

Westside TIF Action Plan Working Group Meeting #5

October 2025



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Today's Outcomes:

- Review Working Group progress (20 minutes)
- Discuss revised budget & outcomes (40 minutes)
- Preview governance models & principles (20 minutes)

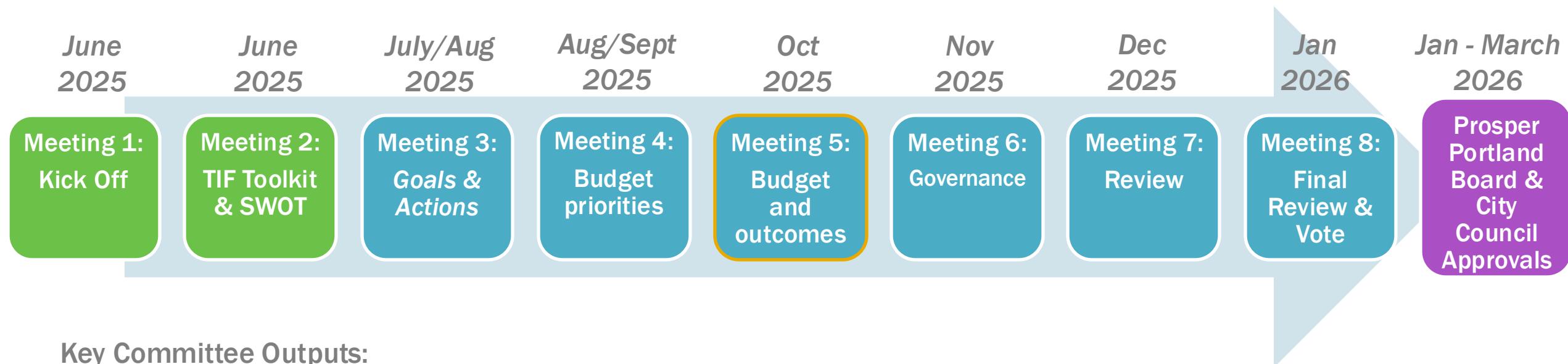
Operating Agreements

- Active participation
- Share the mic
- 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

Review:
Working Group Progress

Investment Priorities



Commercial Vitality

- Support and grow diverse owned **small businesses** through loans, grants, and synergistic co-location
- Expand **existing business presence including restaurants** to help attract/retain people to the district
- Develop a **retail investment strategy** that identifies gaps between the current district retail format and formats that are currently successful



Public Realm, Arts, and Culture

- Invest in **public art, murals, and street amenities**
- Implement public infrastructure improvements such as lighting **to increase safety and activity throughout the district**
- Increase **waterfront access** and activations and reimagine existing open spaces



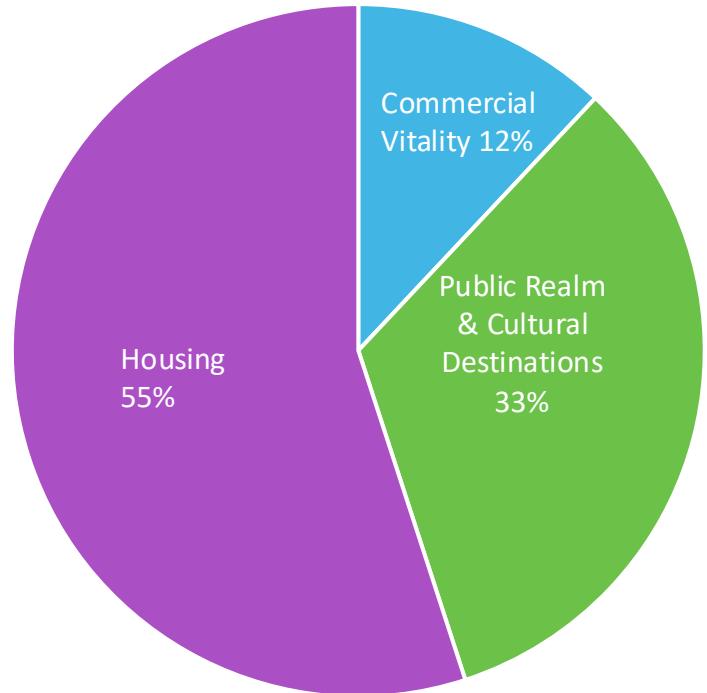
Housing & Livability

- Invest in affordable housing, with a focus on **preserving existing affordable housing**
- Develop options for alternative housing models including **live/work, conversion/adaptive reuse, and community centered options**

