

Order 298-15/16

Passage: 8-0 (Hinck absent) on 6/20/2016

Effective 6/30/2016

ETHAN K. STRIMLING (MAYOR)
BELINDA S. RAY (1)
SPENCER R. THIBODEAU (2)
EDWARD J. SUSLOVIC (3)
JUSTIN COSTA (4)

**CITY OF PORTLAND
IN THE CITY COUNCIL**

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

**ORDER ADOPTING DEVELOPMENT PROGRAM FOR
PORTLAND DOWNTOWN
FOR FISCAL YEAR 2016-2017**

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 City Manager, a copy of which is attached hereto, for the Downtown Improvement District, Inc. doing business as Portland Downtown for fiscal year 2016-2017.



**Mayor Strimling and City Councilors
May 2016**

Portland Downtown, formerly Portland's Downtown District (PDD), has had a very productive year and continues to work to on our core mission of "...maintaining a clean and safe downtown while building and promoting a vibrant business, residential and tourism destination." We rolled out our new name and new logo with a brand launch in October, as well as the launch of our updated website, portlandmaine.com. With our new branding has come increased visibility for the organization and the opportunity to increase our engagement with the community.

The City of Portland has faced an unprecedented level of growth activity over the past year, and along with growth comes a lot of changes, including higher density, diversity, and economic expansion. Portland Downtown has continued to engage all the constituents to address the changing needs of Portland. Our focus for 2016-2017 is to continue executing our mission by ensuring that Portland Downtown can not only weather, but thrive, in the changing landscape before us.

With new Executive Director Casey Gilbert at Portland Downtown, the organization has continued its outreach, with more boots on the ground Downtown. This year we added a new Marketing and Communications Coordinator to the team, who has been using his extensive skill set to promote Portland Downtown. We also created a new position, Downtown Experience Liaison (DEL), which will enable the organization to better connect with business owners and stakeholders. The DEL will gather feedback and help to ensure that our stakeholders concerns are being heard and turning that feedback into action.

The Board committees have grown with increased attendance and interconnectivity with the greater Downtown community. We continue to work with property owners, city departments and community organizations to address ongoing issues such as parking, transportation, graffiti removal, recycling, homelessness, open space, nuisance crime, and safety. We are working together to achieve our strategic goals as outlined in our 5-year Strategic Plan.

Collaboration with other local organizations like Creative Portland, the Chamber of Commerce, METRO, and the Convention and Visitors Bureau continues, enabling us to reach out for input from all constituents in the Downtown Area. More recently, we have been collaborating with newer active organizations such as the Bicycle Coalition of Maine and Portland Buy Local, as well as educational institutions (USM and MECA). These are the organizations that are helping Portland Downtown to get in touch with the



trends that are driving the changing economic development and popularity of Portland, Maine as both a tourist destination as well as a great place to live.

This past year, Portland Downtown's expanded Police Cadet Program during the summer season was a great success, and we intend to continue with the expanded program for summer 2016. We received very positive feedback regarding the expanded program, with reports of increased visibility adding to the sense of security in the Downtown Area.

Our committees, with extensive public meetings and collaborations with Portland Downtown constituents, have presented two recommendation letters to the City Manager regarding "hot button" issues we hear about constantly - downtown Parking and Transportation Needs and Sound Ordinance Issues. Our recommendations not only provide feedback from balanced representation downtown, but they also offer back end support for the City from Portland Downtown to implement recommendations and execute changes proposed.

All of these Portland Downtown efforts help to improve and support the Portland brand – Yes, Life's Good Here. We look forward to continuing for 2016-2017.

We are very proud of the strengthened working relationship we have with the City of Portland, both staff and elected officials, and look forward to continuing that relationship to accomplish our mission which we could not do without such support.

Sincerely,

Denine Leeman
Board Chair, Portland Downtown