Things are Happening in Portland Neighborhoods

The Neighborhood Economic Development Strategy (NED) is a citywide initiative to foster economic opportunity and neighborhood vitality throughout Portland neighborhoods. Given Portland's unique demographic and geographic challenges and areas of opportunity, the Strategy focuses on communities of color and priority neighborhoods. A job creation and equity lens will guide every action, investment, and program.

One of the NED strategy's key elements is the Neighborhood Prosperity Initiative (NPI) – the creation of up to six small, innovative urban renewal areas, focused on neighborhood commercial areas, which will be managed by the local communities themselves.

The following six communities will move forward to become NPI Areas:

- 42nd Avenue
- Cully Boulevard
- Parkrose
- Rosewood
- Division-Midway
- 82nd Avenue and Division

Neighborhood Prosperity Initiative

The goal of the Neighborhood Prosperity Initiative (NPI) is to strengthen the economic competitiveness of neighborhood business districts through community-planned and community-implemented actions and projects.

Specifically, NPI areas will focus on:

- **Increasing the visibility of the business district**
- **Growing more jobs**
- **Strengthening existing businesses**
- **Filling vacant spaces**

With support from the PDC and the City, each neighborhood will be best positioned to decide what actions and projects will improve its local business districts.

Who Needs to be Involved?

Neighborhood buy-in is critical. That's why the process starts with organizing a broad cross-section of people representing the area's business community, residents, property owners, district organizations, and community groups. Everyone with a stake in the district and its future should be involved in preparing the best plan for the neighborhood.

What Support Will Be Available from the City Long-Term?

The Neighborhood Prosperity Initiative is similar in many respects to the City's Main Street Program. The management of the district will occur at a local level. PDC's role will be to support the districts in their management of the district through seed funding, technical assistance, and overall support, as outlined below.

Local Management

It has been proven that community economic development is most successful when there is a paid staff person who is focused on moving the community's vision forward. In July 2012, PDC anticipates providing an annual grant of $30,000 to match annual community fundraising to hire a local district manager and get the work off the ground.

Capital Improvement Projects

Each of the selected NPI areas will become small urban renewal areas (URA) administered by the local NPI district. URAs generate revenue through tax increment financing, or TIF, which will provide NPI districts funding for capital improvement projects such as: improvements to business exteriors and interiors, street furniture, trash cans, lighting, district signage, gateway markers, and other small-scale, permanent capital improvements.

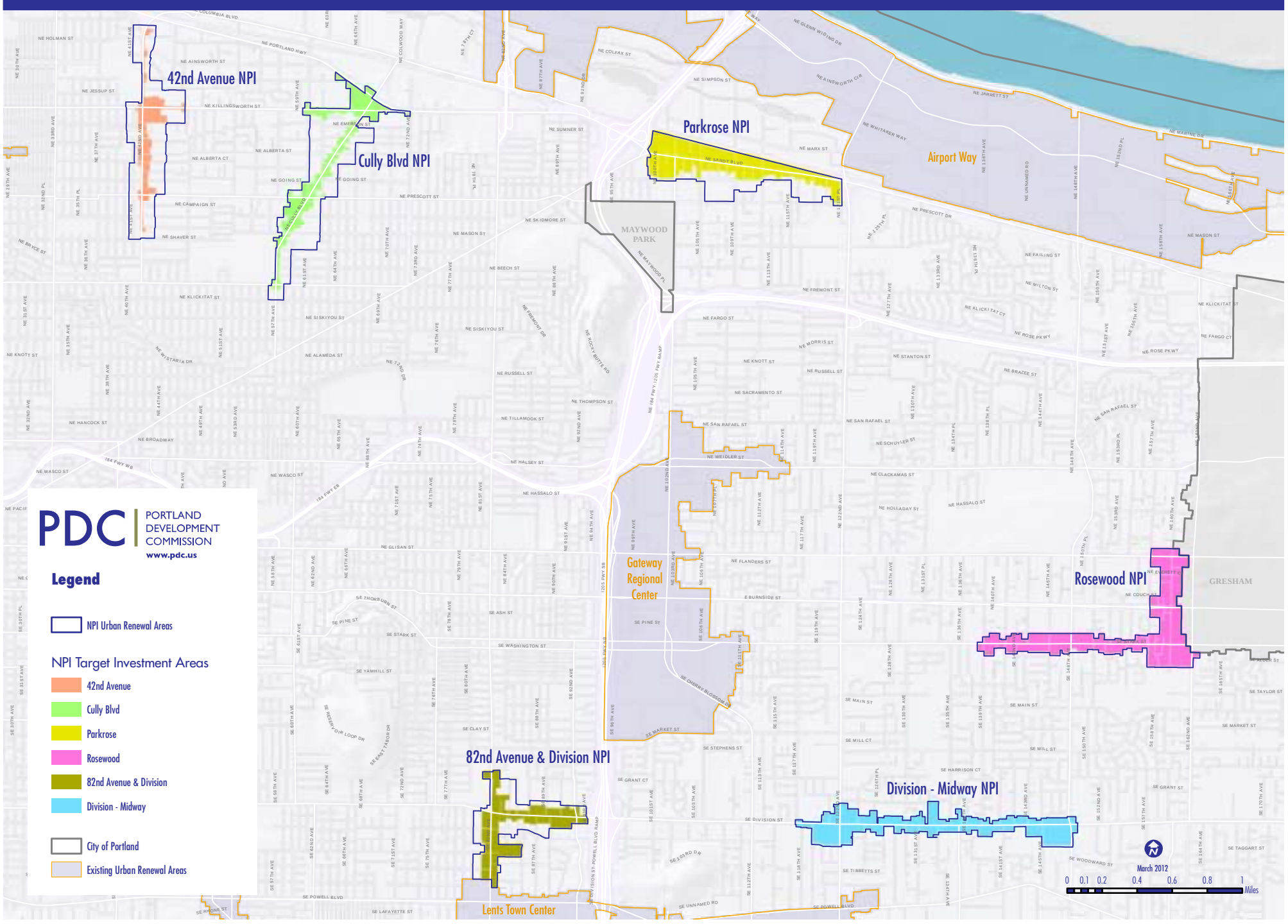
It is anticipated funding from the URA will be available by February 2014, with approximately $65,000 available for projects in the first year. Each district's investment of TIF funds will be guided by a community-developed action plan and implemented consistent with statutory requirements.

On the Ground Support

PDC will work with community leaders in March of 2012 to begin orientation and training for the work ahead. We anticipate that this will involve a mix of: business district management basics, leadership development, organizational development, and fundraising training. This organizational capacity-building and creation of strong leaders at a local level is imperative to a successful community-driven process. Training and support will continue once districts begin operation in July 2012.

This is a powerful and one-of-a-kind opportunity.
We will rely on you to do your part and you can count on us to do ours.

PDC | PORTLAND DEVELOPMENT COMMISSION
www.pdc.us

QUESTIONS? Contact: Dana DeKlyen, PDC, 503-823-3312 or deklyend@pdc.us
For more detailed information about the NPI, please visit www.pdc.us/npi

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