

PORTLAND DEVELOPMENT COMMISSION
Portland, Oregon

RESOLUTION NO. 6763

ADOPTING PORTLAND MAIN STREET PROGRAM GUIDELINES

WHEREAS, the Portland City Council on July 8, 2009, adopted the 2009 Economic Development Strategy which includes, as Goal 3, Building the Sustainable Economy: Neighborhood Business Vitality, and Objective 3.3: Achieve Commercial District Revitalization through the implementation of a green “Main Street” program for Portland’s neighborhoods;

WHEREAS, the Portland Development Commission (“PDC”) Board of Commissioners (the “Board”) supports, as one of the objectives of the City of Portland, building the sustainable economy through neighborhood business vitality;

WHEREAS, City Council desires that PDC establish the Portland Main Street Program (the “Program”) based on the Main Street model developed by the National Trust Main Street Center, a division of the National Trust for Historic Preservation, as a method to support revitalization of neighborhood commercial districts;

WHEREAS, the Main Street model uses a community-driven, comprehensive methodology, the Main Street Approach (the “Approach”), to teach a practical neighborhood business district management strategy;

WHEREAS, the Approach encourages economic development within the context of preservation of older and historic buildings in traditional neighborhood business districts, while focusing on the unique character specific to each community, a pedestrian-friendly environment, personal service, local ownership, and a sense of community;

WHEREAS, participants in the Program are selected through a competitive application process;

WHEREAS, participants will receive both financial and technical assistance from PDC, as well as training, assessments, and technical assistance from the National Trust Main Street Center;

WHEREAS, an Advisory Committee was formed by PDC to oversee the creation of Program guidelines;

WHEREAS, PDC will appoint a Selection Committee, composed of public and private sector representatives, to review applications from neighborhood commercial districts, and recommend a limited number of applicants to be selected as designated Main Street Districts;

WHEREAS, in order for the Board to assist the City of Portland in achieving the objectives of the Economic Development Strategy, it is necessary to establish the Program and adopt Program Guidelines; and

WHEREAS, it is in the best interest of PDC and the public to establish periodic reporting requirements so the Board and the community are aware of the Main Street Program's accomplishments.

NOW, THEREFORE, BE IT RESOLVED that the Board adopts the Guidelines, substantially in the form attached hereto as Exhibit A, and authorizes the implementation of the Portland Main Street Program consistent with the Portland Main Street Program Guidelines;

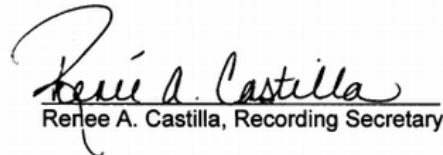
BE IT FURTHER RESOLVED that financial assistance provided per the Portland Main Street Program Guidelines is not subject to review by the PDC Loan Committee under PDC Resolution 6441;

BE IT FURTHER RESOLVED that the Executive Director is authorized to delegate any or all of the authority provided in the Guidelines to PDC employees on a temporary or permanent basis;

BE IT FURTHER RESOLVED that the Executive Director shall report to the Board periodically on the implementation and impact of the Portland Main Street Program; and

BE IT FURTHER RESOLVED that this resolution shall become effective immediately upon its adoption.

Adopted by the Portland Development Commission on January 13, 2010.



Renee A. Castilla, Recording Secretary

PORTLAND MAIN STREET PROGRAM GUIDELINES

Program Description, Purpose, and Goals

The Portland Main Street Program (the “Program”) is established in response to Goal 3, of the 2009 Economic Development Strategy adopted by Portland City Council on July 9, 2009 (City Council Resolution No. 36714), which identifies the goal of achieving commercial district revitalization through the implementation of a green Main Street program for Portland neighborhoods. In establishing the Program, the City of Portland and the Portland Development Commission (“PDC”) intend to create the country’s first urban “green” Main Street Program.

The Program is an overarching organizational tool utilizing the Main Street model developed by the National Trust Main Street Center (the “Center”), a division of the National Trust for Historic Preservation. The Main Street model incorporates a comprehensive Four-Point Approach encompassing organization, promotion, design, and economic restructuring. In addition to the Four-Point Approach, the Program will highlight sustainability as a core value underpinning support for local businesses, neighborhood values, and environmental stewardship. The Program will emphasize a return to community self-reliance, empowerment, and the rebuilding of commercial districts based on traditional assets, unique architecture, personal service, local ownership, and a sense of community. PDC will implement the Program in coordination with the Center.

The purpose of the Program is to provide technical and financial assistance to Main Street Districts (“Participating Districts”), i.e., neighborhoods selected by PDC through a competitive process, to achieve commercial revitalization of a targeted area within their central business districts. The Program goals are to stimulate investment in neighborhood business districts, increase sustainable practices, support the viability of neighborhood serving businesses, increase the number of local jobs and locally-owned businesses, and enhance the livability of surrounding neighborhoods.

