



PLANNING, INFRASTRUCTURE, & ECONOMIC REVITALIZATION (PIER)

PROPOSED PROJECT PROPOSAL FORM

Instructions: Please complete all fields and email the completed form and attachments to pier@hcs.oregon.gov **no later than 11:59 pm on Wednesday, March 5, 2025**. Once received, you will be contacted regarding the next steps in the project evaluation and selection process. This proposal form is the first step in the selection process. If your project is selected, a full application must be completed and submitted to Oregon Housing and Community Services (OHCS).

Learn more about the PIER program on the [ReOregon website](#).

Project Information		
Project Title:	Phoenix/Talent Economic Revitalization Project	
Primary Contact Name and Title:	Darby Ayers-Flood, Executive Director	
Phone Number:	541-690-7205	
Email address:	☐ president@talentbusinessalliance.org ☐	
Project Lead Organization Name:	Talent Business Alliance	
Type of Eligible Organization:	☐ Public Entity ☒ Non-Profit	
Amount of PIER Funds Requested:	\$500,016 ☐	
Type of Project		
☐ Planning	☐ Infrastructure	☒ Economic Revitalization
Project Description		
Describe how your project will benefit the long-term recovery of Jackson County. The Jackson County community must be the primary beneficiary of the proposed project.		

The cities of Phoenix and Talent have drawn closer in response to the shared tragedy of the Almeda Fire. Geographically aligned, they also are philosophically aligned in response to economic recovery and revitalization. The chambers of commerce from these two cities (Phoenix Chamber and Talent Business Alliance) are jointly submitting this application, in partnership with grant administrator SOREDI, in acknowledgement of a common need to earmark efforts in the area hardest hit by the Almeda Fire.

The project will benefit the long-term recovery of the Phoenix/Talent small business community by focusing on the local tourism sector and microenterprises. By focusing on these two PIER-eligible activities, the applicants will reach and benefit the vast majority of businesses impacted by the Almeda Fire, while preserving and building the traditional small and independent local business sector that attracts locals and visitors to the area.

It is the intention of this project that Phoenix/Talent will attract innovative microenterprises and visitors to the Highway 99 corridor, provide a welcome environment for existing and prospective residents in the area whose livelihood depends upon microenterprise activities, and become an incubator hub, serving the targeted communities and all of Jackson County.

Project Summary

1. Project purpose, area of benefit, and a description of the proposed activity:

The project focuses on tourism and micro-enterprise, the two primary characteristics and needs of the local region. Tourism activities will feature continuation and expansion of recent close collaboration between Phoenix/Talent. Since the Fall of 2024, TBA and the Phoenix Chamber have convened with members of the local tourism sector and a RARE participant to create a soon-to-be-completed Destination Strategic Plan. The plan identifies wine & small farms, arts & culture, and biking trails to local attractions as strategies to increase visitor activity. With the plan nearly completed, PIER funding will enable implementation. The two primary PIER activities are: 1) Launching a website to show how Phoenix/Talent is recovering from the Almeda Fire while providing a vehicle for revitalization. The website will be designed consistent with the ongoing facilitated community engagement process and will include an interactive mapping feature, a calendar of events, community news and updates, photo galleries, visitor guides with resources, and local business listings. 2) Training for hospitality and other tourism-related jobs. Year 1 will be peer-based facilitated coaching, adding more comprehensive and targeted training from staff in Years 2-3.

The second component of the project is micro-enterprise training and support. Phoenix and Talent chambers will have qualified staff to provide technical assistance for start-up microenterprises for launching and sustaining a business. Training will be individualized to the needs of each microenterprise to ensure success. The chambers also will host a monthly pitch session to help emerging entrepreneurs refine their pitch and presentation skills, with the best presentation awarded \$100. With PIER support, the two chambers will coordinate with SOREDI to plan and locate a business incubator on the corridor and provide a full range of services for emerging entrepreneurs, including targeted cohorts for hospitality, food services, and youth, as examples.

2. Project delivery summary (i.e., how the work will be done and those responsible for or involved in completing the project):

Tourism Website: A committee of hospitality businesses and other key leaders will be formed to design the website through a facilitated process. Over a series of sessions, the committee will review the destination strategic vision and identify the most compelling features to highlight on the website. The committee will help identify graphics and review language to ensure it represents the unique Phoenix/Talent community. Once the website is completed, the committee will serve as ambassadors to promote the website to the local community and their business patrons. The committee will convene periodically to review updates and ensure the website remains current and useful.

Hospitality Training: Through the two chambers, hospitality businesses and entrepreneurs considering starting a hospitality business will be invited to facilitated peer-to-peer learnings. These will be opportunities for business people to share issues that impact success and receive advice and referrals for help from their peers. The facilitator will track issues that arise and the two chambers will design and present trainings to address appropriate topics.

