



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, September 10, 2018

Staff Liaison: Ben Hemson

12:05 pm BEDAB Meeting

Roll Call: Jamie Klopp, Keith Dodge, Kevin Cole, Travis Davis, Stephanie Senner, and Wendy McGrane

Kevney Dugan, Kip Barrett - ex officio

Katy Brooks

Councilor Russell

1. Public Input

Scot Brees – Network 911. Involved with DBBA. Insight on things coming up. Wants to know how advisory groups feel. Keep them informed. Aware of pilot projects (public/private). Connect Bend (trying to become a benefit company). Community wireless program in downtown. Goal to make sure aware. (working with BendTel).

Any appetite to learn more? Stephanie Senner suggested that discuss in Advocacy wireless pull access and how it is permitted. Travis Davis: educate selves on SmartCities. Councilor Russell: check with legal. Refer to Advocacy.

2. Approve July 9 Meeting Minutes

Approved.

3. BBA Budget Update | Ben Hemson

Tee up. Budget and sponsorship requests. In past Business Advocate has suggested sponsorships of conferences. Wants more involvement by BEDAB. Two buckets BEDAB can pull from. Sponsorships and contributions also advertising. Do you want a process and set time? Budget committee can discuss. Revenue continues to be up.

4. Sponsorship Requests for Fall Events | Group

\$6,000 left in sponsorship. Some in advertising. Stephanie Senner should be using public funds to grow economy. Market Bend as business friendly.

a) Bend Venture Conference | Brian Vierra

Thanks for supporting in past. Results: 2 exits from the fund. RFPIO and Jama Software. Millions of dollars came into Bend. Seeing it finally work. 15th year of conference. Early stage opened up and more money committed. \$20k minimum. Funds deployed through LLC. \$7.5 million. Sponsorship is for operating budget. Ticket sales and sponsorship funds are used for operating expenses. Labor not a line item. App created for conference. No handouts. Early track opened up to

beyond Central Oregon. More than half are Bend companies. Exposes them to competition.

b) BendOutdoorWorx Breakout Event | Gary Bracelin

Is the first outdoor products accelerator in the world. Around for 5 years. Worked with 14 companies. Breakout award. To Venture Out. Back to Breakout. 50 companies applied from all over world. Put Bend on the map for outdoor gear support. Company from New Zealand relocating. Award over \$100k. Revenue is from sponsorship. Ticket cost is minimal. Any startup can apply. Some awards are Oregon specific but others are for all. Have same week as BVC because people already in town. Is about exposure in addition to awards.

c) UnConference | Kelly Kearsley

BendTech. Entrepreneurs journey starts with UnConference. Early, early stage entrepreneurs practice their pitches. 9th year. Audience vote. First come first serve. Small award. 17 spots. Last year 3 prizes, \$1,500, \$1,000, membership. Wendy McGrane asked what the calendar looks like for the whole week. A lot of overlap with others. Starts with UnConference. Next Breakout. Then BVC. Trying to provide in kind donation prizes too.

Ben Hemson: CEDR will come up with calendar and process. Create goals/guidance.

Stephanie Senner: what is goal? Invest in local opportunities to directly invest in small companies or to promote Bend. Help young growing companies. We should have goals for future so companies can pitch to goals. This year need to decide.

Kevin Cole: consensus around maintaining level of sponsorship from past.

Stephanie Senner: same decisions as last year.

Motion: Stephanie Senner: same sponsorship \$ last year. Travis: second but wants to be same sponsorship levels not dollars. \$6,500, \$1,000, \$1,000. Travis made motion to amend to levels. Stephanie Senner seconds. All in favor.

Stephanie Senner suggested having those who presented be part of CEDR discussion.

5. EDCO Quarterly Update | Kip Barrett

Q1 1 move, 0 grow, done 1.

Leads generated was a concern.

Q2 Move 4, 1 grow, done 5.

Leads generated went up.

Somewhat tracking for move and grow when look at Q3.

Keith Dodge asked if EDCO cares about number of companies if jobs and dollars hit target. Kip replied yes, want to keep levels of activities up. Roger Lee also responded yes, due to diversity. Stephanie Senner: Dollars are capital investments. Kip said yes. Doesn't measure lease values. Conversation that needs to be had.

Stephanie Senner mentioned a question that has been asked of her. How do we

measure tax revenue we are growing because don't have sales tax? Measure capital investment which increases property tax base. Roger Lee looking at what others track.

Kevin Cole asked if there is any visibility between leads and done deals. Kip has pending projects. Stephanie Senner felt that in past EDCO explained what issues have come up.

Travis – put in prospective of Bend vs Central Oregon. Roger – smaller projects across region. 75% capital in Crook County (data centers). Fewer larger projects, greater investments per job. Take out labor. Manufacturing employment – EDCO tracks for whole County. 8% grew Oregon. Locally up 25%.

Ben asked about compensation. Roger trying to look at aggregate numbers. \$50k, some 6 figures. Councilor Russell – Bend AMI = \$60k-65k household is low to be able to rent or get into house. Trying to prioritize higher paying jobs.

Kip mentioned handouts highlighting Made in Bend. One geared toward diverse companies, the other targeted to outdoor industry. Also doing some marketing videos. One for region. One for tech specifically.

Kip. Why are larger companies not moving here? Lack of inventory due to lack of land ready with infrastructure.

Warehouse and logistics to Redmond. Some existing companies have issues with growing space. Vacancy rate for industry. Less than 1% in the 3 regions.

Ben: Juniper Ridge coming back to Council. Staffing, committee to develop plan. Unwinding morass of agreements. Work session on September 19th. Waiting for feedback.

6. Map Alignment Project Update | Ben Hemson

Bringing back as a resolution on 9/19. Erich Schultz attending. Letter sent from BEDAB. Councilor Russell thinks it is going smoothly. Ben said next development code update will include some changes mentioned in BEDAB workgroups.

7. BEDAB Recruitment, Subcommittees, & Leadership | Group

Think about over next month. Erich Schultz wants to remain on committee but can't continue as Chair. Vice-Chair also needed. Also if you know of anyone who wants to be on subcommittees. 13 applicants for 2 openings. Hoping for 2 appointed and 2 alternates.

Katy Brooks brought flyers for Bend Young Professional Summit. New program to be held on 9/29/18

8. Adjourned at 1:47 pm.