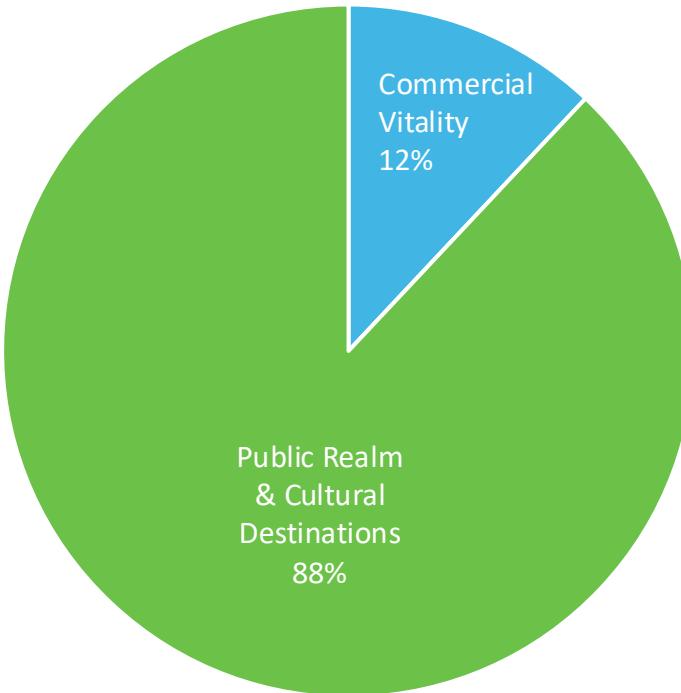
	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	Total
Economic Development/ Development*	63,000	274,235	365,650	477,983	597,322	11,086,849	12,865,039
Affordable Housing*	128,738	286,267	433,847	581,365	738,088	8,147,070	10,315,375

Westside: Prosper Draft Budget Scenarios

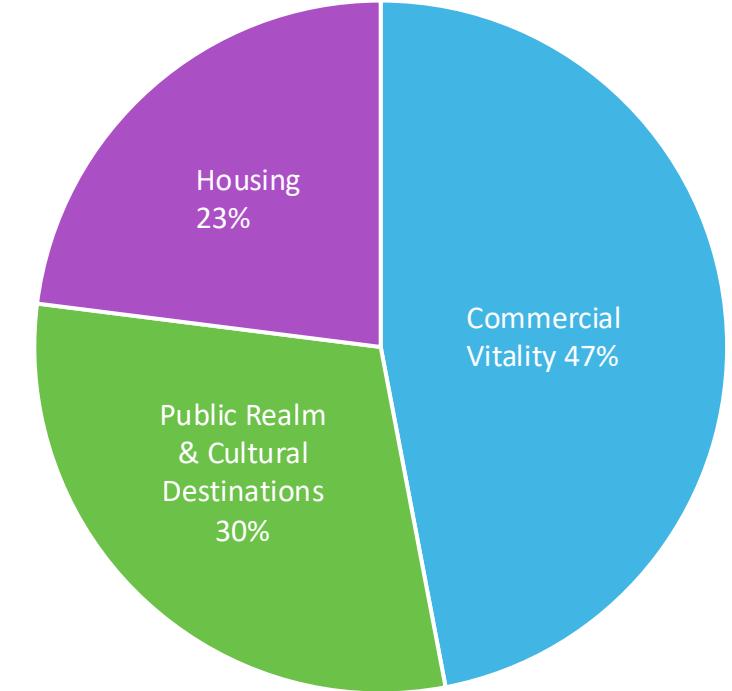
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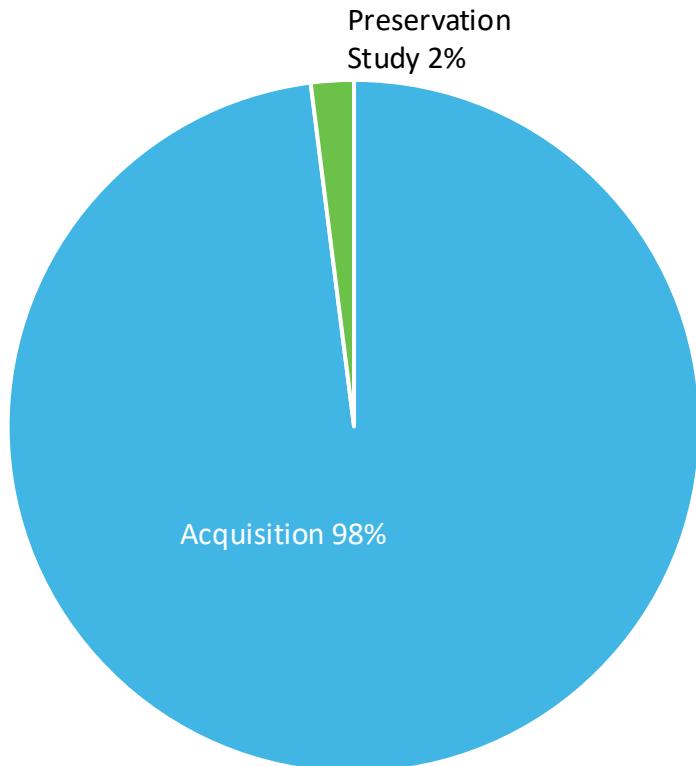


