

# Cully TIF District Community Leadership Committee

November 19, 2025



**Portland  
Housing Bureau**



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# Agenda

1. Roll Call & Icebreaker, Guiding Agreements
2. Meeting Recording or Meeting Minutes
3. Confirm October Meeting Minutes
4. Public Engagement, Survey Summary, Community Partner Letter
5. Draft Action Plan Discussion
  - a. Incorporating Public Feedback
  - b. Adjusting Eligibility Criteria to Reflect Feedback
  - c. Revisiting Housing Set Aside Investment
  - d. Assigning 10% Flexible
  - e. Priority Community Language
6. Approach to fill vacancy
7. Public Comment
8. Feedback Loop & Next Steps

*OBJECTIVE: CLC provides guidance on all outstanding items in Draft Action Plan.*

# Roll Call w/ Ice Breaker

*What condiment /sauce would you choose if you had to eat it with every meal?*

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# Guiding Agreements

**Open Conversation**

**Keep within Scope**

**Hold Equity Lens**

**Be Goal-oriented**

**Minimize Interruptions**

*be mindful of interpretation*



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# Meeting Recording vs. Meeting Minutes for next 6 months



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# **Confirm Draft October Meeting Minutes**



# Refresher from Last Time



We discussed the Cully TIF Draft Action Plan.

Our review of the draft Action Plan and initially confirmed the following:

- ✓ SOAR Analysis
- ✓ Affordable Housing priorities and investments
- ✓ Economic Development priorities and investments

Items up for continued discussion:

- 10% Flexible
- Priority Communities
- Eligibility Criteria

# Path to Cully TIF Action Plan Adoption

	Nov	Dec 10	Jan-Feb
<b>Plan Development</b>	Develop Final Draft	<i>Send amended plan to CLC (and post) by November 25.</i> <i>Send Plan Document to Design</i> <i>Develop legislative materials</i>	
<b>CLC Meetings (End of Month)</b>	<b>Final Draft Revisions</b> Public engagement update	<b>Vote on Plan</b> <i>*Move meeting to early/mid December</i>	Support legislative process
<b>Public Engagement</b>	<b>Briefing with Mayor</b> Cully Conversations (Saturdays 9/20-11/8) Community meetings (TBD)	<b>Briefing(s) with Council Offices</b>	<b>January: Prosper Portland Board and Council Committee</b>  <b>Late January/Early February: City Council</b>

