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A LETTER TO OUR COMMUNITY

We know you have questions.

Many of you have reached out to us to ask about the future of Lloyd Center and its role in the community. We believe in the importance of being transparent about how we're rising to meet the challenges of these unprecedented times.

Throughout its 60-year history, Lloyd Center has a legacy of adapting to meet the needs of a changing community. Rest assured, it will remain an important pillar of this community. As institutions and as the world around us changes, we are working to continue to find new ways to ensure that Lloyd Center maintains this role as a vibrant hub in the Lloyd neighborhood.

In 2018, we announced our intentions to transform parts of Lloyd Center to include a new performance venue and reimagined dining and entertainment options, but like many sectors of the economy, the COVID-19 pandemic has created enormous uncertainty for the entertainment and retail industries. This uncertainty has forced us to pause and revisit those development plans, as well as reassess what the right vision of the Lloyd Center will be to meet the newly changing needs of the community. Our focus right now is on creating a new vision for the future of this vital community asset.

This isn't the first time the Lloyd Center has met social and economic changes head on.

When it opened in 1960, Lloyd Center was the largest mall in America. 30 years later, it was transformed into an enclosed mall much like how we all see it today. Here we are, another three decades later, and we remain committed to another necessary transformation of this community institution.

Without question, we are confident the next chapter of the Lloyd Center legacy is promising, and we know that by working with our partners in this community we will all recover from this pandemic together.

We remain incredibly grateful for the hard work and tireless dedication of our staff, our tenants, our patrons, and our community partners during these turbulent times and we remain steadfastly committed to keeping Lloyd Center an integral part of the Portland community long into the future.



Todd Minnis
CEO, EB Arrow



**REIMAGINING
COMMUNITY**