



Lloyd Enhanced Services District

Partnering in Lloyd District's Growth

2014 – 2024

Lloyd B.I.D., Inc., Board of Directors

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Peter Cogswell, *Bonneville Power Administration*

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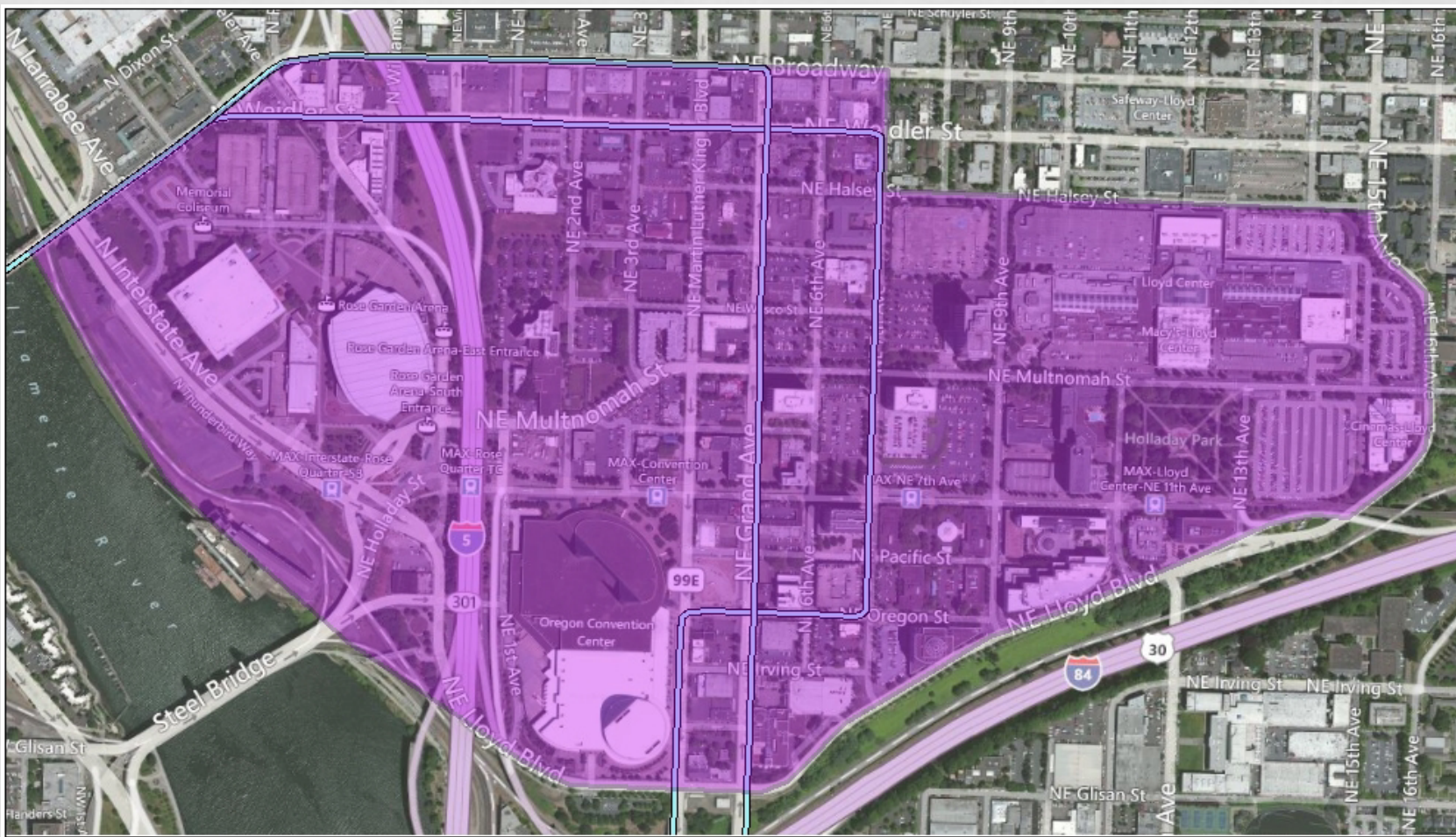
John Sullivan, *Kaiser Permanente*



What Is an Enhanced Services District?

