

PROSPER PORTLAND

Portland, Oregon

RESOLUTION NO. 7458

AUTHORIZING THE AMENDMENT OF AN INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF PORTLAND OFFICE OF MANAGEMENT AND FINANCE TO IMPLEMENT ECONOMIC DEVELOPMENT PROJECTS WITH FEDERAL AMERICAN RESCUE PLAN FUNDS

WHEREAS, on June 9, 2021, Portland City Council passed Ordinance No. 190443, which appropriated \$40.4 million in American Rescue Plan funding as part of the adopted budget;

WHEREAS, on July 28, 2021, Portland City Council passed Ordinance No. 190525, which amended the fiscal year (“FY”) 2021-22 adopted budget and appropriated \$63,591,652 in American Rescue Plan Act Local Fiscal Recovery Funds, and delegated authority to the Program Bureau Directors to execute contracts and agreements funding under the program;

WHEREAS, on April 13, 2022, Portland City Council passed Ordinance No. 190773, which appropriated \$1,900,000 in additional American Rescue Plan Act Local Fiscal Recovery Funds during the spring budget adjustment process;

WHEREAS, on June 8, 2022, Portland City Council passed Ordinance No. 190868, which appropriated the second funding tranche of American Rescue Plan Act Local Fiscal Recovery Funds;

WHEREAS, in total, these ordinances appropriated \$21,398,933 of American Rescue Plan Act funds to Prosper Portland to implement economic development projects;

WHEREAS, Prosper Portland is charged by the City Charter with implementing the vision and goals of the City as adopted by the City Council relating to economic development;

WHEREAS, the Office of Management and Finance (“OMF”) is directed by City Council to deploy and provide oversight of American Rescue Plan Act funds, including the development of intergovernmental agreements with partner agencies;

WHEREAS, Prosper Portland and OMF entered into an intergovernmental agreement on October 21, 2021 that identified the scope, equity requirements, payment procedures, and reporting requirements necessary to deploy these economic development projects for the first allocation of American Rescue Plan Act funding totaling \$7,395,931 (the “Original IGA”);

WHEREAS, Prosper Portland and OMF desire to amend, or amend and restate, the Original IGA (in either case, the “Amended IGA”) to include additional American Rescue Plan Act funds totaling \$14,003,002 for a total amount of \$21,398,933; and

WHEREAS, the Amended IGA will be substantially in accordance with the terms and conditions included as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED, that the Prosper Portland Board hereby authorizes the Executive Director to enter into an Amended IGA with OMF substantially in accordance with the terms and conditions in attached Exhibit A, to implement the projects also outlined in Exhibit A;

BE IT FURTHER RESOLVED, that the Executive Director may approve changes or amendments to the Amended IGA before or after execution, if such changes, in the opinion of the Executive Director and General Counsel, do not materially increase Prosper Portland’s obligations or risks;

BE IT FURTHER RESOLVED, that the Executive Director is hereby authorized to take all actions deemed appropriate in the judgment of the Executive Director, in consultation with the General Counsel, to provide up to the full amount of funding provided under the Amended IGA from OMF to partners through subrecipient agreements or contracts to implement the projects outlined in Exhibit A; and

BE IT FURTHER RESOLVED, that this resolution shall become effective immediately upon its adoption.

Adopted by the Prosper Portland Commission on July 13, 2022



Pam Feigenbutz, Recording Secretary

TERM SHEET

RESOLUTION NO. 7458

Authorizing execution of amended intergovernmental agreement with the City of Portland Office of Management and Finance to implement economic development projects with Federal American Rescue Plan Act funds

SUMMARY OF AMENDED INTERGOVERNMENTAL AGREEMENT

Prosper Portland will enter into an amended intergovernmental agreement (IGA) with City of Portland Office of Management and Finance for a total amount of \$21,398,933 to implement eight economic development projects outlined below. These investments in relief and stabilization activities support Portland's small businesses, events and activations, community-based providers and workforce development services for residents. The IGA will outline project scopes of work, equity requirements, and reporting requirements.

