

Advance Portland Advisory Committee – Meeting #3

**Tuesday, April 9, 2024, 10:30-12:00 p.m.
Prosper Portland – Conference Room 102**

The primary goal of the Advisory Committee is to shape and advise implementation of Advance Portland; identify impediments; advocate for resources; and monitor progress of key actions.

Advisory Members in Attendance: Alando Simpson, Andrew Hoan, Angela Jackson, Bill Hart, Bridgid Blackburn, Catherine Ciarlo, Cobi Lewis, Edy Martinez, Eric Cress, Guy Benn (on behalf of JC Vannatta), Hau Hagedorn (for Catherine Ciarlo), James Paulson, Jan Mason, Jason Green, Juan Barraza, Lee Po Cha, Michi Slick, Monique Claiborne, Natalia Garcia, Raihana Ansary, Richard Tankersley (on behalf of Ann Cudd), Stephen Green, Sophorn Cheang.

Staff and Guests in Attendance: for the City of Portland: Andrew Fitzpatrick, Donnie Oliveira, Angela Rico; for Prosper Portland: Alyson Schwieger, Chabre Vickers, Justin Douglas, Kimberly Branam, Lisa Abuaf, Shea Flaherty Betin; Eric Noll (Portland State University)

Meeting Summary

1. Welcome & Overview (Chabre Vickers) 10:30am

Chabre welcomed the committee, invited introductions, and reviewed the agenda.

2. Updates: City News & Tax Increment Finance District Exploration 10:45am
Kimberly Branam, Lisa Abuaf

Kimberly Branam provided updates on the City's charter transition, including introducing Donnie Oliveira as the newly named Interim Deputy City Administrator for Community and Economic Development. The Community and Economic Development Service Area includes the Bureau of Development Services, Portland Housing Bureau, Prosper Portland, and the Bureau of Planning and Sustainability.

Donnie provided an update on the formation of the Single Permitting Authority, and recent milestones, including bringing the proposed structure to City Council in May, together with the launch of a new website and customer portal.

Lisa Abuaf reviewed City Council direction from last year requesting an exploration of the potential new Tax Increment Finance (TIF) districts in both East Portland and the Central City. The full presentation, with timeline, can be found at www.advanceportland.com/progress.

Stephen Green requested a resource breakdown for East Portland TIF scenarios, as it was presented for the Central City scenarios, including a housing set-aside assumption for available resources.

Kimberly noted that the default assumption for new districts is a 45% set aside for affordable housing, though it can be 45% in aggregate, given that some districts (e.g., Old Town), already have an excess of affordable housing and may want to allocate some of those funds to other priorities. Kimberly requested

that Advisory Committee members let Prosper Portland staff know if there are groups or individuals they are convening with whom the TIF exploration teams should engage.

Bridgid Blackburn, business owner of Cargo and member of the Venture Portland Grants Committee, recommended going through Venture Portland to engage smaller business associations and noted funding requests coming to Venture Portland for small staffing requests in those business districts.

Guy Benn, representing TriMet, requested additional detail on the affordable housing set-aside (i.e., what is set aside for affordable housing v. workforce housing). Kimberly noted that City's Set Aside Policy applies to multifamily rental units from 0 to 60 percent area median income and up to 80 percent area median income for home ownership. There is nothing precluding the non-Set Aside TIF resources from being spent on middle income housing above these thresholds, in fact, that is how Prosper Portland supported middle income housing in Lents and Gateway in partnership with PHB. Staff noted that the Cully TIF district landed on 45% housing, 45% economic development, with 10% that could be more flexible depending on funding needs.

Kimberly mentioned that on Wednesday, April 10, ECONorthwest will present two reports to City Council: a report on the State of Small Business and a second report in response to a directive given to Prosper Portland and the Portland Housing Bureau in 2022 to "engage in and complete a third-party evaluation of all TIF districts associated with expected returning TIF revenues in order for Council to better understand how outcomes aligned with the original intent of district creation." She shared that the report was a purely quantitative analysis that highlights that TIF district investments have been an important tool for community development alongside land use and regulatory frameworks and it has to potential to work as an effective tool for inclusive growth. It also showed that while indicators of housing stability in TIF Districts improved overall, the report affirms that improvements in housing security were not equitably experienced: in the Interstate Corridor Black residents, and other people of color, experienced significant levels of displacement.

In response to the experience of Black Portlanders in N/NE Portland, over the past decade Prosper Portland, the Portland Housing Bureau, and other City bureaus have shifted their approach both within and outside the district. Working alongside community partners, we have emphasized housing security and inclusive growth through the Affordable Housing Set-Aside policy, application of an equitable development framework, and community-informed initiatives like the N/NE Housing Plan, N/NE Community Development Action Plan, and the recently adopted Cully TIF District.

Building on lessons learned, the lived experiences, and the expertise each of you bring to the discussion, as we explore the potential of a new generation of TIF districts, we can collectively ensure the tool works to stabilize vulnerable communities and to foster inclusive growth. **Prosper Portland will share the ECONorthwest report with the Advisory Committee** ([the full report can be viewed here](#)).

Alando Simpson asked if there was data around business ownership changes in the TIF districts as well. Kimberly responded no, and that this is primarily a data problem, though you can extrapolate some of that information.

3. Brief Updates on [Objective 2](#): Promote Equitable Wealth Creation 11:15am

Chabre introduced Objective 2 and invited Advisory Committee members to provide updates on specific outcomes.

