Agenda Item 390

TESTIMONY

2:20 PM TIME CERTAIN

DOWNTOWN BUISINESS DISTRICT PROPERTY MGMT LICENSE FEE

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, AND EMAIL.

NAME_(print)	ADDRESS AND ZIP CODE	Email
EN WENDY RAHM	1221 SW 10th Ave, 97205	wwrahma) aol. con
W Robert Wright	122150 10th Are, 97205	wight-stuffeconcer
à Brooke Buxbaum	1221 SWIEL Are 97205 GHL CHURCH CHAIR	bebux @ we.com
NKIRK KENWARD	4099 SW LOWELL IN 97239	LISZEN@IPNS, COM
I JAMES WEINER	15005w 11 me #1601, 129701	Jimu 1601@ Yattou. Com
26 MARY SCHUSINGER	610 SW ALDER ST. PDX 97205	mark schlesinger D
25 WaltGreber 4 24 Gretchen Kafoury	1500565, PDx 97201	Katoury g @ pax. car
23 Jane DeMarco	DOBOX 3706 Purand Ck 97208	jane d lansugarden ovog
22-Doug Montgomeren	1525 SW PARK ANG 97201	Soupropmar@ VILLAGEGREEN.com
21 LiLi Mandel	1517 SW Park Ave 97201	
20 Itoin Mandel	1511 SW Park Ave 97201	

Date <u>04-20-11</u>

Page _____ of _____

DOWNTOWN BUISINESS DISTRICT PROPERTY MGMT LICENSE FEE

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in the	Steve Rottle FUSARUMMETE Harsel Investment		
18	eronica Rivard	1000 SW Broadway Ste 2300 Portland ar 97205 6626 N.E. 25 Th	Veronica@travelportland.com
7	Pavid Fulmer	Portland OR 97211	d43 Fulmer @gmail.com
(3)	Darrell White	1022 NE 1815+ portland, one	DurvellWhitep57@ComCast. NET
	Byd Coc	1500 SW 11 th AVE #2501	budese @ concast. ne
	ALTER Grebe	1500 SW 5th HO PORTLAND OR	Wgrebe @ Schwabe. Com
10/6	Enetchen KAFORED		
No	Dave Will Ams	220 NW. SECOND AV.	d IWQNWNATURAL. Com
8ND	Mary Morris	1500 SW 5HL Portland, OR	marym 9898@ gmail.com
1	RICHARY LEONEITI	1414 SW 3RD Ave #2802 97201	Marym 9898@ gmail. com Inormana Gmail. com RLED@ALUM. MIT. EUU
0	Jacquita Solly	USEN NEWOTH AND GTOIS	FPCQQQWeStagia. ret
Da	te-04-20-11 Hemil	1500 Sw Park Que 9720	

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NAME (print)	ADDRESS AND ZIP CODE	Email
+ AntHony HAND is	225 N.W Couch 97209 District Attorney so fice	ALI
Julie Abraham	District Attorney suffice	
2 Bot Weil	1500 SW Park #404 (Ad97201	
Doreen Blander	475 NW GUSAN	
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*		

The BID fee formula is badly out of whack. The BID fees are grossly unfair between BID Payers. A few pay a lot but a large majority pay peanuts by comparison.

By your own measure of square footage the fees run from less than 3 cents a square foot up to over 30 cents a square foot. A 1,000 percent variation. The average is less than 10 cents a foot.

By your second measure of Assessed Value the fees also show huge variation. They were not meant to track current values but relative values have changed. With a random look at just 15 properties I found the BID valuations running from 53% of current assessed values to 148% of current values. Almost a 300 percent variation.

With the possible exception of low cost housing, businesses in similar circumstances should pay similar BID fees. Does the Council care about being fair between BID payers?

The simplest fix would be to use the data you already have and set a uniform fee based on square footage of ground and buildings.

A more complex formula might attempt to use current assessed values and a different rate to arrive at the same total dollars as now.

