



PROSPER
PORTLAND
Building an Equitable Economy

DATE: September 12, 2018
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 18-37
Update on The Rosewood Initiative Neighborhood Prosperity Network and Purpose Built Communities

BRIEF DESCRIPTION OF INFORMATION ITEM

No action requested; information only.

At the September 12, 2018 Prosper Portland Board of Commissioners (Board) meeting, staff and partners will provide an update on the status of The Rosewood Initiative, a community-based organization in the Neighborhood Prosperity Network (Network), and its efforts to participate in Purpose Built Communities. The Network is a Prosper Portland program designed to support social equity-based, community economic development at the neighborhood level. The Rosewood Initiative, one of seven community economic development organizations within the Network, is considering a partnership with Purpose Built Communities, a national organization offering expert leadership and consultation via a dynamic team of experts dedicated to breaking the cycle of intergenerational poverty through holistic community revitalization.

STRATEGIC PLAN ALIGNMENT AND OUTCOMES

The Network delivers on key components of Prosper Portland's 2015-2020 Strategic Plan objectives, by: 1) strengthening public/private partnerships with community-based organizations, 2) building capacity to drive equitable economic development, and 3) increasing equitable opportunities that foster wealth creation within communities of color and low-income neighborhoods.

BACKGROUND AND CONTEXT

History. 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, Prosper Portland launched the Portland Main Street Program, based on the National Main Street model, to drive community revitalization. Initially comprised of three commercial districts, as of July 2018 the St. Johns Center for Opportunity remains a part of the Network and is within the boundaries of the Interstate Corridor Urban Renewal Area (URA).

On May 11, 2011, through Resolution No. 6869, the Prosper Portland Board endorsed the City of Portland Neighborhood Economic Development Strategy (NED Strategy), further clarifying steps to foster economic development in Portland's neighborhoods. The NED Strategy recognized that compared to other cities its size, Portland lacks capacity in community-based organizations that focus on economic development. In response to this challenge, the Prosper Portland Board through Resolutions

No. 6924 – 6931 authorized creation of the Neighborhood Prosperity Initiative Program (NPI), a groundbreaking, innovative program that created six micro URAs focused in neighborhoods with higher poverty rates, lower incomes, lagging commercial investments and higher concentrations of minority-owned or minority-serving businesses.

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 (Network) including the following seven community partner organizations that are working to foster economic development (see Attachment A):

1. Cully Blvd Alliance
2. Division-Midway Alliance
3. Historic Parkrose
4. Jade District
5. Our 42nd Avenue
6. St. Johns Center for Opportunity
7. The Rosewood Initiative

The Network embodies a community driven self-help model where stakeholders from the commercial district and surrounding service area organize into a non-profit organization, raise funds, hire a salaried district manager, complete physical improvements, develop marketing initiatives, and pursue other efforts to improve economic conditions in the district. District fundraising efforts supplement Prosper Portland grants, technical assistance, and other public-sector support, resulting in a closely aligned public-private partnership to revitalize each district. Prosper Portland provides annual financial assistance to each organization in the form of grants, funding for which comes from the City of Portland (City) General Fund, tax increment financing generated from the URAs, and other public sources. In addition to financial resources, Prosper Portland provides ongoing technical assistance to each organization including staff support, program monitoring, training opportunities, and marketing.

The other unique feature of the Network is that the districts are not led by Prosper Portland staff, but rather by community groups that have partnered with Prosper Portland and the City to build a strong community-led economic development platform. Since the creation of the Network, Prosper Portland staff has worked closely with the non-profit organizations to spur and enhance economic development opportunities. Many are investigating best practices both inside and outside of the region, to help provide guidance to how to impact their communities.

