

Dear City of Portland,

As a business on Alberta Street, I endorse Artists United's plan to build stakeholder committees and get an event permit for Last Thursday's 2015 season.

Name	Address	Email	Biz Name	Signature
Carina Rimmell	2232 NE Alberta	info@thecheeseplate.com	THE CHEESE PLATE	
Emily Hoppe	1824 NE Alberta	petitealberta@gmail.com	Petite Provence	
Yosi of Embaye	1801 NE Alberta	yosi.embaye@gmail.com	Solae's Lounge	
Eral's Barbershop	1722 NE Alberta St	None	Eral's Barbershop	
Andrew Hernandez	1703 NE Alberta	noimits@gmail.com	NO LIMITS	
Julie Rasmussen	1627 NE Alberta St #3	salic.s.	2424 SAGE	
Benois Sage	1627 NE Alberta Studio #1	info@localdiscoveries.net	LOCAL Discoveries	
Jade O	1609 Alberta St	Jade@DiverthanIndigo.com	Bier thea	
David M	Jade@DiverthanIndigo.com	thosmeston@adly.com	The Chestnut	
Kelly Dorius	1603 NE Alberta	thosmeston@adly.com	The Chestnut	
Michael Nolle	1524 NE Alberta	portlandhempworks.com	Portland Hemp Works	
Nina Ricci	2641 NE Alberta	contact@suite6boutique.com	Suite 6 Boutique	
Jake Gang	2223 NE Alberta St	Jake@Townshendstn.com	Townshend's Tea	
Preston Salami	1745 NE Alberta	PrestonSalami@uniquelbank.com	Uniquel Bank	
Chin	1625 NE Alberta		Halo Thai Restaurant	
JOHN BLOMGRON	2217 NE ALBERTA ST.	john@backtoedenbakery.com	BACK TO EDEN Bakery	
Bob Chang	2403 NE ALBERTA ST.	Bob@cafejustbob.com	Just Bob	

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Name	Address	Email	Biz Name	Signature
Aimee Smith	4932 NE 30th Portland, OR	audie.martin @gmail.com	Besidecore	
Laurie Books	2741 NEA 2827 NE Alberta	clarysage neborium@gmail.com	Clary Sage Neborium	
Todd Mylch	3039 NE Alberta	todd@ portlandlastthurs.com	Funworks	
Tracy Banta	2407 NE AUB.	thepenciltest @yahoo.com	Pencil TEST	
Shannon Scully	2231 NE Alberta St	Shannon@the sugarshop.com	the Sugar Shop	
Tung Tsang	2231 NE Alberta	3971 N Grove St	Wendy Tsang Kitchen	
Erin Edger	2231 NE Alberta	(771) 533-1314	Garden Mentors	
METRONAL NORTH	2204 NE ALBERTA	503 548 4491	THE MASH TUM BREWING CO	
Carrianna Aguirre	2130 NE ALBERTA	info@bott. neighbocorp.com	POD BOTT neighbocorp.com	
Chencho Martinez	2124 NE Alberta	elnutriador @gmail.com	EL NUTRI TUM	
Ryan Stowe	2026 NE Alberta	drstowe28@hotmail.com	The Know	
Alexa Marmora	1835 NE Alberta	alexamarmora@ gmail.com	Trade Up	
	2230 NE ALBERTA	amelia@ helloamelia.com	AMELIA	
GABE KARISTEN	2926 NE ALBERTA	gabriel.karisten@ gmail.com	FRANK	
Silvia de la Cruz	1839 NE Alberta	labanta@2839ne 401.com	Labanta	
Chris Smulka	2714 NE ALBERTA	portlandherbal school@gmail.com	Herb Hill Apothecary	
DESIRE CAGE	4430 2110 NE ALBERTA	desirecage@ ymail.com	TASTE MAKERS	

Dear City of Portland,

As a business on Alberta Street, I endorse Artists United's plan to build stakeholder committees and get an event permit for Last Thursday's 2015 season.

