



PROSPER
PORTLAND
Building an Equitable Economy

DATE: November 8, 2023
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 23-33
Amending a Flexible Services Contract for Creative Services - Event Production with Vida En Color

BOARD ACTION REQUESTED AND BRIEF DESCRIPTION

Adopt Resolution No. 7506

This proposed action by the Prosper Portland Board of Commissioners (Board) will authorize an amendment to a flexible services contract with Vida En Color to perform event production services for Prosper Portland in an amount not to exceed \$1,000,000.

STRATEGIC ALIGNMENT AND OUTCOMES

This action will deliver on the agency's strategic goals by exercising transparent administration of resources and assets to ensure public funds are effectively invested to achieve agency objectives.

BACKGROUND AND CONTEXT

Prosper Portland utilizes flexible service contracts to identify qualified consultants who provide professional services through work orders. On September 1, 2022, Prosper Portland released a competitive Request for Qualifications #22-10 solicitation for creative services including seven scopes of work: website design and maintenance; graphic design; videography; photography; social media; copywriting; and event coordination. Vida En Color was among three consultants selected as a flexible services contractor to perform event production services; subsequently, Prosper Portland executed Contract No. 220069 (Contract) effective February 2, 2023, to expire February 1, 2026, with a maximum compensation not to exceed \$75,000.

To date, Prosper Portland and Vida En Color have executed one amendment to the Contract to increase the maximum compensation not to exceed \$490,000. Since then, the increasing urgency to support Central City events and activations Prosper Portland staff require far more event production support than originally estimated. The first amended Contract has supported or is currently supporting initiatives such as:

- Celebrate Portland, an event supporting small businesses by highlighting local entrepreneurs, crafters, and artisans
- Watch Party for the World Athletic Championships
- Every Wednesday popup lunch events, a total of 40 events through the summer season
- Vacant storefront activations in the Central City
- Winter Retail Activation Program in neighborhood shopping districts

The proposed second Contract amendment is intended to support additional initiatives such as:

- Portland Winter Ice Rink management
- Green Loop activations

Due to amendments to existing work orders and requests for additional services, staff are requesting an amendment to Contract to increase the maximum compensation not to exceed \$1,000,000. Since this new not to exceed amount exceeds the executive director's signature authority, staff are seeking Prosper Portland Board approval of a second Contract amendment.

ATTACHMENTS

None.