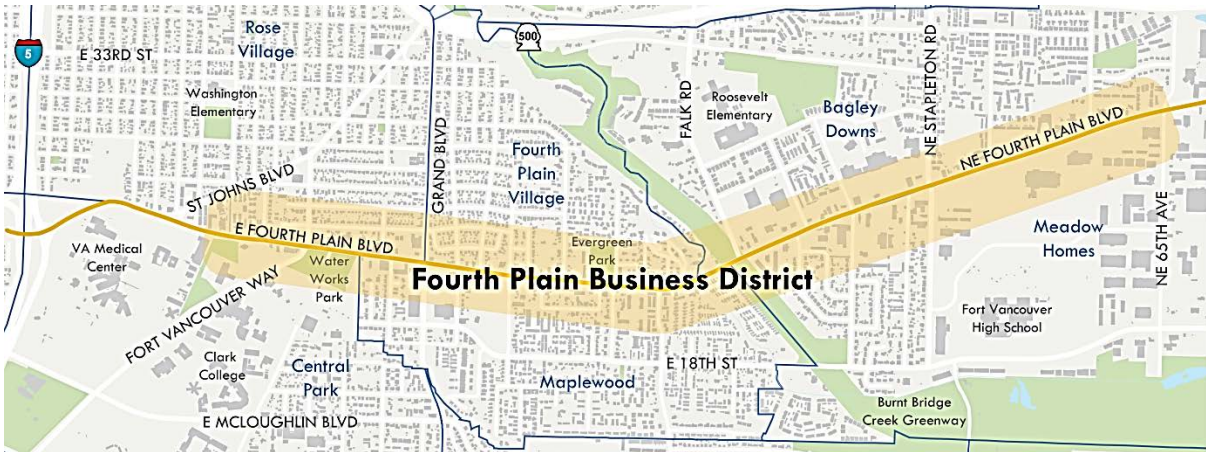




City Fact Sheet

Fourth Plain Forward

Fourth Plain Forward is a multi-year initiative to improve the portion of East Fourth Plain Boulevard known as Vancouver’s ‘international business district’—roughly between I-5 and 65th Ave in central Vancouver. The initiative is focused on strengthening and growing small businesses, creating opportunities for entrepreneurs, and improving the corridor’s safety and appearance. Working jointly with partner organizations, the City of Vancouver aims to foster a vibrant and prosperous Fourth Plain corridor for residents, workers, and visitors.



CURRENT FOURTH PLAIN INITIATIVES

Business District Development

The City is working to develop a business district organization. The purpose of this organization will be to manage the enhancement of the Fourth Plain International District by promoting the welfare of small businesses and a positive district image, attracting new visitors and investment, and managing projects and activities within the district. These activities could include district branding, shared advertising and promotions, special events, community art projects, and more.

Small Business Workshops

The City is hosting a series of free workshops on the corridor that are targeted to the needs and challenges of Fourth Plain businesses.

- 2016 Workshop Schedule:
- May 11 – Food Businesses: Regulations & Requirements
 - September 22 – Social Media & Online Marketing
 - December 1 – Small Business Tax Basics

Storefront Improvement

The City is working with businesses and property owners on Fourth Plain to make small improvements to their storefronts. This can include paint, updated signage, lighting, and outdoor seating. This is a public-private

partnership in which the City provides design consultation and technical assistance, while the businesses and property owners provide materials and labor. The program is limited to two businesses/properties per year.

Business Assistance

City staff is working to target existing assistance programs to Fourth Plain businesses and entrepreneurs:

Small Business Technical Assistance – The City partners with two non-profit organizations—the Hispanic Metropolitan Chamber and the Greater Vancouver Chamber of Commerce—to provide free technical assistance to income-qualified businesses. This one-on-one consultation service is available to individuals looking to start a new business or to strengthen an existing business in Vancouver.

Share IDA Program – Individual Development Accounts (IDAs) allow people with modest means to save for a future asset. Participants receive a 2:1 match on savings that they can use to start or grow a business, make a down payment on the purchase of a home, or to pursue higher education.

More info: <http://sharevancouver.org/share-ida-program/>

Pre-Lease Program – This is a resource for business owners who want to lease or buy commercial space. Staff from relevant City departments will conduct a walk-through with business owners in the new space, provide comments, and answer questions.

Adaptive Reuse Program – The Adaptive Reuse program provides targeted assistance to property owners of existing buildings that present significant challenges to renovation or redevelopment.

More info about Business Assistance: www.cityofvancouver.us/ced/page/doing-business-vancouver

Special Events

The City is helping to plan a few key events that will bring new visitors to the Fourth Plain International District:

Movie Night in Evergreen Park, September 2016 – The City partnered with the Fourth Plain Village Neighborhood Association to host a family-friendly movie night, including activities for kids and food and drinks served by local Fourth Plain vendors.

Fourth Plain Cultural Festival, Summer 2017 – The Clark County Latino Youth Conference and LULAC are leading a team of community partners in planning a special event that celebrates the culture, history, and diverse businesses of the Fourth Plain International District.

Kaiser HEAL Initiative

The Healthy Eating Active Living (HEAL) initiative, led by Clark County Public Health, is working to increase physical activity along the Fourth Plain corridor through projects, policies, and environmental changes. As a partner in this initiative, the City will develop a safe streets strategy that evaluates current pedestrian safety measures and recommends areas for improvement along Fourth Plain and in adjacent neighborhoods.

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