Minority Chambers of Commerce Support

The Minority Chamber of Commerce Support provides capacity building funds to community-based partner organizations directly serving BIPOC and diverse small business. Prosper Portland entered into subrecipient agreements last fiscal year with the Hispanic Metropolitan Chamber, Black American Chamber of Commerce, Oregon Native American Chamber, Soul District Business Association and Oregon Pride In Business. This project was funded through the first ARPA allocation and is expected to be completed in December 2022.

Venture Portland Catalytic Investment Initiative

Prosper Portland entered into a subrecipient contract last fiscal year with Venture Portland to increase Venture Portland's staff capacity to better serve six designated Catalytic Investment Initiative (CII) business districts that have historically been under-represented and have a higher number of BIPOC-owned businesses. The additional staff capacity increased organizer hours from 12 hours a week per district to up to 36 hours per week in six CII districts, which includes St Johns, Williams, Foster, Lents, Gateway and Midway business districts.

In addition to support for the CII districts, Venture Portland deployed an Events Hub Team that is a one stop shop for business districts and organizations needing technical assistance to implement neighborhood and large-scale events while navigating COVID-19 restrictions and best practices. This project was funded through the first ARPA allocation to provide these services for one year. The second allocation of funding expands these services for an additional two years and also provides grant funding for business districts. The project is expected to be completed December 2024.

Downtown and Commercial Business Corridors Revitalization and Activation Consultant Team

Prosper Portland contracted with a consultant team to implement a near-term retail and activation strategy with a focus on prioritizing businesses owned by and community-based organizations serving Black, Indigenous, and People of Color. The consultant led the following activities to support and elevate small businesses and organizations adversely impacted by the COVID-19 pandemic:

- Developed a marketing and communications campaign to promote activities within the central city and broader city of Portland featuring small businesses and community-based organizations
- Planned and execute pop up small business events and activations for interim use activities in vacant storefronts and adjacent spaces, including working with property owners and small businesses for short-term leasing opportunities.
- Programmed community-based events and activations at key community business nodes and corridors in partnership with community-based organizations.

Although this project will be completed August 31, 2022, most of this work will continue under the new activations and re-tenanting project.

Small Business Resource Navigation & Technical Assistance

Prosper Portland is helping to address the inequitable access to federal and state funds and business support by implementing a culturally specific navigator program which will help BIPOC-owned businesses impacted by the pandemic access relief-focused assistance and light touch navigation services. The business navigation services will be provided through community partners who will support businesses who need assistance accessing grants, loans, or other COVID-19 relief resources. Prosper Portland entered into a subrecipient contract with the providers that were selected through a request for proposal process. Services and the navigation hub website will launch this fiscal year. Below is the list of providers selected through the RFP. These services will be in place through June 2024.

Services	Provider(s)
Central Resource Hub Navigator	Black American Chamber of Commerce
One-on-One Business Assistance Navigation	IRCO, Mercy Corp NW, Livelihood NW, Micro Enterprise Services of Oregon, Hacienda CDC
Relief & Recovery Technical Assistance for Black-owned businesses	Micro Enterprise Services of Oregon
Relief & Recovery Technical Assistance for Green Cities Businesses	VertueLab

Rapid Workforce Training & Employment for Vulnerable Portlanders

Prosper Portland entered into a subrecipient contract with Worksystems, Inc. to provide paid work opportunities and rapid re-careering services for Portlanders who are houseless, at risk of eviction, or at risk of involvement in violence. These services will address the disproportional economic impacts COVID-19 has had on people of color and other vulnerable populations currently disconnected from the workforce.

The paid work and stipend employment opportunities will focus on city recovery efforts, including trash and graffiti cleanup and houseless community support. These work opportunities will also include placements at businesses that are at risk of closing because of losses incurred while cooperating with the social distancing guidelines required by the State of Oregon.

The rapid workforce training component will help individuals re-career through short-term and intensive trainings focused on high-demand industries with middle-income jobs. The trainings are approximately 12 weeks or shorter in duration from the start of the training to employment. After a participant has

completed a training program, they will be provided direct connections to employers. This funding will be used to scale existing industry specific trainings that have been developed. These programs have connections with employer partners who hire program graduates in areas such as construction, waste and recycling hauling, entry-level clerical positions within hospitals and clinics, entry level IT careers, and banking customer service.

