



ECONOMIC
DEVELOPMENT

M E M O R A N D U M

To: Bend Economic Development Advisory Board (BEDAB)

From: Ben Hemson, Bend Business Advocate

Re: CEDR Subcommittee Feedback on BEDAB Sponsorship Guidelines

Date: 9/3/2019

After making a number of sponsorship allocations at the end of 2018, the Bend Economic Development Advisory Board directed their City Economic Development Resources (CEDR) Subcommittee to discuss basic guidelines for awards and how best to publicize availability of these funds going forward.

Historically, BEDAB has maintained a small budget for sponsorship of business events within the Business Advocacy Program budget. However, the allocation process has been informal. See the attached overview for a list of sponsorship allocations since 2016.

On September 3rd, 2019, the CEDR Subcommittee reviewed previous BEDAB sponsorship allocations and discussed potential criteria for awarding funds. Rather than pursuing an in-depth RFP style process, CEDR outlined a process that maintains discretion in BEDAB's award process while grounding the criteria in BEDAB's strategic plan and purpose set forth in Bend Code.

CEDR recommended the posting of a short application form for sponsorship requests. This form would be available year-round. This application would ask event organizers to provide:

1. Basic information on the event including background, event goals, website, expected attendees and participants
2. A narrative explaining how the event helps the BEDAB meet either the goals outlined in their three-year Strategic Plan or how the event aligns with the BEDAB purpose set forth in Bend Code:
 - 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.

Further, the CEDR Subcommittee recommended that events focused primarily on fundraising for organizations or causes not receive consideration for sponsorship.

Depending upon the number of requests, awards would be considered by BEDAB directly or the CEDR Subcommittee could be charged with developing a shorter list for consideration. BEDAB could reserve the right to invite applicants to present at a meeting, should they require more information.

Sponsorships would be awarded from the BBA budget’s sponsorship line item (\$9,000 is allocated in the current fiscal year) on a rolling basis with no guarantee that BEDAB members would have a comprehensive list of potentially qualifying events to consider. However, by accepting applications year-round, BEDAB would gain awareness of potentially deserving organizations to consider in the future. This has worked in previous years, as events like the UnConference and Venture Out Festival became aware of sponsorship opportunities and were considered in future BEDAB funding discussions.



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Business Advocacy Sponsorship Budgets & Allocations by Year

Updated: September 2, 2019

2016-2017:

Sponsorship Budget: \$5,000

Description	Total
2016 Bend Venture Conference	\$6,000
EDCO Annual Luncheon-Table Sponsor	\$742.50
Total	\$6,742.50

2017-2018:

Sponsorship Budget: \$6,000

Description	Total
EDCO Made in Bend Tour	\$1,000
Venture Out Conference	\$1,000
2017 UnConference	\$1,000
EDCO Annual Luncheon	\$775
2017 Bend Venture Conference	\$6,000
Total	\$9,775

2018-2019:

Sponsorship Budget: \$6,000

Description	Total
EDCO Annual Meeting/Made in Bend Tour	\$1,000
2018 Bend Venture Conference	\$6,500
2018 UnConference	\$1,000
2018 BOW Breakout (formerly Venture Out)	\$1,000
Total:	\$9,500

2019-2020:

Sponsorship Budget: \$9,000

Description	Total
EDCO Annual Meeting/Made in Bend Tour	\$1,250
Total	\$1,250