



**DATE:** January 15, 2020  
**TO:** Board of Commissioners  
**FROM:** Kimberly Branam, Executive Director  
**SUBJECT:** Report Number 20-07  
Update on the Neighborhood Prosperity Network

### **BRIEF DESCRIPTION OF INFORMATION ITEM**

No action requested; information only.

In 2011, Prosper Portland launched the Neighborhood Prosperity Network (NPN), an innovative program designed to support equity-based community economic development at the neighborhood level. The NPN is a place-based initiative to foster economic opportunity and vitality throughout Portland neighborhoods, with a focus on low-income populations and communities of color. Through grants, training, and support from Prosper Portland, each NPN organization plans and implements projects to build community wealth. At the January 15, 2020 Prosper Portland Board of Commissioners (Board) meeting, staff and NPN partners will highlight recent accomplishments, current NPN district status, and future work.

### **STRATEGIC PLAN ALIGNMENT AND OUTCOMES**

The NPN delivers on key components of Prosper Portland's Strategic Plan objectives by 1) strengthening public/private partnerships with community-based organizations building capacity to drive economic development and 2) increasing equitable opportunities that foster wealth creation within communities of color and low-income neighborhoods.

To ensure that NPN benefits are shared by all community members, each district is guided by a District Equity Strategy which addresses leadership, outreach, and the distribution of resources.

### **BACKGROUND AND CONTEXT**

On June 10, 2009, through Resolution No. 6714, the Prosper Portland Board endorsed the Portland Economic Development Strategy – A Five Year Plan for Promoting Economic Growth and Job Creation, which included a directive to “stimulate neighborhood business vitality.” Shortly thereafter on July 8, 2009, Portland City Council through Resolution 36714 adopted the strategy, which focused on the need to achieve broad-based prosperity by equalizing opportunity and stimulating business activity in neighborhoods throughout the city.

Recognizing a need for neighborhood-based initiatives, in 2010 Prosper Portland launched the Portland Main Street Program based on the National Main Street model to drive community revitalization.

Furthering its focus on neighborhood community economic development, on May 11, 2011, through Resolution No. 6869, the Prosper Portland Board endorsed the City of Portland Neighborhood Economic Development Strategy (NED Strategy). The NED Strategy established the use of new practices that

emphasized diversity, equity, and inclusion in encouraging growth and opportunity. The agency's work pivoted toward a community-driven economic development model to address disparities in quality of life, access to services and employment, and quality of infrastructure across Portland neighborhoods, particularly East Portland. The fundamental shift in strategy was a move toward investments that put people first.

The NED Strategy identified a significant number of affordable housing community development corporations (CDCs) but a noticeable lack of CDCs focusing on economic development. That disparity inspired Prosper Portland's intentional investments in building local capacity to support community-driven economic growth. The Prosper Portland Board through Resolutions No. 6924 – 6931 authorized creation of the Neighborhood Prosperity Initiative (NPI) Program, a ground-breaking, innovative program which created six micro tax increment finance (TIF) districts focused on neighborhoods with higher poverty rates, lower incomes, lagging commercial investments, and higher concentrations of minority-owned or minority-serving businesses. These six communities were invited to participate in this community-driven approach by committing to creating community leadership through a board of directors, hiring district managers, and supporting the organization's expenses through fundraising.

Traditional TIF districts created by Prosper Portland and approved by Portland City Council average well over 500 acres and rely on long-term debt to catalyze large-scale capital improvements. For example, the Gateway Regional Center TIF district is approximately 658 acres, the Lents Town Center TIF district is 2,846 acres, and the Interstate Corridor district is 3,991 acres. In contrast, the NPI TIF districts were sized to support small-scale capital improvements (between 108 and 165 acres) to enable community members to determine and deliver on these improvements and to invest TIF revenue without encumbering long-term debt.

With targeted objectives, the NPI TIF districts were each established to achieve \$1,250,000 in maximum indebtedness generated over a period of seven to ten years. Acknowledging the community-economic development objectives of the NPI Program, City Council approved an exemption to the Tax Increment Set Aside for Affordable Housing for each of the TIF districts, allowing more TIF resources to flow to the NPI TIF districts. Likewise, Multnomah County and the City of Portland (City) agreed to contribute their portion of revenue sharing back to each of the districts. These critical commitments provided limited, much-needed capital for each of the districts through TIF, complemented by critical City General Fund revenue to support operations.

Acknowledging that the NPI Program and Portland Main Street initiatives are largely similar and have complementary objectives, on May 23, 2012, the Prosper Portland Board through Resolution No. 6944 approved Commercial Corridor Business Development Program Guidelines, effectively combining the NPI Program and Portland Main Street Program into the Neighborhood Prosperity Network (NPN). In addition to the original six NPI districts, St. Johns Center for Opportunity, originally a Portland Main Street participant within the boundary of the Interstate Corridor TIF district, remains a part of NPN. These seven community partner organizations in NPN are all working to foster economic development at a neighborhood scale (see maps of Network Districts in Attachment A).

Prosper Portland provides annual financial assistance to each NPN organization in the form of grants. Funding for these grants come from the City General Fund, TIF generated from the districts, revenue share from both the City and Multnomah County, Enterprise Zone, and other public sources. The grants, subject to annual budget appropriation and availability of funds, include the following:

- **Administration and Operations Grant – up to \$75,000.** Helps fund the district manager position and office expenses;

- **Promotion, Marketing, and Branding Grant - \$3,000.** Funds projects, activities, or events that increase district visibility (which must be matched by the district);
- **District Improvement Grant – (based on available budgeted TIF).** Funds physical improvement projects within the TIF district. Eligible expenses include but are not limited to: signage, lighting, tenant improvements, property acquisition with the goal of property improvements, and new construction;
- **Technical Assistance Grant – up to \$8,000.** Funds activities to build organizational capacity and strengthen the skills of board and steering committee members. Technical assistance funds can be used for activities such as staff and board member development, translation and legal services, and fundraising coordination; and
- **Revenue Share Grant.** Funds projects and activities that support the goals of the district. Eligible expenses include the following: TIF-eligible activities, business technical assistance, working capital assistance, place-making improvements and maintenance, building capacity and community organizations, district marketing and branding, and direct and indirect business expenses of NPN organizations (available only for NPI TIF districts).

In addition to financial resources, Prosper Portland provides ongoing technical assistance to each organization in the form of staff support, program monitoring, training opportunities, and marketing.

The seven designated NPN districts – Cully Boulevard Alliance, Division-Midway Alliance, Historic Parkrose, Jade District, Our 42nd Avenue, The Rosewood Initiative, and St. John’s Center for Opportunity – are traditionally underserved commercial areas surrounded by a disproportionate number of people of color and residents with high unemployment and low incomes (see NPN Fact Sheets in Attachment B). The local communities themselves manage the districts; City and Multnomah County general funds, private funds, and a small amount of TIF support community capacity building, small business assistance programs, capital improvements, and operating support for a district office.

When the NPN first launched, the program focused on economic development priorities of business and property development. As NPN evolved, the districts realized that community stabilization and wealth creation required additional focus on workforce services, business technical assistance, and district-specific programming.

The NPN embodies a community-driven, self-help model where stakeholders from the commercial district and surrounding service area organize a non-profit organization, raise funds, hire a salaried district manager, complete physical improvement projects, develop marketing initiatives, and pursue other efforts to improve economic conditions. Districts leverage Prosper Portland grants and staff support through building rental fees, program income, and traditional fundraising efforts. Prosper Portland grants, technical assistance, and other public sector support result in a closely aligned public-private partnership to revitalize each district through these goals:

- Stabilize and strengthen existing businesses;
- Increase the number of jobs;
- Connect residents to employment opportunities;
- Support the commercial district with diverse and community-serving businesses;
- Fill vacant and/or facilitate the creation of additional commercial spaces;
- Improve district visibility; and
- Ensure that under-represented communities have a voice and actively participate in public process.

Initial program metrics were rooted in a traditional economic development approach measuring the number of new businesses, the number of jobs created, and the number of community volunteer hours.

Business strength was measured by counting the number of net new businesses entering the district. However, counting businesses alone is an incomplete measure of strength. Growth could also be a sign of gentrification and involuntary displacement of existing businesses and new employees may not mirror neighborhood demographics. Simply tracking new businesses can misrepresent their impact on priority populations. Likewise, the number of volunteer hours may decrease as systems and organizational structures are put in place and staff do the work that volunteers once did.

Beginning in late 2018, NPN members embarked on an in-depth study to evaluate each district’s impact on its service area with the goal of developing metrics to measure impacts going forward. Through this process, the NPN team and community members discovered that each district strives to impact its service area in the following five areas: 1) traditionally marginalized businesses thrive financially, 2) business owners create local economic vitality, 3) business leaders contribute to their community, 4) community members are economically stable and thriving, and 5) neighbors are engaged in community building. Prosper Portland staff and NPN district managers will spend the next year incorporating these metrics into NPN programming (see NPN Shared Impacts and Indicators in Attachment C).

The creation of new community economic development organizations within the city required significant work. Major accomplishments for each NPN district include: creating new or collaborating with existing 501(c)3 organizations to administer economic development activities; hiring full time district managers; establishing district mission, vision, and strategic plans; engaging community and businesses with large events that highlight the activities of the district; fundraising; and aligning business technical assistance and workforce infrastructure. Each NPN has programmed the use of the TIF funds to respond to its community’s needs. In the past seven years, NPN partners have invested \$2,074,410 of TIF funds in exterior and interior physical improvements, signage and lighting, murals, community plazas, street furniture, and predevelopment/feasibility grants (see District Accomplishments in Attachment D).

The seven districts have strengthened community-led economic development capacity/infrastructure in Portland by cultivating a knowledgeable community that advocates for and informs City bureaus of its needs. This occurs through intentional relationship building, board meetings, community and business gatherings, and large community events. NPN districts have become anchors for their communities and are considered a resource for outreach efforts when bureau staff are planning and implementing projects in and near the districts.

Success would not be possible without leveraging additional resources and the contribution of volunteer time from the community and business members within each community. Since program inception, the following resources have supported NPN:

Metrics	Community Investment between 2011-2019
Volunteer Hours	184,180
Non-Prosper Portland Revenue	\$4,370,945
In-Kind Donations	\$1,081,145

The following data detail the businesses and jobs created by the businesses since the inception of the NPN:

Metrics	2011*	2018	Business/ Employment (2011-2018)
# of Businesses	581	761	180
# of Jobs	4,853	6,049	1,196

\*Numbers for 2011 do not include Alberta Main Street which is no longer in the NPN.

Responding to community need, in 2015 Prosper Portland piloted the Community Workforce Navigator (Navigator) program in the Our 42nd Avenue and Cully Blvd Alliance NPN districts. The hands-on, community-based approach to workforce training and career counseling better connects services to communities of color, including immigrants and refugees. In 2017, the Navigator program was broadened to serve clients in the Jade District and Division Midway Alliance and in 2018 the program was deployed in Rosewood, St. Johns, and Parkrose. By May 2019, the Navigator program had served 1,602 people, 82 percent of whom were people of color.

In recognition of the need for place-based, light-touch business technical assistance support Prosper Portland staff and technical assistance providers have developed a continuum of services for business owners living or working in NPN district service areas. From fiscal year (FY) 2013-14 to FY 2018-2019, 431 businesses within the NPN service areas received technical assistance services through the Inclusive Business Resource Network (IBRN).

