



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, May 7, 2018

12:05 pm BEDAB Meeting

Roll Call: Katie Tank-Vice Chair, Dale VanValkenburg, Jamie Klopp, Keith Dodge, Kevin Cole, Stephanie Senner, Wendy McGrane

Kevney Dugan, Kip Barrett, Steve Curley - ex officio

1. Public Input

None

2. Approve April 2 Meeting Minutes

Approved.

3. Visit Bend Business Plan Presentation | Kevney Dugan

Reviewed reserve fund proposal. Build over several years to \$750,000. Currently at \$100,000. Wind down account: 3 months of operating costs. Other: unbudgeted marketing or operational opportunities and unbudgeted capital expenditures. Hasn't formally been adopted by Board. Katie Tank asked if any changes would come back to BEDAB. Response: yes, part of annual business plan. Reserve is invested into a separate account. Return would be invested to grow fund.

Kevney: plan is similar to last year. Looking strategically at what visitor is targeting. Respect for Bend's natural resources and way of life.

Growth in dollars to general fund: 213% since 2009. 70% to general fund. 30% to tourism. Nothing has changed in mission, vision, purpose, and values.

Program results. TRT contribution projected for FY 2018 - \$6,02 million.

Stephanie Senner asked about Ride Bend bus. Will be doing again this year. Longer hours, shorter time period around 4th of July. 12,387 jobs in Central Oregon (annualized). Wages went up 9% in industry, 4% increase in jobs.

Visit Bend website is the number one referrer of traffic to most Bend tourism businesses. FY2018. TRT collections projected \$9,210,146. General Fund \$6,024,321. Tourism Promotion: \$2,742,632, Arts and Culture \$206,434. Police and Fire \$373,891. Per hotel room per year to General Fund \$2,285, Vacation Rental \$3,071.

FY2019 Business Plan and Budget: Seasonal media allocation Oct-May 90%.

Projecting a 2% growth in TRT. Saw start of “rate wars”. FY19 net income is 5% projected for reserve.

Goals and Objectives:

- 2% increase in TRT
- Main FY18 occupancy as well as ADR.
- Establish reserve fund.
- Distribute 200k in grants through the Bend Cultural Tourism Fund. 7.5% of city funding dedicated.
- Establish bend as a leader in sustainable tourism
- Promote new industry leading website (will have a planning tool)

Primary strategies

- Destination branding
- Citywide events, conventions and conference (bouldering National Championship added)
- Diversification of tourism offerings
- Public relations
- Sustainable tourism messaging. (4 new commercials) Portland, Seattle, Bay Area, Sacramento a bit. Target drive in market.

SWOT Analysis (strengths weaknesses opportunities, and threats):

Weakness: Fire and slow start to winter.

Survey showed 66% of website visitors return visitors.

Ben Hemson will sent to those who pay TRT and will also share on Business Blog. Will need recommendations in 2 weeks. Focus on 2019 plan and whether accomplished goals in 2018.

4. Conflict of Interest – Ian Leitheiser

Potential and actual conflicts. Potential could affect. Actual would affect. Committee is making recommendations to Council. Could be a potential conflict only as Council makes decision. If you do have a situation, must announce before begin discussion and deliberation. Many considered too speculative to declare. Shouldn't stop from doing business on committee. Must announce every time comes up – at every meeting. So people are informed. It was suggested that Ben notes whether an agenda item is an update versus a recommendation.

5. Bend UGB Implementation Update | Carolyn Eagan & Ben Hemson

Wednesday Council agreed to a resolution on moving steps forward: did not mention funding. Area plan: 17 months each.

Council directed staff to move forward on The Elbow first. Try to include DSL property. Next move forward on Northeast Edge. Start urban renewal feasibility study for Central District and KorPine sites. 1,2,3,5 excluding 4. Keith Dodge asked about Opportunity

Zones. Response: some areas do overlap. Opportunity Zones going through rule making.

Carolyn Eagan: Council has to direct BURA. They have to authorize to initiate feasibility study. Carolyn hopes they create an advisory board to watch over process. Hopes for plan adopted by December 2019. Spending of money is authorized. Allocated in biennial budget.

Council is working to accelerate completion of Murphy and Empire extensions via funding options including a 1% increase in the water/sewer franchise fee for current rate payers and an increase of transportation SDCs from \$5,285 to \$6,800.

Ben will work with EIPD to schedule a discussion with BEDAB on the Capital Improvement Plan.

6. BEDAB Work Plan & Upcoming Events | Ben Hemson

Comp plan/zoning alignment brought back up to Council with an outreach plan. Presented to Council in work session last week and they said too lengthy and to come back with abbreviated plan.

Ben Hemson: BEDAB still will weigh in when appropriate. BEDAB Strategic Plan kickoff 5/17. All invited. Not a formal BEDAB meeting. Ben noted there will be 2 upcoming vacancies on the committee. Dale VanValkenburg and Katie Tank are terming off. If you know anyone, send them Ben's way. Erich Schultz has expressed willingness to continue as chair. Next meeting May 21st – Visit Bend decision. Also on some information from CEDR.

Stephanie Senner noted she met with someone who is looking for space for child care. Is BEDAB interested in listening to her? Is an issue with for employers in finding employees. Kip said that others mentioned there is a need. Related to zoning. Might be something we could do. A citywide issue not just a specific case. Carolyn will look into who else should listen and act.

Carolyn asked what else are you hearing. Keith: industrial land hard to find. Stephanie: some young people are reluctant to move here due to lack of racial diversity. Kip said working together on video collateral to use. Dale is interested on update from climate change committee and new hire. Jamie Klopp is on committee.

7. Adjourned at 1:56 pm.