Name	Address	Email	Biz Name	Signature
Ryan D'Conor	3023 NE Alberta	ryanandjordan@ymail.com	Vita Cafe	
Jeremy Merriam	3003 NE Alberta	jsmerriam@appliancehospital.com	Appliance Hospital	
Pete Messon	3008 NE Alberta	pete@wiredrepar.com	Wired Repair Alberta	
Donna Gnada	2992 NE Alberta	ggnada@artgallery.com	Art Gallery	
Claudio Storer	2929 NE Alberta	claudio@mixmix.com	Mix Mix Jewellery	
M. Rau	2927 NE Alberta	info@redbirdstudio.biz	Redbird Studio	
A. Campbell	2909 NE Alberta	allison@caffevita.com	Caffe Vita	
Leah Pearson	2908 NE Alberta	leah@gladysfiles.com	Glady's Files	
Jose Moreno	2917 NE Alberta	moreno101591@gmail.com	La Sirenas	
Matthew Lau	827 NE Alberta	matthew@carriola.com	Carriola Bowls	
MARIA	2815 NE Alberta		LA PLAYITA MARKET	
Toni Haddleton	2715 NE Alberta	tonihaddleton@gmail.com	Binks	
Tommy Shin	2712 NE Alberta	tommyshin@gmail.com	Neko	
LAWZANO	2529 NE Alberta		ENZO'S	
David Mackay	2525 NE Alberta		Facion's	
Roxanne Miller	2415 NE Alberta	alloywaystudio@gmail.com	Alloyway	
William Platt	2315 NE Alberta	theknackback@gmail.com	The Knackback	



## Executive Summary

Michael O'Connor  
colab42@gmail.com  
503-869-4923

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### **Artists United**

Artists United was formed in July, 2014 through a fundraiser on Alberta Street to establish a community-based solution for Last Thursday. This event attracts over 100,000 people to Alberta each year, is internationally recognized, and is a premier destination to experience Portland's unique creative culture. The objective of Artists United is to address all of the livability impacts Last Thursday has on the residents, build a balanced budget, fulfill the legal obligations with the City of Portland, and organize street vending and performances to exemplify our creative culture. Artists United's mission is to perpetuate the beautification, social fulfillment, and economic prosperity of our city's neighborhood system.

### **Event Coordination**

Last Thursday's season runs May through September from 6 pm - 9 pm inside of a fifteen block street closure on Alberta Street. Artists United will be coordinating waste management, sanitation, traffic control, security, public agencies, volunteers, vendors, and performances for each event.

### **Operations**

Artists United will sell event sponsorships and collect vending fees to cover the expenses of Last Thursday. The nonprofit will adhere to public agency recommendations, maintain stakeholder committees, manage financial and legal responsibilities, recruit volunteers, and develop its online capabilities. Additionally, Artists United will conduct research on Last Thursday's economic and livability impacts.

### **Future Development**

Last Thursday has contributed to the prosperity of many local businesses and property owners by attracting thousands of people to Alberta Street each year. The event has grown steadily and could reach a maximum capacity soon. To maintain a safe capacity, Artists United will develop an expansion strategy to displace population growth.

## **Management**

Founder and Executive Director Michael O'Connor brings significant community organizing and event production experience to this position. In February of 2010, he was a founding member of Friends of Last Thursday (FoLT). In 2012, Michael left FoLT to found Creative Collaborations, the nonprofit that was managing many community events including a four block monthly street fair in SE Portland called Hump Day. In the summer of 2014, Michael O'Connor stepped back into the negotiations over Last Thursday and founded Artist United to represent stakeholder interests. For the past five years Michael has immersed himself in Portland's creative culture, been continuously engaged with the city government, and is committed towards improving the quality of living in our neighborhoods.

## **Financials**

The financial strategy of Artists United is to emphasize the economic development potential of continuous community events in neighborhood business districts. By balancing the financial responsibilities for Last Thursday among the stakeholders through sponsorships and fees, the nonprofit can sustain the event in a socially and environmentally responsible way. Through economic and social research, Artists United can assess the economic value and social benefits of regular community events in a given area. The City of Portland's expenses for Last Thursday have ranged from \$118,057 in 2010, to \$73,047 in 2013. The Alberta Street Fair is the most comparable event, which sold over \$25,000 in sponsorships in 2014. Artists United projected first year revenue, between sponsorships and fees, is \$100,000.

## **Measuring Impacts**

Artists United will be conducting regular online surveys for the residential population, the vending and performance community, and local businesses. The nonprofit will collect information about the economic and livability impacts of Last Thursday. This information will be collected through quality assurance protocols that will verify the data's authenticity. The data is then presented to the stakeholder committees to be interpreted for Artists United's administrative and event production strategy.