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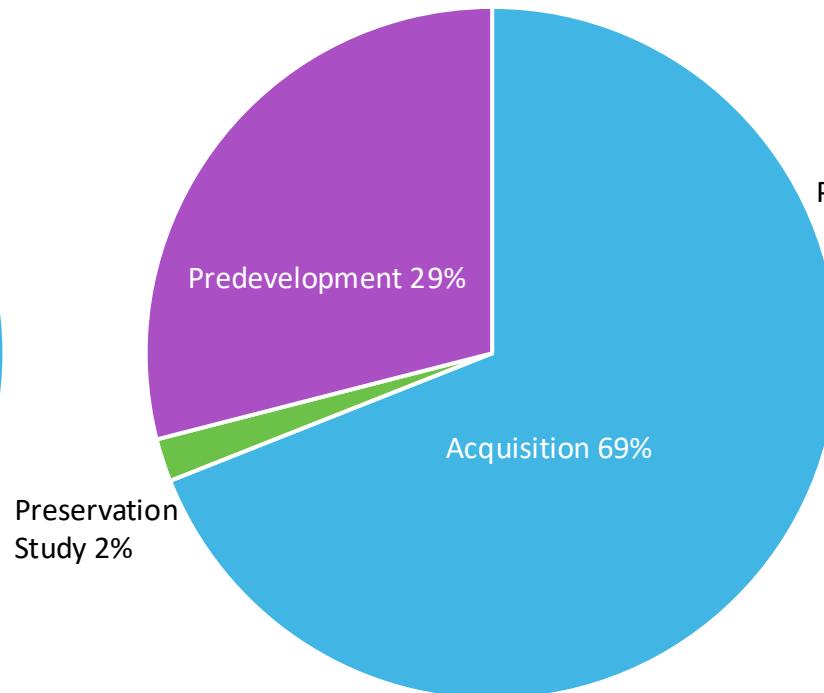