- An assessment of a property management license fee on all properties within a defined business district.
- Assessment is made to the property manager and is calculated using building value, square footage of building area and square footage of land.
- The Lloyd ESD assesses approximately 120 taxable properties in the district.
- Raises approximately \$250,000 annually (current).
- Public sector partners participate voluntarily at rate equal to private payees (Metro/OCC, BPA, City of Portland, TriMet).

Lloyd ESD Boundary



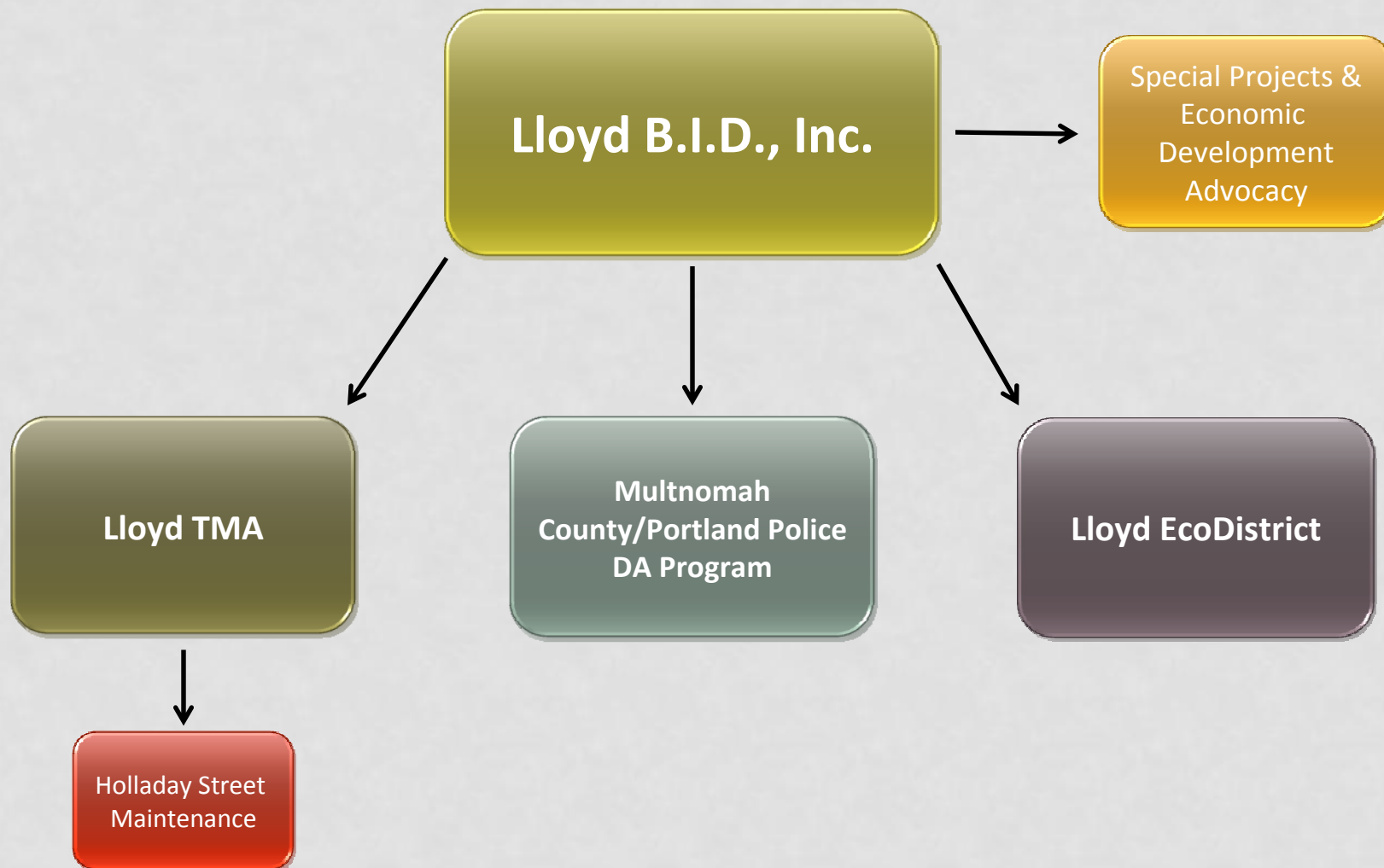
Willamette River, Lloyd Boulevard, 16th/15th, Halsey, Martin Luther King, Jr. Boulevard, Broadway to the Willamette River.

