

**Westside TIF Action Plan
Working Group Meeting #9 Follow Up
Virtual via Microsoft Teams
Tuesday, June 30, 1:00 – 2:00 pm**

MEETING PURPOSE

The purpose of the meeting is to:

- Confirm grant program strategy
- Next steps

MEETING MATERIALS

- Meeting slides

INPUT SOUGHT

- Input regarding grant program strategy

DECISIONS or RECOMMENDATIONS TO BE VOTED ON

- Finalize direction for program strategy

UPCOMING MILESTONES

- Next Working Group Meeting: late August/early September 2026

Meeting Summary

(See also meeting presentation)

Welcome, Introductions

- Sarah King (Prosper Portland) welcomed people to the meeting and reviewed the agenda and operating agreements.

Public Comment

- None

Grant Program Discussion

- Jennifer Mannhard (Prosper Portland) provided an overview of the grant program with revisions incorporating feedback from the previous meeting including eligible projects, ineligible uses, eligible and ineligible applicants, selection process, evaluation criteria, scoring process, grant awards/agreements, and timeline.
- Jennifer Mannhard shared the existing Uniquely Portland Grant program that could be an option for funding events while the the grant program is being developed.
- Jennifer Mannhard opened up the meeting for discussion.

- Sydney Mead asked if Uniquely Portland grant received funds, would the qualifications for those awards be under the same qualifications as the existing program or under the qualifications developed for the new grant program?
 - Jennifer Mannhard (Prosper Portland) replied that it would use the Uniquely Portland qualifications.
- Sydney Mead asked that stronger economic development language be incorporated into the grant document.
 - Jennifer Mannhard (Prosper Portland) replied that it is part of the evaluation criteria and will be incorporated into the grant guidelines.
- Sydney Mead suggested creating language to drive the types of applications the working group would like to see. Also concerned about the impact of these dollars being felt – regarding using the Uniquely Portland grant instead of the new grant program.
 - Sarah King (Prosper Portland) replied that it is an opportunity to get some dollars out this summer even if they are smaller.
- Diana Stuart mentioned that immediate support for downtown could really help in the summer/fall/holiday season.
- Matthew Claudel discussed that restaurants struggling is well taken. In terms of timing, however, isn't concerned about the implementation timeline that goes until December because there is a lot going on right now and events are planned in advance so it will support for the next wave. Would rather keep it as a coherent fund and not dilute it with putting money into Uniquely Portland.
- Amanda Park (Prosper Portland) shared that the Uniquely Portland grant program has about a third of the funding this year compared to last year and shared some examples of events that received funding in the past.
- Alisha Sullivan asked how many applications they have received for Uniquely Portland in the Westside.
 - Amanda Park (Prosper Portland) replied there is one in the queue right now and that it is about to open for applications again.
- Alisha Sullivan asked what should measurable success look like for this grant program? How to align expectations with what is feasible?
 - Sarah Harpole (Prosper Portland) responded, reflecting back on the Working Group discussion, that economic development and activation is tied to this grant in a way that Prosper's other grant programs aren't. That is the unique opportunity with this grant.

- Sarah King (Prosper Portland) added that casting a wide net for applications allows us to see the measurements of success based on what people are proposing.
- Sydney Mead asked if there is a way to get applicants in Uniquely Portland grant to be referred to this grant if they are a good fit? Also, \$10,000 is a low dollar amount for making big moves and achieving the impact this group is hoping to see.
 - Jennifer Mannhard (Prosper Portland) mentioned that could be an option.
- Sydney Mead mentioned this summer is set and there isn't a need for funding in the immediate. It would be more strategic to look toward the winter.
- Matthew Claudel proposed that a communications strategy could begin earlier to give people a heads up that this grant program will be available.
- Sydney Mead suggested the following language for the grant program: Projects should demonstrate a sustained public-realm or economic impact beyond the grant-funded activity period, including a plan for continuation, maintenance, repeat visitation, business engagement, or measurable economic benefit.
- Sydney Mead expressed desire to support activations that are not just events, like murals or other big ideas.
- Alisha Sullivan agreed and there are measurable outcomes from events, but how are the activations measured as successful? It is harder to find funding sources for those types of activations as well. Need to align expectations with what is available.
- Diana Stuart mentioned the Uniquely Portland grant program--if it could specify projects for the Spring to encourage people to be creative for that time period.
- Giovanni Bautista asked how many projects could come out of Uniquely Portland with or without funding from the Westside TIF?
 - Amanda Park (Prosper Portland) responded that there is \$60,000 for the whole city to fund 30-40 projects across the city. If there was \$50,000 from Westside TIF that could fund 40-50 events. Uniquely Portland grant is a rolling grant open year-round, and funding is allocated on a quarterly basis to last throughout the year.
- Sarah King (Prosper Portland) suggested looking at the grant guidelines one more time.
- Sydney Mead asked what the process is for finalizing the grant program.
 - Sarah Harpole responded that there needs to be a follow up email to get general agreement from the entire group on the grant program and then staff will take it through the approval process.
- Alisha Sullivan suggested adding examples of types of projects and outcomes.

