

Lloyd-Holladay TIF Action Plan Working Group Meeting #4

August 2025



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Today's Outcomes:

- Provide feedback on Action Plan budget scenarios (60 minutes)
- Brainstorm District partnerships and investment synergies (20 minutes)



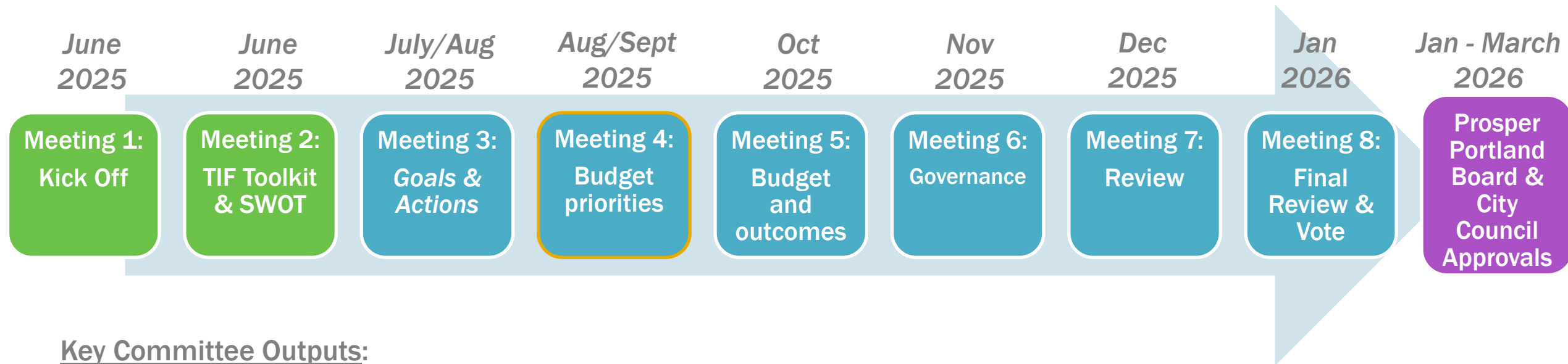
Operating Agreements

- Active participation
- Share the mic – and use your name tent
- Question the problem vs. the individual
- Permission to make mistakes
- Intent vs. impact
- Lead with curiosity
- Experience discomfort
- Expect and accept non-closure

Public Participation Guidelines

- Working Group meetings are open to the public
- Public invited to comment at start of meeting
- Public and staff asked to observe and listen for the remainder of the meeting
- Reserve discussion / questions / activity participation to members only

Working Group Process



Key Committee Outputs:

- ✓ Inform context and vision for 5-year investment strategy
- ✓ Develop investment priorities
- Align budget allocations and anticipated outcomes
- Recommend future approach for governance and reporting on Action Plan progress
- Recommend Action Plan for Prosper Board and City Council approval



**Portland
Housing Bureau**



**PROSPER
PORTLAND**
Building an Equitable Economy

Highlights:

**Example District Investment
Opportunities**

Investment Priorities



Commercial Vitality

- Support and grow diverse owned **small businesses** through loans, grants, and synergistic co-location
- Expand **local food culture** and **attract/retain people to the district**
- Grow **quality jobs and employee presence** within the district



Housing Production

- Invest in public/private partnership to **catalyze under-utilized sites** and unlock housing development
- Invest in the **affordable housing continuum**, including rental and homeownership opportunities

