

**LLOYD B.I.D., INC.
LLOYD ENHANCED SERVICES DISTRICT**

*700 NE MULTNOMAH ♦ SUITE 340
PORTLAND, OREGON 97232-2135
(503) 236-6441 ♦ FAX (503) 236-6164*

LLOYD ENHANCED SERVICES DISTRICT

**2014 – 2024 Continuation of District
Stakeholder Outreach Summary
October 2013**

I. BACKGROUND

The purpose of the Lloyd B.I.D., Inc.'s Stakeholder Outreach Summary is to provide a brief history of the Lloyd Enhanced Services District (the "District"), formally known as the Lloyd Business Improvement District, and to summarize its efforts to reach out to its property management fee payers to inform them of the Board of Director's request to the City of Portland City Council to extend and renew the District for an additional ten years. Also, this summary offers the Board's recommendations for property management fee changes for the continuation of the District.

II. LLOYD ENHANCED SERVICES DISTRICT BACKGROUND AND HISTORY

The District was officially incorporated as the "Lloyd B.I.D., Inc.", an Oregon Non-Profit Corporation in February 2000. The District boundaries are from the Willamette River, up Lloyd Boulevard, across 16th/15th Avenues, down Halsey Street, across Martin Luther King, Jr. Boulevard, and down Broadway Street back to the Willamette River.

In 2000 the City established the District; the initial Property Management Fee statements were sent out to the property managers and payments were received by the City. Subsequent to the first billing, the City revoked the District's status due to the City's concern over a statewide measure on the November 2000 ballot. The City refunded all the property management fees collected to the respective payers in the fall of 2000.

The ballot measure failed, and the City reauthorized the District to operate for an initial three-year period from February 1, 2001 through January 31, 2004. Interestingly enough, many of the property management fee payers voluntarily sent the District a check for what they had paid prior to the District being canceled by the City. The District was extended for an additional three-year period by the City Council in late 2003; over 90% of payers supported the District's continuation at that time. Subsequent to the second continuation the City Council decided all Districts would have a ten year periodic sunset review; the sunset review date for the District was extended until January 31, 2014.

The purpose of the District property management fee is to provide revenues to fund supplemental transportation management, to provide Neighborhood District Attorney prosecution, and to provide marketing and economic development services within the District. The fee is based on assessed value, square footage of land and improvements.¹

Today, the Lloyd Transportation Management Association (LTMA) oversees day-to-day management of the District on behalf of the Lloyd B.I.D., Inc. Board of Directors. The revenues generated by District fees fund the Lloyd District Neighborhood District Attorney Program, the Lloyd Transportation Management Association (LTMA), the NE Holladay Street Landscaping Maintenance Program, as well as other activities approved by the LBID Board. In the last three, ½ year billing cycles, 100% of all payer accounts are current. This is both an indication of compliance and, we believe, support for the services provided.

III. OUTREACH ACTIVITIES

Over the past few months representatives of Lloyd B.I.D., Inc. have engaged in:

- One-on-one interviews with District stakeholders to get feedback on the District's effectiveness, weaknesses, potential improvements and general perception of the District's operations currently and moving forward.
- Informational mailing to all District property management fee payers.
- Two public meetings/open houses for any District payers to attend - held Tuesday, August 13 and Wednesday August 14, 2013 – to receive feedback on District operations.
- Additional mailing to District property management fee payers whose original mailings were returned due to changes of contact information or addresses.
- Response to an individual opposing continuation of the District.
- Meetings with City Commissioners.

IV. OVERVIEW

A. One-on-one interviews

We conducted several in-person interviews with authorized representatives of District property management fee payers. The interviewees represent 76.58% of the value of payments to the District. Those interviewed included:

- Hank Ashforth – The Ashforth Company
- JR Burwell – 1201 Building

¹ Details of the existing District fee structure and proposed changes to that fee structure moving forward are included in the *Service Plan for Lloyd Business District*, a comprehensive description of all new program services and fee structures. This Plan is included in materials provided to Council and City staff per this district continuation process.

- Terry Goldman - WMK Portland LLC – dba Doubletree by Hilton Portland
- Wade Lange – American Assets Trust
- Desmond Mollendor - Grand Ventures Hotel LLC dba Red Lion Hotel Portland Convention Center
- Chris Oxley – Portland Trailblazers
- Larry Hill - Legacy Health
- Wanda Rosenbarger - Lloyd Center
- John Sullivan - Kaiser Permanente
- Gary Warren - Calaroga Terrace

Additionally, in-person interviews were conducted with two voluntary public sector payers that included:

- Peter Cogswell – Bonneville Power Administration (voluntary payer)
- Teri Dressler/Scott Cruickshank - Metro-Oregon Convention Center (voluntary payer)

E-mail updates have also been provided to public sector partners representing the Portland Development Commission and TriMet (voluntary payers). Information regarding the District continuation was sent to Irene Bowers (PDC) and Drew Blevins (TriMet). Both indicated that they would forward the information to their real estate departments and get back to the District should a briefing be desired.

