

Cully TIF District Community Leadership Committee

October 22, 2025



**Portland
Housing Bureau**



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Roll Call w/ Ice Breaker

*What is your favorite
candy or treat?*

*¿Cuáles tu dulce o
golosina favorita?*



Guiding Agreements

Open Conversation

Keep within Scope

Hold Equity Lens

Be Goal-oriented

Minimize Interruptions

be mindful of interpretation



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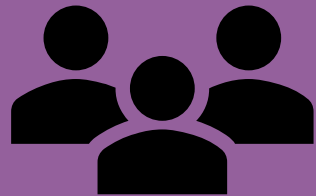
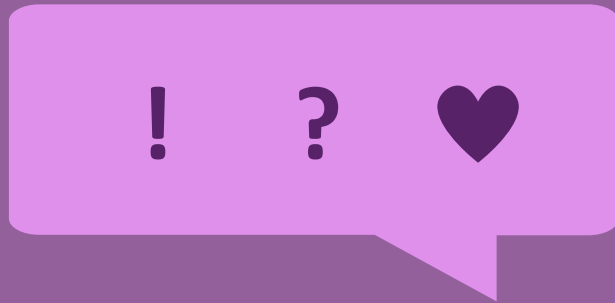


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CLC Member's Items of Interest

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Staff Updates

Public Engagement Update



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Refresher from Last Time

We discussed the Cully TIF District budget and draft Action Plan.

Our review of the draft Action Plan focused on four major components of the plan on which CLC members should focus:

1. SOAR Analysis
2. Affordable Housing priorities and investments
3. Economic Development priorities and investments
4. Criteria for TIF Funds

10%
flexible

Agenda

1. Roll Call & Icebreaker, Guiding Agreements
2. Items of Interest, Public Engagement
3. Draft Action Plan Discussion
 - a. SOAR
 - b. Investment Areas & Priorities
 - BREAK**
 - c. 10% Flexible
 - d. Eligibility Criteria
6. Public Comment
7. Feedback Loop & Next Steps

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

Path to Cully TIF Action Plan Adoption

	Oct	Nov	Dec	Jan-Feb
Plan Development	Incorporate CLC/public input	Develop Final Draft	<i>Develop legislative materials</i>	
CLC Meetings (End of Month)	Public engagement update SOAR, Priorities/ Investments, Eligibility Criteria	Final Draft Public engagement update Show changes	Vote on Plan <i>*Move meeting to early/mid December</i>	Support legislative process
Public Engagement	Cully Conversations (Saturdays 9/20-11/8) Community meetings (TBD) Past Events: Info Sessions (10/15, 10/16)	Open House (11/5) Cully Conversations (Saturdays 9/20-11/8) Community meetings (TBD)		

Draft Action Plan Discussion



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Draft Action Plan

Restructuring for consistency

1

About the Plan

Introduction

- A. District Plan Goals
- B. District Context
 - i. Data, Priority Communities, SOAR

2

Investing TIF Resources in the Cully Community

- A. Affordable Housing Priorities/Investments
- B. Economic Development Priorities/Investments

3

Practices and Policies

- A. Role of the CLC in Implementation
- B. Improving Outcomes
- C. Non-TIF Resources
- D. Criteria for TIF Investment

4

Attachments

- A. District Map
- B. Glossary
- C. Demographics & Data Detail (if necessary)

5



1. Introduction

2. Investment Areas and Priorities

3. Governance and Oversight

4. Attachments



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Draft Action Plan

Edits for consistency, accessibility, flexibility



- **Tighten up language** everywhere.
- **Remove extra detail** from Investment Areas and Priorities section.
- **“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.



Introduction: SOAR



Confirm: Final Language

Strengths	Opportunities
<p><i>What are our strengths? What are our greatest assets? What are we building on?</i></p> <ul style="list-style-type: none"> • 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 42nd 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) 	<p><i>What are the opportunities? What potential do we see or recognize?</i></p> <ul style="list-style-type: none"> • 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
Aspirations	Results
<p><i>What do we care deeply about? What are our stakeholders asking for?</i></p> <ul style="list-style-type: none"> • 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 	<p><i>How do we know we're succeeding? What are the rewards from achieving results?</i></p> <ul style="list-style-type: none"> • 373 of homeowners retained/created with TIF investments • Develop and implement manufactured home support program (Outcome TBD) • 115 of existing businesses retained, returned or expanded • 8 of commercial properties purchased, redeveloped or improved • 10 of nonprofits supported to serve community • 20 community events, meetings and/or workshops held to support education and application support for resources <p><i>Note: key indicators like housing affordability, business owner demographics, job growth, and commercial real estate are tracked by the PHB State of Housing and Prosper State of Economy annual reports.</i></p>

Investment Areas and Priorities: Timeline

Due to timing of Action Plan adoption, do we want to add an additional year?

Do we want to add this additional year?