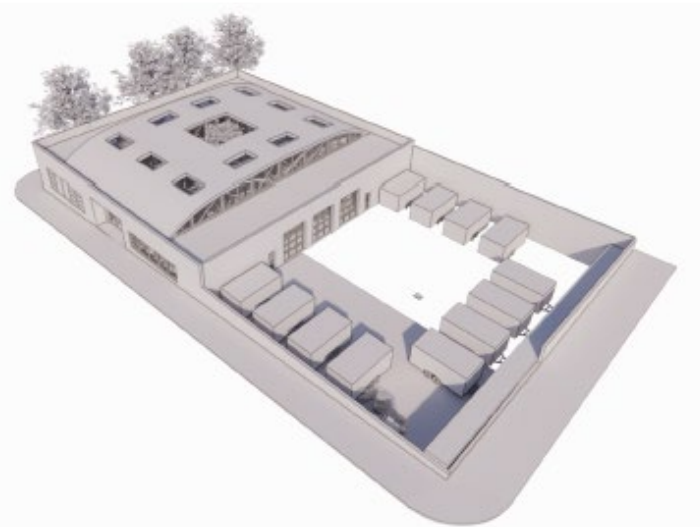
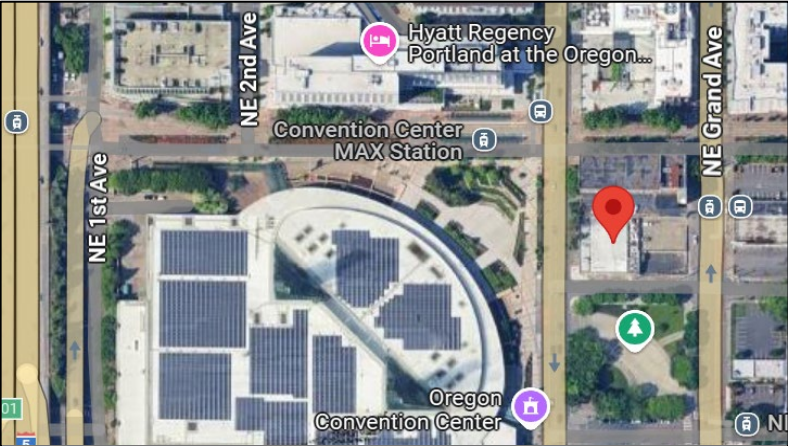


Vibrant Public Realm

- Implement **public infrastructure to reconnect community**
- Invest in community anchor nonprofits to support **cultural inclusion and community livability** via Community Livability Grants
- Invest in **public art, murals, and street amenities**
- Invest in reimagining and creation of new **open space**

Commercial Vitality:

910 Building Bar + Food Cart venue across from Convention Center that showcases Portland's vibrant food scene to visitors.



Provide

Provide low cost of entry, small business opportunities in the food industry



Expand

Expand food options in the Oregon Convention Center neighborhood



Support

Support marketability of the Oregon Convention Center as a venue for major convention events



