



CITY OF BEND

# Minutes

**Bend Economic Development Advisory Board (BEDAB)**

**Monday, April 17, 2017**

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## **BEDAB Meeting commenced at 12:06 pm.**

**Roll Call:** Katie Tank-Vice Chair, Dale VanValkenburg, Keith Dodge, Stephanie Senner, and Wendy McGrane.

Tom Rowley, Jamie Christman, Kevney Dugan, Steve Curley - ex officio

Councilors: Sally Russell

### **1. Public Input**

None

### **2. Approve February Meeting Minutes**

Minutes approved.

### **3. TRT Legislative Changes – Carolyn Eagan**

Last year after the gas tax failed, a conversation took place with Visit Bend Board about changes in allocations. As a background, a portion of collected taxes goes to the general fund and a portion to the tourism fund for Visit Bend. Terminology is important. Bend code allows use for tourism promotion only. Does not mention facilities while state allows a portion for tourism facility funding.

State statute mandates a smaller portion of TRT revenue go toward tourism promotion than is outlined in the City of Bend code. A change in Bend's code would match the State allocation. Reduces allocation to tourism fund slightly but continues restriction to be used solely for promotion. Would mean an additional \$400k to City in year one, \$5-6 million in 10 years. Visit Bend's proposal takes into account this reduction. Stephanie said she was concerned about a challenge from ORLA. Carolyn said could only be challenged by a local entity from 2001 agreement and would have to show harm. First reading on Wednesday. Also amendment to current Visit Bend contract to align fiscal year ends.

### **4. Visit Bend Business Plan Review – Kevney Dugan**

Same people at table for many years has helped immensely. A single hotel room funnels \$2,300 per year to General Fund; standard home \$700. Since fiscal year 2009, 167% increase to General Fund.

Programs and results: VisitBend.com first touch point; Visit Like a Local campaign; Advertising; Bend Ale Trail since 2010; Roundabout Art; Bend Cultural Tourism; National athletic championship events. 1.5 million unique sessions to website. 1,200 jobs attached to tourism industry. In 2015, \$5.5 million to General Fund. 2015: 2.6 – 3 million visitors. On a peak day, 19,500.

Non-membership model of Visit Bend is important. 15.1% goes to payroll. Try to control expenses and do internally if possible. Katie asked how jobs are tracked. Damon Runberg pulls the numbers. Includes lodging, restaurants, tour operators, Mt Bachelor. 70% of Bend's visitors are drive-in visitors.

Both the occupancy rate and average daily rate are climbing. Primary campaign is October to May, shoulder season. Will continue to expand Visit Like a Local. Budget includes 6 FTEs.

Goals and objectives: Based on 8% year over year growth. Same projection due to additional supply. 3.5% year over year growth in occupancy. \$1.5 million unique individuals on website instead of sessions. Visit Like a Local page is owned by Visit Bend. Plan to launch a new website (more like a refresh) this year. Too content heavy. Looking at user experiences. New collateral (incorporating sustainability). Working with EDCO telling lifestyle and business stories. COFO agreement – 3 yr. COFO gets money that they raise through the tourism tax (Visit Bend's portion) goes back to COFO. Sustainability. Volunteer projects in May. Some kind of benefit like a discount. Diversification of tourism offerings especially in shoulder months. Sustainable tourism messaging.

**Ben will share Entrepreneurial article by EDCO/Visit Bend.** Targeted outdoor industry and San Francisco Bay Area, towards business traveler. \$1.1 billion spent in Central Oregon. 10% of statewide.

Stephanie suggested picking some metrics that can be tracked. Get numbers to Ben every couple of months. Katie mentioned BEDAB's responsibility is to recommend Visit Bend Business Plan to Council.

**Stephanie motioned to approve Visit Bend's Business Plan as presented, Dale seconded. All approved.**

\$3 million this Plan. Carolyn, likely 3.1, 3.15. Based on day of Council meeting. So don't have to come back. Stephanie: add other research and data information. **Kevney will send Bend link and Ben will send out.** Katie: where people are coming from?

## **5. Downtown Parking Study – Carolyn Eagan**

Parking Study Phases: Downtown, Citywide and Galveston. Gave overview. Work session will be on Wednesday. About 30 strategies with a timing hierarchy built in. Findings: First 12 months of strategies, industry based standards. Ask Council to look at neighborhoods. Fees based on expenses and needs. Pricing structures

that make sense. Parking is an enterprise fund. Working with downtown employers first. Employees parking would be one the first strategies to tackle. Possibly move Mirror Pond up in timing. Last strategies 24-48 months out. Intelligent wayfinding and signage. Improve safety and access especially in parking garage. Safety has been improved in garage. Lighting, removal of doors, fencing off areas. Collecting moneys for future.

Nothing is required of BEDAB. Will see where Council lands this week. Also community reaction. Maybe relook at in May. May 17<sup>th</sup> City Council votes. Send out to others.

FYI: UBER launches May 4th

## **6. BBA Budget Process Check In – Ben Hemson**

Context. CEDR has looked at twice. BEDAB looked at when approving EDCO.

Business Registrations through March. 3.4% over prior year budget. \$306k if extrapolated out. \$310 goal. Steve – look at renewals vs new.

Possible changes that could be looked at: Fast renewal discount. Extra fee for not renewing on time. Multi-year renewals with new software, auto renewals. Intern will work on data. Doesn't take into account multiple locations. Fees for additional locations?

General Fund dollars are used for EDCO contract. Otherwise most of revenue is enterprise funding. Salary totals go up due to accounting for administrative costs (people). EDCO goes down (due to KIC agreement). More people registering online which costs more in merchant charges but is offset by reduced mailing expenses. Mailing will go online with new ERP system so there could be significant savings beyond 2019.

Advertising and consultants: not much has been spent in these lines since Ben has come on board. If not using shouldn't be there unless commit to use. Small working group to scope out. Maybe something as simple as sponsoring Facebook posts. Stephanie: originally got businesses to move here but that has been given over to VB and EDCO. So maybe help current members. Collaboration with Chamber? Sponsorships open for discussion as to who to fund. Strategic investments. How to distribute funds.

Blessing on budget besides getting together and laying out strategies and goals. No recommendation but feedback. Vulnerability is where we touch General Fund. Katie: more general description. Bring back to CEDR budget framework we are working on.

## **7. EDCO Update – Tom Rowley**

After June, current EDCO contract will be completed. Total contract update. Was going to report on seven of eight quarters. Will wait until June or July to report on whole fiscal year.

**Adjourned at 2:05 pm**