



Short-term demonstration project concept outline:

ECONOMIC PORTLAND: Portland Micro and Small Business Services Pilot

Description: *The project will increase the capabilities of Portland micro and small businesses by providing technical assistance services in the areas of marketing, management and contract procurement for a population of local entrepreneurs, without targeted restrictions such as geography, ethnicity, and income levels. It is anticipated that most of the participating businesses will be in the early start-up stage and/or will have less than two years of operating experience and are need of the following specific assistance that this project will provide:*

- **Outreach to new and existing businesses partners;**
- **Needs assessments;**
- **One-on-one technical assistance;**
- **Accessing capital;**
- **Marketing;**
- **Procurement/contracting;**
- **Certification processes;**
- **Workshops;**
- **Trade show presentations and development;**
- **Drafting reports, business plans, marketing plans, etc;**
- **Individual follow-up to address needs as they arise.**

Basis in Vision:

Economic Portland taught us that *“Portlanders support and protect the viability of local businesses to enhance a feeling of community, preserve the uniqueness of neighborhoods and allow for creativity among Portlanders.”* This pilot program takes the first step in giving local micro and small businesses additional resources to grow their business so in 2030, Portland small neighborhood enterprises are thriving in all geographic locations around the City.

Economic Portland points out that *“businesses reflect their communities’ values and resources and help to define and support their unique local identities.”* The businesses that do that the best are local micro and small businesses. The project achieves visionPDX’s core values of **equity and accessibility, sustainability, community connectedness, innovation and creativity.**

How does it work?

The Hispanic Metropolitan Chamber (HMC) would act as the prime contractor for all the participating Chambers (mentioned below) for a seven-month pilot project. The HMC will subcontract with AVITA (a local women-owned and operated economic development company that provides business services to women, minorities and people with disabilities-owned businesses.) Together HMC and AVITA will do the outreach and build partnerships with the below mentioned possible partners. HMC and AVITA will report to Council their progress in March 2008.

Short-term demonstration project criteria:

Investment by City	Public/private partnership	Community involvement / impact
\$250,000 to fund pilot project for 7 months, including outreach expenses as part of Fall BuMP. Followed by an on-going funding request as part of the next City budget.	City partnership with HMC and AVITA. Possible other partnerships that HMC will pursue include other Chambers and their members, PBA, APNBA, SBAC, PDC, SBA, PCC, Mt. Hood CC, Small Business Development Centers, minority media.	Outreach and promotion will be done to community, asking them to take advantage of this service. Community will have thriving local businesses that define their identity and City gains taxable income to reinvest in City/community projects.