# Public Engagement, Survey Summary & Community Partner Letter



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# Cully

# TIF

Community  
Engagement  
November

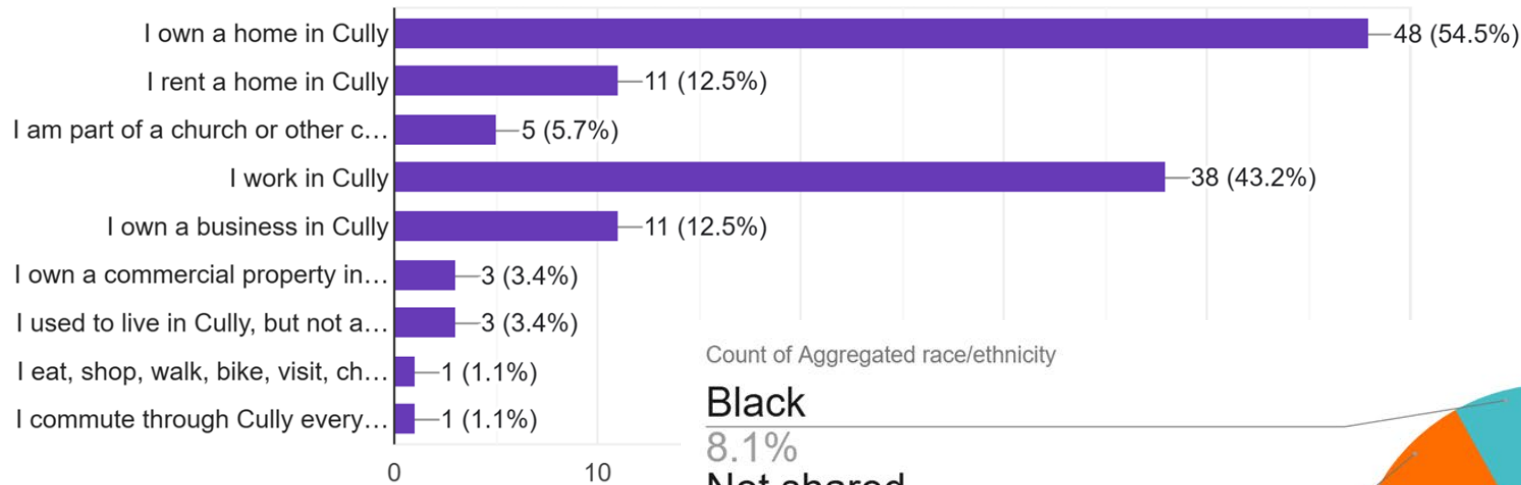
2025



# Who we heard from so far

How are you connected to Cully? (Check all that apply.)

88 responses



Count of Aggregated race/ethnicity

**Black**

8.1%

**Not shared**

9.5%

**Asian**

8.1%

**Latine, Indigenous**

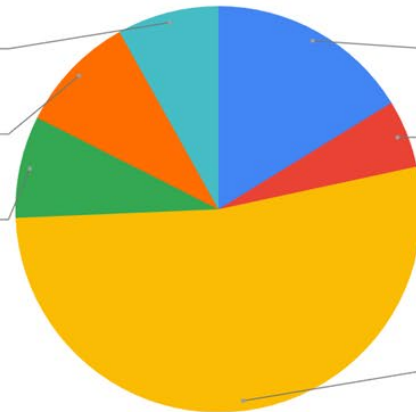
16.2%

**Native NA, Indigenous**

5.4%

**European, white**

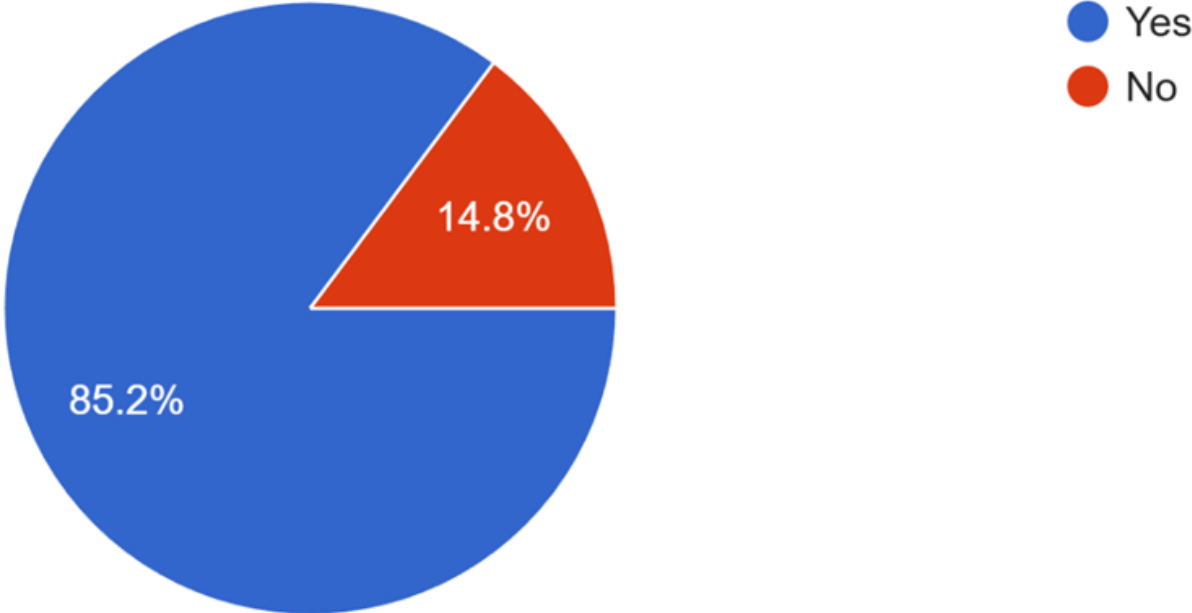
52.7%



# Most people agree with priorities

For the first 5-year Action Plan, do you agree that these are good priorities on which to focus TIF investments? AFFORDABLE HOUSING PRIORITIES ...se of belonging for Cully's vulnerable residents