Program Guidelines

A. Administration of the Portland Main Street Program

These Portland Main Street Program Guidelines (the “Guidelines”) shall be used by PDC in administering the Program.

PDC will establish a Main Street Advisory Committee, made up of city bureau representatives, the Mayor’s staff, PDC, and representatives of neighborhood and business associations, to provide oversight of the Program.

Participating Districts will be selected through a competitive process. A Selection Committee, appointed by PDC, will make recommendations to PDC’s Executive Director, who will select Districts to participate in the Program.

PDC, in consultation with the Main Street Advisory Committee, will develop and regularly update the Portland Main Street Program Manual (the “Manual”), and an associated Application, which will contain additional information and requirements, including among other things the procedures necessary to implement these Guidelines.

PDC will develop a Memorandum of Understanding (“MOU”) that will describe the roles and responsibilities of the parties with regard to Program requirements, the assistance to be provided by PDC, and the obligations of the Participating Districts. Each of the selected Districts will be required to enter into an MOU with PDC in order to participate in the Program. The MOU must be signed before any financial, design, or technical assistance described in these Guidelines will be provided.

B. Eligibility and Application for Assistance

Only a Participating Main Street District (District) is eligible to receive assistance from this Program. The PDC Executive Director may establish different or additional eligibility requirements or selection criteria from time to time. Any such new or additional requirements or criteria will be published in the Manual and reported to the PDC Board of Commissioners.

1. District Eligibility Requirements

- a) Location:** The District must be within a designated geographic target area established by the PDC Executive Director.
- b) District Size:** The District must be an identifiable, cohesive traditional commercial business district of manageable size (in general, not less than 5 or more than 15 adjacent blocks) whose primary trade area includes the adjacent neighborhood(s).
- c)** Applicants must submit to PDC a non-binding letter of intent to apply, during a time period designated by PDC for declaring such intent.
- d)** At least two representatives from an interested District must attend an application workshop held by PDC for the purpose of informing and assisting interested District's in the objectives of the Program and the application process.
- e)** An applicant must provide with their application, letters from private individuals or entities pledging a commitment of funds to the District's Main Street Program totaling at least \$30,000. If the application is successful, cash contributions must be confirmed by the District prior to signing of a Memorandum of Understanding between the District and PDC.

2. District Application Process

- a)** Applications may be submitted on behalf of any District that meets the eligibility requirements listed above. Any business owner, property owner, neighborhood resident, or representative of a business association or neighborhood organization may initiate the application process, but the application must represent a collective effort by a broad range of neighborhood constituencies.
- b)** Following the application workshop and in a format prescribed by PDC, all potential applicants must submit a formal application within a specified time period.

3. Participating District Selection Process and Criteria

- a) Participating Districts will be selected based on information the organizing group provides in the completed Main Street Application. At the discretion of the Selection Committee, applicants may be asked to participate in an oral interview.
- b) PDC will utilize a selection committee to review applications and make a recommendation to the Executive Director on whether or not to approve an application.
- c) The selection committee and the Executive Director will take a variety of factors into their recommendation and decision, such as, but not limited to the following:
 - (i) Size and physical cohesiveness of the targeted area within an existing commercial area.
 - (ii) Capacity of business district for economic growth, including creating new jobs and businesses.
 - (iii) District capacity (i.e., need and maturity)
 - (iv) Demonstrated broad-based neighborhood support for the revitalization of the business district
 - (v) Applicant's knowledge of the unique characteristics of the district.
 - (vi) Demonstrated financial commitment from applicant supporters.
 - (vii) Demonstrated need for technical assistance in order to revitalize the business district for technical assistance
 - (viii) Applicant's commitment to incorporate innovative sustainable practices into the district's Work Plan
 - (ix) Applicant's familiarity and buy-in to the National Main Street Program model.
- d) The PDC Executive Director may establish different or additional selection criteria from time to time. The Executive Director may also approve applications based on an overarching goal that the number of districts is equitably distributed throughout the City of Portland. Consideration will be given to geographical disbursement and district capacity (i.e. need and maturity) when selecting participants.

C. Financial, Design and Technical Assistance for Participating Districts

Subject to budget appropriation, and availability of funds, Participating Districts are eligible for the following types of financial and technical assistance from PDC. As a Participating District matures, the level of financial and technical assistance is expected to be less.

