

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** March 10, 2009  
**TO:** Board of Commissioners  
**FROM:** Bruce A. Warner, Executive Director  
**SUBJECT:** Report Number 10-26  
Executive Director Report

### **BOARD ACTION REQUESTED**

None – Information only

### **Administration Update Management Issues**

I have returned from a trip to Washington D.C. with Chairman Andrews, Patrick Quinton (PDC), Vicki Cram (Dir. Government Affairs for Ball Janik in D.C.), and Dan Bates (Director of Government Relations for the city) on February 21-23. While there we spoke to our congressional delegation about the Economic Development Strategy – and learned that we are ahead of other cities with our cluster focus and work. We also spoke to our delegation about the Oregon Sustainability Center, the Materials Library (more info about this later in this report), and flood mitigation in the Johnson Creek area and the Lents area known as “freeway lands.” I feel it was a very successful trip and the Obama administration has a good grasp of what Portland is doing and sees us a leader on many fronts.

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I attended the International Economic Development Council 2010 Leadership Summit in Woodlands, Texas January 31 – February 2. As part of my attendance, I participated in a panel discussion, “Transportation Hubs as Drivers for Global Business” and gave a PowerPoint presentation. The purpose of this particular discussion was to emphasize that as the mobility of people and businesses continues to increase, transportation hubs become valuable economic development assets. This session examined how communities can use their airport, port or train station as a hub for global business and entertainment. My particular presentation explained how we went from a trade hub via the river and shipping, into rail, road and air - eventually evolving to include light rail, reinstating our streetcar system and developing the tram. I also discussed the important role cycling plays within our city. I shared how we’ve evolved and put into place various forms of transportation that heighten our local connectivity, with each element contributing to our livability as a city, as well as our position as a global business presence.

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I was pleased to again be asked to speak to the 2009-10 Hispanic Leadership class which met at PDC for a full day in February. The program, run by the Hispanic Chamber of Commerce, invites Latinos in the public and private sectors who want to increase their leadership and management skills. The year-long program encourages interaction with experienced community leaders and allows the students to increase their network of contacts. This year’s class featured 22 students from a variety of Latin American cultures. I gave the class a

presentation on PDC, shared my tips with them on how to have a successful career, and urged them to get involved with the city and their communities.

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I would like to congratulate Chairman Scott Andrews on being named a 2010 Newsmaker by the Daily Journal of Commerce. In its second year, the DJC's Newsmakers event identifies the most interesting people who are influencing and impacting the local built environment. Chair Andrews was honored along with 17 other individuals including David Bragdon, Randy Leonard, Ethan Seltzer (PSU), Neal Keny-Guyer of Mercy Corps, Roy Jay (African American Chamber) and many others very deserving of the recognition.

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February was a busy and productive month as we moved a giant step forward in establishing a Materials Library in Portland in support of the activewear cluster. The Rose Quarter Stakeholder Advisory Committee has narrowed the Memorial Coliseum redevelopment down to three proposals. We successfully competed for and won a \$23 million federal TIGER grant for work in the South Waterfront. These accomplishments are explained in more detail in the report detail that follows. Staff remain busy and focused on the very important work at hand including the N/NE Economic Development Study and the Potential Central City URA initiative. Spring promises to be a busy time.

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Notable projects and meetings I was involved in recently are:

- Attended meeting of city work group on Pacific NW high speed rail
- Attended monthly Planning and Development Directors meeting; and monthly bureau director's lunch
- Met with General Services Administration NW/Arctic region regarding space needs of federal agencies
- Attended Mayor's State of the City speech
- Attended meeting of the Portland Plan Advisory Group
- Attended Portland Business Alliance board meeting
- Attended Small Business Legal Clinic open house
- Attended Black United Fund community banquet
- Attended Oregon Sports Authority winter reception
- Attended City Hall reception recognizing Vanport survivors as part of Black History Month
- Additional meetings were held with all members of City Council and the PDC Board, Margaret VanVliet, Richard Lariviere and Jan Oliver (U of O), Susan Anderson (Bur. of Planning and Sustainability), Don Carlson and Paddy Tillett, Kay Toran (Volunteers of America).

**Attachment A** to this report is the regular monthly update of combined journey and apprentice workforce diversity hours worked for PDC and City of Portland South Waterfront projects. The information presented is fiscal year-to-date.

**Urban Development Dept.**

**Business and Industry Team**

**Green Technology Promotes Growth for PDC Loan Client**—A manufacturer of low-VOC paint products that provides Leadership in Energy and Environmental Design (LEED) green building “points” to their users has received PDC financial assistance to invest in a new Airport Way facility. The business, Acrylic Technologies, was founded in June 2000 by Everett (Joe) and Dorothea Beedy. Both were self-employed (Joe, as a drywall and painting contractor and Dorothea, as a tax consultant) when Joe developed ideas for new products that would provide a better way to prime and paint. He worked with a local chemist to formulate the low-VOC products and outsourced the manufacturing to an industrial paint company. Once they reached the 164,000 gallon mark, the owners determined that it would be cost effective to start manufacturing in-house. They signed a five-year lease for a facility in the Alderwood Corporate Park in the Portland International Center in April 2009 and established local suppliers of raw materials and shipping lanes. Within the first five weeks, they manufactured and shipped more than 25,000 gallons. The company’s Acrylitex product is sold to paint, drywall and lumber retailers and distributors, as well as directly to manufactured housing plants, property management companies, hospitality chains, school districts, and assisted living and government projects.

**Milestone Event and Roundtables Held for Activewear Industry**—More than 100 people attended a reception on February 22 at Ziba Design World Headquarters in the Pearl District to celebrate completion of the business plan for the proposed Materials Resource Library - a central element of the city’s economic development strategy to support the activewear cluster. Mayor Sam Adams attended the event and welcomed and thanked the friends of the project. A related website is in development and is scheduled to launch in April.

Activewear industry support in February also included a roundtable for HR executives, held February 9 and followed up on an earlier, similar event for activewear start-ups. Information from these discussions will be used to inform a white paper which defines the industry in Portland and its related challenges and opportunities. PDC is partnering with the Oregon Business Council, Oregon Business Development Department and Portland State University on this project.

