

WHO BENEFITS?

We all benefit

In addition to the funding NPI brings directly into the community, investments made with this funding have shown significant returns historically. The Main Street® approach, on which the NPI is loosely based, has delivered a return of \$25 for every dollar invested through its history. This yields benefits that everyone can enjoy.

Property Owners

Built improvements for the district
Increased occupancy rates
Reduced vandalism/crime
Better image to the public
Increased property values

Neighborhood Residents

Built improvements for the district
Better local marketplace
Local pride in community
A communication network
Opportunity to advocate for community
Increased home values

Retail & Service Business Owners

Built improvements for the district
Increased traffic and sales
Improved mix of businesses
Enhanced district image
District market strategies
Direct business assistance
Healthier local economy
More business

**For more information and to be involved,
please contact:**

Teri Duffy
Division Street NPI
503-543-7843
duffy@centurytel.net

How you can help

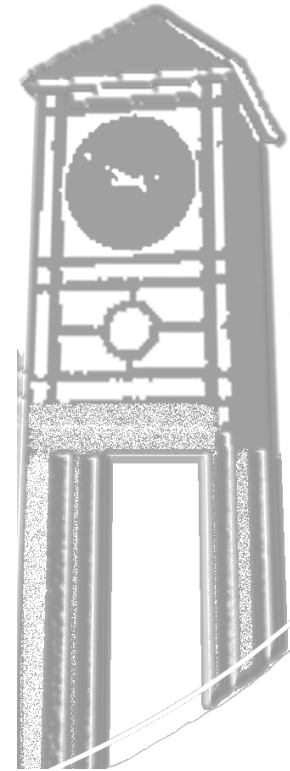
The core of the NPI, and what makes it unique is the community-driven investment process. To succeed in this process, we need members from ALL parts of the community.

- We want you to be involved, if you're interested please let us know.
- Read about the Neighborhood Prosperity Initiative at www.pdc.us/bus_ser/npi.asp
- Join the NPI District Organizing Committee and help determine the future economic development efforts and capital improvement projects in the neighborhood.
- **Attend the Division Street NPI Community Meetings on Monday, January 23, 2012 and Thursday, February 16, 2012 from 6:00 to 8:00 PM at the David Douglas School District Administration office at 1500 SE 130th. Ave. in the Board Room.**

Current consulting partners for the SE Division Street NPI District are:

Centennial Community Association
City of Portland
David Douglas School District
East Portland Action Plan Committee
East Portland Chamber of Commerce
Gateway Area Business Association
Hazelwood Neighborhood Association
Human Solutions, Inc.
Midway Business Association
Portland Development Commission
Powellhurst-Gilbert Neighborhood Association
Second Stories

SE Division Street Neighborhood Prosperity Initiative



Good Things are Happening in the Neighborhood

SE DIVISION ST. NEIGHBORHOOD PROSPERITY INITIATIVE

Creating a Prosperous, Local Sustainable Community for the SE Division Street District

What is the Neighborhood Prosperity Initiative (NPI)?

Recently the City of Portland designated SE Division Street from 124th to 148th Ave. a Neighborhood Prosperity Initiative (NPI) District.

The goal of the NPI is to strengthen the neighborhood commercial district through community-led, economic development efforts.

Specifically, the SE Division Street Neighborhood Prosperity Initiative will:

- Increase the visibility and the economic competitiveness of the Business district.
- Produce family wage jobs.
- Strengthen existing local businesses.
- Grow new small businesses.
- Fill vacant business properties and redevelop commercial and industrial space.
- Provide the products and services neighborhood residents need and desire.

What do we need to do?

- **Engage all community members in the NPI process.** Though the initiative makes strategic investments in the business district, it is a community-wide effort lead by a diverse group of local commercial property owners, business, neighborhood associations, community residents and nonprofit organizations. Anyone with a stake in the SE Division Street NPI District is welcome to participate!
- **Develop a broad vision for the district.** This vision will guide the goals, activities, and benchmarks of the NPI initiative moving forward.
- **Recruit 5-10 community members to participate in leadership training.** Volunteers will dedicate approximately 20 hours of time per month through June of 2012.
- **Determine or create an organization to oversee investments.** The organization will be collaborative and reflect the full diversity of the SE Division Street community.
- **Identify the NPI investment area.** Community members will identify the commercial areas consistent with a collaborative vision for the district.
- **Agree to ongoing fundraising to support NPI programming.** While the investment funds are allocated to the community by the City of Portland, we are responsible for raising funds to administer the initiative (approx. \$15k-30k each year which then will be matched by the City).

What do we get in return?

- **An estimated \$1,000,000 in investment funds over 7 years.** Investments with these funds will be community driven to strengthen grassroots economic development.
- **Training and capacity-building.** The City of Portland will provide support and training for the newly formed organization to capitalize on fundraising, leadership, visioning, sustainability, and more.
- **Direct business support.** Businesses in the district are eligible for free business development consultation, business assessment, tax and legal advice, market research and bookkeeping, amongst other services.
- **Visibility.** With increased interest by City agencies in our community and with the on-the-ground improvements to the business district, we create a powerful platform to draw attention to our area in a positive way.

For more information and to be involved, please attend community meetings on:

**Monday, January 23, 2012
and Thursday, February 16, 2012
from 6:00 to 8:00 PM
at the David Douglas School District
office at 1500 SE 130th. Ave.**