Current Draft Action Plan Timeframe

	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	Total
Ec Development/ Development (45%)*	\$736,266	\$930,811	\$6,329,657	\$1,003,046	\$3,662,982	\$1,274,507	\$13,937,270
Discretionary (10%)*	\$165,919	\$209,760	\$1,426,402	\$226,039	\$825,461	\$287,213	\$3,140,793
Affordable Housing (45%)*	\$746,636	\$943,921	\$6,418,807	\$1,017,174	\$3,714,574	\$1,346,310	\$14,722,468
Total Resources Available	\$1,648,821	\$2,084,492	\$14,174,866	\$2,246,259	\$8,203,017	\$2,908,030	\$32,800,531

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



Sample PHB allocation for year 1-5 action plan based on priority exercise = \$16 Million+

From last time:
Rental Creation vs.
Mobile Home
Program




	Admin/Personnel	New Homeowner Creation	Homeowner Retention	Contingency	Rental Creation
Year 1	\$ 85,500.00	\$342,000.00	\$342,000.00	\$85,500.00	\$ 0
Year 2	\$ 90,000.00	\$360,000.00	\$360,000.00	\$90,000.00	\$ 0
Year 3	\$ 873,000.00	\$1,746,000.00	\$1,746,000.00	\$873,000.00	\$ 3,492,000.00
Year 4	\$ 90,000.00	\$360,000.00	\$360,000.00	\$90,000.00	\$ 0
Year 5	\$ 468,000.00	\$936,000.00	\$936,000.00	\$468,000.00	\$ 1,872,000.00
Total	\$ 1,606,500.00	\$3,744,000.00	\$3,744,000.00	\$1,606,500.00	\$ 5,364,000.00

Sample PHB allocation for year 1-5 action plan based on priority exercise = \$16 Million+ estimate Option 2

From last time:
Rental Creation vs.
Mobile Home
Program

	Admin/Personnel	New Homeowner Creation	Homeowner Retention	Contingency	Mobile Home Support
Year 1	\$ 85,500.00	\$342,000.00	\$342,000.00	\$85,500.00	\$ 0
Year 2	\$ 90,000.00	\$360,000.00	\$360,000.00	\$90,000.00	\$ 0
Year 3	\$ 873,000.00	\$2,328,000	\$2,328,000	\$873,000.00	\$ 2,328,000.00
Year 4	\$ 90,000.00	\$360,000.00	\$360,000.00	\$90,000.00	\$ 0
Year 5	\$ 468,000.00	\$1,248,000.00	\$1,248,000.00	\$468,000.00	\$ 1,248,000.00
Total	\$ 1,606,500.00	\$4,638,000.00	\$4,638,000.00	\$1,606,500.00	\$ 3,576,000.00

Investment Areas and Priorities: Affordable Housing




Priority 1: Support Creation of First-Time Homebuyers 	NOFA	Loans	Allocation 2025 – 2031	Outcome
Expand pathways to homeownership for low-and moderate-income homeowners.	Subsidize development of permanently affordable units	DPAL/DPAG	\$7,070,000	35 DPALs 23 Units developed
Priority 2: Support Retention of Existing Homeowners to Prevent Displacement 	Grants	Loans	Allocation 2025 – 2031	Outcome
Stabilize vulnerable homeowners by investing in programs that prevent foreclosure, support critical home repairs, or other retention resources.	Home Repair Grants	Home Repair Loans	\$5,040,000	252 grants 63 loans
Priority 3: Support Mobile Home Residents to Prevent Displacement 	Grants	Loans	Allocation 2025 – 2031	Outcome
Develop and implement a program that protects and stabilizes mobile home park residents	Develop program (year 2); implement program (years 3-5)		\$2,030,000	TBD

Based on testimony, confirming this is the preferred option rather affordable rental development?

Investment Areas and Priorities: Economic & Urban Development



Confirm: Final Language

Priority 1: Support small businesses 	Grants	Loans	Allocation 2025 – 2031	Outcome
Support existing small businesses to remain, return, expand and grow in Cully	PIPs, Microgrants	Business tenant improvements	\$5,800,000	115 businesses served
Priority 2: Support Commercial Property Owners 	Grants	Loans	Allocation 2025 – 2031	Outcome
Promote commercial property ownership and redevelopment to support stabilization, growth and wealth-building for Priority Communities	Affordable Commercial Tenanting (ACT)	Predevelopment, construction, acquisition	\$6,630,000	8 businesses served
Priority 3: Cultural & Community Assets 	Grants		Allocation 2025 – 2031	Outcome
Support cultural & community assets that promote healthy, complete and resilient neighborhoods while providing a sense of belonging for Cully’s diverse residents	Community Livability Grant (CLG)		\$1,500,000	10 non-profits served

BREAK!



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Investment Areas & Priorities

Flexible TIF funds (~\$3M)

How to allocate the flexible 10%?
Roughly \$3 million

Category	Priority	Outcome	Investment
Affordable Housing	Priority 1: Support Creation of First-Time Homebuyers	35 DPALs 23 Units developed	\$7,070,000
	Priority 2: Support Retention of Existing Homeowners to Prevent Displacement	252 grants 63 loans	\$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	\$5,800,000
	Priority 2: Support Commercial Property Owners	8 businesses served	\$6,630,000
	Priority 3: Cultural & Community Assets	10 non-profits served	\$1,500,000

Oversight & Governance: Eligibility Criteria

Confirm: Final Language

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.

Previously displaced

Existing, vulnerable

Industrial 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.

Fair housing

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Public Comment



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Next Steps Feedback Loop

Next Meeting is Wednesday, November 19



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Extra Slides



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Priority Communities

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.

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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 42nd 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