This project was funded through the first ARPA allocation. The second allocation of funding expands these services for an additional two years and also provides funding for intentional shopping campaigns by purchasing Kuto App credits for use in priority business districts adversely impacted by the pandemic. The project is expected to be completed December 2024.

Activations and Re-tenanting

Building on the previous work done through the ARPA funded Downtown and Commercial Business Corridors Revitalization and Activation Consultant team, Prosper Portland will continue this support by partnering with public and private property owners, small businesses, artists, and event producers to invest along our 'main streets' and within our larger business districts in a way that will bring customers to these areas, while providing technical and financial resources to small businesses and business advisors to support tenant readiness to re-tenant vacant buildings within those districts.

These efforts coupled with strategic marketing campaigns will create and raise awareness of partner-led and Prosper Portland-hosted local events and activities happening around Portland. Activities such as retail pop-ups, window activations, and event productions support the growth and vitality of our local small businesses while generating activity and increased foot traffic in our neighborhood business districts.

A key activation within a larger district format will be My People's Market (MPM). MPM provides critical access and visibility for BIPOC makers, designers, artists, and food-based businesses. Building off the market's success in August 2021 in the North Park Blocks where it provided an opportunity for 150 businesses to sell in the pandemic and reclaim a part of their lost sales, the most recent MPM brought businesses together once again at an outdoor market at the Workshop Blocks in the Central Eastside (hosted by Prosper Portland) on June 2-4th. It was a great proof of concept and MPM will establish a more regular event presence in the Central Eastside and nearby venues, providing six additional selling opportunities each year for BIPOC owned businesses.

Small Business Stabilization and Operating Support

Prosper Portland will enter into subrecipient agreements and contracts with community-based organizations and other real estate advisors to help retain small business through technical and financial assistance who are critical to the city's return to a healthy street environment along commercial corridors in some of the most impacted districts including within East Portland, Old Town, and Central Eastside.

As the pandemic continues to disrupt economic activity, many businesses including restaurants and local retailers are struggling to stay in their brick-and-mortar spaces. They continue to face reduced revenue, past due rent, labor shortages, increased costs including insurance premiums, and ongoing break-ins and security challenges. These issues compounded by spikes in COVID variants that impact their ability to stay open.

Access to technical and financial resources is critical for small business who have a range of needs spanning from operating support to keep them in their space to financial and legal advice for those who have been forced to close their businesses and are in eviction proceedings and/or being sued. Additional supports will likely include legal services for lease negotiation and mediation, financial resources for back and future rents, as well as security including de-escalation techniques to increase safety for customers and staff. Prosper Portland will consult with partners and advisors to scope the services and allocate the resources.

Fairfield Project

The Fairfield Retail Revitalization project will restore 3,000 square feet of much needed retail space in the heart of the West End and Pride Plaza along SW Harvey Milk St. The space is unique, co-located inside a federally subsidized extremely low-income housing building called the Fairfield Apartment. The four-story brick building was built in 1911 and has, for many years, contained 82-unit single room occupancy (SRO) units. The Portland Housing Bureau (PHB) has operated the building since 2010, but the aging building has needed major renovations and seismic upgrades for much longer. PHB has partnered with Home Forward to lead and manage the work and Home Forward has successfully assembled funding for housing-related components of the building, but those cannot, by law, cover the commercial spaces. Recognizing the importance of the ground floor space to the overall health of the business district, Portland City Council asked Prosper Portland to lead a development and operations strategy for it. Prosper has been tasked with identifying funding sufficient to cover the currently estimated \$2.5M development cost. Prosper has determined it is able to provide up to \$600,000 from River District TIF funds, leaving a financing gap for the development of approximately \$1.9M. These ARPA fund covers that gap.

