall & Mississippi Studios
Jim Mark - Melvin Mark
Joe McFerrin II - POIC
John Tolbert - BACC
John Wasitynski - Multnomah County
Jon Isaacs - PBA

Jorge Guerra - OAME
Joy Church - Venture Portland
Julia Brim-Edwards - Nike
Juliana Lukasik - At Large Films
Dr. Katy Ho - Portland Community College
Kenechi Onyeagusi - PDBG
Kurt Huffman - ChefStable
Lee Po Cha - IRCO
Dr. Lisa Skari - Mt Hood CC
Lynn Peterson - Metro
Madison Cario - RACC
Marcus Mundy - Coalition of Communities of Color
Melisa Drugge - Business Oregon
Melissa Freeman - OCF
Michele Reeves - Civilis Consulting
Mitch Daugherty - Built Oregon
Nate McCoy - NAMCO
Nita Shah - MESO
Oscar Arana - NAYA
Paul Philpott - Pacific NW Carpenters Union
Paul Slyman - Metro
Rachel Whiteside - COPPEA
Raihana Ansary - Regional Solutions
Rana Uzzaman - PYB & CERE
Randy Miller - Produce Row
Rebecca Stavenjort - Multnomah County
Robin Wang - Ascent Funding
Román Hernández - Troutman Sanders, LLP
Rosaline Hui - Portland Chinese Times
Sarah Shaoul - Business Coach
Sce Pike - IOTAS
Skip Newberry - TAO
Tammy Marquez Oldham - SBDC
Tavo Cruz - Prosper Portland Board
Tom Colett - LiUna
Tom Hughes - Adidas
Vail Horton - INCIIGHT
Wally Van Walkenburg - Stoel Rives
Willy Myers - Columbia Pacific Building Trades Council

City of Portland Team

Mayor Ted Wheeler & Team
Commissioner Jo Ann Hardesty & Team
Office of Commissioner Chloe Eudaly - Marshall Runkle & Team
Office of Commissioner Amanda Fritz - Tim Crail
Andrea Durbin - Bureau of Planning and Sustainability
Elizabeth Edwards - Office of Government Relations
Elisabeth Perez - Office for Community Technology
Josh Harwood - City Economist
Kimberly Branam & Team - Prosper Portland
Dr. Markisha Smith - OEHR
Michelle Kirby & Team - Interim CFO
Mike Meyers & Team - Director of Emergency Management
Rebecca Esau & Team - Bureau of Development Services
Shannon Callahan - Portland Housing Bureau

Design

Eleazar Ruiz at [Lazarus Studio](https://www.lazarusstudio.com/)

Task Force Work Group Members

Visit <https://prosperportland.us/get-involved/covid-19-economic-impact-intervention-response/>