



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, April 1, 2019

12:01 pm BEDAB Meeting

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

Heather Ficht, Jim Sansburn, Jerry Schulz, Kevney Dugan, Kip Barrett- ex officio
Councilor Piper

1. Public Input

Tony DeBone, County Commissioner partnering in support of EDCO and BEDAB.

2. Approve March 4 Meeting Minutes

Approved with one change. SBDC takes all businesses.

3. EDCO Update & 2019-21 Contract Proposal | Kip Barrett & Roger Lee

Proposal and presentation were sent to Board. Kip and Roger will go over at high level. There are changes from years prior to reflect business changes and new goals. Ben Hemson mentioned timeline – early in May to coincide with budget discussions. Can discuss at next meeting in May.

Update: What has happened last 2 years? Business Development/Move: Doing well on projects, behind on jobs. On par with capital investment. Entrepreneurship/Start. Little bit behind. Wendy McGrane asked when do companies count as a grow as opposed to start. Response: have seen these companies before and when they have their feet under them. Beyond start-up phase. Business Development/Grow has high goals. Job creation lower as is capital investments; however, projects are above goals. Totals: 35 done deals last 18 months. 379 jobs created. \$97,709,189 capital invested. 1,500 traded sector jobs in region unfilled, 500 in tech alone. Average time to completion 3.5 years. Done deal waits until occupancy.

Currently 40% of Business Oregon loans are in Central Oregon. Air Service has been a great success. Year-over-year seats up 28%, passengers 23%.

Other activities: incentive management and cluster development. EDCO affiliated industry clusters: Oregon Outdoor Alliance, Central Oregon Distillers Guild, Aviation Industry. Other cluster partnerships/launch: Tech Association, Oregon Bio, Brewers Guild, Food cluster.

Workforce development: developing programs. Conferences and events: EDCO produces more than 50 events & conferences annually. The majority are held in Bend.

Legislation/Advocacy: policy Involvement

Are we moving the needle? Milken Institute Index. Bend #1 for 2016, 2017, 2018.

2019-2021 Proposal:

Kevin Cole asked EDCO if there were still opportunities? Roger Lee said yes due to population growth so need continued job growth. Now if want to be in Bend, have to build. EDCO is helping get together landowners, developers, commercial brokers, and commercial builders so they can get better information. Table setting without losing business development.

Stephanie Senner asked about the objective of creating incentives. Kip: what moves the needle? Not all incentives are monetary. Roger said Redmond does incentives for building. Businesses want expedited permitting for enterprise zones. Stephanie brought up how to defend the contract in good times, to make it easy for Council approve. Need to show how it is beneficial.

3 areas with lots of objectives. Ground work for future business recruitment and workforce. Ben Hemson noted that workforce is a change from last time. He also reminded that BEDAB is governing board. Stephanie asked if goals are aspirational or part of contract? Roger responded that goals are set. If we are accountable body, we have to take seriously. The contract is for services, goals/metrics are included but in appendix. Stephanie said she doesn't want so detailed that EDCO is falling into trap of missing them. Kevney Dugan stated that at the highest level the contract is working. Can take down into weeds if not careful.

Question asked where the City and BEDAB fit in? Kip responded by saying collaborating, table setting, outreach, land. Trailing spouse available to all sectors, City could be a participant.

Differences from prior: stair-stepping is new. Venture capital is folded in. Work ready talent is an add as is table setting. Suggested that use word facilitating rather than table setting. Travis Davis asked if EDCO is the correct agency for workforce. Allows for a regional approach. Workforce issues prevent us from growing. Contract is not duplicating other efforts. There is no training. Instead there are programs like trailing spouse and internships, things not already being done. Roger is a low dollar ask, more of using influence and helping formalize the informal process.

Ben Hemson brought up the process for BEDAB to look at and provide feedback. Need to bring back one more time for motion. Ben suggested a second BEDAB meeting in April on April 29th to discuss and also to hear from Visit Bend. At May 6th meeting will need a motion. Agreed to add meeting. Funnel comments through Ben. Ben will send out email. Kip said they are hoping to overlay nix codes for traded sector. Once defined can show job and wage growth. Councilor Piper asked what percentage is of those who commute into Bend because can't afford to work here. Roger – will have graphic of commute in and commute out. Jamie Klopp mentioned that the climate action website has some information on commuting.

4. BBA 2019-21 Expenses & Business Registration Fee Changes | Ben Hemson

Business Registration by fiscal year: half way through last week. Revenue continues to grow year over year. Over 7,000 registered businesses and non-profits.

Proposed budget: At March 6th Council work session, Council discussed acceleration of Council goals, and three options were given as they related to current budget. Council decided on option C which was the most accelerated. Most relevant to BEDAB: transportation, affordable housing, additional police to support mental health and homelessness initiative. Possible ways to get to revenue required: increase franchise fee, transportation SDC, business registration fee, affordable housing fee.

Business Registration fee is currently \$50 including renewals. Proposed because most easy to implement, new registration would increase to \$75, on time renewal would remain at \$50, and late registration would increase to \$70. Additional location fee, non-profit fees were looked at by Erich Schultz and Ben Hemson but decided against. Change fees and revisit after first year of biennium and after LEAP is in effect.

Suggestion made to separate out beginning working capital from revenue on spreadsheet.

Are there any concerns with proposed changes? Stephanie Senner said there were no issues. Recognizes the impact of cost if late. Stephanie mentioned will need to communicate to businesses.

Budget – mostly steady state.

Business Advocacy share of Consumer Insights Data Partnership with parking, possibly with Visit Bend. Vendor is Buxton and they would provide consumer spending data. Who is visiting, how much they are spending, where including what areas of town. Ben could use for marketing and would equip business community with more information. Ben asked if BEDAB was okay with this. Kip and Kevney stated that the data is important. Stephanie agreed that seems smart. Want to look at and see how would benefit all businesses.

5. Developer Confidence Survey | Ben Hemson & Group

Please look over draft questions and provide feedback.

6. Adjourned at 2:06 pm.