I have also offered an intermediate, less complex formula, that allocates the fees based on the way money is spent for policing, cleaning and lobbying. An outline is attached.

The bottom line problem that I heard both from the consultant and the Alliance is that if you make the formula fair you create lots of losers who will complain. About this they are probably right.

On a per square foot basis just 20% are paying more than the average of 9.41 cents, but a whopping 80% are paying less than that. The median is way down at 4.34 cents.

The question for Council is are you more interested in being loved or more interested in being fair?

I am sure everyone in the district would be happy with the Council if we here in the audience paid ten dollars each and you 5 on City Council paid the rest of the \$ 4.5 million. We would love you but would you consider that fair?

The present, whacky formula is not this extreme but just as unfair and needs to be fixed.

Clean and Safe BID Fees Some Comparisons

Block	Location	fee/sq. ft (\$)	Sq. Feet	То	tal fee	
Parking L	ots					
_	05 Surface Lots (3) 10th Alder	0.0269	40,000	\$	1,076	Lots of retail food carts
1	15 1st & Clay (Crown M.Mark)	0.0346	349,064	\$	12,077	
3 9	08 4th & Yamhil (City) 06 3rd & Alder (City) 07 10th & Yamhill (City) 12 1st & Jefferson (City)	0.0905 0.0502 0.0517 0.0383	260,400 440,000 334,248 464,674	\$ \$	25,527 22,108 17,284 17,788	
Retail Sto	res					
4 7 9	07 Pioneer Pavillion 07 Nordstroms 06 Galleria 06 Macys	0.1190 0.0959 0.0724 0.0642	351,347 213,392 240,000 308,207	\$ \$	41,820 20,466 17,365 19,150	Land left out
Residenti	al					Units fee/unit
2 6	14 Fountain Plaza (3rd) 14 Marriott Hotel (Naito) 09 Hilton Hotel (big) 13 Essex House (3rd)	0.3063 0.1352 0.1217 0.0892	93,014 358,362 304,648 218,244	\$ \$	28,488 48,465 37,074 19,458	44 \$ 647 503 \$ 96
Office Sp	200					
7 4 5 2 4 6 3	08 Fox Tower 08 Pioneer Tower 12 Pacwest Center 14 KOIN Building 13 Wells Fargo (tall) 10 1000 Broadway Bldg 13 Wells Fargo (short) 13 Oregonian Bldg	0.2263 0.1829 0.1808 0.1499 0.1371 0.1197 0.1062 0.0857	599,646 316,884 636,161 453,483 729,840 461,849 158,728 184,855	\$ \$ \$ \$	135,713 57,946 115,011 67,998 100,087 55,280 16,858 15,849	Land left out

Summary of Entire Data Base

Total Budget (no hol. Lts.) \$ 3,858,945

Total Blocks 192
Avg. Billing per block \$ 20,919
Total Properties billed 577

Property bil	ling per square foot
Top 1 next 11 next 51	30.63 cents per foot 22.0 to 18.0 cents per ft. 18.0 to 12.0 cents per ft.
Median Average	4.34 cents per ft. 9.41 cents per ft.
Bottom 173	all less than 3.0 cents