**PDC Steps Up Entrepreneurial Support**—PDC’s emerging entrepreneurial development strategy, called out in the city’s five-year plan for economic development, has taken several steps forward. Led by PDC’s Business and Industry team, a series of initiatives has been launched designed to address job and revenue growth by emphasizing the retention and expansion of promising firms and improving the environment for business start-ups. The work includes:

- Sponsorship of Portland 10, a 12-week bootcamp for tech founders intended to help ten Portland start-up companies reach \$1 million in revenue by October 2010;

- Sponsorship of Pivotal Leaders, a community-nominated and peer-selected network of top prospective clean technology business leaders in the Northwest, which Portland venture capital firm Pivotal Investments launched on February 23;
- And PDC participation in Angel Oregon as a parallel investor, investing money in the same companies on the same terms as the angel fund but as debt rather than as a purchase of stock in the company. PDC Business and Industry staff members are also working with local shared-space groups and incubators to serve as anchors to proposed entrepreneurial districts and help fill the continuum of space needs for startups and emerging firms.

## Urban Development Dept.

### Neighborhood Team

**Community Economic Development Road Map**—February 23 was the closing date for a Request for Proposals (RFP) issued to select a consultant to assist in developing a Community Economic Development (CED) Roadmap. The purpose of the project is to develop an overall guide and action plan for the Neighborhood Team's work with neighborhoods facing economic stress and change. The Roadmap will guide CED efforts primarily inside the Interstate Corridor, Oregon Convention Center-MLK/Alberta, Lents Town Center, and the Gateway Regional Center urban renewal areas but also could have applicability throughout the city.

**Gateway Neighborhood Park**—On February 17 PDC released an RFP for Design and Development Feasibility Services for the Gateway Redevelopment and Neighborhood Park Project (NE 106th Avenue & Halsey Street in the Gateway URA). The intent of the RFP is to use landscape architect/designer services to draft schematic designs for the park site, while also using a developer on the team to inform the layout, orientation, and market feasibility of the one-acre redevelopment site. While selection of a team through the RFP process doesn't offer the developer on the team any development rights, PDC has left open the option to enter exclusive negotiations with the developer if they become interested in the site's redevelopment and are qualified to move it forward. The park is an exciting, high-profile project in Gateway – the district is park-deficient, and the redevelopment site is located along Halsey Street - which has excellent visibility for a catalytic, job-creating project. PDC and the Parks Bureau acquired these four acres of vacant land in 2008. The shared commitment is to develop an approximately three-acre park with one-acre of supporting, complementary commercial/mixed-use development. Staff expects to have a team selected by mid-April; work should be complete by fall 2010.

**Lents Business Development Strategy**—On February 24 from 6:00 to 8:00 PM, PDC staff and economic development consultant Mary Bosch of Marketek held a kick-off meeting with the Lents Citizens Advisory Committee to initiate the formulation and implementation of a business development strategy for the commercial core of the Lents Town Center URA. The specific area of focus is along the S.E. Foster/S.E. Woodstock couplet between S.E. 88<sup>th</sup> and the I-205 Expressway and along S.E. 92<sup>nd</sup> from S.E. Woodstock to S.E. Harold. The staff of the Neighborhoods E/SE Team will engage with community and business stakeholders in Lents with the goal of creating a strategy to retain, expand and attract commercial businesses to the commercial core, increasing economic opportunity and the availability of goods and services in the Lents neighborhood.

**Garfield Studios Project**—PDC used the Development Opportunity Services grant, Storefront Improvement grant and the Commercial Property Redevelopment loan program to help finance the conversion of a single family residence into six live/work units at 4732 NE Garfield in the Interstate Corridor URA. The property is located one block off of N.E. Martin Luther King Jr. Blvd. and two blocks south of the Vanport project. Neighboring properties are residential or commercial, and the new commercial use of the subject property is a good fit. PDC was attracted to this project because of the location, the female construction crew and the use of green construction. The general contractor is a woman and instructor for Oregon Tradeswomen, Inc. and she hired two female pre-apprentice graduates for the project construction. She incorporated many green options into the project (such as Energy Star appliances, water-saving faucets, use of low-VOC paint and native plants in the landscaping) and re-used materials and incorporated recycled materials as much as possible. The project is nearly complete, and three of the units are rented. PDC has visited the project recently and is preparing a video to highlight its success.

**Main Streets Sparks Interest**—Seventy people interested in revitalizing their neighborhood business districts attended the first Main Street application workshops, held February 2-3. Several neighborhoods had three or more people attending. Ten neighborhood districts, representing areas throughout the city, have taken the next step forward in the application process, submitting a Letter of Intent by the February 19 deadline. Based on the experiences of other urban Main Street programs, we expect that some of those districts will drop out during the three-month application process, and not all of the ten districts will end up submitting an application on May 7. Others who attended the workshops but did not apply indicated a desire to get more organized first so they will be ready to apply next year.

**Grand Opening Held February 14**—The Beech Property on N.E. Martin Luther King Jr. Blvd, which was sold to a developer for the new Planned Parenthood headquarters, recently received its certificate of completion from PDC and held its grand opening on Sunday, February 14. Sara King, PDC's project manager, and Bruce Warner attended the event, where PDC was publicly acknowledged for its role in this new development. Although this was a market transaction, the developer, Beech Street Partners, and Planned Parenthood committed to meeting PDC's social equity goals. The project hopes to achieve LEED certification.

**Youth Corp Tree Planting**—Last summer, Commissioner Strauss suggested that PDC look at trying to pair some TIF-eligible sustainability projects with high risk youth interested in green jobs. This gave rise to the Green Youth Leadership Corps, a tree planting work experience project for 16 youth that is a part of a Natural Resources Career Pathway developed by Portland OIC (formerly Portland Opportunity Industrialization Center) for PDC's Economic Opportunity Initiative in partnership with Worksystems, Inc. Funding for the project comes from the Lents, Gateway and Airport Way urban renewal areas, which benefit from a greatly accelerated and expanded tree-planting program along the I-205 multi-use path, in Lents URA residential areas and at some neglected Water Bureau sites in Airport Way.

On Saturday, February 20, URA and other community volunteers joined with the Green Youth Leadership Corps to enjoy the rare sunshine and plant trees along the I-205 multi-use path. Kicking off the tree planting party were speakers representing the partnerships that have built the multi-use path: Oregon Department of Transportation, METRO, Friends of Trees and Lents URA Chair Cora Potter. The Green Youth Leadership Corps expects to plant as many as 1000 trees by the end of the project in late March.

