

# Urban County Policy Board

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February 12, 2024



# February 12, 2024, Meeting Agenda

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- (info) I. Introductions
- (action) II. Approval of January 8, 2024 minutes
- (info) III. Presentations and Q&A with 2024 CDBG and HOME funding applicants
- (info) VI. Other
  - Scores due in Neighborly by March 4
  - Public Comment



# Item II. January 8 Meeting Minutes (action)

- **Attendance: UCPB Members:** Councilor Glen Yung (Clark County); Mayor Troy McCoy (Battle Ground); Jim Hodges (Camas); Mayor Ron Onslow (Ridgefield); David Scott (Washougal); Councilor Marina Viray (Yacolt) **Guests:** Chuck Green (City of Ridgefield); Beth Landry (YWCA); Samantha Whitley (City of Vancouver) **Staff:** Michael Torres, Rebecca Royce, Janet Snook

**I. Introductions**

**II. September 11, 2023, Meeting Minutes**

The minutes were approved following a motion by Mayor McCoy that was seconded by Councilor Onslow.

**III. Vice Chair election**

Mayor McCoy was nominated for vice chair by Councilor Onslow and seconded by Jim Hodges. Motion carried.

**IV. Draft 2024 work plan**

Bylaws establish need for five meetings through the year. Draft plan includes meetings in January, February, March, June, September, and November. November meeting date coincides with Veterans Day. Members recommended moving to October. Councilor Onslow made a motion to approve the workplan. Workplan was seconded by Mayor McCoy and passed.

**V. 2024 Application updates**

Eighteen full applications were received. Estimated funding available is \$1.85M CDBG and \$750,000 HOME. Applications will be available for scoring beginning in early February.

Applicant	Project	Description	CDBG Request	Joint Request
<b>Public Facilities and Neighborhood Improvements</b>				
4D Recovery	Community center acquisition & rehab	Purchase and renovation of community center	\$204,545	\$250,000
Battle Ground, City of	N Parkway Avenue Sidewalks	Installation of sidewalks	\$300,000	\$0
Council for the Homeless	HSC Building Acquisition	Purchase of building	\$300,000	\$300,000
Ridgefield, City of	Sargent Street Improvements	Sidewalk, water & stormwater improvements	\$200,000	\$0
<b>Total Request</b>			<b>\$1,004,545</b>	

Applicant	Project	Description	CDBG Request	Joint Request
<b>Asset and Economic Development</b>				
Evergreen Habitat for Humanity	Affordable Homeownership Program	Homebuyer down payment assistance	\$300,000	
Fourth Plain Forward	BIPOC Business assistance	Small business technical assistance	\$299,371	
Greater Vancouver Chamber	Pathways to Opportunity & Dev.	Small business technical assistance	\$78,000	
Hispanic Metropolitan Chamber	Latinx Business assistance	Small business IDA program	\$130,000	
Livelihood NW	Business Support Services	Small business technical assistance	\$116,000	
Micro Enterprise Services of Oregon	Micro-Enterprise assistance	Micro-enterprise technical assistance	\$101,100	
Proud Ground	Homeownership assistance	Land trust affordable homeownership	\$300,000	
Vancouver Farmers Market Assoc	Small Business Development	Small business technical assistance	\$75,000	
<b>Total Request</b>			<b>\$1,399,471</b>	

Applicant	Project	Description	CDBG Request	HOME Request
<b>Affordable Housing and Homelessness</b>				
Janus Youth Programs	The Nest TBRA	Rental assistance for youth 18-25	\$45,000	\$150,000
Lifeline Connections	Recovery TBRA	Rental assistance for those with BH disorders	\$25,182	\$83,940
Salvation Army, The	TBRA	Rental assistance for adults and families	\$28,350	\$94,500
Share	Affordable Housing & Stability Program	Rental assistance for adults and families	\$25,000	\$275,000
Vancouver Housing Authority	Weaver Creek Commons	Construction of 80 affordable housing units	\$0	\$300,000
YWCA Clark County	Domestic Violence Survivors TBRA	Rental assistance for DV survivors	\$63,000	\$210,000
<b>Total Request</b>			<b>\$186,532</b>	<b>\$1,113,440</b>

**VI. Neighborhoodly scoring refresher**

Staff reviewed the steps for reviewing and scoring applications in the Neighborhoodly system. Step-by-step instructions are available at: <https://clark.wa.gov/community-services/urban-county-policy-board>. Members are encouraged to review the Funding guides for each application type that are available at: <https://clark.wa.gov/community-services/cdbg-and-home-applications>. Guides include additional detail and scoring matrices for each question. Scorers will receive an email from <https://portal.neighborhoodlysoftware.com/clarkcountywa-reviewer> with access to the applications. Scores are due by March 4.

**VII. Program updates**

- **CDBG timeliness**  
HUD performs timeliness tests on the spending of CDBG funds every May. Clark County allocates all funds, but spending has been slow due to the pandemic and delays to construction projects, unusually high loan repayments from low interest rates, and projects not moving forward. The goal is to have less than 1.5 times the annual entitlement available. It is likely Clark County will remain out of compliance an additional year and is working to get funds spent as quickly as possible. No process change recommendations are being made at this time.
- **Clark County Community Needs Assessment community forums.**  
Clark County conducts a needs assessment to understand the needs of low-income households and gaps in services. Results from the assessment will also help determine funding decisions for low-income populations. Forums begin tomorrow to collect community feedback. Everyone is invited and encouraged to attend.

**VIII. July-September 2023 quarterly report review**

Many projects are now complete; others were awaiting grant award for receiving contracts.

**IX. Other**

- Alternate representative updates: if jurisdictional changes to representative or alternate representative, please let County know.
- Received HUD letter acknowledging Clark County is meeting CDBG and HOME objectives.
- Public Comment: none
- Next meeting: 8:30-11:30am, February 12, 2024

Meeting adjourned.



# Item III. Presentations and Q&A (info)

- Applicants have been advised to focus on the application, not their agency
- Applicants have 5 minutes to present their application (except TBRA)
- Board members have time to ask questions after each presentation
- Staff will provide an overview of the TBRA program, agencies have 5 minutes to answer questions from the board

Time	Applicant	Project	Description	CDBG Request	Joint Request
	<b>Public Facilities and Neighborhood Improvements</b>				
8:40	4D Recovery	Community center acquisition & rehab	Purchase and renovation of community center	\$204,545	\$250,000
8:50	Battle Ground, City of	N Parkway Avenue Sidewalks	Installation of sidewalks	\$300,000	\$0
9:00	Council for the Homeless	HSC Building Acquisition	Purchase of building	\$300,000	\$300,000
9:10	Ridgefield, City of	Sargent Street Improvements	Sidewalk, water & stormwater improvements	\$200,000	\$0

Time	Applicant	Project	Description	CDBG Request	Joint Request
	<b>Asset and Economic Development</b>				
9:20	Evergreen Habitat for Humanity	Affordable Homeownership Program	Homebuyer down payment assistance	\$300,000	
9:30	Fourth Plain Forward	BIPOC Business assistance	Small business technical assistance	\$299,371	
9:40	Greater Vancouver Chamber	Pathways to Opportunity & Dev.	Small business technical assistance	\$78,000	
9:50	Hispanic Metropolitan Chamber	Latinx Business assistance	Small business IDA program	\$130,000	
10:00	Livelihood NW	Business Support Services	Small business technical assistance	\$116,000	
10:10	Micro Enterprise Services of Oregon	Micro-Enterprise assistance	Micro-enterprise technical assistance	\$101,100	
10:20	Proud Ground	Homeownership assistance	Land trust affordable homeownership	\$300,000	
10:30	Vancouver Farmers Market Assoc	Small Business Development	Small business technical assistance	\$75,000	

10:40-10:50 10 minute break

Time	Applicant	Project	Description	CDBG Request	HOME Request
	<b>Affordable Housing and Homelessness</b>				
10:50	Vancouver Housing Authority	Weaver Creek Commons	Construction of 80 affordable housing units	\$0	\$300,000
11:00	Staff presentation of TBRA applications				
	The following are 5 minute Q&A only				
11:05	Janus Youth Programs	The Nest TBRA	Rental assistance for youth 18-25	\$45,000	\$150,000
11:10	Lifeline Connections	Recovery TBRA	Rental assistance for those with BH disorders	\$25,200	\$84,000
11:15	Salvation Army, The	TBRA	Rental assistance for adults and families	\$31,500	\$105,000
11:20	Share	Affordable Housing & Stability Program	Rental assistance for adults and families	\$25,000	\$275,000
11:25	YWCA Clark County	Domestic Violence Survivors TBRA	Rental assistance for DV survivors	\$79,200	\$264,000



# 4D Recovery: Community center acquisition





4D Recovery CDBG Clark County  
Recovery Center Request

# 4D Recovery Mission

*To provide—in partnership with systems, communities, and individuals—a variety of recovery support services to adolescents and young adults between the ages of 14 and 35.*



# Washington State Launch Initiative



4D Recovery is launching our Washington State Initiative with the goal of opening youth recovery services during FY 2023-2024

## DETAILS

- 4D Recovery roots run deep in Vancouver-area.
- Washington has less professionalized recovery services than Oregon.
- Is a natural first step in our multi-state vision



# Oregon Expansion since 2017

## Service

- 10 to 80 staff
- 1 to 4 recovery centers
- Diversifying programs

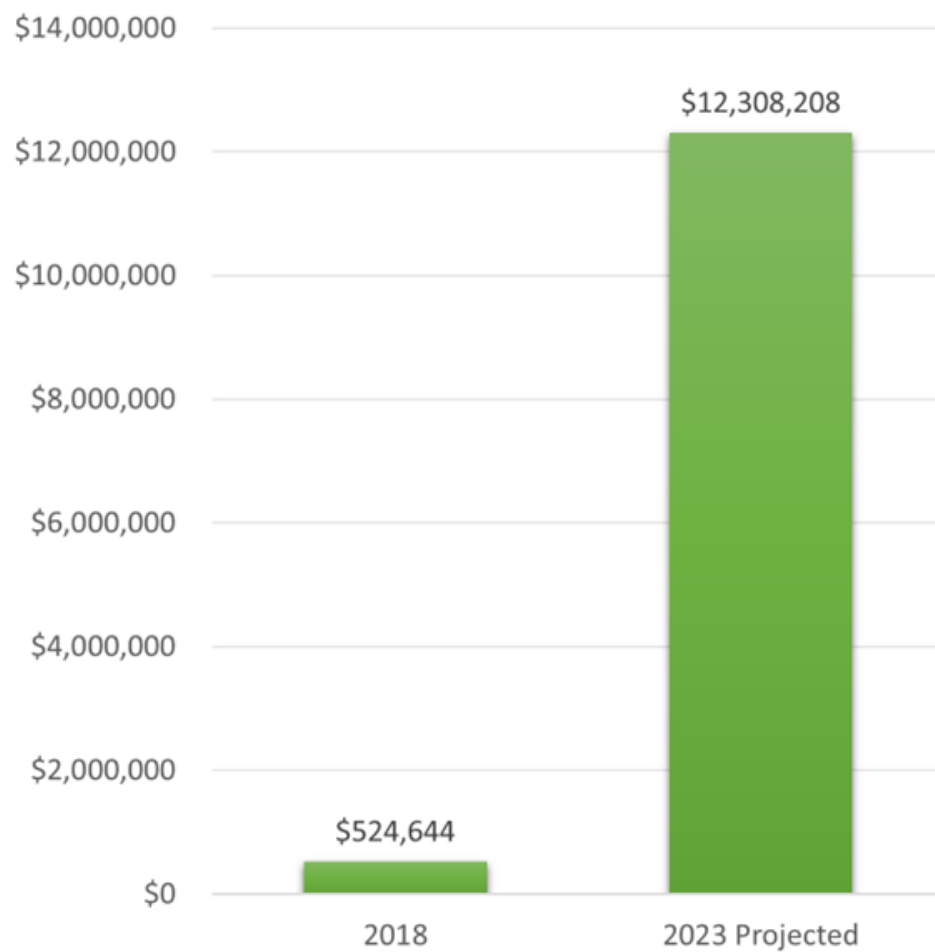
## Policy

- Serve on many boards
- Working closely with Governor
- Supported Medicaid reimbursement

## Community

- Co-founded Oregon Recovers, Harmony High, Painted Horse Recovery, TrueColors
- Support various organizations with TA
- Increased awareness of

Annual Revenue



## 4D Recovery Washington State Expansion Funding Prospects

Revenue	Amount	Overview
CDBG Vancouver Recovery Center	\$250,000	Provides building acquisition support
CDBG Vancouver Peer Services	\$50,000	Provides FTE for service management
CDBG Clark County Recovery Center	\$204,545	Provides building acquisition support
Peacehealth	\$425,000 (two years)	Provides programming
Kaiser Permanente	\$50,000	Provides FTE for service management
Fundraising	\$400,000 (need additional \$100,000)	Flexible funding.