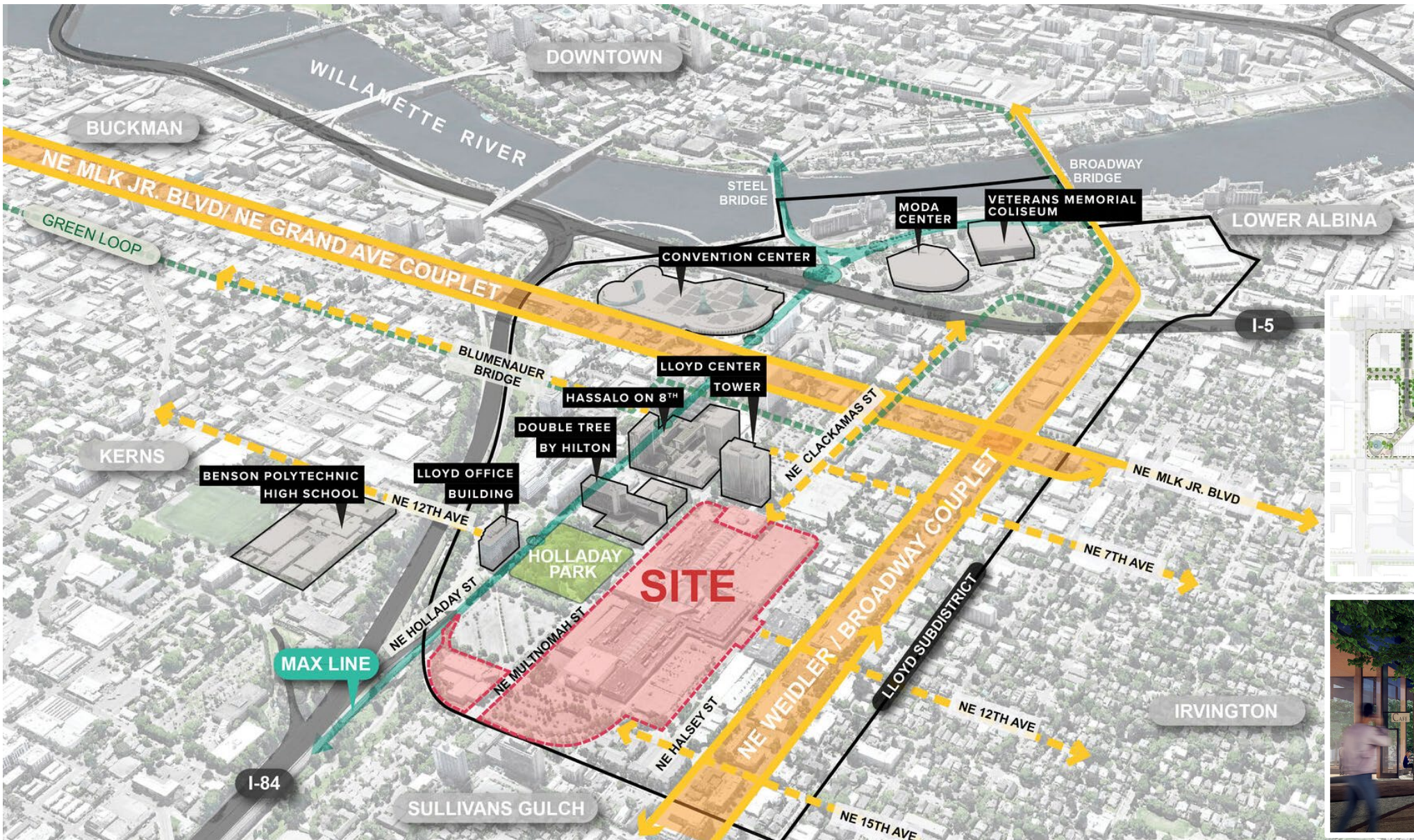
Activate

Activate the building and the immediate surroundings

Housing Production:



Vibrant Public Realm:



Discussion:

Action Plan Budget Scenarios

Lloyd Holladay: Action Plan Budget

Lloyd Holladay 30-year Total = \$269M

Prosper Portland budget scenarios:

- Assume fixed funding for **small business support** and limited funds for **retention/recruitment**.
- Tests balance of investment in **the 910 Building food hub**, district **connectivity and public realm**, and **middle-income housing**.

Portland Housing Bureau budget scenarios:

- Assume highest priority for **land/property acquisition** for future development or conversion.
- Tests balance of investment in **resident stabilization** and **emerging developer support**.

	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	Total
Economic Development/ Development*	3,000	150,233	269,820	351,143	438,311	4,828,705	6,041,212
Affordable Housing*	87,233	192,017	307,997	414,796	529,267	4,101,699	5,633,009

*Net of PHB and Prosper Portland Program Delivery Costs

Economic & Urban Development: Budget Alt 1

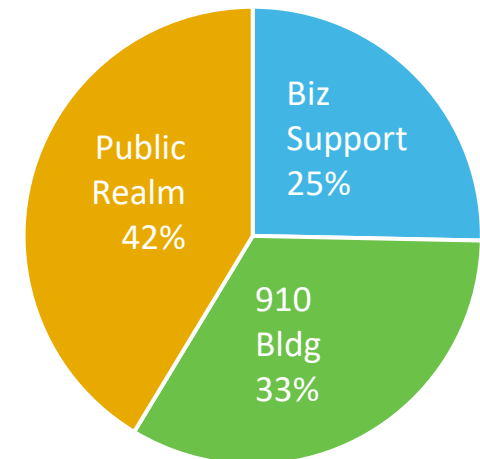
DRAFT Prosper Portland Investment Strategy