		All Thousands of Do	ollars	0.203		BID value as	
Lot	Name	Address	BID Assmt	CPI Adj.	2010 County	% of cur asse	Adj Ass/BID
7	Riverside Motel	50 sw Morrison	3,447.8	4,147.7	7,858.7	0.44	0.53
609	Hilton Hotel	921 sw 6th	12,350.0	14,857.1	27,797.8	0.44	0.53
513	Hoffman Columbia Plaza	1300 sw 6th	5,586.2	6,720.2	12,454.8	0.45	0.54
608	Executive Bldg	811-819 sw 6th	2,473.7	2,975.9	5,428.2	0.46	0.55
715	Univ Park Condo Condo	1500 sw Park	9,287.5	11,172.9	19,015.9	0.49	0.59
707	Nordstrom	701 sw Broadway	9,050.0	10,887.2	17,512.0	0.52	0.62
704	Bank of Calif	407 sw Broadway	8,255.5	9,931.4	14,980.0	0.55	0.66
14	Marriott Hotel	1401 Naito Parkway	21,486.2	25,847.9	35,677.6	0.60	0.72
512	Packwest Center	1211 sw 5th	53,079.5	63,854.6	82,256.8	0.65	0.78
216	200 Market Bld	200 sw Market	31,605.8	38,021.8	48,591.0	0.65	0.78
10	World Trade Center	26 sw Salmon	10,462.7	12,586.6	15,371.1	0.68	0.82
214	Fountain Plaza	1414 sw 3rd	19,207.3	23,106.4	26,242.4	0.73	0.88
214	Koin Bldg	222 sw Columbia	30,000.0	36,090.0	40,168.2	0.75	0.90
213	Essex	1300 sw 3rd	12,150.0	14,616.5	13,920.0	0.87	1.05
708	Fox Tower	805 sw Broadway	102,100.0	122,826.3	83,011.8	1.23	1.48
			330,542.2	397,642.3	450,286.2	0.73	0.88 A
		A random selection of	f properties (e	xcept block	214)	0.60	0.72 N

Downtown Business Improvement District Clean and Safe Formula Proposals

36857

Simple Formula

Add the square footage of the ground to the building square footage (both are now in the data base) and apply the same rate to all properties needed to raise the almost \$4 million needed for Clean and Safe. (9.4)

More Complex But Fairer Formula based on percentage of budget spent on activities

Is spent on advocacy (lobbying etc.) and downtown marketing.

Allocate this money to only commercial enterprises based on their combined footage.

Is spent for cleaning and graffiti removal.

Since cleaning only takes place at street level allocate this amount based on street frontage (sidewalk length: approximately 192 blocks of 4 x 200 ft, or a total of about 614,000 feet).

Is spent on Security Services
Security is people related, so allocate this amount to an estimate of the number of people served. Suggested numbers based on industry norms are:

Office Space: 1 person per 200 sq. ft. of floor area.

Retail Space: about 10 times the above, or 5 people per 100 ft of floor area.

Apartments and Condominiums: 2 persons per unit.

Hotels: 1.5 persons per unit. SRO's: 1.0 persons per unit.

Most of this data is already in the data base although incomplete. Not all the apartments, condominiums and hotels have units listed and some retail footage is also missing. The proliferation of food carts also means that data to account for the "floor space" of these enterprises, which draw very large crowds, would also have to be updated.

1000 S.W. BROADWAY, STE. 2300 | PORTLAND, OR 97205 | 503.275.9750 TEL | TRAVELPORTLAND.COM

Veronica Rinard, Travel Portland Testimony regarding renewal of Downtown Business District April 20, 2011

As you know, Travel Portland is responsible for marketing Portland as a preferred destination for leisure travelers and meetings/conventions.

Tourism is an important economic driver, especially for the central city. Visitors spent \$3.6 billion directly in the Portland region last year, and that supported 29,000 jobs.

That Spending is not only in restaurants & hotels, but also in retail, attractions, arts, and an estimated 20% of the gas taxes collected in the state!

And Outlook for the industry is good, with actual numbers and intent to travel both increasing.

Central city businesses tell us 20% to 50% of their business is from visitors.

Having a clean, safe-feeling, vibrant central city is very important to attracting those visitors. Studies show that safety and a "clean, unspoiled environment" are among the top factors considered in choosing destinations for meetings, conventions and incentive travel.

People love that Portland is a great walking city, it's one of our strengths, but they need to feel safe on the streets for that to continue be attractive.

Clean and Safe, Inc. has done a great job of keeping downtown enjoyable for visitors & residents. When you look at their monthly reports, I can't imagine what downtown would be like without this service:

For example, in February alone:

- 1,899 graffiti tags removed
- 2,472 bags of trash removed
- 1,079 citizen cleaning responses
- 883 needles and items of drug paraphernalia removed
- 1,848 restroom inspections and cleanings
- 30 bags of leaves removed

And I think those numbers go up in the summer.