# Recovery “Hope Center” Overview

## 100%

Of funds will be used to purchase THE HOPE CENTER

- Open 365 days a year
- Low barrier
- Estimated 45% of consumers reside in Clark County.
- Increase youth recovery support during critical time.

## 7th Center

4D specializes in peer-drop in centers, projecting great benefit to Vancouver residents.

- 70% increase in employment and education goals.
- 60% increase improvement in housing.
- 70% increase abstinence from substances.

## 18 Young People

4D will rapidly ramp up services if fully funded.


- Purchase building by July 1, 2024
- By the end of 2024 4D will serve at least 18 young adults.
- At the end of 2025, 4D will serve 117 young adults.

# Board Questions?



# Battle Ground: N Parkway Avenue Sidewalks





**City of Battle Ground**  
**2024 CDBG Grant Request**  
**N Parkway Avenue Sidewalk**  
**Improvements**

Urban County Policy Board Meeting

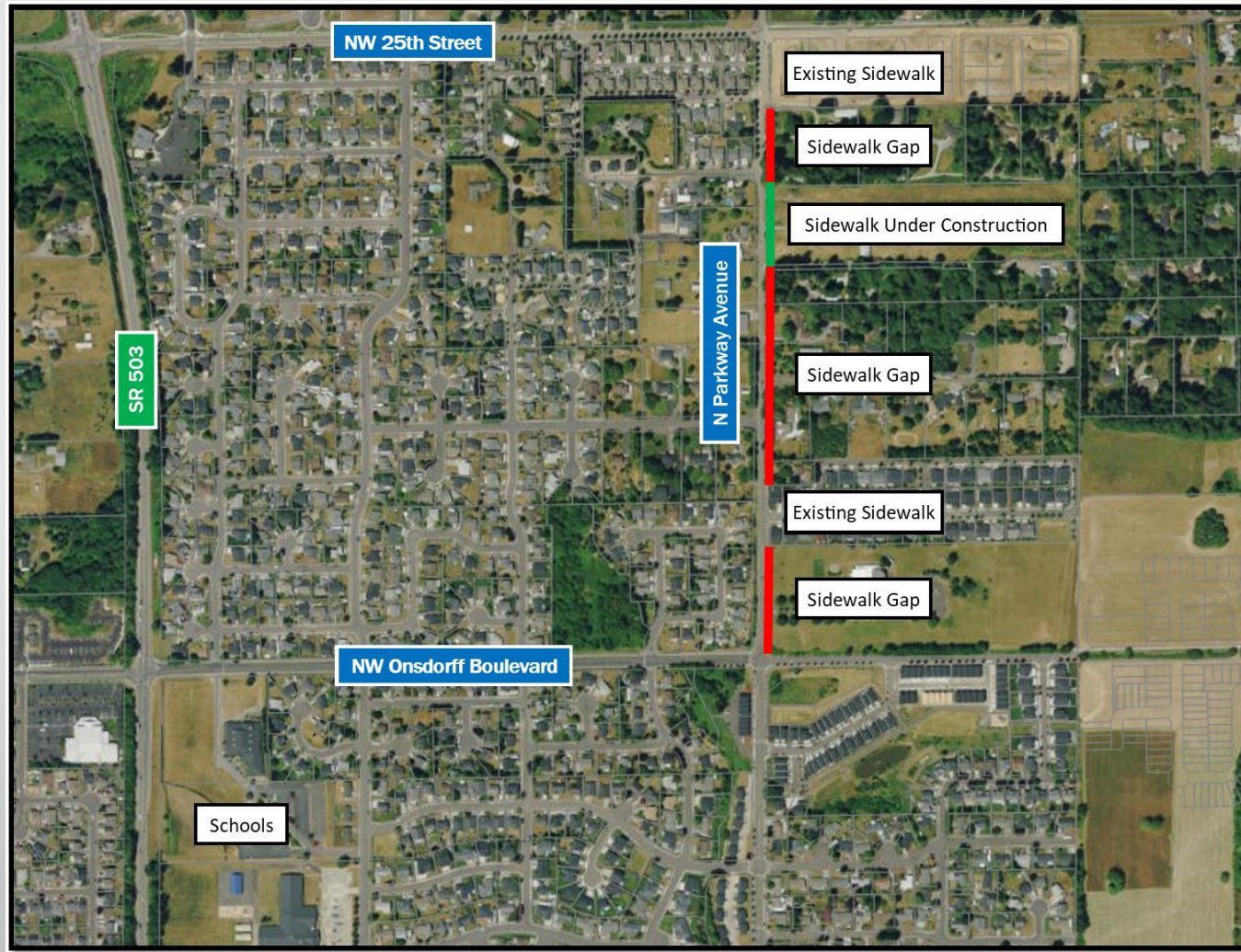
February 12, 2024



# Presentation Outline

- Overview (Aerial)
- Project Objectives
- CDBG Request
- Schedule
- Questions

# Overview





# Project Objectives

- Provide safe and accessible walking and biking from/to the City's north neighborhoods to the central schools area for the neighborhood's residents including students
- Construct approximately 1,650' of asphalt sidewalk
  - Includes associated ADA ramps
- Desired Outcome – Students and residents not having to walk in the middle of the street
- Project will serve low/moderate income residents and add ADA facilities

# CDBG Request

- Engineer's Estimate = \$600,000
  - CDBG Request = \$300,000
  - City Match = 50%
- Request for construction funds only, City will fund design



# Schedule



- Project will start after award by County
- Design – 4 months
- Work with County to get Agreement approved after environmental impacts known
- Advertise/Award – 1-2 months
- Construction – 4 months



**Questions**



# Council for the Homeless: Building Acquisition





# Housing Solutions Center Acquisition

# Council for the Homeless Mission

- To prevent and end homelessness in Clark County by providing
  - Community Leadership
    - Continuum of Care Lead, Data, PIT Count
  - Compelling Advocacy
    - Policy, Community Education
  - Practical Solutions
    - Coordinated Entry, HSC



**COUNCIL FOR THE HOMELESS**

*Leadership • Advocacy • Solutions*

# Housing Solutions Center

- Serves as coordinated entry access point for Clark County homeless system
  - Housing Hotline
  - Housing assessments
  - Coordinated Outreach
  - Diversion & Prevention programs
- Supports Clark County Homeless Action Plan
- Supports Department of Commerce requirement for local HCRS



**COUNCIL FOR THE HOMELESS**

*Leadership • Advocacy • Solutions*



# Acquisition Project

- To acquire real property with standing commercial structure for use as Housing Solutions Center and CFTH Administration offices
- Create intentional, accessible, trauma-informed space for participants and staff
- Fully integrated in new offices by November 2024



**COUNCIL FOR THE HOMELESS**

*Leadership • Advocacy • Solutions*

# Acquisition Project – Our Ask

- \$300,000 – Clark County CDBG for acquisition
- \$300,000 – City of Vancouver CDBG for acquisition
- Leveraging privately fundraised dollars for acquisition and renovation
  - Commitment from The Firstenberg Foundation



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# Project Need & Impact

- One centralized access-point for ease of participant access
  - 5500 - Estimated number of Low/Mod Income Clark County residents served
  - 2750 – Estimated number of Low/Mod Income City of Vancouver residents served
  - Property located on major roadway, bus line



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# Project Need & Impact

- Expanded personnel space for better collaboration and coordination of services
  - Enhances efficiency and efficacy
  - Builds system capacity
- Trauma-informed HSC design
  - Improved participant engagement, program outcomes, wellness



**COUNCIL FOR THE HOMELESS**

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# COUNCIL FOR THE HOMELESS

Providing community leadership, compelling advocacy,  
and practical solutions to prevent and end  
homelessness in Clark County, Washington.

Visit **[councilforthehomeless.org](http://councilforthehomeless.org)** for more info.



# Board Questions?



# Ridgefield: Sargent Street Improvements





# Sargent Street, Main to S 3rd



# Recent CDBG Projects

- Hall and Elm (Design Fall 2024)
- ✓ New waterline
  - ✓ Drainage improvements
  - ✓ Street improvements
  - ✓ New sidewalks

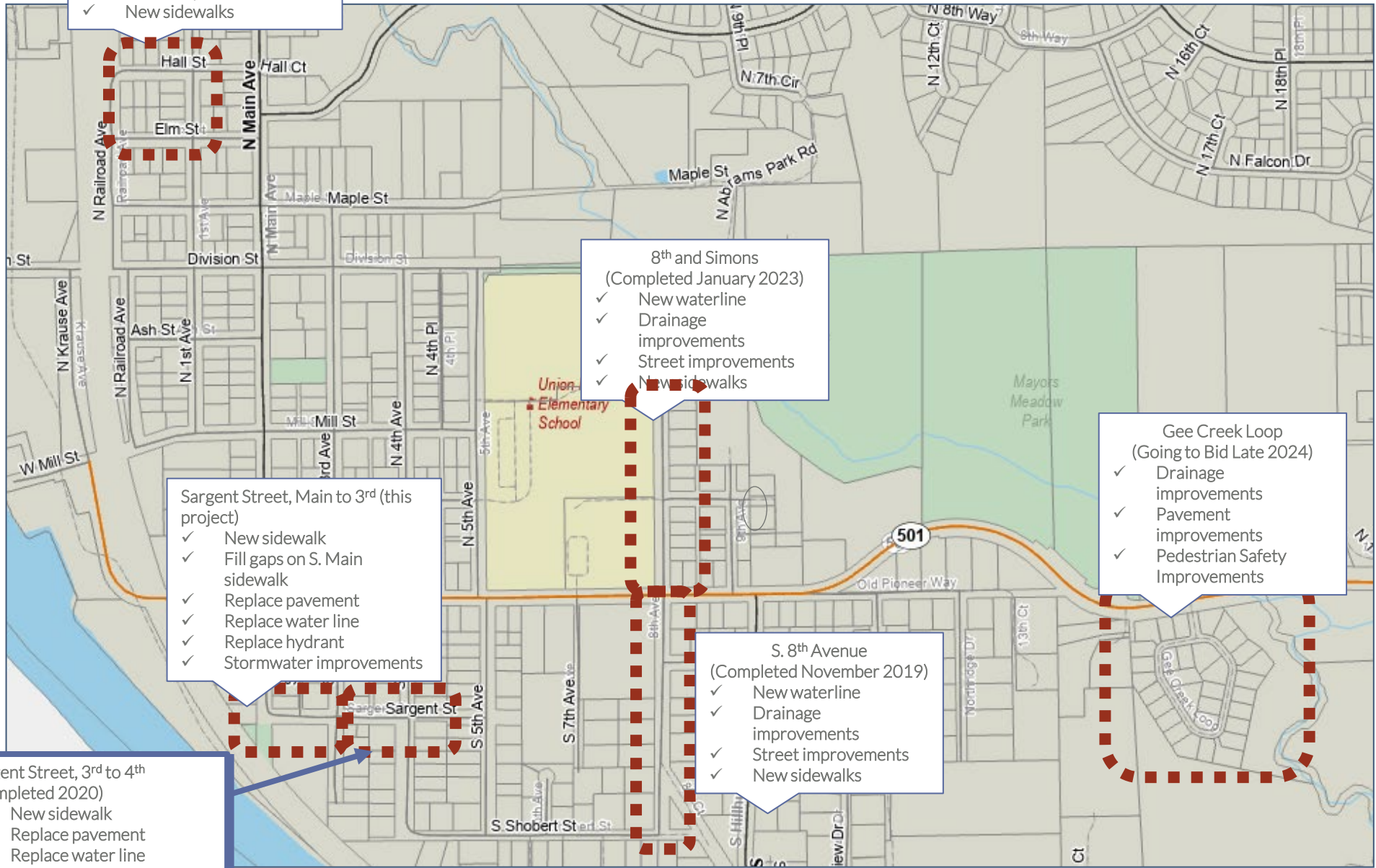
- 8th and Simons (Completed January 2023)
- ✓ New waterline
  - ✓ Drainage improvements
  - ✓ Street improvements
  - ✓ New sidewalks

- Gee Creek Loop (Going to Bid Late 2024)
- ✓ Drainage improvements
  - ✓ Pavement improvements
  - ✓ Pedestrian Safety Improvements

