

PRIORITY:

ECONOMIC DEVELOPMENT

FIRST 100 DAYS

GOAL

ACTIVITIES

OUTCOMES

ADOPT PORTLAND JOB CREATION AND BUSINESS STIMULUS PACKAGE

Announced by the Portland City Council on Tuesday, January 13, 2009



Completed. (Announced Jan. 13th) Began implementation of stimulus package: Lifted the cap on Transit-Oriented Development tax abatement program, which incented the development at least 2 new projects; Authorized Local Purchasing Preference to ensure that local firms receive preference on bidding opportunities on City projects; Increased financing options from PDC for small businesses; and fast-tracked locally funded public projects using existing pipeline resources.

[RESOLUTION No. 36666](#) * Repeal the limit on the annual cumulative value of new projects that apply for tax exemption under the New Transit Supportive Residential or Mixed-Use Development program so new transit-oriented multifamily projects can move forward, creating new jobs to stimulate the Portland area economy.

RESOLUTION No. 36704

*Create the City of Portland Local Business Enterprise Purchasing Rewards Program to promote the growth and economic vitality of businesses located within the City of Portland.

ORDINANCE No. 182809 *Authorize Emergency Declaration for the procurement of projects funded by the 2009 Local, State and Federal Economic Stimulus Program and delegate authority to the Purchasing Agent to execute contracts funded under the program.

GOAL

ACTIVITIES

OUTCOMES

Launch “Portland is Better Together: Give Help. Get Help. Chose Local” campaign
Announced by the Portland City Council on Thursday, January 15, 2009

✓ Completed. (Announced Jan. 15th) Launched online campaign and corporate challenge campaign; partnered with local volunteer organizations, community-based websites, and Multnomah County to connect individuals, families, businesses, and nonprofits with resources to give help, get help, and support local businesses; connected an average of 4,000 unique website visitors each month to community resources.
REPORT *Adopt Portland is Better Together Campaign Spring Update (Agenda Item 545, May 6th).

Create a strategic Economic Development Plan for Portland

Increase local business success and individual and family prosperity guided by the Economic Cabinet and in alignment with other local and regional efforts

a) Appoint an Economic Cabinet, including citywide representatives from the private sector, labor, non-profit, government, workforce training and academia

✓ Completed. Economic Cabinet met as a whole three times and provided substantive input into Economic Development Strategy.

b) Appoint Sub-Cabinet Committees Based on Target Industry Designations:

✓ Completed. Working groups have provided substantial input to refine and flesh-out the strategy between Economic Development Cabinet meetings.

i) Advanced Manufacturing

ii) Design and Creative Services

iii) High Tech and Bioscience

(1) Lobby state legislature to authorize bonding for Life Science Center

✓ Completed. Office of Government Relations supported Oregon University System and OHSU’s request to the State Legislature to authorize support and bonding of the center.

GOAL

ACTIVITIES

OUTCOMES

iv) Clean Technology (Sustainable Industries)

(1) Lobby state legislature to fund Vestas Wind Systems incentives



Completed. The Office of Government Relations and PDC worked with the Governor's office and OECDD to support financial incentives for Vestas' headquarters in Portland.

(2) Complete a feasibility study of the Oregon Sustainability Center in collaboration with the Oregon University System and the Living Building Initiative



Completed. Portland's Gerding Edlen Development, in collaboration with GBD Architects and SERA Architects, was selected for the Sustainability Center of Excellence feasibility services, including a predevelopment phase program, design, financial and construction analysis for development of the sustainability center. A feasibility study is scheduled for completion by June 5th, 2009.

[Design charette results and other information](#)

(3) Lobby state legislature to authorize bonding for Oregon Sustainability Center



Completed. Worked with the Governor's office, OUS, PSU and Living Building Initiative to request bonding authority from state legislature. Also included OSC as part of Portland's request to the Oregon Way task force for [American Recovery and Reinvestment Act](#) resources.

(4) Establish Portland + Oregon Sustainability Institute as a new organization that is being created to govern the Oregon Sustainability Center and facilitate collaboration among partners



Completed. Secured executive director, Rob Bennet, to lead a strategic planning process and to establish public/private collaboration around beach head projects - such as eco districts, a regional Climate Prosperity Initiative and programming for the Oregon Sustainability Center.

GOAL

ACTIVITIES

OUTCOMES

(5) Kick off workforce training program for green jobs in conjunction with retrofitting pilot projects



Completed. Worked closely with Worksystems, Inc to hire a team to create curriculum for training program. Also convened community based organizations, contractors, organized labor and community colleges to discuss community benefits agreements and career pathways for green jobs associated with the Portland Clean Energy Fund pilot project and future retrofitting and weatherization opportunities.

v) Tourism and Trade

(1) Determine feasibility of the Convention Center Hotel



Completed. Convened independent task force comprised of skeptics, supporters and agnostics to review the assumptions of the Conventions Center Hotel. Task force found that “The Project proposal is based on thorough analysis and reasonable, informed assumptions” and recommended “the currently proposed, 600-room Headquarters Hotel project proceed to the next phase as structured.” The task force also set further several recommendations around LEED certification, a comprehensive plan for the district and opportunities for public input.
[Final Task Force Recommendation Letter](#);
[OregonLive: Mayor to push ahead on convention center hotel](#); [Portland Business Journal: Mayor’s committee reaffirms support for convention center hotel](#); [KGW: City moves ahead with plans for Convention Center hotel](#)

