



CITY OF BEND

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Meeting date: October 7, 2016

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, September 6, 2016 in the Council Chambers at 710 NW Wall, Bend, OR. The meeting was called to order at 8:06 AM by Vice-Chair Schultz.

Those present included:

Committee: Dale VanValkenburg
Dan McCarthy
Wendy McGrane
Jamie Klopp
Will Warne
Tom Rowley-Ex Officio
Kevney Dugan-Ex Officio

Staff: Carolyn Eagan, Economic Development Director; Ben Hemson, Bend Business Advocate; Sharon Wojda, Finance Director; Jon Skidmore, Assistant City Manager; Mariah Dodson, Program Coordinator-Downtown

Public Input

None.

Uber & Transportation Network Companies in Bend | Jon Skidmore

Uber initially contacted City of Bend through City of Redmond in August. Number of flights into Redmond attracted them. In order to permit a transportation company like Uber or Lyft, need to amend current taxi cab code which is very antiquated. Code requires background checks including finger printing and insurance of \$1.5 million per occurrence. If there are sticking points, those will be the two. Police okay to have 3rd party vendor do the background check. City would maintain auditing abilities. Three step process Uber has developed regarding insurance. 1. Not logged into Uber, then driver's insurance. 2. Logged into Uber, then next level. 3. Pick up passenger, then a higher level kicks - \$1 million. Meet with taxi cab companies on October 27th. Uber should come to that meeting. City needs to tweak a few issues and get data from Uber. Council seems to support. Again sticking point will be insurance. Cab company responses have been mixed. Uber has been more cooperative than when they originally started up in other cities. Drivers can drive for both. Uber is working at state level to get three tier insurance system adopted state wide.

Informational rather than need anything now from BEDAB. Making progress with Redmond would like to keep consistent. Need agreement with airport. Uber will have an office here and a community manager. Cab companies want a level playing field. Uber approached City. City is not courting them. Do they need to be registered with the City? Need to look at how to do. Does Uber provide data? They have been responsive so far. Would like utilization scale, where demand is and when. Any correlation with DWI statistics?

LEAP Update | Sharon Wojda

Update on project. Leading Effective Applications and Processes. ERP replacement project. Existing system in place since 1990. Going live in November with first module - core financials (purchasing, accounts payable, financials). First of five phases. Final phase of utility billing is scheduled end of 2018.

Business community will see a vendor self-service portal in first phase. Potential vendors can sign up. Mass mailing is being done to current vendors. IIPA – licensing and permitting. Building permits (CDD), business registration, and TRT reporting will be automated through this module. Scheduled for January to start working on. Jon – Would like to be able to click on property within Bend and be able to see permits, public safety responses, utilities, related infrastructure. Will be kept up-to-date. Will combine data with GIS.

Question was asked from a business community perspective, what are contingencies associated with any problems? How would people do their business registration, licensing, payments if system doesn't work. Jon said will have a huge outreach process with IIPA portion. Have built in time to get things right and make corrections. Being thoughtful of impact on external customers.

It was mentioned that no matter how well planned, there will always be things that are not going to work so setting expectations is huge. Jon – we are planning and looking at everything. Offer made that if would help the city, might want to talk to private sector companies who have done conversation and ask about their experiences.

Visit Bend and EDCO are first to work with vendor self-service and to please let City know your experience.

Visit Bend Business Plan | Kevney Dugan

TRT – transient room tax. City collects 10.4 % Visit Bend contract currently receives approximately 35% of that amount as mandated by state statute. City has contracted with Visit Bend to spend those funds on tourism promotion.

Record breaking tourism summers recently. Up to 10% over budget goes to VB's business plan. If over 10%, then VB must come back to city with business plan to spend additional dollars.

Objectives: drive tourism, work collaboratively with other economic development organizations, build a sustainable tourism campaign, create an October specific marketing campaign (currently happening – The 10th Month).

\$416,000 to be spent.

1. November – April occupancy rates below 50% campaign. Winter media guide. Portland, Seattle, and San Francisco.
2. Visit Like a Local Campaign to highlight what makes Bend unique and how to interact locally.
3. EDCO partnership: Encourages transition from visitor to moving a business here.
4. 10th Month
5. Allocate to Bend Cultural Tourism Fund 7.5%
6. Discover Your Forest Kiosks with software – a collaboration with Deschutes National Forest. Opportunity to see how many trails there are and to spread out people. Immediately updates so know if trails closed.

