

**PROSPER PORTLAND**

Portland, Oregon

**RESOLUTION NO. 7617**

**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 small businesses 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 276 applications and made recommendations to Prosper Portland's Interim Executive Director regarding the grant applications received; and

**WHEREAS**, the Interim 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 25 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 \$1,350,000, 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 fewer than four commissioners for this resolution and of all those present, this resolution will become effective immediately upon its adoption, and otherwise it will take effect thirty days after adoption.

Adopted by the Prosper Portland Commission on July 9, 2025



---

Pam Feigenbutz, Recording Secretary

### Reimagine Oregon Economic Opportunity Investment Fund Grant Summary

Grants by Org Type	Total Applications Received					Recommendations				
	Total Quantity	Percent of Applicants	Average Score	High Scores (70+/72+)	Total \$ Requested	Quantity	Percent of Awardees	Requests \$	Awards \$	Average Award %
For-Profit Business	191	69%	61.87	50	39,858,945	16	64%	3,956,719	960,000	24%
Non-Profit	85	31%	65.99	27	20,933,221	9	36%	1,700,682	390,000	23%
	276	100%	63.14	77	60,792,166	25	100%	5,657,401	1,350,000	24%

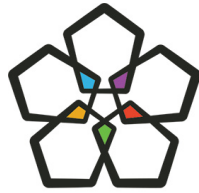
### Recommended Awards:

FOR-PROFIT Proposal Name:	Entity Type	\$ Amount Requested	\$ Award Amount
Scaling Regenerative Impact: A Black-Led Model for the Outdoor Industry (Black Earth United )	For-profit business	\$ 75,000	\$ 65,000
From Seed to Harvest: Portland Rooted (THX)	For-profit business	\$ 300,000	\$ 100,000
T.H.E. Building Creative Spaces Build-Out, Staffing, and Equipment (Creative Homies HQ, LLC)	For-profit business	\$ 676,000	\$ 100,000
Expanding Callie's Custom Hat Wigs: Scaling to Serve & Empower the Community (CALLIES CUSTOM HAT WIGS)	For-profit business	\$ 163,000	\$ 70,000
Green Muse Academy: Creating Equity-Centered Cannabis Apprenticeships (Green Muse Academy )	For-profit business	\$ 667,589	\$ 75,000
Breaking Barriers in Beauty: Increasing Accessibility & Economic Opportunities (Elegant Boutique)	For-profit business	\$ 60,000	\$ 52,000
Plant Bomb Growth Impact Initiative (Plant Bomb Inc)	For-profit business	\$ 242,172	\$ 65,000
Driving Diversity in Portland (Interstate Trucking Transportation Academy)	For-profit business	\$ 700,000	\$ 70,000
RockStar Kids: Creating the Ultimate Metal Guitar Course for Young Musicians (The Ultimate Rock Guitar Dojo for Kids LLC)	For-profit business	\$ 25,000	\$ 17,000
Closing the Loop - FoodLoop NW (FoodLoop Northwest)	For-profit business	\$ 150,000	\$ 61,000
Imagine Black Wellness Studio (Imagine Black Venture, LLC)	For-profit business	\$ 220,000	\$ 60,000

Legacy Anchored: Building Generational Wealth Through Peer-Led Healing (Anchor Within Counseling)	For-profit business	\$ 300,000	\$ 60,000
The Wealthy Stylist Academy, a natural hairstylist launchpad and support incubator. Natural hairstyle education and a runway for growing and sustaining textured and natural hairstylist careers and businesses. (L&M Hair Company LLC)	For-profit business	\$ 127,000	\$ 60,000
Sisterhood Kitchen Collective: Enhancing Shared Kitchen Infrastructure and Business Support for BIPOC Women Food Entrepreneurs (Sisterhood Kitchen Collective)	For-profit business	\$ 195,958	\$ 60,000
Reaching the Unreached: Alms Clinic's Commitment to Marginalized Communities (Alms primary care)	For-profit business	\$ 25,000	\$ 20,000
Standard Grants (Tedeset Market LLC)	For-profit business	\$ 30,000	\$ 25,000

NON-PROFIT Proposal Name:	Entity Type	\$ Amount Requested	\$ Award Amount
NWX Founders Cohort: Empowering the Next Generation of Black Climate Tech Entrepreneurs (NW Xcelerator)	Organization with a 501(c)3 sponsor	\$ 152,350	\$ 60,000
Portland Playhouse: Centering Black Stories, Building Community Wealth (Portland Playhouse)	Non-profit	\$ 146,992	\$ 60,000
Raising the Frequency: Friends of Noise Amplifies & Uplifts North Portland Youth (All Ages Music Portland )	Non-profit	\$ 81,340	\$ 40,000
Scaling the Suma Platform (suma)	Non-profit	\$ 250,000	\$ 40,000
Healing Grounds Initiative: Economic Empowerment Through Community Stewardship and Environmental Justice (Cully Black Resource Network)	Organization with a 501(c)3 sponsor	\$ 200,000	\$ 40,000

Equity Investment Entrepreneurs: Catalytic Capital Support for Native and other BIPOC-owned Businesses (Northwest Native Chamber)	Non-profit	\$ 300,000	\$ 40,000
Growing and Sustaining Portland's Ecosystem of Black Artists/Entrepreneurs (Friends of IFCC)	Non-profit	\$ 200,000	\$ 40,000
Smart Capital: Bridging Capital and Financial Literacy for Entrepreneurs. (Hispanic Metropolitan Chamber)	Non-profit	\$ 300,000	\$ 40,000
Bloom Runway Dynasty IX and X Events (Bloom Beauty Collective)	Organization with a 501(c)3 sponsor	\$ 70,000	\$ 30,000



# PROSPER PORTLAND

Building an Equitable Economy

## RESOLUTION NO. 7617

**RESOLUTION TITLE:**

APPROVING REIMAGINE OREGON ECONOMIC OPPORTUNITY INVESTMENT FUND GRANT AWARDS


Adopted by the Prosper Portland Commission on July 9, 2025

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 Marcelino J. Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Felisa Hagins	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Michi Slick	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	VACANT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consent Agenda <input checked="" 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.*

	<b>Date:</b>  July 15, 2025
<b>Pam Feigenbutz, Recording Secretary</b>	