GOAL

ACTIVITIES

OUTCOMES

(2) Complete evaluation of Major League Soccer/Triple AAA baseball opportunity



Completed. Convened independent task force comprised of skeptics, supporters and agnostics to review the feasibility of bringing Major League Soccer to Portland. “The Task Force recommends that the City Council support a proposal by Shortstop LLC to bring Major League Soccer to Portland, with the City refurbishing PGE Park and developing an alternative site for AAA Baseball”. The Task also set forth several conditions as part of its recommendation. These conditions are described in the [Task Force Report](#). [RESOLUTION No. 36687](#) * [Declare City support for Peregrine LLC bid to bring a Major League Soccer Franchise to the City of Portland and authorize Peregrine LLC to present a financing package to Major League Soccer.](#)

[OregonLive: MLS makes it official: League’s 18th team coming to Portland](#)

(3) Establish Trade (export and foreign direct investment) strategy in conjunction with economic development plan



Completed. Included in 5-year economic development strategy as objective with action steps (Objective 1.2). Strategy calls out “Trade-related employment [as] account[ing] for a third of total employment in the region...” and cites “Traded sector industries [as] hav[ing] a heightened impact on the regional economy.” Key action item: Mayor’s International Business Awards, which recognized existing exporters who will share their success stories as well as new potential exporters who will be given fast track access to the Oregon foreign trade representative services. Took place May 19th. [International Road Show Announcement](#)

GOAL

ACTIVITIES

OUTCOMES

(a) Initiate Portland Mayor's annual trip to Asia in April and to Europe in the Fall 2009



Completed. Trade delegation - including director of PDC, the Port and the PBA - traveled to China in April; Mayor will travel to Japan in November for trade-related activities and initiate a European trade delegation in early Spring, 2010.

(b) Launch the International Roadshow



Completed. Worked closely with the Oregon Economic and Community Development Department to establish a biannual international roadshow that will match Portland businesses with foreign trade representatives. Took place May 18th and 19th in the Nines Hotel.

c) Determine local business assistance and workforce training program and service requirements

i) Seek alignment of existing business assistance programs and services to meet requirements.



Completed. Created inventory of local and regional business assistance providers; secured funding for and began development of an online portal for businesses seeking assistance in Portland and convened steering committee to plan event to connect businesses with one-on-one assistance from local organizations.

ii) Create priorities for business retention, expansion and recruitment efforts



Completed. Developed and began implementation of strategy that will focus Portland's resources on enhancing the competitiveness of businesses in four industry concentrations - Clean Tech and Sustainable Industries (CTSI), Activewear and Design, Software and Advanced Manufacturing.

d) Launch citywide retail action strategy

GOAL

ACTIVITIES

OUTCOMES

i) Establish signature Retail Street downtown



Completed. The Downtown Vision Task force worked with Leland Consulting, the Portland Development Commission and the Bureau of Planning and Sustainability to establish SW Morrison as the signature retail street with connections to other districts and related to catalytic developments; also worked to establish an implementation plan with partners.

[Portland Business Journal: Portland leaders strive to make downtown a retail destination](#)

(1) Formalize central Portland sub-districts

ii) Launch Neighborhood Mainstreet improvement program



Completed. Secured funding for Portland Green Main Streets program to provide technical and financial assistance to Portland neighborhoods seeking to undertake revitalization efforts. Supported St. Johns' State of Oregon Main Street Application.

iii) Advertise four pilot projects Citywide (focusing exclusively on non-URA areas)



Completed. Identified several categories of business districts for participation in the program, announced the creation of the program and solicited feedback from the Alliance of Portland Neighborhood Business Associations (APNBA) and various business districts, and created workplan for program implementation.

Strengthen public and private economic development partnerships

Establish Annual Portland Economic Summit to review progress and pledge annual commitments to reach the goals of the 'Portland Economic Development Plan'

a) Meet 100 employers in first 100 days



Completed. Met with employers from across the city to discuss short term concerns and the 5-year economic development strategy. [See the list here.](#)

GOAL

ACTIVITIES

OUTCOMES

b) Establish Regional Economic Strategy Council

Not Completed. Met with partner agencies to focus on substantial opportunities to impact local economy through the American Recovery and Reinvestment Act.

i) Define economic success measures and create Regional Economic Dashboard

Not Completed. Discussed means to evaluate success of ARRA funding.

c) Finish local inventory of existing education, workforce training and economic development programs

i) Map regional economic development investments



Completed. Performed analysis that reveals that 28 providers expend approximately \$101.5 million annually in “economic development” activity - which includes business attraction, retention, advocacy and marketing. The study also details investments by public organizations, private institutions and by within the region.

d) Advocate for federate support to local and regional economic development efforts at United States Conference of Mayors and National League of Cities conferences

e) Establish Annual Portland Economic Summit to review progress and pledge annual commitments to reach the goals of the ‘Portland Economic Development Plan’



Completed. Will unveil the Economic Development Strategy at 2nd Regional Economic Development Summit, June 11th in partnership with Regional Partners, Greenlight Greater Portland, Regional Business Plan and Portland Business Alliance.

