

Order 269-14/15

Passage as amended: 9-0 on 6/25/2015

Effective 7/5/2015

MICHAEL F. BRENNAN. (MAYOR)
KEVIN J. DONOGHUE (1)
DAVID A. MARSHALL (2)
EDWARD J. SUSLOVIC (3)
JUSTIN COSTA (4)

CITY OF PORTLAND
IN THE CITY COUNCIL

DAVID BRENERMAN (5)
JILL C. DUSON (A/L)
JON HINCK (A/L)
NICHOLAS M. MAVODONES, JR. (A/L)

**ORDER ADOPTING DEVELOPMENT PROGRAM FOR
THE PORTLAND DOWNTOWN DISTRICT
FOR FISCAL YEAR 2015-2016**

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 Acting City Manager, a copy of which is attached hereto, for the Portland Downtown District for fiscal year 2015-2016.



Mayor Brennan and City Councilors
May 2015

Board President
Michael Mastronardi

Executive Director
Steve Hewins

Portland's Downtown District anticipates a robust 2016 operating year. We will be starting with a new executive director and several new staff. Over the past year our board has expanded and we continue to add talented people from all sectors of downtown Portland. I am pleased to report that the assessment mil rate of .92 for Portland's Downtown District (PDD) remains flat again this year.

We continue to focus our funds and staff on our core mission:

Portland's Downtown District is in the business of maintaining a clean and safe downtown while building and promoting a vibrant business, residential and tourism destination.

As Portland evolves, the economic vitality of the downtown continues to be driven largely by independent small businesses. Our vibrant restaurant, shopping, arts and entertainment scene is dependent upon maintaining and growing our residential, visitor and customer base. We have targeted downtown marketing as a key focus for us this year. We will soon launch a new website and a formal marketing plan to more effectively support downtown businesses.

PDD also is a leader in maintaining a clean and safe downtown. In this effort we partner with the City of Portland through our Master, Baseline and Supplemental Service Agreements. We are assisting the city in managing downtown maintenance by monitoring the new "See, Click and Fix" software and tracking issues that fall within PDD more closely. We doubled the number of police cadets we have working alongside the police department and expanded their hours from 1000am to 800pm. Our mutual goal is to create a downtown environment that exceeds our resident's expectations, allows our businesses to thrive and property owners to continue investing in Portland.

Through our collaboration with the city and local organizations like Creative Portland, the Chamber of Commerce, Portland Metro, and the Convention and Visitors Bureau, we market downtown Portland as a destination for visitors near and far. PDD produces free special events including the Christmas Tree Lighting and the Old Port Festival, and support many others such as the Art Walk.

Our Downtown Visitor Guides will continue to offer one-on-one personalized information services and assistance throughout the peak tourism season. We also produce and distribute over 160,000 copies of our popular Visitor Guide book. Our website, Portlandmaine.com, which will be re-launched in June, is one of the most actively visited in the region.

We continue to work collaboratively with property owners, city departments and community organizations to address ongoing issues such as parking, transportation, graffiti removal, recycling, homelessness, open space, nuisance crimes and safety.

These efforts are needed to support residents and to encourage more people to come downtown or to stay after work. Perhaps more importantly these efforts support the Portland 'brand' – Yes, Life's Good Here. The attractiveness of the city, relative safety, accessibility to visitors for food, lodging, shopping, arts and entertainment are all important to the vibrancy of the city. We will continue to advocate for public policies that support these objectives.

Finally, we are very appreciative of our strong working relationship with the City of Portland, both staff and elected officials. We could not accomplish our mission without this cooperation and mutual support. We look forward to an exceptional 2015-16!

Sincerely,

Michael Mastronardi
Board Chair, Portland's Downtown District
Board Chair

