

## Small Business Update June 2010

This quarterly report highlights PDC's work with the small business community, particularly within the context of the city's economic development strategy's three core areas: business competitiveness, healthy neighborhoods, and urban innovation. For more information, contact Kate Deane, 503-823-3313 or [deanek@pdc.us](mailto:deanek@pdc.us).



### Healthy Neighborhoods: Main Street Districts

Congratulations to St. John's Main Streets Coalition, NE Alberta Main Street Program and Hillsdale Community Foundation as the initial districts to launch the Portland Main Street program, which will be the first urban Green Main Street program in the country.

Portland Main Street is a neighborhood commercial district program based on the very successful Main Street® approach used in towns and cities across America to revitalize older, traditional business districts through organization, promotion, design and economic restructuring. Portland Main Street follows the lead of urban main street programs in Boston, Chicago, Baltimore and Washington DC, while adding its own unique approach and emphasis on sustainability.

Services for the newly-selected districts begin in July with board training. Each of the new Main Street program areas will receive considerable financial and technical assistance and intensive training to embrace and promote its unique assets, while also capitalizing on the abilities of residents, business owners, and volunteers who work and live in the business district.

The Main Street program has financial support from the city's General Fund, and is closely tied to the Portland Economic Development Strategy, which calls out 20-minute neighborhoods, vibrant commercial corridors and healthy neighborhood businesses as a key objective.



Left to right: Larry Holmes, President of Vernon Neighborhood Assn., Sara Wittenberg, resident, Stacey Matney, Co Chair Alberta Bus. Assn., Diane Coward, Co Chair Alberta Bus. Assn., Mayor Adams, Paige Coleman, NE Neighbors, and Pasquale Jenkins, Executive Director, Sabin CDC.

### PDC loans and grants spark \$11M in private investment

#### July 2009 - June 2010 PDC Business Assistance

BUSINESS LOANS	SMALL BUSINESSES (less than 50 empl)	ALL BUSINESSES
# of Business Loan Commitments	30	33
# of Business Loan Commitments to Cluster Firms	13	15
Business Loan Commitment Amount	\$2,639,500	\$3,442,500
% Business Loans	91%	100%
Projected Amount of Private Funding Leveraged	\$10,225,188	\$11,043,497
Jobs Projected to be Retained or Created	377	845
STOREFRONT IMPROVEMENT GRANTS		
# of Storefront Projects Receiving Fund Commitments	162	185
% of Storefront Grants	88%	100%
DEVELOPMENT OPPORTUNITY SERVICES (DOS) GRANTS		
# of DOS Grants to Businesses	9	26
Amount of Funds Committed	\$74,218	\$267,554

Note: projected leverage is less than previously reported due to a loan with substantial projected leverage not moving forward.

### Business Portland Expands

([www.portland4biz.com](http://www.portland4biz.com)), an online resource for Portland businesses, has expanded to include PDX Businesses Connect, a moderated marketplace for business to business opportunities; discussion forums for the business community; and a business directory to promote products and services. A companion Business Hotline, 503-865-4BIZ (4249) helps businesses navigate the many city resources available to them.



## Business Competitiveness: Anvil Media

Anvil Media

**Founded: 2000**

**Employees: 17  
(+23 projected)**

**Specialty: Search  
engine marketing**



Founded in 2000 by serial small-business founder Kent Lewis (eROI, Wave Rock Communications, Formic Media) Anvil Media, Inc. is a search engine marketing (SEM) agency specializing in search engine optimization, pay-per-click management, search engine marketing/public relations, online reputation management and social media marketing services. Anvil helps build its clients' businesses by applying a breadth of SEM strategies and tactics, as well as a unique background in marketing and e-business consulting.

Thanks to the exponential growth of web-centric businesses, Anvil Media was well-positioned to expand when Lewis approached PDC for assistance in financing the company's expansion into a 9,000 square foot, two story office building at 310 NE Failing (one block off MLK) in the Oregon Convention Center Urban Renewal Area. With salaries that on average exceed 300 percent of Oregon's minimum wage, the company is adding valuable employment and revenue for the high tech cluster, one of the four key industry areas that are central to the city's five-year economic development strategy.

"As a resident of NE Portland, I've wanted to move my companies, Anvil and Formic Media, to my neighborhood," said Lewis. "I had a unique opportunity to invest in a new 'dream' building off MLK, but finances were tight without PDC's help. Now both companies are at home in The Anvil Building, where we've won new business, hired more full-time employees, and hold monthly seminars to help area business owners discover the benefits of search engine and social media marketing in helping grow their own companies."

**"I'm grateful to PDC  
for helping us invest  
in a 'dream' building  
in our neighborhood!"**

*Kent Lewis, Anvil Media*

## Healthy Neighborhoods: Littles Pediatrics

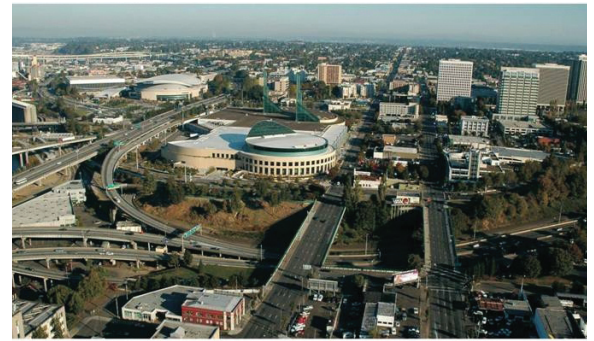
As the owner and operator of Littles Pediatrics, Dr. Christie Hudson's goal is to run a small, successful pediatric practice, providing innovative, excellent, and individually-tailored pediatric medical care that is compassionate, creative, collaborative and sustainable.

PDC loan funds have helped Dr. Hudson make tenant improvements to her small clinic in the HUB building on North Williams, and will provide working capital as she stabilizes the business.

Dr. Christie Hudson's "micropractice" brings home both the concept of a 20-minute neighborhood and the literal health of the neighborhood, offering families the opportunity to celebrate and nurture their children as whole beings, foster creativity in daily life (from the art that occurs with finger-paint, paper and a child's hands to the art of parenting), enhance their child's wellness, and participate in a unique kind of health care experience.

## Urban Innovation: Lloyd Eco District moves ahead

While urban innovation takes many forms, new ways of thinking about the connection between buildings, infrastructure and people are always at its core. Eco districts are one such way to reconsider neighborhood development – through the context of a broad, shared commitment to accelerate neighborhood-scale sustainability. Initial steps may sound "wonky" – but the ultimate goal of an eco district is to develop integrated policy goals around climate change, green building, mobility, watershed and ecosystem health, economic development, and community wellbeing.



*Lloyd Eco District Aerial*

With a finalized assessment of the potential of an eco district in the Lloyd area (completed by Oregon Solutions, a State of Oregon-funded organization associated with the National Policy Consensus Center at Portland State University), the development of the Lloyd Eco District Pilot Program is now moving ahead. Three showcase projects are at the center of current work: stormwater management district-wide, district energy, and a multi-URA food waste study.

Portland Sustainability Institute, in cooperation with PDC, will lead the three-year Lloyd EcoDistrict Pilot to achieve the goals and objectives set forth in the Oregon Solution process and move the Lloyd District toward a district-wide sustainable neighborhood.

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