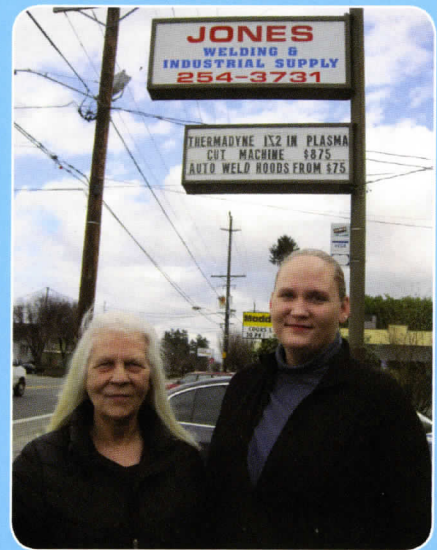


INVEST

IN PORTLAND'S FUTURE



Join us in building prosperity and jobs
in Portland's neighborhoods



PDC | PORTLAND
DEVELOPMENT
COMMISSION
www.pdc.us

A NEW APPROACH TO JOB AND COMMUNITY GROWTH

Local businesses in east Portland and Multnomah County are struggling, and not surprisingly, so too are the surrounding neighborhoods. For that reason, in October 2011, we jointly announced the Neighborhood Prosperity Initiative (NPI), a powerful, one-of-a-kind opportunity to transform six underserved commercial districts in east Portland into engines of economic and community development.

The NPI is a public/private partnership that aims to:

- Increase the visibility of commercial districts;
- Grow more jobs;
- Strengthen existing businesses; and
- Fill vacant commercial spaces.

If we are successful, we will unleash the full economic potential of local businesses within the six east Portland districts participating in the NPI.

NPI is a key component of the City's Portland Plan and Neighborhood Economic Development Strategy. NPI districts are located adjacent to communities with higher than City-average poverty rates and/or lower than City-average median family incomes. Further, each district is composed primarily of local businesses, many

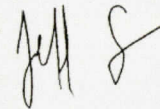
of which are minority-owned and/or minority-serving. The selected districts have demonstrated their capacity to organize themselves and their communities; they are interested in a partnership approach to changing their local commercial districts and are highly committed to this effort.

A community-driven, self-help approach is at the heart of the NPI. With grants, training, and support from the Portland Development Commission, each district will be responsible for planning and implementing projects to improve the local commercial district. This approach is rooted in the nationally successful Main Street model that Portland launched in 2010.

We invite and welcome you to be a part of this exciting initiative. Your involvement in the NPI will help the commercial districts, the City, and the County achieve our shared goals for both economic and community vitality. Please join us!



Sam Adams
Mayor, City of Portland



Jeff Cogen
Chair, Multnomah County

THE POWER TO SUCCEED

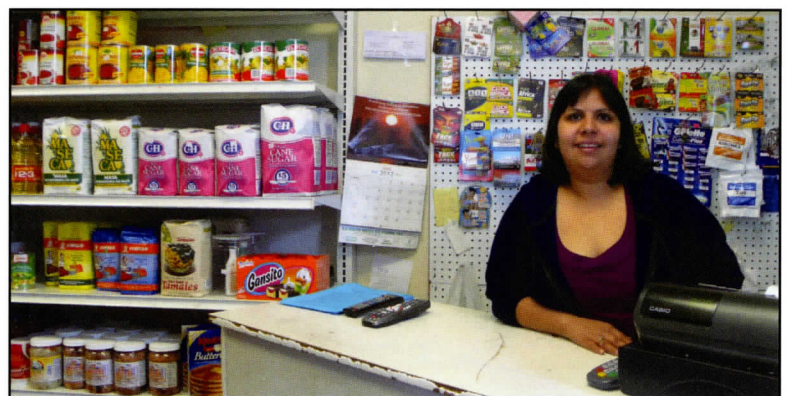
The NPI program has the credibility of the community behind it, providing local communities with the power to manage the destiny of their commercial districts. Actions will be community-driven and supported by many partners, with local management to drive each community's vision forward.