In response to access to capital shortages, on February 10, 2016, the Prosper Portland Board through Resolution No. 7164 approved program guidelines for the NPI Opportunity Fund to facilitate a limited number of catalytic, community-driven, public-benefit development projects within or immediately adjacent to Portland’s six NPI TIF districts. Since its creation, the NPI Opportunity Fund was capitalized with \$870,000 in City General Fund resources, providing financial assistance for property acquisition and predevelopment.

In May 2016, Our 42nd Avenue successfully purchased a property with assistance from the NPI Opportunity Fund and Beneficial State Bank. The purchase of the property allows Our 42nd Avenue to work with the community to derive inclusive economic opportunity for community members. To manage the holding costs while negotiating the final ownership and use of the property, Our 42nd Avenue temporarily filled the property with priority-population community-owned businesses. After selling the property to a community-minded business, Our 42<sup>nd</sup> Avenue master-leased the property and now subleases it to seven local entities ensuring that community businesses benefit from the property renovations.

While the NPI Opportunity Fund helps fill the gap to access capital for purchasing property, the transfer of property is not always the goal. When property owners wish to develop their property, they often need flexible funds to ensure the property can support affordable commercial spaces. Therefore, additional funding is needed to help district managers negotiate for public benefits responsive to community needs. One exciting step toward filling this need is the development of several new Prosper Portland loan products that respond to the need to access capital to help strengthen and stabilize priority community businesses.

The Jade District benefited from the development of The Orchards on 82<sup>nd</sup>, which added 48 units of affordable housing and ground floor community gathering space with the help from the Portland

Housing Bureau and the State of Oregon. In addition, several NPN districts are working with affordable housing developers to increase access to regulated affordable housing opportunities within the districts. In the last City housing bond request for proposals, four developments were selected, adding 427 housing units within the Rosewood, Division Midway Alliance, and Cully districts. In addition, two other projects have received public funding with low-income housing tax credit funds, adding 115 units within Our 42<sup>nd</sup> Avenue, totaling 542 new affordable housing units. These projects add much-needed access to affordable housing to help stabilize low-income residents within the community. Now NPN districts face the challenge of capitalizing on these development opportunities to also create affordable commercial space and community gathering spaces. The financing challenges are steep, but the NPN district organizations are advocating and raising awareness of the need to capitalize on these opportunities to create affordable commercial spaces.

The NPN is an innovative economic development model which ensures that each community drives the economic impacts for its neighborhood. Implementing this new model and ensuring that intended recipients benefit from investments requires continued adjustments. Several key lessons learned through the years are:

- *Community economic development is more than just physical improvements:* When Prosper Portland launched NPN, the initial focus was on business development, commercial property development through community relationship building, and community organization development. The NPN quickly highlighted the need to prioritize employment opportunities for community members to help them stabilize their lives.
- *Each district needs a tailored approach:* Each community must identify its priorities before developing programming. In addition, public partners must recognize that communities will create programming in their own unique way.
- *Relationships are critical:* The creation of a new government program does not immediately guarantee buy-in or trust from the community. It takes time to build trust and collaborative relationships.
- *Multicultural, multilingual competency is essential:* Service to the community requires cultural competency and multilingual communication to ensure understanding among community members whose primary language is not English.
- *Local fundraising is very challenging and time-consuming:* The NPN districts, selected because they are some of the most economically depressed areas in the city, cannot rely on financial support from their community members. Yet residents are certainly supporting the districts in many other ways such as participating at events, volunteering their time, and supporting local hiring efforts.
- *Access to capital is necessary to incentivize community benefits:* The districts' TIF of \$1,250,000 for physical improvements over a seven to ten year timeframe is not enough to incentivize community-focused real estate projects.
- *Public/private partnerships are important:* Public partners have made several investments in the districts, including Metro Transit Oriented Development investments and Bus Rapid Transit planning, TriMet planning and implementation of the Division Transit Project, and Portland Bureau of Transportation Multi-Model Safety Project. All these partners have connected to the NPN districts to support their outreach efforts. The districts' work has ensured that engagement efforts have been equitable and inclusive.
- *Access to transportation:* Lack of transportation is a significant barrier to employment for NPN district residents.
- *Outside funding relies on demonstrated success by district organizations.* Securing funding outside of Prosper Portland without established programming has been an ongoing challenge.

- Organizational and board development takes time. Creating 501(c)3 organizations is a long process and relationship building takes time. The work requires more than a single staff person. Developing diverse boards and retaining community voices to direct the activities of the organizations is an ongoing challenge that requires attention.

The increase in real estate values and lease rates across the metro area has created commercial and housing affordability challenges, resulting in increased pressures of displacement for both businesses and residents. The NPN districts are currently grappling with the impact of these market pressures and has advocated for additional tools and funding to purchase and control property in order to have a real impact on mitigating displacement.

Addressing access to public transportation for East Portland is key. The lack of transportation options is a significant barrier to employment for NPN district residents. People need better options to connect with jobs in the Rivergate and Columbia Corridor areas. NPN districts have advocated for more north/south public transportations options to address this issue. In response to community advocacy, a TriMet bus line now services 162<sup>nd</sup> Avenue through Rosewood, and a last-mile service connects Parkrose to the industrial center. But significant lack of service is an ongoing challenge and remains to be solved.

The NPI TIF districts are in the seventh year of the seven to ten year program (each district will reach maximum indebtedness at different times). In order to capitalize on the momentum of this community-driven economic development work, some districts are seeking innovative funding solutions to continue supporting this work. Of note, a group of seven community organizations, including Our 42nd Avenue and Cully Blvd Alliance, are currently exploring whether a new, community-driven TIF district could help stabilize the Cully community. Early conversations in Jade and Division Midway are also underway.

### **EQUITY IMPACT**

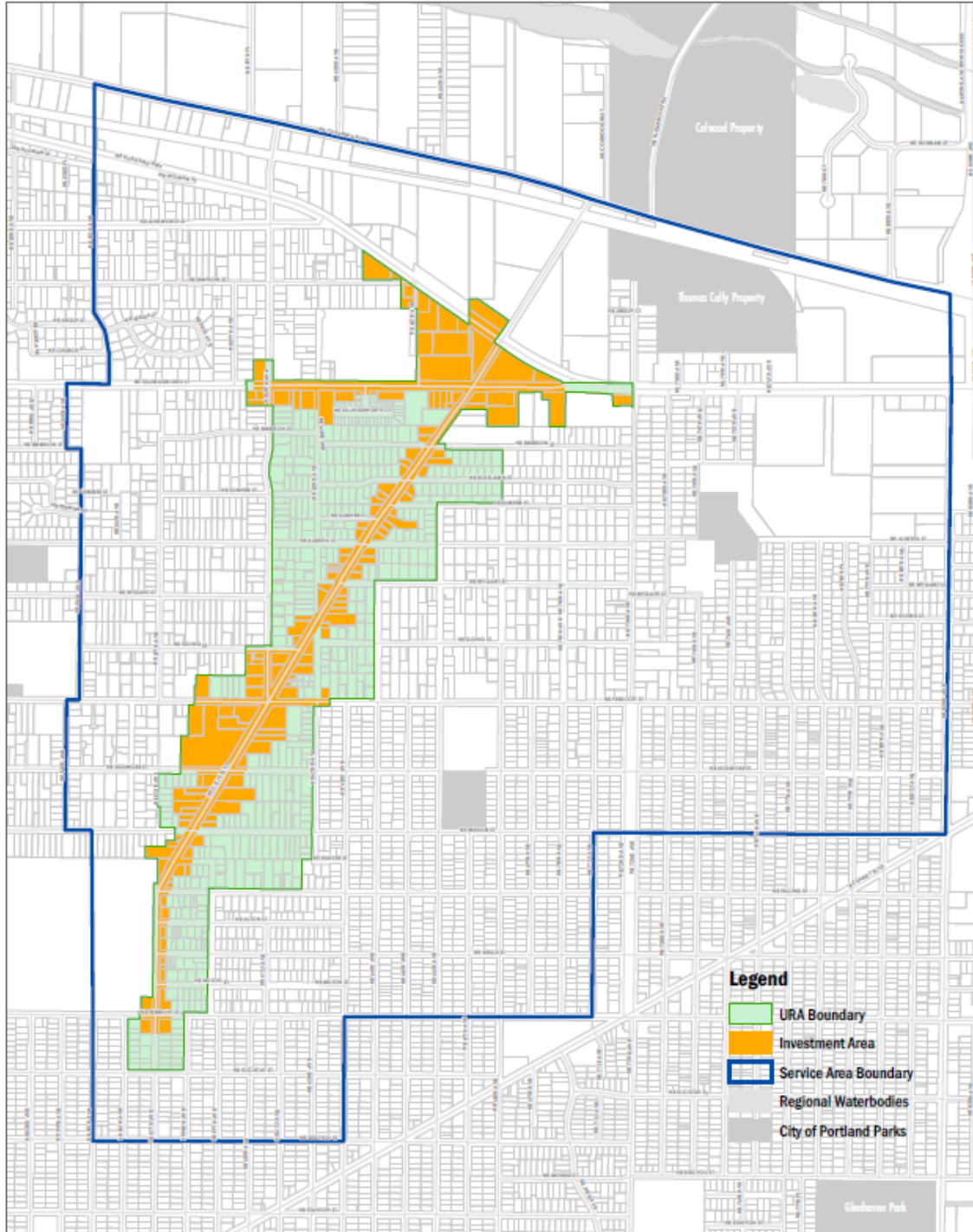
The NPN's foundational principles are equity and inclusive economic development. Prosper Portland has created a community-driven economic development program which allows those closest to the issues (particularly those historically underrepresented) to create solutions that meet community needs. Community members and business owners benefit directly from the district investments through programs or through key leadership roles on boards, committees, and/or outreach activities or events.

