



PORTLAND
BUSINESS ALLIANCE

FORUM BREAKFAST

State of Oregon's Black Economy



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State of Oregon's Black Economy 2023



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Good morning and thank you for this opportunity to present the State of Oregon's Black Economy 2023. I want to thank the staff and Board of Directors of the Portland Business Alliance for their support, and for putting together this historical event. I also want to thank the staff and Board of Directors of the National Association of Minority Contractors for their support and partnership. I want to thank Alaska Airlines, the Portland Tribune, US Bank and The Oregonian for sponsoring this event, and I want to thank each one of you for being here this morning. **Next Slide**



On May 25, 2020, George Floyd, a 46-year-old black man, was murdered in Minneapolis, Minnesota by four police officers. Floyd's murder led to world-wide demonstrations against police brutality, police racism, and lack of police accountability. This tragic event served as a wake-up call for people around the world to take a stand and demand an end to systemic anti-black racism and violence at the hands of rogue police officers. In Portland, this event not only incited a movement to bring about social justice, but also a movement to bring about economic justice for Black businesses and residents that have not been afforded ample opportunities to grow and prosper in the Portland region. **Next Slide**



On June 9, 2020, Black members, and past Chairs of the Portland Business Alliance, Alando Simpson, Andrew Colas, Sam Brooks, Charles Wilhoite and Janet Campbell, were propelled to issue a call-to-action for economic justice in the Portland region.

On June 10, 2020, members of Portland Business Alliance, the largest chamber of commerce in Oregon, answered the call-to-action and came together to lay the groundwork for an economic agenda that would create an inclusive economy for all Oregonians. Thus, began the development of the Black Economic Prosperity Agenda.

Driven by the call-to-action, over the course of eight weeks, the PBA staff and board members conducted several work sessions focused on building an agenda and drafting a plan focused on Black economic prosperity, specifically as it pertains to private-sector businesses in the greater Portland region. What I am going to present to you this morning is the long-term roadmap that will inform a multi-year plan that will utilize public-private partnerships to influence action and policies that will improve economic prosperity for Black businesses and residents in the greater Portland region and beyond. **Next Slide**

