

Economic Development/ Small Business

POLICY AGENDA

OUR VALUES

Investing in a more resilient and equitable Portland

Downtown Portland, the core of the State's economy, is in crisis. Urgent actions are needed to return it to its previous status as one of the safest and most attractive downtowns to live, work, and play in the nation. Downtown will not recover if employees do not feel safe going to work, and if retailers are not able to operate successful businesses. We urge elected leaders to invest in basic services, housing development, and livability to build a more resilient economy for Portlanders. We support transitioning Portland's antiquated form of government to a modern structure that meets the needs of a growing, more diverse, population.

Everyone deserves a place to call home

A record number of Portlanders are homeless and in need of outreach, mental health, addiction, transitional shelter, and housing services. We call on elected officials at all levels to urgently implement the new homeless services program and invest in short- and long-term solutions to bring an end to the humanitarian crises. Leaders must adopt policies and practices that encourage housing development. The city must enforce the adopted urban camping policies to maintain and build community trust.

Make Portland safe for everyone

In 2021, Portland witnessed record gun violence and homicides, particularly in historically underserved communities. A rise in car thefts and break-ins are negatively impacting retail businesses across Portland. We urge the city and county to invest in building Portland's police force and district attorney's staff to the national average for communities of our size, along with investments in 311 and Portland Street Response. We reject the false trade-off between having a larger police force and a better, more equitable police culture. Portlanders want and should have both.

Working towards a better climate future

We recognize the critical challenges posed by the growing impacts of climate change. We support policies that promote collaboration with the private sector to innovate and invest in clean technologies that will accelerate reductions in carbon emissions and reduce dependence on fossil fuels.

Keep Portland moving

To stay competitive and build shared prosperity, our region must not let our transportation infrastructure fall further behind the rest of the country. We support data-driven policies at all levels of government that relieve congestion, reduce emissions, allow the efficient delivery of goods, and support historically underserved neighborhoods and communities.

Policy

PRIORITIES

- 1** Encourage a regulatory environment that fosters critical development throughout the region
- 2** Adopt policies that encourage technology and innovation
- 3** Create an economic landscape that allows small businesses to thrive
- 4** Support policies that encourage economic development in all parts of the region



PORTLAND
BUSINESS ALLIANCE

1 ENCOURAGE A REGULATORY ENVIRONMENT THAT FOSTERS CRITICAL DEVELOPMENT THROUGHOUT THE REGION

- Remove all barriers to support the development of large-scale housing in Portland to meet future workforce and population needs, including a faster permit review process.
- Reform and adopt policies to promote increased density within the Urban Growth Boundary to keep up with housing demand and make efficient use of existing infrastructure.
- Metro should use real-world industrial needs and market-based constraints when calculating buildable land supply to match the need for housing, industrial, and employment land within our region.

2 ADOPT POLICIES THAT ENCOURAGE TECHNOLOGY AND INNOVATION

- Prioritize the adoption of technology that supports smart city innovations, improving the everyday lives of all who live in our region.
- Accelerate the adoption of 5G in Portland and surrounding areas, especially in historically underserved parts in our region, including North Portland and East Multnomah County, as a way to incentivize growth of high-wage jobs.
- Create an Innovation Council within the City of Portland to support high-growth companies. Ensure that this council works with the mayor's office, a representative from each bureau, and key business and technology stakeholders.

These policy priorities and values are developed in active collaboration with members and community partners of Portland Business Alliance. Find out more: [PortlandAlliance.com/advocacy](https://portlandalliance.com/advocacy).

3 CREATE AN ECONOMIC LANDSCAPE THAT ALLOWS SMALL BUSINESSES TO THRIVE

- Support the reestablishment of a City of Portland Small Business Advisory Council.
- Create a small business liaison within Prosper Portland. Centralize small business services and citywide resources within Prosper Portland, including trainings on finances and alternatives for funding and loans, Human Resources, hiring, and marketing.
- Develop and implement affordable commercial-leasing options for small businesses, including small business zoning ordinances that encourage a variety of square footages in commercial spaces.
- Develop and implement programs to help small businesses move toward building ownership.

4 SUPPORT POLICIES THAT ENCOURAGE ECONOMIC DEVELOPMENT IN ALL PARTS OF THE REGION

- Adopt updated cannabis-industry regulations and policies that establish objective timelines for license processing and business transfers, and enforcement reforms that avoid license cancellations for minor violations.
- Support bringing a Major League Baseball team to the Portland region.
- Support equitable economic development throughout the region; specifically, funding critical services to the highest-need areas, especially East Multnomah County.
- Advocate for the adoption of equitable state-funding formulas designed to consider areas in need within high-population counties.

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