### **ATTACHMENTS**

- A. Network and Individual District Maps
- B. NPN Fact Sheets
- C. NPN Shared Impacts and Indicators
- D. District Accomplishments



# NEIGHBORHOOD PROSPERITY INITIATIVE CULLY BLVD ALLIANCE

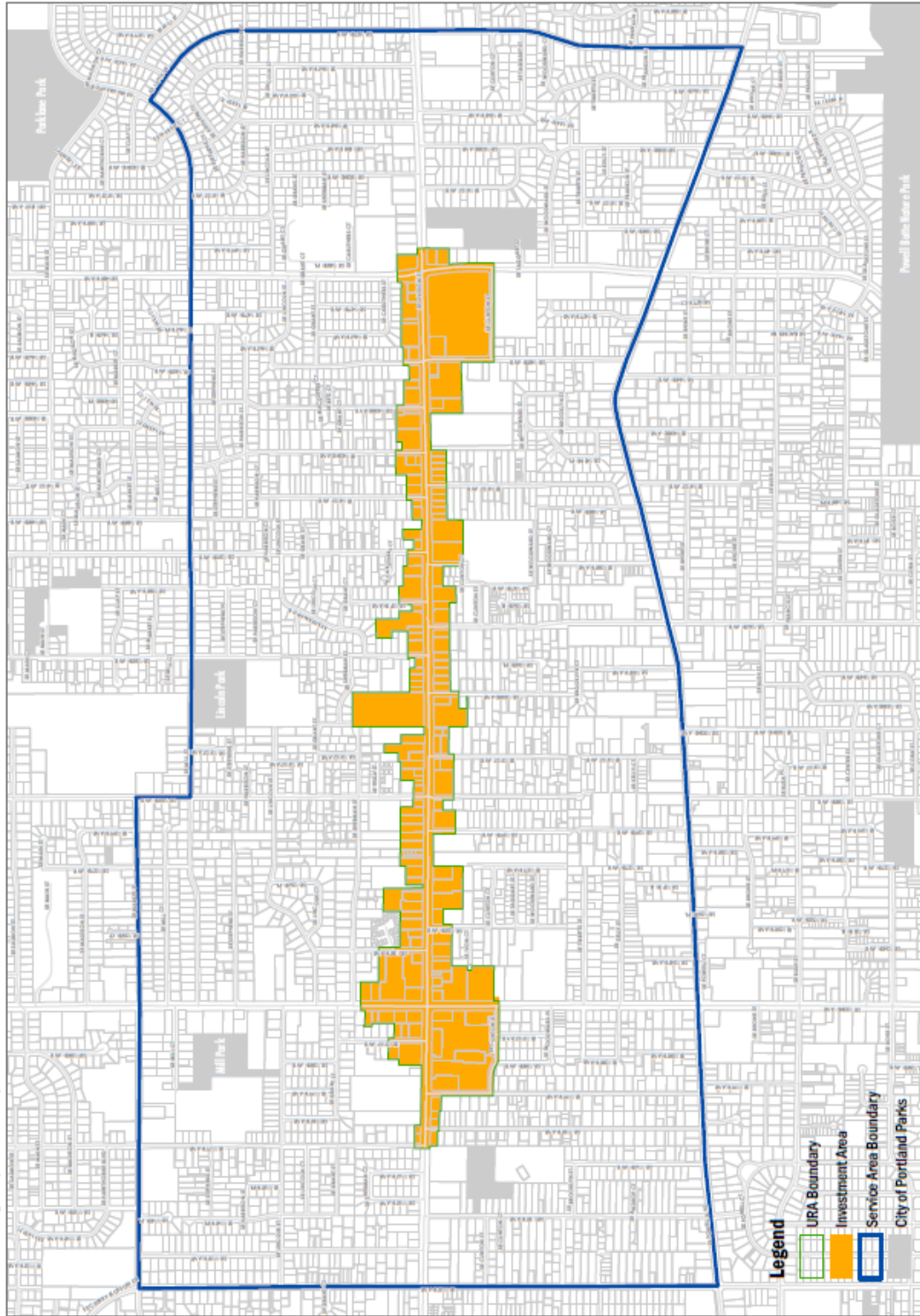


JUNE 2017



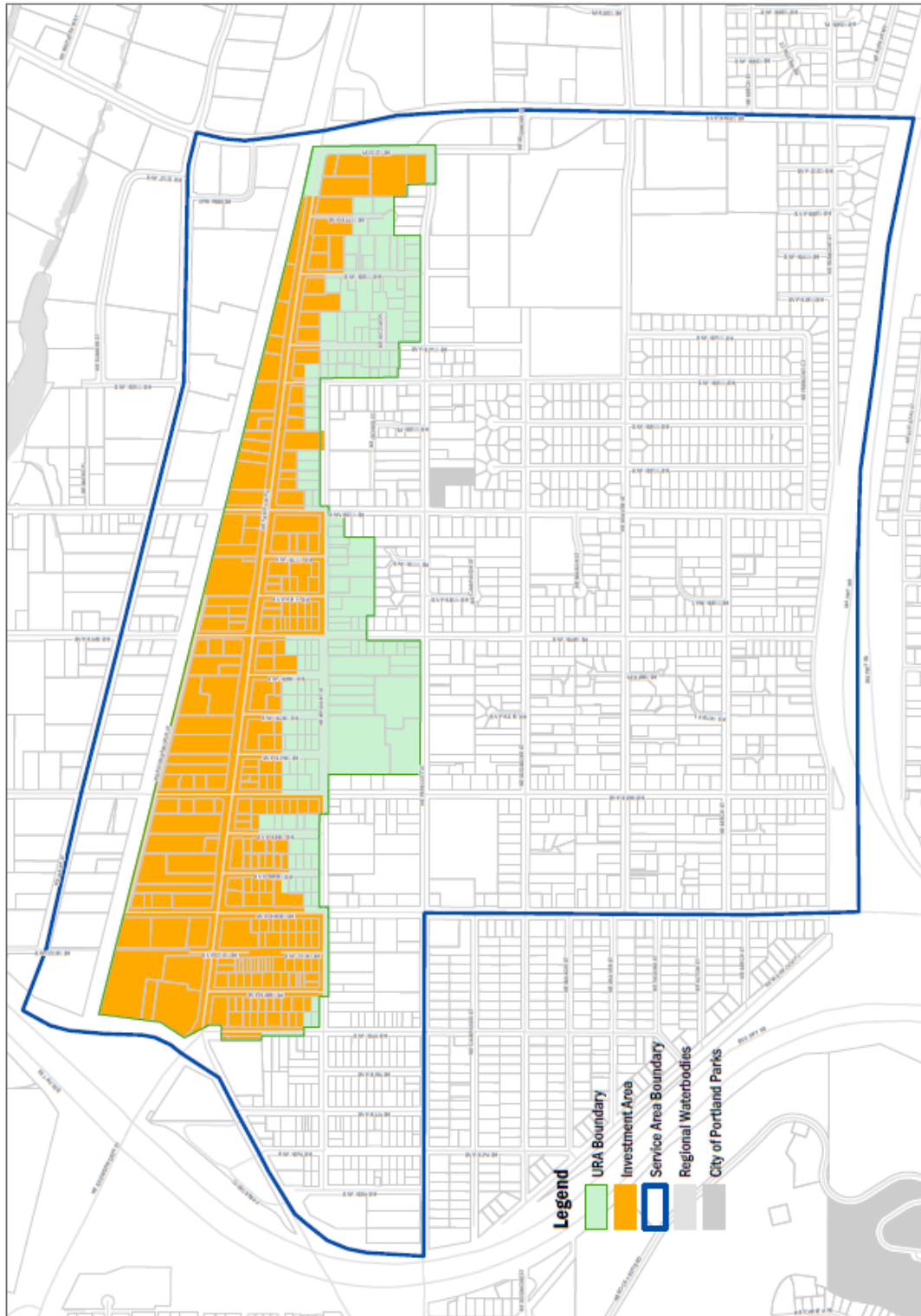


NEIGHBORHOOD PROSPERITY INITIATIVE  
DIVISION MIDWAY ALLIANCE



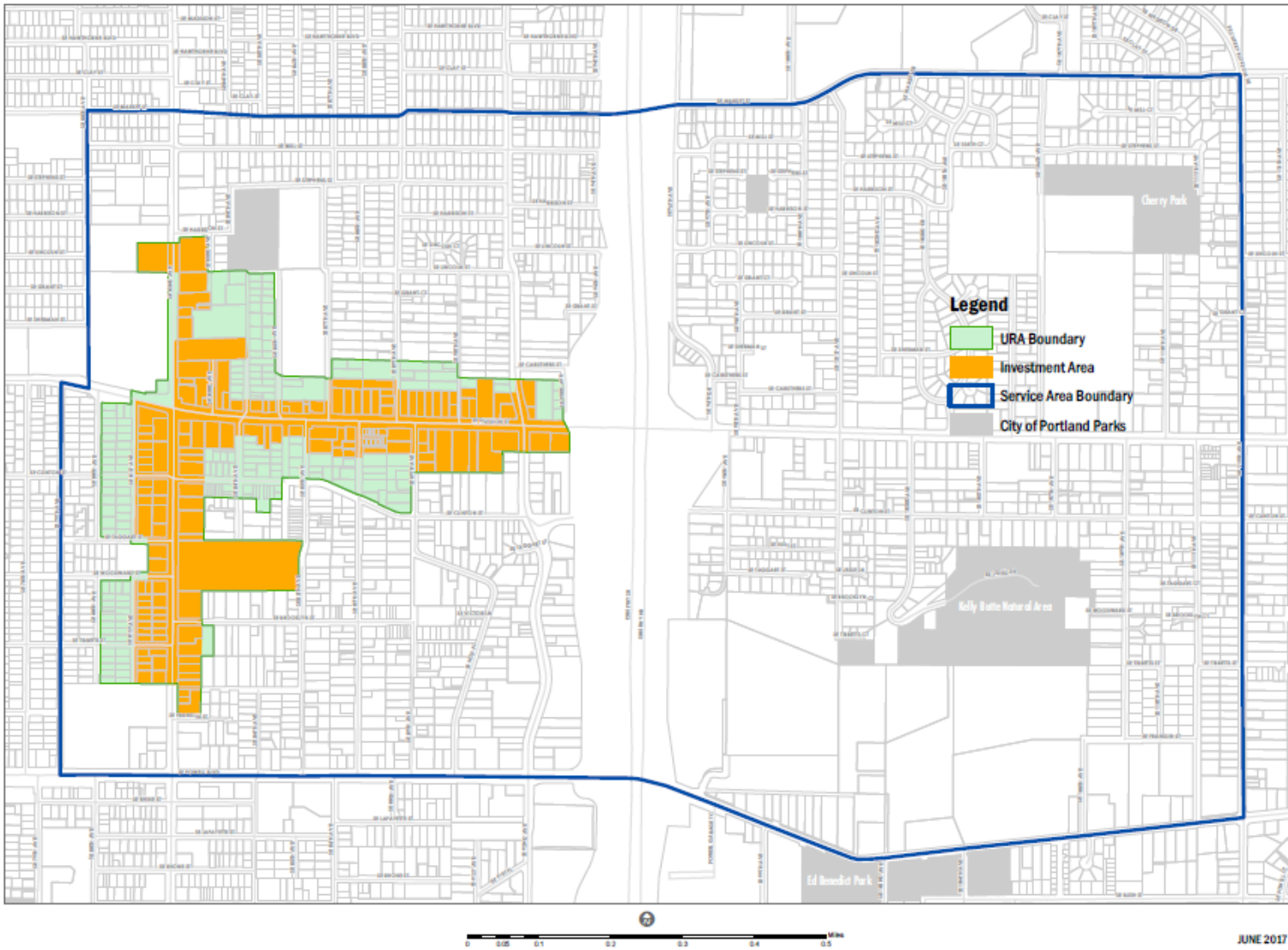


NEIGHBORHOOD PROSPERITY INITIATIVE  
HISTORIC PARKROSE



0 0.05 0.1 0.2 0.3 0.4 0.5  
Miles  
JUNE 2017

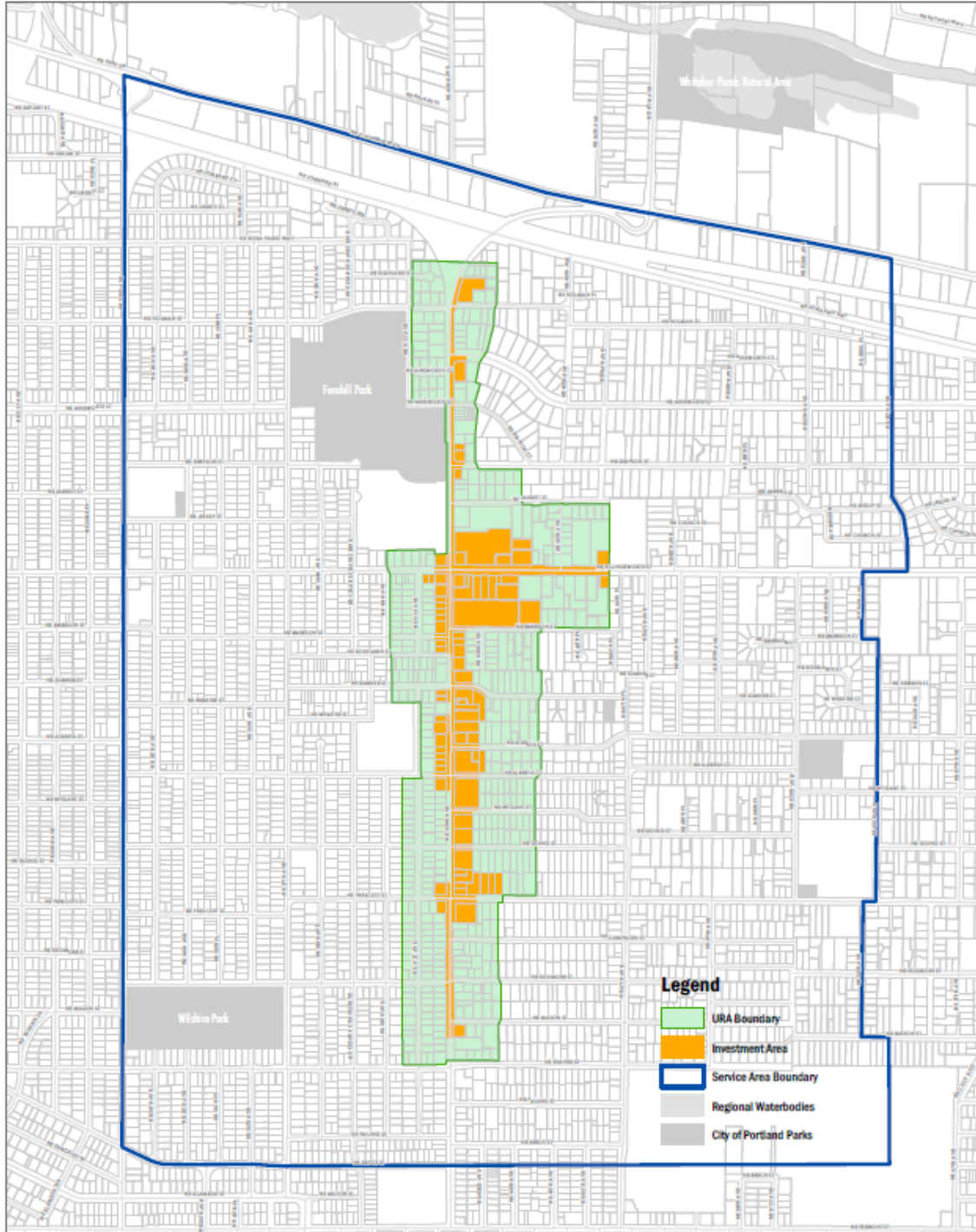
NEIGHBORHOOD PROSPERITY INITIATIVE  
JADE DISTRICT



JUNE 2017



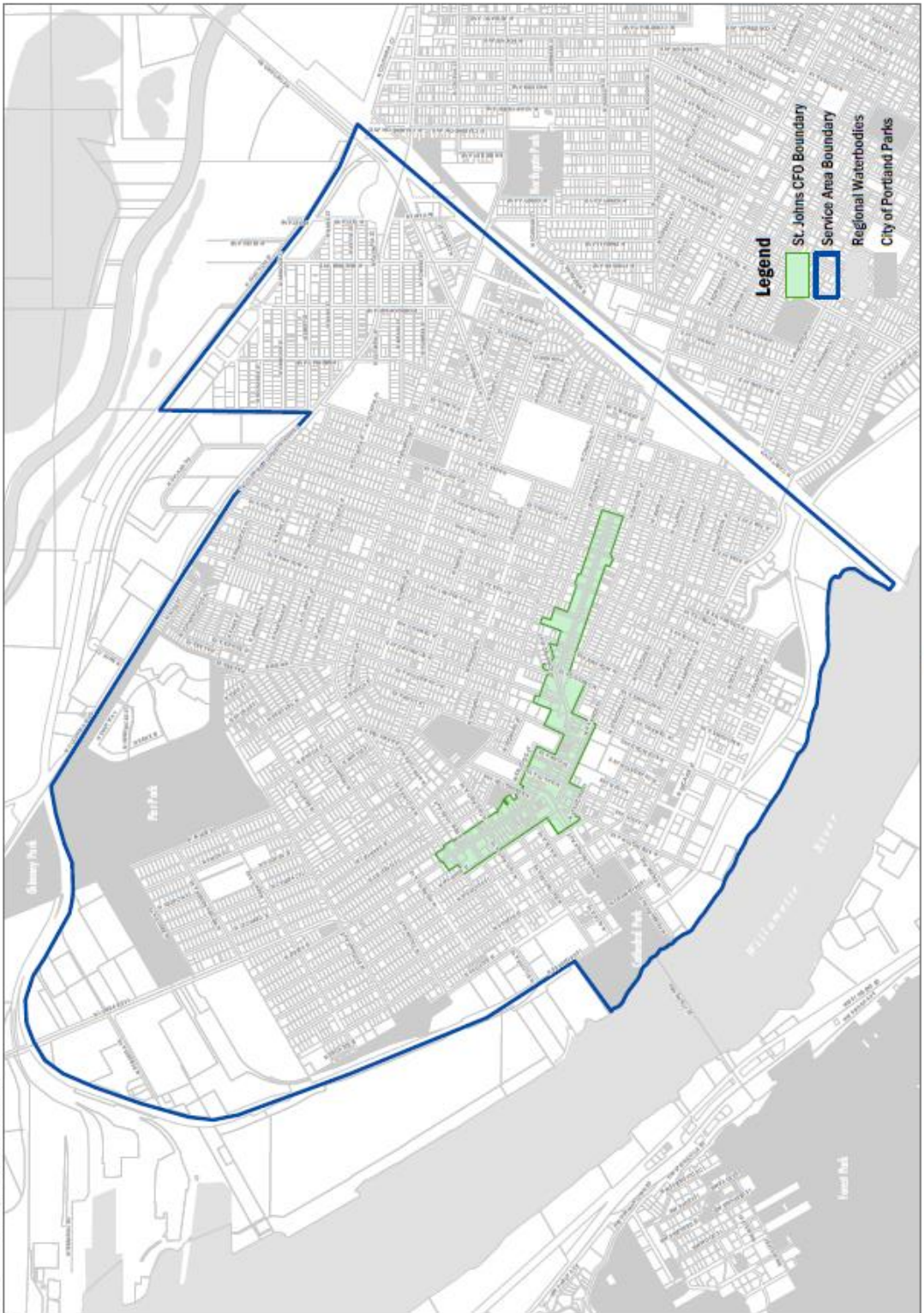
# NEIGHBORHOOD PROSPERITY INITIATIVE OUR 42ND AVENUE



JUNE 2017



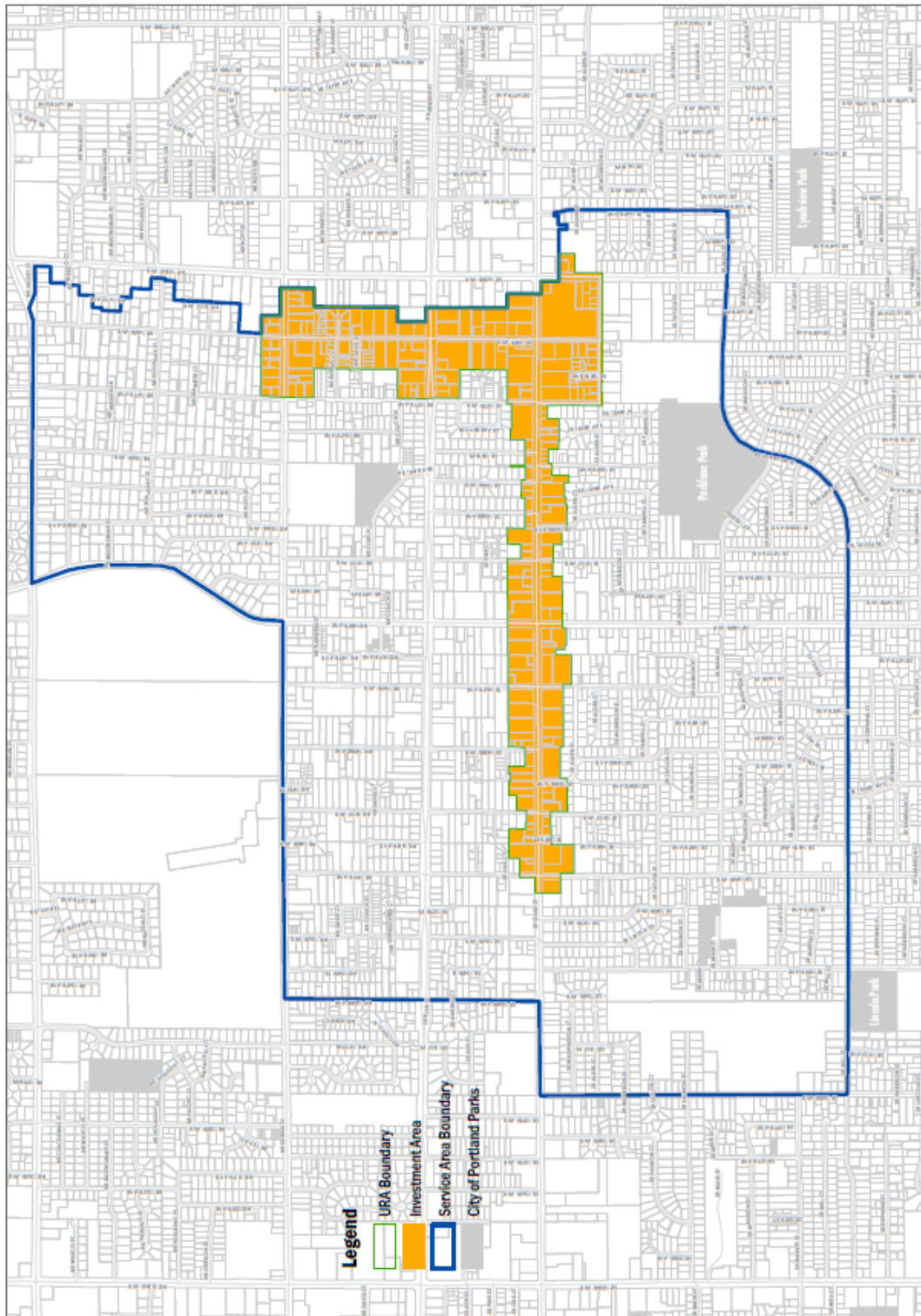
ST. JOHNS CENTER FOR OPPORTUNITY



JUNE 2017



NEIGHBORHOOD PROSPERITY INITIATIVE  
THE ROSEWOOD INITIATIVE



JUNE 2017

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

# Cully Blvd Alliance Key Facts

Cully Blvd Alliance Service Area  
Area: 1.73 square miles

Prepared by Esri

Board Report - Neighborhood Prosperity Network Update  
January 15, 2020

## KEY FACTS

11,780

Population



4,463

Households

38.7

Median Age

\$42,873

Median Disposable Income

## EDUCATION

14%

No High School Diploma



18%

High School Graduate



30%

Some College



38%

Bachelor's/Grad/Prof Degree

## BUSINESS



230

Total Businesses



1,897

Total Employees

## EMPLOYMENT



56%

White Collar



24%

Blue Collar



20%

Services

5.2%

Unemployment Rate

## INCOME



\$53,600

Median Household Income



\$25,420

Per Capita Income



\$76,703

Median Net Worth

## Households By Income

The largest group: \$100,000 - \$149,999 (17.5%)

