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# **Cully TIF District Community Leadership Committee Appointments**

**October 11, 2023**

# Our Agenda

- **Cully TIF District Context & Background**
  - Exploration Process
  - TIF District Plan
- **Role of the Community Leadership Committee**
- **Selection Process, Nominations, Appointments**



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# Context & Background: Process



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# Community Led Process

- Community partners requested TIF exploration to stabilize community, formed an Exploration Leadership Committee (ELC)
- History of community development and relationships within the district
- Preliminary Report findings:
  - Rising investment pressures
  - Sparse commercial development
  - Poor walkability
  - Scarce transit
  - Brownfields
  - Lack of open space/recreational opportunities



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# Who were the Cully Partners?



# Building on Neighborhood Prosperity Network Capacity Partnerships & Successes



**CULLY BLVD**  
ALLIANCE

**42<sup>nd</sup>**  
**Ave**



▲ Division  
▲ Midway  
▲ Alliance



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# Community Engagement

## BROAD: PLACE-BASED ENGAGEMENT

*Prosper Portland & Portland Housing Bureau led*

Rose City Park  
Neighborhood  
Association

Beaumont-  
Wilshire  
Neighborhood  
Association

Cully  
Neighbor-  
hood  
Association

Open  
Houses

Employers

Concordia  
Neighbor-  
hood  
Association

Roseway  
Neighborhood  
Association

Sumner  
Neighbor-  
hood  
Association

## DEEP: COMMUNITY-BASED ENGAGEMENT

*ELC Subcommittee-led*

Latine  
community

African  
American  
Community

Low-income  
homeowners

Mobile  
home park  
residents

Houseless  
people

Indigenous  
and tribal  
communities

Small  
business  
owners &  
workers

Somali  
community



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# Exploring a New TIF Model: Partnership with the Cully Community

## ***What's similar?***

- Property tax-based funding tool
  - Action Plans guide investments
  - Economic and real estate market influence
  - Outreach & engagement to gather input on projects
  - City Council, Prosper Board have decision making authority and legal liability
- 

## ***What's different?***

- Co-created vision, priorities, and goals between community and public
- Community-led and publicly led engagement opportunities
- Early & prioritized focus on groups vulnerable to displacement
- Deeper engagement on accountability and oversight; identifying resources for community supported implementation



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# Context & Background: Plan



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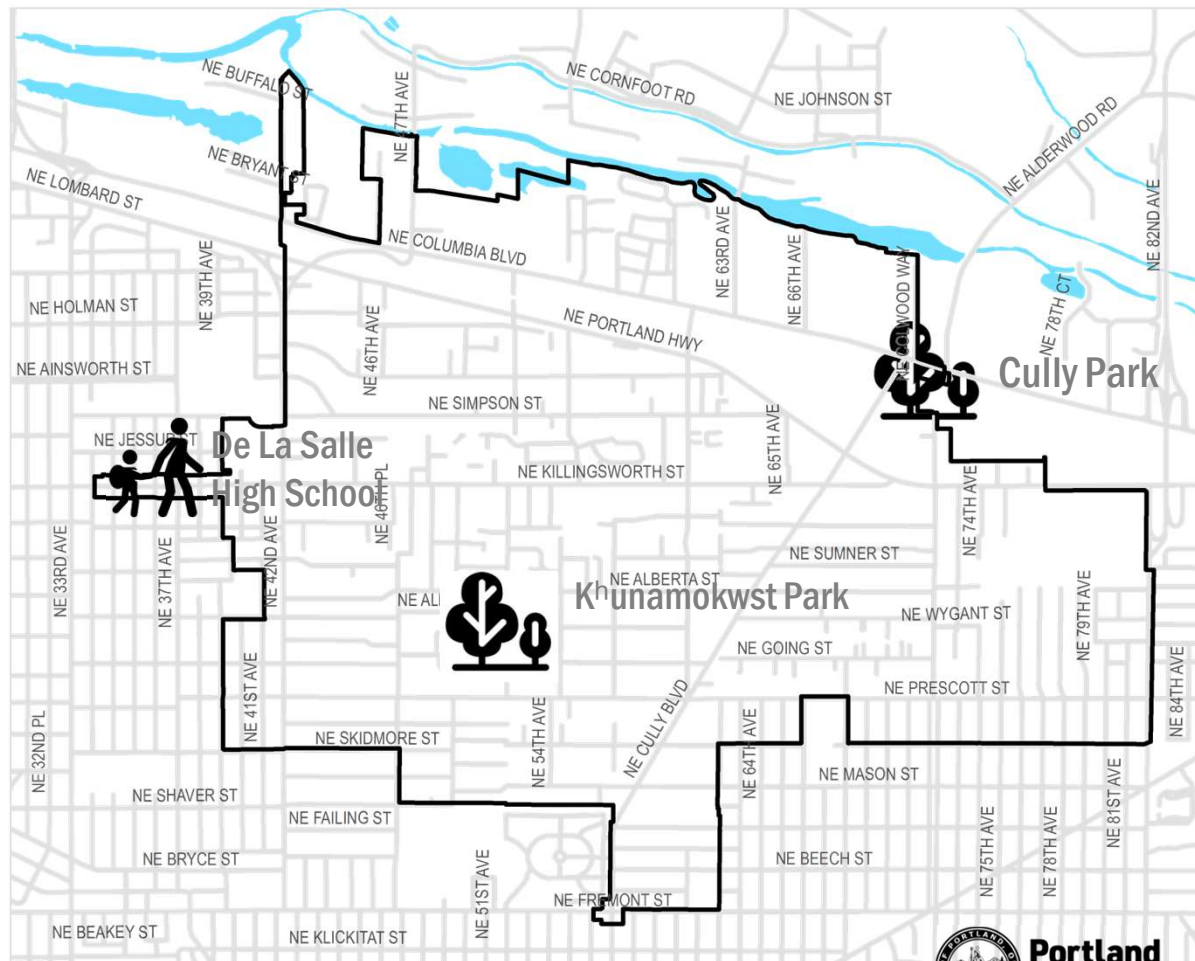


