

Advance > Portland

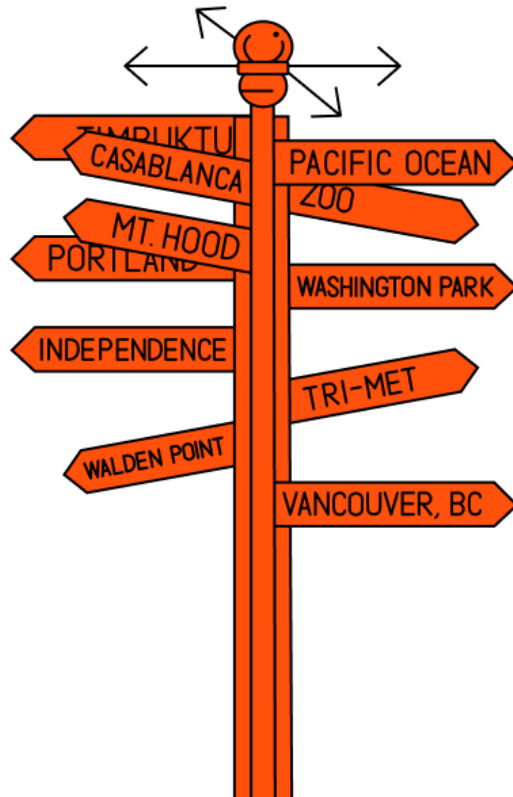
A Call to Action
for Inclusive
Economic Growth

Advisory Committee Meeting #3

April 9, 2024



AGENDA



1. Welcome & Overview
2. Updates: City News & TIF Exploration
3. Objective 2: Promote Equitable Wealth Creation
4. Deep Dive: Office of Small Business
5. Next Steps

Shared Priorities for City of Portland

Objective 1

- Launch Clean Industry Initiative
- Secure federal funding and deploy local resources to increase commercialization and deployment of green products
- Advance permitting improvements that encourage business growth
- Require economic impact analysis to increase awareness for decision makers of cost and implications for rate/tax/fee payers

Objective 2

- Align and centralize City of Portland assistance for small businesses as part of city charter restructuring
- Address barriers in city regulatory processes for small owners

Objective 3

- Encourage market delivery of office-to-residential conversion and new infill residential development
- Facilitate anchor business retention and recruitment with tailored financial incentives
- Streamline regulatory processes to unlock infill development of large-scale site
- Pursue new TIF districts in Central City and East Portland
- Activate public rights of way, enable events office and encourage conversion of nuisance vacant ground floors
- Stabilize districts early and concurrent with long-range planning for long-term transit and growth

Objective 4

- Leverage significant public infrastructure investments to growth BIPOC and women in construction workforce
- Improve connections between residential and employment centers through planning, transportation, industrial land supply and economic investments

TIF Exploration Update

Advance Portland Advisory Committee
April 9, 2024



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

City Council Resolution: Acreage & Assessed Value

3%

City acreage to be in TIF districts (max is 15%)

3%

City assessed value (AV) to be in TIF districts (max is 15%)