Westside: PHB Draft Budget Scenarios

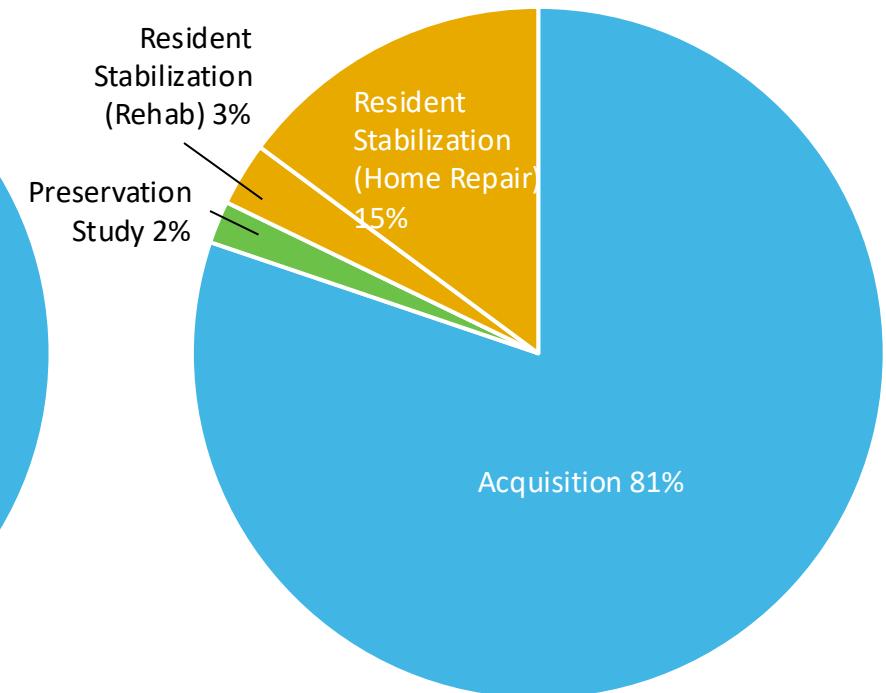
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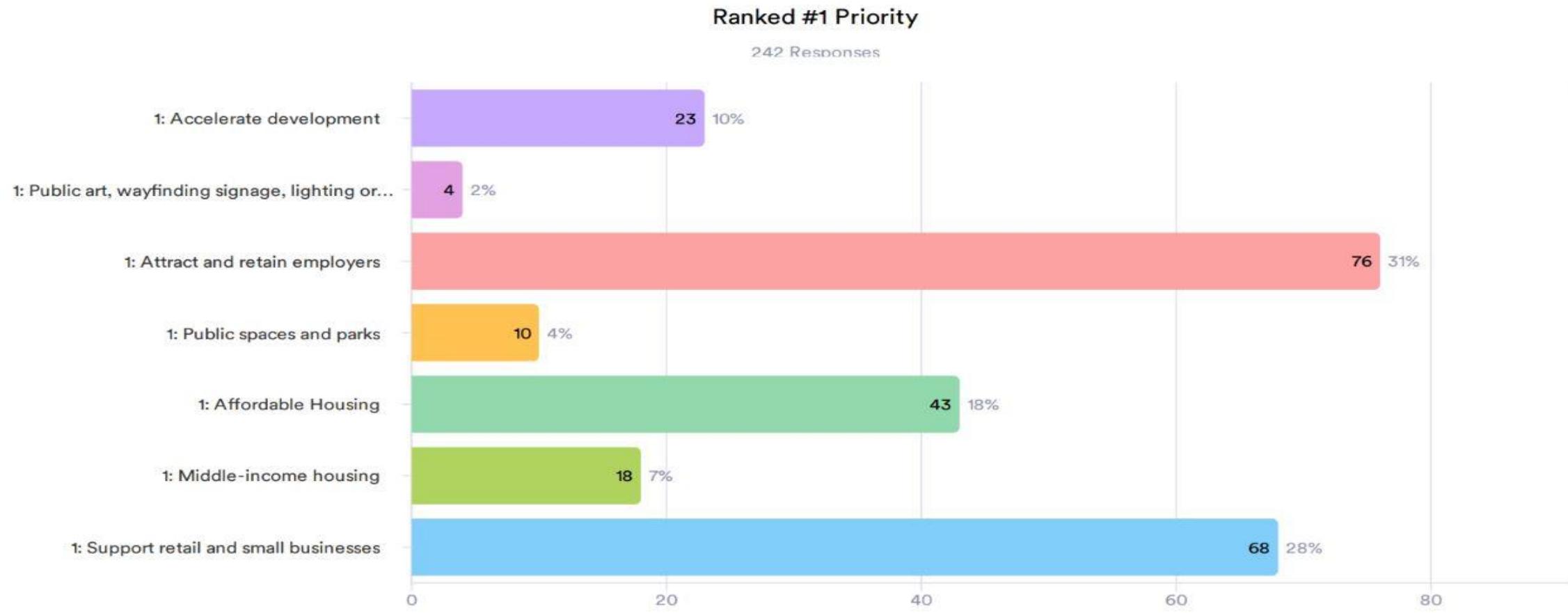
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What We Heard: Community Survey