Requests for interviews were also made to representatives of CHM Lodging Services (Courtyard Marriott) and Holiday Inn Portland (Crowne Plaza) but no responses were received from those entities. Both entities were sent the informational packet described Section B, below.

Summary of Key Comments

The following list reflects the comments we heard:

- The majority of payers are satisfied with the District and want it to continue.
- District payers are particularly satisfied with the District Attorney and LTMA programs, and the forum that the District provides for efforts to improve the Lloyd District.
- All interviewees understood the new rate formula, the increase in rate, the addition of a property management fee escalator, and the services to be provided under that formula.
- There was strong support for adding the new Lloyd EcoDistrict into the portfolio of District services.
- High level of satisfaction with District crime prevention efforts (real progress is being made).
- High level of satisfaction and excitement over new development occurring in the District (AAT and 300 Multnomah) as well as the addition of the Streetcar and improvements to NE Multnomah and overall pedestrian environment.

B. Informational mailing to all District property management fee payers

An informational mailing was sent to over 70 property management fee payers representing nearly 100 properties in the District (all affected Lloyd Enhanced Services District properties). The mailing list for this effort was provided by the Revenue Bureau. The mailing was sent on July 26, 2013 and included:

- A cover letter providing information about the District, the renewal effort and an estimate of the payer's specific new Lloyd Enhanced Services District rate.
- An invitation to two scheduled Open Houses (on 8/13 and 8/14 – one morning session, one evening session).
- A copy of the *Service Plan for the Lloyd Business District*, which included District history, current programs/budgets and recommendations for the continued District with program descriptions, new rate formulas and budget.
- Information on web access to more detailed reports regarding the LTMA and Lloyd EcoDistrict.
- A summary brochure of the Lloyd Business District.

C. Two public meetings/open houses

As stated earlier, two Open Houses were held for District property management fee payers. These meetings were conducted:

- Tuesday, August 13 from 7:30 to 9:00 AM at DoubleTree Hotel, 1000 NE Multnomah St, Portland OR 97232.
- Wednesday August 14 from 5:30 PM to 7:00 PM at Courtyard Marriott, 435 NE Wasco St, Portland OR 97232.

Each session provided an informational PowerPoint about the District continuation and opportunity to take input and answer questions by program staff and Lloyd B.I.D., Inc. Board members. No District property management fee payers attended the Open Houses.

D. Additional mailing to District property management fee payers

Of the 70+ mailings sent out on July 26, 2013, nine mailings were returned due to changes in address or property contact information.

Lloyd B.I.D., Inc. staff worked with the Revenue Bureau to update those incorrect mailing addresses. A new mailing was sent to each of those property management fee payers with the same information as sent in the original mailing (see B. above) and an offer for an in-person or phone interview/conversation to take input and answer questions. These letters were sent on August 28, 2013.

E. Response to individuals opposing continuation of the District

To date, only one District property management fee payer has responded negatively to the continuation after receiving the informational mailing. The District received a letter from Mr. Peter Robedeau (dated August 6, 2013). Mr. Robedeau represents 0.113% of the District property management fees. Mr. Robedeau's key complaint regarding the District concerned public safety.

District representatives have reached out and communicated with Mr. Robedeau; the District has worked on a number of previous occasions with him as well. The situation concerns "panhandling", graffiti and litter in front of leased storefront properties. Mr. Robedeau's letter also raises issues over which the District has little if any influence. The Neighborhood District Attorney and the Portland Police Bureau, in addition to Lloyd B.I.D., Inc. staff, have talked on the telephone and met with Mr. Robedeau on several previous occasions. Staff has recently spoken with him on the telephone, and met with him at his District property on September 19, 2013, to further discuss Mr. Robedeau's concerns.

F. Meetings with City Commissioners

Representatives of the District met individually with each Portland City Commissioner. At these meetings, information was provided regarding the history and accomplishments of the existing district, changes slated for the continuation, new services to be provided and the rate schedule moving forward. Time was also given to answering questions and taking input from each Commissioner. Overall, the Commissioners expressed support for continuing the District. Meetings completed with the Commissioners are as follows:

- Commissioner Dan Saltzman: Thursday, September 12 @ 2:00 p.m.
- Commissioner Steve Novick: Monday, September 16 @ 10:30 a.m.
- Commissioner Nick Fish: Tuesday, October 1 @ 3:00 p.m.
- Commissioner Amanda Fritz: Tuesday, October 6 @ 1:00 p.m.