If we want downtown Portland to remain vibrant, attractive and profitable, keeping it clean and safe is an imperative first step. I urge you to renew the Downtown Business District, known as the Clean and Safe District.

RHCINECC

TO: Mayor Sam Adams
Commissioner Amanda Fritz
Commissioner Nick Fish
Commissioner Randy Leonard
Commissioner Dan Saltzman

We, the undersigned, urge the City Council to approve the expansion of the Business Improvement District to the twelve blocks bounded by SW Market St., SW Salmon St., 11th Ave., and the Park blocks. Our neighborhood is in need of the security and cleaning services this would bring and the resulting improvement in the livability and economic vitality of this area.

				OWNER or	55
NAME	DATE	ADDRE		RESIDE	NT
Amarda S	Stark 4/14/11	The Old C 1422 Six	11th	Man	age
M. Onco	× 4/14/1	[SW. 91		Jugezo Ma	nagor
Due Ba	Dec 4/14/11	1019 Potte	Sur 100	gue 9705 VI haucu Ce	rose.
Kimi	Johnson 4	5 11 14199 5 11 Ave	3W Pork	West-Po Own	eksalon ev
Martin	Sudarma	4/19/11	1221 SU	W/014	Resident
	Sudarma	, ,			Copyman
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TO: Mayor Sam Adams
Commissioner Amanda Fritz
Commissioner Nick Fish
Commissioner Randy Leonard
Commissioner Dan Saltzman

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NAME	DATE	ADDRESS	BUSINESS OWNER or
		MUDICIOS	RESIDENT
Drane Rietz	41311	1221 SW 10th See	iendent
Ernce Biels	4/13/11	1221 SW 10h/bre	resident
Mes Al	4/17/11	1471 S. Jank	Basenta



CONDOMINIUM OWNERS' ASSOCIATION



36857

April 20, 2011

Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Dan Leonard
Commissioner Dan Saltzman
City Hall
1221 SW 4th Avenue
Portland OR 97204

Dear Mayor Adams and Commissioners:

I am writing on behalf of the Board of Directors of the Eliot Tower Condominiums Owners Association to urge support for the expansion of the BID to include the neighborhood between 9th and 11th Avenues, Salmon to Market Streets. The Eliot is geographically centered within this 12-block area at SW 10th Avenue and Jefferson.

It is the responsibility of the Board of Directors to plan for and insure funding for those things that we view as necessary for not just the short-term maintenance and well being of the Eliot Tower, but for the long-term as well.

Ten years ago, this 12-block area was a tough neighborhood. That began to change with the investment of urban renewal funds and the construction of over 600 new residential units filled by people who walk and shop in the neighborhood. That new positive activity has been challenged over the last two years by the presence of road warrior groups with their big dogs, gang activity as signified by graffiti that has become ever more apparent, an increase in homelessness coupled with panhandling, and the frequent presence of disturbed mentally ill persons who are not part of treatment programs. Public urination, defecation and littering are troubling but pale next to the behavior that is intimidating and at times dangerous. Assaults have happened in front of the Eliot, at the Safeway store and at the streetcar stop.

In the short term, quality of life is being challenged — not just for us, but for all residents of the neighborhood, be they the frail elderly, PSU students, subsidized housing dwellers.

In the longer term, the investments of Eliot Tower homeowners, and the City of Portland's Urban Renewal funding, are threatened. The homeowner's investment grows when they are able to sell their Unit at a favorable price, or when the value of their unit grows because of neighbors' successful sales. That puts more funding into City coffers through property tax collection, the goal of a successful Urban Renewal project. Realtors have reported potential clients who were very attracted to the Eliot Tower until they came into the

neighborhood and saw the road warriors, panhandlers, litter and graffiti. We face the potential of depressed values due to neighborhood characteristics.

