



LLOYD ESD
 Enhanced Services District
 700 NE Multnomah St, Suite 340
 Portland, Oregon 97232

September 29, 2023

To: Honorable Mayor Ted Wheeler (via email)
 Michael Jordan, Chief Administrative Officer (via email)
 Thomas Lannom, Chief Financial Officer (via email)

Re: Request to renew Lloyd Enhanced Service District Charter

We are writing on behalf of the Lloyd Enhanced Service District (ESD) Board to request a renewal of the Lloyd Enhanced Service District Charter in accordance with City Charter section 2-105.

The Lloyd ESD has served the businesses and residents of the Lloyd neighborhood for almost 25 years. In this time, we created and funded the first designated EcoDistrict in Portland, were instrumental in bringing the Portland Streetcar to the Eastside, through our partnership with Go Lloyd we assisted in the development and funding of the Earl Blumenauer Pedestrian & Bicycle Bridge, and, with their help, have taken over a thousand cars off the road through Go Lloyd's transportation options programs. The ESD also assists its 125 ratepayers with critical day-to-day operations: cleaning thousands of pounds of trash from sidewalks (contracted through Trash for Peace) and maintaining the Holladay Street greenspace. We worked hard to create a unified Lloyd neighborhood platform through the development of an open-source Lloyd brand and media toolkit, we provide annual funding assistance to the Lloyd Community Association for administrative support, and have contributed funds and resources to Right 2 Dream Too, a local rest area for houseless individuals.

The Lloyd neighborhood endured the COVID-19 pandemic and now we look to the future of the ESD. During this renewal period, we reached out to the entire Lloyd community through surveys, open houses, and public events, and crafted an updated and improved service plan that best addresses our needs. This plan includes partnering with Central City Concern to offer improved street and graffiti cleaning, providing additional funding to Right 2 Dream Too's operations, and hiring a dedicated executive director to improve the ESD's administration and communication with local stakeholders and the City.

We look forward to working with you to finalize the Lloyd ESD's charter renewal and continue to ensure the Lloyd neighborhood is welcoming and accommodating towards all businesses, residents and visitors.

Sincerely,

Hank Ashforth
 Lloyd ESD, Chair

Lloyd ESD Board of Directors:
 Hank Ashforth, *The Ashforth Company*
 Craig Stroud, *Oregon Convention Center/Metro*
 Hannah Dondy-Kaplan, *Bonneville Power Administration*
 Wade Lange, *At-Large*

Emily Mandic, *American Assets Trust*
 Bob Gravely, *PacifiCorp*
 Tom Kilbane, *Lloyd Center*
 Lisa Klein, *Colliers International*
 Chad Mitchell, *Kaiser Permanente*