The Rosewood Initiative, located at the eastern boundary of the city of Portland and the western boundary of the city of Gresham, is exploring innovative ways to address local priorities. While this community is rich in assets of dedicated, passionate community members, it faces persistent challenges. For example, since it straddles two municipality boundaries, it struggles to receive coordinated, public, service provision. In addition, Rosewood is a highly transitory community, as it has become home to many displaced community members, priced out of their north/northeast Portland neighborhoods, as well for individuals reentering the community after being incarcerated. Furthermore, the community has a very high percentage of children; according to the ACS 2015 data, 28 percent of residents in the community are 18 years or younger; see additional demographic data in Attachment B. The high number of families and children, along with the high rate of poverty, and a large stock of unregulated affordable housing, has led The Rosewood Initiative staff and board to explore innovative, multi-faceted solutions to address the community's persistent challenges. Through this search, The Rosewood

Initiative has been introduced to Purpose Built Communities, an Atlanta, Georgia based non-profit consulting firm that works with local leaders across the country to implement a holistic approach to revitalizing distressed neighborhoods. Purpose Built Communities was established in 2009 after the successful transformation of the East Lake neighborhood in Atlanta, Georgia. By applying a holistic model to other areas of concentrated urban poverty around the nation, Purpose Built Communities is helping local leaders make a positive impact in some of this country's most distressed neighborhoods.

Purpose Built Communities' mission is to break the cycle of intergenerational poverty by focusing on the following objectives:

- **Defined Neighborhood** - Focus on defined neighborhoods where transformative programs and infrastructure can be established.
- **Community Quarterback** - A community nonprofit leads the revitalization by engaging community members, building partnerships, securing funding, and ensuring implementation of the housing, education, and wellness components of the model as part of the community's vision.
- **Mixed-Income Housing** - Offer an environment with high-quality construction and practical amenities surrounded by safe walkways and streets, transforming the way residents view themselves and their neighborhood.
- **Cradle-to-College Education** - Establish an arena for student growth, learning, and achievement at every level starting at birth, and implement a rigorous and relevant curriculum to help ensure successful futures through college and beyond.
- **Community Wellness** - Provide a community-specific mix of facilities, programs, and services that honor local history, reflect the priorities of residents, promote healthy lifestyles, create jobs, and reduce crime.

Purpose Built Communities is an assemblage of internationally recognized leaders and experts in their fields including policy makers, finance and asset managers, grant writers, real estate executives, and community planners driven by a collective desire to transform communities, improve the lives of residents of underserved neighborhoods, end a cycle of intergenerational poverty, and set a new course for cities across the country. Purpose Built Communities services, which are provided at no charge, are tailored to each community's needs and the dynamics of the neighborhood they are working to revitalize. The organization helps communities identify and assess what strategies and tactics make sense to determine whether the Purpose Built Communities model will work in the neighborhood. If appropriate, Purpose Built Communities will help The Rosewood Initiative develop a master plan tailored to the community's unique situation, vision, challenges and needs.

Over the next several months, staff and board members of The Rosewood Initiative will continue to identify the best approach to meet the needs of the community; see Attachment C for a map of the focus area. If it is decided that Purpose Built Communities is an appropriate model to follow, The Rosewood Initiative may take steps to formally join the Purpose Built Communities Network.