We will adopt a national best practices approach, with districts managed by local, dedicated organizations. Each organization will be led by a board of directors, staffed by a district manager, and guided by input and participation from neighbors, businesses, investors, and community groups.

Key to our success are the district managers, who will develop relationships with district businesses, cater to their needs, and work with the board and other volunteers to implement specific projects and actions that drive business growth.

Examples of projects and activities that districts may undertake to promote business development include:

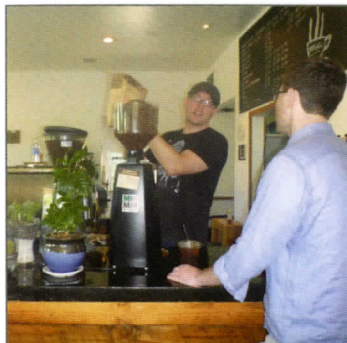
- Small-scale improvements such as façade renovations, street furniture and signage;
- Public and traffic safety improvements;
- District branding and marketing; and
- Attracting new businesses that provide goods and services not currently available in the neighborhood.



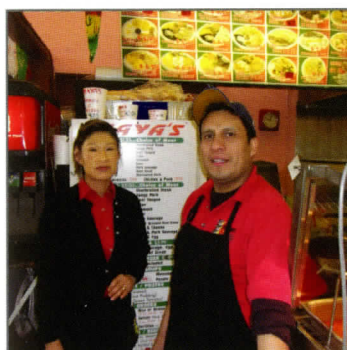
Tienda Doña María, Cully district



**Compu/Risk Insurance,
Division/Midway district**



**Motivasi Coffee,
42nd Avenue district**



**Maya's Mexican Restaurant,
Rosewood district**

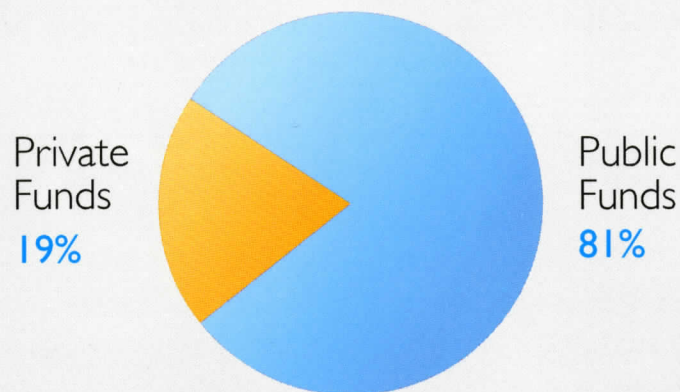
Front cover: a Jade district Chinese medicine shop (photo courtesy of the Portland Chinese Times) and Jones Welding & Industrial Supply, Parkrose district

YOUR INVESTMENT IS NEEDED

In order to take full advantage of City and County financial assistance, each district must raise \$30,000 in matching funds to hire the district manager and get work off the ground. Investment in the NPI program offers your organization the opportunity to seed economic growth in your community. As an investor and an advisor, your organization will reap the dual benefits of business and community development. This means tangible results – increased business, physical improvements to the neighborhood, more jobs for local residents, and a stronger economic base. You will help businesses help themselves while building more vibrant commercial districts.

We have a tremendous opportunity to transform the economic prospects of our communities. But we can only move forward with the help of investment partners who recognize the importance of vibrant commercial districts and are ready to fuel the efforts.