Alternative 1: 910 Building & Public Realm Infrastructure

Prosper Totals

					Yr 1-2	Yr 3-4	Yr 5-6	Total	Prosper Totals
Commercial Vitality									\$3,530,000
	Small Business Support (via PIP, ACT Grants)				\$150,000	\$400,000	\$500,000	\$1,050,000	
	Small Business Support (via Loans)				\$0	\$100,000	\$200,000	\$300,000	
	910 Building Food Hub				\$0	\$0	\$2,000,000	\$2,000,000	
	Employer Retention / Recruitment (PIP, OMEP)				\$0	\$90,000	\$90,000	\$180,000	
Vibrant Public Realm & Infrastructure									\$2,511,212
	Public Realm (via CLG Grants)				\$0	\$0	\$400,000	\$400,000	
	Infrastructure (Open Space, Streets)				\$0	\$0	\$2,111,212	\$2,111,212	
Housing Production									\$0
	Middle-Income Housing Predevelopment (Prosper)				\$0	\$0	\$0	\$0	

- All Prosper Portland resources prioritized for small business and employer retention / recruitment in years 1-4
- Signature district initiatives include 910 Building Food Hub and public realm enhancements



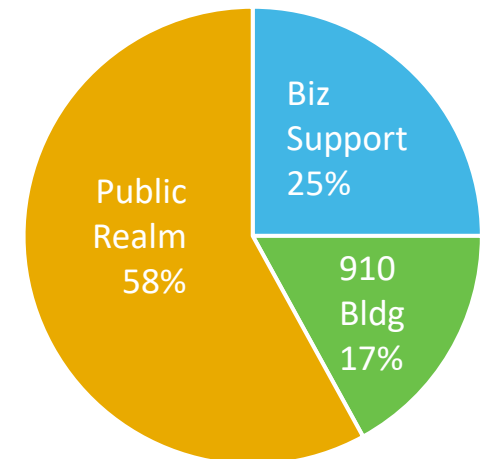
Economic & Urban Development: Budget Alt 2

DRAFT Prosper Portland Investment Strategy

Alternative 2: Public Realm w reduced 910 Building

					Prosper Totals	
Commercial Vitality		Yr 1-2	Yr 3-4	Yr 5-6	Total	\$2,530,000
	Small Business Support (via PIP, ACT Grants)	\$150,000	\$400,000	\$500,000	\$1,050,000	
	Small Business Support (via Loans)	\$0	\$100,000	\$200,000	\$300,000	
	910 Building Food Hub	\$0	\$0	\$1,000,000	\$1,000,000	
	Employer Retention / Recruitment (PIP, OMEP)	\$0	\$90,000	\$90,000	\$180,000	
Vibrant Public Realm & Infrastructure						\$3,511,212
	Public Realm (via CLG Grants)	\$0	\$0	\$400,000	\$400,000	
	Infrastructure (Open Space, Streets)			\$3,111,212	\$3,111,212	
Housing Production						\$0
	Middle-Income Housing Predevelopment (Prosper)	\$0	\$0	\$0	\$0	

- All Prosper Portland resources prioritized for small business and employer retention / recruitment in years 1-4
- Signature district initiatives include increased public realm enhancements and reduced 910 Building Food Hub participation



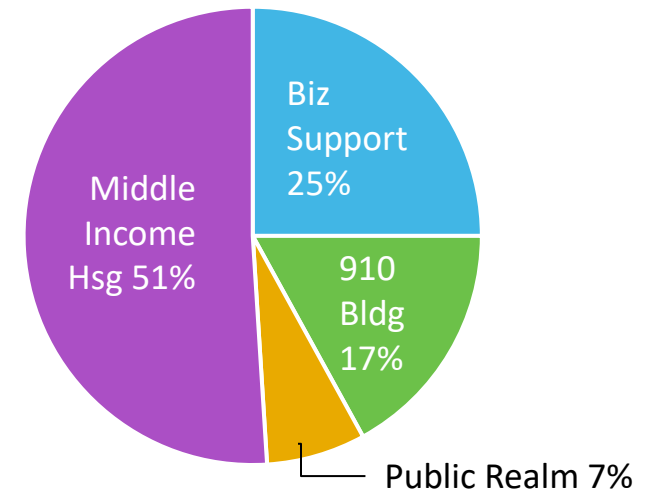
Economic & Urban Development: Budget Alt 3