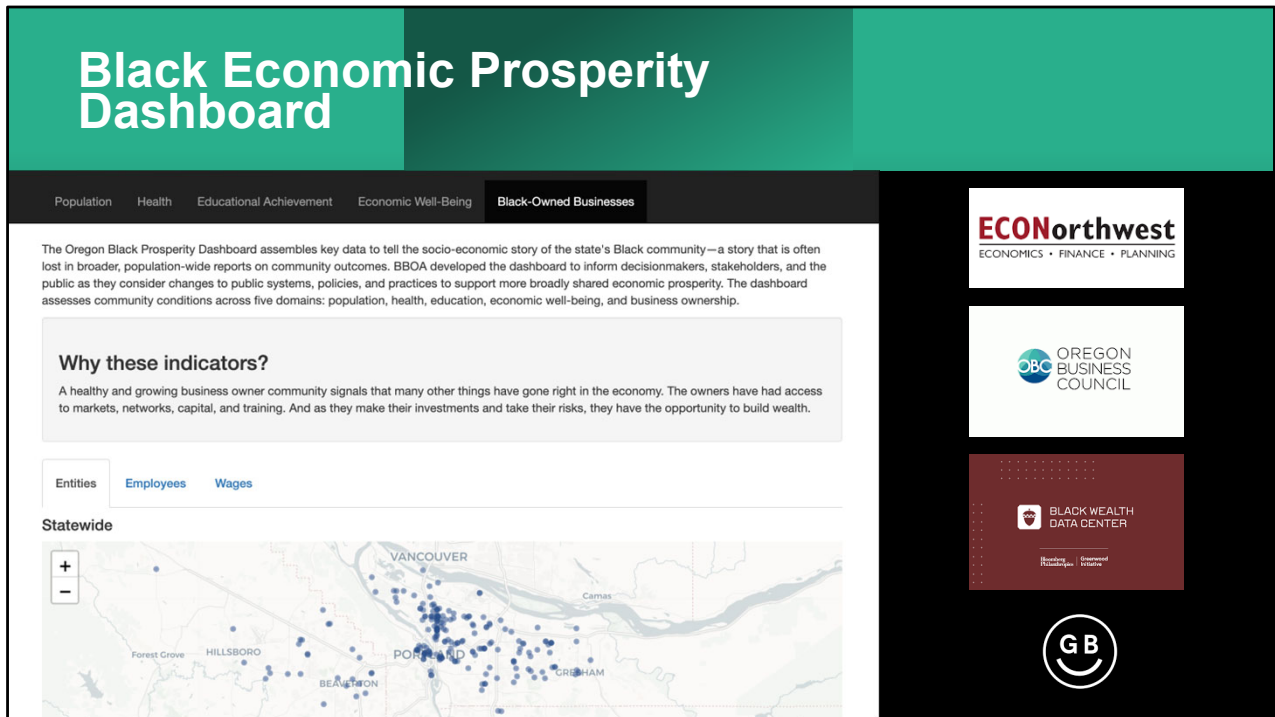


Black Economic Prosperity Agenda

1. Develop a Regional Black Economic Dashboard
2. Develop a Regional Strategic Plan for Black Economic Prosperity
3. Establish a New Role and Potential Organization to do the work including a Regional Center for Black Economic Advancement

The Black Economic Prosperity Agenda has three major objectives:

1. Develop a Regional Black Economic Dashboard that will measure key metrics of Regional Black Economic Prosperity in Oregon. This dashboard will help us to better understand the current economic state of Black residents in the Portland metro region and across the state. This dashboard will be updated annually and set to renew after ten years. It will be a tool for analyzing trends and reporting publicly on the status of Black economic prosperity in Oregon.
2. Develop a Regional Strategic Plan for Black Economic Prosperity that uses key metrics from the dashboard to address and define solutions and outcomes to improve economic prosperity for Black businesses and residents in Oregon.
3. Establish a new role and potential organization focused on developing the dashboard, strategic plan, and Regional Center for Black Economic Advancement. Here is where we currently stand on these objectives. **Next Slide**



In 2022, The Black Business Association of Oregon hired John Topanga and the ECONorthwest team to develop the Black Economic Prosperity Dashboard. In doing this work, the Oregon Business Council has off-set some the cost associated with the project, the Black Wealth Data Center, which is funded by the Bloomberg Philanthropies Greenwood Initiatives, is providing some of the data for the dashboard, and the Good Brand International Studios is providing visual content and will embed the dashboard into our website. What you see before is a draft snapshot of how the dashboard will look.

The major data categories the dashboard will track are: Black Population, Black Health, Black Education Achievement, and Black Owned Businesses. There will be subcategories under each section that will be tracked as well. The dashboard is over 70% complete and we anticipate it will be added to our website within the next two months. We will then schedule a grand reveal introducing the dashboard to the public in the Spring. **Next Slide**

Regional Strategic Plan



**Business Retention
and Expansion**



**Entrepreneurial
Development**



**Workforce
Development**



**Black Business
Recruiting**

Following the completion of the Regional Black Economic Prosperity Dashboard, a strategic plan will be developed. This plan will advance our goals as an organization based on data from the dashboard.

The strategic plan will be built on the best practices of economic development which are:

1. Business Retention and Expansion
2. Entrepreneurial Development
3. Workforce Development
4. Black Business Recruiting

The strategic plan will be developed as part of a collaborative, transparent process with a focus on generating measurable economic gains for Black residents, with results directly connected to the dashboard. The plan will require shifts in investment, policies and practices from both private, nonprofit, and public organizations. We will begin the initial phase of the strategic planning process this Spring. **Next Slide**



In November 2021, I was fortunate to be chosen to fill the new role of Executive Director for the Black Business Association of Oregon. On February 7, 2022, we began the journey to build the organization, develop the dashboard, strategic plan, and Regional Center. In this short time with the help of the PBA, NAMC, and the attorneys of Miller-Nash, Graham and Dunn we were able complete the legal process and now we are an official Oregon non-profit economic development organization.

