



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, January 7, 2019

Staff Liaison: Ben Hemson

12:05 pm BEDAB Meeting

Roll Call: Stephanie Senner-Chair, Keith Dodge-Vice Chair, Brenda Speirs, Erich Schultz, Jamie Klopp, Kevin Cole, Lisa Goodman, Travis Davis, Wendy McGrane

Kevney Dugan, Kip Barrett, Jerry Schulz - ex officio

1. Public Input

Ron Boozell thanked BEDAB for their work.

2. Approve December 3 Meeting Minutes

Approved.

3. Visit Bend Biannual Update | Kevney Dugan

Mid-year recap. Aiming for 2% TRT growth.

Year over year:

- .01% occupancy increase
- .06% ADR decrease
- 4.9% supply increase
- 3% TRT increase
- 3,200 hotel rooms currently. 400 in some phase of coming online.

Visit Bend Highlights – marketing updates. Go into effect September.

- Website traffic increase: Page views up 5.75%; Visits up 8.33%; New users up 7.56%.
- Working with Google and Trip Advisor DMO Programs. Is paying off.
- November Bend Ale Trail month. 800 completions. 500 took survey. 2,244 room nights. Length of stay increased to average of 5 days.

New and upcoming:

- Visit Bend Reserve Fund. Will hit \$160k for year.
- Holiday season. Riverhouse – rate integrity and business growth, paired with airlines.
- Mt. Bachelor doing well.
- New flights and air travel. Chicago non-stop in summer. Addition of 3rd Seattle flight through Delta.

- Sustainable and responsible tourism. Working on partnership with Steamboat, Jackson Hole, Tahoe, Bozeman. How industry impacts community and outdoor areas. Bend Pledge well received. Cultural shift being well received.
- COVA leadership has changed. Communication between Visit Bend and COVA has been positive.

4. Climate Action Steering Committee Update | Jamie Klopp

Survey is out. Generating ideas and give feedback. Please spread the word about survey. Everyone's chance to participate. Communication planned with Business Registration group. Ben will share info.

5. BEDAB Subcommittee Participation | Group

Two subcommittees: Advocacy and CEDR currently.

Does BEDAB want outreach or communications subcommittee? Any interest? Quarterly with partners. Let Ben know. Will align with Strategic Plan. Stephanie thinks should have. Own and share strategic plan.

Stephanie Senner made motion made to form an outreach committee to meet quarterly. Travis Davis seconded. All were in favor.

Volunteers: Stephanie Senner–outreach; Lisa Goodman-Advocacy; Brenda Speirs-Advocacy and Outreach; Kip Barrett-Outreach; Visit Bend-Outreach.

Stephanie Senner mentioned she wants to make sure CEDR comes up with process/guidelines for funding/sponsorships to groups/events.

6. Review & Finalize BEDAB Strategic Plan | Group

The purpose of the Bend Economic Development Advisory Board (BEDAB) is to:

- Advocate – Provide input into City policy and procedures from a private sector perspective.
- Facilitate – Broker entrepreneurial support among existing community resources.
- Market – Brand and guide marketing efforts of Bend as “Open for Business.”
- Coordinate – Organize and oversee City resources applied to economic development.

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

Business satisfaction survey themes. Would be anonymous. Have you accessed city services? Starting basic. Instead of just sending out to all and getting responses that City can't do anything about. 5-6 questions.

- City services accessed over the previous year
- Rating services for cost, predictability, and customer service
- Plans for the next five years
- Importance of specific Bend qualities on decision to locate or expand in town
- Barriers to expanding your business in Bend
- Have you accessed local business support organizations recently? Which ones?
- General business friendliness
- Open ended: If you were on BEDAB, what issue(s) would you focus on?
- Classification Questions:
 - Business location (home based, commercial/industrial, no physical location in Bend)
 - Do you lease or rent current facility
 - Length of time doing business in Bend
 - Total employees
 - Industry sector
 - How have you funded your business? (loans, savings, grants, etc.)

Committee to look at survey and provide feedback.

- 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, (goal of 75% adopted) Track over time. Get committee to next level of engagement.
- 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. Will bring in Russ Grayson to discuss with Advocacy.

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 allocates funding for critical infrastructure investment

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 on a quarterly basis to determine developer confidence and identify looming concerns around land supply or other development barriers
- Support policy that allocates funding for critical infrastructure investment

Housing was discussed: Possibly add support workforce (or unsubsidized) housing as separate item under existing goals or support AHAC recommendations. Carolyn Eagan asked if the business community wanted to weigh in on development code/comprehensive plan. And if so, how? Come back to this conversation

7. Adjourned at 2:07 pm.