- Sargent Street, Main to 3rd (this project)
- ✓ New sidewalk
  - ✓ Fill gaps on S. Main sidewalk
  - ✓ Replace pavement
  - ✓ Replace water line
  - ✓ Replace hydrant
  - ✓ Stormwater improvements

- S. 8th Avenue (Completed November 2019)
- ✓ New waterline
  - ✓ Drainage improvements
  - ✓ Street improvements
  - ✓ New sidewalks

- Sargent Street, 3rd to 4th (Completed 2020)
- ✓ New sidewalk
  - ✓ Replace pavement
  - ✓ Replace water line
  - ✓ Stormwater improvements



# Sargent Street, S. Main Avenue to S. 3<sup>rd</sup> Avenue

## Current Conditions

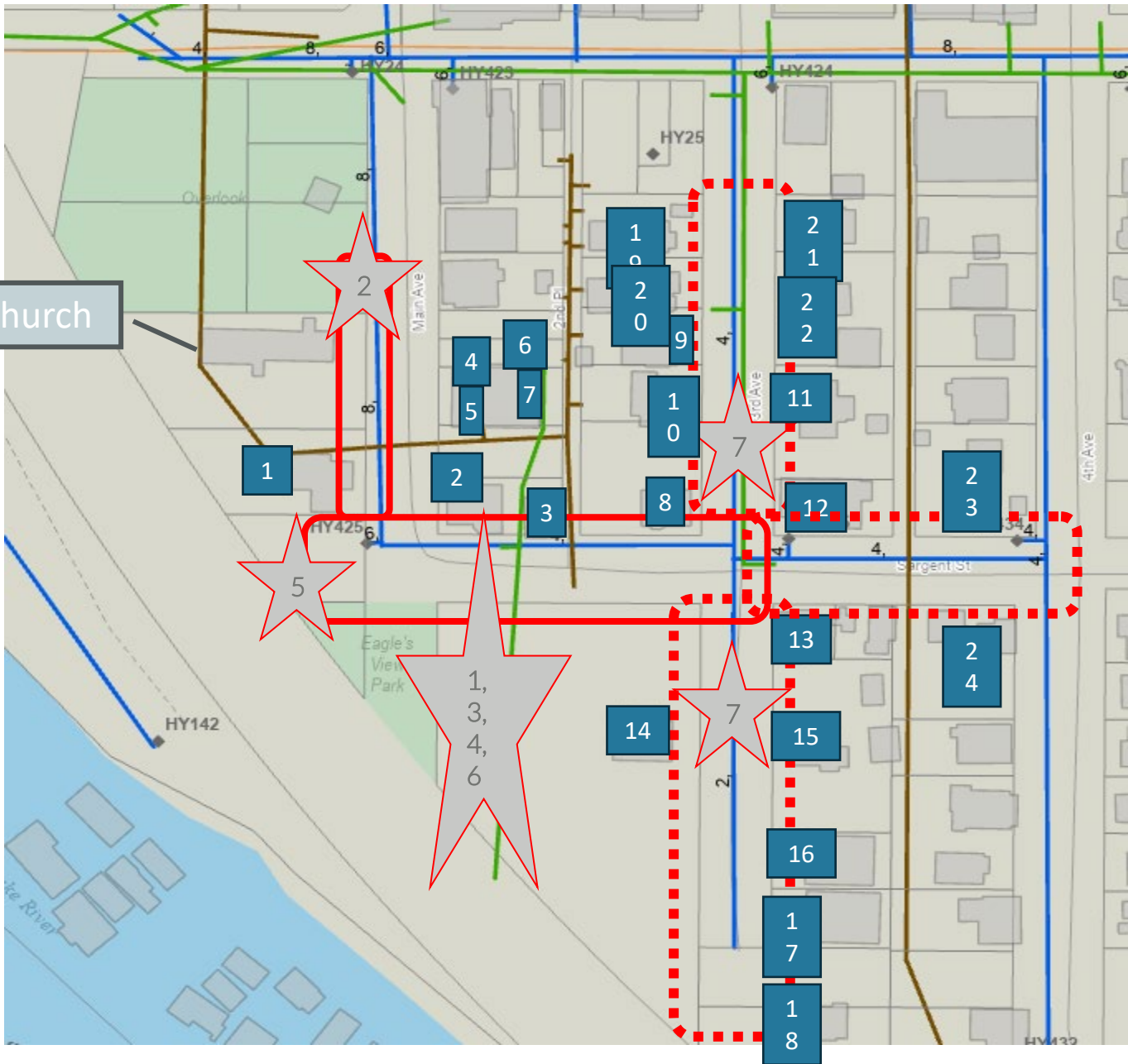


# Sargent Street, S. Main Avenue to S. 3<sup>rd</sup> Avenue Project Area



# Sargent Street, S. Main Avenue to S. 3<sup>rd</sup> Avenue

Old Church



2 Income survey locations  
1

57.4% of residents under HUD income threshold

- Project Elements:**
1. Install sidewalk on Sargent
  2. Fill gaps on S. Main sidewalk
  3. Replace pavement
  4. Replace & upgrade water line to 8"
  5. Replace hydrant
  6. Stormwater improvements
  7. Other residents benefiting from improved sidewalk & water facilities



# THANK YOU!

## GET IN TOUCH WITH US



Chuck Green, Public  
Works Director  
Direct: (360) 857-5022



Chuck Green: [chuck.green@ridgefieldwa.us](mailto:chuck.green@ridgefieldwa.us)



487 S. 56<sup>th</sup> Place | PO Box 608  
Ridgefield, WA 98642



[www.ridgefieldwa.us](http://www.ridgefieldwa.us)



# Board Questions?



# Evergreen Habitat for Humanity: Affordable Home Ownership





We build strength, stability, self-reliance, and shelter.

#### Background:

Evergreen Habitat for Humanity is rooted in the belief that everyone deserves to have a decent place to live. We work to build strength and stability for low-income families through affordable homeownership, one of the area's only permanent solutions to housing instability. Evergreen Habitat has been actively providing housing solutions since 1991.

#### Challenge:

According to the 2021 Clark County Community Needs assessment, Housing is one of the most important needs of survey participants with nearly one-half identifying this as one of their primary needs. Sixty-four percent of all survey participants identified housing affordability as their primary challenge in securing housing. Cost of land is high, availability is low.

#### Solution:

- Clark County Affordable Homeownership Program—Partnership between Vancouver Housing Authority, Evergreen Habitat for Humanity and Proud Ground
- Families served will fall between 60% and 80% of the Area Media Income. Each unit will be purchased through an affordable mortgage, designed not to exceed 35% of a family's income.

- Homes will be part of Evergreen Habitat's new Habitat Home Trust, creating permanent affordability. Through this project, families purchase the house itself and Habitat retains ownership of the land. Utilizing this land-trust model ensures that even after the duration of a 30-year mortgage, that home can only be re-sold to another low-income family, thus remaining an affordable asset for our community indefinitely.

#### Request:

- Seeking funds for 12 developer-built units that fall within Clark County. Units from Ginn Group are due to become available between 2<sup>nd</sup> and 4<sup>th</sup> quarter, 2024—up to 29 units.
- \$25,000 in Down Payment Assistance to homebuyers per unit.
- Essentially “buying down” the mortgage to create an affordable price for homebuyers.
- One-time investment leads to the function of permanent affordability for generations.

#### Other Resources:

- Washington State Housing Trust Fund: \$57,000 average subsidy per unit
- Lynch Estate Donation to support next 100 families (Capacity Building)





# Board Questions?



# Fourth Plain Forward: BIPOC Business Assistance





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Advancing equity for our community



# PROGRAM STAFF

Paving a way Forward

MIRYAM VALDIVIA-ROMERO

Program Manager

PAUL BURGESS

Executive Director



# OUR PRIORITY AREAS

Community Wealth  
Building

Thriving  
Neighborhoods

Housing & Asset  
Building

Learning &  
Evaluation

Art, History &  
Culture



# SOCIO-ECONOMICS

	Fourth Plain	Clark County
Median Household Income	\$47,065	\$90,115
BIPOC	46.8%	27.1%
Hispanic or Latino/e/x	28.4%	11.7%

# BOOTS ON GROUND

## Strategic Planning

- Extensive research on similar programs across the United States.
- Outreach
  - Conversations with local entrepreneurs
  - Business Roundtables
- Collaborations with organizations
  - Clark County Public Health
  - City of Tigard (Opportunity Cafe & Launch Pod)
  - Hacienda CDC- Empresarios
  - Food Business Resource Center (Business Impact NW)
  - Latinos in Spokane
  - Oregon & Washington SBDC
  - Latino Community Resource Group
  - Hispanic Metropolitan Chamber
  - Vancouver Farmers Market  
and more

# COMMUNITY WEALTH BUILDING

## Programs

Since August 2023

- BIPOC Focused Food Business Incubator
  - 7-month high touch program for aspiring or early food entrepreneurs
- Business Connect
  - Provides general technical assistance
  - Offered in English & Spanish
- Business Connect Events
  - Monthly in-person seminars/workshops covering diverse topics in entrepreneurship
  - Offered in English & Spanish



# COMMUNITY WEALTH BUILDING

## Program Structures

Since August 2023

- Standard Operating Procedures
- Gantt Charts
- KAP Surveys
- Data Collection Frameworks
- Cultural Competent Outreach
- Lineup of Cultural Competent Contractors
- Established Partnerships with Organizations in SW WA & Oregon

# Combating Barriers

- Historical and Systemic Barriers
- Disparities in Access to Capital and Financing
- Start-Up Equity and Capital Constraints
- Economic Inequality and Business Scale
- Representation and Growth Hurdles
- Equity Investment Disparities
- Educational Disparities

# Combating Barriers

## Access to Capital

- Aspiring and growing businesses experience financial barriers to pursue entrepreneurship
  - Food Entrepreneurs and annual food permit expenses.
  - Trades Entrepreneurs cannot grow due to capital constraints

## Language Accessibility

- The largest BIPOC population in the Clark County is Latino/x/e.
  - Large number of aspiring Latino businesses are in the food & beverage industry.
  - Childcare provider license requires HS Diploma or equivalent

## Technology

- Some lack basic computer literacy to run their business.

# ADRESSING BARRIERS

Business Development  
Programs

Expansion

## Food Business Incubator 2.0

with Spanish Component

## Individual Development Accounts

with Financial Wellness Program

## Spanish GED

with Business Connect

# FOOD BUSINESS INCUBATOR

with Spanish Component

- A 7-month program that will serve up to 6 businesses
- Selected participants will:
  - Receive tailored business advising/coaching throughout the program
  - Receive hands-on bootcamps on branding, marketing, and website building.
  - Have access to office hours with experienced consultants/partners (tax, legal, insurance, packaging, tech support, finance, food permits, etc).
  - Obtain business food permits
  - Access to the Fourth Plain Community Commons Commissary Kitchen
  - Receive \$3000 business grant upon completion of program requirements

# INDIVIDUAL DEVELOPMENT ACCOUNTS

## WITH FINANCIAL WELLNESS

- A 6-month program that will serve up to 5 businesses
- Selected participants will:
  - Save \$84 per month for 6 months
  - Receive financial wellness classes
  - Receive financial wellness coaching
  - Be able to build credit
  - Receive business advising/coaching
  - Receive \$4000 business grant upon completion of program requirements

# SPANISH GED

## WITH BUSINESS CONNECT

- A 6-month program that will serve up to 15 aspiring businesses
- Enrolled participants will:
  - Receive 6 hours of weekly training to successfully pass GED subject areas:
    - Math, Science, Language, and Social Sciences
  - Have access to childcare on-site
  - Receive technical assistance under Business Connect & Business Connect events.
  - Receive vouchers to take GED exam

# PROGRAM OUTCOMES

- Business Canvas Model/Business Plan
- Business Registration
- Business License
- Business Food Permit (if applicable)
- EIN
- Business Bank Account



- Marketing Skills
- Develop their Brand
- Time Management Skills
- Financial Empowerment
- Expand Their Network
- Confident Leaders



# THANK YOU



# Board Questions?



# Greater Vancouver Chamber: Pathways to Opportunity & Development





Greater  
Vancouver  
Chamber

**CDBG - Clark County**

**Business POD**

**Business Assistance**

Janet Kenefsky, Vice President

# Chambers

Chambers are designed to be driving forces for growth and economic prosperity in our region and vital in recovery efforts.

As a trusted partner, we receive quicker responses when assisting businesses to get back up and running and to help entrepreneurs start their ventures.