Prospering means new development. Attracting developers willing to build for middle-income families and attracting buyers to fill those new units, an identified hope of the City in its planning process, will not occur if the neighborhood appears to be unsafe and shows signs of neglect. The in-migration of those families is of benefit to the entire neighborhood because they provide the missing middle within the mix of residents throughout the neighborhood. They are the foot traffic that deters crime. They provide customers for the commercial establishments that we enjoy – the cleaners, the coffee shops, the barbershops and the restaurants - thus improving the likelihood those businesses will prosper and remain in this neighborhood.

We know this neighborhood will not, nor should it, have the same character as a suburban neighborhood. It is not the Pearl and that is fine. Residents of this Tower moved here because of the eclectic nature of an urban lifestyle. However, for the neighborhood to grow and prosper as a mixed-use, mixed population inner city neighborhood, particular attention must be paid to security and cleaning because it is an urban neighborhood.

It is a straightforward decision for the Eliot's Board of Directors – are we better off with the BID expanding into our neighborhood than we are living on the edge of the BID? It is our belief that in this neighborhood with high-end residential, subsidized housing, market rate housing, commercial, religious, social service that a neighborhood-wide approach to cleaning and security will bring results that cannot be achieved by scattered individual properties. The Board itself does not see the potential expansion as a panacea. There are problems within our neighborhood that cannot be resolved within the currently existing legal framework. However, when answering our own question – we believe that we, and the neighborhood, will be better off within an expanded BID. Should we remain just outside the BID, we fear an even greater negative impact on the neighborhood as the proposed additional dollars for enforcement and prosecution are targeted within the BID, pushing more of the undesired activity into our neighborhood.

We would respectfully suggest that should the BID extension be enacted, that, because this is the first expansion, and the area is largely residential, that the opportunity inherent in that be seized. That opportunity is to provide a shorter duration before renewal and to provide a process by which the program will be able to demonstrate the results achieved. It is our belief that such an evaluation would demonstrate the same satisfaction with the service that Clean and Safe has shown in the existing district.

Respectfully,

Chris Neilsen, Chairman, Eliot Tower Condominium Owners' Association Board of Directors

Tel. 503-206-4923; Email chrisneilsen@mac.com

36857

Moore-Love, Karla

From: Yocom, Jennifer

Sent: Monday, April 18, 2011 11:45 AM

To: 'jimw1601@yahoo.com'; Adams, Sam

Cc: Newberry, Skip; Commissioner Fritz; 'budcoe@comcast.net'; Commissioner Fish; Leonard, Randy; Commissioner

Saltzman; 'a.oneill@yahoo.com'; 'alankeith@comcast.net'; 'DeniseB@communitymgt.com'; Moore-Love, Karla;

Williams, Terri

Subject: RE: Clean & Safe Resolution

Jim.

Thank you Commissioner Fritz for your quick reply on this.

Per my voicemail, the below answer from Commissioner Fritz correctly characterizes this week's vote: the resolution vote this week is to allow for the current district to continue and then direct staff to work with stakeholders to consider, among other things, potential expansion of the district.

I am the correct contact in the Mayor's office for this issue, please call me at anytime, 503-823-4046 and we look forward to working with you on this.

Best, Jennifer

Jennifer Yocom Deputy Chief of Staff Office of Mayor Sam Adams 1221 SW Fourth Avenue, Ste 340 Portland, OR 97204

P: 503.823.4046

E: jennifer.yocom@portlandoregon.gov

T: @JenniferLCYocom W: mayorsamadams.com

Check out our Progress Report!

From: Commissioner Fritz <>

Date: April 17, 2011 2:20:02 PM PDT **To:** 'Jim Werner' <>, "Adams, Sam" <>

Cc: Commissioner Fish < Commissioner. Fish@portlandoregon.gov >, "Leonard,

Randy" < <u>Randy@portlandoregon.gov</u>>, Commissioner Saltzman < dan@portlandoregon.gov>, Bud Coe < budcoe@comcast.net>,

"a.oneill@yahoo.com" <a.oneill@yahoo.com>, Alan <alankeith@comcast.net>,

Denise Bower < DeniseB@communitymgt.com>, "Moore-Love, Karla"

< Karla. Moore-Love@portlandoregon.gov>

Subject: RE: Clean & Safe Resolution

36857

Dear Mr. Werner,

I am happy to respond to your question on behalf of my colleagues, with my understanding of the process for the hearing on Wednesday and then ongoing discussions over the next few months...