Microenterprise Support: The two chambers will initially offer individual coaching for new, emerging, and struggling microenterprises to support their success. By years 2-3, trainings will be offered to address common issues. Talent, Phoenix, and SOREDI will work together to develop and implement a plan to launch a local business incubator by year 3, with PIER funding being matched by other sources.

3. What are the project's anticipated outcomes and how your goals will be measured?

The primary goal of the Phoenix/Talent Economic Revitalization Project is to support economic revitalization for the hospitality industry and micro-enterprises in Talent and Phoenix. Anticipated outcomes include:

- Greater coordination and understanding among local businesses of Phoenix/Talent as a destination for visitors as evidenced by surveys
- Vibrant visitors website, based on analytics
- A stronger visitor/hospitality sector, based on surveys
- Improved understanding among entrepreneurs about business start-up requirements
- Increased numbers of start-up businesses, as evidenced by business licenses
- Reduced business core vacancy rates
- Overall localized business revenue increase
- Creation of a business incubator
- Identification of future funding to ensure ongoing economic revitalization

Resiliency and Long-Term Recovery
1. Does the project mitigate loss of life or property in the face of current and future natural hazards? If so, how?
This project will help the community rebuild its economic base, which can increase local revenue and lead to future mitigation strategies, but it won't directly mitigate future loss of life or property.
2. Explain how the project will support long-term recovery needs within historically underserved communities who have lacked adequate investments in housing, transportation, water, and wastewater infrastructure prior to the disaster.
Based on the 2023 Census, compared to the State of Oregon, both Phoenix and Talent experience greater poverty and lower per capita and median household income. Anything that supports and builds the long-term economic revitalization of Talent and Phoenix will support long-term recovery needs within historically underserved communities. The primary employers in the area are Asante Health Systems, Harry and David, Lithia Motors, and Providence Health System. None of these are located in the target area and none are members of either chamber. Long-term recovery is not possible without a vibrant and stable economic infrastructure. To ensure long-term recovery, Phoenix and Talent need to build and sustain a local economic revitalization strategy based on the local strengths of tourism and micro-enterprise incubation and sustainability. The duo focus of a tourism website and hospitality training, combined with micro-enterprise training leading to a full business incubator, ensure the project addresses long-term recovery needs.
National Objective
All Infrastructure and Economic Revitalization projects funded with Community Development Block Grant Disaster Recovery (CDBG-DR) must meet the Low and Moderate Income (LMI) National Objective or the Urgent Need National Objective.

Low and Moderate Income (LMI) National Objective: Project or program has a limited clientele or a defined service area that is primarily residential, and at least 51% of the households within that service area are LMI. Ways to qualify: **OR**

Urgent Need: Project or program meets unmet needs that have a particular urgency, including addressing existing conditions that pose a serious and immediate threat to the health or welfare of the community. Project leads must also describe how the project responds to the disaster-related impact as described in the CDBG-DR impact and unmet needs assessment.

Please describe which national objective your project will meet, and how it meets LMI or Urgent Need.

The primary national objective of the PIER program is to support economic recovery and revitalization in disaster-affected communities by funding projects that create jobs for low- and moderate-income individuals, rebuild critical infrastructure, and promote business development. The fire impacted 60% of the businesses in the target area. Even after more than four years, most have not recovered. The Phoenix/Talent Economic Revitalization Project will address this national objective by supporting, rebuilding, and enhancing the area's two largest business sectors: hospitality and micro-enterprise. Through the efforts outlined above, the project will:

- Stabilize and increase the number of microenterprises in Phoenix and Talent, creating business ownership and employment opportunities.
- Rebuild infrastructure by creating an incubator space, which will both strengthen small-business capacity and provide capability for employee training and recruitment for newly created jobs.
- Support the Talent/Phoenix Destination Strategy by creating a comprehensive visitor website to build Talent and Phoenix as a destination as part of the 99 Corridor. The website will ease access to visitor opportunities in the area and hospitality training will ensure that the sector is well prepared for an increase in visitor activity.

Estimated Project or Program Budget

Activity	Estimate
Administration/Personnel	\$305,616
Project Construction (All Other Non-Personnel Expenses)	
Program Delivery (All Other Non-Personnel Expenses)	\$194,400
Other:	
Other:	
Other:	
Other:	

Total:	\$500,016
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NOTE: The table above is for available estimates at time of project proposal. If your project is selected to move forward for OHCS to review, all funding for your project must be fully detailed and disclosed later during the application process to ensure budget accuracy and no duplication of benefits (DOB).