11,186

Available acreage for TIF in FY24/25

\$9.8B

Available AV for TIF in FY24/25

7,500

Max East Portland Acreage

\$6B

Max East Portland AV

1,500

Max Central City Acreage

\$3.8B

Max Central City AV

Additional 447 acres released and available by end of FY 2026-27

EPDX TIF Exploration

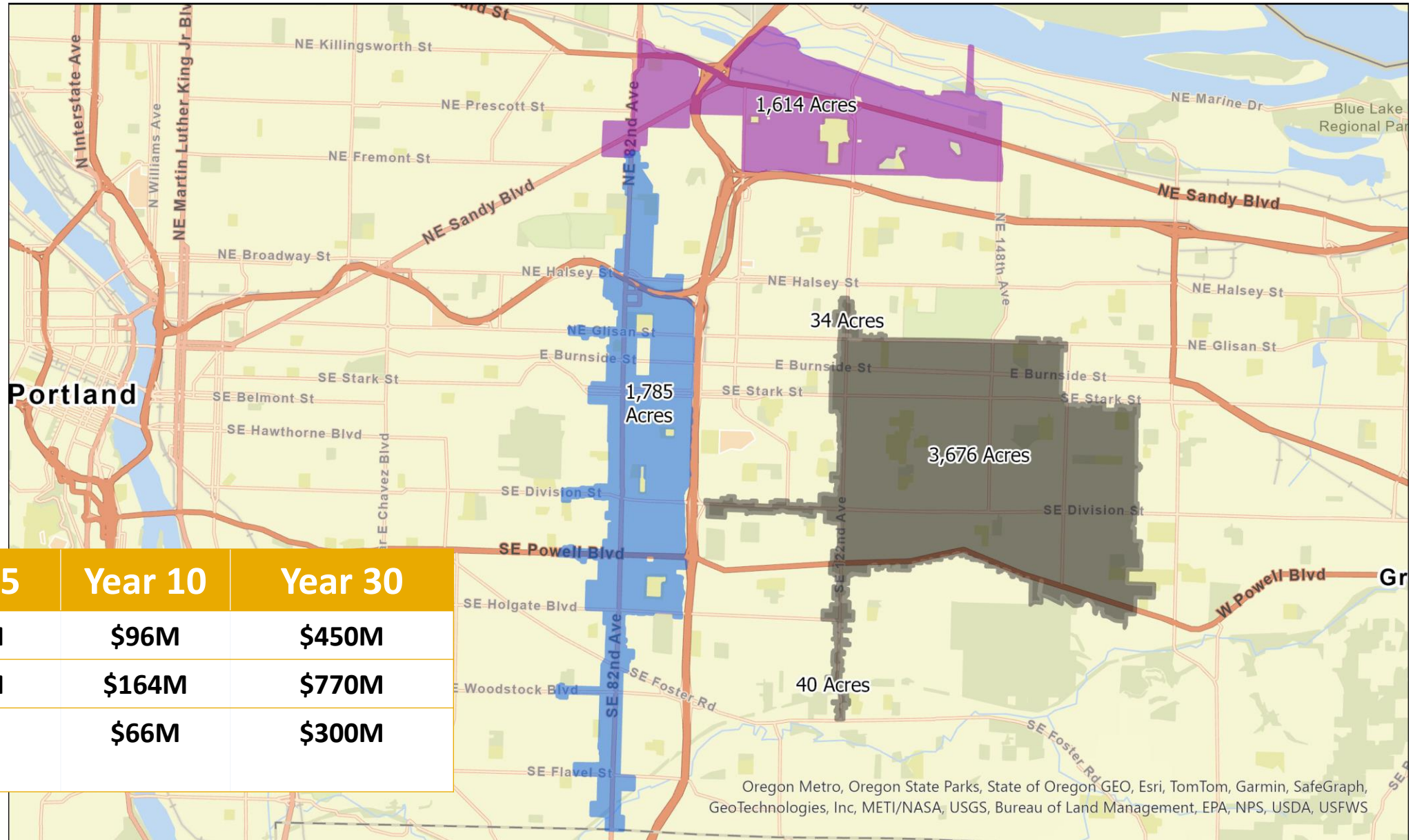


**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Where are we on boundaries?



Area	Year 5	Year 10	Year 30
82nd Ave	\$14M	\$96M	\$450M
East 205	\$23M	\$164M	\$770M
Columbia/ Parkrose	\$9M	\$66M	\$300M

