

LLOYD BUSINESS DISTRICTIF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

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LLOYD B.I.D., INC.  
BUSINESS IMPROVEMENT DISTRICT

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PORTLAND, OREGON 97232-2135  
(503) 236-6441 ♦ FAX (503) 236-6164

November 20, 2013

Portland City Council  
c/o Revenue Bureau  
111 SW Columbia Street, Suite 600  
Portland, OR 97201  
ATTN: Terri Williams

Dear Ms. Williams:

We are writing in support of the continuation of the Lloyd Business Improvement District (LBID). We represent properties that will be assessed the new fees and understand and support the new formulas for assessment, which includes a new year of assessment (2010); an increased fee cap (\$35,000 commercial, \$8,500 residential zoned); and an annual escalator (2.3%). The signatures below represent a combined (66.3%) of the total fees that will be assessed.

We believe the value of the LBID cannot be understated. In 1997 the Lloyd District had a well-known reputation in the city as a place where crime happens, a lot. Through the efforts of the LBID, the Multnomah County District Attorney's office and the Portland Police, the Lloyd District now can be counted among the safest in the city. Having the resources and prosecuting ability of the District Attorney's office has made a difference for the businesses in the district. The Lloyd Transportation Management Association is a national model for managing access for a neighborhood business district and this is underscored by the significant advances this district has made in commute trip reduction, transit, biking, walking and outreach and education.

The LBID track record of success will be continued with the addition of the Lloyd EcoDistrict to the Districts portfolio of services. The Lloyd EcoDistrict has been successful, in part, due to the organization of the LBID and the stakeholders who believe in the District. Bringing it into the LBID will allow the District to leverage its entire program through a new approach to sustainability.

The LBID is needed to keep the District stakeholders involved, engaged and focused on the incredible opportunities coming to our District, which includes the street car, Legacy Lab, over 700 apartment units, Convention Center Hotel, a renovated Inn at the Convention Center and new ownership of the Mall. All this combines to make this the most exciting place in all of Portland to live and work.

We urge you to join us in approving the continuation of the Lloyd Business Improvement District.

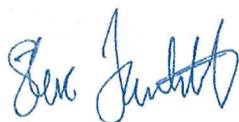
Yours truly,



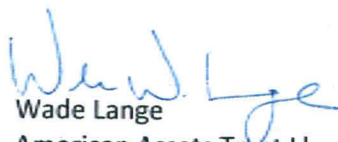
Hank Ashforth  
600 Holladay LP - The Ashforth Company



JR Burwell  
GPT Portland 1201/Lloyd Government Properties (1201 Building)



Steve Faulstick  
WMK Portland LLC - dba Doubletree by Hilton Portland



Wade Lange  
American Assets Trust Lloyd District LLC



Chris Oxley  
Portland Arena Management (Portland Trailblazers)



Wanda Rosenbarger  
Cypress Equities Real Estate (Lloyd Center)



John Sullivan  
Kaiser Permanente



Gary Warren  
Calaroga Terrace