Representatives of the District are scheduled to meet with Mayor Charlie Hales on Thursday, November 14 @ 11:00 a.m.

V. RECOMMENDATIONS

The Board of Directors of the Lloyd B.I.D., Inc. requests the City Council approve the continuation of the District to become effective February 1, 2014 for a period of ten years; the current District sunset on January 31, 2024 unless the District requests another continuation. The Board further requests the City Council approve:

- A. The use of the 2010 assessed value of District properties as the new base on which Property Management Fees are to be computed;
- B. The increase in Property Management Fees as submitted;
- C. The addition of an annual Property Management Fee escalator of 2.3%;
- D. The increase in the maximum fee paid by any single, non-residential zoned property payer; and
- E. The addition of a new cap for residential zoned property as submitted.

The Board requests these actions so that it may continue to provide the services and programs specifically supported by over 76% of the Property Management Fee payers contacted to date, and for which the Board believes there is widespread approval by all Property Management Fee payers within the District as evidenced by the very high percentage of historical property management fee payment by District payers.

August 6, 2013

Lloyd BID
700 N.E. Multnomah, Suite 340
Portland, Or. 97232

To Whom it May Concern;

The "Service Plan for Lloyd Business District" make this program sound wonderful. As a participant from the onset of the program, I thought you might be interested in what my experience has been.

Neighborhood D.A. Program.

I had one conversation with the D.A. many years ago. It was all lip service and I knew almost from the beginning that he was willing to do nothing. That is exactly what he did.

There are bums sleeping in my door ways. Bums panhandling on the corner. In fact, my corner seems to be owned by one of the street gangs in this city. Only members of the gang are allowed to pan handle at the corner.

Over time, I have been able to identify the corner supervisor and the guy who seems to be the god father. Several months ago, a young lady began to pan handle when nobody else was there. When the owners of the corner found her there, they chased her off, but she came back. The last I saw of her, was when she was being escorted away between two large guys that I assumed were the gang's enforcers. I hope she's ok.

They trash my place, dump garbage in the garage, and store their signs in my doorways. This problem is long standing. Some years ago, I made contact with officer Trainer at Northeast precinct. At that meeting officer Trainer made it clear to me that all of this was my fault, and that he was going to do nothing to rectify the problem. "These people have nothing, they have to stay somewhere, I was not doing enough for them and the city was not doing enough for them." All the theft and destruction was their right.

Graffiti.

Graffiti continues to appear on my building. Nothing is being done, and from years of experience, nothing is going to be done.

The Street Car.

The Street Car continues to be a hole that metro continues to throw money into, despite the fact that every time votes voted on light rail and the street car, these programs were soundly defeated.

At a meeting I attended about the street car before it was built, the claim was that the west side street car carried 3 million passengers a year. When I inquired how they came up with

those numbers, they said they sent people out to count the people. When I made several more inquiries regarding the methodology surrounding the counting of the passengers someone from the peanut gallery called out that these people were specially trained to count people. That remark seemed to satisfy the board since the chair refused to allow any more questions and moved on. The most people I've seen on the street car in non-rush hour times is 11.

If the street car is so good, why did it not go past the Lloyd Center. It gets close but not close enough that the Lloyd Center had to pay anything for its construction.

The Convention Center.

The convention center was pushed through so bureaucrats could say they were wonderful by creating jobs. It failed.

Then all that was needed was a bigger center to get the bigger conventions, then all would be wonderful. That also failed.

Now all that is needed is a convention center hotel, and all will be wonderful. Portland is not a convention town. If you want to have conventions here that someone will attend, you need to have something for people to do, and a safe environment to do it. Las Vegas does very well, it goes out of its way to protect its visitors and, Las Vegas has something for everyone. Have you been downtown lately? A convention center hotel here will also be a failure.

Leave the MLK/Grand revitalization alone. When there is enough business, private money will revitalize everything. The money would be better spent electing officials who have business experience and are willing to do what is necessary to clean up the city.

I grew up in Portland. I was proud to be a Portlander then.

My building is 37% improved retail space and 63% Parking structure. Using your formula and the 2012 tax year, \$225.58 is the amount that I would owe. However, this BID may be great for those people listed on the board of directors. It is a complete waste of money for me and all the other small property owners in the area. Most of the small property owners are out, why not all of the small property owners.

I request that you redraw the district to remove me from the district, and allow other small property owners an opportunity to withdraw at the same time.

I look forward to hearing from you.

Sincerely;



Peter Robedeau

PO Box 2044

Beaverton, OR 97075

NEO 416 X 02