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# Cully TIF District Boundary

- **1,623 Acres**
- **56% single-family**
- **25% employment/industrial**
- **11% multi-dwelling**
- **4% commercial**
- **2% mobile home parks**
- **1% open space**



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# District Goals

1. Prevent displacement
2. Preserve existing opportunities for affordable housing and economic prosperity, and create new opportunities
3. Ensure that current residents benefit from investments
4. Ensure that those most affected will play lead roles
5. Develop and inspire a new model for TIF
6. Actively work to remove access barriers
7. Spur innovation of environment and climate change



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# Eligible Projects List

1. Affordable housing, homeownership and home repairs
2. Business support, property acquisition, development and renovation
3. Arts, culture and signage
4. Land acquisition and land banking
5. Recreational improvements
6. Infrastructure improvements



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# Maximum Indebtedness

*District anticipated to reach maximum indebtedness in FY 2054-55*

Proposed Uses of TIF	
Affordable Housing Projects (At least 45%)	\$143.7M
Economic & Community Development (45% to 55%)	\$175.7M
Debt Administration, Issuance Costs & Reserves	\$30.6M
<b>Total Maximum Indebtedness</b>	<b>\$350M</b>

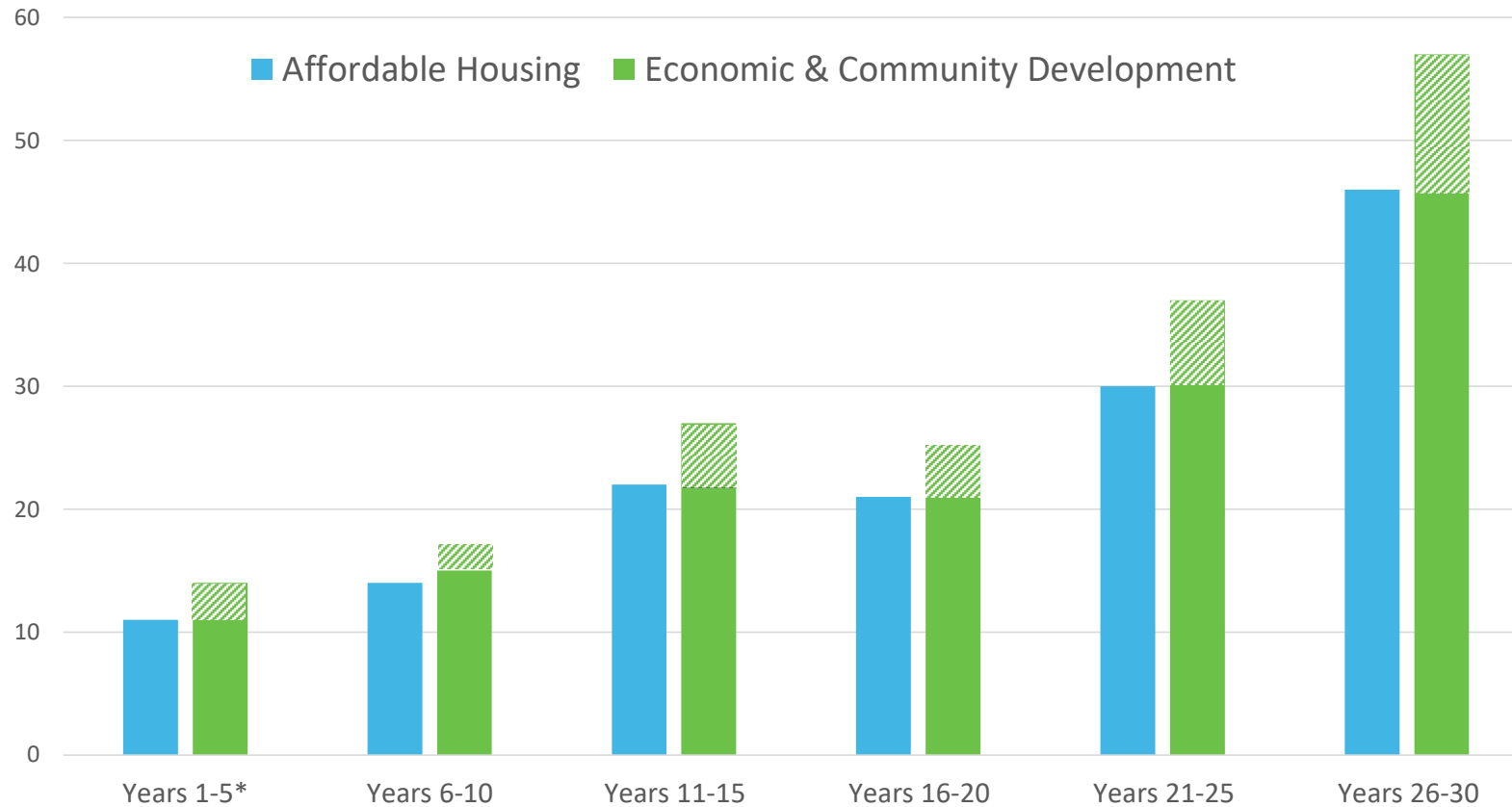


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# Projected Resources Over Time



\* Includes bonding issued at year five



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# TIF Plan, Action Plan & Governance Charter

## TIF Plan

30-year Vision, Values, Goals

Principles that Guide  
Implementation

TIF Eligible Projects

*The TIF Plan creates a legally allowable “menu” for future TIF investments & guides action plans*

*The Action Plan sets forth a strategy for implementation: project & budget prioritization, measures of success, and accountability & oversight*

## Action Plans

5-year Priorities

Identify Specific Projects

Identify budget

## Governance Charter

Creates the Cully TIF District Community Leadership Committee (CLC)

Describes the processes and roles to develop and present public recommendations to decisionmakers about the implementation of the District Plan

