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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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Building an Equitable Economy

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

42nd
Ave



Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led



DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee-led



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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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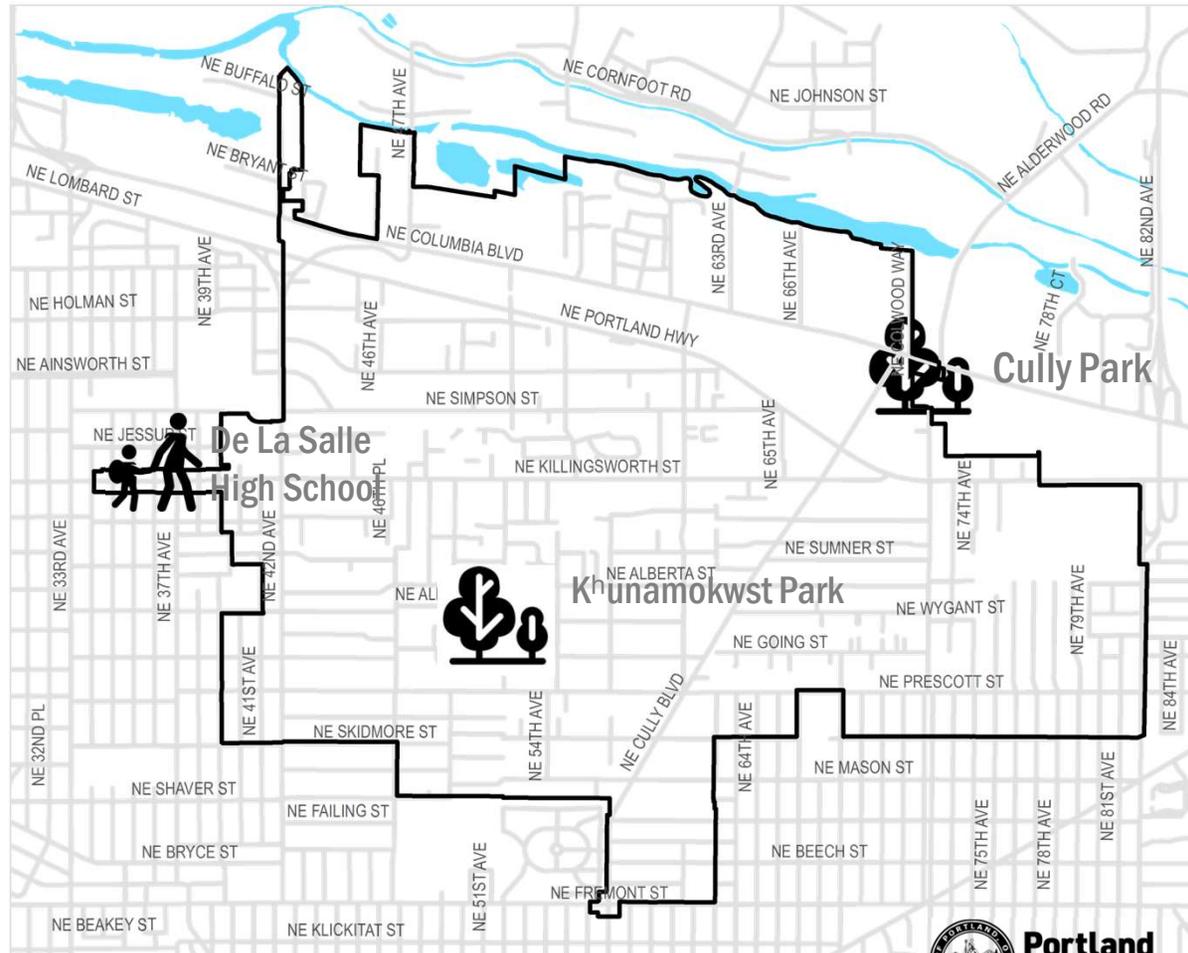


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Building an Equitable Economy

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





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
Total Maximum Indebtedness	\$350M