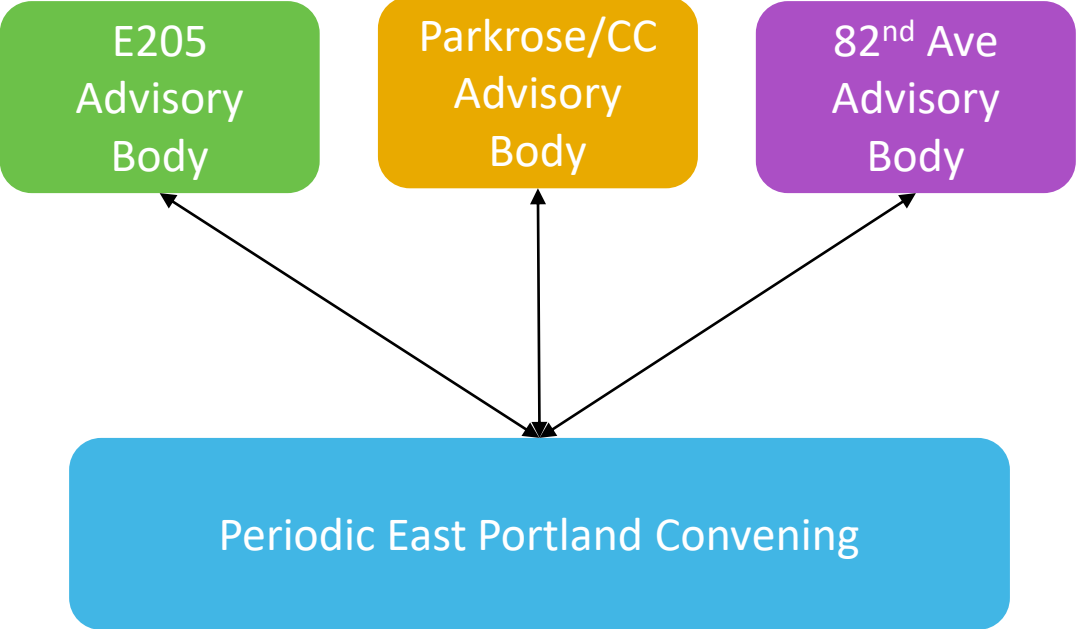
Oregon Metro, Oregon State Parks, State of Oregon GEO, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, USFWS

Draft Implementation Principles

1. Analyze Potential Impacts
2. Strategically Sequence Investments
3. Set Aside Funds for Opportunistic Property Acquisition
4. Consider the District in Context
5. Leverage and Prioritize TIF Resources Alongside Other Funding Sources
6. Create Community Benefits from TIF Investments
7. Create Equitable Contracting and Employment Opportunities
8. Prioritize and Support Community-based Organizations and Businesses
9. Advance Climate Action and Environmental Stewardship
10. Incorporate Arts, Culture and Signage
11. Remove Barriers to TIF-Funded Opportunities
12. Support Cooperative Ownership
13. Ensure Physical Accessibility



Where are we on Governance?



Overall, there was a strong preference for **separate district committees**, with a **periodic East Portland strategic convening**



Where are we on engagement?