1. Direct Financial Assistance

a) Administrative Grant

- (i) Purpose: To assist with the operating expenses of the management entity of the District
- (ii) Eligibility: Participating Districts

- (iii) Use of Funds: District Program Manager salary, benefits, support staff, staff training, bookkeeping services, up to \$300 for membership with National Trust Main Street Center, and up to \$350 for registration fee at annual Main Street Conference.
- (iv) Amount: Up to \$30,650 a year
- (v) Conditions
 - The District Manager has been hired.
 - A minimum of \$30,000 (must be a cash match dedicated to administrative expenses)

b) Promotion Grant

- (i) Purpose: To assist with the funding of a District's promotional activities.
- (ii) Eligibility: Participating Districts
- (iii) Use of Funds: Event signage, promotional events, event set up, fees, event flyers, and other related expenses as approved by PDC.
- (iv) Amount: Up to \$3,000 a year
- (v) Conditions:
 - The District must submit a written work plan for promotions.
 - Requires a match of \$3,000 toward District promotions

c) District Improvement Grant

- (i) Purpose: To assist with the funding of District wide property improvements
- (ii) Eligibility: Participating Districts
- (iii) Use of Funds: Implementation of physical improvements that affect the District's appearance, including façade improvements, lighting improvements, signage, public improvements and other projects as approved by PDC.
- (iv) Amount: Up to \$20,000 a year
- (v) Conditions: Projects must be recommended by the District's Design Committee and approved by PDC.

d) Green Grant

- (i) Purpose: To assist with financing of innovative sustainability projects/programs/activities.
- (ii) Eligibility: Participating Districts

(iii) Use of Funds: Implementation of sustainable projects, which may include lighting and energy efficiencies, rain water capture and water recycling, green street improvements, green roofs, alternative energy improvements, LEED™ and Living Building™ renovations, and others projects as approved by PDC.

Up to \$5,000 of the total grant may be used for a PDC approved feasibility study to in order to inform the District's Sustainability Plan.

(iv) Amount: Up to \$20,000

(v) Conditions:

- Before contracting for a feasibility study, Districts must first consult with PDC to determine whether a feasibility study could be procured at no cost to the District.
- Projects must be consistent with the District's Sustainability Plan and approved by PDC.

2. Design Assistance

Subject to availability of PDC funds and resources, Participating Districts will receive assistance in establishing a design plan for the business district or individual buildings. Assistance will be provided by an Architect designated by the Program.

- a) Eligibility: The Participating District's Design Committee and property owners or tenants located within the District's boundaries.
- b) Availability: Up to one hundred sixty (160) hours over the period of the first three years.
- c) Value: Up to \$24,000 of design assistance to be provided by the end of the 3rd year of the District program.

Conditions:

The District Design Committee shall consult with the Program Architect when developing a Design Plan for the District.

The Design Committee shall approve the awarding of design services to individual properties.

3. Technical Assistance

Subject to availability of PDC funds and staff resources, Participating Districts may request customized technical assistance and training from PDC on key subjects such as, recruiting volunteers, fund raising or other subjects based on need.

- a) Eligibility: Participating Districts

- b) Availability: Training or site visits are based on need as determined by the Main Street Coordinator
- c) Value: Based on need as determined by the Coordinator in consultation with the Center.
- d) Conditions: A minimum of two District representatives are required to participate when the assistance is provided.

D. Responsibilities of Participating Main Street Districts

Participating Districts receiving assistance from the Program shall be obligated to perform the following actions and any additional requirements set forth in the Main Street Manual.

1. Establish a dedicated nonprofit organization responsible for revitalization of the commercial district; including all administrative actions in order to become a fully operational organization (e.g., hire a full-time Main Street District Manager, prepare operating budgets, set up accounting systems, establish offices, etc.).
2. Enter into an MOU with the Portland Development Commission that describes the roles and responsibilities of the parties with regard to Program requirements, the assistance to be provided by PDC and the obligations of the approved District.
3. Commit to adopting and implementing innovative, comprehensive practices that are environmentally sustainable.
4. Conduct on-going fund raising activities.
5. Establish a minimum of four working committees around the Four-Point Approach.
6. Actively participate in the Portland Main Street Program and fulfill obligations as further described in the Manual and MOU.

E. Decertification

The PDC Executive Director is authorized to decertify a Participating District and suspend their eligibility for further assistance from the Program in the event of one or more of the following circumstances.

1. The Participating District fails to fulfill obligations of agreements with PDC.
2. The nonprofit organization responsible for managing the Participating District's Main Street Program is no longer viable.

PDC

PORTLAND DEVELOPMENT COMMISSION

Resolution Number 6763

Title:

ADOPTING PORTLAND MAIN STREET PROGRAM GUIDELINES


Adopted by the Portland Development Commission on January 13, 2010.

| PRESENT FOR VOTE | COMMISSIONERS | VOTE | | |
|---|-------------------------------|--|--------------------------|--------------------------|
| | | Yea | Nay | Abstain |
| <input checked="" type="checkbox"/> | Chair Scott Andrews | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | Commissioner Bertha Ferrán | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | Commissioner John Mohlis | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | Commissioner Steven Straus | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | Commissioner Charles Wilhoite | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Consent Agenda | | <input checked="" type="checkbox"/> Regular Agenda | | |

Certification

The undersigned hereby certifies that:

The attached resolution is a true and correct copy of the resolution as finally adopted at a Board Meeting of the Portland Development Commission and duly recorded in the official minutes of the meeting.


Renee A. Castilla, Recording Secretary

Date: January 22, 2010