The Resolution to be discussed on Wednesday afternoon at 2:20 p.m. is here: http://www.portlandonline.com/auditor/index.cfm?c=50265&a=345764.

The action item for the vote at this hearing is to allow Clean and Safe to continue providing services in the current district for another ten years. The Resolution directs staff to work with stakeholders to come back for a second hearing before the end of September (I heard it will likely be in June or July), to determine whether to expand the district, and to consider possible changes to the funding formula for condominium owners. I am glad to know you will participate in that ongoing process. The vote on Wednesday will not make a decision on expansion or on the funding formula, only whether to study those questions.

Thank you for participating in the review and discussions in this matter.

Sincerely,

Amanda

Amanda Fritz Commissioner, City of Portland

The City of Portland is a fragrance free workplace. To help me and others be able to breathe, please avoid using added fragrances when visiting City offices.

To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-2036, TTY 503-823-6868 with such requests or visit http://www.portlandonline.com/ADA_Forms

From: Jim Werner [mailto:jimw1601@yahoo.com]

Sent: Sunday, April 17, 2011 2:00 PM

To: Adams, Sam

Cc: Commissioner Fish; Commissioner Fritz; Leonard, Randy; Commissioner Saltzman; Bud Coe;

a.oneill@yahoo.com; Alan; Denise Bower

Subject: Clean & Safe Resolution

Dear Mayor Adams,

It appears that you have requested a time slot for the City Council Meeting on April 20, 2011 at 2:00pm at City Hall to discuss the renewal of the Clean & Safe BID Area as well as the Potential BID Expansion Area.

I am requesting a clarification on the inclusion of this discussion as to whether this is just to introduced the renewal and expansion proposal or are you planning on voting this issue during this meeting. I represent the HOA Board of the Benson Tower located in the Proposed Expansion area and we feel that before this is voted on, the residents most affected by this should be allowed the opportunity to express their opposition to the expansion. I have noted in your resolution, a number of items that I disagree with and should be discussed, but one item is just so important that I feel it needs to be addressed now. The resolution states that a significant number of property owners/managers just outside the current boundaries want to expand the district to include threir properties. I must disagree with this entirely. The only property I have found in the area that even knows about the expansion proposal in the Elliott and I would like to note that the Board of the Elliott is in favor of the expansion, but a majority of the residents don't know anything about it and those that do are against it. I would also like to have noted that the Elliott board does not now nor ever had the authority to they represent the entire community.

Please respond to my request on whether this proposition will be voted on during the meeting on April 20 and if yes, I would like to have the opportunity to address the council as a resident as well as the HOA Board Chairman for the Benson Tower.

Sincerely, James P. Werner HOA Board Chairman Benson Tower jimw1601@yahoo.com 503-241-7153

Moore-Love, Karla

From: (

Commissioner Fritz

Sent:

Sunday, April 17, 2011 2:20 PM

To:

'Jim Werner'; Adams, Sam

Cc:

Commissioner Fish; Leonard, Randy; Commissioner Saltzman; Bud Coe; a.oneill@yahoo.com; Alan; Denise Bower;

Moore-Love, Karla

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Sent: Sunday, April 17, 2011 2:00 PM

To: Adams, Sam

Cc: Commissioner Fish; Commissioner Fritz; Leonard, Randy; Commissioner Saltzman; Bud Coe;

a.oneill@yahoo.com; Alan; Denise Bower **Subject:** Clean & Safe Resolution

36857

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Sincerely, James P. Werner HOA Board Chairman Benson Tower jimw1601@yahoo.com 503-241-7153