# Helping Businesses Plan for Success

Businesses  
can lose  
valuable  
time and  
money  
because  
one area  
of their  
business



# What is the Business POD?

The Business POD (Pathways to Opportunity and Development) is an assistance program, created by the Greater Vancouver Chamber, that offers professional and individualized guidance to SW Washington small businesses, entrepreneurs, and microenterprises to start, develop, and grow their business.

business

pod

pathways to opportunity  
and development



# Purpose & Objectives

- Provide accessible business assistance to new and existing businesses in Southwest WA
- Geared toward current low- and medium-income business owners and entrepreneurs, we aim to help them gain essential functions for success
- Provide individualized assistance through education, resources, referrals, and coaching



# Offerings



## EDUCATIONAL WORKSHOPS

Twice-monthly webinars (primarily)  
and in-person (when can do safely)



## INDIVIDUAL COACHING SESSIONS



## COHORT COACHING SESSIONS

Six-meeting series

Topics across these offerings will include:

- Business Formation
- Developing a businessplan
- Business legal requirements
- How to run your business operations
- Attracting and retaining talent
- Marketing, sales, and customer engagement
- Filing business taxes and B&O
- Becoming a resilient business
- Diversity, Equity, and Inclusion plans

# The Chamber isuccess with CDBG in City of Vancouver and POD in Clark County!

Our last award supported 106 companies that fell below Household income requirements.

- 30 - Extremely Low (0-30% AMI)
- 20 - Low (30-50% AMI)

We take pride in the fact that 37.7% of our participants hail from diverse backgrounds, reflecting our commitment to inclusivity and community empowerment.





“I literally have not had anyone (including coaches) up until now, push back and challenge my process. I respect and appreciate the Business POD experts speaking to me directly! It helps isolate the holes in my business and honestly feel relieved.”

**Tom Harvey**  
Tom Harvey Real Estate



“The GVC Business POD has been instrumental to assisting me with the continued success of my business. The attention to detail, focus, and determination to help me solve all of the problems I have faced has been a game changer for me”.

**Will Noce-Sheldon**  
BE GREAT, Founder & Owner



“I really enjoyed and took a lot away from my experience with the GVC Business POD! As a first-time business owner, it's nice to know there are experienced coaches in your corner that REALLY want to help you to be successful! The information and guidance I received from the Business POD experts has helped me immensely and I feel more powerful, in control and adept at making future decisions and improvements to my business! Thank you so much for caring about small businesses!”

**Diana Kirkpatrick**  
Center Stage Clothiers, Founder & Owner





"I was very excited after learning that Chamber business coaching was available to small businesses. So far that has been the biggest and best advantage. After three sessions, I had a much clearer understanding of my target audience and how to connect with them in ways that were comfortable with my personality and business. I continue to work on the material shared and it has become a solid foundational piece for moving my business forward."

**Patty Grasher**  
Explore Vancouver USA



“The GVC Business POD has been very beneficial for me to move my idea from an idea phase to a reality. Ongoing support from the Business POD experts in the form of coaching has been very beneficial. This has encouraged me to start working on my second business idea.”

Tara Kaur

Design Stake Branding & Website, Founder & Owner





“I highly recommend the Business POD! Being a part of the current cohort group has provided a space for me to express concerns, share victories, and feel collectively supported by my peers. This program has provided me a level of confidence that was missing.”

**Daphne Anderson**

Vancuterie, Floral Preservation Art, Founder & Owner





# Let's Answer Some Questions

## **DO COMPANIES NEED TO BE CHAMBER MEMBERS TO ACCESS THESE SERVICES?**

No. In fact 99% of all entrepreneurs and microenterprises who sign up are not members nor do we discuss Chamber membership with participants. Since 2020, the GVC has offered most of our programming up to all businesses in order to strengthen our business community.

## **IS THIS PROGRAM DEPENDENT ON GRANT FUNDING?**

Yes. Providing services to businesses is a historic function of Chambers. We have long been the bridge between government and business, providing education and services that benefit the business community and, by extension, the wider community. As a 501c6, we depend on our government partnerships to bring quality resources and expertise like the Business POD to support businesses.

## **DO YOU HAVE PARTNERSHIPS WITH OTHER ORGANIZATIONS?**

Chambers of Commerce inherently form partnerships with various organizations across their regions to strengthen the local business environment. We collaborate with a diverse array of entities, including economic development organizations, educational institutions, tourism groups, and more. These alliances are strategically designed to address the multifaceted needs and interests of businesses, while also advancing the broader community's interests. By working in unison with these partners, Chambers can effectively boost regional economic development, promote diversity, and foster a more robust and resilient business ecosystem.

## **HOW DO COMPANIES FIND THE BUSINESS POD?**

From the moment POD launched, our focused mission and substantial investments have been geared towards advertising to low-to-moderate income individuals. Today, we're thrilled to share that the momentum has shifted! Success stories are pouring in, businesses are raving about their results, and most of our new registrants are coming our way through referrals from other non-profit organizations and professionals within our community! Plus, many are discovering us through our website as the Chamber is the go-to hub for business resources.



# THANK YOU!

For questions, feel free to contact us at  
[YOURCHAMBER@VANCOUVERUSA.COM](mailto:YOURCHAMBER@VANCOUVERUSA.COM)

Be part of the  
conversation  
using the  
[hashtag:](#)

**#BusinessPOD**

[VancouverUSA.com/Business-Owners/Start-Or-Run-A-Business/](https://VancouverUSA.com/Business-Owners/Start-Or-Run-A-Business/)

# Board Questions?



# Hispanic Metropolitan Chamber: Latinx Business Assistance





# Small Business Bilingual Technical Assistance Program

February 7<sup>th</sup>, 2024

## **Our mission:**

To lead the economic advancement, wealth creation and equity for Latinos in Oregon and SW Washington.

## **Our vision:**

To close the Latino economic equity gap and create intergenerational wealth.





**SCHOLARSHIPS**

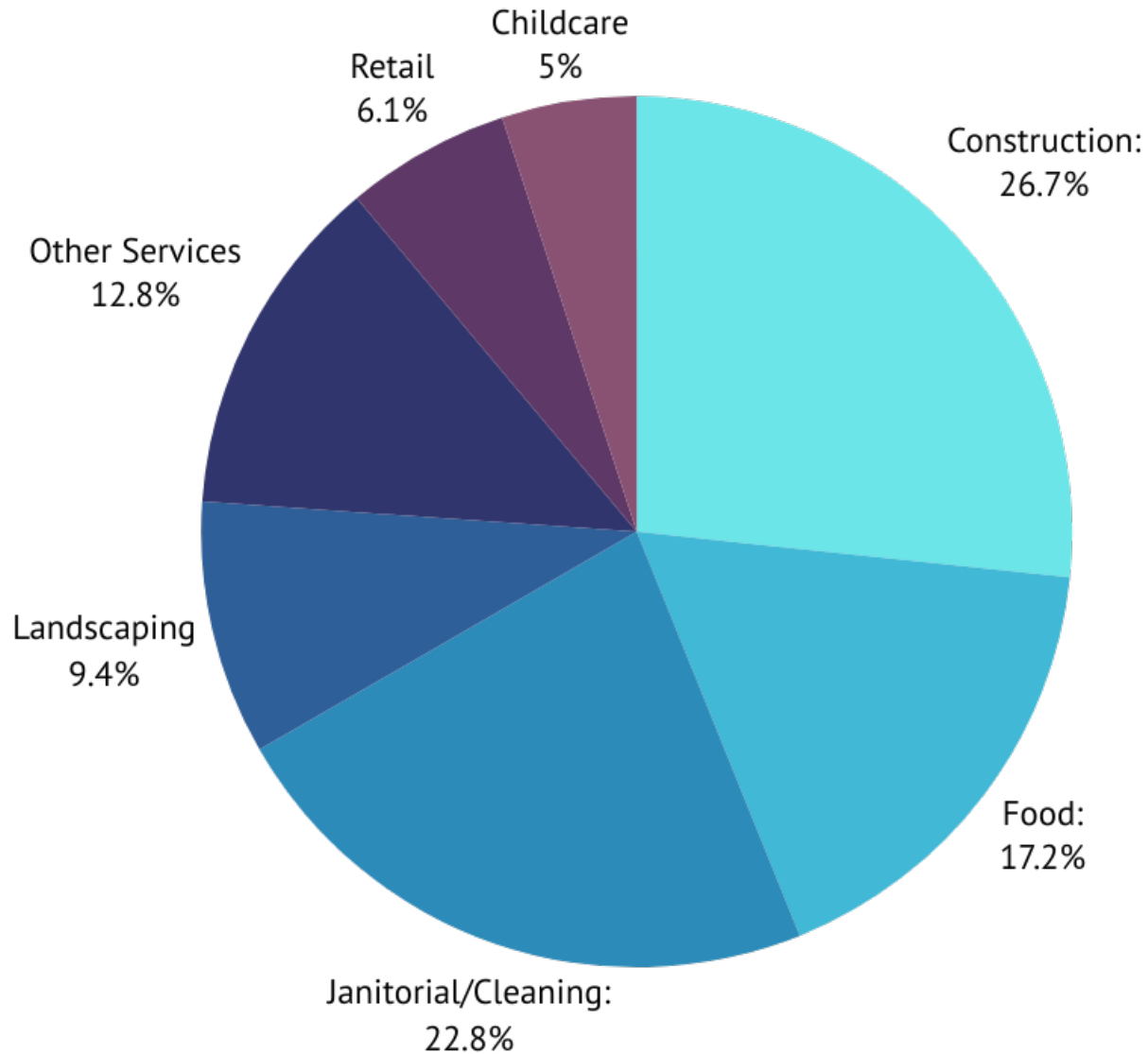


**LEADERSHIP PROGRAM**



**SMALL BUSINESS  
DEVELOPMENT**

# Hispanic Metropolitan Chamber Programs



## Washington: Business Growth & Support Since 2020

- 423 clients received assistance by HMC or attended a workshop since 2020.
- 58.7 % identify as women.
- 30 workshops provided in 2023.
  - Taxes
  - Marketing
  - How to start a Business
  - Cybersecurity





- **Latinos own the largest percentage of start-up businesses in Washington.**
- **Latinos not only the largest but also the fastest-growing minority group in the state.**
- **Latino-owned businesses are growing in number and importance to the American economy. Contributing more than \$700 billion in sales to the economy annually,<sup>1</sup> they are also an important source of employment as sole proprietors and as firms with employees on payroll.**
- **One in four new businesses, traditionally key sources of new jobs,<sup>2</sup> is now Latino-owned. Quite simply, small business growth is tied to the fortunes of Latino-owned businesses.**

Source:  
Latino-owned businesses in the American economy:  
Source: Federal Reserve Bank of New York. "Latino-Owned Businesses: Shining a Light on National Trends." Federal Reserve Bank of New York, 2018.  
<https://www.fedsmallbusiness.org/analysis/2018/latino-owned-businesses-shining-a-light-on-national-trends>

## HMC Client

Spanish-speaking entrepreneurs who are eager to launch or grow their business

## Bilingual (Spanish & English) HMC Services:

- Business start-up and expansion
- Licensing and permits
- Development of marketing materials
- Financial statements
- Review operations / management systems, etc.

# MICRO-ENTERPRISE- IDA Program

## MICRO-ENTERPRISE IDA PROGRAM

6-Month Program

MATCH RATE

**5:1**

INDIVIDUAL MAXIMUM MATCH

**\$12,000**

INDIVIDUAL MONTHLY MATCH

**\$600** *monthly deposit of \$75-\$100*

MAXIMUM MATCH

**\$3,000**

Total: \$3,000

## Graduates from the Program:

- 8 hours of asset training
- 6 hours of financial literacy



# CLIENT SUCCESS STORY

- Licensing assistance
- Development of Marketing material
- Growth & Expansion
- Workshop
- Emprender Juntos Series

**ALCON  
INSULATION<sup>L</sup><sub>L</sub><sup>C</sup>**



[alconinsulation.com](http://alconinsulation.com)

(971) 803-2735

info@alconinsulation.co

m



Vancouver Office:      In Person or Virtual  
4400 NE 77th              Meetings  
Ave, Suite 275  
Vancouver, WA  
98660

# Board Questions?



# Livelihood NW: Business Support Services



# Clark County, WA

CDBG Application Presentation

February 12, 2024

Presented by: Lara Damon, Executive Director





# Agenda

## Organizational Overview

- Mission + Impact + Our Team
- Programs + Services
- Network + Sponsors

## Application Overview

- Proposal Request
- Scope of Services + Outcomes
- Budget + Timeline

## Questions & Answers

## Appendix

- Ways to Refer to Livelihood NW
- Client Highlights



# Who is Livelihood NW?

## Our Mission

To foster business sustainability and growth for historically underserved entrepreneurs within local communities. We provide exceptional business development support services to promote lifelong learning, empowerment, and positive economic impact.