In November 2022, we hired Sommer Martin as the Director of Communications, whose communication strategy has attracted a significant amount of interest from businesses, non- profit organizations and individuals across the state of Oregon. We are proud to have as a key member of our staff.

This year our goal is to increase our capacity and reach, by hiring additional staff which will include a Director of Business Retention and Expansion and a Director of Workforce Development. **Next Slide**

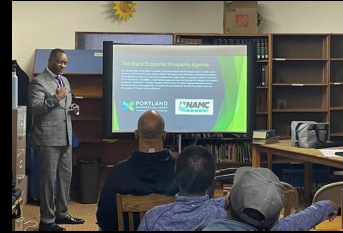


The founding Board of our organization consist of some of the most dynamic leaders in Oregon. They are:

- Alando Simpson, Chair, CEO, COR Recycling and Disposal
- Andrew Colas, Vice Chair, President, Colas Construction
- Karis Stoudamire-Phillips, Secretary, Vice President, DEI and Community Initiatives, Moda Health
- Angela Nelson, Treasurer, Vice President, Equity, Diversity, and Inclusion Travel Portland
- Andrew Hoan, President, and CEO Portland Business Alliance
- Nate McCoy, Executive Director, National Association of Minority Contractors- Oregon Chapter
- Charles Wilhoite, Managing Director, Willamette Management Associates
- Orlando Williams, President, and CEO, Motus Recruiting and Staffing, Inc.

We are fortunate to have the leadership and support of such a talented group of individuals as a part of our organization. In addition, they understand the meaning of unity which is evident in their green and black attire. **Next slide**

Regional Center for Black Advancement

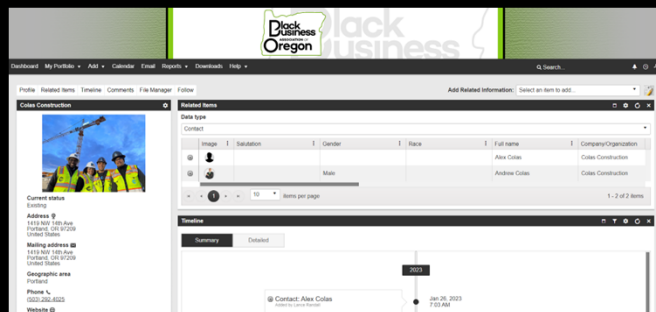
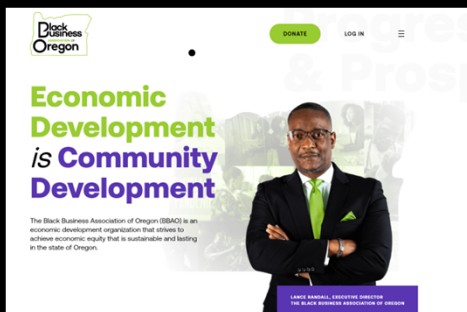


Earlier, I told you how the Portland Business Alliance came together to lay the groundwork for an economic agenda that would create an inclusive economy for all Oregonians. In addition, a partnership agreement was reached with the National Association of Minority Contractors, to be the organizational steward to ensure mission alignment of the Black Economic Prosperity Agenda. From day one Nate McCoy and the NAMC team have gone over and beyond to support the incubation of our organization. Our first office was in their space located at 2808 NE Martin Luther King, Jr. Blvd.

In the fall of 2021, both organizations relocated to the Lloyd Center where we continue to share office space. Together we are looking at potential sites that could house the Regional Center for Black Advancement and both our organizations. The center will also have incubator space for new businesses, office space for other Black led organizations, space for networking and educational events, mentors, technical assistance experts and a community development financial institution (CDFI). We have an ambitious goal to have

a location for the regional center established within the next 3 to 5 years. **Next**
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Accomplishments 2022



The Black Business Associations of Oregon has been in existence for one but achieved some major accomplishments in 2022 and have started strong this year.