**Urban Development Dept.**

**Central City Team**

**New Urban Renewal Area Evaluation Continues**—The Potential Central City Urban Renewal Area Evaluation Committee has been meeting monthly, most recently debriefing presentations made to them from four geographic areas, including representative neighborhood associations and major interests including Portland State University, Portland Business Alliance, Portland Public Schools and the Con-Way Corporation. The committee is currently considering evaluation criteria, and has agreed to review draft proposals (from staff) of potential URA boundaries. These drafts will help the committee make a recommendation to the PDC board as to whether a new central city urban renewal area should be created and if so, where. This process continues to unfold in close coordination with other Future of Urban Renewal Area efforts, including the North/Northeast Economic Development study, Rose Quarter study and adjustments in the Airport Way Urban Renewal Area.

**Urban Development Dept.**

**Cross Functional Work**

**City and PDC Win \$23 Million TIGER Grant**—On February 17 the U.S. Department of Transportation announced that a partnership led by the City of Portland Bureau of Transportation and PDC had been awarded a federal TIGER (Transportation Investment Generating Economic Recovery) grant of \$23,203,988 to enhance transportation connections in Portland's Innovation Quadrant. Portland's unique application faced incredible competition; a total of 14,000 applications worth more than \$60 billion contended for the \$1.5 billion in federal grant money awarded across the country.

The \$23 million grant will be directed to the SW Moody Avenue reconstruction project in the South Waterfront district, which the TIGER application partners identified as a top priority. SW Moody will be reconstructed as a green street, with facilities to manage storm water and improve water quality and enhance our watershed health. Construction on the project will begin in fall 2010 and is anticipated to generate more than 3,100 construction, design and engineering jobs -- 1,000 directly funded by the TIGER grant and 2,100 jobs next year for construction of OHSU's Life Sciences Complex. In addition, the project will facilitate long-term job creation by unlocking parcels, which are adjacent to the project, for future development.

The Innovation Quadrant spans four central city districts, bringing together the leaders of academic and research institutions, emerging sustainable industries, workforce development providers, private sector companies, governmental partners and cultural institutions. The area represents a combined regional economic impact of more than \$4 billion, with the potential for the creation of thousands of family wage jobs. The four districts that comprise the Quadrant are the University District around Portland State University; the South Waterfront; the Central Eastside Industrial District around the Oregon Museum of Science and Industry; Oregon Health and Science University Marquam Hill Campus. For more information on the Innovation Quadrant, the TIGER Grant and the component project details can be found at:

[www.pdxinnovation.com](http://www.pdxinnovation.com)

## Housing Update

**James Hawthorne Apartments Grand Opening**—On February 25, the Housing Authority of Portland (HAP) celebrated the opening of the James Hawthorne Apartments located at 1510 SW 13<sup>th</sup> Avenue. The building offers 48 single room occupancy units and will house Multnomah County’s Bridgeview Program, a key element of the City of Portland/Multnomah County Ten Year Plan to End Homelessness. PDC provided \$6 million of South Park Blocks URA tax increment funds out of the budget originally reserved for expiring project-based Section 8 Projects. Total developments costs for the James Hawthorne Apartments was \$7.9 million. Other project funders were Oregon Housing and Community Services, Multnomah County, and HAP.

**Neighborhood Stabilization Program RFP Issued**—The Neighborhood Housing Program (NHP) started the month by releasing an RFP to award more than \$2.1 million in Neighborhood Stabilization Program funding. Proposals are due on March 5.

**Diversity and Program Improvement Outreach Efforts**—On February 9, Portland Housing Bureau (PHB) staff met with Portland Community Reinvestment Initiative, Hacienda Community Development, and Native American Youth Association to assess how the Housing Bureau can better partner with those organizations to serve communities of color. Areas of improvement include better communication, planning and involvement in implementing programs like the “Own Your Own Program.” On the evening of February 17, PHB presented a training to members of the Rental Housing Association of Greater Portland, which is an association of local landlords. The training focused on programs available to local landlords including the Small Rental Rehab Loan, Portland Regional Lead Hazard Control Program, and the Landlord Guarantee Program.

On February 19, PHB staff met with more than 20 of our lending partners to discuss the Mortgage Credit Certificate Program and how to increase the percentage of households of color that benefit from the program as PHB prepares to bring the program back this spring.

## Communications and Business Equity

### Professional Services Section

#### Contract Compliance

**Disparity Study**—Staff continues to provide information to BBC Research for the Disparity Study. The data collection is going well. The BBC contract is being amended to add some professional services areas to the city portion of the study. PDC had included professional services in the original contract. The amendment is expected to add six to eight weeks to the study completion date.

**Business and Workforce Equity Policy Amendment**—Administrative changes to the Policy were adopted by the PDC Board as outlined below:

- Clarify the Policy application to Intergovernmental Agreements
- Add a subcontractor “prompt payment” requirement
- Remove the Project Apprenticeship and Equity Agreement requirement

**City's Fair Contracting Forum**—Staff is chairing a “Timely Subcontractor Payment” subcommittee through the Forum. The Forum met on February 18 and decided to meet quarterly rather than monthly.

**Alliance of Minority Chambers**—Resolution 6765 adopted by the PDC Board on January 27 established a requirement for minority representation on all solicitation evaluation panels effective March 1, 2010. Staff is working with the Alliance of Minority Chambers and the city to establish a Memo of Understanding to outline the process.

### **Procurement**

Personal Services Solicitations were issued for:

- Creation of a Community Economic Development Roadmap
- Gateway Park and Redevelopment Project

Responses were received and are being evaluated for:

- State of Entrepreneurship in Portland
- IT Project Manager: Housing Transition
- Towing Services

Contracts were executed with:

- Mitas Group, Portland Housing Bureau (PHB) System Support
- Mitas Group, Mitas Software PHB Move Coordination
- The Revere Group, Financial System Consolidation Assessment
- NAMCO, Technical Assistance
- National Trust for Historic Preservation, Portland Main Street Program

Flexible Services:

- RFQ for Real Estate Landscape Maintenance Services responses were evaluated.
- Twenty Flexible Services contracts were executed
- Ten contract amendments were processed
- Approximately twenty five Work Orders were processed
- Approximately fifty transactions were entered into the Lawson financial system

Construction Services:

- Solicitation is in process for the removal of an underground storage tank at 3620 NE MLK Jr. Boulevard
- Contracts were awarded for the PSU Wet Lab, and the Bingo Site Environmental work in Gateway
- Notice to Proceed was issued to Geodyne, Inc. for well decommissioning and monitoring

**Prevailing Wage**—The Prevailing Wage Team is currently monitoring eleven BOLI projects, six Davis-Bacon projects and three PDC Construction Wage projects. The team also continues to assist the professional services team to draft and process Flexible Services contracts.