Cobi Lewis discussed MESO's work within the IBRN network, particularly around increasing staffing on the partnerships and referrals side; their work as an SBA and CDFI lender; and administering grants since the start of the COVID pandemic. She highlighted the makers market space that has operated out of

Alberta Commons since 2022, first as donated space and now through a lease with Prosper Portland. The market hosts 55 small businesses each month through two events per week, providing brick-and-mortar space for entrepreneurs with other employment. Anyone in the IBRN network can participate, not just MESO.

Angela Jackson provided an update on the Portland SEED Fund, with particular emphasis on growth in the climate sector seen in the last 12-18 months as funding from state and federal sources coming together. She stated that the SEED Fund is focused on creating living wage jobs in addition to higher wage jobs, as they did for the tech sector, noting the large sector potential for next 20 years. She invited interested Advisory Committee members to attend the [Wings Conference](#) on April 25. (see Angela for a registration discount code!)

Jason Green provided an update on the focus of the NAIOP Oregon around DEI and encouraged harnessing the knowledge of the PSU Master's of Real Estate program in DEI with regard to TIF exploration conversations as well as lessons learned from N/NE when looking at East Portland TIF districts.

4. Deep Dive: Office of Small Business *Shea Flaherty Betin*

11:40am

Shea Flaherty Betin, Prosper Portland Director of Economic Development, presented a staff proposal on the Office of Small Business, which includes a budget request for two fulltime small business liaisons beginning in fiscal year 2024-25. The full presentation can be found at www.advanceportland.com/progress.

In response to questions, Shea clarified that the Office would operate out of Prosper Portland.

Jan Mason noted that she didn't see any connection to contracting with the City, and that perhaps this office could team up with City's Procurement Services, going beyond construction into all areas of procurement.

Juan Barraza added that the Office should make it super easy for folks to find, mentioning the importance of a landing page that can lead to finding someone live who can provide immediate feedback; say what you can do at the beginning of the search and manage expectations.

Alando Simpson asked if the Office could collect demographic information from callers, and Shea responded that the Office should accomplish this through an intake process, similar to what Prosper Portland does now.

Angela Jackson noted that the Portland SEED Fund helps businesses at a certain part of their business lifestyle. When the Office of Small Business staffs up, it would help to identify where they're at in their lifecycle.

Monique Claiborne asked if there will be additional funding coming online with potential new TIF resources. Shea responded that any additional funds would have to come through City Council from General Fund or Cannabis Funds.

Stephen Green asked if there has been a needs assessment, and if not, this is a good time for that. He encouraged the proposed office to take a more proactive role in building relationships and identifying barriers, which – putting this on Donnie's radar – may call for a sort of "small business czar" role.

Lee Po Chan stated that we need to know where our baseline is right now. While we know about diversity in terms of geographical areas, we need a more concrete baseline so we can really measure progress by thinking about where we are now; we will deal with what/who/how at the same time.

Prosper Portland staff agreed and offered that this could be undertaken in the first year's work plan for these small business liaisons.

Andrew Hoan stated that there are offices of small business in cities around the county, and we should look to what other cities are doing that's proven to be effective. He also wanted to triple down on the branding piece, which should align with the permitting agencies for this office. Also, in the longer term, workforce must be brought into this family of services, as small businesses struggle with hiring.

Bridgid Blackburn added that we need to focus on a pathway to ownership when discussing things like workforce; if you're paying rent to yourself, it's a different game.

5. Next Steps (*Chabre Vickers*)

12:00pm

Chabre thanked the attendees and noted that the next meeting was previously scheduled for Zoom on June 25th, but with summer schedules, look for a different date via email.

Update: New date scheduled for Monday, June 10th, at 10:30am via Zoom.

Advisory Committee Roster

Andrew Hoan	Portland Metro Chamber
Bridgid Blackburn	Cargo + Venture Portland
Juan Barraza	Vertue Lab
Alando Simpson	COR Disposal & Recycling + PBA Board Chair
Nik Blosser	Portland General Electric
Stephen Green	Business for a Better Portland + Built Oregon
Jan Mason	Mackenzie + GPEDD + PACCO
Jeff Miller	Travel Portland
Dr. Adrien Bennings	Portland Community College
Dr. Ann Cudd	Portland State University
James Paulson	Worksystems
Eric Cress	Urban Development Partners + CEIC
Andrew Colas	Colas Construction
Michi Slick	Killian Pacific
Jason Green	CB Richard Ellis + NAIOP
Nolan Lienhart	ZGF Architects
VACANT	Latino Built
Bill Hart	Hart Development
Téjara Burt	FFA Architecture & Interiors + N/NE Action Plan Leadership Committee
Molly Washington	Oregon Tradeswomen + NAYA
Monique Claiborne	Greater Portland Inc
Edy Martinez	NAYA/Cully Blvd. Alliance
Natalia Garcia	INDUSTRY
Lee Po Cha	Immigrant Refugee Community Organization
Paolo Costaldo	Oregon Manufacturing Extension Program
Cobi Lewis	Micro Enterprise Services of Oregon
Angela Jackson	Portland SEED Fund + Portland State University
VACANT	Craft3
Megan Loeb	Oregon Community Foundation
Aben Hill	Rivermark Community Credit Union
Sophorn Cheang	Business Oregon
JC Vannatta	TriMet
Catherine Ciarlo	Metro
Keith Leavitt	Port of Portland