Living document that may be amended from time to time

# **Community Leadership Committee Role and Selection & Nomination Process**



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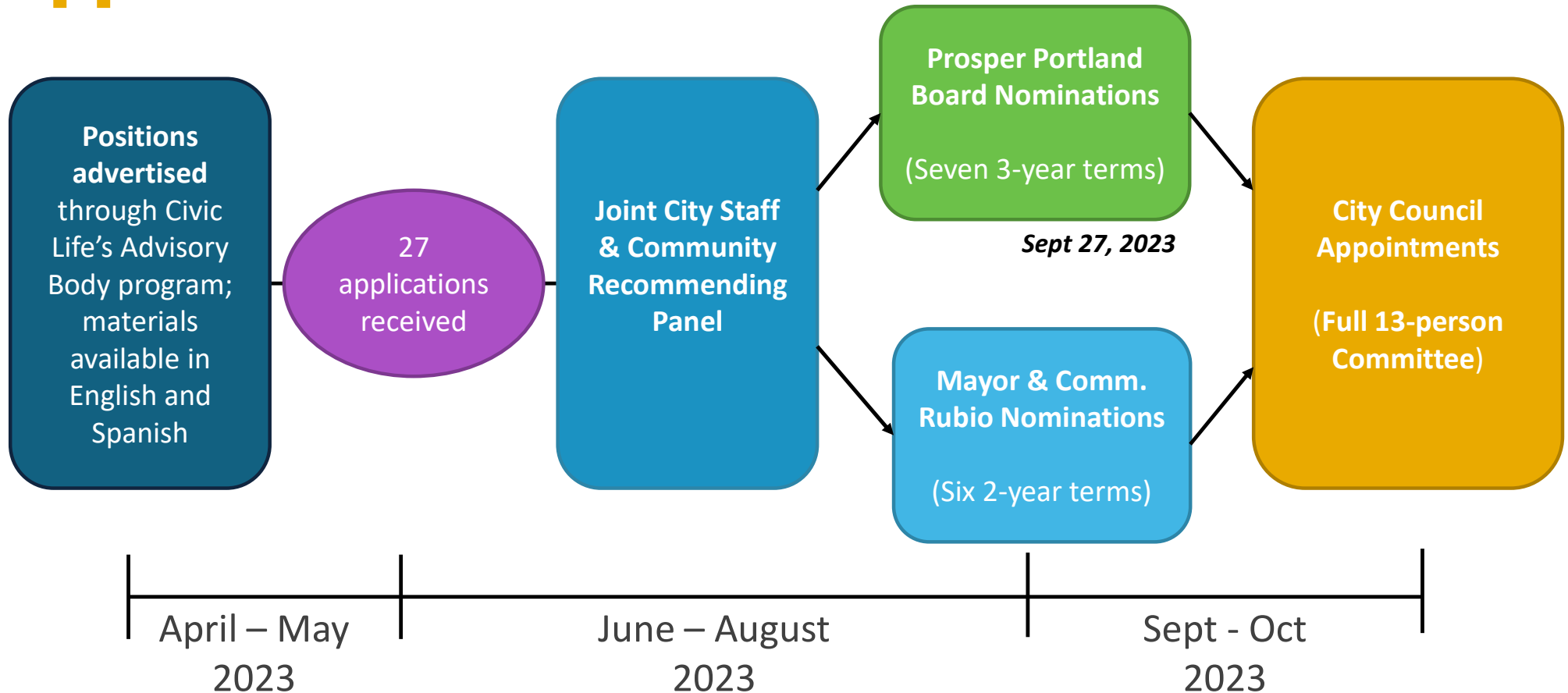
# Community Leadership Committee

**Purpose:** Advise Decision Makers on different types of decisions, providing essential guidance, recommendations, and oversight regarding the City of Portland's and Prosper Portland's implementation of the TIF Plan.

**Membership:** All Committee members must either live, work, worship, have children enrolled in school, or have been displaced from within the Cully TIF District boundary; initial 13 members nominated by the Prosper Portland Board and City Council, approved by City Council.



# Appointment Process



# CLC Selection Committee & Criteria



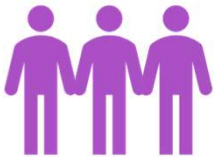
Prosper Portland staff



PHB staff



Living Cully Coordinator



ELC-selected volunteers

- Trusted community members committed to engagement; able to work well in a group
- Awareness of, or willingness to learn about, economic, political, environmental factors that contribute to displacement
- Lived experience with, or expertise in:
  - Affordable housing
  - Small business ownership
  - Workforce development
  - Lending, real estate or access to capital
  - Community building & advocacy

# Inaugural CLC Committee Appointments

## Mayor/Rubio Nominations (2-year terms)

**Elizabeth De Jesus Lopez** / Organizer, led engagement & Spanish focus group; Exploration Leadership Committee

**Bella Mata** / ABC Coordinator, Faubion, social work background

**Sharon Maxwell** / Contractor, community advocacy

**Jorge Landri Sanchez Bautista** / High school student, Cully Association of Neighbors member

**Julia Tienson** / CHAT (housing), social work background

**Nico Vergara** / Entrepreneur, owns multiple businesses in Cully



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# Inaugural CLC Committee Appointments

## Prosper Board Nominations

*(3-year terms)*

**Andre Broadous** / Owner of Infinity Lounge, realtor

**Gary Hollands** / Lifelong Cully resident, owner of trucking school & apprentice program, Exploration Leadership Committee

**Cecelia Lente** / NAYA affiliate, Cully engagement

**Towanda Perry** / Small business owner, volunteers with incarcerated youth

**Ginger Rogers** / Hoopa, organizer, Cully engagement

**Karen Torres-Olguin** / Green spaces, social services, houselessness services

**Sky Waters** / NAYA, financial investment & analysis, Exploration Leadership Committee



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# Questions?



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