88 responses



# Not eligible for TIF resources

## Not eligible by State

- Rent assistance/rental stabilization
- Commercial lease stabilization: grants, tax incentives, financial assistance
- Rental assistance
- Renter support
- Utility/Water assistance
- General safety

## Not eligible by TIF Plan

- Sidewalks, paving, wheelchair accessibility
- Sidewalks
- Street lighting, infrastructure
- Intersection safety, crossing beacons
- Potholes
- Utility/Water assistance
- General safety

Recommendation: document these in the Non-TIF Resources section of the Action Plan

# TIF eligible and Action Plan relevant

## Themes we heard from Community Feedback Survey

### Included in current priorities

- Incentivize development/leasing of empty buildings
- Support development of more, better, food cart pods
- New food cart pods
- Access to renewable energy, like solar
- Land banking – need to remove properties from private market
- Land acquisition
- Accessibility improvements (i.e., ramps, door widening, etc.)

### Opinions for consideration

- Don't like housing priorities; priority should focus on building more
- No money for mobile home parks; provide permanent housing that's not a mobile home

Question: should we modify the Action Plan based on this feedback?

# Potential Eligibility Criteria

## Themes we heard from Community Feedback Survey

Theme – publicly accessible community spaces

- Community center with senior activities
- Third spaces for children and learning, community gathering spaces
- Support for infrastructure like gardens, green spaces, green roofs

Theme – renewable energy

- Support for renewable energy, like solar
- Support for infrastructure like gardens, green spaces, green roofs

Question:  
Should we add new criteria to the Eligibility Criteria section of the Action Plan to reflect these themes?

# Community Partner Presentation



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# Cully TIF Investments Tailored Towards Anti-Displacement

Cully TIF CLC 11/19/2025



# Grounding in the Cully TIF's plans central goal of preventing displacement

## C. Goals

1. Prevent the displacement of vulnerable people, communities, businesses and community-based institutions from Cully.
2. Preserve existing opportunities for affordable housing and economic prosperity activities and create new opportunities for vulnerable people and communities, especially Priority Communities to live, work and thrive in Cully, including those previously displaced.
3. Ensure that current residents benefit from investments and neighborhood change, and that opportunities for housing and economic prosperity activities will be preserved and expanded for future generations.
4. Ensure that Priority Communities play lead roles in decisions about investments and policies that affect them and their communities.
5. Develop and inspire a new model for the creation of future TIF districts in Portland and beyond.

**How is permanent affordability more effective in preventing displacement as compared to DPAL?**

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DPAL, the City's existing Down Payment Assistance Loan, doesn't pair with the average Cully household income.

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DPAL, the City's existing Down Payment Assistance Loan, doesn't pair with the average Cully household income.

Median household  
income in Cully:

**\$52,000**

Median home  
price in Cully:

**\$475,000**

For a household with the median income to  
purchase the median home, they would need

**\$257,000 in DPAL**

Assuming a 6% interest rate and \$3,600 in annual property taxes

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Assuming a 6% interest rate and \$3,600 in annual property taxes

DPAL benefits are more likely to be claimed by families from the broader Portland area seeking to buy homes in Cully, which could accelerate gentrification.

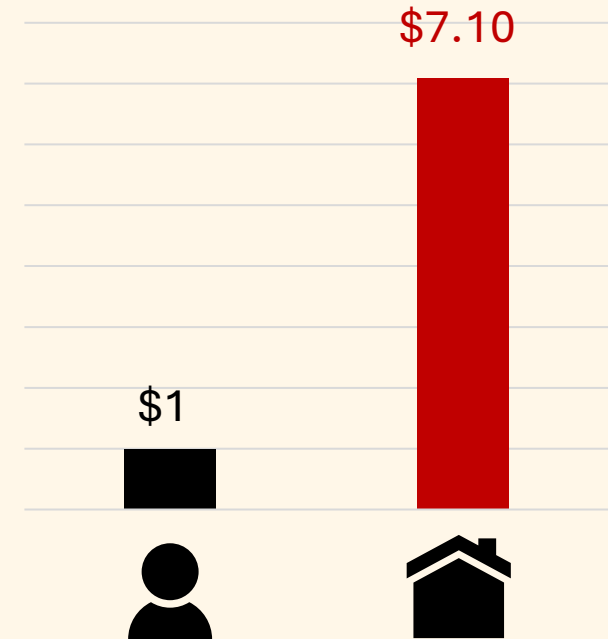
# DPAL doesn't preserve affordable homes over the long term