2014 – 2024 Lloyd ESD Charge

- To provide programs and services that enhance the economic vitality and livability of the District.
- To provide supplemental funding for transportation management, District Attorney prosecution and crime prevention, Holladay Street landscape maintenance and Lloyd EcoDistrict services.
- Oversee management and implementation of such services using Lloyd ESD funds.



District Organization



History of Lloyd District ESD

- Private sector was voluntarily providing services to the District in lieu of public funds for services (1990 – 1999).
- Services included:
 - a. Neighborhood District Attorney program
 - b. District security issues and programming
 - c. Transportation services/programs
- In 2000 “Lloyd BID” established a locally controlled funding mechanism to assure:
 - a. Stable funding for District priorities
 - b. Partners regularly meet to coordinate programs and activities (i.e., Lloyd B.I.D., Inc. Board)
 - c. More formal process to establish and implement the longer term development vision for the District



Lloyd "BID" (2000 – 2013)

- Owner Investments = \$262,000 annually
 - a. District Prosecutor
 - b. Holladay Street
 - c. Lloyd TMA
 - d. District Projects
- Leverages = \$620K annually (\$2.36 match for every \$1.00 BID)
 - Portland Development Commission (\$70K to Lloyd EcoDistrict)
 - Lloyd TMA (\$120K annual match to LBID contribution)
 - Lloyd TMA/City (\$250K annual District infrastructure improvements)
 - County (access to an additional \$100K of DA program services)
 - City/Police (\$80K match to DA program)
- TMA savings on district employee transit (UPass) = \$4.6 million annually
- PDC has set aside \$3.2 million for investments in Lloyd EcoDistrict

100% funding rate by private sector owners (124 properties)

83% participation by public sector

✓ Bonneville Power Admin

✓ TriMet

✓ Metro

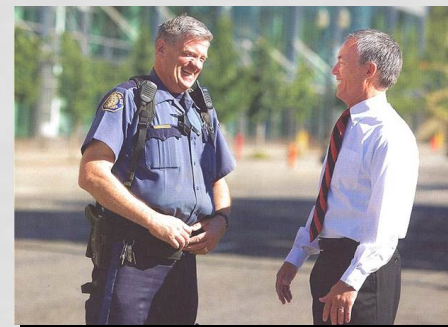
✓ Oregon Convention Center

✓ City/PDC

Program Highlights

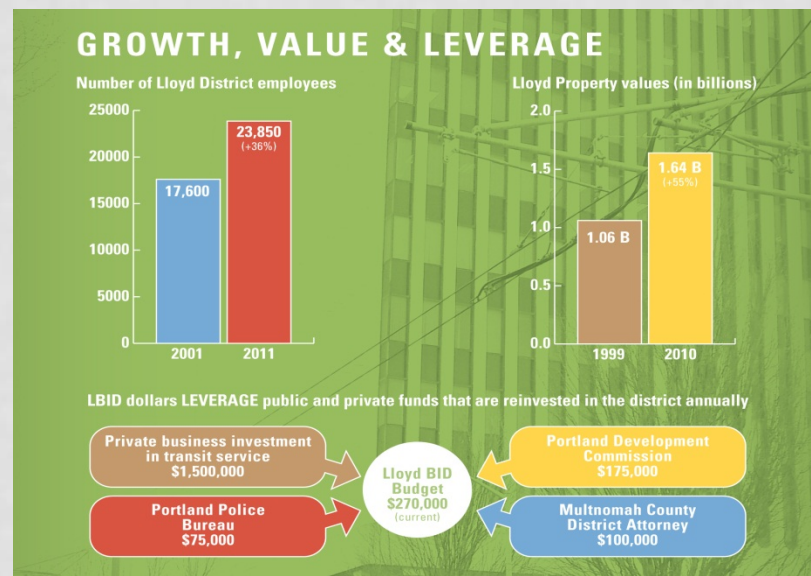
Neighborhood District Prosecutor

- Reduction in drug related crime
- Neighborhood coordination, cooperation and proactive approach to public safety (Lloyd Public Safety Committee)
- Quick response to issues and problems (crime, panhandling, graffiti)
- There were 166 gang arrests in the District in 2009. DA program involvement has helped to reduce this to 14 arrests (2012), a 92% reduction.