**500+**  
ENTREPRENEURS  
SERVED PER  
YEAR

**70%**  
ARE  
WOMEN-OWNED  
BUSINESSES

**74%**  
ARE BUSINESSES  
OWNED BY  
PEOPLE OF  
COLOR



# Why do we do this work?

## Impact

- Focus on economic disparity and racial wealth gap in America
- Emphasis on equity to move towards equality
- Support for local economies, small business, and job creation
- Poverty alleviation to wealth creation
- Continuum of support
- Community development throughout the Pacific NW, the region we love!
- And so much more!

# Livelihood NW Team

## Administrative Team

- Lara Damon, Executive Director
- Aliza Kuperstock, Executive Assistant
- Kemberly Jimenez, Marketing & Administrative Assistant
- Gavin D'Avanther, Director of Programs and Program Manager
- Emily Galash, Director of Marketing

## Business & Accounting Advisor Team

- Colleen Slinkard, Ascend Program Manager
- Bobbie Benavidez, Business Advisor
- Lorena Mancia, Business Advisor
- Tracy Puhl, Business Advisor
- Nancy Zacarias, Business Navigator
- Jocelyn Furbush, Accounting Advisor & Program Manager
- Denice Gonzalez, Business Navigator
- Danielle Olson, Business Advisor



# Programs & Services Overview

## Service Delivery Model

- One-on-One Advising & Technical Assistance
- Workshops & Trainings
- Cohort Engagement & Peer-to-Peer Learning Opportunities
- Student Consulting Support
- Resources & Referrals

## Areas of Focus

- Business and marketing plan development
- Business analysis
- Accounting setup and training
- Marketing analysis and strategy
- Human resource management
- Pro Bono legal services
- Loan readiness preparation
- Access to Capital Programs
- Partnerships

# Livelihood NW Engagement Opportunities



## Open Business Advising

Resource Navigation (Free)  
Strategy & Planning (Free)  
Open Accounting Advising (Free)



## Long-Term Business Support

GroundWork for Small Business (Free)  
In-Depth Bookkeeping Support (\$100 Engagement Fee)  
Increase Project (Engagement Fee on Sliding Scale)  
Ascend Portland (Engagement Fee on Sliding Scale)



## Workshops & Series

Intro to Bookkeeping (\$25 / subsidies available)  
Quickbooks Online Training Series (\$725 / subsidies available)  
Learning Sessions (Free)



Learn more at  
[livelihoodnw.org](https://livelihoodnw.org)

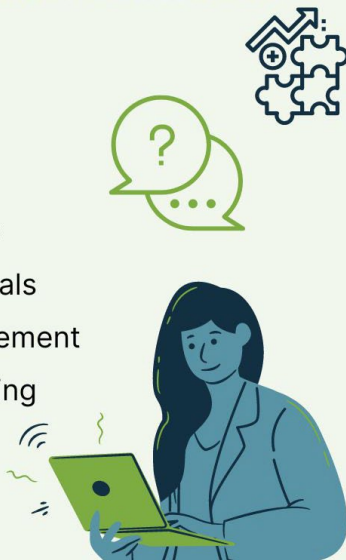
# Open Business Advising (Front Door)

## Strategy & Planning

1:1 VIRTUAL MEETINGS | FREE | SPANISH AVAILABLE

### Common Topics:

- ✓ Business Planning
- ✓ Recovery Strategies
- ✓ Marketing Strategies
- ✓ Projections & Financials
- ✓ Leadership & Management
- ✓ Goal setting & Visioning



## Resource Navigation

1:1 VIRTUAL MEETINGS | FREE | SPANISH AVAILABLE

### Common Topics:

- ✓ A great place to start
- ✓ Business foundations
- ✓ Assistance with forms & applications
- ✓ Resource referrals
- ✓ Other general business questions



## Accounting Advising

1:1 VIRTUAL MEETINGS | FREE

### Common Topics:




- ✓ Selecting a Bookkeeping System
- ✓ Generating Reports
- ✓ Invoicing Questions
- ✓ Payroll Questions
- ✓ All General Bookkeeping Questions



[livelihoodnw.org/meet-with-a-business-advisor](https://livelihoodnw.org/meet-with-a-business-advisor)

# Long-Term Support Programs

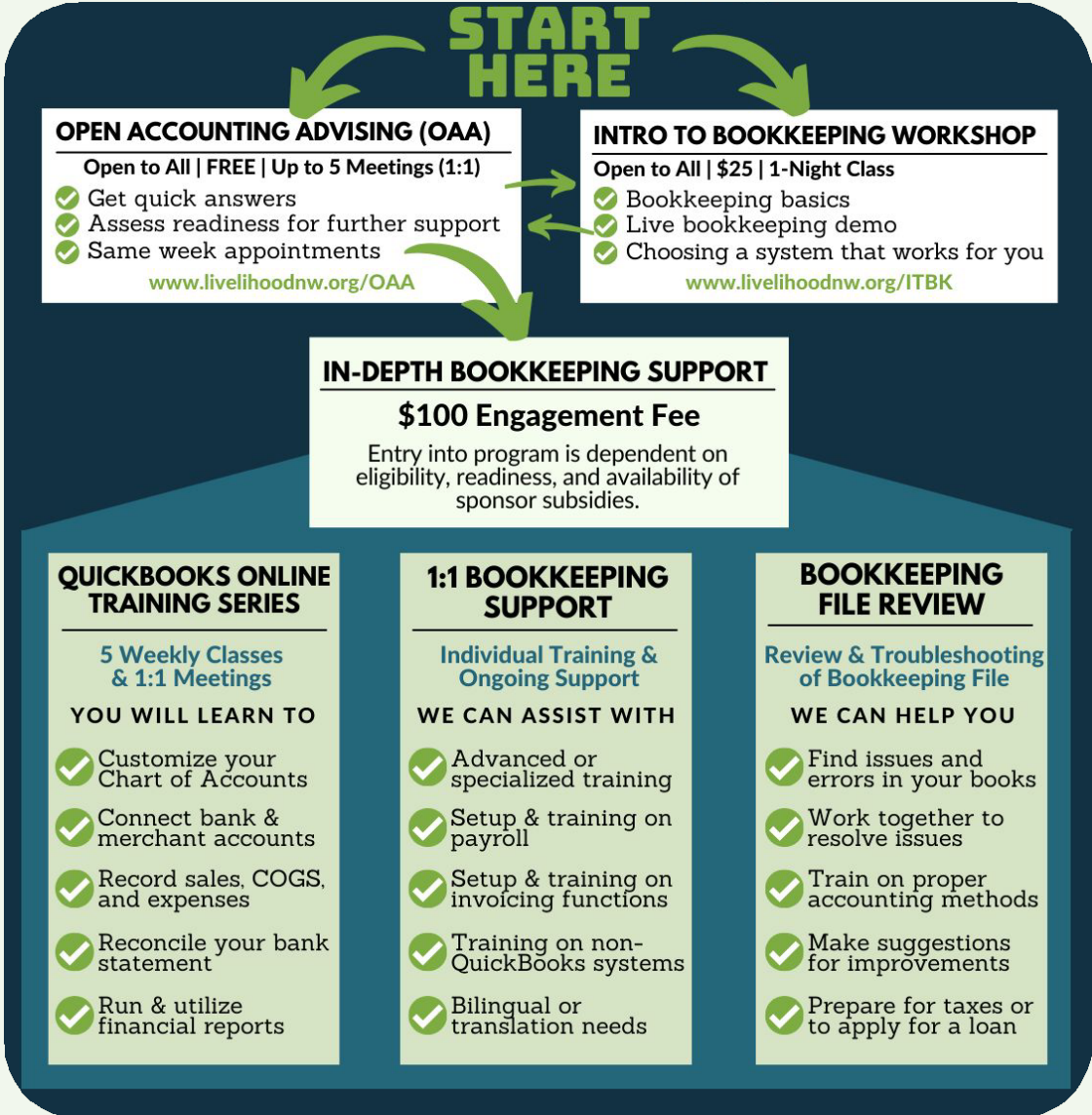
## COMPARE BUSINESS SUPPORT PROGRAMS

PROGRAM	 GroundWork	 PROJECT Increase	 AscendPortland
BUSINESS STAGE	Any industry, any stage of business	Ideally: 2+ years in Business, 1+ employee, \$100k annual revenue*	Seeking B2B/B2G, \$250k annual revenue*, 5+ employees
TIME COMMITMENT/ ENGAGEMENTS	Flexible: 1-4 hours/month, 1:1 meetings, annual survey	Intensive: 4-6 hours/week, Group learning sessions, prep work, 1:1 meetings	Intensive: 4-6 hours/week, Group learning sessions, prep work, 1:1 meetings
PROGRAM LENGTH	1+ Years	1 Year	1 Year
LOCATION REQUIREMENTS	Home or Business in Oregon	Home or Business in Oregon	Home or Business in Oregon or SW Washington
ELIGIBILITY FACTORS	Household Income, Priority to BIPOC & Woman-owned	Priority to BIPOC, Woman, LGBTQ, or Veteran-owned	Priority to BIPOC, Woman, LGBTQ, or Veteran-owned
COST	FREE	Income-Based Fee \$200-\$1000**	Income-Based Fee \$200-\$1000**

\*If your revenue is below this amount, you are still encouraged to apply! We have flexibility here and consider each application individually. \*\*Scholarships are available. We will make sure that the fee will not be a barrier to enrollment in this program



# Bookkeeping Support Services



# Workshop & Classes

ONLINE CLASS



Learn the basics of bookkeeping

**Intro to Bookkeeping**

ONLINE CLASS



Set-up & training for QuickBooks Online

**QuickBooks Online Training Series**

ONLINE CLASSES



Hour live sessions on various topics

**Learning Sessions**

<https://livelihoodnw.org/workshops-trainings>

# Network Resource & Referral Highlights

**Some businesses may be eligible for some or all of these free and low cost referral services depending on their program and sponsor.**

- Bookkeeping Support & Training
- Classes & Workshops
- Credit Counseling & Repair Services
- Legal Support & Advising
- Market Access Consulting
- Market Research Services
- IDA Matched Grant Savings Programs
- Financial Coaching, Loan Readiness & Access to Capital
- Tax Consulting and Preparation
- Digital Marketing Support
- PCC SBDC classes (such as Get Your Recipe to Market, & more.)
- Legal advising
- Consulting on HR, Retail, Digital Marketing, Wellness, & more
- Photography services
- Food safety testing & co-packing resources
- Mediation services
- Milestone & Professional Services Grants

**This list is not exhaustive and may change**

# Sponsors and Ecosystem of Partners

Most of our budget is funded by contracts and grants. Our sponsors help Livelihood NW fulfill its mission, and allow us to offer free and low-cost programs and services to business owners.

## Core Sponsors



JPMORGAN CHASE & CO.

## Supporting Sponsors

- Oregon Community Foundation
- PGE Foundation
- City of Tigard
- North Clackamas Chamber of Commerce

We appreciate our vast ecosystem of partners throughout Oregon, the region, and the nation. We want to give a special thanks to the collaborating organizations who worked with us in program delivery, including:

## Collaborative Partners

- Business Impact NW
- Lewis & Clark Small Business Legal Clinic
- BUILT Oregon
- Interise - Streetwise MBA
- Ascend National

# **CDBG Application Overview**

- **Application Request**
- **Scope of Services + Outcomes**
- **Budget + Timeline**

# Application Request

Livelihood NW seeks **\$116,000 in CDBG funding** from Clark County to **enroll 20 eligible entrepreneurs into our long-term support programs for 1+ years of engagement**, specifically expanding capacity to existing Livelihood NW programs to GroundWork, In-Depth Bookkeeping, and Increase Project.

Total project costs is \$151,000 annually. An additional \$35,000 in private funding is secured to leverage the projects CDBG funding.