Home prices are escalating at an unsustainable pace.

Over the past 10 years:

- for every extra \$1 Oregonians earned, the median sales price of a home increased by \$7.10
- Home prices have nearly doubled in Oregon

Helping a handful of households purchase market rate homes in Cully does nothing to preserve the affordability of the neighborhood over time.



# Land acquisition as a strategic early TIF investment

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Once development starts in Cully, affordable housing developers will be forced to compete on the market for a more limited supply of land at higher prices.



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Land for smaller infill projects is available and priced within reach (for now).



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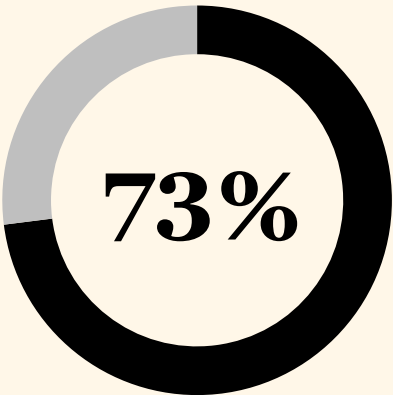
Land for smaller infill projects is available and priced within reach (for now).

Example: Habitat bought a .75 acre parcel on Prescott in 2022 for \$1,000,000, which will be the future site of 16 permanently affordable homes

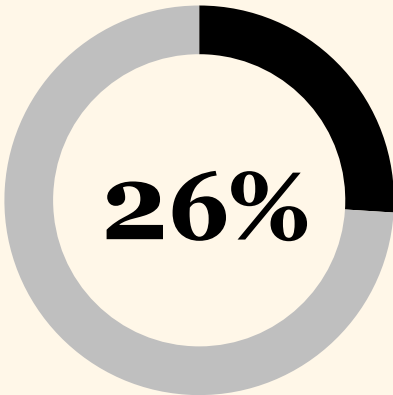




# Home repair, while vital, is less tailored to the priority populations because few BIPIC residents in Cully Own Homes

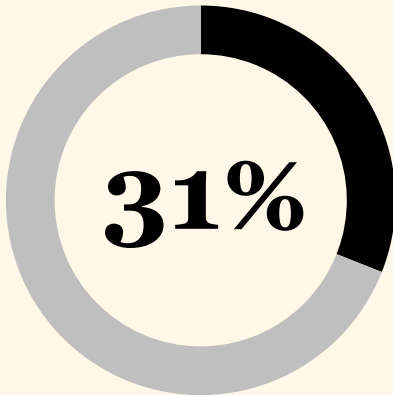


of White Cully residents own homes, compared to



of Black Cully residents

and



of Native American Cully residents

Source: Portland's State of Housing Report (2024). [portland.gov/phb/state-of-housing-report](https://portland.gov/phb/state-of-housing-report)

# BREAK!



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# Draft Action Plan Discussion

- Incorporating Public Feedback
- Adjusting Eligibility Criteria to Reflect Feedback
- Revisiting Housing Set Aside Investment Priorities
- Assigning 10% Flexible
- Priority Communities Language



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# □ Incorporating Public Feedback



Knowing that Council approval of the Action Plan is their endorsement of *only the TIF budget*, does the CLC support documenting community-identified, non-TIF eligible asks in the *Non-TIF Resources* section of the Action Plan?