What We Heard: Westside Investment Priorities



Commercial Vitality

- Support and grow diverse owned **small businesses** to help **attract/retain people to the district**
- Develop a **retail investment strategy** to retain and recruit **retailers**
- Grow **quality jobs and employee presence** within the district

Public Realm, Arts, and Culture

- Invest in **public art, murals, street amenities, lighting** and infrastructure for **activations and connectivity**
- Reimagine **Waterfront Park**; increase **waterfront access** and activations

Housing & Livability

- Prioritize **economic development** in initial years to strengthen development market.
- Invest in affordable housing, with a focus on **preserving existing affordable housing**
- Pursue partnership models to deliver **live/work** and **active ground floor uses in affordable housing**

Discuss:
Revised Budget & Work Plan

Westside: Prosper Revised Budget

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REVISED Budget Recommendation

					Totals
Commercial Vitality		Yr 1-2	Yr 3-4	Yr 5-6	\$4,300,000
Small Business Support (via PIP, ACT Grants)		\$100,000	\$200,000	\$500,000	\$800,000
Anchor Retail (Strategy, Loans)		\$250,000	\$750,000	\$2,000,000	\$3,000,000
Employer Retention / Recruitment / Expansion (Grants)		\$100,000	\$200,000	\$200,000	\$500,000
Vibrant Public Realm & Regional Cultural Destinations					\$8,565,039
Cultural Capital Improvement (Loans)		\$0	\$0	\$1,250,000	\$1,250,000
Public Realm (via CLG / Grants)		\$102,240	\$208,845	\$503,954	\$815,039
Public Realm (via Bureau Infrastructure)		\$0	\$500,000	\$6,000,000	\$6,500,000

Note: relies on deferral of portion of affordable housing resources to Yr 5-6

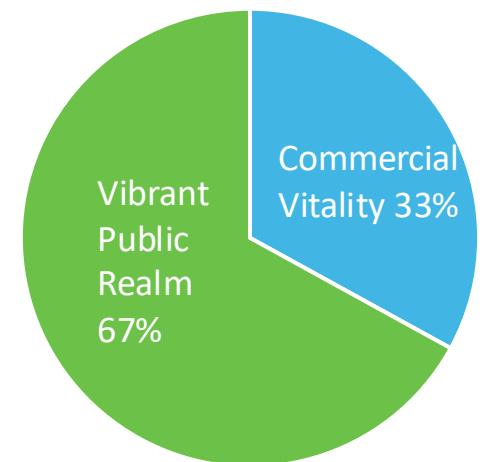
Net of all program delivery staffing and administrative costs

Commercial Vitality

- Small business loans and grants for tenant improvements
- Retail strategy to identify gaps and successful formats for further investment
- Grants to support the retention, recruitment and expansion of district employers

Vibrant Public Realm

- Loans to support and grow regional cultural destinations
- Grants to support public art, murals, and street amenities
- Reimagining open spaces and public realm (i.e. Waterfront Park, district connectivity)



Westside: PHB Revised Budget

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Funding Category	Yr 1 – 2	Yr 3 – 4	Yr 5 – 6	Total
District Preservation Study	\$200,000	\$0	\$0	\$200,000
Set-Aside Delay Transfer to Non-Set-Aside Mixed-Income Housing Fund (subject to PHB preservation study analysis and set-aside delay approval)	\$0	\$0	\$0 - \$5,000,000	\$0 - \$5,000,000
Affordable Housing Fund	\$0	\$0	\$5,115,375 - \$10,115,375	\$5,115,375 - \$10,115,375

Note: reflects deferral of portion of affordable housing resources to Yr 5-6

Net of administrative costs only

District Preservation Study \$200,000

Guides PHB actions in subsequent years

- Analysis of preservation needs for regulated affordable housing
- Focused on Old Town, will look at entire district
- Analysis of market rate NOAH and new construction in district to identify potential acquisition and conversion opportunities

Affordable Housing Fund \$5,115,375 - \$10,115,375

Flexible enough to respond to market conditions, unforeseen real estate opportunities. Guided by results of District Preservation Study.

