

BUSINESS ADVANCEMENT TEAM:  
**Impact Snapshot**



Prosper Portland's Business Advancement Team is a catalyst for equitable economic growth. We help businesses grow by providing support and identifying opportunities that foster the creation of living wage jobs for all Portlanders.

The Business Advancement Team focuses on:



**Inclusive  
job creation**



**Business  
competitiveness**



**Equitable  
economic growth**

In many cases, our work with businesses spans years of long-term engagement and impact. We support businesses from early stage through growth and scaling.



## Tailored Assistance

Annually, the Business Advancement Team provides more than 300 local businesses with industry-specific, tailored assistance related to growth or inclusion.

That assistance includes providing access to financial resources, workforce development, market analysis, real estate and site development services, identification of local supply-chain opportunities, access to international markets and Diversity, Equity & Inclusion programming.



300+

local businesses received tailored assistance with growth or inclusion



## Strategic growth for a family-owned manufacturer

AmFor Electronics offers custom cable and wire harnesses to customers in the automotive, transportation equipment and construction industries, among others. AmFor connected with the Business Advancement Team through the Oregon Manufacturing Extension Partnership (OMEP), a public-private partnership that delivers comprehensive expertise to help Oregon businesses become more competitive in the global marketplace. Consultants provide hands-on expertise to streamline processes and production, minimizing waste and increasing businesses competitiveness, which in turn retains jobs.

OMEP has worked with AmFor since 2006 on 23 projects, many of which had Prosper Portland support. AmFor also retained all its jobs throughout the COVID-19 pandemic, in part due to efficient manufacturing practices. **AmFor reported more than \$20 million in impacts as a result of OMEP services, and AmFor sales increased 26% from 2006 to 2021.**

Since 2008, Jerry Koopman, CEO of AmFor, has been actively involved on committees and in focus groups and meetings organized by Prosper Portland to identify issues and strategize on developing solutions to support the manufacturing cluster.

### AmFor Electronics

[amforelectronics.com](http://amforelectronics.com)



Founded: 1961



Employees: 58



Location: North Portland

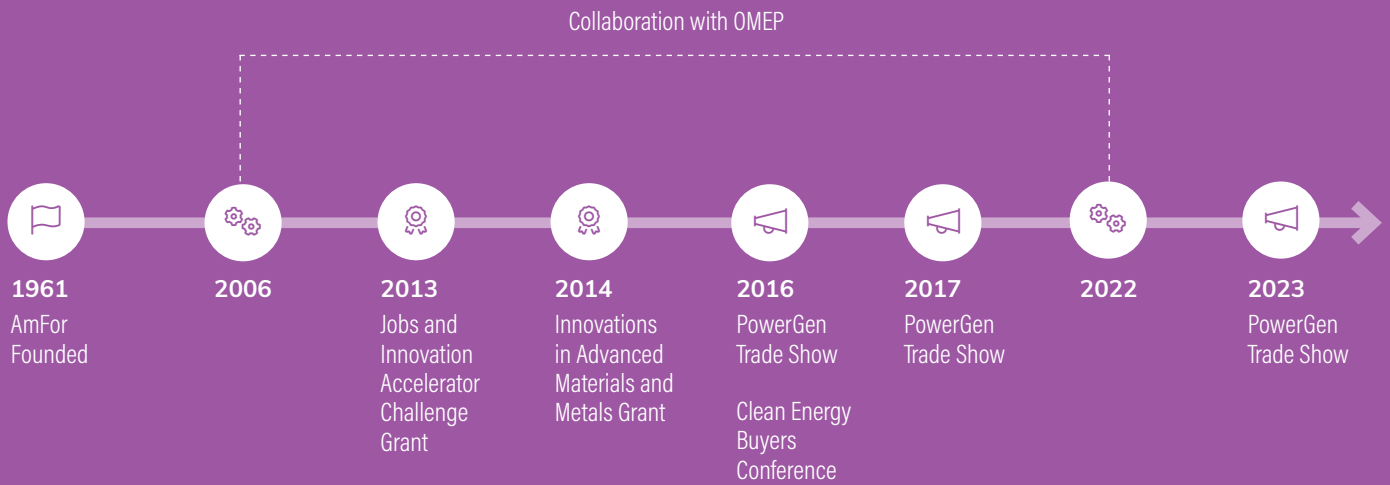


Industry: Metals & Machinery

*“Our engagement with OMEP over many business process projects has transformed both the way we do business at the strategic level and the way we actually manufacture everything. We look forward to many more years of partnership as we continue to grow and expand into new markets.”*

JESSE OLIVER, COO,  
AMFOR ELECTRONICS

# Company Milestones



“Prosper Portland is proud of our partnership with OMEP, whose consultations have helped AmFor maintain competitiveness and become well regarded as one of the leading harness manufacturers in the country.”

KEVIN JOHNSON,  
METALS & MACHINERY LIAISON,  
PROSPER PORTLAND

## Export Assistance

The Business Advancement Team provides export assistance to growing businesses through educational resources, connections to partner resources like the US Export Assistance Center, the Port of Portland, and Business Oregon, and participation in trade shows. This creates opportunities for Portland businesses of all sizes to gain access to new markets and customers and grow their businesses beyond the Portland region.