# □ Adjusting Eligibility Criteria to Reflect Feedback

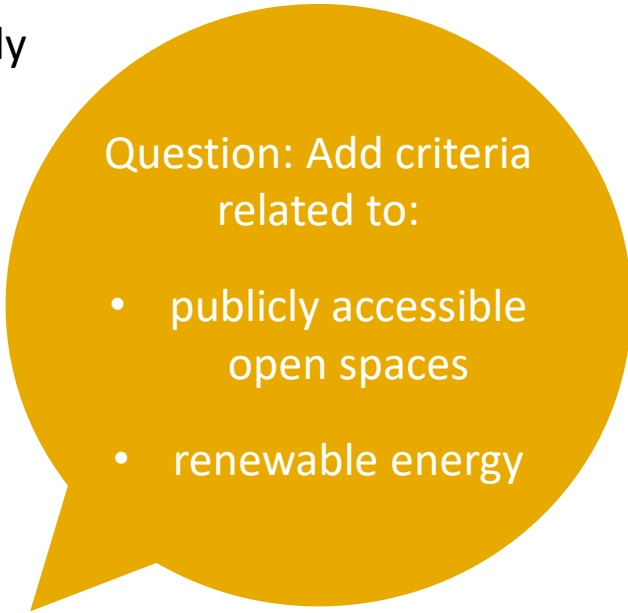
TIF Investments will prioritize:

1. Business owners, property owners, and former residents, and their descendants, who owned businesses, owned property or lived within the Cully TIF District boundary and who have been displaced.
2. Existing businesses, property owners, and residents who:
  - a. Experience economic barriers to business, housing and property ownership in the Cully TIF District;
  - b. Are vulnerable to displacement from gentrification; or
  - c. Are providing goods and/or services that are beneficial to individuals vulnerable to displacement from gentrification.
3. Industrial area investments that create living-wage or high-wage jobs accessible to nearby residents, incorporate green elements or provide high-quality mitigation for potential impacts to surrounding areas.

Funding for housing will be allocated by the Portland Housing Bureau based on its program guidelines, following all fair housing, state and federal requirements.



Confirm: Draft Action Plan Language



Question: Add criteria related to:

- publicly accessible open spaces
- renewable energy

# ☐ Revisiting Housing Set Aside Investment Priorities

	Priority	Outcome	Original Allocation	Partner Recommendation	CLC Recommendation
Affordable Housing	Priority 1: Support Creation of First-Time Homebuyers	35 DPALs (@\$100K) 23 Units developed (@\$150,000)	\$7M	<del>\$4M</del> (construction of permanently affordable units, down payment assistance for CLT homes)	
	Priority 2: Support Retention of Existing Homeowners to Prevent Displacement	252 grants (@\$10K) 63 loans (@\$40K)	\$5M	<del>\$3M</del>	
	Priority 3: Support Mobile Home Residents to Prevent Displacement	TBD	\$2M	\$2M	
	Land Acquisition			\$5M	
<b>TOTAL</b>			\$14M	\$14M	\$14M

# □ Assigning the 10% Flexible (~\$3M)

## Proposals from last time:

- Split the amount 50/50
- Give it all to Economic Development, assuming PHB has other sources of money

	Priority	Outcome	Investment
Affordable Housing	Priority 1: Support Creation of First-Time Homebuyers	35 DPALs (@\$100K) 23 Units developed (@\$150,000)	\$7,070,000
	Priority 2: Support Retention of Existing Homeowners to Prevent Displacement	252 grants (@\$10K) 63 loans (@\$40K)	\$5,040,000
	Priority 3: Support Mobile Home Residents to Prevent Displacement	TBD	\$2,030,000
Economic & Urban Development	Priority 1: Small business support	115 businesses served (@varying amounts)	\$5,800,000
	Priority 2: Support Commercial Property Owners	8 businesses served @ACT (6): \$300K @: 1-2 predev @1-2 loan/acquisition	\$6,630,000
	Priority 3: Cultural & Community Assets	10 non-profits served (@\$150K)	\$1,500,000

PHB's Recommendation: land acquisition/banking

PP's Recommendation: dev, predev, land acquisition

# Priority Communities Language

*District Plan (old) v. Action Plan (new)*

**“Priority Communities”** refers to the intended beneficiaries of the Cully TIF District: African American and Black persons; Indigenous and Native American persons; persons of color; immigrants and refugees of any legal status; renters; mobile home residents; persons with disabilities; low-income people; houseless people; and other population groups that are systemically vulnerable to exclusion from Cully due to gentrification and displacement.