## **Committees**

Artists United will develop and maintain stakeholder committees that will analyze the nonprofit's impact data and shape the strategy for Last Thursday and future events. There are committees for businesses, residents, public safety, and vendors. In addition to stakeholder committees, an executive committee will write Artists United's operational strategy for stakeholder committee approval.

## Stakeholder Committees

To ensure that the strategy for Artists United is maintaining the interests of all the stakeholders involved with Last Thursday, we will develop committees for the Alberta Business District, the neighborhood associations and residents, the street vending and performance community, and our government agencies. In addition to the stakeholder committees, there will be an executive committee that puts all stakeholder interests together into a single strategy that can be approved by the stakeholder committees.

The Business Committee will formulate the strategy for sponsorships and the creative vision for Last Thursday. Artists United will be conducting an economic impact analysis and the business committee will assist in interpreting economic data. Our goal will be to design Last Thursday's layout to best suit the local businesses.

The Vending Committee will formulate the strategy for the vending fees and the creative vision for Last Thursday. Artists United will be collecting economic data from the vendors and the committee will assist in interpreting the data. Our goal will be to design Last Thursday's layout to best suit the vendors and attendees.

The Residential Committee will formulate the strategy for addressing livability impacts and the creative vision for Last Thursday. Artists United will be measuring the social impacts that Last Thursday has on the residents and the committee will assist in interpreting the data. Our goal is to design Last Thursday's layout to best suit the residents and attendees.

The Public Safety Committee will formulate the strategy for addressing public safety concerns and livability impacts. This committee will consist of residents and representatives from government agencies. Artists United will be combining social impact data and city agency data for the committee to interpret. Our goal is to design Last Thursday's layout to best address the public safety concerns. There is a growing concern of Last Thursday reaching a maximum capacity, so an expansion strategy is a priority.

The Executive Committee is our Board of Directors. It will combine all stakeholder information and requests into a single strategy to be submitted to the stakeholder committees for approval. The Executive committee is comprised of a member from each stakeholder committee and Artists United Coordinators. The Executive committee will monitor the activity of Artists United to ensure the administration is executing the approved strategy.

--- work in progress ---

**Parsons, Susan**

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**From:** Council Clerk – Testimony  
**To:** Michael O'Connor  
**Subject:** RE: Communication Request! April 29th confirmed

Hello Michael,  
Thank you for your email. I see you are penciled in on the schedule for April 29<sup>th</sup>. With your email, I am confirming your request –April 29<sup>th</sup> at 9:30 am.

Here is further information for you on the Communications portion of the agenda:

- You will have three minutes to address the Council and may also submit written material (please provide seven copies).
- We start the meeting at 9:30 and Communications are the first item on the agenda.
- Please note communications allow the Council to hear issues that interest our citizens, but do not allow an opportunity for dialogue.
- The Council meeting takes place at City Hall, 1221 SW 4th Ave., 2nd Floor, Council Chambers.

Susan Parsons  
 Assistant Council Clerk  
 City of Portland  
[susan.parsons@portlandoregon.gov](mailto:susan.parsons@portlandoregon.gov)  
 503.823.4085  
**From:** Michael O'Connor [mailto:colab42@gmail.com]  
**Sent:** Wednesday, March 04, 2015 3:37 PM  
**To:** Council Clerk – Testimony  
**Subject:** Communication Request!

Dear Council,

I would like to schedule a communication for City Council in the next available time slot.

I am presenting Artists United's plan for Last Thursday on Alberta.

I would like the City of Portland to publicly state what requirements they have for an organization to take over the liability of Last Thursday.

Thank you.

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Michael O'Connor

(503) 869 4923



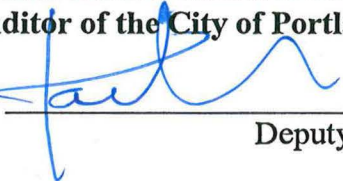
Request of Michael O'Connor to address Council regarding Artists United's plan for Last Thursday on Alberta (Communication)

APR 29 2015

PLACED ON FILE

Filed APR 24 2015

MARY HULL CABALLERO  
Auditor of the City of Portland

By  Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		