Did not highlight specific business or groups in the business plan, geared toward programs.

10th month campaign: So far know that website had upward of 4,500 clicks. 500 people entered contest to win tickets to events. Don't yet know if there was an increase in registrations.

Asked if Forest kiosk could be placed elsewhere. Yes, as long as manned so questions could be answered. Kevney mentioned that something like this could be used for other things like urban bike trails.

No traditional marketing in summer but could market the Visit Like a Local campaign to educate. Also holding locals accountable to be better hosts.

Question as to what Visit Bend can do to mitigate problems (higher housing costs).
 Answer: Setting expectations. Be a part of that conversation and buy-in. Identifying partners and engage.

Do we really know what community thinks. Lots of anecdotal information – is there a more empirical way to gather information? Carolyn – some evidence from UGB meetings/work. Envision Tomorrow gave us information.

Need some research or possibly a survey. Is research inconvenience or cost? What approach do we want to take? Look forward or look back? Quantifying both negative and positive impacts. Is there an opportunity to highlight positive opportunities?

What is BEDAB's role? Vote on business plan. BEDAB makes a recommendation. Then goes to Council. Question regarding funds and COFO.

Example of other board: put together a bucket of money for a fund to be used for requests. Agree to not list names. Certain percentage of surplus should go to this type of fund and they report on how being used. Visit Bend does have a development fund that can be used. There are accountability pieces and metrics. Have mechanisms in place.

Carolyn: Is there some reason to invest tourism funds differently than proposal we are getting from our contractor?

Visit Bend mentioned that they use room night metric for funding.

Carolyn - Timing is imperative so dollars are invested. Goes to winter marketing. Would like Council to hear in October.

What are we voting for? Last time we recommended plan with a separate caveat that COFO is valuable and funding should be found.

Discussion: Strongly encouraging Visit Bend to resolve without us. Recommend the business plan with a caveat that BEDAB be informed how Visit Bend and COFO resolved their discussions/agreement and moving forward there is a mechanism for resolving and acting on requests so that doesn't come to BEDAB. Will go to Council with context.

Visit Bend willing to foster other streams of tourism dollars. Metrics may be different.

Motion: Dan made motion to approve Business Plan as is and relate conversation of what was discussed at BEDAB to Council. Jamie seconded. Passed 5-0.

Central Oregon Film Office Update | Sandy Henderson

Founded last August. Presented to BEDAB numerous times and received approval on business plan and mission. Budget currently at \$150k per year as is just Sandy. Six commercials have come through. For the year - generated half million dollars to local economy. Recreation "actors" got paid \$1,500-\$2,000/day.

Working with Oregon Film to get a 10 part series here. Had mentioned previously, there is a game called Life Is Strange with Legendary Pictures. Hulu has distribution. Originally looking at \$5 million film. Now looking at 10 part series, \$1 million per series. Could drive \$500k per episode into economy if get it here. Income for town and jobs or citizens.

Received support from US Bank. At risk youth internships. Better Together. Giving them Go Pro cameras to film their own short documentaries for library at Better Together of what it is like to work at various places.

Permit fees as a funding mechanism: Other communities pay for local film offices through fees for shooting on city property/closing city right of way.

What do you need from BEDAB? Ben had asked for update. Update on business plan and what achieved in last year.

Without having a COFO would miss the boat. How have this come in.

Promote, Produce, Protect. COFO. Protect is important part. Don't come in and do damage. Not working with agencies that are doing things the right way. Oversight on shoot.

Contacts. Connections. Social media. Sandy pushing CO to contacts in film industry. Also Oregon Film. Working with Visit Bend and others to use their collateral (photos).

So what extent do you coordinate with Visit Bend? Conversations have started. Working out metrics. Not supporting operationally.

State recently passed Regional tourism funding allocation: Regional Cooperative Marketing Plan (RCMP). Can this be a COFO funding source if we know it is going to happen, how can we get dollars quicker or bank. Mechanics of how we treat.

Long term goal – 10 year. Actual production office here. Is tough because based out of LA, NY, etc. Taking baby steps.

Minimum \$25 per hour. Diverse jobs – caterers, hair dressers, electricians, athletes, etc. Industry that will support long term jobs for generations.

Adjournment

Vice Chair Schultz adjourned the meeting at 10:00 AM.