

Cover Page

Project Title: Developing Prosperity in East Portland

Participating Agreement Member proposers: East Portland Neighborhood Prosperity Initiatives (NPIs) District Managers: Todd Struble, Lori Boisen, Jenny Glass and Bridget Bayer

Phone: 503-964-7807

Email: bridget@historicparkrose.com

Mailing Address: 11036 NE Sandy Blvd.

City, State, Zip: Portland, OR 97266

Municipal partner organization: Portland Development Commission

Municipal partner individual contact name: Dana DeKlyen

Phone: 503-823-3312 **Email:** deklyend@pdc.us

Mailing Address: 222 NW Fifth Ave.

City, State, Zip: Portland, OR 97209-3859

List additional partner organizations:

Division Midway Alliance for Community Improvement
The Jade District
Historic Parkrose
The Rosewood Initiative

Action Plan strategy or item to be addressed:

Action Plan Items: T.2.2, T.2.3, T.3.6, T.6.2, T.7.2, T.7.3; EC.1.2, EC.1.4, EC.4.2, EC4.5; CM1.2, CM.1.3; CM2.3, CM.2.7, CM.2.6
Action Plan 2014-15 Strategic Priorities: G, I, J, K, L, M & N

Requested Amount: \$40,000

Project Budget

Submit this form on fiscal sponsor/municipal partner letterhead. All express all responses as \$; only respond to spending items needed.

Item	Requested Funds	Leveraged Funds and/or Additional Grants*	Donated Services & Time defined as \$**
Personnel (Direct project management, contracting for special services, volunteer time**, etc.)	\$28,000	\$60,000	\$40,000
Materials/Printing (Flyers, brochures, advertisements, etc.)	\$6,000	\$16,000	\$22,000 (design & printing)
Event Related Expenses (Renting table/chairs, reserving space, food, paper cups, transportation for presenters, etc.)	\$4,000	\$62,000	\$24,000 (space)
Permitting & Fees (Reserving park space, noise variances, capping meters, street closures, etc.)			
Participant Support (Travel costs, stipends, etc.)			
Project Materials (Wood, paints, flowers, bags, etc.—the materials needed to complete the project.)			
Capital Project Expense			
Additional Expenses			
SUBTOTALS			
Administration*** (project management, accounting)	\$2,000	\$18,000	
TOTALS	\$40,000	\$156,000	\$86,000

Developing Prosperity in East Portland: Narrative

1) East Portland is home to four grassroots organizations (NPIs) that strive to develop and promote strong relationships between local businesses, neighborhood groups, school districts, community residents, non-profit agencies, and other interested groups and individuals. These four groups are working together to continue the project, “Developing Prosperity in East Portland,” and have created work plans that promote growth, increase prosperity, encourage new development, and facilitate revitalization in each of these four districts. While the Division Midway Alliance (DMA), the Jade District (Jade), Historic Parkrose (HP), and the Rosewood Initiative (RI) work together effectively and are frequent collaborators; each group also serves a distinct area of East Portland. The four NPI areas are: SE Division between SE 117th and 148th; SE Division between SE 80th and the 205 freeway; NE Sandy between NE 98th and NE 121st; and SE Stark from SE 142nd to SE 162nd.

There have been public safety issues in all four areas – some of the areas have visibly underutilized or vacant properties, and some areas contain blight. Though these conditions can create challenges, each of the NPIs includes one or more local neighborhood associations and one or more district business associations, which share some of the same goals as the NPIs and contribute their resources towards advancing this community-focused work.

a. Our project addresses a number of EPAP items.

EPAP items: G, H, I, J & K - DMA is involved with all transportation agencies on Powell-Division high capacity projects and DM street connectivity. Jade is partnering with Metro on this effort too. HP is working with ODOT on improvements including a left turn lane at 105th Ave & NE Sandy. HP is also working with PBOT to install crosswalks at 106th & 107th Avenues.

EPAP item: K – HP is partnering with Tri Met to adopt all stops in the NPI district and install garbage cans and bus stops. These efforts are to improve ridership so more frequent bus service will be considered.