- Sydney Mead advocated for a higher dollar amount per grant up to \$150,000. Excited about the potential of putting together a portfolio, maybe with one large grant and a collection of smaller grants.
- Alisha Sullivan suggested a higher dollar amount for the minimum as well like \$25,000.
- Sydney Mead, Matthew Claudel, and Diana Stuart agreed.
- Alisha Sullivan discussed the free of charge aspect can be limiting.
- Matthew Claudel and Sydney Mead agreed.
- Sydney Mead mentioned being able to charge people is important when you think about sustaining the economic development impact.
- Alisha Sullivan discussed that if you allow people to charge there will be a lot of big institutions applying for the grant.
- Matthew Claudel stated that not limiting the grant to free events could be an element of the application.
 - Kiana Ballo (Prosper Portland) mentioned in the previous meeting it was discussed to not exclude the ability to charge but to have some level of public accessibility required.
 - Sarah Harpole (Prosper Portland) mentioned not competing with other existing businesses and festivals and trying to incentivize more than just events.
- Diana Stuart asked if it makes a difference if it is in public space and charging admission.
- Alisha Sullivan suggested requirements to be publicly accessible by having a low-ticket price option or outlining how the project is of public benefit. The applicants need to make a case for their project.
- Sydney Mead suggested easing up on foot traffic as an evaluation criterion to avoid holding applicants to a standard that is unattainable.
 - Jennifer Mannhard (Prosper Portland) it would not be solely on an increase in foot traffic and recognizing it can be hard to track for something like a mural trail.
- Matthew Claudel asked if Prosper would provide support for applicants.
 - Jennifer Mannhard (Prosper Portland) responded yes, and not looking to put unrealistic expectations on grantees for reporting and measuring success.
- Diana Stuart asked what the timing is for applications opening.
 - Sarah King responded it would open in the fall.
- Diana Stuart asked if there is a requirement for when the grant funded project would happen.

- Jennifer Mannhard responded that is not specifically defined yet beyond needing a final grant agreement in place

Attendance

Westside Working Group	Present
Sydney Mead, Downtown Clean & Safe	X
Vanessa Sturgeon, TMT Development / PMC	
Diana Stuart, DNA	X
Matthew Claudel, OTCA	X
Peter Andrews, Melvin Mark	
Randall Friesen, Columbia Pacific Building and Construction Trades Council	
Elizabeth Nye, Lan Su	
Cody McNeal, Unico	(received comments prior to meeting)
Giovanni Bautista, resident / Metro housing policy analyst	X
Beth Burns, p:ear	
Jessica Elkan, James Beard	
Angel Medina, Republica / Todos Media	
Jennifer Cole, PNCA	(received comments prior to meeting)
Alisha Sullivan, Winter Lights Festival	X
Jennifer Polver, Pioneer Courthouse Square	
Alan Jones, Jones Architecture	
Guests & Staff	
Brian Moore	X
Sarah King	X
Jennifer Mannhard	X
Kiana Ballo	X
Amanda Park	X

Jessica Conner	
Josh Roper	
Gwen Thompson	
Wendy Smith	
Mariam R	
Thuan Duong	
Sarah Harpole	X