**“Priority Communities,”** as used in the Cully TIF District Plan, this Action Plan, and associated plan and investment materials, means the intended beneficiaries of the Cully TIF District, which are all people who are or may be vulnerable to exclusion from the District due to gentrification and displacement – or who have previously been displaced from the District.

# □ Priority Communities Language



## **Option 1:** Redefine language

**Expected Next Steps:** Incorporate change into Action Plan and go to City Council as expected.

## **Option 2:** Do not use the term in the Action Plan

**Expected Next Steps:** Incorporate change into Action Plan and go to City Council as expected.





OFFICE OF MAYOR KEITH WILSON  
City of Portland

COMPLIANCE WITH FEDERAL)  
NONDISCRIMINATION LAWS )

Executive Order to City Employees to Comply  
with Federal Law "EO-2025-01"

**Compliance with Federal Law.** Notwithstanding any conflicting provision...City employees, programs and services are required and directed to comply with all applicable federal civil-rights and nondiscrimination laws, including but not limited to the Civil Rights Act of 1964. By complying with these laws, City programs and services will provide services, programs, and benefits without regard or preference based on protected class status, consistent with our ongoing commitment to complying with federal nondiscrimination laws.



# Approach to Fill Vacancy

*One position to fill*

**Recommendation:**

**Go back to applicant list**

**Identify selection panel membership**



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# Public Comment



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# Next Steps Feedback Loop

*Next Meeting is Wednesday, December 9*



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# Extra Slides



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# Strengths, Opportunities, Aspirations, Results

## Strengths

***What are our strengths? What are our greatest assets? What are we building on?***

- Racially, culturally and socio-economically diverse community
- Active & involved community members
- Network of established non-profits with strong roots in the neighborhood
- NPNs with strong relationships, experience and positive track record working with small businesses along 42<sup>nd</sup> and Cully Blvd
- Public attention; lots of political will to see success
- Significant, recent new affordable housing development; multiple manufactured housing parks that offer affordable alternative to traditional rental housing
- Cully is seen as an area for innovation: it is often selected to pilot programs/products (e.g., sidewalk pilot; ADU/cluster housing)

# Strengths, Opportunities, Aspirations, Results

## Opportunities

*What are the opportunities? What potential do we see or recognize?*

- Two distinct commercial corridors with unique market conditions; both with room for significant employment growth
- Proximity to industrial area jobs
- Proximity to Portland Community College (PCC); workforce training and navigation
- Significant number of larger, vacant/underutilized lots, particularly along Cully Blvd.
- New TriMet 72 BRT Terminus slated for development near the Cully triangle

# Strengths, Opportunities, Aspirations, Results

## Aspirations

*What do we care deeply about? What are our stakeholders asking for?*

- Community leadership
- Stabilize residents and businesses to maintain continuity
- Provide opportunities for previously displaced residents and businesses to return
- Provide a sense of belonging for all residents
- Support wealth-building, particularly for Priority Communities, for long-term resilience
- Solidarity with similar community-led efforts

# Strengths, Opportunities, Aspirations, Results

## Results

*How do we know we're succeeding? What are the rewards from achieving results?*

- 373 of homeowners retained/created with TIF investments
- 115 of existing businesses retained, returned or expanded; # culturally specific business supported
- 8 of commercial properties purchased, redeveloped or improved
- 10 of nonprofits supported to serve community
- Develop and implement manufactured home support (Outcome TBD)
- Number of community workshops and events

# Reminder Email Contents

*ATTACH: Slide Deck, October Meeting Minutes, Public engagement summary, Community Partner letter*

1. We have a LOT to get through. Please be on time. We will need to be focused and efficient to get through the material and stay on track. Float idea of adding 30 minutes to meeting?
2. Public engagement – stuff we heard and will document is attached, stuff we will focus on in meeting (action plan relevant items only); Presentation from community partners
3. Outstanding Plan Topics for Discussion
  - a. Public Engagement Responses
  - b. 10% Flexible
  - c. Eligibility Criteria
  - d. Priority Community Language
4. New Procedural Topics
  - a. Meeting minutes vs. meeting recording (VOTE)
  - b. Approach to filling one seat – ok going off of existing list? Co-chairs on selection panel? Will do full recruitment for next vacancy. (VOTE) Check to see if co-chairs can make a call – 2 staff, 3 community partners



