

Lloyd-Holladay TIF Action Plan Working Group Meeting #7

January 2026



**Portland
Housing Bureau**



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Today's Outcomes:

- Shared information about updated financial forecast
- Confirmation of near-term economic development investment priorities
- Identified next steps



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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

Update on TIF Projections & Next Steps

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 TIF investment priorities for Prosper Board and City Council approval



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Building an Equitable Economy

Working Group Investment Priorities



Commercial Vitality

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



Vibrant Public Realm

- Implement **public infrastructure to reconnect community** and unlock Lloyd Mall development
- Invest in **public art, murals, and street amenities**
- Invest in reimagining and creation of new **open space**, including reimagining **Holladay Park**



Housing Production

- Invest in **public/private partnerships** to catalyze underutilized sites and unlock development
- Invest in a **continuum of housing**: affordable, mixed-income, and limited profit
- Stabilize **current residents** to mitigate displacement

City General Fund

\$13M (\$11M ongoing)

Base programming for Citywide Economic Development

Small Business Assistance
Business Advancement
District Supports
Events & Film
Workforce

Strategic Investment Fund

\$49M Corpus

Small Business Working Capital Loans
Middle Income Housing and Commercial Development Loans
Real Estate Investments

TIF District Funds

\$252M Balance

Broadway Corridor
Old Town Action Plan
N/NE Action Plan
Gateway Action Plan
Lents Action Plan
South Waterfront Infrastructure
OMSI Master Plan
Housing Set Aside
Six New Districts

Other Citywide Funds

~\$6M annually

RCT, CDBG, E-Zone, Partner Resources

Small Business Assistance
Workforce
Business Advancement
Events & Film

PCEF

\$43M Contract
~\$9M Annually

Small Business grants
Commercial Property loans

General Fund leverages SIF and Other Citywide Funds deliver programs, lending, and investments.

General Fund, SIF, PCEF, and Other Funds work together to provide technical assistance and working capital to complement TIF work inside and outside of TIF Districts.



TIF Forecast Model Updates

- District is not generating increment due to:
 - County's preliminary Certified Frozen Base (FY 24/25) is higher than estimates modelled during TIF District formation.
 - Property tax appeals have driven FY 25/26 Assessed Value below the Frozen Base
- Financial model will continue to be adjusted:
 - Frozen Base will be adjusted once final figures incorporating utility values are available Summer 2026
 - County continues to process FY 25/26 property tax appeals creating additional uncertainty for future years

Lloyd Holladay Action Plan Investment Priorities

| | Yr 1-2 | Yr 3-4 | Yr 5-6 | Total FY 25-26 thru 30-31 | Outcomes |
|---|---------|---------|-----------|---------------------------|--|
| Prosper Portland: Economic & Urban Development (55%) | | | | | |
| Commercial Vitality | | | | | |
| Small Business Support - Grants | 153,000 | 400,000 | 700,000 | \$1,253,000 | 15 – 30 grants to small businesses |
| Small Business Support - Loans | | | 444,000 | \$444,000 | 1 – 3 loans to small businesses |
| 910 Building | | | 1,500,000 | \$1,500,000 | Redevelopment of 910 Building to serve as bar and food cart pod |
| Employer Retention / Recruitment / Expansion | | 90,000 | 90,000 | \$180,000 | Expansion/retention/and/or recruitment of 1-3 traded sector companies |
| Vibrant Public Realm & Infrastructure | | | | | |
| Public Realm - Grants | | 130,000 | 400,000 | \$530,000 | 6-8 grants to community non-profit partners |
| Infrastructure / Open Space | | | 2,000,000 | \$2,000,000 | Street and/or open space to unlock residential development and increase connectivity |
| PHB: Affordable Housing Set-Aside (45%) | | | | | |
| Affordable Housing Production & Stabilization | | | | | |
| Affordable Housing - Acquisition | | | 3,247,000 | \$3,247,000 | 1 acquisition opportunity |
| Affordable Housing - Predevelopment | | | 800,000 | \$800,000 | 1 Predevelopment Loan |
| Affordable Housing - Homeowner Stabilization | 100,000 | | | \$100,000 | 8 - 10 grants to homeowner households |
| Affordable Housing - Renter Stabilization | | 500,000 | | \$500,000 | 1 Rehab Loan |
| Total Action Plan Budget | | | | \$10,554,000 | |

Tax Revenue Shortfalls FY 25/26 thru FY 26/27

Economic & Urban Development: \$153,000

Affordable Housing: \$100,000

Alternative Path Forward:

1. Postpone finalizing Action Plans until TIF resources become available
2. Use the Working Group's input on investment priorities to-date to inform Economic Development activity and explore limited 26/27 funding via Prosper program income available within the district to maintain early investment momentum.
3. PHB has determined, without TIF resources, Affordable Housing spending would be delayed until set-aside resources come available.
4. Provide a report to Prosper's Board summarizing Working Group's work to date together with economic development specific investment priorities identified for the first years of the district (including FY 26/27).
5. Continue to engage the Working Group as part of the FY 26/27 budget process.
6. Prosper and PHB will re-engage with the Working Group on Action Planning in out years as TIF resources become available and seek City Council approval.

Discussion: Near-Term Economic Development

Investment Priorities

FY 25/26 thru FY 26/27 = \$153,000

Any edits or clarification?
Confirm small business priorities?

| Goal | Action | Outcome |
|--|--|---------------------------|
| Retail, stabilize, and grow small businesses | <p>Provide grants to small businesses for TIF-eligible improvements, with an emphasis on retaining and growing existing businesses within the District, such as the tenants of the Lloyd Center Mall.</p> <p>For new businesses, prioritize ground floor active uses that drive foot traffic in the district.</p> <p>Additionally explore opportunities to support demising of larger-format spaces to better support small businesses and create opportunities for co-location as revenues increase.</p> | 2-3 Small Business Grants |

Alternative Path Forward: Next Steps



Ongoing Committee Engagement:

- ✓ Continued annual engagement in budget process via representation on Prosper's Community Budget Committee + via stakeholder testimony to affirm near-term Economic Development investment priorities; budget availability; and budget consideration
- ✓ Receive updated financial projections as available
- ✓ Reconvene to complete Action Plan as resources become available and recommend for Prosper Board and City Council approval
- ✓ Ongoing governance and reporting in alignment with Action Plan



Questions regarding next steps?

Questions or input regarding
forthcoming summary report?