Over the past three years the Team's trade show participation in NY NOW,

Shoppe Object and Outdoor Retailer helped A&O and Consumer Goods companies generate nearly a 10x return on investment. For Prosper Portland's \$45,000 investment over this time period, businesses reported nearly \$500,000 in wholesale orders.

**Annually, 35 businesses gain access to new markets** as a tool for growth through Business Advancement Team support.



# \$500K

in wholesale orders through  
trade show participation



## Jumpstart for an eco-conscious lifestyle brand

House Dogge is a Black woman-owned company that designs and creates small batch, eco-conscious dog-owner lifestyle products. Founder Angela Medlin's career includes experience as a professional product designer and director at brands that include Nike, Adidas, Levi Strauss and the North Face.





Angela joined Prosper Portland at multiple industry trade shows, including her first wholesale trade show at New York Now in 2018, which jumpstarted retailer partnerships in the USA, Canada, Europe and Japan. This allowed the brand to shift its business model to include wholesale in 2019 and gain additional exposure to a broader audience.

**In 2020, House Dogge was featured in Oprah's Favorite Things and capitalized on an opportunity that resulted in a 3500% increase in holiday sales.**

House Dogge built up capacity in its manufacturing systems to accommodate this demand.

### House Dogge

[housedogge.com](https://housedogge.com)

-  Founded: 2017
-  Employees: 1 full-time, 1 part-time
-  Location: SE Industrial District
-  Industry: Athletic & Outdoor

*“Exposing younger companies to trade shows helps them to grow their sales, gain business knowledge, make valuable connections, add employees, and take advantage of opportunities to promote and market their brand overseas and out of state. For every dollar we invest in helping to take companies to shows, \$10 is invested back into our economy.”*

SUE BAL,  
ATHLETIC & OUTDOOR LIAISON,  
PROSPER PORTLAND

"I have found attending these tradeshows to be essential to growing and pivoting the business as the brand moves forward. It's equally exciting and rewarding to collaborate and share experiences with other small businesses in the Prosper [Portland] group."

ANGELA MEDLIN, FOUNDER,  
HOUSE DOGGE LLC



## Company Milestones



**2017**  
House Dogge  
Founded



**2018**  
Participated in  
New York Now  
Trade Show



**2019**  
Shifted business  
model to include  
wholesale



**2020**  
Featured  
in Oprah's  
Favorite Things



**2022**  
Participated in  
Shopee Object  
home & gift show



## Resources to Advance Diversity, Equity & Inclusion

The Portland Means Progress initiative provides connections for businesses to hire local underrepresented students and young professionals of color, purchase from businesses owned by people of color and create diverse and vibrant workforce and company cultures. **More than 140 businesses are engaged, representing more than 43,000 employees in Portland.** Since its inception in 2019, Portland Means Progress businesses have spent more than **\$400 million** at local BIPOC-owned businesses and hired more than **955 interns.**

The Inspiring Diversity Grant supports employers to inspire creative, equity-related best

practices around workforce, marketing and communications with a goal of creating new community partnerships with populations that traditionally have been underrepresented. In 2022, Prosper Portland awarded grant funding to **11 local businesses** in amounts ranging from \$2,500 to \$10,000 each. **The selected companies have committed matches totaling \$251,000 in cash** and in-kind staff time, more than twice the grant fund of \$120,000.

These programs are key mechanisms to help traded sector businesses become inclusive and strengthen the community through local investments.



# \$400M

spent at local BIPOC-owned businesses



## A high-performance bike company's journey toward inclusion

Founded in Portland in 2013, HiFi Sound Cycling Components (HiFi) designs and builds high-performance bike wheels. In 2021, HiFi received its first Inspiring Diversity Grant, which facilitated a partnership with BikePOC PNW to increase diversity, equity, and inclusion in Portland bike racing.

According to BikePOC PNW's Will Cortez, the organization formed in January 2021 and now has more than 300 people involved. The organization holds rides for people of color to make them feel more comfortable while cycling. Through the 2019 Inspiring Diversity Grant funding, approximately 50 BIPOC cyclists attended the HiFi/BikePOC racing clinics; 15 people competed for the first time; the seven-bike library had frequent checkouts; and a beautiful new community emerged.

## HiFi Sound Cycling Components (HiFi)

[ridehifi.com](http://ridehifi.com)

-  Founded: 2013
-  Employees: 4
-  Location: East Portland
-  Industry: Athletic & Outdoor

## This program led to Oregon's first-ever bike racing team of color.

In 2022, HiFi received its second Inspiring Diversity Grant to enhance and expand the BikePOC PNW Bike Library by offering bikes for smaller riders; continuing maintenance of bikes in the library; adding more inclusive introductory clinics attended by 75 BIPOC cyclists; hosting a speaker series about the history of racism in cycling and healing from the trauma of racism; and offering size-inclusive cycling clothing.