SOURCES OF PROGRAM AND OPERATIONAL FUNDS



**\$1 MILLION TOTAL BUDGET
FOR FISCAL YEAR 2012-13**

PRIVATE FUNDS LEVERAGE PUBLIC FUNDS 1:5

THE NPI DISTRICTS:

SEE MAP ON BACK ►

42nd Avenue
Cully Boulevard
Parkrose
Rosewood
Division-Midway
82nd Avenue and Division (Jade District)

THE NPI PUBLIC PARTNERS:

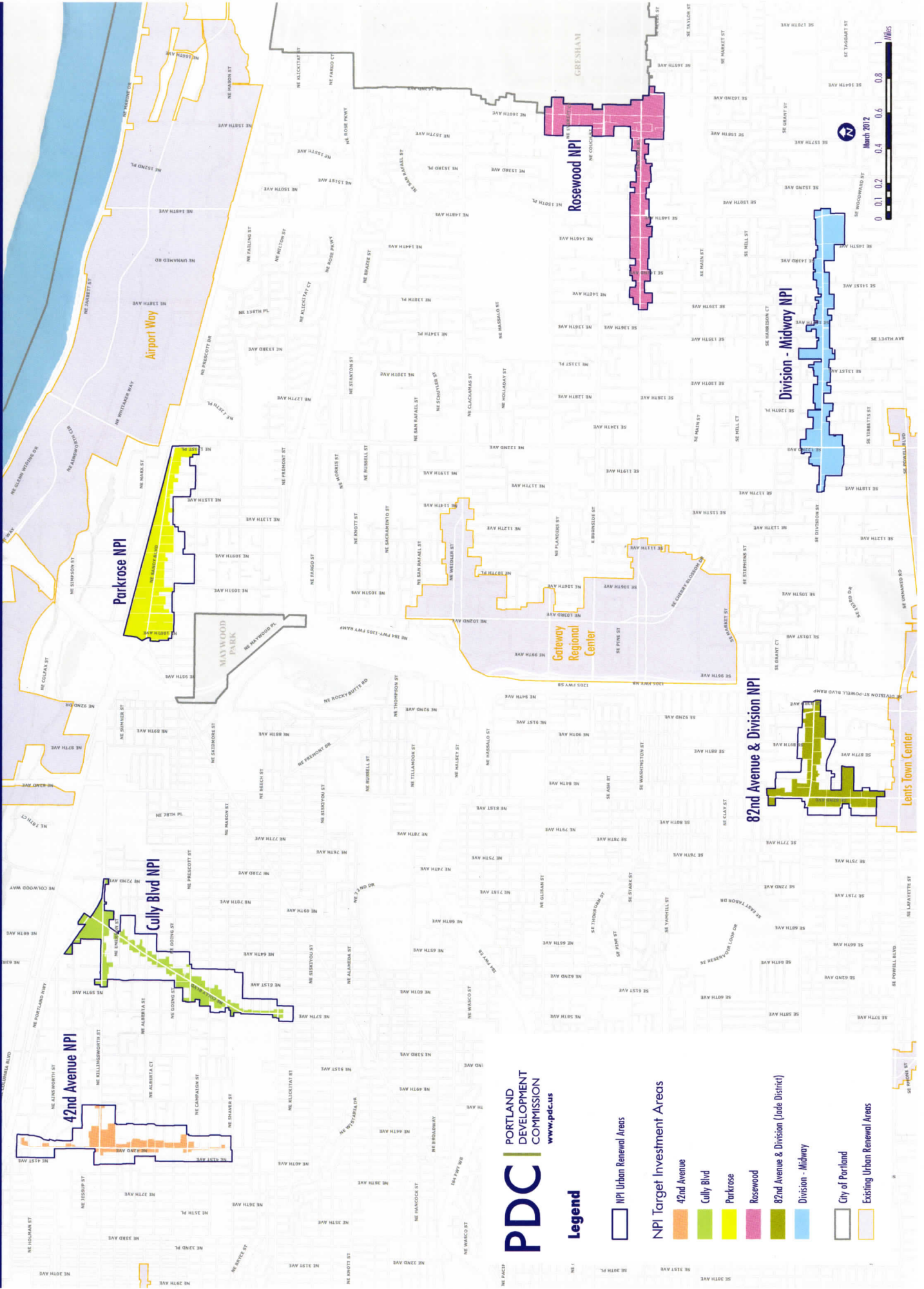
City of Portland
Multnomah County
Portland Development Commission

THE NPI COLLABORATIVE:

While each district has unique needs and plans, we are collaborating under the NPI umbrella to invite regional investment partners to support our efforts.