Ongoing/ Planned

Office
Hours

Community
Tabling

Short,
Informational
Video

Printed
Materials

Community
Survey

Open
Houses

Community
Presentations

Translation in
Progress

Translation in
Progress

Partnership Needs

Increasing
Awareness

Direct Outreach/
Hosted Forums

Multiple/recurring
engagement with
tailored outreach



Central City TIF Exploration



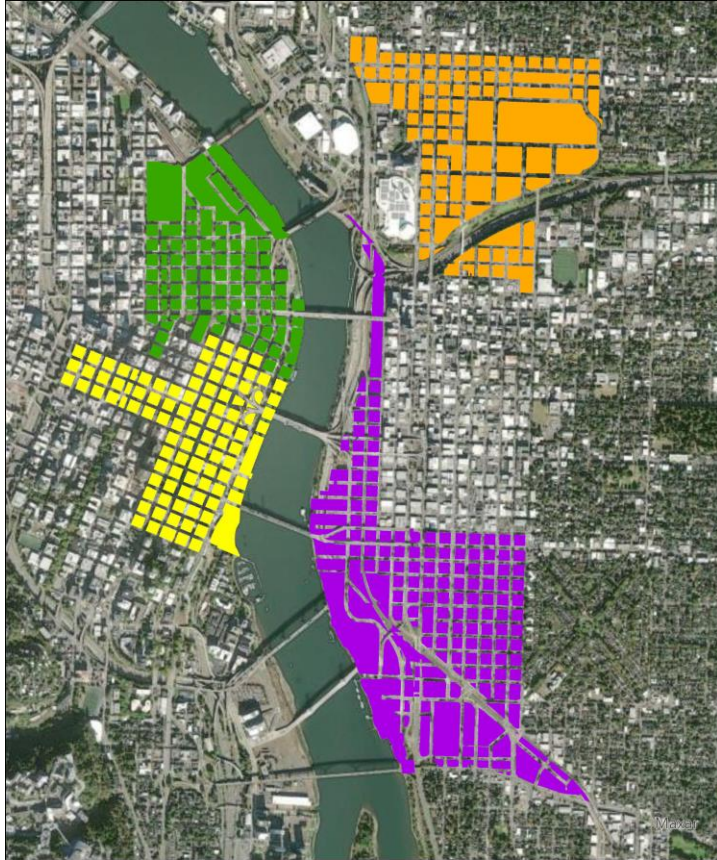
**Portland
Housing Bureau**



**PROSPER
PORTLAND**

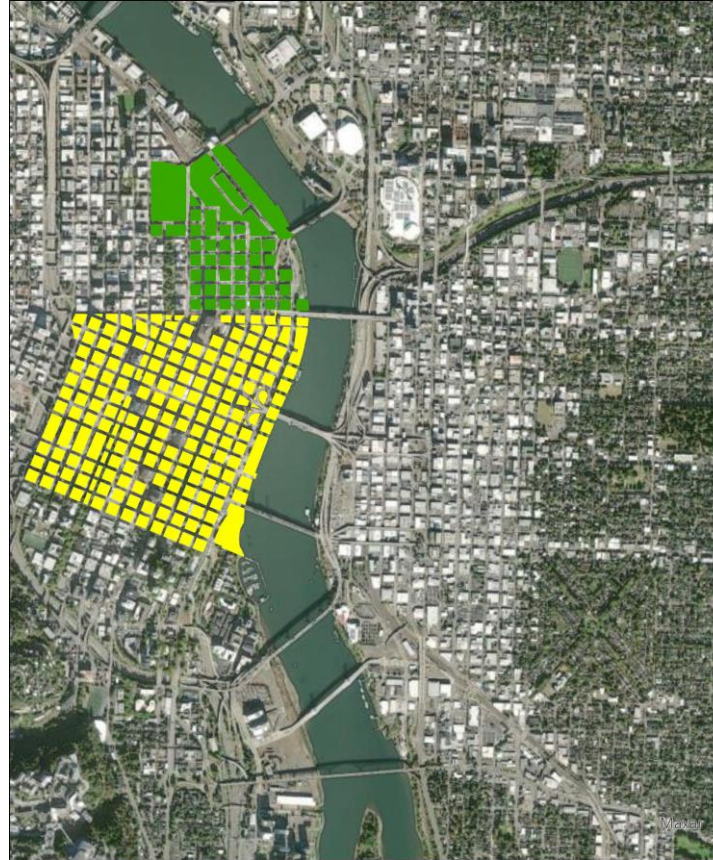
Draft Scenarios for Discussion Purposes

Scenario A



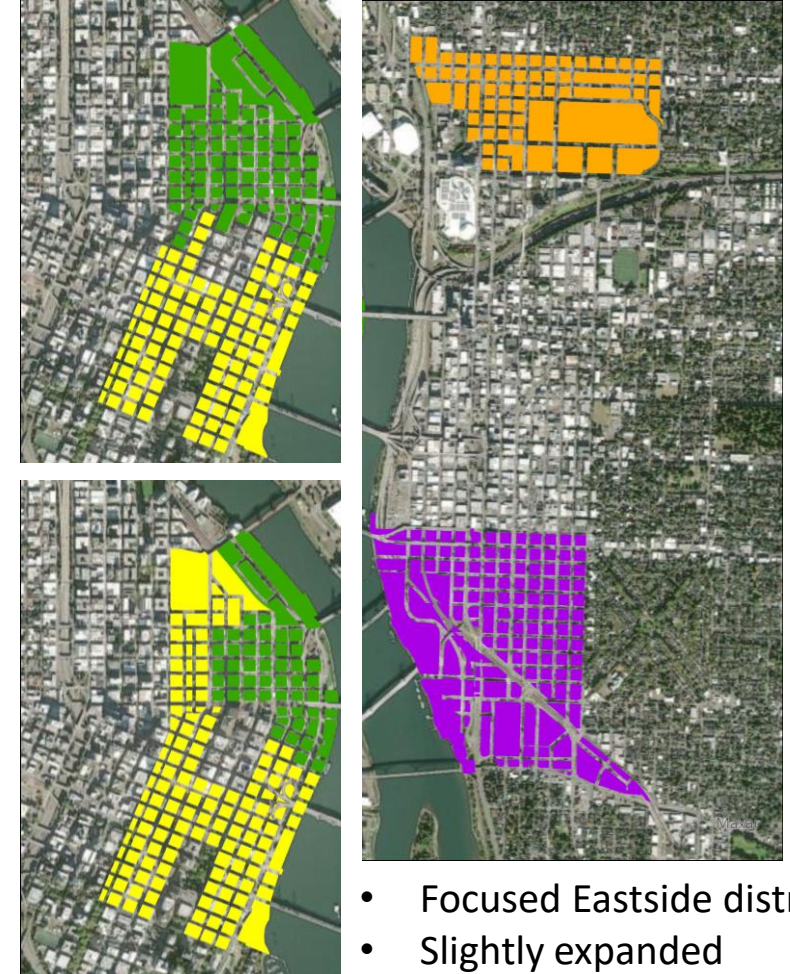
- Expanded Eastside districts & continuous Eastside riverfront
- Old Town/Union Station/Broadway Corridor
- Focused Downtown Core

Scenario B



- Expanded Downtown Core
- Old Town/Union Station/Broadway Corridor
