


REVITALIZATION EXPERIENCES

Oregon APA Conference
Howard Cutler
May 14, 2010




Target Area Basics 1995-2003

LOCATIONS- Small segments of neighborhoods outside of Urban Renewal Areas

FINANCIAL RESOURCES- Portland CDBG and HUD 108 loan accompanied by an Economic Development Initiative grant

TOOLS- Storefront Improvements, Feasibility Studies, Loans, Building Code Enforcement, Partnerships with Transportation as well as Police; Collaborations with as many community partners as possible

OPERATING PRINCIPLES- Distressed neighborhoods suffer from an array of problems, so addressing only a couple will be helpful but incomplete




Target Area Basics 1995-2003

METHODOLOGY- Provide distressed neighborhoods a skilled staffperson for multiple years to serve as a coordinator for developing improvement plan, and then facilitating plan's implementation

STRATEGIC CORE- Provide modest funding as carrots, then Organize, Collaborate, Partner, Leverage, and Build community capacity as much as possible

ACCOMPLISHMENTS-
 33 storefronts improved between 1995-2001
 \$12M in private investment in that period
 No drop-off in activity on Alberta during 2001-02 dot.com recession



2010's CED Roadmap

OBJECTIVE- Redefine how the Portland Development Commission works in communities facing economic stress

BACKGROUND- PDC's primary URA resource is Tax Increment Financing, which is a very valuable resource but does suffer from its bricks-mortar limitations

RESULT- Frustration from both community and staff that restrictions tied to PDC's toolkit limit what it can do to assist building local wealth, assist small businesses needing working capital or TA, provide workforce training, or build capacity of local organizations



2010's CED Roadmap

DEFINITION OF COMMUNITY ECONOMIC DEVELOPMENT- Holistic approach to address the local economic and social conditions of residents and small businesses

PDC's PROBABLE ROLE-

- Lead on economic conditions, support partners on addressing social conditions
- Develop resources to complement TIF
- Dramatically increase partnerships, collaborations, building community capacity

PROJECT STATUS-

- Consultant team began its work in early April
- Symposium of national experts on Sept. 13
- Roadmap recommendations to PDC and City Council in November