# Project Scope of Services

To provide business development support services to 20 CDBG eligible business owners in Clark County (outside of the City of Vancouver) through Livelihood NW's long-term support programs



**In-Depth Bookkeeping Support**




**GroundWork**



**PROJECT Increase**

CUSTOMIZED SUPPORT



Let's tackle your bookkeeping, together

**In-Depth Bookkeeping Support**




**1:1 ADVISING**



**ANY STAGE**



**FREE**



**ANY INDUSTRY**



**HOME OR BUSINESS**



**1:1 ADVISING**



**GROWTH STAGE**



**SLIDING SCALE**



**ANY INDUSTRY**



**COHORT LEARNING**



**HOME OR BUSINESS**

# Project Outcomes

- Hire one full-time Business Advisor
- Conduct direct outreach to CDBG eligible entrepreneurs in Clark County (outside the City of Vancouver)
- Collaborate and participate in partner organizations events
- Enroll 20 CDBG eligible entrepreneurs in in-depth long-term support
- Verify CDBG eligibility. Track baseline enrollment information, and annual business survey data.
- Follow all contract reporting and billing guidelines
- Be a collaborative partner to the sponsor, as well as community organizations
- Refer non-eligible CDBG applicants to other service providers and/or Livelihood NW programs and services

## **These outcomes are expected to result in:**

- Average increase in business revenue: 10%
- Jobs retained/created: 40 employees
- Business retention: minimum of 80%



# Project Budget

CLARK COUNTY, WASHINGTON CDBG LIVELIHOOD NW PROJECT BUDGET			
Budget Categories	Total Cost	Funding Sources	
		County Request	Private
<b>PERSONNEL COSTS</b>			
Staffing Costs	\$116,000	\$116,000	\$0
<b>SUBTOTAL</b>	<b>\$116,000</b>	<b>\$116,000</b>	<b>\$0</b>
<b>OTHER PROGRAM COSTS</b>			
Client Services	\$15,000	\$0	\$15,000
Project Operations	\$5,000	\$0	\$5,000
Other (specify)	\$0	\$0	\$0
<b>SUBTOTAL</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>
<b>FACILITY/ADMIN COSTS</b>			
Indirect Administrative Overhead Cost	\$15,000	\$0	\$15,000
<b>SUBTOTAL</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$15,000</b>
<b>PROJECT TOTALS</b>	<b>\$151,000</b>	<b>\$116,000</b>	<b>\$35,000</b>

# Project Timeline

<b>Project Outline</b>	<b>Estimated Completion Date</b>
Contract execution.	January
Open enrollment to apply for GroundWork and In-Depth Bookkeeping long-term support program.	January - December
Increase Project & Ascend Oregon cohort launch dates.	February, May and September
Invitations to Livelihood NW learning sessions, partners resource referrals, and other services as available.	January - December
Conduct outreach, expand partnership opportunities.	January - December
Attend contract manager meeting, conduct reporting, and billing.	Per contract timeline

# Thank you!

## Questions?



**Lara Damon, MBA**

Executive Director

Email | [lara@livelihoodnw.org](mailto:lara@livelihoodnw.org)

Visit our website: [livelihoodnw.org](http://livelihoodnw.org)

# APPENDIX

# Ways To Refer to Livelihood NW



**Apply Online**

[livelihoodnw.org/apply](https://livelihoodnw.org/apply)

One application for all programs

No application fee



**Nominate**

[livelihoodnw.org/nominate](https://livelihoodnw.org/nominate)

We will follow up with them and you

**Meet with a Program Manager**

[livelihoodnw.org/meet-pm](https://livelihoodnw.org/meet-pm)

Businesses & Partner orgs can schedule



**Sign up**

Open Business Advising  
[livelihoodnw.org/oba](https://livelihoodnw.org/oba)

Open Accounting Advising  
[livelihoodnw.org/oa](https://livelihoodnw.org/oa)

Workshops  
[livelihoodnw.org/workshops](https://livelihoodnw.org/workshops)

# Livelihood NW Clients



**High Camp LLC**



**Speed-o Cappuccino**



**Mamancy Tea & Chocolate**



**Alshiref Design & Print**



**Graphic Anthology**



**Santo Domingo Taqueria**

*“Being able to tap into business advisors and Quickbook experts has been invaluable. If I have a burning question as it relates to my business, Livelihood NW is usually among the organization to consider reaching out to.”*

**- Lisa L**

# Livelihood NW Clients



Ten2Midnight Studios



Himalayan Dumplings



Hot Mama Salsa



Tienda Doña Maria



TMK Creamery



Levelle Law LLC

*“Great place to get help for your business needs whether you want to start one and need to know how or grow your business and scale up. Also, a great place to meet other business owners and get introduced to the resources available in town, which has been very valuable for me personally.”*

**- Ehsan H**

# MORE Livelihood NW clients you may know:

- Betsy & Iya
- Ruby Jewel Treats
- Alma Chocolates
- Dig a Pony
- Spellbound Flowers
- Hand & Hide
- St. Johns Coffee Roasters
- Archie's Press
- Luna Sol
- Brewvana
- Espe Floral
- NW Natural Meats
- Fernando's Alegria
- Hungry Heart PDX
- Eva's Herbucha
- Red Sail
- Rawdacious
- The Bug Chicks
- Sweeedeedee
- Maids By Trade
- Zipper Rescue
- Bull in China
- Pips & Bounce
- Portland Garment Factory
- Waterknot
- Tierra del Sol
- Muluk / AléO
- Portland Bitters Project
- Bridge City Tap Room
- Caravan Pacific
- Portland Creative Framing
- Epif
- Treehouse Chocolates
- GiGi's Café / Gaufre Gourmet
- XO Bruno
- Mizuba Tea Co

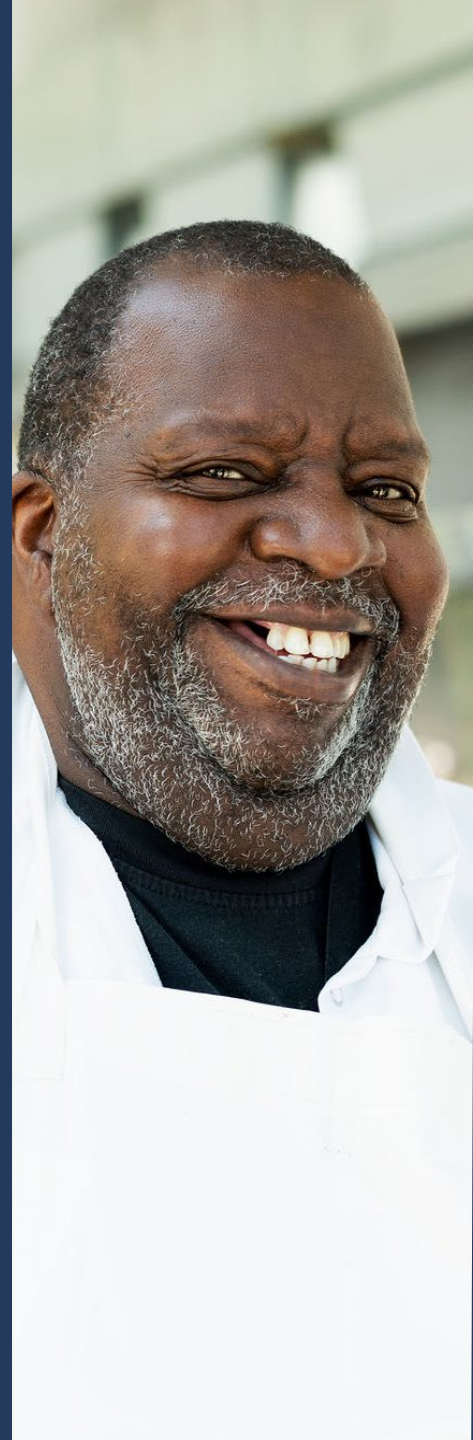


# Board Questions?



# Micro Enterprises Services of Oregon: Micro-enterprise Assistance





# Elevating Entrepreneurship

## What We Do

- **Technical Assistance**
- **Access to Capital**
- **Business Planning**
- **Brand and Marketing**
- **Market Research**
- **Classes & Workshops**
- **Networking**
- **Personal Development Opportunities**
- **Industry and Culturally Specific Cohorts**
- **Local Resources, Referrals, and Partnerships**
- **MESO Makers Market**
- **Vendor Management**



# Business Advising & Technical Assistance

**We focus on strategic planning and collaboration with each business owner, creating a healthy relationship where support services can be offered in an integrated manner.**

**Each entrepreneur is assigned a business advisor and receives tailored one-on-one support**

**MESO offers the following services:**

**Financial Management**

**Time Management**

**Budgeting / Forecasting**

**Credit Enhancement**

**Personal Development**

**Confidence-Building**

**Business Strategies & Implementation**

**Planning / Goal Setting**

**Capacity Building**

**HR Best Practices**

**Networking**

**Branding**

**Marketing**

**Access to Capital**

# CUSTOMIZED SERVICE

- Each business develops and grows in its own unique way.
- Provide client-centric support and resources.
- Delivery methods are both dynamic and customized.
- By limiting caseloads, we have greater access, involvement, and interactions with our clients.



# CLARK COUNTY FUNDING

- MESO will provide technical assistance to empower LMI entrepreneurs to start and grow microenterprise businesses
  - 45 microenterprise entrepreneurs or businesses
    - Who are low-to-moderate income (80% or less of the Area Median Income-AMI)
  - Servicing BIPOC, women and other historically underrepresented businesses
  - MESO will limit support to clients within the boundaries Clark County (except for City of Vancouver) to be served with this grant
- MESO will focus on providing one-to-one, culturally specific, customized technical assistance, including business education (Credit, business plans, digital marketing to name a few)
- Serve both clients seeking short-term services and support as well as those seeking long-term services and support



# HOW WE WILL REACH OUR GOALS

- Conduct targeted equitable and inclusive outreach in Clark County
- Hold two community outreach/networking events for Clark County microentrepreneurs and micro businesses
- Utilizing social media, government partners, places of worship, community-based organizations, and other nonprofits to promote our program and services
- Provide ongoing access to in-person and virtual classes and workshops through MESO's business education program
- MESO already has an established presence and office in Clark County with an increase in demand from micro-entrepreneurs seeking support
- We offer a full range of services and programs, many in both English and Spanish





# CLARK COUNTY BUSINESS SPOTLIGHT

When Carla came to MESO's Vancouver office in November of 2022, she had a very clear business goal in mind. She wanted to open a kiosk in the Vancouver Mall offering a variety of sweet and savory crepes.

Working with her advisor at MESO, Carla built her business skills and expertise. She took classes, including the Business Building series in Spanish, Taxes for Small Businesses, and a profit-and-loss workshop. Her advisor guided her through getting necessary licensing, insurance, negotiating a lease agreement, purchasing equipment, developing a menu, calculating expenses and prices, and marketing strategies to launch to name a few.

Carla is a shining example of how taking the right steps can lead to small business success. Since opening her kiosk business, Bi Bis Crepes LLC, in May of 2023, she has become a local favorite of shoppers at the Vancouver Mall.



# MISSION

“ To elevate under resourced and excluded entrepreneurs to build resilience, equity, and thriving communities through access to capital, tailored business assistance, and education. ”

**CALL** 503.841.3351  
**FIND**

[www.mesopdx.org](http://www.mesopdx.org)

**EMAIL** [meso@mesopdx.org](mailto:meso@mesopdx.org)



# Board Questions?



# Proud Ground: Homeownership Assistance





**PROUD  
GROUND**  
*Dreams Start Here.*

**Permanently Affordable Homeownership  
in Clark County**

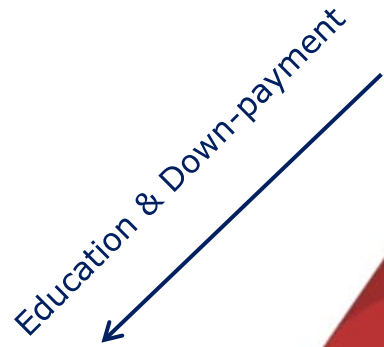
Katie Ullrich, Associate Director



**PROUD  
GROUND**

*Dreams Start Here.*

**Founded in 1999, Proud Ground is the Pacific Northwest's largest provider of permanently affordable homes through the Community Land Trust model.**



Homeowner owns their home



Proud Ground owns and stewards the land





## Impact to Date

Served Clark County since 2014, creating 30 homeowners

- 80% Households of Color
- 87% Families with Children
- 64% Average Median Income

## Clark County Waiting List




- 64% Households of Color
- 58% Families with Children
- 44% Average median income
- 70 Number of homebuyers in process of being added to the waiting list



## A Need for Permanent Affordability

- \* Median sale price of a market rate home: \$525,000
- \* Median sale price of a Proud Ground home: \$265,000

## Homeownership is unaffordable in Clark County

-  Family w/ children, earning \$64K/year working in the service industry
-  Single-parent w/ 4 children, earning \$57K/year in the health care field
-  Family w/ children, earning \$51K/year in customer service field



