

# SMALL BUSINESS PROGRAM FACTSHEET

## APRIL 2021 – JUNE 2021

**Overview:** Small Business Empowerment Program assists historically marginalized business owners including Black, Indigenous, People of Color business owners and business owners with disabilities recognized by the ADA who have experienced severe disproportionate barriers in the development review process.

**Goal:**

- Provide comprehensive assistance in the areas of land use, permitting and inspections to help small business owners and entrepreneurs permit their projects and stay competitive in the market.

**Objectives:** This program creates opportunities to successfully obtain permits for clients in the following ways:

- Connects small business owners to community resources
- Empowers clients with the information needed to negotiate before signing a lease agreement for future tenants and building owners.
- Researches and investigates various codes and regulations on behalf of customers
- Collaborates with clients to brainstorm options for addressing the permitting/ building issues in a manner that works best for them
- Guides clients through the resolution process until the issues are resolved and the project is permitted

**Outputs:** Here is a quarterly snapshot of the clients and stakeholders the Small Business Liaison met **from APR 2021 – JUNE 2021:**

| Small Business Liaison Program Metrics & Data Snippet from APR 2021 - JUNE 2021 |   |                          |                              |
|---|---|--------------------------|------------------------------|
| Month   | Who the did SBL meet (Stakeholders)?                              | How many Clients Served? | How many total Interactions? |
| April   | City of Portland website and MESO                                 | 7                        | 9                            |
| May   | MESO, Prosper, Cannabis Advocacy Group, City of Portland website  | 10                       | 10                           |
| June  | Prosper Portland, MESO (Worskop series), City of Portland website | 8                        | 54                           |

|                           |  |
|---------------------------|--|
| <b>Expected Outcomes:</b> | <ul style="list-style-type: none"> <li>● <i>Protect existing and emerging BIPOC Small Businesses from gentrification in Portland by education, community wealth generation and influencing City policy development.</i></li> <li>● <i>Support a thriving, inclusive and diverse small business community.</i></li> <li>● <i>Improving the way BDS Staff members engage clients of color and clients with disability through staff participation with teams that serve our clients.</i></li> </ul>  |
| <b>Key Findings:</b>      | <ul style="list-style-type: none"> <li>● <i>The COVID 19 Pandemic created an initial spike in the SBL caseload from March to May; many small businesses were doing everything they could stay afloat (applying for federal funds: PPPL loans or local funds: Prosper Grants, MESO grants), permit their projects/Tenant Spaces, etc. I received many inquiries for resources on financial assistance and requests for processing permit extensions/pauses/etc.</i></li> <li>● <i>The SBL's caseload has had a dramatic dip since May of 2020; many Portland small business owners have made the difficult decision to temporarily or permanently close their business due to lack of available community grants to keep their business in operation due to the extended period of time the Governor's Shelter in Place lasted and the recent new social distancing guidance.</i></li> <li>● <i>The SBL focus and role has expanded to include assisting small business owners in ways to make their business more mobile/transitory (e.g. food carts, mobile nail salons, "traveling" Saturday market, etc). This is tapping into goals that transcend beyond getting BIPOC small business to be brick and mortar and more helping them stay competitive.</i></li> </ul> |
| <b>Case Study:</b>        | <ul style="list-style-type: none"> <li>● <i>The Small Business Liaison (SBL) also hosts office hours at Micro Enterprise Services of Oregon (MESO) in historic Northeast Portland. MESO is a community organization aimed at helping BIPOC small business owners by providing business management education classes, loans and micro financing opportunities.</i></li> <li>● <i>The SBL is also researching other venues, settings and organizations to host office hours to increase their presence and visibility within BIPOC &amp; ADA community.</i></li> </ul>   |