The smallest group: \$200,000+ (1.4%)

Indicator	Value	Difference	
<\$15,000	11.8%	+1.4%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$15,000 - \$24,999	10.1%	+1.6%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$25,000 - \$34,999	11.4%	+2.2%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$35,000 - \$49,999	13.4%	+0.9%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$50,000 - \$74,999	16.8%	-0.8%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$75,000 - \$99,999	13.1%	+0.5%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$100,000 - \$149,999	17.5%	+1.9%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$150,000 - \$199,999	4.5%	-1.9%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
\$200,000+	1.4%	-5.8%	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>

Bars show deviation from  
Multnomah County

Attachment B  
Page 1 of 14

# Cully Blvd Alliance Key Facts

Cully Blvd Alliance Service Area  
Area: 1.73 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (63.89)

The smallest group: Pacific Islander Alone (0.49)

Indicator	Value	Difference
White Alone	63.89	-10.54
Black Alone	9.93	+4.28
American Indian/Alaska Native Alone	1.68	+0.68
Asian Alone	7.22	-0.42
Pacific Islander Alone	0.49	-0.17
Other Race	11.82	+6.34
Two or More Races	4.96	-0.19
Hispanic Origin (Any Race)	19.77	+8.10

Bars show deviation from  
Multnomah County

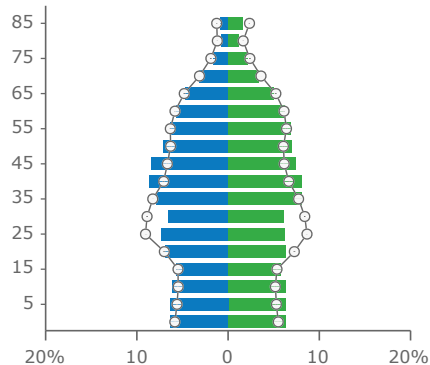
## Average Household Size

for this area

**2.62** which is more than the average for United States

Area	Value
This area	2.62
United States	2.59
Oregon	2.50
Multnomah County	2.40

## Age Pyramid



The largest group:  
2018 Male Population  
Age 40-44 (Esri)

The smallest group:  
2018 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



\$301,583

Median Home Value



\$6,408

Average Spent on  
Mortgage & Basics



\$684

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



\$1,763

Apparel &  
Services



\$143

Computers &  
Hardware



\$2,821

Eating Out



\$4,007

Groceries



\$4,350

Health Care

## ANNUAL LIFESTYLE SPENDING



\$1,712

Travel



\$56

Theatre/Operas/  
Concerts



\$68

Movies/Museums/  
Parks



\$45

Sports Events



\$4

Online Games



# Division Midway Alliance Key Facts

Division Midway Alliance Service Area  
Area: 2.05 square miles

Prepared by Esri

## KEY FACTS

20,484

Population



6,726

Households

33.1

Median Age

\$39,039

Median Disposable Income

## BUSINESS



372

Total Businesses



2,870

Total Employees

## INCOME



\$48,450

Median Household Income



\$21,445

Per Capita Income



\$35,386

Median Net Worth

## EDUCATION

26%

No High School Diploma



29%

High School Graduate



32%

Some College



14%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



37%

White Collar



34%

Blue Collar



29%

Services

6.3%

Unemployment Rate

## Households By Income

The largest group: \$50,000 - \$74,999 (20.0%)

The smallest group: \$150,000 - \$199,999 (2.6%)

Indicator	Value	Difference	
<\$15,000	12.1%	+1.7%	<div style="width: 100%;"></div>
\$15,000 - \$24,999	10.3%	+1.8%	<div style="width: 100%;"></div>
\$25,000 - \$34,999	11.0%	+1.8%	<div style="width: 100%;"></div>
\$35,000 - \$49,999	17.9%	+5.4%	<div style="width: 100%;"></div>
\$50,000 - \$74,999	20.0%	+2.4%	<div style="width: 100%;"></div>
\$75,000 - \$99,999	10.0%	-2.6%	<div style="width: 100%;"></div>
\$100,000 - \$149,999	13.1%	-2.5%	<div style="width: 100%;"></div>
\$150,000 - \$199,999	2.6%	-3.8%	<div style="width: 100%;"></div>
\$200,000+	3.0%	-4.2%	<div style="width: 100%;"></div>

Bars show deviation from  
Multnomah County

# Division Midway Alliance Key Facts

Division Midway Alliance Service Area  
Area: 2.05 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (61.49)

The smallest group: American Indian/Alaska Native Alone (1.16)

Indicator	Value	Difference
White Alone	61.49	-12.94
Black Alone	7.25	+1.60
American Indian/Alaska Native Alone	1.16	+0.16
Asian Alone	13.04	+5.40
Pacific Islander Alone	1.32	+0.66
Other Race	10.29	+4.81
Two or More Races	5.45	+0.30
Hispanic Origin (Any Race)	19.00	+7.33

Bars show deviation from  
Multnomah County

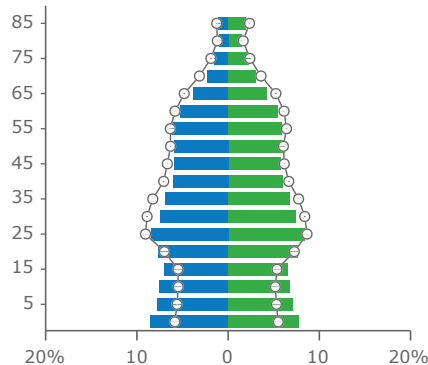
## Average Household Size

for this area

**3.00** which is more than the average for United States

Area	Value
This area	3.00
United States	2.59
Oregon	2.50
Multnomah County	2.40

## Age Pyramid



The largest group:  
2018 Male Population  
Age 0-4 (Esri)

The smallest group:  
2018 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



\$231,767

Median Home Value



\$6,002

Average Spent on  
Mortgage & Basics



\$781

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



\$1,699

Apparel &  
Services



\$138

Computers &  
Hardware



\$2,696

Eating Out



\$3,874

Groceries



\$4,090

Health Care

## ANNUAL LIFESTYLE SPENDING



\$1,621

Travel



\$54

Theatre/Operas/  
Concerts



\$68

Movies/Museums/  
Parks



\$41

Sports Events



\$4

Online Games

# Historic Parkrose Key Facts

Historic Parkrose Service Area  
Area: 1.03 square miles

Prepared by Esri

## KEY FACTS

5,775

Population



2,220

Households

36.7

Median Age

\$38,431

Median Disposable Income

## BUSINESS



246

Total Businesses



2,232

Total Employees

## INCOME



\$46,754

Median Household Income



\$24,947

Per Capita Income



\$36,466

Median Net Worth

## EDUCATION

14%

No High School Diploma



22%

High School Graduate



33%

Some College



31%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



White Collar

45%



Blue Collar

28%



Services

27%

9.4%

Unemployment Rate

## Households By Income

The largest group: \$100,000 - \$149,999 (15.9%)

The smallest group: \$150,000 - \$199,999 (2.8%)

Indicator	Value	Difference	
<\$15,000	10.9%	+0.5%	
\$15,000 - \$24,999	10.9%	+2.4%	
\$25,000 - \$34,999	15.6%	+6.4%	
\$35,000 - \$49,999	15.2%	+2.7%	
\$50,000 - \$74,999	15.7%	-1.9%	
\$75,000 - \$99,999	9.9%	-2.7%	
\$100,000 - \$149,999	15.9%	+0.3%	
\$150,000 - \$199,999	2.8%	-3.6%	
\$200,000+	3.2%	-4.0%	

Bars show deviation from  
Multnomah County

# Historic Parkrose Key Facts

Historic Parkrose Service Area  
Area: 1.03 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (57.55)

The smallest group: American Indian/Alaska Native Alone (1.04)

Indicator	Value	Difference
White Alone	57.55	-16.88
Black Alone	10.41	+4.76
American Indian/Alaska Native Alone	1.04	+0.04
Asian Alone	12.87	+5.23
Pacific Islander Alone	2.25	+1.59
Other Race	9.61	+4.13
Two or More Races	6.27	+1.12
Hispanic Origin (Any Race)	15.72	+4.05

Bars show deviation from  
Multnomah County

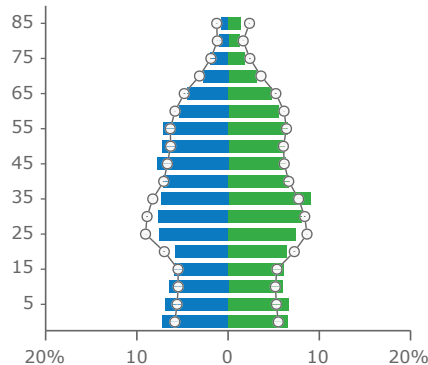
## Average Household Size

for this area

**2.57** which is less than the average for United States

Area	Value	0.00	4.00
United States	2.59		
This area	2.57		
Oregon	2.50		
Multnomah County	2.40		

## Age Pyramid



The largest group:  
2018 Female Population  
Age 35-39 (Esri)

The smallest group:  
2018 Male Population  
Age 85+ (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



\$255,993

Median Home Value



\$6,170

Average Spent on  
Mortgage & Basics



\$756

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



\$1,727

Apparel &  
Services



\$139

Computers &  
Hardware



\$2,776

Eating Out



\$3,980

Groceries



\$4,247

Health Care

## ANNUAL LIFESTYLE SPENDING



\$1,630

Travel



\$54

Theatre/Operas/  
Concerts



\$66

Movies/Museums/  
Parks



\$43

Sports Events



\$4

Online Games

# Jade District Key Facts

Jade District Service Area  
Area: 1.6 square miles

Prepared by Esri

## KEY FACTS

9,878

Population



3,389

Households

36.0

Median Age

\$40,873

Median Disposable Income

## BUSINESS



377

Total Businesses



2,742

Total Employees

## INCOME



\$52,068

Median Household Income



\$23,056

Per Capita Income



\$48,686

Median Net Worth

## EDUCATION

18%

No High School Diploma



23%

High School Graduate



31%

Some College



27%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



55%

White Collar



18%

Blue Collar



27%

Services

5.7%

Unemployment Rate

## Households By Income

The largest group: \$50,000 - \$74,999 (18.1%)