**Lawson Financial System**—Work on the Lawson Distributed Purchase Order Entry project continues. The implementation date has been moved from January 1, 2010 to April 1, 2010. The replacement of the Lawson Item Master file with National Institute of Governmental Purchasing commodity codes has been moved to June 2010 due to other priorities.



### **Public Participation Section**

#### **NNE Community Involvement Committee**

- Prepared meeting summaries of February 3 and 17 meetings
- Prepared information packets for Community Involvement Committee and for community members attending two meetings in February.
- Sent meeting notification and materials to N/NE Community Involvement Committee and all interested parties
- Sent meeting notification and materials to ICURAC and OCC URAC and interested parties, and Martin Luther King Jr. Blvd. Advisory Committee
- Attended the meeting and Tweeted significant information
- Continued to respond to requests via Twitter and email
- Notified N/NE Community Involvement Committee and all interested parties that new videos were posted to Facebook, and sent link to the site
- Updated the eblast list based on new requests
- Sent materials to members unable to attend the meeting

#### **Central City URA Evaluation Committee**

- Prepared materials for February committee meeting. Sent email updates to the committee, staff and interested parties
- Planned the special meeting on urban renewal for the Goose Hollow Foothills League including arranging for equipment, refreshments, notifications and meeting materials. Notification was an ad in the community paper, posters placed in area businesses, eblasts to interested parties, placement of information on IRA, Oregon Online, The Oregonian, ONI notification and Neighborhood Notes. Fifty-five people attended.

**URAC Support**—Public participation staff scheduled and provided notification of meetings, prepared agendas and materials and facilitated the following URAC meetings: Central Eastside, Interstate Corridor, Gateway Regional Center, Lents Town Center, North Macadam, Oregon Convention Center and Lents Town Center.

#### **In addition to working directly with URACs, staff:**

- Posted materials to the respective URA web pages
- Processed the applications of two individuals who want to serve on the CES URAC and Burnside Bridgehead Community Involvement Committee respectively
- Prepared Commission documents to add a representative from the Piedmont Neighborhood Association to the Interstate Corridor URAC
- Sent letter from Commissioner Andrews and memo from Bruce Warner thanking URAC chairs for testifying at the PDC budget hearings
- Participated in the planning meetings related to the Foster-Woodstock Streetscape Improvement and Entryways project
- Participated in the 92/H Redevelopment Feasibility Study kick-off meeting on February 3
- Assisted with the recruitment of members for the Lents Town Center Business Development Strategy CAC; and participated in the February 5 meeting to set the agenda for the first CAC meeting.
- Attended the Transportation Task Force (TTF) meeting on February 10 and took meeting notes. The TTF finalized its recommendations for prioritizing transportation projects in the Lents URA for the next five years. These recommendations will be presented to the LTC URAC at its March 9 meeting.

- Finalized a draft charter for the new housing subcommittee established by the North Macadam Urban Renewal Advisory Committee

### **Public Participation**

- Reviewed all public participation plans and closed out five dating from 2005-06 and 2006-07. Currently PDC has 12 active public participation plans and one in draft form.
- Met with PSU student class to discuss best practices in public participation. Prepared PowerPoint presentation.
- Prepared a public participation plan for the Bridgeton Promenade in the Interstate Corridor URA
- Prepared a phase two public participation plan for the Grant Warehouse project in the Oregon Convention Center Urban Renewal Area
- Finalized the prototype of the process and tools for staff to conduct effective outreach to businesses, in collaboration with Alan Stubbs and Kevin Cronin. Vetted the prototype with the Public Participation team.
- Created a public participation plan for the 92/H Redevelopment Feasibility Study project, and a charter for the Citizens Advisory Committee (CAC) that will assist staff in implementing this project
- Participated in the planning meeting for the Latino focus group organized by the SE 122<sup>nd</sup> Avenue Study of the Bureau of Planning and Sustainability
- Co-facilitated the Latino focus group organized by the SE 122<sup>nd</sup> Avenue Study

### **Administration**

- Reviewed the TIF Set Aside annual report
- Met with HR staff to discuss next steps for revising manager competencies for the annual review process
- Amended the two flexible service contracts for meeting facilitation and logistics for the N/NE Study. Amended the contract with Billy Webb Elks Lodge to allow for additional meetings.
- Both Juanita Swartwood and Juan Carlos Ocaña-Chiu are attending the PDC/PSU Project Management Class.

### **Public Affairs Section**

#### **Web Stats: January 23 □ February 22, 2010:**

#### **PDC.us**

Unique visitors: 17,630

Total visits: 23,657

New visitors: 61%

Average number of pages viewed: 3

Most popular pages: Main page, PDC jobs, RFPs, Photos, Doing Business with PDC

#### **Twitter**

Followers: 1,195 (73 new followers)

Tweets: 36 updates sent to followers this month

#### **Facebook**

- PDC's page:

Fans: 270 (18 new fans)

Events: 9 upcoming events listed

Videos/links: 14 links posted

- N/NE Economic Development Initiative's page:

Fans: 298 (23 new fans)

Events: 3 upcoming meetings listed

Videos/photos/links: 8 links posted

### **Video**

- A series of seven videos were created for the Future of Urban Renewal project that give the public an understanding of the varied locations around the city that are being considered for inclusion in an existing urban renewal area or in the creation of a new one.
- The first North/Northeast Economic Development Initiative video focuses on Martin Luther King Jr., Blvd., Killingsworth St. and Alberta St. It depicts large parcels of land such as the Woodlawn Triangle, specific pieces of property along N. Killingsworth, and pockets of land along Alberta Street and Martin Luther King Jr., Blvd., that were previously left out of the Oregon Convention Center URA.