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Projected Resources Over Time



* Includes bonding issued at year five



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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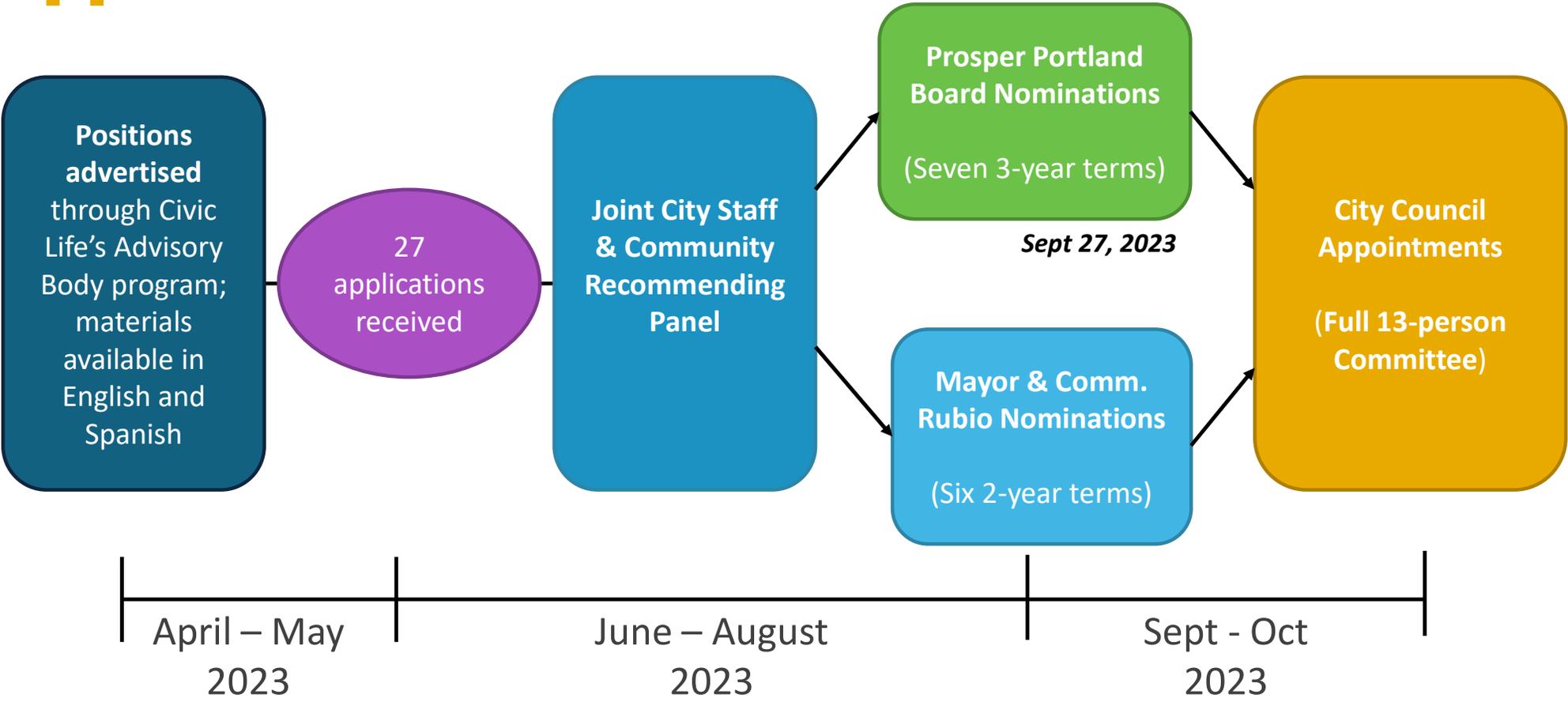
Community Leadership Committee

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



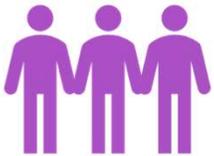
Prosper Portland staff



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



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



Questions?



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