The smallest group: \$150,000 - \$199,999 (2.9%)

Indicator	Value	Difference	
<\$15,000	11.4%	+1.0%	
\$15,000 - \$24,999	10.5%	+2.0%	
\$25,000 - \$34,999	14.7%	+5.5%	
\$35,000 - \$49,999	11.3%	-1.2%	
\$50,000 - \$74,999	18.1%	+0.5%	
\$75,000 - \$99,999	14.1%	+1.5%	
\$100,000 - \$149,999	13.6%	-2.0%	
\$150,000 - \$199,999	2.9%	-3.5%	
\$200,000+	3.5%	-3.7%	

Bars show deviation from  
Multnomah County

# Jade District Key Facts

Jade District Service Area  
Area: 1.6 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (55.58)

The smallest group: Pacific Islander Alone (1.18)

Indicator	Value	Difference
White Alone	55.58	-18.85
Black Alone	7.10	+1.45
American Indian/Alaska Native Alone	1.43	+0.43
Asian Alone	23.13	+15.49
Pacific Islander Alone	1.18	+0.52
Other Race	6.33	+0.85
Two or More Races	5.26	+0.11
Hispanic Origin (Any Race)	12.52	+0.85

Bars show deviation from  
Multnomah County

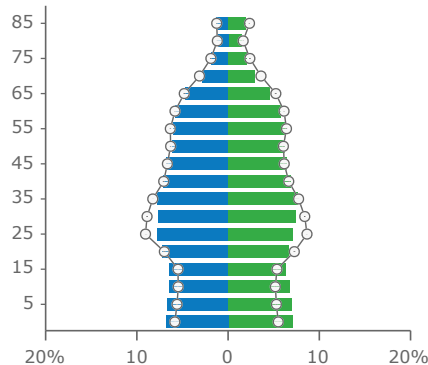
## Average Household Size

for this area

**2.90** which is more than the average for United States

Area	Value	0.00	4.00
This area	2.90		
United States	2.59		
Oregon	2.50		
Multnomah County	2.40		

## Age Pyramid



The largest group:  
2018 Male Population  
Age 35-39 (Esri)

The smallest group:  
2018 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



\$257,011

Median Home Value



\$6,410

Average Spent on  
Mortgage & Basics



\$831

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



\$1,761

Apparel &  
Services



\$141

Computers &  
Hardware



\$2,764

Eating Out



\$3,989

Groceries



\$4,235

Health Care

## ANNUAL LIFESTYLE SPENDING



\$1,693

Travel



\$57

Theatre/Operas/  
Concerts



\$69

Movies/Museums/  
Parks



\$44

Sports Events



\$4

Online Games

# The Rosewood Initiative Key Facts

The Rosewood Initiative Service Area  
Area: 1.94 square miles

Prepared by Esri

## KEY FACTS

16,582

Population



5,612

Households

33.0

Median Age

\$36,934

Median Disposable Income

## BUSINESS



226

Total Businesses



1,337

Total Employees

## INCOME



\$45,149

Median Household Income



\$20,747

Per Capita Income



\$22,311

Median Net Worth

## EDUCATION

17%

No High School Diploma



28%

High School Graduate



36%

Some College



19%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



42%

White Collar



34%

Blue Collar



24%

Services



5.5%  
Unemployment Rate

## Households By Income

The largest group: \$50,000 - \$74,999 (18.1%)

The smallest group: \$150,000 - \$199,999 (2.4%)

Indicator	Value	Difference	
<\$15,000	14.5%	+4.1%	
\$15,000 - \$24,999	13.7%	+5.2%	
\$25,000 - \$34,999	12.1%	+2.9%	
\$35,000 - \$49,999	13.2%	+0.7%	
\$50,000 - \$74,999	18.1%	+0.5%	
\$75,000 - \$99,999	11.0%	-1.6%	
\$100,000 - \$149,999	12.4%	-3.2%	
\$150,000 - \$199,999	2.4%	-4.0%	
\$200,000+	2.5%	-4.7%	

Bars show deviation from  
Multnomah County

# The Rosewood Initiative Key Facts

The Rosewood Initiative Service Area  
Area: 1.94 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (60.95)

The smallest group: Pacific Islander Alone (0.87)

Indicator	Value	Difference
White Alone	60.95	-13.48
Black Alone	8.52	+2.87
American Indian/Alaska Native Alone	1.39	+0.39
Asian Alone	9.47	+1.83
Pacific Islander Alone	0.87	+0.21
Other Race	12.73	+7.25
Two or More Races	6.06	+0.91
Hispanic Origin (Any Race)	22.99	+11.32

Bars show deviation from  
Multnomah County

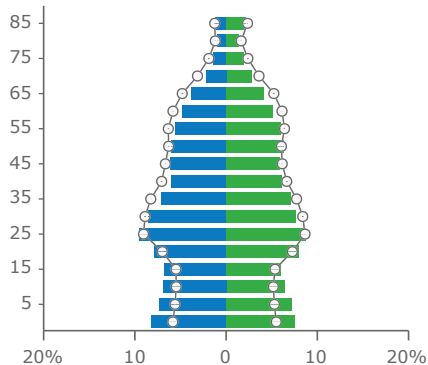
## Average Household Size

for this area

**2.90** which is more than the average for United States

Area	Value
This area	2.90
United States	2.59
Oregon	2.50
Multnomah County	2.40

## Age Pyramid



The largest group:  
2018 Male Population  
Age 25-29 (Esri)

The smallest group:  
2018 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



\$256,033

Median Home Value



\$5,419

Average Spent on  
Mortgage & Basics



\$811

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



\$1,628

Apparel &  
Services



\$132

Computers &  
Hardware



\$2,603

Eating Out



\$3,734

Groceries



\$3,853

Health Care

## ANNUAL LIFESTYLE SPENDING



\$1,500

Travel



\$48

Theatre/Operas/  
Concerts



\$64

Movies/Museums/  
Parks



\$38

Sports Events



\$4

Online Games



# Our 42nd Ave Key Facts

Our 42nd Ave Service Area  
Area: 1.74 square miles

Prepared by Esri

## KEY FACTS

11,736

Population



4,656

Households

38.7

Median Age

\$55,476

Median Disposable Income

## EDUCATION

5%

No High School Diploma



13%

High School Graduate



31%

Some College



52%

Bachelor's/Grad/Prof Degree

## BUSINESS



294

Total Businesses



2,671

Total Employees

## EMPLOYMENT



75%

White Collar



13%

Blue Collar



11%

Services

3.9%

Unemployment Rate

## INCOME



\$75,986

Median Household Income



\$37,519

Per Capita Income



\$134,268

Median Net Worth

## Households By Income

The largest group: \$100,000 - \$149,999 (19.4%)

The smallest group: <\$15,000 (7.2%)

Indicator	Value	Difference	
<\$15,000	7.2%	-3.2%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$15,000 - \$24,999	7.3%	-1.2%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$25,000 - \$34,999	10.5%	+1.3%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$35,000 - \$49,999	8.8%	-3.7%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$50,000 - \$74,999	15.3%	-2.3%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$75,000 - \$99,999	15.7%	+3.1%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$100,000 - \$149,999	19.4%	+3.8%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$150,000 - \$199,999	8.6%	+2.2%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$200,000+	7.2%	0	<div style="width: 100%; height: 10px; background-color: blue;"></div>

Bars show deviation from  
Multnomah County

# Our 42nd Ave Key Facts

Our 42nd Ave Service Area  
Area: 1.74 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (65.75)

The smallest group: Pacific Islander Alone (0.32)

Indicator	Value	Difference
White Alone	65.75	-8.68
Black Alone	16.11	+10.46
American Indian/Alaska Native Alone	1.21	+0.21
Asian Alone	5.57	-2.07
Pacific Islander Alone	0.32	-0.34
Other Race	5.04	-0.44
Two or More Races	6.00	+0.85
Hispanic Origin (Any Race)	11.34	-0.33

Bars show deviation from  
Multnomah County

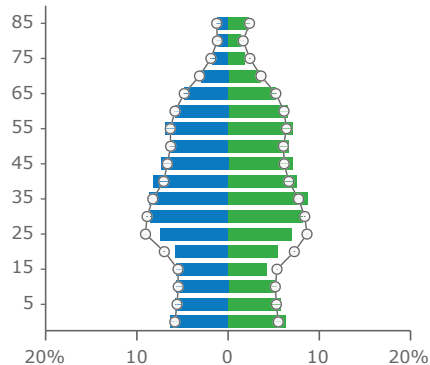
## Average Household Size

for this area

**2.49** which is less than the average for United States

Area	Value	0.00	4.00
United States	2.59		
Oregon	2.50		
This area	2.49		
Multnomah County	2.40		

## Age Pyramid



The largest group:  
2018 Female Population  
Age 35-39 (Esri)

The smallest group:  
2018 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



**\$354,453**

Median Home Value



**\$9,267**

Average Spent on  
Mortgage & Basics



**\$949**

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



**\$2,441**

Apparel &  
Services



**\$199**

Computers &  
Hardware



**\$3,941**

Eating Out



**\$5,499**

Groceries



**\$6,102**

Health Care

## ANNUAL LIFESTYLE SPENDING



**\$2,434**

Travel



**\$78**

Theatre/Operas/  
Concerts



**\$94**

Movies/Museums/  
Parks



**\$66**

Sports Events



**\$5**

Online Games

# St Johns Center for Opportunity Key Facts

St Johns Center for Opportunity Service Area  
Area: 2.4 square miles

Prepared by Esri

## KEY FACTS

17,725

Population



7,159

Households

35.0

Median Age

\$41,614

Median Disposable Income

## BUSINESS



421

Total Businesses



4,101

Total Employees

## INCOME



\$52,026

Median Household Income



\$27,042

Per Capita Income



\$47,259

Median Net Worth

## EDUCATION

10%

No High School Diploma



17%

High School Graduate



30%

Some College



42%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



66%

White Collar



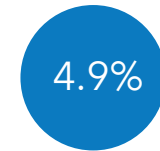
21%

Blue Collar



13%

Services



4.9%  
Unemployment Rate

## Households By Income

The largest group: \$50,000 - \$74,999 (17.2%)

The smallest group: \$200,000+ (2.1%)

Indicator	Value	Difference	
<\$15,000	10.6%	+0.2%	
\$15,000 - \$24,999	10.7%	+2.2%	
\$25,000 - \$34,999	12.0%	+2.8%	
\$35,000 - \$49,999	14.7%	+2.2%	
\$50,000 - \$74,999	17.2%	-0.4%	
\$75,000 - \$99,999	14.1%	+1.5%	
\$100,000 - \$149,999	13.5%	-2.1%	
\$150,000 - \$199,999	5.1%	-1.3%	
\$200,000+	2.1%	-5.1%	

Bars show deviation from  
Multnomah County

# St Johns Center for Opportunity Key Facts

St Johns Center for Opportunity Service Area  
Area: 2.4 square miles

Prepared by Esri

## Race and Ethnicity

The largest group: White Alone (66.22)

The smallest group: Pacific Islander Alone (1.29)