The second video focuses on Lombard St. and St. Johns. Here the focus is on the multitude of empty and abandoned property along the southern side of upper Lombard and the vacant lots and empty storefronts in the St. Johns retail center. Businesses on the south side of Lombard have expressed serious interest in PDC assistance for business development and expansion.

- The next five videos were created for the Central City urban renewal study area. This area includes four separate quadrants of downtown Portland. These are the downtown retail core north of Market St. and south of Burnside; South of Market St. to the I-405 freeway; the Goose Hollow neighborhood; and a 20-acre site in NW Portland primarily around the Con-Way Trucking Co. site.
- A new video tells the story of Chez Joly, a French bistro in the Pearl District, that PDC helped to establish with a small business development loan. Chez Joly owner Chistian Joly is very proud of the video and decided to put it in on the front page of his website. Mayor Adams also enjoyed the video and has re-tweeted it and linked it to his blog.

### **Graphics**

Observer Ad N/NE Study (3)

NW Examiner Ad (1)

Photography Kenton neighborhood – Streetscape article

EcDev Strategy 2-pager with template

M/W/ESB Sustainability Training 2-pager

Feature – February (external newsletter)

Japanese/translation business cards for Colin Sears

Business cards for Mayor's Office of Film and Video – Michael Fine

Film and Video Ad – Leverage Series

Portland Resource Directory updates 2010 (last edition 2007)

Coordinate Placemaking sign installation—M&F/Macys

Central City Study ad  
Black History Month Ad  
El Hispanic Ad (in lieu of Bertha's column)  
Map Inserts – Storefront Improvement Program

**Event Coordination:**

February 22 – Assisted with Materials Library Advisory Meeting and event at Ziba Design

**Other Public Affairs Work in December**

- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Give Help/Get Help/Choose Local campaign.
- Responded to 16 media inquiries
- Contractor continues working on redo of www.PDC.us.
- Working with PDC staff and Mayor's office on Rose Quarter and Memorial Coliseum redevelopment efforts
- Working with Public Participation and UDD on potential new Central City URA
- Working with Public Participation and Resource Development on N/NE study efforts
- Have selected a contractor to complete staff media training work. Expect trainings to begin in March or April.
- Distributed 4 issues of *PDC People* – employee newsletter
- Organized three brown bag lectures for staff
- Coordinated agenda and speakers for February all-staff meeting
- Prepared Hispanic Leadership Program speech and presentation for the Executive Director
- Organized staff tour of Ziba Design
- Public Affairs staff attended Native American culture training
- Wrote and edited content for *PDC Feature*, Issue #2/2010 (external newsletter)
- Edited UDD article for publication in Sustainable Business Oregon
- Assisted with talking points for mayor and provided support for Materials Resource Library event on Feb. 22
- Wrote TIGER grant announcement press release
- Promoted Kenton Third Thursday event via Twitter and Facebook
- Completed interviews for video on PDC loan client Chez Joly
- Wrote press release on UDD support of entrepreneurial development
- Press release on Block 33 sale
- Some members of Public Affairs are taking the PDC/PSU Project Management course

**ATTACHMENTS:**

- A. South Waterfront Workforce Diversity Report

## South Waterfront Workforce Diversity Report

### South Waterfront Project Apprenticeship Agreement

**Attachment A-Table 1:** Table 1 provides an update of the status of apprentice participation and workforce diversity on the Mirabella, the Matisse and the South Waterfront Park Improvement projects. These projects are subject to the workforce diversity goals of the South Waterfront Central District Project Development Agreement.

Apprentice participation was up this month on the Matisse but it was down on the SW Improvement project and on the Mirabella project, currently under construction in the South Waterfront Central District. Participation by people of color continues to well exceed the established goals. Participation by women still continues to be a struggle and it is down this month. This month's report includes workforce hours for January 2010, and the 2009/10 fiscal year to date. The goals for the 2009/2010 fiscal year are 18% participation by people of color and 12% participation by women.

Workforce diversity among apprentice workers continues to lead diversity efforts. The total female apprentice hours represent **18.46%** of the total apprentice hours, or over 6.46 percentage points ahead of the combined journey/apprentice goal of 12%, for the fiscal year. Of the apprentice hours that have been worked in this month, **34.05%** have been worked by people of color. These numbers have remained fairly consistent over the last couple of months, that is encouraging, given the slowdown in work being performed at South Waterfront. Continuing efforts are being made to link contractors with Community Based Organizations to improve these numbers.

The summary table below represents the total workforce diversity (apprentice and journey level workers) for the three projects referenced above:

Goal	Women	People of Color	Apprentice	Difference
12%	7.15%			[4.85%]
18%		27.02%		+9.02%
20%			23.50%	+3.50%

**Attachment A – Table 2:** Most of the Table 2 projects did not have specific workforce diversity goals, but are included in this report to provide a comprehensive picture of the workforce diversity and workforce training results for recently completed South Waterfront projects.

### M/W/ESB

**Attachment A – Table 3:** The Mirabella, and the South Waterfront Park projects are included in this report to demonstrate the enhanced M/W/ESB reporting we will provide for all PDC sponsored projects in the near future.

**Attachment A – Table 4:** Table 4 displays the MBE ethnicity utilization for The Mirabella, and the South Waterfront Park projects.