- Can be a single or two districts

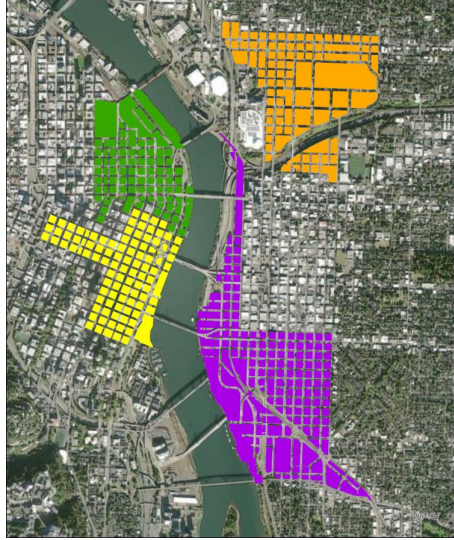
Scenario C



- Focused Eastside districts
- Slightly expanded downtown district
- Connectivity between Old Town, Broadway Corridor & Downtown

Scenarios: Projected Revenue

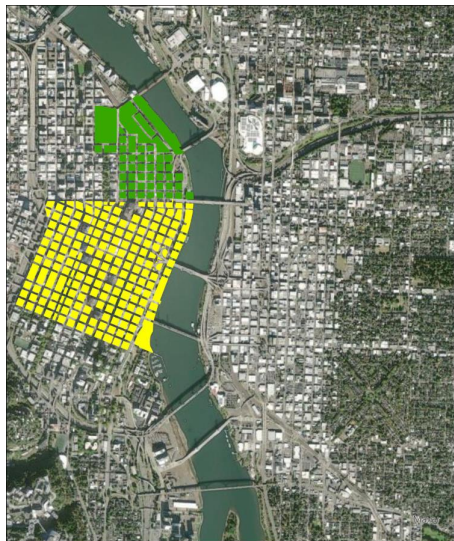
Scenario A



Scenario C



Scenario B



- Scenarios A and C are currently over the AV cap (\$3.8B) and will require further refinement; all are under acreage cap (1,500 acres)
- All districts show **3%** standard baseline growth assumption with scenarios at higher/lower property tax growth rates:
 - Conservative **1%** growth assumptions for Downtown/Old Town
 - Increased growth at **5% for final 15 years** in districts with large-scale development opportunities
- Cash flow includes staffing and administration (aprx. 25% over life of district)