CONTACT: Michael DeMarco, 503-298-4880
michael.p.demarco@gmail.com

NEIGHBORHOOD PROSPERITY INITIATIVE





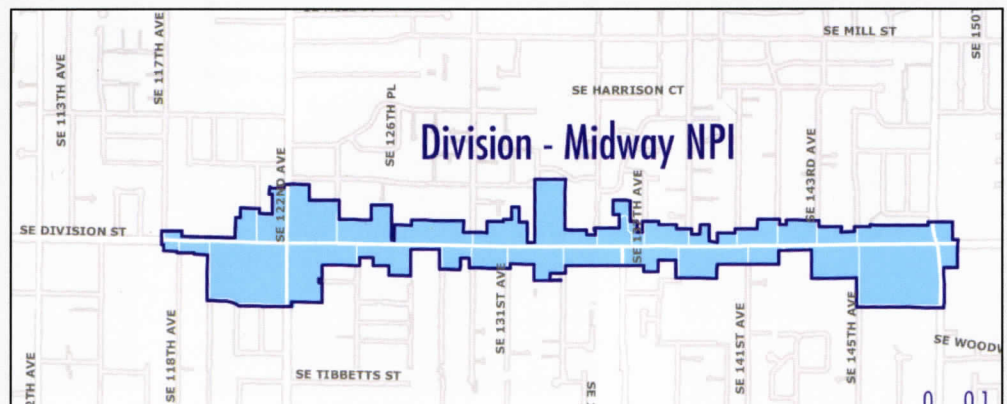
Division-Midway Alliance NEIGHBORHOOD PROSPERITY INITIATIVE

DISTRICT STATEMENT

The Division-Midway commercial corridor is composed of many local, family-owned, and minority business owners, who continue to persevere during this recession. Many of these businesses have been in the neighborhood for decades and have seen tremendous change. This largely blue-collar, working class neighborhood now has a large number of multi-dwelling units; low income housing dominates this area. Many residents must rely on foot, pedal or public transportation to conduct their affairs. Last year's loss of Albertson's was part of a domino effect of business closures that has left a large hole in our commercial corridor. The needs of the neighborhood are severely underserved. Vacant storefronts, high-speed traffic, high crime, inadequate sidewalks and poor lighting make up our current world. The Neighborhood Prosperity Initiative begins to change that reality.

FOR MORE INFORMATION
CONTACT:

Tammi Hawkins
Division-Midway Alliance
for Community Improvement
tdhawk888@gmail.com