		South Waterfront Workforce Diversity Report of Total Hours Worked FY 06-07																												
		FY 07-08			FY 08-09			Aug-09			Sep-09			Oct-09			Nov-09			Dec-09			Jan-10			FY 09-10				
THE MATTSSE (BLOCK 46)		A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	WDS Goal	
Asian		707	0	707	0.00%	0.00%	0.00%	152	0	152	198	0	198	173	114	287	287	331	618	337	453	790	1,216	898	2,114	1,216	898	2,114	18.00%	
African American		3,14%	0.00%	0.93%	823	163	986	1,102	336	1,438	1,361	172	1,533	964	196	1,160	784	182	966	843	188	1,031	1,830	1,031	2,861	1,830	1,031	2,861	18.00%	
Caucasian		4,31%	2.20%	2.68%	31,080	49,105	80,185	3,617	8,720	12,337	3,522	11,101	14,623	4,024	14,130	18,154	4,295	12,822	17,117	68,976	74,099	143,075	28,142	85,307	111,449	28,142	85,307	111,449	18.00%	
Hispanic		181.00%	83.70%	105.73%	2,571	6,695	9,266	132	4,575	4,707	252	5,506	5,758	722	6,644	7,366	764	4,588	5,352	10,940	11,500	22,000	3,818	37,499	41,317	3,818	37,499	12.00%		
Native American		0.40%	2.60%	2.10%	68	1,524	1,592	0.00%	0.13%	0.09%	0.06%	0.28%	0.32%	184	217	401	143	202	345	125	139	264	618	1,171	1,789	618	1,171	1,789	12.00%	
Other		0	56	56	0.00%	0.10%	0.07%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.00%	
Minority		4,991	9,566	13,557	23,83%	16,30%	18,01%	2,509	1,632	4,141	892	191	1,083	1,016	373	1,389	1,061	528	1,589	1,059	464	1,523	1,091	1,513	1,091	1,513	2,714	9,547	18.00%	
Female		14.61%	2.78%	5.46%	17,171	58,671	75,842	19,51%	14.2%	8.90%	4,572	13,473	18,047	4,572	13,473	18,047	5,052	16,980	22,042	6,489	21,163	27,652	6,339	17,922	24,261	6,124	20,192	26,316	12.00%	
Total Hours		22,64%			22,64%			22,92%	10.92%		22,92%	13.33%		23.47%	16.73%		23.47%	16.73%		23.47%	16.73%		23.47%	16.73%		23.47%	16.73%		100.00%	
THE MIRABELLA (BLOCK 31)																														
Asian		0	0	0	1,606	2,283	3,889	319	416	735	840	314	394	190	402	592	200	423	623	147	598	745	30	881	911	1,242	3,337	4,579	18.00%	
African American		150	0	150	4.16%	1.63%	2.16%	502	816	1,318	610	870	1,480	971	1,257	2,228	957	781	1,738	889	777	1,666	787	1,566	1,655	1,655	4,926	11,880	18.00%	
Caucasian		578	4,177	4,755	7,00%	3.75%	4.30%	5,19%	2,9%	3,52%	6,43%	3,70%	7,33%	3,26%	4,30%	8,74%	2,46%	4,07%	7,80%	2,44%	3,86%	7,04%	7,04%	2,34%	3,43%	6,65%	3,03%	3,91%	18.00%	
Hispanic		48.41%	88.83%	80.65%	27,642	110,826	138,468	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	228,100%	80,88%	72,40%	12.00%
Native American		174	78	251	6.23%	18.50%	13.74%	16.05%	978.00%	10.24%	15.83%	14.22%	14.60%	15.58%	13.68%	14.16%	17.11%	14.69%	15.31%	19.42%	15.43%	16.49%	21.49%	13.96%	15.70%	18.34%	13.79%	14.90%	12.00%	
Other		0	0	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.00%	
Minority		616	525	1,141	10.96%	30.83%	41.79%	27.60%	4,491	7,160	2,536	6,518	9,054	3,796	8,545	12,341	3,624	7,117	10,741	3,880	7,537	11,427	3,746	8,455	12,201	22,874	50,897	73,771	18.00%	
Female		0	461	461	5.20%	3.487	8.687	1,881	1,162	3,043	2,015	1,086	3,101	2,861	1,439	4,300	2,350	1,052	3,402	2,130	1,108	3,238	2,102	1,605	3,707	14,973	8,431	23,404	12.00%	
Total Hours		1,194	4,702	5,896	13.47%	2.46%	4.82%	19.45%	4.18%	8.13%	21.25%	3.56%	7.76%	13.24%	3.87%	8.30%	21.46%	3.31%	7.97%	18.68%	3.49%	7.50%	18.81%	3.49%	7.68%	20,20%	3,67%	7,70%	12.00%	
		20,25%			21.41%			25.83%	74.17%	12.32%	23.72%	13.15%		25.56%	74.44%	17.05%	25.65%	74.35%	26.40%	73.60%	14.21%	23.15%	76.85%	15.89%	24.39%	75.61%	100.00%			

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	FY 07-08			FY 08-09			Aug-09			Sep-09			Oct-09			Nov-09			Dec-09			Jan-10			FY 09-10											
	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL	A	J	TOTAL									
	WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal			WDS Goal											
South Waterfront Park																																				
Asian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0								
African American	0.00%	0.00%	0.00%	0.00%	1.60%	1.54%	0.00%	1.60%	1.54%	0.00%	0.00%	0.00%	25.10%	0.00%	6.18%	21.65%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.03%	0.33%	1.36%						
Caucasian	0.00%	1.88%	0.97%	0.00%	1.88%	1.334	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%	0.00%	1.88%	0.97%			
Hispanic	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%	0.00%	9.51%	18.23%			
Native American	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Minority	616	525	1,141	15,279	40,492	55,771	3,644	10,582	14,226	4,703	12,809	16,712	6,513	15,853	22,366	5,697	12,360	18,057	5,769	12,970	18,759	6,103	14,502	20,605	36,014	96,304	134,318	58,304	154,318	18,000%						
Female	0	461	461	7,667	5,171	12,838	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162	2,773	1,389	4,162			
Total Hours	1,194	4,702	5,896	74,068	207,691	281,757	14,337	43,745	58,082	14,646	46,041	60,687	20,215	61,220	81,435	17,365	50,237	67,622	17,548	52,288	69,836	17,923	58,331	76,254	113,674	368,542	482,516	100,000%	12,000%							
TOTALS	0	0	0	2,313	2,283	4,596	319	456	775	232	314	546	509	402	911	394	537	931	434	929	1,363	367	1,334	1,701	2,589	4,275	6,874	2,889	4,275	6,874	2,889	4,275	6,874			
Asian	0.00%	0.00%	0.00%	3.12%	1.13%	1.78%	2.23%	1.04%	1.33%	1.58%	0.64%	0.88%	2.52%	0.66%	1.12%	3.94	537	931	2.47%	1.78%	1.95%	2.05%	1.334	1.701	2.589	4.275	6.874	2.889	4.275	6.874	2.889	4.275	6.874			
African American	150	150	300	3,446	6,356	9,802	1,325	1,134	2,459	1,712	1,311	3,023	2,336	1,486	3,822	1,921	977	2,898	1,673	959	2,632	1,630	1,056	2,688	12,033	9,016	21,049	12,033	9,016	21,049	12,033	9,016	21,049			
Caucasian	12.56%	0.00%	2.54%	4.65%	3.15%	3.80%	9.24%	2.59%	4.23%	11.69%	2.67%	4.75%	11.56%	2.43%	4.69%	11.05%	1.94%	4.29%	9.53%	1.83%	3.77%	9.53%	1.81%	3.52%	10.56%	2.45%	4.36%	10.56%	2.45%	4.36%	10.56%	2.45%	4.36%	10.56%	2.45%	4.36%
Hispanic	48.41%	88.83%	80.65%	58,788	161,199	219,987	10,693	33,163	43,856	10,542	36,431	46,973	13,699	45,367	59,066	11,687	37,875	49,562	11,757	39,316	51,073	11,818	43,828	55,646	77,958	270,237	348,195	77,958	270,237	348,195	77,958	270,237	348,195	77,958	270,237	348,195
Native American	233	441	674	9,064	25,270	34,334	1,704	7,997	9,701	1,790	9,959	11,729	2,913	12,140	15,053	2,645	9,395	12,040	2,918	9,688	12,606	3,437	10,336	13,773	17,652	74,918	92,570	17,652	74,918	92,570	17,652	74,918	92,570	17,652	74,918	92,570
Other	174	78	251	457	6,031	6,488	296	995	1,291	370	1,046	1,416	758	1,825	2,583	738	1,453	2,191	766	1,396	2,162	671	1,777	2,448	3,732	10,096	13,828	3,732	10,096	13,828	3,732	10,096	13,828	3,732	10,096	13,828
WDS Goal	10.00%																																			
Total Hours	20,256			28,744%			24,888			23,006	77,006%	13,206	24,882%	75,186%	16,885%	26,711%	74,236%	14,016%	25,133%	74,876%	14,476%	23,506%	76,506%	66,906%	23,626%	76,386%	100,000%									