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# Budget Discuss/Process\*

Cully TIF		25-26	26-27	27-28	28-29	29-30	Total
<b>Total Proceeds</b>		<b>2,400,449</b>	<b>3,034,726</b>	<b>20,636,596</b>	<b>3,270,235</b>	<b>11,942,433</b>	<b>41,284,439</b>
4%		96,018	121,389	825,464	130,809	477,697	1,651,377
<b>Net Proceeds</b>		<b>2,304,431</b>	<b>2,913,337</b>	<b>19,811,132</b>	<b>3,139,426</b>	<b>11,464,736</b>	<b>39,633,062</b>
<b>PHB (45%)</b>							
<b>Programming</b>	<b>72%</b>	<b>746,636</b>	<b>943,921</b>	<b>6,418,807</b>	<b>1,017,174</b>	<b>3,714,574</b>	<b>12,841,112</b>
Program Delivery	14%	145,179	183,540	1,248,101	197,784	722,278	2,496,882
Admin	14%	145,179	183,540	1,248,101	197,784	722,278	2,496,882
<b>Total Housing Set Aside</b>	<b>45%</b>	<b>1,036,994</b>	<b>1,311,002</b>	<b>8,915,009</b>	<b>1,412,742</b>	<b>5,159,131</b>	<b>17,834,878</b>
<b>Prosper Portland (45%)</b>							
<b>Programming</b>	<b>71%</b>	<b>736,266</b>	<b>930,811</b>	<b>6,329,657</b>	<b>1,003,046</b>	<b>3,662,983</b>	<b>12,662,763</b>
Program Delivery	15%	155,549	196,650	1,337,251	211,911	773,870	2,675,231
Admin	14%	145,179	183,540	1,248,101	197,784	722,278	2,496,882
<b>Total Prosper Portland</b>	<b>45%</b>	<b>1,036,994</b>	<b>1,311,002</b>	<b>8,915,009</b>	<b>1,412,742</b>	<b>5,159,131</b>	<b>17,834,878</b>
<b>Prosper District Admin/Finance</b>		96,018	121,389	825,464	130,809	477,697	1,651,377
<b>Discretionary (10%)</b>							
<b>Programming</b>	<b>72%</b>	<b>165,919</b>	<b>209,760</b>	<b>1,426,402</b>	<b>226,039</b>	<b>825,461</b>	<b>2,853,581</b>
Program Delivery	14%	32,262	40,787	277,356	43,952	160,506	554,863
Admin	14%	32,262	40,787	277,356	43,952	160,506	554,863
<b>Total Discretionary</b>	<b>10%</b>	<b>230,443</b>	<b>291,334</b>	<b>1,981,113</b>	<b>313,943</b>	<b>1,146,474</b>	<b>3,963,307</b>

\* Closer estimates! Some numbers still in flux.

# Cully: Full Action Plan Budget

	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	Total
<b>Total TIF Proceeds**</b>	<b>\$2,700,000</b>	<b>\$ 3,000,000</b>	<b>\$ 21,000,000</b>	<b>\$ 4,000,000</b>	<b>\$ 12,000,000</b>	<b>\$ 5,600,000</b>	<b>\$48,300,000</b>
<i>Ec Development/ Development (55%)</i>							
<i>Affordable Housing (45%)</i>							
<i>PHB (13%) &amp; Prosper (5%) Program Delivery ***</i>							
<i>PHB (12%) &amp; Prosper (4%) Admin ***</i>							

*\* Includes Prosper Portland's associated project delivery and admin costs; includes estimated prior year budget rollover.*

*\*\*Net of 4% TIF administrative costs, Prosper Portland, and PHB program delivery & admin costs*

*\*\*\* Percentage will vary based on direct project resources growing over time, PHB program delivery and admin costs within the Housing Set-Aside budget.*