



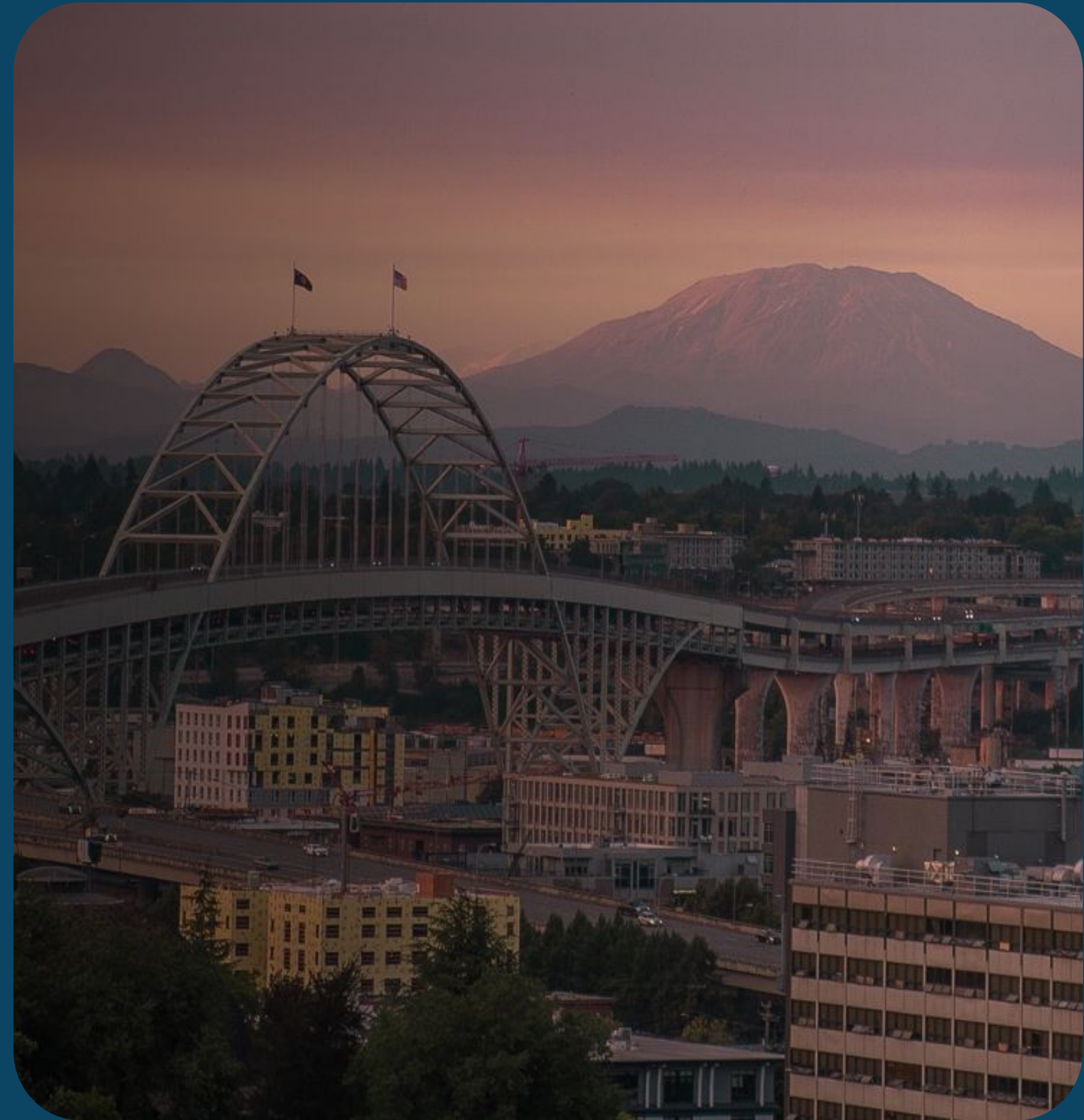
PORTLAND CENTRAL CITY TASK FORCE UPDATES

November 7, 2023

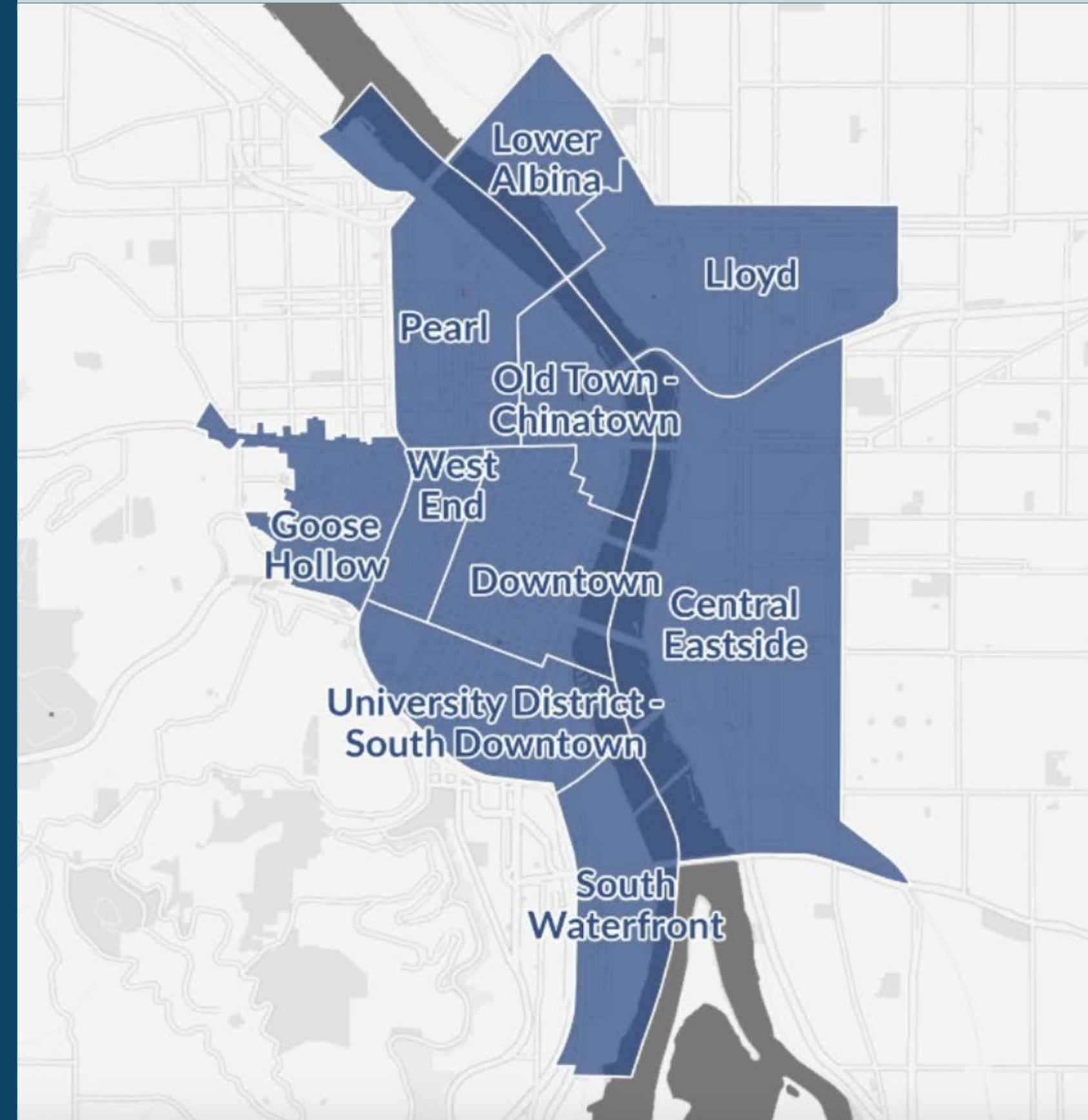
Presented by: Duncan Wyse, Oregon Business Council; Nolan Lienhart, ZGF Architects; Vanessa Sturgeon, TMT Development

The Task Force Charge

Articulate a compelling vision and develop a set of near-term, achievable strategies to revitalize the economic future of Portland's Central City with federal, state, and local government leaders, in partnership with private and non-profit stakeholders.



The Geographic Scope



Where We Stand

Oregon's Metro and Tri-County area:

- 43% of the state's population
- 56% of the state's GDP
- 51% of the state's employment

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February 4, 2023 at 6:00 am | Updated February 4, 2023 at 12:20 pm



Don't bet against Portland

“Like a phoenix from the ashes, Portland, Oregon is reemerging in 2023 with unprecedented growth in the food and beverage scene, both in quality and variety...One especially exciting trait of Portland’s new trajectory is how many of the new and rising businesses are owned and operated by BIPOC and LGBTQA+ trailblazers, reinforcing that a visit to Portland can suit every traveler...”

