

PROSPER PORTLAND

Portland, Oregon

RESOLUTION NO. 7532

**APPROVING REIMAGINE OREGON ECONOMIC OPPORTUNITY
INVESTMENT FUND GRANT AWARDS**

WHEREAS, on April 26, 2023, through Resolution 37617, the Portland City Council adopted Advance Portland, a five-year strategic plan for the City of Portland (“City”) that calls for the promotion of inclusive economic growth, innovation, and wealth creation;

WHEREAS, Advance Portland seeks to promote equitable wealth creation by supporting small businesses and entrepreneurs, including BIPOC-owned small businesses and entrepreneurs, to start and grow businesses through partnerships, capital investment, and support;

WHEREAS, Reimagine Oregon began as an initiative of Black-led organizations and individuals working to dismantle systematic racism in Oregon;

WHEREAS, at the direction of the Portland City Council, administration of the Reimagine Oregon program and dedicated funding was transferred from the City Office of Community and Civic Life to Prosper Portland in June 2023;

WHEREAS, the Reimagine Oregon program receives an annual budget allocation and is funded by Recreational Cannabis Tax revenue from Ballot Measure 26-180, which passed in 2016;

WHEREAS, Recreational Cannabis Tax revenue funds are intended to support neighborhood small businesses, including women-owned and minority-owned businesses, through, without limitation, business incubator programs, management training, and job training opportunities and by providing economic opportunity and education to people and communities disproportionately impacted by cannabis prohibition;

WHEREAS, these resources are intended to be made available to deliver on economic development investments that align with the priorities developed through community engagement in partnership with the Reimagine Oregon movement;

WHEREAS, Reimagine Oregon funding is intended to support underserved small businesses business located in the City of Portland with grants;

WHEREAS, on February 14, 2024, through Resolution No. 7522, the Prosper Portland Board of Commissioners (“Board”) authorized Reimagine Oregon Economic Opportunity Investment Fund Grant Program Guidelines, establishing eligibility, funding priorities, and award amounts;

WHEREAS, an advisory panel comprised of Prosper Portland and City of Portland staff and community partners evaluated 380 applications and made recommendations to Prosper Portland’s Executive Director regarding the grant applications received; and

WHEREAS, the Executive Director reviewed the advisory panel’s evaluations and recommendations and has proposed to the Prosper Portland Board the approval of grant awards to the 52 entities listed in Exhibit A to this Resolution.

NOW, THEREFORE, BE IT RESOLVED, that the Prosper Portland Board hereby approves the Reimagine Oregon Economic Opportunity Investment Fund grant awards to the entities listed on Exhibit A and up to the grant amounts listed on Exhibit A to this Resolution;

BE IT FURTHER RESOLVED, that so long as the total amount of grant funding awarded does not exceed \$6,200,000, the Executive Director is authorized to (i) increase the amount of any grant listed on Exhibit A, up to a maximum increase of \$500,000 over the amount listed on Exhibit A for each grant, and (ii) award grants, pursuant to the adopted guidelines, that are in addition to those listed on Exhibit A; and

BE IT FURTHER RESOLVED, that with the affirmative vote of no less than four commissioners for this resolution, this resolution will become effective immediately upon its adoption, and otherwise it will take effect thirty days after adoption.

Reimagine Oregon Economic Opportunity Investment Fund Grant Summary

Grants by Org Type	Total Applications Received				\$6.2M Funding Recommendation			
	Quantity	Percent	Average Score	Total Request \$	Quantity	Percent	Requested \$	Recommended \$
For-profit business	265	70%	58.34	63,166,485	31	60%	6,299,011	3,750,000
Non-profit	100	26%	65.66	39,854,427	17	32%	8,288,518	1,980,000
Organization with a 501(c)3 sponsor	15	4%	67.57	6,019,093	4	8%	1,517,593	470,000
	380	100%	60.63	109,040,005	52	100%	16,105,122	6,200,000

Recommended Awards:

FOR-PROFIT Proposal Name:	Entity Type	\$ Amount Requested	\$ Award Amount
Adre - Brand Identity and Social & Environmental Certification (Adre, LLC)	For-profit business	75,000	68,000
Black Pearl Wellness (Black Pearl Wellness, LLC)	For-profit business	100,000	90,000
Oregon Expungement Relief Project (Oregon Expungement Relief Project (OERP))	For-profit business	100,000	90,000
Show Me the Money (Guide on the Side)	For-profit business	38,660	29,000
Global Green Tree Service Branches Out: Capacity Building for Local Black-Owned Essential Service Business to Meet Community Green Infrastructure Needs (Global Green Corporation)	For-profit business	300,000	200,000
Funds to Launch the COR Campus Circular Economy Innovation Hub (COR Disposal and Recycling)	For-profit business	300,000	200,000
Building Economic Opportunities with Here to Stay Series (Brand Zanele LLC)	For-profit business	300,000	200,000
Vascular Vision Growth Plan (Vascular Vision, LLC)	For-profit business	300,000	200,000
PitchBlack/Vanport Studio LLC (Vanport Studio LLC)	For-profit business	300,000	200,000
FLI Social: Bridging Communities, Empowering Businesses and Freelancers - A Digital Platform Optimization Initiative for Economic Growth. (FLI Social Inc)	For-profit business	119,500	90,000
Catalysts of Change: Innovative Vision for Cosmetology Education and Industry Leadership (Champions Barbering Institute)	For-profit business	300,000	200,000

