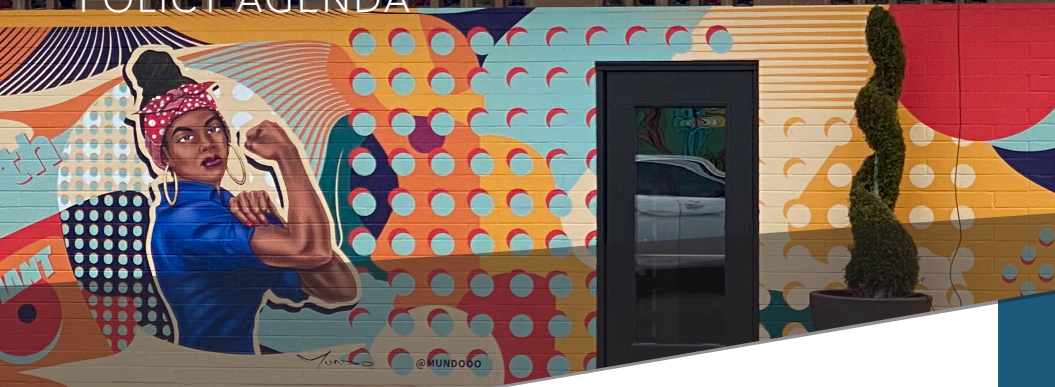


Black Economic Prosperity

POLICY AGENDA



“If we are to achieve justice that is lasting, and durable, we must include an unapologetic Black economic resilience agenda for our region. We know that the median household income of Black Portlanders is barely half that of white families and less than ALL other races. We know that access to capital, quality education and healthcare create additional challenges that dampen an already bleak economic outlook for Black Americans.”

“THE INVISIBLE KNEE” – A CALL TO ACTION FOR ECONOMIC EQUITY, JUNE 10, 2020

Driven by the call to action by Black board members of the Portland Business Alliance in June of 2020, our staff and board engaged in the critical work to draft a long-term plan that focuses on public-private partnerships to drive Black economic prosperity in our region.

The entire board of directors of Portland Business Alliance is making a 3-year financial commitment to build a plan that is focused on transparent and positive outcomes to grow prosperity for Black economic resilience in businesses located across the greater Portland region.

The plan includes a financial commitment by public and private partners to create a new role, Director of Black Economic Prosperity, and in partnership with NAMC and others build a data-driven roadmap. This new role and effort will inform a multi-year plan of accountability that utilize public-private partnerships to influence policies that address the needs of improving economic prosperity and resiliency for Black businesses and residents in the greater Portland region.

Policy PRIORITIES

- 1 Develop a regional Black Economic Prosperity dashboard
- 2 Develop a regional strategic plan for Black Economic Prosperity
- 3 Establish a new role and potential organization focused on doing this work



PORTLAND
BUSINESS ALLIANCE

Black Economic Prosperity Objectives:

1 DEVELOP A REGIONAL BLACK ECONOMIC PROSPERITY DASHBOARD

- Develop a dashboard that serves annually and in ten-year intervals, measuring key metrics of Regional Black Economic Prosperity to better understand the current economic state of Black residents in the Portland metro region. This dashboard will be updated annually and set to renew after ten years and will provide a tool for analyzing trends and reporting publicly on the status of Black economic prosperity.

2 DEVELOP A REGIONAL STRATEGIC PLAN FOR BLACK ECONOMIC PROSPERITY

- Develop a Regional Strategic Plan for Black Economic Prosperity that uses key metrics from the dashboard to address and define solutions and outcomes to improve economic prosperity factors for our Black residents.

SUCCESS FACTORS

Factors indicating return on investment will be:

- The creation of intergenerational wealth improvements.
- Jobs and business growth.
- Increase in philanthropic investment.
- Expansion of our tax base for Black residents in the greater Portland region.

The Portland Business Alliance is greater Portland's Chamber of Commerce. Our mission is to create opportunity and advance well-being for all who live and work in the greater Portland and SW Washington region. Our vision is a healthy and resilient business ecosystem. Visit PortlandAlliance.com for more information.

3 ESTABLISH A NEW ROLE AND POTENTIAL ORGANIZATION FOCUSED ON DOING THIS WORK

- Support the endowment of a fund to establish a new role and potential organization focused on developing the dashboard, strategic plan, and related work:
 - **Director, Black Economic Advancement:** Through private philanthropy, create and fund a new role, the Director, Black Economic Advancement whose job will be to develop the dashboard and strategic plan during an initial three-year incubation phase.
 - **Regional Center for Black Economic Advancement:** Following and/or concurrently being developed during the initial three-year phase, would be the initial planning and development of a public-private partnership that forms and establishes the Regional Center for Black Economic Advancement.

BLACK BUSINESS ASSOCIATION (B)IPOC

SEED INVESTORS

Portland Business Alliance
Philanthropy

BUSINESS CONDUIT

eg. National Association of
Minority Contractors

BBA

Advisory Board

- PBA board representatives (5)
- Small business representative
- Elected official
- Philanthropy representative
- Start-up representative
- Legal representative

PBA Staff

Director, Black Economic Prosperity

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