- Regulated affordable housing for preservation
- Market-rate NOAH for acquisition and conversion
- Market-rate new construction for acquisition and conversion

Transfer to Mixed-Income Housing Fund \$0 - \$5,000,000

Exploratory mixed-income housing project in partnership with Prosper

- Focus on priority area: Old Town, Downtown, Broadway Corridor
- Unused funds revert to Existing Buildings category

Draft Action Plan Budget & Outcomes

Commercial Vitality	Yr 1-2	Yr 3-4	Yr 5-6	Total	Outcomes
Small Business Support - grants	\$100,000	\$200,000	\$500,000	\$800,000	10– 18 businesses served (~\$45,000-75,000 each)
Anchor Retail - Loans	\$250,000	\$750,000	\$2,000,000	\$3,000,000	5 - 30 loans plus Retail strategy (~\$100,000 -500,000 each)
Employer Retention / Recruitment / Expansion	\$100,000	\$200,000	\$200,000	\$500,000	Expansion/retention/and/or recruitment of 1-10 traded sector companies
Vibrant Public Realm & Infrastructure					
Cultural Capital Improvements - Loans	\$0	\$0	\$1,250,000	\$1,250,000	1 – 3 loans to non-profit organizations
Public Realm – Grants (via CLG)	\$102,240	\$208,845	\$503,954	\$815,039	6-8 Grants (~\$70,000 each)
Infrastructure / Open Space	\$0	\$500,000	\$6,000,000	\$6,500,000	Reimagine Waterfront park and improve district connectivity
Housing Production					
District Preservation Study (PHB)	\$200,000	\$0	\$0	\$200,000	1 District wide analysis
Mixed-Income Housing Fund (PHB)	\$0	\$0	\$5,000,000	\$5,000,000	1 mixed-income housing project
Affordable Housing Fund (PHB)	\$0	\$0	\$5,115,375	\$5,115,375	1 – 2 opportunities for preservation, rehabilitation, and or acquisition

Preview:

Governance Models

Different Types of Governance Models

What's known?

- TIF District Plan governs district geography and eligible projects
- City Council has approval authority for Plan amendments and annual budget
- Prosper Portland board and City Council have approval authority for TIF expenditures

What are ways the community stays engaged?

CENTRAL EASTSIDE, OREGON CONVENTION CENTER, AIRPORT WAY: Project Focused Consultation

Consultative and/or driven by Development Agreements and specific projects

Annual budget engagement informs investment priorities

OLD TOWN, LENTS, GATEWAY: Ad Hoc Engagement & Reporting

Engagement informs Action Plan as five-year investment strategy

Engagement and oversight varies by priority projects

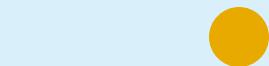
- River District & Downtown Waterfront TIF: Old Town Community Association, Broadway Corridor Steering Committee, Pearl District Neighborhood Association

NORTH/ NORTHEAST: Action Plan Committee Engagement & Reporting

Engagement informs Action Plan as five-year investment strategy

Engagement and oversight by singular standing committee

- Interstate TIF: N/NE Action Plan Leadership Committee



Key Governance Considerations

Purpose

- Receive regular reporting on TIF investments and project updates
- Oversight to assess if investments are accomplishing Action Plan identified outcomes
- Consider and recommend budget adjustments if needed based on outcome performance

Input Requested

1. **Form of Engagement.** *i) Leverage existing organizational capacity via neighborhood and business association/ESDs *or* ii) Create a new standalone committee and with what essential areas of Committee expertise/perspective?*
2. **Form of Reporting & Oversight.** *i) frequency of reporting *and* ii) manner of engagement (eg meetings, written updates, etc), particularly in light of limited funding through 2029/30?*

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