# Permanent Affordability Works!



## Clark County RESALE

Original home market-rate value  
 Resale home market-rate value  
 Home value increase  
 Funds needed in resale

## 2015-2017

\$215,000  
 \$270,000  
 \$55,000  
 \$0

## 2015-2022

\$215,000  
 \$410,000  
 \$195,000  
 \$0

## RESALE HOMEBUYER

New Homebuyer AMI  
 New Homebuyer Purchase Price

60%  
 \$181,250

54%  
 \$221,500



**4 HOMEOWNERS**

**LIFETIME OF 1 HOME**



**\$0**  
Funds Needed to  
Keep Home  
Permanently  
Affordable



**\$300,000 request = 4 new homebuyers**

*Model scenario for \$362,500 home*

**\$67,000**

**Clark County**

\$45,000

Leveraged public investment

\$250,500

Homebuyer's Mortgage and Down Payment

\$8,000

Program Delivery Cost

# Clark County Affordable Homeownership Program

- Collaborative outreach
- Access to down payment and/or affordable homes
- Access to education and counseling

## Inventory of Homes

- Up to 150 homes will become available to homebuyers through the program in the next 2 years



# Thank You

---

[ProudGround.org](https://ProudGround.org)



# Board Questions?



# Vancouver Farmers Market Association: Small Business Development





CELEBRATING 35 YEARS



**VANCOUVER**  
FARMERS MARKET

# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

# BACKGROUND: FARMERS MARKET IMPACTS



276

Individual Businesses  
(↑14% in 2023)



478,280

Shoppers  
(↑31% in 2023)



360

Full or Part-Time Jobs



\$8,282,053

Small Business Revenue



Over \$13,000,000

Local Economic Impact



Farmers Market =

Small Business Incubator



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Project Scope & Goals



SUPPORT MICRO-  
ENTERPRISES  
WITH SMALL GRANTS



PRIORITIZE  
AUTONOMY  
& EQUITY



INCREASED  
REVENUE & JOB  
CREATION



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Micro-enterprise Eligibility



5 EMPLOYEES  
OR LESS



BUSINESS LICENSE  
WITH CLARK COUNTY  
ADDRESS



80% AREA MEDIAN  
INCOME



PRIORITY FOR  
MARGINALIZED  
GROUPS



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Eligible Activities



CONTINUING  
EDUCATION



CERTIFICATIONS



SMALL  
EQUIPMENT



PROFESSIONAL  
SERVICES



PERMITS,  
LICENSING, &  
SEED FUNDING



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Impact



30 ELIGIBLE  
MICRO-ENTERPRISES  
SERVED



5 NEW BUSINESS  
LICENSES CREATED



40 JOBS CREATED  
OR RETAINED



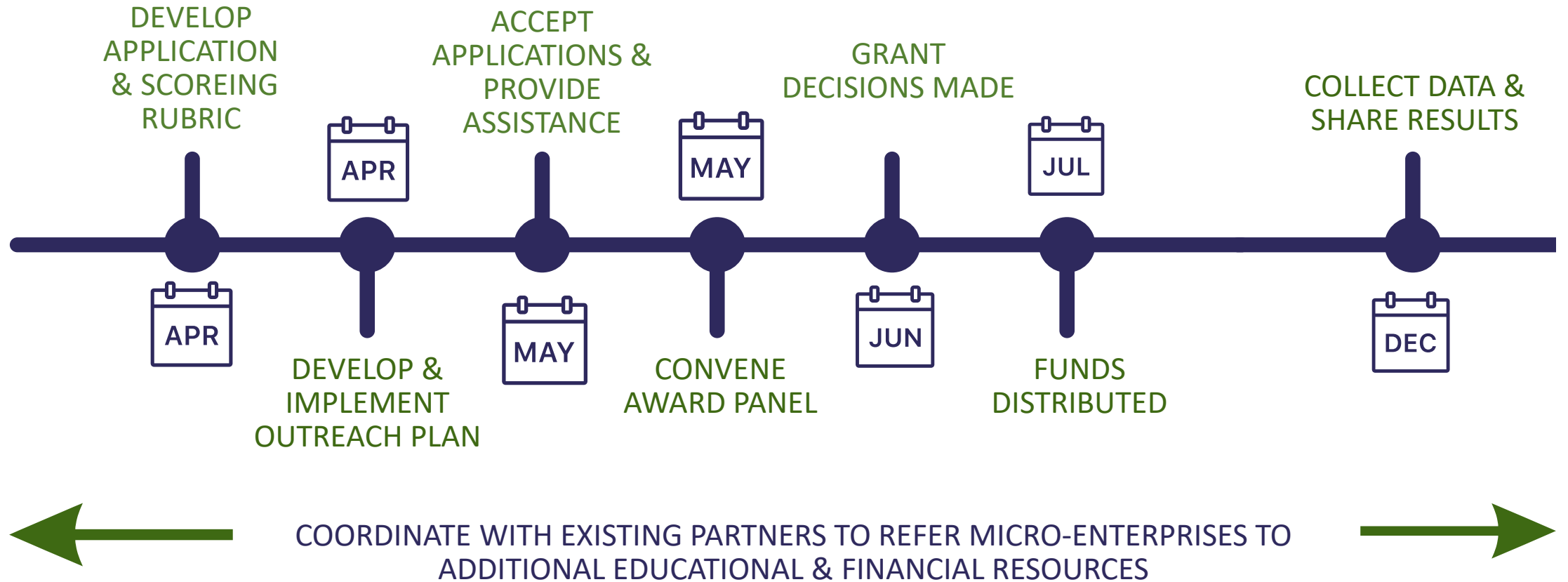
70% OF RECIPIENTS  
REPORT INCREASED  
REVENUE



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE



## SMALL GRANT PROGRAM Timeline



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## COLLABORATION Existing Partnerships

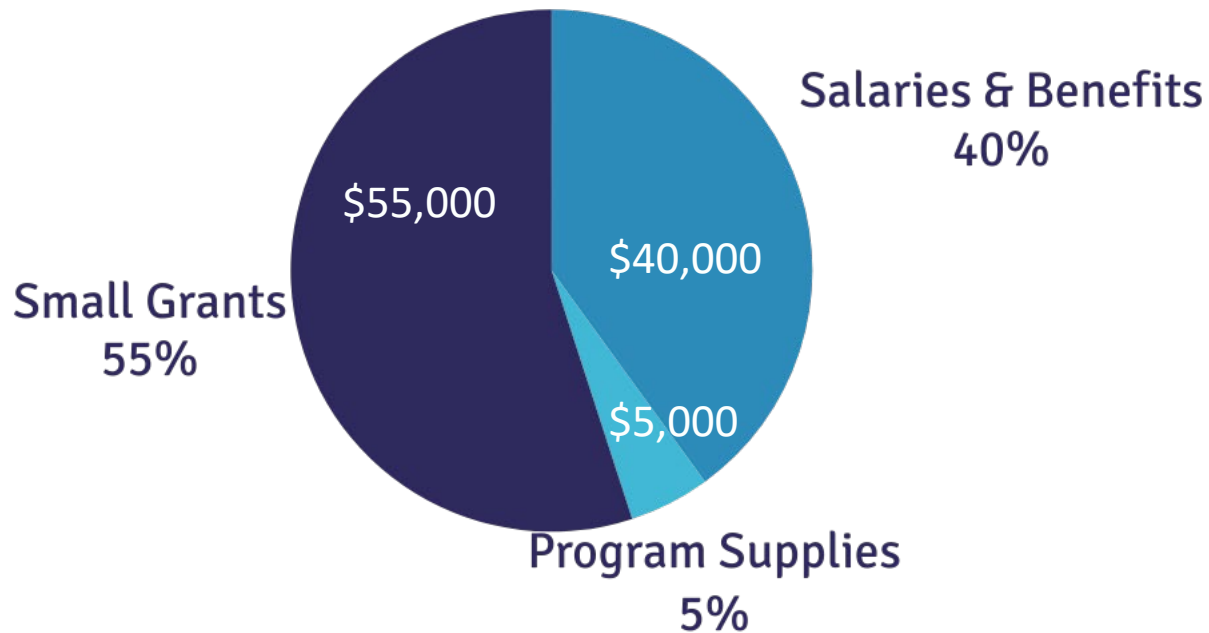




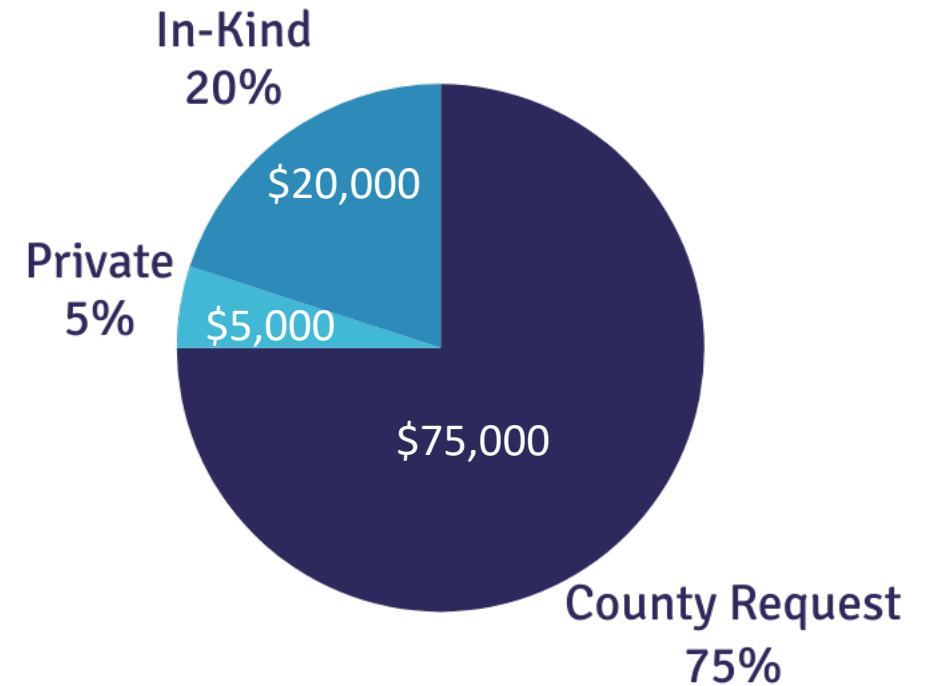
# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Budget

FUNDING CATEGORIES



FUNDING SOURCES



# MICRO-ENTERPRISE DEVELOPMENT INITIATIVE

## SMALL GRANT PROGRAM Readiness



EXISTING  
RELATIONSHIPS  
WITH MICRO-  
ENTERPRISES



50 COUNTY BASED  
BUSINESSES IN  
MEMBERSHIP



COVID RELIEF  
SMALL GRANT  
PROGRAM



EXISTING  
PARTNERSHIPS



STAFF & MATCHING  
FUNDING SECURED



# QUESTIONS?



STEPHANIE CLARK  
Director of Partnerships & Programs  
[s.clark@vancouverfarmersmarket.com](mailto:s.clark@vancouverfarmersmarket.com)