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<b>Closed Projects Subject to the City of Portland's Workforce Training &amp; Hiring Program or The Project Apprenticeship Agreement</b>							
	<b>Total Project</b>				<b>Total Project</b>		
<b>INFRASTRUCTURE (COFFMAN)</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>	<b>MACADAM AVE. STREET IMPROVEMENTS*</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>
Asian	0	0	0	Asian	0	246	246
	0.00%	0.00%	0.00%		0.00%	9.10%	8.65%
African American	421	0	421	African American	15	0	15
	13.74%	0.00%	2.18%		10.64%	0.00%	0.53%
Caucasian	2,640	12,503	15,143	Caucasian	126	2,349	2,475
	86.26%	76.90%	78.38%		89.36%	86.87%	86.99%
Hispanic	0	3,757	3,757	Hispanic	0	54	54
	0.00%	23.10%	19.44%		0.00%	1.98%	1.88%
Native American	0	0	0	Native American	0	56	56
	0.00%	0.00%	0.00%		0.00%	2.05%	1.95%
Minority	421	3,757	4,177	Minority	15	355	370
	13.74%	23.10%	21.62%		10.64%	13.13%	13.01%
Female	348	513	861	Female	109	33	142
	11.35%	3.16%	4.45%		77.30%	1.20%	4.97%
Total Hours	3,061	16,260	19,320	Total Hours	141	2,704	2,845
	<b>Total Project</b>				<b>Total Project</b>		
<b>SW MOODY DEMOLITION</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>	<b>OHSU RIVER CAMPUS BLDG.</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>
Asian	0	0	0	Asian	5,106	4,952	10,058
	0.00%	0.00%	0.00%		3.12%	0.93%	1.45%
African American	123	38	161	African American	12,882	9,132	22,013
	38.05%	1.96%	7.11%		7.87%	1.72%	3.17%
Caucasian	168	1,877	2,045	Caucasian	127,238	465,543	592,781
	52.06%	96.69%	90.32%		77.73%	87.78%	85.41%
Hispanic	32	26	58	Hispanic	13,205	39,964	53,169
	9.90%	1.35%	2.57%		8.07%	7.54%	7.66%
Native American	0	0	0	Native American	5,266	10,756	16,022
	0.00%	0.00%	0.00%		3.22%	2.03%	2.31%
Minority	155	64	219	Minority	36,457	65,344	101,801
	47.94%	3.31%	9.68%		22.27%	12.32%	14.67%
Female	34	0	34	Female	17,196	12,529	29,724
	10.52%	0.00%	1.50%		10.50%	2.36%	4.28%
Total Hours	323	1,941	2,265	Total Hours	163,695	530,347	694,042
	<b>Total Project</b>				<b>Total Project</b>		
<b>COP INFRASTRUCTURE (STACY &amp; WITBECK)*</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>	<b>AERIAL TRAM</b>	<b>A</b>	<b>J</b>	<b>TOTAL</b>
Asian	8	22	30	Asian	929	1,778	2,707
	0.11%	0.11%	0.11%		3.05%	1.25%	1.56%
African American	1,113	20	1,133	African American	1,135	1,961	3,096
	16.28%	0.10%	4.28%		3.72%	1.37%	1.79%
Caucasian	4,587	16,070	20,657	Caucasian	26,939	128,568	155,507
	67.09%	81.84%	78.03%		88.40%	90.09%	89.79%
Hispanic	329	1,165	1,494	Hispanic	785	8,739	9,524
	4.81%	5.93%	5.64%		2.57%	6.12%	5.50%
Native American	801	2,359	3,160	Native American	686	1,672	2,358
	11.71%	12.01%	11.93%		2.25%	1.17%	1.36%
Minority	2,250	3,566	5,816	Minority	3,534	14,150	17,684
	32.91%	18.16%	21.97%		11.60%	9.91%	10.21%
Female	1,586	271	1,857	Female	4,621	9,586	14,207
	23.20%	1.38%	7.01%		15.16%	6.72%	8.20%
Total Hours	6,837	19,636	26,473	Total Hours	30,473	142,718	173,191