Scenario	Year 5	Year 10	Year 30
A	\$19M-\$36M	\$131M-\$253M	\$359M-\$1.3B
B	\$10M-\$31M	\$68M-\$222M	\$273M-\$991M
C	\$17M-\$35M	\$118M-\$240M	\$516M-\$1.2B

Central City TIF Investment Priorities

1. Recruit/retain large and traded sector anchor employers
2. Support inclusive neighborhood commercial tenant opportunities
3. Enhance accessibility, connectivity, and wayfinding
4. Create vibrant, resilient, and complete neighborhoods
5. Recruit/retain national retailers
6. Create a renewed vision through placemaking, regional assets, and beautification and activation of public spaces
7. Invest in rehabilitation of existing buildings and development of new commercial space
8. Provide utility infrastructure (water, storm, sanitary sewer) and site preparation for development sites of scale
9. Invest in new and preservation of affordable housing (0-60% AMI)
10. Invest in middle-income housing (60-120% AMI)
11. Support conversion of office space to residential use

Where are we on engagement?

Ongoing/
Planned

Office Hours
(Governance)

1:1
Discussions

Open
House

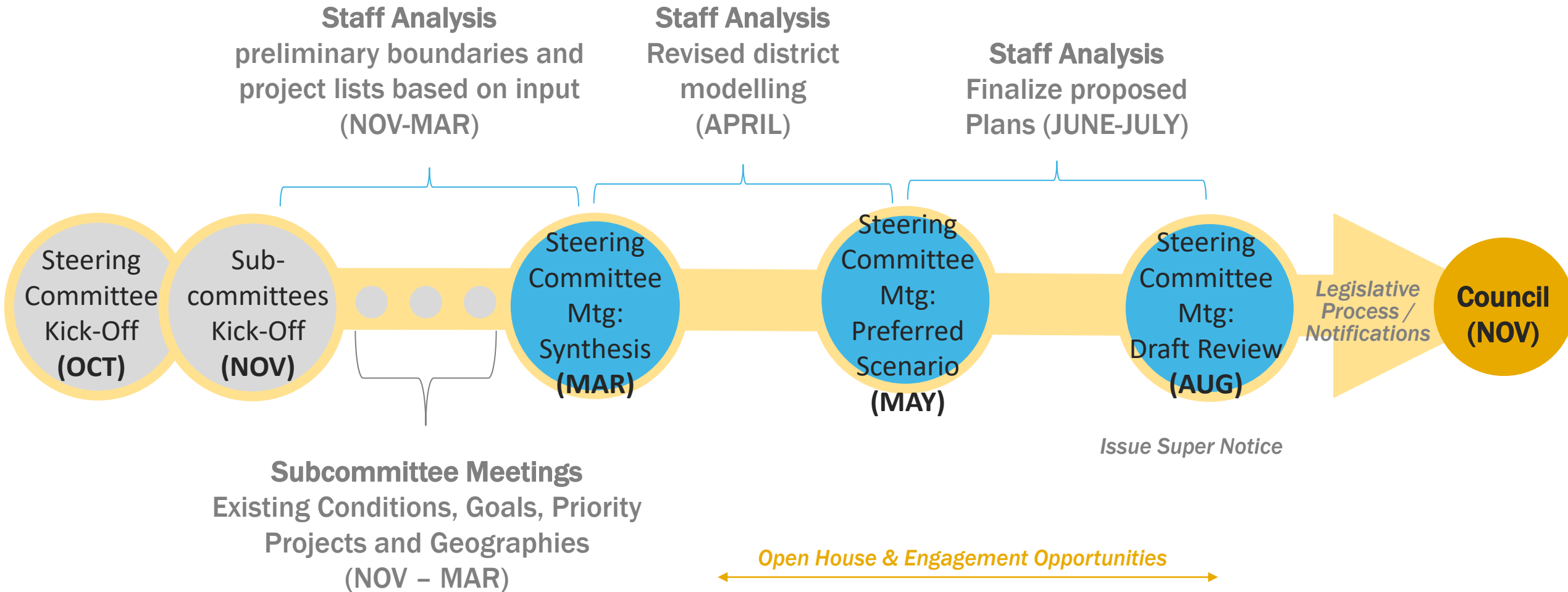
Community
Presentations:
CEIC, Central City
Coalition/PMC, Lloyd,
Old Town



