

**PDC MISSION:**

To bring together resources to achieve Portland’s vision of a diverse, sustainable community with healthy neighborhoods, a vibrant central city, a strong regional economy, quality jobs and housing for all.

**PDC WORKS TO ACCOMPLISH THE FOLLOWING GOALS:**

- Provide access to quality housing
- Help Businesses to Create and Sustain Quality Jobs
- Develop Healthy Neighborhoods
- Contribute to a Strong Regional Economy
- Support a Vibrant Central City

**PDC’S WORK IS GUIDED BY FIVE STRATEGIES:**



**AND FOCUSES ON A SPECIFIC SET OF KEY ACTIONS:**

<p>Retain and develop housing and diverse neighborhoods.</p> <p>Invest resources in home and business ownership to provide opportunities for wealth creation.</p> <p>Assist in creating and retaining quality jobs.</p> <p>Maintain a strong and responsive economic development strategy for the city and region.</p> <p>Develop key public amenities that enhance community livability and economic vitality.</p> <p>Develop key public amenities that enhance community livability and economic vitality.</p> <p>Revitalize blighted areas through strategic partnerships and property acquisitions.</p> <p>Invest in and develop social service facilities.</p>	<p>Create and sustain new collaborative working relationships with cultural communities that are not adequately served through current outreach methods.</p> <p>Sustain a dialog with the business community and respond to their needs and motivating factors.</p> <p>Invest in new and emerging technology to effectively enhance communications with our diverse publics.</p> <p>Build renewed and more productive partnerships between the PDC Board and City Council.</p>	<p>Support and develop a synergistic relationship between schools and industry for workforce development and job training.</p> <p>Pair established developers in mentoring relationships with emerging local developers.</p> <p>Seek ways to use existing PDC tools to support K - 12 school stability.</p> <p>Use PDC tools, technical expertise, and influence to help make Portland the world’s sustainability center.</p>	<p>Invest to grow Portland’s future revenue base.</p> <p>Seek out new and creative mechanisms to raise capital, and maximize the use of tax increment resources.</p> <p>Continue to enhance public resources through leveraging private investment where appropriate.</p> <p>Implement a mechanism to ensure that PDC and the public share in the financial successes of PDC’s investments.</p>	<p>Create an organizational culture that focuses and invests in organizational development, continued best practices including rewards and recognition, and cultural competency, diversity, compensation and communication.</p> <p>Support a skilled workforce by investing in training and career development, including specific focus on performance and project management, business, marketing and financial expertise.</p> <p>Develop PDC’s system infrastructure to allow staff to timely and accurately deliver on business plans, projects and strategies.</p>
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**HOW THE STRATEGIC PLAN WILL BE USED**

PDC’s Strategic Plan sets a course for action. In this and future years, PDC will develop its business plans and budget in alignment with the Strategies and Key Actions adopted by the Board. PDC will also develop measures to assess its success in accomplishing its Strategies. Each year, the Executive Director will report to the Board on PDC’s Strategic Plan accomplishments. Through effective planning, budgeting, program delivery, and performance reporting, PDC will continually discover the most effective ways to achieve its mission and be an accountable steward of public resources.

*Investing in  
Portland’s Future*