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	Total Project				Total Project		
<b>STREETCAR EXTENSION</b>	A	J	TOTAL	<b>THE ALEXAN</b>	A	J	TOTAL
Asian	72	1,794	1,865	Asian	336	1,733	2,069
	0.43%	2.09%	1.82%		0.84%	1.53%	1.35%
African American	3,651	371	4,022	African American	1,403	388	1,791
	21.84%	0.43%	3.92%		3.50%	0.34%	1.17%
Caucasian	11,199	59,815	71,014	Caucasian	31,744	90,705	122,449
	67.00%	69.57%	69.15%		79.14%	79.92%	79.72%
Hispanic	278	18,578	18,856	Hispanic	5,539	18,595	24,134
	1.66%	21.61%	18.36%		13.81%	16.38%	15.71%
Native American	1,515	5,425	6,940	Native American	192	1,754	1,946
	9.06%	6.31%	6.76%		0.48%	1.55%	1.27%
Minority	5,515	26,167	31,682	Other	899	314	1,213
	33.00%	30.43%	30.85%		2.24%	0.28%	0.79%
Female	3,082	4,517	7,598	Minority	8,367	22,783	31,150
	18.44%	5.25%	7.40%		20.86%	20.08%	20.28%
Total Hours	16,713	85,982	102,696	Female	9,492	3,565	13,057
					23.66%	3.14%	8.50%
				Total Hours	40,113	113,489	153,602
	Total Project				Total Project		
<b>MOODY STREET RECONSTRUCTION</b>	A	J	TOTAL	<b>BLOCK 38</b>	A	J	TOTAL
Asian	56	195	251	Asian	6,894	13,962	20,856
	9.11%	3.53%	4.08%		3.54%	2.45%	2.73%
African American	259	0	259	African American	15,270	16,621	31,891
	42.11%	0.00%	4.21%		7.84%	0.00%	4.17%
Caucasian	301	4,146	4,447	Caucasian	131,661	443,739	575,400
	48.94%	74.96%	72.36%		67.58%	77.84%	75.23%
Hispanic	0	531	531	Hispanic	34,444	83,381	117,825
	0.00%	9.60%	8.64%		17.68%	14.63%	15.40%
Native American	0	459	459	Native American	6,565	12,330	18,895
	0.00%	8.30%	7.47%		3.37%	2.16%	2.47%
Minority	315	1,185	1,500	Minority	63,172	126,294	189,466
	51.22%	21.42%	24.41%		32.42%	22.16%	24.77%
Female	40	0	40	Female	28,888	12,963	41,851
	6.50%	0.00%	0.65%		14.83%	2.27%	5.47%
Total Hours	615	5,531	6,146	Total Hours	194,834	570,033	764,867
	Total ALL Projects				Total ALL Projects		
<b>TOTALS</b>	A	J	TOTAL				
Asian	13,400	24,681	38,081				
	2.93%	1.66%	1.96%				
African American	36,271	28,531	64,802				
	7.94%	1.92%	3.33%				
Caucasian	336,603	1,225,315	1,561,918				
	73.69%	82.31%	80.29%				
Hispanic	54,611	174,789	229,400				
	11.95%	11.74%	11.79%				
Native American	15,024	34,810	49,834				
	3.29%	2.34%	2.56%				
Other	899	314	1,213				
	0.20%	0.02%	0.06%				
Minority	120,201	263,664	383,864				
	26.31%	17.71%	19.73%				
Female	65,395	43,975	109,370				
	14.32%	2.95%	5.62%				
Total Hours	456,805	1,488,640	1,945,445				

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 \*CITY OF PORTLAND CONTRACTED WORK

South Waterfront Contract Utilization Report - Project Status									
Project Name	Prime Contractor	Contract Amount	Group Designation						
The Mirabella (block 31)	Construction Company of	\$128,407,959	Ethnicity	Certification	Gender				
			Caucasian	OBE	Male				
Certification Status	Prime Contractor	% of Total	Subcontractors	% of Total Subs	Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
<b>Minority Business Enterprise</b>	\$0	0.00%	\$205,982	0.28%	\$205,982	0.16%	\$430,982	0.33%	\$229,979
<b>Woman Business Enterprise</b>	\$0	0.00%	\$612,866	0.84%	\$612,866	0.48%	\$618,745	0.48%	\$220,682
<b>Emerging Small Business</b>	\$0	0.00%	\$5,325,703	7.27%	\$5,325,703	4.15%	\$5,325,703	4.12%	\$0
<b>Non-certified firms</b>	\$55,181,847	100.00%	\$67,081,561	91.61%	\$122,263,408	95.21%	\$122,845,727	95.07%	\$82,134,674
<b>Total</b>	\$55,181,847	100.00%	\$73,226,112	100.00%	\$128,407,959	100.00%	\$129,221,156	100.00%	\$82,585,335.00

South Waterfront Contract Utilization Report - Project Status									
Project Name	Prime Contractor	Contract Amount	Group Designation						
South Waterfront Park	Nutter Corporation	\$2,166,610	Ethnicity	Certification	Gender				
			Caucasian	OBE	Male				
Certification Status	Prime Contractor	% of Total	Subcontractors	% of Total Subs	Total Project	% of Total	Amended Subcontract Values	% of Amended Total	Payments to Date
<b>Minority Business Enterprise</b>	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$13,869	0.85%	\$13,869
<b>Woman Business Enterprise</b>	\$0	0.00%	\$232,320	17.41%	\$232,320	10.72%	\$238,035	14.66%	\$31,667
<b>Emerging Small Business</b>	\$0	0.00%	\$45,226	3.39%	\$45,226	2.09%	\$49,454	3.05%	\$49,170
<b>Non-certified firms</b>	\$832,190	100.00%	\$1,056,874	79.20%	\$1,889,064	87.19%	\$1,321,827	81.43%	\$1,122,184
<b>Total</b>	\$832,190	100.00%	\$1,334,420	100.00%	\$2,166,610	100.00%	\$1,623,185	100.00%	\$1,216,891

Note: The "OBE" certification designation denotes non-certified firms

**Summary of MBE Ethnicity Amended Contract Totals**

Project	Total		African American		Native American		Hispanic American		Asian American		Unknown		
	MMW/ESB	Total MBE	MMW/ESB	Total MBE	MMW/ESB	Total MBE	MMW/ESB	Total MBE	MMW/ESB	Total MBE	MMW/ESB	Total MBE	
The Mirabella (Block 31)	\$6,375,430	\$430,982	4.52%	\$288,000	0%	\$142,982.00	2.24%	\$3,147,422.00	49.37%	\$1,834,25	0.03%	\$0	0.00%
South Waterfront Park	\$301,358	\$13,869	0%	\$0	0%	\$0	0%	\$13,869	5%	\$0	0%	\$0	0%