



ECONOMIC DEVELOPMENT

Core Values

1. To create an environment where businesses thrive
2. To take advantage of every opportunity to improve economic prosperity
3. To support projects that have measurable citywide impact
4. To invest in our facilities to attract economic activity
5. To invest staff time in projects/programs that will increase economic mobility
6. To serve our customers - current and perspective citizens, businesses, Airport tenants and visitors - effectively, efficiently and equitably

2015-2017 Council Goals

Adopt a City Economic Development Plan (ie, five-year Council adopted plan)
Continue to explore affordable and workforce housing strategies
Encourage small business expansion
Focus efforts on Urban Renewal planning and funding
Implement Airport Master Plan
Create Parking strategies for specific areas of City of Bend

2015-2017 Department Goals

Affordable Housing

- Develop 100 units of Affordable Housing each year (in accordance with Consolidated Plan)
- Maintain highest level of compliance to CDBG funding regulations
- Maximize our ability to collect Affordable Housing Fees
- Find opportunities to use city resources for additional Affordable Housing projects
- Maintain an innovative Affordable Housing program

Airport

- Implement the Airport Master Plan in Deschutes County Comp Plan and TSP
- Build Helicopter Operations Area (in accordance with Airport Master Plan)
- Rebuild FBO Ramp (in accordance with Airport Master Plan)
- Maintain highest level of compliance to FAA regulations
- Create and adopt Airport policies that lay the ground work for Airport governance
- Resolve litigation
- Maintain a well-run and safe municipal Airport

Downtown & Economic Improvement District (EID)

- Update and implement a Memorandum of Understanding between the City of Bend and the Downtown Bend Business Association (DBBA)
- Conduct and implement recommendations from the Downtown and Citywide Parking Study

- Work with businesses and residents of downtown Bend on the Mirror Pond redevelopment vision and Central Area Plan implementation
- Maintain safety and vitality of downtown to attract the highest number of customers for local businesses

Urban Renewal

- Update Murphy Road and Juniper Ridge Urban Renewals plans to reflect current conditions and aspirations
- Incentivized development in Juniper Ridge by using funds and coordinating with utilities to provide in necessary services
- Establish new districts to achieve goals outlined in the Urban Growth Boundary process

Business Advocacy

- Provide regular communication out to Bend businesses using data compiled through the Business Registration database
- Improve compliance with the City's Business Registration requirement
- Continue to expand and improve the City's relationship with Economic Development for Central Oregon (EDCO) and the Bend Chamber
- Open new channels to receive input from businesses on what they need to expand
- Meet regularly with managers in all city departments to improve the City's service provision to businesses

Tourism

- Allocate funds in a manner that maximize revenue for businesses
- Invest tourism funds in a manner that will continue to expand Bend's economy

Metrics & Reporting

The department will measure effectiveness in the ways described in existing approved plans (Consolidated Plan, Airport Master Plan, EID agreement, Visit Bend business plan, EDCO Strategic Plan - Bend goals, Urban Renewal plans). The reporting for each varies widely. Over the next two years, staff will look for opportunities to consolidate and align reporting and metrics.

In addition to the metrics and reporting required by existing plans and agreements, the Department will measure:

1. Change in number of jobs by industry. More jobs in more industries is the goal
2. Change in number of jobs by occupation. More jobs in more occupations is the goal
3. Change in amount of GDP created by industry. More GDP in more industries is the goal
4. Change in the median wage in Bend compared to Deschutes County, Oregon and US. A greater increase in Bend's median wage is the goal
5. Change in the number of households earning less than 60% of median income. Fewer households earning less than 60% of the median household income is the goal
6. Change in the number of Bend households earning more than the median household income for Oregon and the US. An increase in the number of Bend households earning more than the statewide or US median income is the goal.