

Order 263-18/19  
Passage: 9-0 on 6/17/2019

Effective 6/27/2019

ETHAN K. STRIMLING (MAYOR)  
BELINDA S. RAY (1)  
SPENCER R. THIBODEAU (2)  
BRIAN E. BATSON (3)  
JUSTIN COSTA (4)

**CITY OF PORTLAND  
IN THE CITY COUNCIL**

KIMBERLY COOK (5)  
JILL C. DUSON (A/L)  
PIOUS ALI (A/L)  
NICHOLAS M. MAVODONES, JR (A/L)

**ORDER ADOPTING DEVELOPMENT PROGRAM FOR  
PORTLAND DOWNTOWN  
FOR FISCAL YEAR 2019-2020**

**ORDERED**, pursuant to 30-A M.R.S. Section 5224, after public hearing, the City Council of the City of Portland hereby adopts the Development Program submitted by the City Manager, a copy of which is attached hereto, for the Downtown Improvement District, Inc. doing business as Portland Downtown for fiscal year 2019-2020.



May 15, 2019

Portland Downtown, a 501c4 nonprofit development district, has been serving the Portland community since 1992. Dedicated to economic revitalization and the provision of a clean, safe, and vibrant downtown, we are proud to work alongside the City of Portland and other nonprofit partners as we deliver a supplemental level of programs and services to our downtown stakeholders. As a 501c4 nonprofit, the impact of our programs and reach of our mission goes beyond the direct benefit of our constituents to ensure that the entire community is bolstered by our good work. Whether it is our Cadet Program in partnership with the Portland Police Department, our Peer Outreach Worker Program in partnership in with Amistad, or our Graffiti Busters program in Partnership with LearningWorks, we aim to enhance our community through strategic collaborations that contribute positively to the greater good.

Portland Downtown's Board of Directors is comprised of nearly twenty volunteers who provide oversight, transparency, and direction to our dedicated staff. The Portland City Council reviews our budget and development plan on an annual basis, as well as the Master and Supplemental Services Contracts that provide a framework for our continued partnership with the municipality. For more than 25 years, Portland Downtown has responded to the needs of the community, invested at every level, and has been a cheerleader – helping the downtown transform into thriving economic engine and global destination.

Fiscal year 2019 was a year of dramatic growth and progress. As of July 1st, our district is larger than it has ever been – now totaling 938 properties, which includes residential, commercial, nonprofit, and governmental uses. With the expansion came a heightened level of awareness of how we can increase our visibility and value to our stakeholders. We added a new Winter Lights display in Pleasant Street Park and in

summer of 2019, you'll see our logo proudly displayed on the vests worn by the downtown public works crew. We also looked very closely at all of our events this year to see how we could make improvements for our sponsors, attendees, and participating businesses. As a result, Merry Madness was sold out and we raised more than \$13,000 for local nonprofits through our two Shop For A Cause events. In an effort to streamline our Board elections process, our Marketing Director, Adam MacDonald developed an on-line nominations form, which has improved our elections process and resulted in a robust board slate for our upcoming FY20 elections.

In an effort to respond nimbly to the challenges our community faces, we hosted Cultivating Compassion, a series of conversations about homelessness in Portland, in partnership with Homeless Voices for Justice. Amy Geren, our Program Manager, used the results of our annual Cadet Program evaluations to identify a need for outreach as an additional service in downtown. We partnered with Amistad to develop a Peer Outreach Worker (POW) program and were awarded a CDBG grant to help kick-start our efforts. We look forward to continuing to do all we can to leverage our collective assets to help the most vulnerable members of our community, while also recognizing the importance of safety for all who live, work, and visit downtown.

With a new fiscal year right around the corner, our board of directors is eager to turn their attention to our future vision as we embark on a new 5-year strategic planning process. We will be utilizing surveys, focus groups, and personal interviews to gather data, which will be essential to ensure we are delivering programs and services that are of benefit to our stakeholders and community. We will also focus on beautification and transportation, with the hope of adding new flower planters, updated pedestrian wayfinding and additional bicycle parking in downtown – as well as launching a multi-modal transportation campaign this fall. Partnering with the City of Portland on these efforts will help us amplify the outcomes and ensure a transparent and cooperative process.

We come into this new fiscal year with a refreshed and updated contract with the City of Portland. At last year's City Council meeting where our contracts were up for approval, Councilor Duson suggested that we do a deep-dive and review our Master

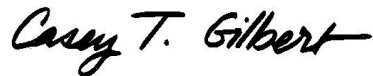
and Supplemental Services Contracts. Through an ad-hoc committee of Portland Downtown and via months of conversations and collaborations with the City of Portland, we are delighted to present the Council with a streamlined contract that has been unanimously approved by our Board of Directors and given the thumbs up by the City's Finance Department, Economic Development Department, Public Works, Parks Recreations and Facilities, Corporation Counsel – among others. It was a mighty effort with an outstanding outcome.

Though we have come a long way in 25 years – our work is not done. It is never done. While the issues of 10 years ago may be in our rearview mirror, there are still pressing problems to solve today – and we stand ready to work alongside the City of Portland as a partner to help address those challenges. Thank you for your continued partnership – we look forward to all we can accomplish together in the years to come.

Respectfully,

A handwritten signature in black ink, appearing to read 'Kim Volk', with a stylized, flowing script.

Kim Volk, Board Chair

A handwritten signature in black ink, reading 'Casey T. Gilbert', in a cursive script.

Casey Gilbert, Executive Director