Portland
Housing Bureau



Timeline & Next Steps



Questions & Comments

Objective 2 Updates:
Promote Equitable Wealth Creation



Inclusive Growth Strategy

Today's Focus



OBJECTIVE 2
Promote
Equitable Wealth
Creation

OBJECTIVE 3
Foster a Vibrant
Central City
& Neighborhood
Commercial Districts

OBJECTIVE 1
Propel Inclusive
Economic
Growth
& Innovation



OBJECTIVE 4
Connect Portlanders
to High-Quality Jobs
in Future-Ready
Sectors

FOUNDATIONAL VALUES

- Further Racial Equity & Inclusion
- Build Effective Institutions & Partnerships
- Advance Climate Action
- Embrace & Manage Growth

OBJECTIVE 2

Promote Equitable Wealth Creation

1

Support BIPOC entrepreneurs through business technical assistance

2

Address gaps in access to capital faced by developers of color

3

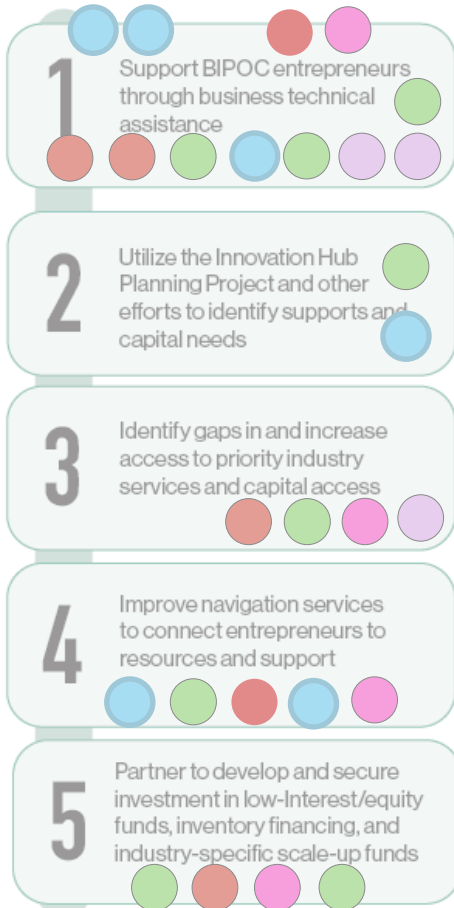
Address barriers in city regulatory process for small business owners

4

Note that Objective 2 garnered the most attention of the four objectives

OUTCOME 2.1

Help BIPOC Entrepreneurs Start, Scale, and Innovate Through Partnerships



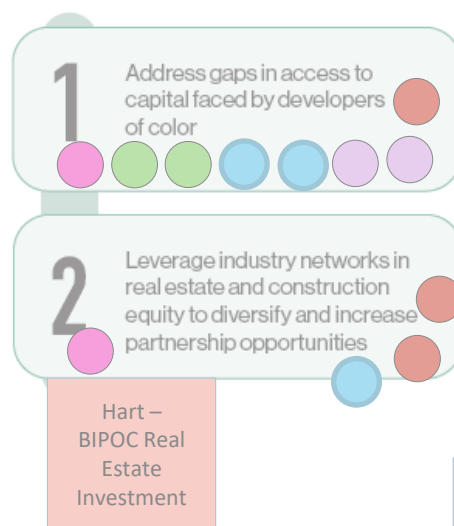
Updates & comments

PSF invests in high growth BIPOC biz

Design support and navigation of design process/permitting & city navigation for small businesses looking for new space... Tis or expansions - Téjara FFA

OUTCOME 2.2

Increase Access to Property Ownership, Real Estate Financing, Networking and Bid Opportunities for BIPOC Firms and Individuals



Updates &

Killian Pacific: Real Estate Development Technical Assistance

Killian Pacific: Industry Relationships

UDP: Provide tax incentives to BIPOC developers to stimulate partnerships with experienced developers to capital

