

Economic Development Strategy

City of Portland, Maine

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Economic Development Strategy

City of Portland, Maine

- Façade Improvement Program
- Business Assistance Program
- Child Care Priority
- Employment Development Program

Façade Improvement Program

- **Goal:** Strengthen the revitalization of Congress Street from Washington Avenue to Weymouth Street, including the Congress Street historic district
- **Means:** Grant funds and design assistance to property and business owners to be matched by their equal or greater investment to restore/renovate commercial storefronts
- **Objective:** Encourage private investment; Enhance the streetscape; Reduce vacancies; Expand worker & shopper populations; Strengthen original or historic character; Provide a catalyst for others to improve their buildings
- **HUD Eligible Activity:** 16B Non-Residential Historic Preservation
- **HUD National Objective:** SBS Slum/Blight Spot Benefit
- **Documentation:** Documented slum or blight of building prior to renovations; Historically appropriate renovations; Davis Bacon paperwork

Business Assistance Program

- **Goal:** Create permanent net new jobs in Portland businesses
- **Means:** Grant funds to new and expanding for profit Portland businesses for projects that result in the creation of permanent net new jobs. Private match is required that is at least equal to the grant requested.
- **Objective:** 51% of jobs created to go low/mod income Portland residents; Assist businesses form and expand; Leverage private investment to assist business growth; Help small businesses establish credit; Enhance the health and vitality of Portland's economy
- **HUD Eligible Activity:** 18A Direct Financial Assistance to For-Profits
- **HUD National Objective:** LMJ Low/Mod Job Benefit
- **Documentation:** Baseline payroll; Summary of new hires including: average number of hours worked, positions and whether they receive healthcare benefits; Income certification of new hires including race, ethnicity and whether they were employed prior to hire

Child Care Priority

- **Goal:** Create or provide subsidized child care services in high quality programs to Portland low/mod families
- **Means:** Grant funds to subsidize existing child care slots or to pay for the creation or expansion of programs to create new child care slots in Portland to be made available to Portland low/mod residents
- **Objective:** 100% of families assisted would receive subsidized child care for a limited period of time to help them **seek or maintain employment, participate in education or training, overcome an illness or crisis, or while waiting to be approved for other state subsidies**
- **HUD Eligible Activity:** 05L Child Care Services
- **HUD National Objective:** LMC Low/Mod Clientele
- **Documentation:** Income certification for assisted families including race, ethnicity, number of persons in family, residency, and other subsidies

Employment Development Program

- **Goal:** Fund projects that create employment opportunities that move Portland residents out of poverty into sustained employment and financial stability
- **Means:** Grant funds to invest in businesses to expand or create net new jobs; train employees for new jobs; provide services to potential workers needs to improve professional capacity, financial stability or job retention
- **Objectives:**
 - Invest in a) businesses to enable them to expand and create jobs or b) the creation of a microenterprise business, as eligible by HUD regulations;
 - Fill the net new jobs with 66% low to moderate income Portland residents with preference for homeless persons, New Americans, or Single-parent head of households;
 - Provide a continuum of services to increase a potential employee's professional capacity, financial stability, and ability to maintain employment through
 - career advancement (education, job training, GED attainment, ESL, etc.)
 - financial stability (budgeting, financial planning, taxes etc.)
 - job retention services (childcare, transportation, etc.)

Goal: Invest in businesses to create net new jobs or to create new microenterprise businesses, and fill those jobs with low to moderate income, homeless, New American, or single parent Portland residents.

Development Funds

\$300,000 available

Outcome Option 1:

Creation or expansion of microenterprise businesses (5 or fewer employees, owner is LMI)

Eligible activities (570.201(o)):
Assistance to recipient or through public/pvt org. to facilitate economic dev by providing:

- i. Credit , including but not limited to grants, loans & financial support for establishment, stabilization and expansion of microenterprises
- ii. Technical assistance, advice & business support services to owners and persons developing a microenterprise
- iii. Support including but not limited to peer support, counseling, childcare, transportation and similar services to owners and persons developing a microenterprise

Outcome Option 2:

Creation of net new jobs as a result of expansion of existing businesses (more than 5 employees)

Eligible activities (570.203):
b. Provision of assistance to private for-profit business including but not limited to grants, loans, technical assistance and other forms of support
c. Economic development services including screening, referral and placement of applicants for employment opportunities generated by CDBG eligible economic development for the costs of providing necessary training for persons filling positions.*

*Must meet public benefit requirements

Social Services Funds

\$100,000 available

Outcomes: Employment for low income Portland residents
Increase in income
12 month job retention

Eligible activities: 570.201 (e):
Provision of public services (including labor, supplies and materials) including but not limited to those concerned with employment, child care, education, etc.

Program specific:

Job retention support (childcare, bus passes , work environment norms etc.)
Career advancement services (job training, ESL, etc.)
Financial services (improving financial literacy, etc.)

Employment Development Program

Microenterprise

HUD Eligible

Activity: 18C

Microenterprise
Assistance

National Objective:

LMCMC Low/Mod

Micro-business Benefit

Job Creation

HUD Eligible

Activity: 18A Direct
Financial Assistance
to For-Profits or 18B
Technical Assistance

National Objective:

LMJ Low/Mod Jobs
Benefit

Job Support Services

HUD Eligible

Activity: 05 Public
Services, 05H
Training

National Objective:

LMC Low/Mod
Limited Clientele
Benefit

Employment Development Program

Portland Microenterprise Assistance Program,

\$60,000 target LMI New Americans and women

Serve 21 individuals, of which 7 will create microenterprises.

Services: Create Micron enterprises, Farm training, IDA enrollment, Financial counseling and Business counseling

Portland Jobs Alliance: Job Creation

\$240,000 provide employment services to promote access to LMI job seekers, target homeless, new Americans and single parent head of households

Services: Create 25 net new FTE jobs, Market forms of assistance, Screen applicants for jobs, On-the-job training, Job specific training, Management of assisted activities

Portland Jobs Alliance: Support Services

\$100,000 to provide support services to job seekers

Services:
Intake/Screening;
Create Employment Development Plans,
Basic Job Training,
Financial Literacy Training, Job Retention Support Services,
Internships,
Transportation,
Childcare

Economic Development Strategies

- Any questions?