## Company Milestones



**2013**  
HiFi Founded



**2021**  
Started partnership with BikePOC PNW



**2021**  
Received Inspiring Diversity Grant



**2022**  
Received Inspiring Diversity Grant



“The IDG grant helped a cyclocross team under the BIKEPOC PNW umbrella -- Oregon's first-ever bike racing team of color -- develop into a staple of the Oregon cycling community in less than two years. The IDG grant also helped HiFi to forge a powerful, meaningful, and long-lasting relationship with this amazing community. BIKEPOC PNW is well-positioned to build upon this foundation and to evolve and grow for years to come, and we at HiFi are honored to continue to work with them.”

JOSH LIBERLES, CO-OWNER, HIFI

## Support for Business Growth and Inclusive Job Creation

By providing access to connections and resources that allow Portland businesses to expand, the Business Advancement Team creates opportunities for job growth and local investment.

Alongside assistance to create new jobs for Portlanders, the Business Advancement Team engages in partnerships in workforce programming to connect Portlanders to these job opportunities. We connect businesses to partners at Worksystems Inc, Emerging Leaders Internship program, NW Career Expo, and SINE (Survival is Not Enough) to create systems that build connections to and grow local talent, with a specific focus

on programs that engage with BIPOC candidates.

**More than 20 businesses accessed support** to relocate and/or expand in Portland, creating **more than 1700 new living wage jobs** for Portlanders since 2020.

45 businesses accessed tax incentives through the Enterprise Zone program, and collectively invested more than \$1.8 billion in Portland since 2015.

These programs are key mechanisms to help traded sector businesses become inclusive and strengthen the community through local investments.



# 1,700

new living wage  
jobs for Portlanders  
since 2020



## A local manufacturer expands access to clean and affordable power

Founded in 1989 as a manufacturing company, Powin is a global energy storage platform provider offering end-to-end integrated solutions that include grid-scale batteries, power conversion systems, and leading-edge software controls. Powin's energy storage systems are enabling the global shift to renewable energy by storing clean energy when it is abundant and saving it for future use, providing access to clean and affordable power.

Powin began working with the Business Advancement Team in 2012 through a Clean Energy Industry Buyer/Supplier Forum. Since then, the engagement has included multiple trade shows, introductions to key industry partners, connections to resources, grant programs, market research for product development, and export assistance.

In July 2022, Powin announced a \$135M growth equity investment to provide significant capital in support of its continued growth and international expansion.

### Powin

[powin.com](http://powin.com)

-  Founded: 1989
-  Employees: ~200 Portland Metro, 500+ Worldwide
-  Location: NW Portland
-  Industry: Green Cities

*“The Prosper Portland Green Cities Industry Liaison was a valuable resource for our company in our early stages of growth. Prosper Portland’s support enabled us to make investor and strategic partner connections and exhibit at domestic and international trade shows to grow our business.”*

**DANNY LU,**  
SENIOR VICE PRESIDENT, POWIN

# Company Milestones



**1989**  
Powin Founded



**2012**  
Prosper Portland Clean Energy  
Industry Buyer/Supplier Forum



**2012 - 2017**  
Key partner & EcoCapital  
introductions to investor groups



**2012**  
42K Drive Oregon Grant in  
partnership with OpConnect



**2016**  
Exhibited at PowerGen, Windpower,  
Hannover Messe and GoGreen



**2016**  
Clean Tech Product Certification  
through Jobs & Innovation  
Challenge Grant, UL Certification  
  
Connected to MarketLink Resources  
and Market Research, Greater  
Portland Export Initiative



**2018 - 2019**  
Exhibited at Green Expo, ASEAN  
Sustainable Energy Week,  
DistribuTECH



**2021**  
Prosper Portland Clean Energy  
B2B Program



**2021 - 2022**  
\$100M+ Strategic Equity Funding  
\$135M Growth Equity Investment



*"It has been incredible to watch Powin become a pivotal player in the rapidly evolving and expanding international energy storage market. They've grown from their initial facility in Tualatin to a new global headquarters office in Portland. Their presence has cultivated top talent who have started new companies in the region and put Portland on the map as a hub for the energy storage industry alongside companies such as ESS and ZincFive."*

KATHERINE KRAJNAK,  
GREEN CITIES LIASION,  
PROSPER PORTLAND

If you are interested in connecting with our team about support for your growing business, please contact:

Anne Crispino-Taylor, Business Advancement Team

✉ [crispino-taylor@prosperportland.us](mailto:crispino-taylor@prosperportland.us)

Learn more about Prosper Portland resources for growing businesses:



[Diversity, Equity & Inclusion resources through Portland Means Progress](#)



[Expansion & relocation support](#)



[Access to Prosper Portland Finance Programs or those of our partners](#)



The following resources are available to businesses in the [Athletic & Outdoor](#), [Green Cities](#), [Metals & Machinery](#), [Software & Media](#), and [Food & Beverage Manufacturing](#) industries:

- Access and support for trade missions
- Export assistance
- Peer-to-peer networking opportunities
- Industry-specific technical assistance