[Information on the June 11th event.](#)

Create Prosperity Alliance

Integrate transportation, information technology, economic development, energy efficiency/clean technology, health, public safety, workforce training, social service supports, affordable housing, and education investments to achieve measurable results in social equity, environmental sustainability and job creation.

GOAL

ACTIVITIES

OUTCOMES

a) Announce common goals and means to achieve goals with County Chair Ted Wheeler and Gresham Mayor Shane Bemis

Not Completed. Met with partner agencies to focus on substantial opportunities to impact local economy through the American Recovery and Reinvestment Act; Discussed means to evaluate success of ARRA funding.

b) Fund CASH Oregon (Creating Assets, Savings and Hope)



Completed. Included in both FY 08/09 and 09/10 Budgets. As a result of the investments, in 2008 CASH helped 7,295 low income Portlanders receive over \$5.4 million dollars in Federal Earned Income Tax credits.

Speed up City Permitting Services

Support City Commissioner Randy Leonard's work to speed up permit application processing time by merging permitting functions and change from sequential processes through multiple departments to concurrent processes

a) Merging permitting functions and change from sequential processes through multiple departments to concurrent processes



Completed. Permitting staff from across 8 City bureaus will now be located in the Bureau of Development Services. All permitting staff will be responsible for meeting standardized BDS turnaround times, establishing predictable fee schedules, creating consistent formal appeals processes, and developing a standardized systems development charge (SDC) program. BDS must report to Council regarding program effectiveness by July 1, 2010.

REPORT *Accept the report on the co-location of permitting functions within the permitting center located at 1900 SW 4th Ave (Agenda Item S-438, April 16th).

[Portland Business Journal: Getting a permit could get a lot easier](#)

[OregonLive.com: Council streamlines building permits, but stops short of consolidation](#)

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OUTCOMES

b) Launch online “Portland Business Express” modeled on NYC Business Express to obtain and complete a customized list of City, State, and Federal permit, license, tax, incentive, and other useful information for your business by answering questions

Not Completed. Launched an early version and engaged in discussions with staff responsible for creating and managing NYC Business Express; secured funding for more advanced, “beta” version of Portland Business Express; created workplan for website build out; commenced development of content for site and outreach to key public and private sector partners.

In Addition to 100 Days Work Plan

Coordinate City of Portland Response to ARRA

a) Create team to coordinate response (internal)

Established internal team of project managers to focus on the opportunities and adhere to regulations of the American Recovery and Reinvestment Act.

b) Apply for Competitive funds and determine use of Formula resources

Ongoing. See [website](#) for details.

c) Work with partners to determine common goals and collaborative opportunities

Met with partner agencies to focus on substantial opportunities to impact local economy through the American Recovery and Reinvestment Act; Discussed means to evaluate success of ARRA funding.

Appoint New PDC Commissioner

a) Work with City Council and PDC representatives to identify and select a nominee for PDC Commissioner for a three-year term.

Nominated Steve Straus of Glumac, an environmental engineering firm, to City Council. Straus approved as PDC Commissioner by Council in 5-0 vote on April 22, 2009.

REPORT *Appoint Steven Strauss to the Portland Development Commission for a term to expire April 21, 2011 (Agenda Item 444, April 22nd).

[Daily Journal of Commerce: City Council appoints Glumac president to PDC board](#)

Initiate Process to Redevelop Rose Quarter

a) Work with PDC, the Trailblazers, and the public to create a plan for redeveloping the Rose Quarter, securing financing, and selecting a developer for the project.

Engaged in talks with the Portland Trailblazers, community stakeholders, and developers interested in redeveloping the Rose Quarter. Negotiated MOU between the City, PDC and the Trailblazers to work together to solicit public input and development proposals with the goal of selecting a developer and securing financing by January 1, 2010. Take a look at [Why the Rose Quarter?](#) and [10 Guiding Principles about Redevelopment of the Rose Quarter.](#)

Leverage Public-Private Partnerships to Build Stronger Communities

a) Promote community-based social networking tools and integrate with Portland Is Better Together website

Met with representatives from Umpqua Bank and Portland BrightNeighbor to explore potential partnership opportunities. Promoted Portland BrightNeighbor and Umpqua Bank's LocalSpace through Portland Is Better Together Campaign. Worked with Bureau of Technology Services to create workplan to allow for greater integration of community social networking platforms and Portland Online. [Look at the website.](#)

b) Partner with community-based alternative currency programs to evaluate feasibility of integrating buy local campaigns into single, City-wide network.

Convened meetings with representatives from ONI, APNBA, PDC, Bureau of Technology Services, and Bureau of Revenue to evaluate existing community initiatives. Met with representatives from Portland Community Credit Network, MotiveSpace, and Portland Green Guide to plan for launch of neighborhood pilot programs.