DRAFT Prosper Portland Investment Strategy

Alternative 3: Middle-Income Housing w reduced 910 Building

					Prosper Totals	
Commercial Vitality		Yr 1-2	Yr 3-4	Yr 5-6	Total	\$2,530,000
	Small Business Support (via PIP, ACT Grants)	\$150,000	\$400,000	\$500,000	\$1,050,000	
	Small Business Support (via Loans)	\$0	\$100,000	\$200,000	\$300,000	
	910 Building Food Hub	\$0	\$0	\$1,000,000	\$1,000,000	
	Employer Retention / Recruitment (PIP, OMEP)	\$0	\$90,000	\$90,000	\$180,000	
Vibrant Public Realm & Infrastructure						\$400,000
	Public Realm (via CLG Grants)	\$0	\$0	\$400,000	\$400,000	
	Infrastructure (Open Space, Streets)	\$0	\$0	\$0	\$0	
Housing Production						\$3,111,212
	Middle-Income Housing Predevelopment (Prosper)		\$0	\$3,111,212	\$3,111,212	

- All Prosper Portland resources prioritized for small business and employer retention / recruitment in years 1-4
- Signature district initiatives include middle-income housing and reduced 910 Building Food Hub participation



Affordable Housing: Budget Alt 1

DRAFT Portland Housing Bureau Investment Strategy

Alternative 1: Acquisition with Nominal Resident Stabilization

Housing Production		Yr 1-2	Yr 3-4	Yr 5-6	Total	\$5,663,009
	Home Repair Grants and Loans (PHB)	\$100,000	\$100,000	\$100,000	\$300,000	
	Land/Property Acquisition (PHB)	\$0	\$0	\$5,333,009	\$5,333,009	

- Majority of funds spent in years 5 – 6 on land or property acquisition
- Nominal funds spent on resident stabilization, single family programs only, operate each year

Affordable Housing: Budget Alt 2

DRAFT Portland Housing Bureau Investment Strategy

Alternative 2: Acquisition with Resident Stabilization

Housing Production	Yr 1-2	Yr 3-4	Yr 5-6	Total	\$5,633,009
Home Repair Grants and Loans (PHB)	\$200,000	\$500,000	\$1,000,000	\$1,700,000	
Safety and Security Grants (PHB)	\$70,000	\$200,000	\$663,009	\$933,009	
Land/Property Acquisition (PHB)	\$0	\$0	\$3,000,000	\$3,000,000	

- Funds split between acquisition and resident stabilization programs
- Resident stabilization programs, single family and multi family programs, operate each year
- Remaining half of total funds spent in years 5-6 on land or property acquisition

Affordable Housing: Budget Alt 3

DRAFT Portland Housing Bureau Investment Strategy

Alternative 3: Acquisition with Emerging Developer Support

Housing Production	Yr 1-2	Yr 3-4	Yr 5-6	Total	\$5,633,009
Safety and Security Grants (PHB)	\$0	\$0	\$5,333,009	\$5,333,009	
Predevelopment Loan (PHB)	\$0	\$633,009	\$2,000,000	\$2,633,009	
Land/Property Acquisition (PHB)	\$0	\$0	\$3,000,000	\$3,000,000	

- Funds split between acquisition and predevelopment loans
- Predevelopment loans available beginning in year 3
- Remaining half of total funds spent in years 5-6 on land or property acquisition

Round Table Share Out:

What other resources and partnerships exist in the District that can help deliver on our aspirations?

Thank you!