# 10 Minute Break



# 10 Minute Break



# Break

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# Break

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# Break

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# Break

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5 minutes left



4 minutes left



3 minutes left



2 minutes left



1 minute left



# Vancouver Housing Authority: Weaver Creek Commons



# WEAVER CREEK COMMONS

Urban County Policy Board

Vancouver Housing Authority  
Presentation 2.12.23





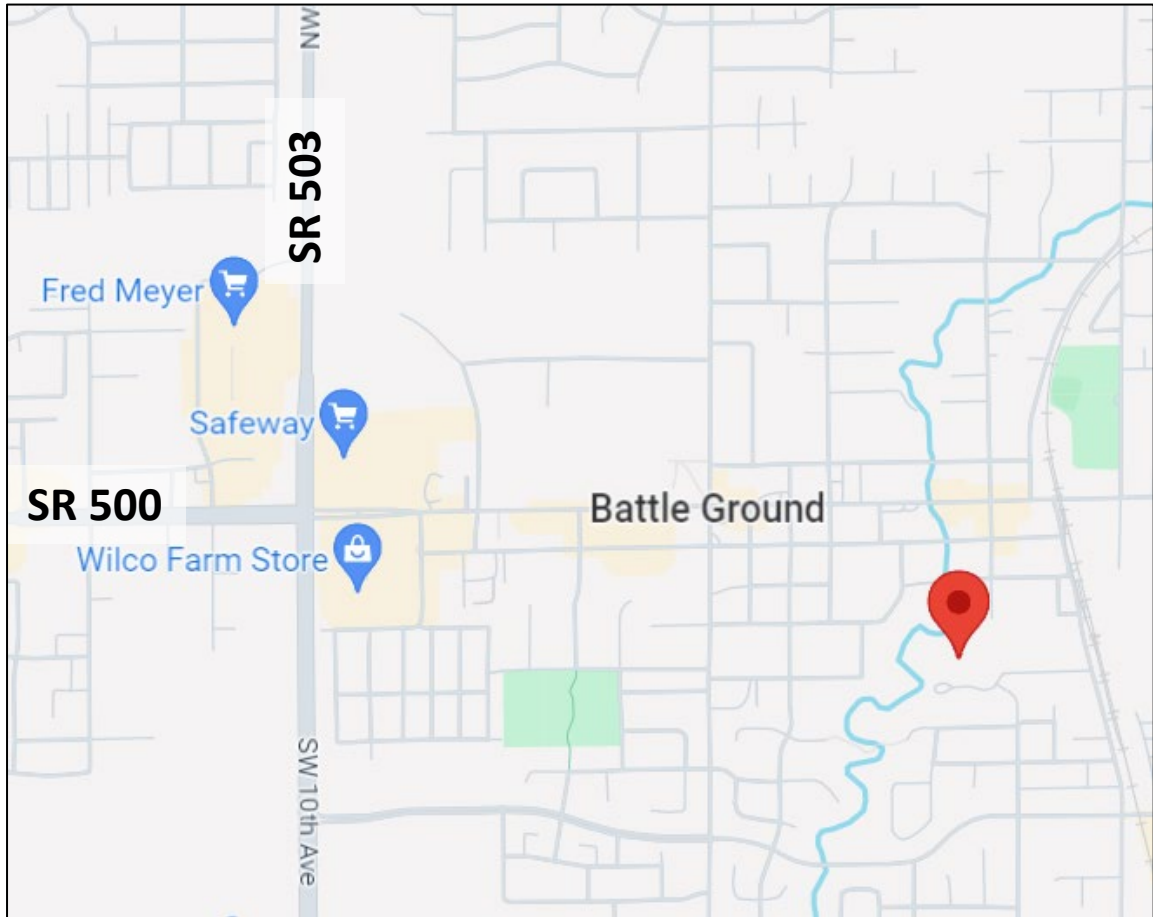
# Vancouver Housing Authority

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*“Our mission is to provide opportunities to people who experience barriers to housing because of income, disability, or special needs.”*





# Background

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- Local Housing Needs
- 306 SE Clark Ave, Battle Ground
- Centrally Located 4 Acres
- Peace NW and BG Education Foundation



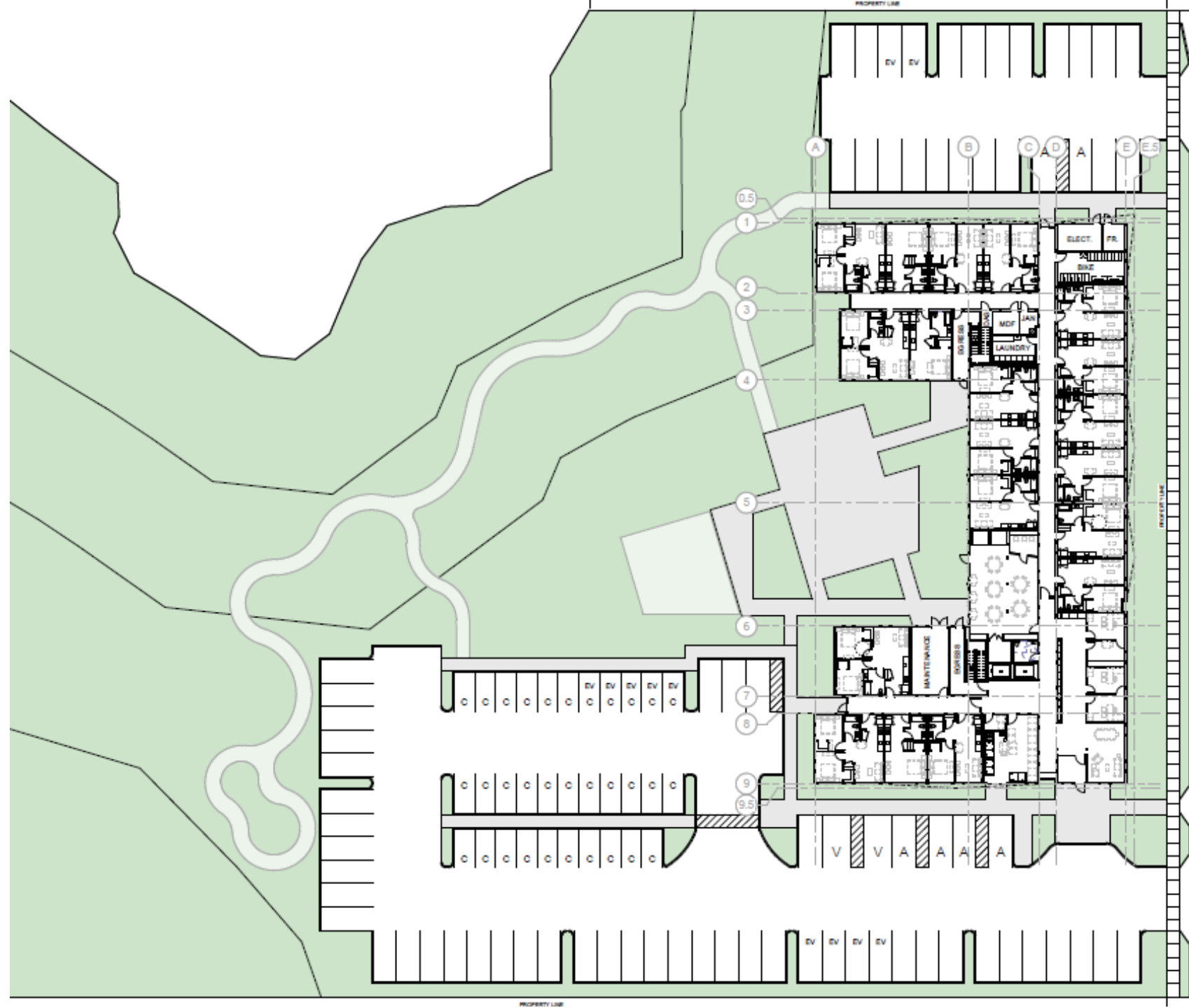
# Project

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- 4-story, elevator operated
- **100 units**
  - 12 studios
  - 72 one-bedrooms
  - 16 two-bedrooms
- **60% AMI** income restriction
- **12 units** for households with I/DDs
- **20 units** for households exiting homelessness

# Programming

- Playground, walking trails, dog run
- Community room, central laundry, storage lockers, bike room, dog wash station
- Rooftop PV solar system
- On-site property management, maintenance, and resident services staff



# Sources and Uses

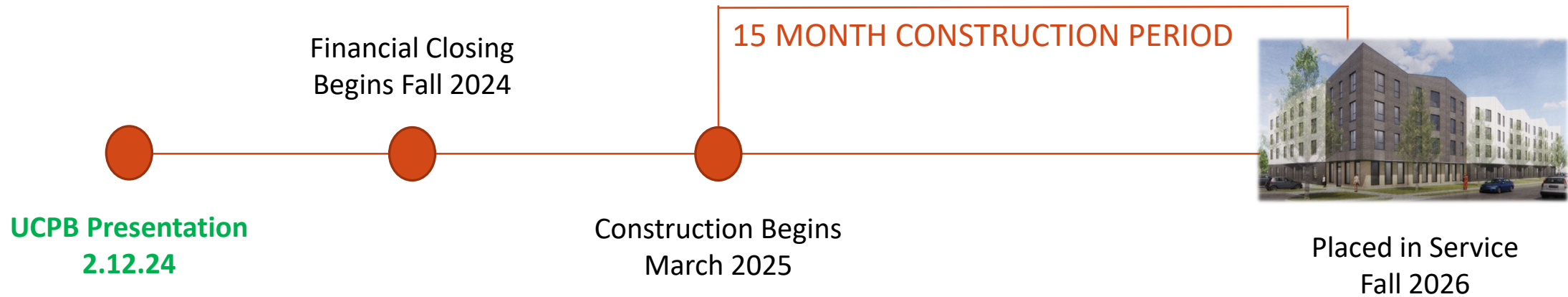
Sources	
4% LIHTC Equity	\$13,500,000
Tax Exempt Bond	\$9,400,000
Housing Trust Fund	\$5,000,000
Sponsor Loan (VHA)	\$5,000,000
Clark County Sales Tax	\$1,300,000
HOME	\$1,220,319*
Connection Housing to Infrastructure Program	\$547,657
Deferred Developer Fee	\$1,500,000
<b>TOTAL</b>	<b>\$36,667,976</b>

Uses	
Land	\$1,490,000
Construction	\$24,927,976
Owner Contingency	\$1,200,000
VHA Developer Fee	\$4,000,000
Soft Cost	\$3,625,000
Financing Cost	\$1,125,000
Reserves	\$300,000
<b>TOTAL</b>	<b>\$36,667,976</b>

*\*Includes 2023 request for \$300,000 and 2022 commitment of \$920,319*

# SCHEDULE

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# Project Outcomes

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- Addresses the needs of the local community and reflects their values
- Introduces new units for Clark County's I/DD community
- Central location encourages residents to be active in local economy and community

Thank you!

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Questions?





# Tenant-based Rental Assistance Overview



# Clark County's Tenant-based Rental Assistance

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- Operates on a calendar year with some flexibility
- Uses a Rapid Re-housing program model
  - Best practice for rate of success
  - Cost effective
  - Aligns with Washington State Strategic Plan to End Homelessness
- Provides rent and supportive services
  - HOME funds = rent assistance
  - CDBG funds = housing case management and support services
- Allows for up to 24-months of assistance (HUD requirement)
- Referrals come through the Housing Solutions Center (except YWCA)



# What is Rapid Re-housing (RRH)

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- A housing with supports intervention designed to help individuals and families quickly exit literal homelessness and return to permanent housing
  - Literal homelessness = living in a shelter, hotel paid by someone else or in a place not meant for human habitation
- Assistance is offered ***without preconditions*** (such as employment, income, absence of criminal record, or sobriety)
- Resources and services provided are *tailored to the unique needs of the household*
- Has three core components but it is not a requirement that a household utilize them all
  - Housing identification
  - Rent and move-in assistance
  - Case management and services -SUPPORTS



# RRH Components

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## 1. Housing identification

- Recruit landlords to provide housing opportunities for individuals and families experiencing homelessness.
- Address potential barriers to landlord participation such as concern about short term nature of rental assistance and tenant qualifications.
- Assist households to find and secure appropriate rental housing.

## 2. Rent and move-in assistance

- Provide financial assistance to help with move-in costs, deposits and rental and/or utility assistance necessary to allow households to move immediately out of homelessness and stabilize in permanent housing.



# RRH Components

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## 3. Case management and supports

- Help households identify and select among various permanent housing options based on their unique needs, preferences, and financial resources (tenant-based)
- Help households address issues that may impede access to housing (such as credit history, arrears, and legal issues)
- Help households negotiate manageable and appropriate lease agreements with landlords
- Make appropriate and time-limited services and supports available to households to allow them to stabilize quickly in permanent housing
- Monitor participants' housing stability and be available to resolve crises, at a minimum during the time Rapid Re-housing assistance is provided
- Provide or assist the household with connections to resources that help them improve their safety and well-being and achieve their long-term goals. This includes providing or ensuring that the household has access to resources related to benefits, employment and community-based services (if needed/appropriate) so that they can sustain rent payments independently when rental assistance ends.
- Ensure that services provided are client-directed, respectful of individuals' right to self-determination, and voluntary



# Janus Youth Q&A

Population: youth ages 18-25

Proposes to serve: 25 households

Requested Amount: \$150,000



# Lifeline Connections Q&A

Population: people with behavioral health disorders

Proposes to serve: 4 households

Requested Amount: \$84,000



# The Salvation Army Q&A

Population: families and individuals

Proposes to serve: 10 households

Requested Amount: \$105,000





# Share Q&A

Population: families and individuals

Proposes to serve: 15 households

Requested Amount: \$275,000



# YWCA Clark County Q&A

Population: domestic violence survivors

Proposes to serve: 10 households

Requested Amount: \$264,000



# Wrap Up

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## VIII. Other

- Scores due in Neighborly by March 4
- Public Comment

***Save the Date - next UCPB meeting:***

***March 11, 2024, 9:30am – 11:00am***

- *Funding award recommendations*

