



ECONOMIC
DEVELOPMENT

M E M O R A N D U M

To: Bend City Council

From: Stephanie Senner, Chair, Bend Economic Development Advisory Board

Re: Council Goal Setting & BEDAB Strategic Plan

Date: 1/11/2019

As the Bend City Council develops its goals for the next two years, the Bend Economic Development Board (BEDAB) is finalizing key objectives for their own three-year strategic plan as required by City code. This memo includes a two-page draft overview of those goals and measurable objectives.

BEDAB has agreed on three overarching goals:

1. Increase business satisfaction for those doing business with the City of Bend.
2. Grow and develop a talented workforce
3. Ensure an adequate supply of land for employment and residential uses.

While these goals are aspirational enough to guide three years of work, they also include near-term objectives that require Council action. In particular, the City Council can make an immediate impact in addressing business needs through a continued focus on increasing land supply in Bend. A lack of available land for residential, commercial, and industrial uses is a barrier to workforce growth and inhibits expansion for both new and existing businesses. In 2018, City Council committed to a schedule for the implementation of the Urban Growth Boundary seek to provide the development community with certainty on when expansion areas would be ready for construction.

Attached: BEDAB Draft 2019-21 Strategic Plan (2 p.)

BEDAB hopes to work with Council on similar efforts in the next two years on analyzing the availability of buildable lands and absorption rates, maintaining progress on the Juniper Ridge Management Advisory Board work plan, and identifying new policies through consistent surveying of the more than 7,000 registered businesses in Bend.



ECONOMIC
DEVELOPMENT

Bend Economic Development Advisory Board 2019-21 Strategic Plan

Goal 1: Increase business satisfaction for those doing business with the City of Bend.

Objectives:

- Improve two-way communication with the 7,000 registered businesses in Bend, soliciting feedback via an annual business satisfaction survey
- Host three open listening sessions annually for businesses to share feedback and concerns with the BEDAB
- Turn business feedback from the annual survey and listening sessions into at least four policy recommendations for consideration by the Bend City Council each year, 75% of which will be implemented
- Increase the reach and engagement of the Business Registration Newsletter—growing the mailing list by 20% while increasing average open rate to 31%, and average click-through rate to 3.5%
- Look at opportunities for frictionless permitting; work with Community Development Department staff to scope out the potential for a permitting “Express Lane” following the launch of an updated permitting system in the Fall of 2019

Goal 2: Grow and develop a talented workforce:

Objectives:

- Increase the availability of childcare by 500 slots in Bend, identifying at least one new policy to incentivize expansion of childcare services

and tracking the impact of the recently adopted two-year Transportation SDC reduction for childcare

- Connect businesses to workforce development opportunities through the addition of an East Cascades Works ex-officio seat on BEDAB. Leverage this coordination into 20 new Bend businesses participating in ECW programs
- Support policy that results in additional housing units
- Pursue objectives detailed in Goal 3 that increase funding for infrastructure

Goal 3: Ensure an adequate supply of land for employment and residential uses:

Objectives:

- Work with relevant City departments to develop and distribute a quarterly report detailing buildable land inventory, absorption rates, and other relevant metrics concerning land supply
- Ensure the Juniper Ridge Management Board meets the benchmarks set forth by the Juniper Ridge Working Group, completing a framework plan and an implementation plan for Juniper Ridge by 2021.
- Survey a sample of property development and production builders operating in Bend twice annually to determine developer confidence and identify looming concerns around land supply or other development barriers. Share aggregated results with interested businesses
- Support policy that allocates funding for critical infrastructure investment