



PORTLAND
SMALL BUSINESS HUB

PORTLAND OFFICE OF SMALL BUSINESS



DRAC Discussion – July 2024
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SERVICE CHALLENGES IMPACTING SMALL BUSINESS OWNERS

- Difficult for businesses to navigate City of Portland and Prosper Portland programs, services, and regulations
- City services frequently aren't delivered with a customer facing lens
- Lack of central place for business to access government information or get help
- The City and Prosper Portland lack a central system to track inquires and business needs
- Need for standardized AND customized, high-quality services delivered by public staff and third-party providers

SERVICE CHALLENGES IMPACTING CITY OF PORTLAND

- Need for City-wide services currently outweighs staff capacity and existing network resources. IBRN and HUB currently can only serve ~1000 entrepreneurs and small businesses a year, with 2/3 being newer or smaller businesses and 1/3 having the capacity to scale.
- Need to balance city staff capacity that support city-wide navigation with existing external, culturally-specific, language-specific, industry-specific, and district-specific supports.
- Existing policy discussions consider fiscal impacts and equity impacts, but not impact to small businesses and private sector
- Small Business HUB currently centralizes intake for navigation and technical assistance, but ARPA funding is sunseting. 3k Unique visitors, 250 webinar registrations, 6500 page views, 140 appointments. Online infrastructure could be retained to enable web-based education and solve ongoing accessibility issues with City websites.
- Budget cuts have impacted Empowering Small Biz Program at PPD

OFFICE OF SMALL BUSINESS AT PROSPER PORTLAND PROPOSED SERVICES

PDX Small Biz Hub becomes a central intake and resource hub for the Office of Small Business



OFFICE OF SMALL BUSINESS NEW & REBRANDED SERVICES

Small Business Liaisons (24/25 Capacity)

- Modeled after existing Portland Film Office FTE
- Would serve as liaisons, navigators, and relationship-oriented subject matter experts for small business trying to access City or Prosper programs or services.
- Provide advocacy within existing systems and track issues over time to inform potential policy changes

SPA Coordination/Support (24/25 Capacity)

- Staff would support high-level permit questions, overall process support, and advocacy within city permitting systems

Web-Based Education & Tools (Maintain Capacity Post ARPA)

- Webinars hosted on PDX Small Biz Hub in partnership with external service providers
- Templates and checklists for frequently asked questions (loan readiness, how to start a business, City of Portland licensing)
- Web updates | Business events calendar

Inclusive Business Resource Network (Rebrand)

- External Service providers support industry-specific, long-term, and growth advising and cohort training
- Urgent need or on-call business advising

Commercial Space Matching (Rebrand)

- Licensed broker on the team that helps businesses find commercial space match-making, providing legal support referrals when needed.
- Business can make appointments or send inquires via the Hub.

Legal support (Rebrand)

- Licensed small business attorney co-located at Office of Small Business
- Can provide key legal support such as support with entity creation, contract and lease review, employment law
- Businesses can make appointments or send inquiries via the Hub.

OFFICE OF SMALL BUSINESS NEW & REBRANDED SERVICES

Figure 13. Small Business Resources by City

	Salt Lake City, UT	Nashville, TN	Portland, OR	Indianapolis, IN	New York City, NY	Boston, MA	Chicago, IL	Minneapolis, MN
Designated Small Business Office				✓	✓	✓	✓	
One-on-One Assistance	✓		✓	✓	✓	✓	✓	
Online Resource Guide		✓			✓			✓
Permitting Guide			✓	✓	✓	✓		✓
Business Advising for Minority, Women, People with Disabilities-Owned	✓	✓	✓	✓	✓	✓	✓	
Business and Training / Technical Assistance	✓		✓	✓	✓	✓	✓	✓
Business Grants	✓	✓	✓	✓		✓	✓	✓
Networking and Advocacy			✓	✓	✓	✓		
Employer Tools / Health					✓		✓	✓

OFFICE OF SMALL BUSINESS IMPLEMENTATION TIMELINE

FY 2023-24

- Begin reducing ARPA funded navigation services in the Small Business HUB and aligning remaining resources towards web-based business education.

FY 2024-25

- Hire and onboard 3 Small Business Liaison FTEs and Manager.
- Launch Office of Small Business with internal liaison and navigation team.
- Begin aligning Inclusive Business Resources Network contracts and community of practice towards Office of Small Business branding.

FY 25-26

- Launch online support appointments using HUB infrastructure
- Continue web-based business education through partnerships and existing IBRN services

OFFICE OF SMALL BUSINESS GROUP DISCUSSION

What efforts are currently underway at your respective bureaus that touch small businesses?

Where do you experience capacity issues in providing supports to businesses?

Are there technical assistance supports that would be beneficial for small businesses utilizing your bureau's services?

What opportunities/challenges do you see in creating a coordinated navigation and referral system across the city's small business services?