VISION STATEMENT

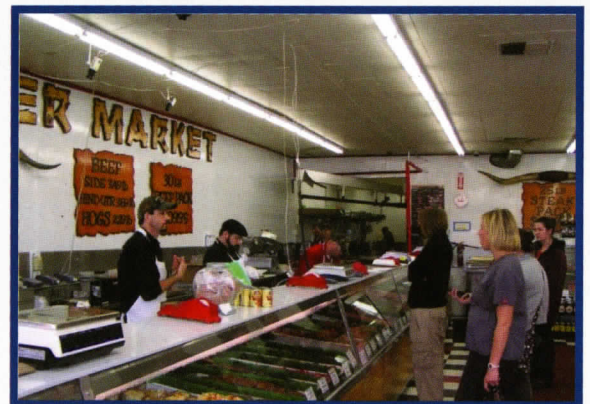
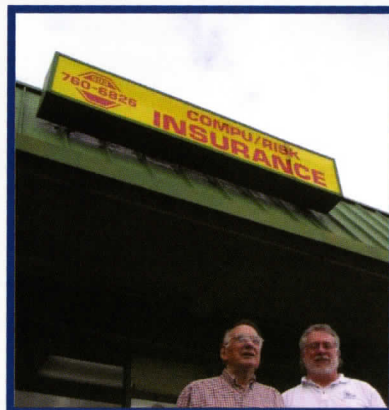
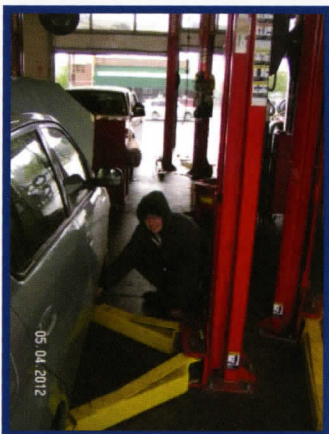
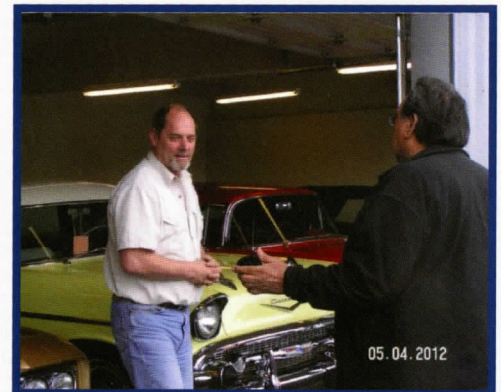
In the year 2025...the Division-Midway Neighborhood Prosperity Initiative (NPI) business district is the center of community life for southeast Portland with neighborhood shopping, community gathering places and thriving businesses. Two large, quality grocers anchor both ends of the district. Family-centered restaurants and shops, affordable locally-owned stores and a wide range of international businesses add a unique flair. Businesses offer a fresh and friendly look with unified signage, warm lighting, open doors and store windows that sparkle, welcoming neighbors and visitors alike. Division Street is safe and easy to get around on foot, bike or car with crosswalks, trees and lighting that invite people to slow down, enjoy the street life and shop the fine variety of goods and services that are so easily accessible to all. Division-Midway NPI is a lively multicultural district where neighbors and businesses take pride in a spirit of community and caring.

PROJECTS & ACTIVITIES

- An appealing commercial district
- A positive district identity
- A strong sense of community
- Minimal vacancies in business and residential properties
- Business recruitment
- Safe and clean environment for families

PEOPLE

Kim Seacord - Business owner
David Edwards - V.P. Midway Business Assoc., Business owner
Lorelei Young, M.A.- Centennial Neighborhood Assoc., Business owner
Jean DeMaster - Human Solutions, Executive Director
Lori Boisen - Secretary, Midway Business Assoc., Business owner
Steven Armijo - Business owner, Artist
Bill Dayton - Pres. Midway Business Assoc., Business owner
Dan Fangmeier - Planner
Tom Lewis - Chair, Centennial Community Association
Tammi Hawkins - Hazelwood Neighborhood Association





Yes, I will support the Division-Midway Alliance for Community Improvement!

I/we will support Division Midway with a contribution of:

____ \$50 ____ \$100 ____ \$250 ____ \$500 ____ \$1000 ____ Other

Name: _____

Name of Business/Organization: _____

Address: _____

Mailing address (if different): _____

Phone: _____ **Email:** _____

Payment options:

☐ **Check** Please make check payable to Human Solutions and write Division-Midway in the memo line.

☐ **Credit card:** ☐ Visa ☐ Master Card ☐ American Express

Card number: _____ **Expiration date** _____

Please recognize my ☐ **Name** ☐ **Business on the website, signage and printed material about the Division-Midway Alliance for Community Improvement.**

☐ **I prefer to remain anonymous.**

Please save this portion as your receipt acknowledging your tax deductible donation of \$ _____

Division-Midway Representative (print): _____

Division-Midway Representative(Signature): _____ **Date** _____

Division Midway Alliance for Community Improvement contact information:

Lori Boisen, Co-Chair, 503-760-7968, advertiseinthebag@hotmail.com

☐ **Please contact me regarding participation in the Division Midway Alliance Steering Committee.**

Thank you from the Division Midway Alliance for Community Improvement!

Human Solutions, Fiscal Agent
12350 SE Powell
Portland, Oregon 97236