

**FINANCIAL IMPACT STATEMENT
For Council Action Items**

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Laurel Butman		2. Telephone No. 503-823-6806	3. Bureau/Office/Dept. OMF / Business Operations
4a. To be filed (date) December 31, 2009	4b. Calendar (Check One) Regular Consent 4/5ths <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>		5. Date Submitted to FPD Budget Analyst: December 28, 2009

1) Legislation Title:

* Authorize a purchase order with Karen Wolf as the winner of the PortlandOnline Banner Challenge and waive professional, technical and expert contracting rules. (Ordinance)

2) Purpose of the Proposed Legislation:

A collaborative Refresh project with City Bureaus, Council offices, and community stakeholders is underway to refresh the design of PortlandOnline, the City’s official website. A Banner Challenge was issued inviting the people of Portland to submit their ideas for a banner concept that could be developed into an updated banner design. The Banner Challenge was open to the public and a \$1000 cash prize was offered to the winner.

The selection process for the winning design was conducted through public voting (337 members of the public voted online) and a panel of six community judges. Both the public voting and the community judges chose the entry submitted by Karen Wolf as the winning design.

Due to the nature of the contest, the City's PTE solicitation process would not have produced the result intended. In order to award the \$1000 prize to Karen Wolf, the official PTE contracting rules must be waived.

3) Revenue:

Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If new revenue is generated please identify the source.

This does not impact city revenues.

4) Expense:

What are the costs to the City as a result of this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years) (If the action is related to a grant or contract please include the local contribution or match required)

This action will cost \$1000 as a one-time expense. The Bureau of Technology Services has funding available in their current budget to pay this expense.

Staffing Requirements:

5) Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? *(If new positions are created please include whether they will be part-time, full-time, limited term or permanent positions. If the position is limited term please indicate the end of the term.)*

No additional staffing is required for this request.

6) Will positions be created or eliminated in future years as a result of this legislation?

This action does not impact future staffing levels.

Complete the following section only if an amendment to the budget is proposed.

7) Change in Appropriations *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Center Code column if new center needs to be created. Use additional space if needed.)*

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Amount

Judith Tuttle, Acting Senior Business Operations Manager
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APPROPRIATION UNIT HEAD (Typed name and signature)



Sam Adams, Mayor
Kenneth L. Rust, Chief Administrative Officer
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Portland, Oregon 97204-1912
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CITY OF PORTLAND
OFFICE OF MANAGEMENT AND FINANCE

DATE: December 28, 2009
TO: Mayor Sam Adams
FROM: Laurel Butman

183430

SUBJECT: * Authorize a purchase order with Karen Wolf as the winner of the PortlandOnline Banner Challenge and waive professional, technical and expert contracting rules. (Ordinance)

1. **INTENDED THURSDAY FILING DATE:** December 31, 2009
2. **REQUESTED COUNCIL AGENDA DATE:** January 6, 2010
3. **CONTACT NAME & NUMBER:** Laurel Butman, 503-823-6806
4. **PLACE ON:** CONSENT REGULAR
5. **BUDGET IMPACT STATEMENT ATTACHED:** YES NO N/A
6. **(3) ORIGINAL COPIES ON CONTRACTS APPROVED AS TO FORM BY CITY ATTORNEY ATTACHED:** YES NO N/A

7. BACKGROUND / ANALYSIS

A collaborative Refresh project with City Bureaus, Council offices, and community stakeholders is underway to refresh the design of PortlandOnline, the City's official website, in a way that provides consistent City branding while preserving flexibility for sub-branding for City bureaus and projects. The Steering Committee for the Refresh project determined that the main banner of the City's website should better reflect Portland's values and creativity.

A Banner Challenge was issued inviting the people of Portland to submit their ideas for a banner concept that could be developed into an updated banner design. The Banner Challenge was open to the public and a \$1000 cash prize was offered to the winner.

The selection process for the winning design was conducted through public voting (337 members of the public voted online) and a panel of six community judges. Both the public voting and the community judges chose the entry submitted by Karen Wolf as the winning design.

Due to the nature of the contest, the City's PTE solicitation process would not have produced the result intended. In order to award the \$1000 prize to Karen Wolf, the official PTE contracting rules must be waived.

8. FINANCIAL IMPACT

The Banner Challenge prize is \$1000. The Bureau of Technology Services has funding available in their current budget to pay this expense.

9. RECOMMENDATION / ACTION REQUESTED

Authorize a purchase order with Karen Wolf as the winner of the PortlandOnline Banner Challenge and waive professional, technical and expert (PTE) contracting rules.

An Equal Opportunity Employer

To help ensure equal access to programs, services and activities, the Office of Management & Finance will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities upon request.