Minority Focused Expansion (CROSSOVER CONSTRUCTION, LLC)	For-profit business	300,000	200,000
Historic Mississippi Food Cart Pod (D.V. Katz Enterprise LLC)	For-profit business	116,538	88,000
Grow With Masa Initiative (Grow With Masa, Inc.)	For-profit business	267,907	200,000
Accelerating Economic Opportunity with Black Excellence Group /// 25% budget leveraged from Reimagine Oregon creates 9 jobs + supports the social and economic wellbeing of 600 black students and families! (Black Excellence Group)	For-profit business	176,500	115,000
Pregame PDX (PREGAME INC.)	For-profit business	180,000	117,000
Equity in Action: Sustaining Living Wages & Serving Communities (H.E.L.P. Home Energy Life Performance Group Inc)	For-profit business	145,000	94,000
MeRae's Trichology Project (MeRae's)	For-profit business	42,232	27,000
Third Eye Books 1619 Book Tour (Third Eye Books Accessories & Gifts LLC)	For-profit business	150,000	98,000
All The Places JM Joints Will Go (JM Joints Inc)	For-profit business	300,000	150,000
Glam Lab: Beauty Professional suites, where family is welcome and your business thrives! (Lash Lab PDX)	For-profit business	300,000	150,000
Hire Culturally-Responsive Providers to Increase Mental Health Access and Establish Community Partnerships (Cemented Rose Therapeutics LLC)	For-profit business	115,000	75,000
Here to Stay: Grow Your Own (Sankofa Counseling LLC)	For-profit business	261,124	150,000
Expanding Sheila's Tinee Totz (Sheila's Tinee Totz)	For-profit business	300,000	150,000
Investing in Equipment to Sustain and Grow Uncle Vinney's Eatery (New Heights S & H LLC)	For-profit business	103,000	67,000
Floating Offshore Wind Training and Production Center Site Analysis (Willamette Technical Fabricators)	For-profit business	169,500	110,000
KISS; a love story. A native Black Portland legacy. (KISS Coffee)	For-profit business	29,000	19,000
Enhancing Capacity and Fostering Community at Art Larger Than Me (Art Larger Than Me Studios)	For-profit business	105,050	68,000
Redefining the Image of a Successful Business (Workplace Change, LLC)	For-profit business	5,000	5,000

From Lipsticks to Livelihoods: Fueling Economic Prosperity Through Cosmetic Innovation Hub (Hue Noir LLC)	For-profit business	300,000	150,000
N/NE Catalytic Cultural Hub (HMS Developments)	For-profit business	700,000	150,000

NON-PROFIT Proposal Name:	Entity Type	\$ Amount Requested	\$ Award Amount
AVT Headquarters and Community Impact Center (Albina Vision Trust)	Non-profit	700,000	200,000
The Williams & Russell Affordable Homeownership Project (WR Homes Knott Street LLC)	Non-profit	700,000	175,000
Building the Future: Empowering Communities through Home Energy Efficiency (EnerCity Collaborative)	Organization with a 501(c)3 sponsor	218,401	100,000
Growing and Expanding Existing Black Owned Businesses and Scaling New Black Owned Businesses (The Black Business Association of Oregon)	Organization with a 501(c)3 sponsor	300,000	150,000
Empowering young adults to build financial literacy and intergenerational wealth through small business ownership (Micro Enterprise Services of Oregon)	Non-profit	300,000	120,000
Small Business and Workforce Center (the Center) (NAMC-Oregon)	Non-profit	504,249	150,000
Enhancing community engagement and collaboration through Portland's anchor: the Black home. (Taking Ownership PDX)	Non-profit	700,000	150,000
Cultivating Black Wealth, Health, and Joy: Right From the Start Black Childcare Provider Business Accelerator (Oregon Public Health Institute)	Organization with a 501(c)3 sponsor	299,192	120,000
Completing Portland's First BIPoC Community-Led Environmentally & Financially Self-Sustaining Arts & Culture Community Hub (Prismid Inc.)	Non-profit	518,000	150,000
Workforce Opportunities Training: Expanding Resources and Economic Opportunities (Portland Opportunities Industrialization Center, Inc.)	Non-profit	300,000	120,000
Failing Street Housing Development Project (Self Enhancement, Inc.)	Non-profit	680,000	150,000

C3 -DB Initiative (Coalition of Black Men)	Non-profit	300,000	118,000
Making Space to C.A.R.E. for Black Families in Albina and Beyond (Center for Black Excellence)	Organization with a 501(c)3 sponsor	700,000	100,000
Supporting Low-Income Women & Gender Expansive People Gain Stability, Financial Literacy & Employment (Dress for Success Oregon)	Non-profit	152,500	46,000
Change is in the Air Empowerment and Training Program (The Blueprint Foundation)	Non-profit	300,000	90,000
Building Brigher Futures: Construction Training Program Enhancements (Constructing Hope Pre-Apprenticeship Program)	Non-profit	264,702	79,000
Enhanced Service Integration Hub: Capitalizing on 80 Years of Empowerment (The Urban League of Portland)	Non-profit	700,000	100,000
Rosewood Regenerative Community Garden & Job Training for Homeless Youth (p:ear)	Non-profit	588,067	100,000
Building United Futures (B.U.F.) Complex (The Black United Fund of Oregon (BUF-OR))	Non-profit	700,000	100,000
Word is Bond, Building an equitable Oregon: Empowering the sons of the War on Drugs. (Word is Bond)	Non-profit	200,000	40,000
Feed'em Freedom Black Regional Food Hub (Feed'em Freedom Foundation)	Non-profit	681,000	92,000