Indicator	Value	Difference
White Alone	66.22	-8.21
Black Alone	8.69	+3.04
American Indian/Alaska Native Alone	1.98	+0.98
Asian Alone	4.25	-3.39
Pacific Islander Alone	1.29	+0.63
Other Race	10.59	+5.11
Two or More Races	6.97	+1.82
Hispanic Origin (Any Race)	19.89	+8.22

Bars show deviation from  
Multnomah County

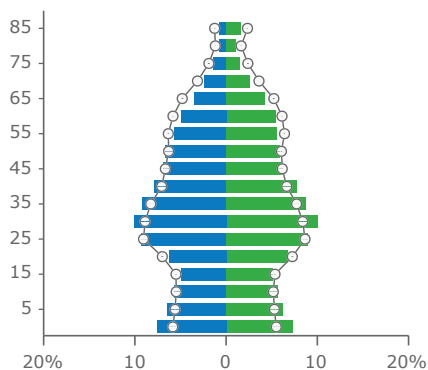
## Average Household Size

for this area

**2.48** which is less than the average for United States

Area	Value	0.00	4.00
United States	2.59		
Oregon	2.50		
This area	2.48		
Multnomah County	2.40		

## Age Pyramid



The largest group:  
2018 Female Population  
Age 30-34 (Esri)

The smallest group:  
2018 Male Population  
Age 85+ (Esri)

Dots show comparison to  
Multnomah County

## HOUSING STATS



**\$252,320**

Median Home Value



**\$6,163**

Average Spent on  
Mortgage & Basics



**\$842**

Median Contract  
Rent

## ANNUAL HOUSEHOLD SPENDING



**\$1,810**

Apparel &  
Services



**\$148**

Computers &  
Hardware



**\$2,934**

Eating Out



**\$4,111**

Groceries



**\$4,357**

Health Care

## ANNUAL LIFESTYLE SPENDING



**\$1,697**

Travel



**\$53**

Theatre/Operas/  
Concerts



**\$70**

Movies/Museums/  
Parks



**\$44**

Sports Events



**\$4**

Online Games

## NPN – Shared Impacts

### 1. **Traditionally marginalized businesses thrive financially.**

- Businesses owned by traditionally marginalized community members have the resources and opportunities to become financially sustainable.
- Diverse businesses draw in community members from many different backgrounds, and diverse businesses thrive.

### 2. **Business owners create local economic vitality.**

- Local brick-and-mortar business owners are empowered to make decisions about what revitalization looks like in our downtown core.
- Entrepreneurs build their capacity to successfully start in mainstream business.
- Business owners have the resources and support to help them thrive.
- Business owners have the capacity to increase their financial viability.
- Business owners see the success and stability of their businesses as connected to the success and stability of the community as a whole and commit to improving and growing their business and the community.
- Property owners attract new businesses to the district and retain existing neighborhood businesses.

### 3. **Business leaders contribute to their community.**

- Business owners and community leaders are more collaborative, civically engaged, and united around community development efforts.
- Businesses invest in/drive the collective well-being of the neighborhood.
- Business owners see the success and stability of their businesses as connected to the success and stability of the community as a whole and commit to improving and growing their business and the community.
- Businesses are invested in creating a stable and thriving community.
- Neighbors and business owners act individually and collectively to make neighborhood cleaner and safer.

### 4. **Community members are economically stable and thriving.**

- Community members have the resources and support for financial and family stability.
- Residents and businesses are financially stable.
- Neighbors have resources to achieve financial stability.
- Job seekers positively engage the workforce.

### 5. **Neighbors are engaged in community building.**

- Neighbors and partners are co-creators of their neighborhood vision
- Community members build respectful, trusting relationships in their family and community.
- Community members develop the capacity to be civically engaged citizens.
- Residents and business owners build a sense of community and connectedness.
- Service providers are coordinated and connected to the community.

## NPI Shared Indicators

### 1. Traditionally marginalized businesses thrive financially.

Quantitative	Qualitative
Increase knowledge/business acumen Increase in local business participation Increase of diversity in types of participation Increase confidence	Believe success in business is possible Become savvy at navigating business systems Committed to prospering
Key quantitative indicator: Increased business ownership of traditionally marginalized people (or) Increased business stability of traditionally marginalized people	

### 2. Business owners create local economic vitality.

Quantitative	Qualitative
Increase awareness of business effects on local economy Increase activity of local investment Increase in property ownership for traditionally marginalized people Increase in commercial properties owned by owner-operators Increase in local business-to-business sourcing	Believe in potential of local neighborhood Become invested in community Committed to local economy
Key quantitative indicator: Increase in employers' local hiring efforts	

### 3. Business leaders contribute to their community.

Quantitative	Qualitative
Increase understanding of community needs Increase neighborhood interaction Increase urgency for community vitality	Believe in personal/business role in community Become responsible/engaged community leader Care for community
Key quantitative indicator: Increase community engagement/participation of business leaders across demographic differences	

### 4. Community members are economically stable and thriving.

Quantitative	Qualitative
Increase awareness of local economic opportunity Increase local activity in local economy Increase confidence in economic stability and agency	Believe in local opportunity and possibility Become agent of personal prosperity (agency) Resilience in economic engagement
Key quantitative indicator: Increase in the degree to which people who've historically lived in the district feel stable and enhance participation in the local economy (or) Increase in the degree to which they are able to exercise agency (choice) in the community (i.e. moving home or business is a choice not forced by obligation or financial pressure)	

### 5. Neighbors are engaged in community building.

Quantitative	Qualitative
Increase knowledge of community and neighbors Increase community-building participation Increase interest in community Decreased anger and frustration between groups in the community	Believe community is valuable and worthy of attention Become civically responsible and vested Love for community Trust and safety within the community
Key quantitative indicator: Increase in involvement in intentionally-developed community-building activity (or) Improved community sentiment	

## District Accomplishments

### **Cully Boulevard Alliance**

#### Community Economic Development

- The Cully Blvd. Alliance (CBA) hosted quarterly community events connecting community business and residents to services. Approximately 25 people attended each event to learn about business technical assistance, workforce connections, and projects and activities in the district.
- Worked with Prosper Portland to provide a \$56,000 forgivable loan utilizing TIF funds for the demolition of Living Cully Plaza to make way for Las Adelitas. The demolition removed a blighted building in the heart of the district, paving the way for redevelopment.

#### Organizational Development

- NAYA received a \$450K grant that will support small business and economic development within both its geographical and cultural communities. This successful proposal was a direct result of the \$5K in training funds CBA provided to NAYA in spring of 2018.
- Streamlined website doubling its social media presence.
- Expanded and diversified the steering committee by adding four new community members who have strong ties to Cully and to advancing equity. With the installment of these new members, the committee now includes 10 members; 80% are women, and 70% represent households of color.
- CBA District Manager and other NAYA/CBA staff attended a community wealth building training facilitated by Hope Nation Inc.
- Successful completion of the Prescott PHB NOFA in partnership with NAYA Family Center and Community Development Partners (note: PHB notified NAYA and partners award of this project in 19-20.)

#### Business Development

- Provided Storefront grants to 5 businesses with \$113,903, leveraging \$292,700.
- Successful business advocacy with PBOT regarding changes/upgrades within the CBA improvement district

## **Division Midway Alliance**

### Community Economic Development

- Organized the 2018 Festival of Nations on September 16.
  - More than 1,500 people attended the festival.
  - 67 vendors participated in the festival (including 8 food vendors, 42 general vendors and 11 non-profit informational booths).
  - The event raised \$15,700 in sponsorships and \$5,605 in-kind donations, with a net profit of \$8,188.
- In partnership with the Oregon Food Bank started a gardening workshop for 12 Karen (an ethnic group of Myanmar) families
- In a train-the-trainer model staff completed the “Owing to Owning” workshop conducted by Mercy Corps and in turn trained the Karen/Burmese community, of which 12 community members completed the course to become potential investors in Plaza 122<sup>nd</sup> and 8 participants became investors.
- 18 representatives from local businesses and community organizations participated in East Portland's Immigrant and Refugee Economic Development Roundtable Discussion, with State Representative Diego Hernandez.
- Culturally specific liaisons helped 178 community members connect to resources.
- Karen community liaison teaches basic English to the Karen community

### Organizational Development

- Became a participating location for the Low-Income Fare TriMet program.
- Increased board diversity by adding two new members.
- DMA received grants from Oregon Community Trust, RACC and Community Watershed Stewardship Program, Multnomah County Cultural Coalition Grant and Bureau of Environment Services and East Portland Action Plan totaling \$67,000

### Business Development

- DMA in collaboration with PSU BOP created three new info sessions- Getting your Business Online, Is my Business a Business, Risk of Small Businesses.
- Storefront grants were awarded to four local businesses totaling \$44,252.



## Historic Parkrose

### Community Economic Development

- Historic Parkrose and the Parkrose Business Association (PBA) organized the 3rd Annual **Trunk or Treat community event**. More than 30 businesses and community groups handed out candy to more than 2,000 trick-or-treaters. For businesses, Trunk or Treat is an opportunity to promote themselves with flyers and coupons. Police officers and firefighters bring their vehicles to Trunk or Treat and do outreach to the community. For families, Trunk or Treat is an opportunity to enjoy a fun and safe trick-or-treating experience. Organizing Trunk or Treat brings together Historic Parkrose, the PBA, Parkrose Neighborhood Association (PNA), and the Parkrose School District, building and strengthening the relationships between these neighborhood partners.
- Partnered with PNA to achieve a major project by bringing a street intersection mural to the Parkrose neighborhood. The mural is located at the intersection of NE 109th and Skidmore.
- Hosted a public safety intern who tracked community complaints that came into the office and were posted on NextDoor, acting as a liaison between the community and the police. The intern assisted in connecting neighborhood businesses to security services.
- Partnered with the Portland Police Bureau and PNA on a grant for community-based crime reduction efforts in the neighborhood. The grant work includes a community survey to identify crime issues in the neighborhood.
- In conjunction with the PNA, Grocery Outlet and Parkrose Hardware, Historic Parkrose participated in 2 neighborhood cleanup days. La Luz del Mundo brought more than 30 volunteers, PNA had about 10 volunteers, and we filled 17 contractor-sized garbage bags.
- Collaborating with community stakeholders on greening projects in the Parkrose neighborhood. In the first project, HP is working with the Bureau of Environmental Services as part of its "Neighborhood to the River" program. HP and BES are identifying businesses along Sandy Blvd that would benefit from de-paving and planting street trees and native plants. This project advances multiple goals for both HP and BES.
- HP is working with the Columbia Slough Watershed Council, BES, Wisdom of the Elders, and neighborhood businesses to improve the canoe launch site on 112th and Marx. In 2017, this project was awarded a \$9,000 grant from the Oregon Humanities Fund for a series of community listening sessions.
- The 6th Annual **Taste of Parkrose** was a success with more than 1,800 attendees, fun activities and more than 40 diverse vendors. Visitors enjoyed vendors selling various items and multiple food options.

### Organizational Development

- Hired a community outreach coordinator. The focus of the community outreach coordinator will be on building strong relationships with district businesses, identifying their needs, and connecting them to technical assistance and storefront improvement grants.
- Received a \$5,000 grant from Venture Portland for Historic Parkrose Unified District Public Safety Plan Initiative.
- Participated in trainings/workshops/professional development:
  - Multiple Venture Portland trainings on inclusion and diversity as well as Store Design Training;
  - Mercy Corps' emergency preparedness;
  - NAO Training on effective storytelling for fundraising;

- Hosted a personal safety workshop for HP staff and community members through the WomenStrength program.