EPAP items: L - All NPIs work to develop public spaces by hosting community activities. Jade is creating a large-scale community Night Market summer event. HP hosts a big annual street fair and two night vendor markets. DMA has a large Fall Festival bringing neighbors together, and RI host ongoing events in their community space as well as large annual activities.

EPAP items: M and N – All NPIs are building strong relationships between residents, business owners and community non-profits through committees: HP’s Clean & Safe group is developing skills of residents to form Neighborhood Watch and Foot Patrol programs. DMA does graffiti removal connecting neighbors and businesses. Jade partners with 1000 Friends to host land use leadership tours. RI offers trainings almost weekly to improve financial competency, tenant training, job skills etc. The NPIs are hosting a big job fair together and local career fairs. Each NPI markets and brands its district through these activities, and by installing identifying signs and banners. The NPI web presence is also strong, further promoting East Portland centers.

b. The project, “Developing Prosperity in East Portland,” will continue to improve livability and prevent displacement in East Portland by promoting local businesses – and by attracting and securing new businesses – while also supporting local residents’ needs and desires for the community. Each of the NPIs is involving low-income residents in meetings, events, and decisions; their voices are being heard and their message is to not allow displacement to occur.

c. The NPIs are working to promote higher incomes for the individuals and families currently living in these districts. Strategies involve direct one-on-one technical assistance in improving businesses, helping with employment searches, promoting local job listings and hosting job fairs. The goal is to help all individuals grow and prosper as well as the commercial centers.

d. The EPAP 2014-15 Strategic Priorities that will be addressed are: G, I, J, K, L M and N. The NPIs continue to work in cooperation with East Portland residents, businesses, government bureaus - especially transportation agencies and the PDC. NPIs strengthen local commercial centers through development projects, promotions, targeting businesses that improve access to jobs and improving livability in the areas through clean ups and new business recruitment.

e. Since its initial efforts in FY 2013-2014, “Developing Prosperity in East Portland,” promotes prosperity within, and beyond, each NPI area. This increased communication with business, property owners, residents and nontraditional communities, provides PDC with direct information on how to improve development in these areas. We have also greatly increased input on the City’s Comprehensive Plan, transportation development plans, ODOT, PBOT and Tri Met’s ongoing projects.

The NPI projects are also heavily promoted by both partners, which will reflect well on East Portland.

2) The NPIs work with PDC as their municipal partner. PDC’s involvement will continue to support, encourage and facilitate the NPIs goals. Additionally, PDC matches our funding, allowing for one full time employee. PDC also provides “mini” Urban Renewal Area (URA) tax increment financing (TIF). As the NPIs grow and prosper, additional funding will become available for more infrastructure improvements providing real economic revitalization. If this EPAP application for continued support is successful, the \$40,000 requested will be matched by PDC and will result in \$80,000 in funding.

3) The NPIs have already identified unique community partners. The NPIs include five business districts, all involved, and seven neighborhood associations with many participating members. The areas also include three school districts, Portland Public School, Parkrose and David Douglas. Nonprofits such as Human Solutions and IRCO also remain active in the groups’ efforts. Other community partners focused on building community through economic development include Venture Portland and the East Portland Chamber of Commerce.

4) The funding provided by EPAP will be doubled by the PDC’s matching funds with most of the funds being utilized for staffing within each area.

a. The majority of the funding (\$28,000) will be used for payroll costs – salaries, benefits, employer taxes, etc.; \$6,000 will be used for printing, materials, and advertising; \$4,000 will be used for event expenses; and the final \$2,000 will cover administrative expenses for accounting and payroll functions.

b. The funds will have more impact as they are leveraged by each of the four groups. Each group also contributes a wide variety of donated resources as shown on the budget page. Between the four groups, over \$156,000 in gifts, grants, and funds have been raised which will be used as leverage. Just the value of donated time (more than 2200 hours, at \$18/hour), plus printing and office space is over \$86,000.

5) Each of NPIs will promote the unique features of its district while also emphasizing collective involvement in EPAP and the City of Portland as a whole. The NPIs will reach out to hundreds of neighborhood businesses, groups, and individuals in telling our story. We will emphasize the valuable contribution that EPAP and the City have made toward East Portland’s growth. The potential gift would be recognized at all events, in written materials, and in verbal presentations.