East Portland Equitable Development - 82nd Avenue Small Business Grants and Technical Assistance

Prosper Portland will receive up to \$825,000 in ARP funds to implement business supports in the form of grants and/or technical assistance to businesses in and around the 82nd Ave corridor who have been adversely impacted by COVID-19. In 2021 the Portland Bureau of Transportation (PBOT) announced the award of \$80M in ARP funds to deliver Phase 1 of comprehensive improvements to the 82nd Avenue roadway and the adjacent transportation facilities. However, the project funding cannot be used to address construction impacts to businesses or to anticipate the impact of potential displacement pressures for those living and working on and near the corridor.

City Council approved a budget package that was allocated to the Portland Housing Bureau, with the intent that the funding allocation would be closely coordinated Portland Bureau of Transportation and Prosper Portland, to support a holistic package, addressing people that live, work and do business in the corridor.

Prosper Portland staff are currently developing a project implementation plan and budget with bureau partners. Prosper Portland will be responsible for administering business grants for small scale property improvements and/or operating costs, and business technical assistance through community-based organizations within the Inclusive Business Resource Network.

Branding and Marketing Consultant

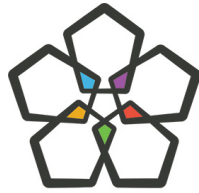
Prosper Portland will receive ARPA funds to support and promote central city events, activations, and awareness campaigns. These funds were previously allocated to a Portland Bureau of Transportation project but will be redirected to Prosper Portland. Due to the ongoing impact of COVID-19, retailers,

restaurants, and clubs located in the central city continue to struggle. Prior to the pandemic, most of these businesses enjoyed regular support provided by downtown workers and visitors. The event promotion and awareness campaigns will be closely coordinated with an array of public, private, and non-profit partners with the overall goal of inviting residents, visitors, employees, and employers to actively support the local businesses that are directly linked to the vibrancy of the central city.

BUDGET AND FINANCIAL INFORMATION

Prosper Portland anticipates receiving \$21,398,933 of ARP funds. The chart below provides a breakdown of funding allocation by project. Prosper Portland anticipates allocating approximately \$1,700,000 of these funds toward staffing and overhead costs. A limited term (LTE) project manager and project coordinator were hired to implement a portion of Round 1 work. Three more LTE positions are also projected to implement Round 2 work.

Project	Round 1 Amount	Round 2 Amount	Total Allocation
Rapid Workforce Training & Employment for Vulnerable Portlanders	\$4,000,000	\$3,000,000	\$7,000,000
Venture Portland Catalytic Investment Initiative	\$530,931	\$1,778,002	\$2,308,933
Downtown and Commercial Business Corridors Revitalization and Activation Consultant Team	\$165,000		\$165,000
Small Business Resource Navigation & Technical Assistance	\$2,000,000		\$2,000,000
Minority Chamber of Commerce Support	\$700,000		\$700,000
Activations and Re-tenanting		\$2,250,000	\$2,250,000
Business Stabilization and Support		\$4,000,000	\$4,000,000
Fairfield Project		\$1,900,000	\$1,900,000
East Portland Equitable Development - 82nd Avenue Small Business Grants and Technical Assistance		\$825,000	
Branding and Marketing Consultant		\$250,000	
Total	\$7,395,931	\$14,003,002	21,398,933



**PROSPER
PORTLAND**
Building an Equitable Economy

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RESOLUTION TITLE:

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Adopted by the Prosper Portland Commission on July 13, 2022

PRESENT FOR VOTE	COMMISSIONERS	VOTE		
		Yea	Nay	Abstain
<input checked="" type="checkbox"/>	Chair Gustavo J. Cruz, Jr.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner William Myers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Peter Platt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Sam Rodriguez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Serena Stoudamire Wesley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Consent Agenda		<input type="checkbox"/> Regular Agenda		

CERTIFICATION

The undersigned hereby certifies that:

The attached resolution is a true and correct copy of the resolution as finally adopted at a Board Meeting of the Prosper Portland Commission and as duly recorded in the official minutes of the meeting.

	<p>Date:</p> <p>July 14, 2022</p>
<p>Pam Feigenbutz, Recording Secretary</p>	