EQUITY IMPACT

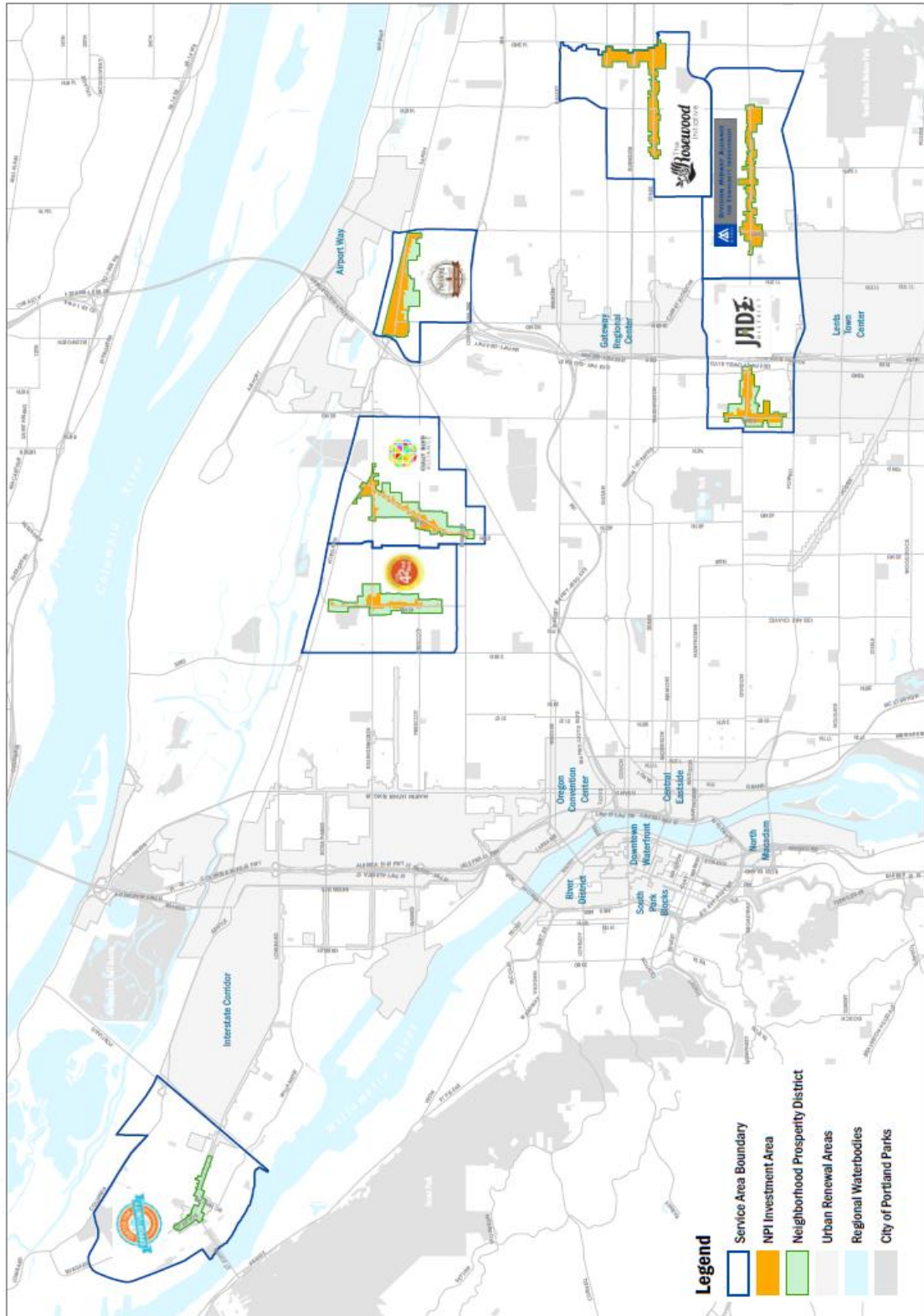
The foundational principles of the Network are equity and inclusive economic development. Prosper Portland has created a community-driven economic development program which allows those closest to the issues to create solutions that meet local needs. Communities that have been historically underserved and underrepresented are an integral part of the transformation of their neighborhood. To that end, The Rosewood Initiative is investigating the appropriateness of the Purpose Built Communities model to assist in impacting this desired transformation for the community.

ATTACHMENTS

- A. Network Maps
- B. Rosewood Demographics
- C. The Rosewood Initiative Purpose Built Focus Area

Network Map

NEIGHBORHOOD PROSPERITY NETWORK



- Legend**
- Service Area Boundary
 - NPI Investment Area
 - Neighborhood Prosperity District
 - Urban Renewal Areas
 - Regional Waterbodies
 - City of Portland Parks

JULY 2018



Rosewood Demographics

Demographic	Rosewood Demographics	City of Gresham	Portland, OR
Population, 2016	13,793	115,054	637,684
Housing Units, 2016 (% Owner, % Renter, % Vacant)	4,807 (O: 37%, R: 58%, V: 5%)	43,481 (O: 47%, R: 48%, V: 5%)	283,988 (O: 48%, R: 47%, V: 5%)
Median Home Value	\$207,271	\$244,153	\$325,516
Racial/Ethnic Composition	Black: 7% White: 60% Asian: 8% Hispanic: 29%	Black: 4% White: 74% Asian: 5% Hispanic: 20%	Black: 6% White: 74% Asian: 8% Hispanic: 10%
% Civilian Unemployed	5%	6%	5%
Median Income	\$38,654	\$53,071	\$57,017
% Living in Poverty *	29%	21%	18%
% Low Income *	55%	43%	37%

(*) Data from ACS 2010-2014

The Rosewood Initiative Purpose Built Focus Area

