



**PROSPER**  
**PORTLAND**  
Building an Equitable Economy

**DATE:** July 12, 2023  
**TO:** Board of Commissioners  
**FROM:** Kimberly Branam, Executive Director  
**SUBJECT:** Report Number 23-20

Authorizing an Amendment to a Contract with Vida En Color to Implement My People's Market During Fiscal Years 2023-24 and 2024-25

### **BOARD ACTION REQUESTED AND BRIEF DESCRIPTION**

Adopt Resolution No. 7494

This action by the Prosper Portland Board of Commissioners (Board) meeting, will authorize the Executive Director to amend a contract (Contract) with Vida En Color in an amount not to exceed \$1,000,000 to provide event production and management services to deliver My People's Market. If approved, this action will allow Prosper Portland to host at least four My People's Market events in fiscal years (FY) 2023-24 and 2024-25.

### **STRATEGIC ALIGNMENT AND OUTCOMES**

Implementation and funding of My People's Market supports Prosper Portland's goals of widely shared prosperity and collaboration with our partners to build an equitable economy. Specifically, My People's Market supports the advancement of entrepreneurs from underrepresented populations and encourages thriving businesses that provide wealth creation opportunities for Portlanders of color and other underrepresented entrepreneurs.

### **BACKGROUND AND CONTEXT**

In August 2021, Prosper Portland staff issued a competitive request for proposals to manage and produce My People's Market, a collaborative event organized by Travel Portland and Prosper Portland that is aimed to advance opportunities for business owners of color by connecting them to the travel industry and other professionals who can help expand and scale their businesses.

Staff ultimately selected Vida En Color, executing a personal services Contract effective November 3, 2021, to expire July 1, 2022, with a maximum compensation not to exceed \$200,000. To date, Prosper Portland and Vida En Color have executed one Contract amendment to extend the expiration and increase the maximum compensation not to exceed to \$500,000. Due to the amendments to the Contract and requests for additional services, staff are requesting to increase the maximum compensation not to exceed \$1,000,000, exceeding the Executive Director's signature authority. If approved, the increased Contract funding will allow Vida En Color to support the operation of My People's Market in FYs 2023-24 and 2024-25, including the delivery of four markets. Vida En Color will be responsible for managing the production and event-day staff, rental and venue contracting, programming and design, permitting, and budget administration for market operations.

**EQUITY IMPACT**

My People’s Market is designed to serve entrepreneurs who are currently underrepresented as successful business owners in Portland, whether they are low-income or identify as a person of color or other underrepresented identity.

**COMMUNITY PARTICIPATION AND FEEDBACK**

Prosper Portland staff convene a small advisory group including market vendors, performers, and producers who assist in selecting a site for each event and provide feedback on strategic decisions like the My People’s Market feasibility study or vendor selection policy. At the conclusion of each market the advisory group also surveys vendor participants to collect sales information, gauge event satisfaction, and solicit general feedback on the event.

**BUDGET AND FINANCIAL INFORMATION**

There are sufficient resources in the FY 2023-24 Adopted Budget for this proposed action. The following tables describe the sources and expenditures in detail:

Table 1 - My People’s Market Budget

<b>Funding Sources</b>	<b>FY 2023-24</b>	<b>FY 2024-25</b>
Recreational Cannabis Tax Funds	\$50,000	\$50,000
Vendor fees	\$10,000	\$10,000
Enterprise Zone	\$50,000	\$65,000
Sponsorships	\$25,000	\$45,000
Travel Portland	\$50,000	\$60,000
My People’s Market Cash carry over	\$75,000	\$10,000
<b>Total Funds</b>	<b>\$260,000</b>	<b>\$240,000</b>

Table 2 - General market budget (actual amount vary depending on venue and budget available)

<b>Program Expenditures</b>	<b>1 Market</b>	<b>4 Markets</b>
Venue	\$20,000	\$80,000
Rentals	\$14,000	\$56,000
Sound/AV	\$5,000	\$20,000
Power	\$7,000	\$28,000
Activations, performers, artists, design,	\$20,000	\$80,000
Staff	\$3,000	\$12,000
Security	\$4,000	\$16,000
First Aid	\$1,000	\$4,000
Permits	\$1,000	\$4,000
Marketing, graphics, social media	\$15,000	\$60,000
Photography, video	\$2,000	\$8,000
Management	\$21,000	\$84,000
Contingency	\$12,000	\$48,000
<b>Total Expense per Market</b>	<b>\$125,000</b>	<b>\$500,000</b>

**RISK ASSESSMENT**

There are few risks to this action, as the following processes and contractual obligations will ensure that En Vida Color delivers optimal service and experience for market goers and participating vendors, including:

- Weekly check-ins during the event planning window beginning three months pre-event
- Review of vendor feedback and surveys

**ATTACHMENTS**

None.