District Economic Development Advocacy

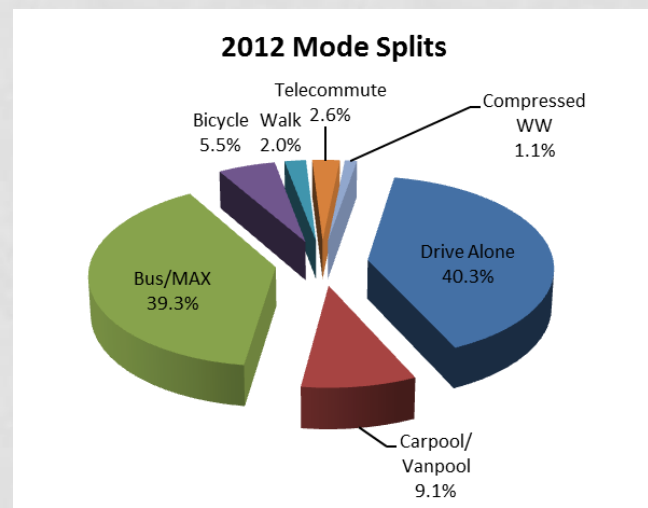
- Eastside Streetcar
- Oregon Convention Center Hotel
- Lloyd EcoDistrict
- 6,000 + new jobs and property value growth of 55% over 10 years.
- Redevelopment of the Rose Quarter/West End of the District
- MLK/Grand Avenue revitalization



Program Highlights

Lloyd Transportation Management Association (TMA)

- Improved access for employees, customers and visitors
- *Commuter Connection* Transportation Store and resource center (4,000 visits annually by District employees).
- Increase employee transit usage from 10% (1997) to 39% (2012). Bikes from <1% to 6.7% today (2013).
- New programs for transit, bike, walk and employee assistance (25 District events a year).
- Invest \$250K annually in District infrastructure improvements (e.g., bus shelters, bike racks for private buildings/businesses, district lighting upgrades, Holladay Park improvements).
- \$361 annual UPass Transit Pass price versus \$1,100.



Program Highlights

Lloyd EcoDistrict

- Initiated in 2009 as a voluntary partnership between 10 private property/business owners (contributed \$100K annually).
- An economic development tool to create value at a neighborhood scale (both economic and environmental).
- Providing direct one-on-one assistance to businesses and property owners on sustainable business practices.
- Developing baseline measurements in the area of solid waste, energy and water consumption.
- Partnering with PDC to identify priority sustainability projects for capital investment (\$3.2 million over 3 years).



Holladay Street Maintenance

- Improved cleanliness and landscape (NE 1st to NE 13th Avenues).
- Routine and frequent maintenance (which was not the case prior to LBID).



Before



After

Moving Forward - FY 2014 - 2024

PROGRAM & SERVICE PRIORITIES FOR 2014 - 2024
Neighborhood District Attorney (DA)
Lloyd Transportation Management Association (TMA)
Holladay Landscape Maintenance
District Advocacy/Economic Development
Organizational Expenses
<i>Enhanced Services – Lloyd EcoDistrict</i>

- Core programs maintained (DA, TMA, Holladay, Advocacy/Econ. Dev.)
- Lloyd EcoDistrict added to District program portfolio
- Property value based on 2010 Mult. Co. assessments versus 1999
- 2.3% annual escalator added (similar to downtown ESD)
- New cap on property managers (\$35,000 versus \$20,000)
- 2014 Budget estimate: \$408,000
- Lloyd BID has received written support from properties representing 76% of budget.

Outreach



- Two public open houses (August 2013)
- Mailings to all payees (July/August 2013)
- Additional mailings per change of address or ownership (August/September 2013)
- One-on-one meetings with affected properties (July – October 2013)
- Meetings w/ Revenue Bureau Staff (on-going)
- Meetings w/ City Commissioners (August – October, 2013)
- Meeting w/ Mayor's Office (11/14/2013)





Your Questions