- In March, we purchased a statewide license from Executive Pulse for our Customer Relationship Management System. This CRM system includes functionality for business retention, investment/attraction, entrepreneurial development and general contact management of Black business we engage across the state. The system allows us to have unlimited users which allows us to share usage with other organizations so they can help find Black businesses across the state and enter their basic information into the system. Along with user partners we have populated the system with over 600 business. Our goals is to have every Black business in Oregon in our CRM so that we can track them and help them prosper.
- In June, we launched our official website which includes sections for news, events, a blog and a directory for Black businesses. Soon to be added will be the Black Economic Prosperity Dashboard. We currently have 61 Black

businesses who have joined as members. Our goal is to have every business in our CRM a member of the organization.

- In October, we partnered with DoorDash on the Portland Accelerator for Local Restaurants. The program provided 20 restaurants with \$400,000 in grant dollars that completed 8 week of virtual cohort training. Of the 20 restaurants that completed the training 10 of them were Black owned restaurants. We are now launching a Foodie Passport program for the participants to get customers to visit their establishment. Customer who visit all 20 restaurants before the end of the year will be eligible for a drawing to receive \$500 worth of gift cards from the restaurants. The program will kick off in April.
- In January of this year, we partnered with Chris Oxley and his staff to host 40 students from the University of Oregon The Lyllye Reynolds-Parker Black Cultural Center to a reception and a basketball game between the Portland Trailblazers and the Los Angeles Lakers. The purpose of this event was to establish a relationship with the students, provide support for those who will be interning in Portland during the summer and encourage them to look for career opportunities in Oregon. This is one of our workforce development initiatives to increase the Black workforce in the state.

We are proud of these accomplishments and forward to many more in the future. **Next Slide**

Non-Profit Partners



To bring about economic equity in the Portland region requires partnership, teamwork, and coordination. That is why we are constantly reaching out to other non-profit organizations and government entities around the state to help us fulfill the objectives of the Black Economic Prosperity Agenda. To date we have established working relationships with over 30 organizations across the state and look forward to establishing more relationships in 2023.

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Private Sector Investors

Advance Publications, Inc.(Oregonian Media)	Ferguson Wellman	NW Natural	The Standard
Amazon	Fubonn Supermarket	OBRC	TMT Development
Bank of America	Fuze 7	OTAK, Inc.	Tonkon Torp
Barran Liebman	Gard Communications	PacifiCorp	Trail Blazers
Brown & Brown	Gremer Properties	PacificSource	Travel Portland
Cambia	Intel	PGE	Uptown Developers
Cambia/US Bank	Interworks, Inc.	Portland Clinic	US Bank
Chown Hardware	Kaiser Permanente	Portland Seed Fund	Walmart
Colas Construction	Key Bank	Portland Timbers (Peregrine Sports)	Willamette Management Assoc.
Comcast	Melvin Mark	Schnitzer Steel	
COR	Dunn	Trust	
DoorDash	Moss Adams	Stoel Rives	
Downtown Developers	Motus Recruiting	Swire Coca Cola	
Downtown Development Group	Nike	The Business Journal	

This effort would not have been possible without financial support of the Portland Business Alliance. The entire board of directors of the PBA have made a 3-year financial commitment to stand up Tte Black Prosperity Agenda and the Black Business Association. We are grateful for your initial investments, and we look to receiving your 2023 commitments soon. **Next Slide**

Philanthropic Investors

Google.org



Scott and Linda Andrews Family



Philanthropic organizations have also made significant investments in the Black Economic Prosperity Agenda and the Black Business Association of Oregon. We hope that you are pleased with our progress and will be encouraged to continue to support our efforts. **Next Slide**

Public Sector Investors



Prosper
Portland



We have also received financial support from local, regional and state governmental entities. I specifically want to thank Representative Janelle Bynum and State Senator Kayse Jama of the Oregon State Legislature for their allocation. In total \$661,356.02 has been raised to support the Black Economic Prosperity Agenda and the Black Business Association of Oregon. Again, I want to thank everyone for supporting this effort, and I hope that you will continue to support this initiative, because community development is economic development and together, through partnership, progress, and partnership we can create a more equitable Oregon. Thank you again for the opportunity. **Next Slide**

U.S. Senator Jeff Merkley



Now it is my distinct pleasure to introduce U.S. Senator Jeff Merkley for an exciting special announcement. Join me in welcoming him with a well-deserved round of applause. **End Presentation**

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