#### Business Development

- Provided storefront improvement grants to 4 local businesses totaling \$91,875, making this Historic Parkrose's most successful year in awarding storefront grants.

## **Jade District**

### Community Economic Development

- Planned and executed the fifth annual Jade International Night Market at Portland Community College Southeast Campus. Approximately 25,000 people attended the two-night market. The overall budget for this year's event was approximately \$45,000, and through sponsorship and revenue raising actions such as the beer garden and vendor fees, the event was revenue-neutral. As our signature event, the goals of the Jade International Night Market are:
  - to anchor the diverse communities that comprise the Jade District by creating an outdoor event that reflects their culture;
  - to provide an economic opportunity for Jade District businesses;
  - to provide an opportunity to engage with the Jade District program.
- Muralist Rodolfo Serna completed a mural on the pedestrian bridge on SE 87th and Division.
- The Orchards: Collaborated with ROSE CDC staff in developing the application and screening process for housing in the new building. The plan includes intentional marketing to vulnerable residents in the Jade District and hosting several in-house workshops to help community members with the application process. The application process opened in late December and we hosted more than 400 applicants for 48 units of affordable housing.

### Organizational Development

- With the completion of The Orchards, the Jade District now has community space available for programming and events.

### Business Development

- Business outreach and one-on-one conversations with business owners in English and Vietnamese related to the PBOT Outer Division Multi-Modal Safety Plan and the TriMet Division Transit Project. Gathered feedback and coordinated with PBOT staff to integrate business owner feedback into the safety plan.
- Executed the Jade Business Development Workshop Series in collaboration with Portland State University Business Opportunity Program. Provided in-language support to Vietnamese-speaking businesses, including marketing to Portland Beauty School, a business that trains many Vietnamese salon workers and potential business owners.
- Collaborated with Multnomah County in order to improve food safety outcomes for restaurant owners in the Jade District. Developed a curriculum, created materials, and held events that assist business owners in multiple languages in a culturally specific way.

## **Our 42nd Avenue**

### Community Economic Development

- Portland Community College Metro Workforce Training Center has begun its official engagement with Our 42nd Avenue in the design of its new campus at 42nd Avenue and Killingsworth.
- The Cully Farmers Market provided weekly space throughout the summer for 8 local farmers and 20 local businesses to sell their products to community members.
- Together with six partnering organizations, Our 42<sup>nd</sup> Avenue has proposed a process to determine whether enhanced Tax Increment Financing can be applied to the Greater Cully community, and whether the tool can be utilized to achieve community anti-displacement and stabilization goals.
- Our 42nd Avenue successfully assisted in the sale of the parking lot at Jane Dough to Community Development Partners, which plans to partner with Native American Youth and Family Center to build approximately 60 affordable housing units on-site. The partners were able to secure Low Income Housing Tax Credits to support a future development, and Our 42nd Avenue is continuing to assist in site planning for community and economic development programming.
- Hosted third annual holiday sale to benefit the Cully Farmers Market
- Hosted monthly Coffee Hour gatherings to keep an open line of communication with community members and businesses; average 20 participants.

### Organizational Development

- Our 42nd Avenue staff attended the National Association of Community Economic Development Associations conference in Philadelphia. A variety of national projects were outlined, as were details regarding federal funding streams for economic development.
- Our 42nd Avenue is considering its options for growth, while at the same time preparing for a change in leadership that will occur in late 2019. The Board of Directors is currently weighing possibilities for merging forces with partner organizations, as well as opportunities to find efficiency with the Cully Blvd Alliance. A staff transition plan is being developed as well and will be heavily influenced by the direction of the organization's prospective structure.

### Business Development

- Our 42nd Avenue assisted with the locating of Piece of My Heart studio, a woman-owned upcycling studio focused on the production of homewares. The new studio shares a home in the same building as Reed LaPlant, a neighborhood furniture maker, and helps stabilize the building. In establishing her tenancy, Reed is now positioned to purchase the building. This supports the organizational goal of preserving manufacturing space and stabilizing manufacturing businesses.
- Essential Quality Care secured the purchase of 5035 Northeast 42nd Avenue. This represents the graduation of the business from Go42, Our 42nd Avenue's business on-ramp. The business has grown to become the largest private employer on Northeast 42nd Avenue, with more than 80 employees.
- Eugene-based Oakshire Brewing is opening its second and only Portland location in the former Old Salt Marketplace building. The concept will open space for aspiring food entrepreneurs by making available a restaurant space, and eventually 2-3 food cart slots. Our 42nd Avenue is working with the owners of the business to open opportunities for underrepresented entrepreneurs, especially for the restaurant space
- Opening of Bolt Fabrics and Yonder in Jane Dough.

- Temporary relocation of Loncheria Los Mayas to 42nd Avenue to support Cully Blvd and the redevelopment of Las Adelitas Site.
- Finalized lease terms and initiated permitting/tenant improvements for the final tenant of the former Portland Tissue Processing Lab - Take It or Leave It, an affordable, woman-owned resale store. With the signing of the lease, Our 42nd Avenue's adaptive reuse of the building will be complete.

## **St. Johns Center for Opportunity**

### Community Economic Development

- On August 7th, hosted the 2nd annual National Night Out event. This year, SJCO hosted our “Party in the Plaza” in the downtown business district plaza. The event featured music, chalk art, a dance floor filled with bubbles, hot food vendors, and community groups tabling with information about their programs/events. It was a hot evening with temperatures nearing 100 degrees. The community still showed up. We counted around 200 neighbors that evening. Additionally, Oregonians Credit Union sponsored the event for \$500.
- Participated as a community partner in Multnomah County Health Clinic’s National Health Week event
- Partnered with Roosevelt High School and the Roosevelt High School PTSA to organize this year’s homecoming event
- Hosted a Movie in the Park at George Park on N Fessenden
- Convened the St. Johns & Cathedral Park Leadership Forum for meetings in July and September
- Hosted our September Art Walk event
- Hosted our September Art Constitutional event in partnership with the Farmers Market
- Organized the Berry Cobbler Showdown and Passport to Produce initiatives at the Farmers Market
- Coordinated our monthly Clothing Closet program
- Continued working on the affordable housing development at the St. Johns Wesleyan Church, including hosting a meeting at the space for direct neighbors
- Served as a partner site for PBOT’s pink barricade program
- Hosted an interview skills workshop in November in partnership with Impact NW
- Transportation advocacy work to increase bus services on Line 11

### Organizational Development

- Launched a newly designed Board Recruitment process, and as a result, we on-boarded 8 new board members to our Board of Directors between July and August 2018.
- Organized our End of Year fundraising campaign. This year we raised \$4,400.

### Business Development

- Launched the Micro Promotional Grant program.
- Hosted the St. Johns Farmers Market every Saturday from May to October
- Launched applications for our Storefront Improvement Grant program

## The Rosewood Initiative

### Community Economic Development

- Legal Services Day – A collaboration with Multnomah County District Attorney’s Office and Metropolitan Public Defenders has made it possible to exchange fines/fees for community service hours for **836** people in the amount of **\$3,320,546.06** in the last year from 7/2018-6/2019 and more than \$6 million of fines/fees waived in the last two years since its inception!
- The 4th Annual Rosewood Night Out had more than 800 community members attend. This annual event was made possible with the help of more than 100 volunteers, 40+ partner organizations, and 5 local communities of faith. We received generous donations from Beneficial and Albina Banks, Pacific Seafood, Birch Community Services, Northwest Health Foundation, and Centennial Community Association, totaling more than \$5,000!
- Guerreras Latinas grew to more than 40 women regularly attending bi-weekly meetings. This group works to provide a safe social setting to improve self-esteem and financial independence, develop leadership skills, and form connections within their community. GLs took classes in the following: financial education for home ownership, including budgeting and credit repair, business development, nutrition, civic leadership and many more.
- Refugee and Immigrant Hospitality Outreach (formerly its own 501c3) became a program of Rosewood and began holding weekly English classes and homework tutoring sessions at Rosewood. The weekly English class has more than 30 adult participants and 40 children. The program is 100% volunteer.
- Transportation Open House was a public event where 75 people participated in support of frequent bus service for the 162nd bus line.
- A new workforce program began at Rosewood in partnership with Mt Hood Community College with a primary focus on supporting community members in workforce navigation, resume and cover letter supports and one-on-one assistance in basic computer skills. The navigator is at Rosewood to meet with neighbors 4 days/week and works with 50+ new clients each quarter.
- P:ear established P:ear Bike Works at Rosewood, a youth workforce social enterprise that provides low-cost bicycle retail and repair for the community. They hosted a Free Bike Repair Day, several neighborhood bike rides, and a back-to-school bike safety event at Oliver Elementary. Rosewood collaborated in many ways including by securing a grant from PBOT to create a bike safety mural on the track at Oliver.
- Oregon Walks and Rosewood hosted a walk for September. This walk was focused on highlighting active transportation needs in the Rosewood community. Community members along with Rosewood staff walked from 162nd and Stark to Parklane Park.
- Collaborated with Oregon Humanities to host and recruit for Humanities in Perspective course. The class had 13 students and met for four hours a week. Graduation was held at Rosewood and students received 6 credits from Bard College.
- Connected community members to the Community Investment Trust’s real estate investment program that had 17 new people sign up to invest between Jan 1 and March 31. 7 Caucasian, 6 Hispanic/Latinx, 4 Black. 6 from 97216, 5 from 97230, 5 from 97233, and 1 from 97236.
- 20 community members attended a Proud Ground info session. Proud Ground provides permanently affordable homeownership opportunities for first time homebuyers at or below 80% AMI.
- Provided community space for and collaborated with 120+ organizations to host programming and events including ongoing partnerships with SEI to deliver utility assistance, Central City Concern to provide the workforce training program Community Volunteer Corps, Multnomah

County SNAP outreach, SOAR immigration legal services, Outside In mobile medical van services, and many more.

- Rosewood navigator staff made more than 5,780 referrals to services like: emergency food boxes, legal services, rent and utility assistance, employment services, education, domestic violence support, transportation, voter registration and kids' activities.

#### Organizational Development

- Rosewood Community Action Group was established with funding support from Kaiser Permanente. This group is being guided by Jossie de la Garza, our Director of Communications and Engagement. The group is made up of diverse neighbors who want to influence Rosewood programming and neighborhood investments and decide how they want to make a lasting impact in their community.
- Reconstitution of the Rosewood Equity Team made up of both board and staff members. Together with the Community Action Group, we are creating a roadmap for investing in equity at The Rosewood Initiative. Contracted with Kaycie López Jones who is facilitating and coaching the team through this process.
- Hired Matt Ruddy as the new Director of Equity and Education. Matt has nearly two decades of experience as an educator and has helped lead racial equity work with other organizations, including Portland YouthBuilders, Portland State University and Teaching with Purpose.

#### Business Development

- On March 31 the Refugee and Immigrant Hospitality program at Rosewood hosted a bake sale. 12 refugee bakers generated \$7,900 in proceeds, 100% of which went directly to the bakers. This event not only provides some income for community members but brings community together to celebrate and taste the diverse flavors of their neighbors' culture.