Hart – BIPOC Real Estate Investment

OUTCOME 2.3

Explore Policy and Structural Shifts as Part of City Charter Restructuring and Implementation



Updates & comments

Bridgid Blackburn
2.3.1
2.3.2
2.3.3

PARTNERS & ADVISORS





PORTLAND
SMALL BUSINESS HUB

**PORTLAND OFFICE OF
SMALL BUSINESS**

Discussion Draft – April 2024

SERVICE CHALLENGES IMPACTING SMALL BUSINESS OWNERS

- Difficult for businesses to navigate City of Portland and Prosper Portland programs, services, and regulations
- City services frequently aren't delivered with a customer facing lens
- Lack of central place for business to access government information or get help
- The City and Prosper Portland lack a central system to track inquires and business needs
- Need for standardized AND customized, high-quality services delivered by public staff and third-party providers

SERVICE CHALLENGES IMPACTING CITY OF PORTLAND

- Need for City-wide services currently outweighs staff capacity and existing network resources. IBRN and HUB currently can only serve ~1000 entrepreneurs and small businesses a year, with 2/3 being newer or smaller businesses and 1/3 having the capacity to scale.
- Need to balance city staff capacity that support city-wide navigation with existing external, culturally-specific, language-specific, industry-specific, and district-specific supports.
- Existing policy discussions consider fiscal impacts and equity impacts, but not impact to small businesses and private sector
- Small Business HUB currently centralizes intake for navigation and technical assistance, but ARPA funding is sunsetting. 3k Unique visitors, 250 webinar registrations, 6500 page views, 140 appointments. Online infrastructure could be retained to enable web-based education and solve ongoing accessibility issues with City websites.
- Budget cuts have eliminated Empowering Small Biz Program at BDS

OFFICE OF SMALL BUSINESS AT PROSPER PORTLAND PROPOSED SERVICES

PDX Small Biz Hub becomes a central intake and resource hub for the Office of Small Business



LEGEND	
	Office of Small Biz Prosper programs/staff
	Linked Prosper programs/staff
	Linked City of Portland programs/staff

OFFICE OF SMALL BUSINESS NEW & REBRANDED SERVICES

Small Business Liaisons (*Future Capacity*)

- Modeled after existing Portland Film Office FTE
- Would serve as liaisons, navigators, and relationship-oriented subject matter experts for small business trying to access City or Prosper programs or services.
- Provide limited advocacy within existing systems and track issues over time to inform potential policy changes

Permit support (*Future Capacity*)

- Staff would support high-level permit questions, overall process support, and advocacy within city permitting systems

Web-Based Education & Tools (*Maintain Capacity Post ARPA*)

- Webinars hosted on PDX Small Biz Hub in partnership with external service providers
- Templates and checklists for frequently asked questions (loan readiness, how to start a business, City of Portland licensing)
- Web updates | Business events calendar

Inclusive Business Resource Network (*Rebrand*)

- External Service providers support industry-specific, long-term, and growth advising and cohort training
- Urgent need or on-call business advising

Commercial Space Matching (*Rebrand*)

- Licensed broker on the team that helps businesses find commercial space match-making, providing legal support referrals when needed.
- Business can make appointments or send inquires via the Hub.

Legal support (*Rebrand*)

- Licensed small business attorney co-located at Office of Small Business
- Can provide key legal support such as support with entity creation, contract and lease review, employment law
- Businesses can make appointments or send inquiries via the Hub.

OFFICE OF SMALL BUSINESS IMPLEMENTATION TIMELINE

FY 2023-24

- Begin reducing ARPA funded navigation services in the Small Business HUB and aligning remaining resources towards web-based business education.

FY 2024-25

- Hire and Onboard 2 Small Business Liaison FTEs.
- Launch Office of Small Business with internal liaison and navigation team
- Begin aligning Inclusive Business Resources Network contracts and community of practice towards Office of Small Business branding.

FY 25-26

- Launch online permit support appointments using HUB infrastructure
- Continue web-based business education through partnerships and existing IBRN services

Group Discussion – Small Business Office

1. What should the priorities be for the first year?
2. Longer term, what services and outcomes do you envision?
3. What other feedback do you have about this initial proposal?