*“...this is a makers’ town at heart, with a craft scene that dates to the 1800s. Whether it’s sewing clothes, tempering artisanal chocolate or brewing craft beer, the folks here aren’t afraid to get their hands dirty. **It’s a land of forward-thinkers and freewheelers.**”*

Forbes

By the end of 2023, the Task Force will:

- 1.** Articulate a compelling vision for the role the Central City plays as a place for business, residence, education, arts, entertainment, and shopping and its linkages with the wider metropolitan region and the rest of Oregon.
- 2.** Identify critical steps to advance the vision around clean streets, violence and vandalism, houselessness, improve the city's taxes, and support new Central City attractions.
- 3.** Secure individual and organizational commitments by members in support of the implementation plan.
- 4.** The Task Force will develop a report for the Oregon Business Plan Leadership Summit on December 11th.
- 5.** Establish an on-going system for measuring and communicating progress beginning in 2024.

“The change is impossible to miss. The scale of the problem is enormous, and it is going to take time and more officer presence for certain, but the change is visible.”

-Vanessa Sturgeon, President and CEO of TMT Development (whose offices are located in Downtown Portland)



The Leadership Summit

Where: Moda Center in Portland's Rose Quarter

When: December 11 from 8:30 a.m. to 4 p.m. with a reception to follow

Registration:

<https://auctria.com/auction/OBPLeadershipSummit2023>



The Committees

Value Proposition

Chair: Nolan Lienhart,
ZGF Architects

Community Safety

Chairs: Rob Stuart, OnPoint
Community Credit Union;
Senate Majority Leader
Kate Lieber

Taxes for Services

Chair: Charles Wilhoite,
Willamette Management
Associates

Livable Neighborhoods

Chair: Vanessa Sturgeon,
TMT Development

Housing and Homelessness

Chair: Multnomah County
Chair Jessica Vega
Pederson

Value Proposition Committee

The Central City value proposition centers on our human desire to connect. Our charge was to advance a powerful and compelling vision for the future and identify key steps needed to achieve it, with a focus on employment, housing, shops and restaurants, arts and culture, education, and tourism.

Three Elements to Guide the Work

- **Gather and Connect:** Central City is a space for human connections.
- **Innovate and Concentrate:** Central City should be a thriving hub for education and innovation within the state.
- **Live:** Central City's neighborhoods are home to diverse residents who value their transportation choices and access to urban amenities.

Collecting Public Input

- **250+** people participated in listening sessions
- **9,000+** survey responses
- **48** Member Task Force
- **50+** additional people engaged in committees

Public Survey

- **Public safety** and **homelessness** were tied with **27%** of respondents rating each as their top concern, with **mental health** just a few percentage points behind.
- **Professional sports** were rated as the **number one amenity** by 48% percent of respondents, with **restaurants** as a **close second** at 44%.
- Conversely, respondents wanted to see improvements to the Central City's **shopping options**.

Arts and Culture as an Engine for Economic Development

By helping to bridge immediate post-COVID funding shortfalls and finding sources for no interest, short-term and long-term loans for capital projects and improvements, these organizations can get the support that they need.

With state and local government resources to support these public-private partnerships, our arts organizations have already indicated they will be more successful in generating funding from the private sector and philanthropists.

Livable Neighborhoods Committee

The Livable Neighborhoods Committee's charge is to outline key steps to restore Portland as one of the cleanest cities in the US, with recommendations to mobilize the state, metro, and local resources to the task. The committee will also include measurable clean-up goals, and a budget and staffing plan.

Challenges: Trash, waste, and graffiti

- Residents, employees, and visitors point to garbage and graffiti as being an impediment to frequenting our Central City.
- We're focused on garbage and graffiti along railways and on highways, particularly surrounding the airport.



Cleaning up Portland

Oregon Gov. Tina Kotek's office will take "immediate action" with Union Pacific to remove trash and clean up graffiti along railroad rights of way. The announcement came Monday afternoon following the third Portland Central City Task Force meeting. Currently, the governor's office and Union Pacific are identifying which areas to prioritize for cleanup.

KGW News

Examples from Livable Communities Committee

- Additional resources for ODOT dedicated to graffiti and litter removal
- Leveraging existing volunteer organizations, and removing barriers for their participation
- Create an “adopt a highway” program for corporate and philanthropic entities

A land of forward-thinkers

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Forbes