



PROSPER
PORTLAND
Building an Equitable Economy

DATE: June 9, 2021
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 21-14
Authorizing a Grant to Greater Portland Inc. for Fiscal Year 2021-22

BOARD ACTION REQUESTED AND BRIEF DESCRIPTION

Adopt Resolution No. 7418

This action will authorize the Executive Director to execute a Grant Agreement (Grant) between Prosper Portland and Greater Portland Inc (GPI) in an amount not to exceed \$70,000 to support regional business recruitment, marketing, and export coordination in fiscal year (FY) 2021-22. As articulated in Exhibit A to Resolution No. 7418, the Grant may be renewed for two additional years in an amount to be negotiated by the parties but not to exceed \$75,000 per year, for FY 2022-23 and FY 2023-24. This is the ninth 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 to 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 2021-22 Grant 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 2019-2020 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 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 includes a scope of up to \$70,000 for FY 2021-22 activities 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 to begin implementation of the Five-Year Comprehensive Economic Development Strategy to achieve economic prosperity across the region by aligning business, education, and civic leaders around regional economic development priorities.

The Grant scope has been updated to be responsive to COVID-19 pandemic impacts in several ways. Changes to the scope include allowing activities historically associated with travel or in-person meetings (e.g., virtual trade shows, trade missions, and signature events) to be conducted digitally until the current crisis abates. Other scope items have also been adjusted to allow for pipeline rebuilding given the impacts of the pandemic on the regional economy.

EQUITY IMPACT

The Grant scope includes prioritization of activities that advance a social and racial equity agenda for regional economic development. The 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 Global Plan. Traded sector companies provide family-wage jobs and support local-serving industries such as retail and professional services. The scope includes implementing the Greater Portland Economic Recovery Plan to help the region recovery from the COVID-19 pandemic stronger, more resilient, and more equitable with an urgent focus on building opportunities for Black, Indigenous, and People of Color communities.

COMMUNITY PARTICIPATION AND FEEDBACK

While there was no specific public participation related to this proposed action, staff discussed the GPI partnership with the Community Budget Committee during the FY 2021-22 budget development process.

BUDGET AND FINANCIAL INFORMATION

There are sufficient resources in the FY 2021-22 budget to fund the Grant.

RISK ASSESSMENT

There are minimal risks to approving the Grant. A detailed scope of work within the Grant 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. 2019-2020 GPI Grant Report