



CITY OF BEND

Minutes

**Bend Economic Development Advisory Board (BEDAB)
Monday, October 7, 2019**

Ben Hemson – Staff Liaison

12:04 pm BEDAB Meeting

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

Heather Ficht, Kevney Dugan, Kip Barrett- ex officio

1. Public Input

None.

2. Approve September 9 Meeting Minutes

Minutes approved.

3. Council Request for Support: EC Works & State Funding | Heather Ficht

Funds are allocated by the State of Oregon. Goal is to align services and skill up job seekers and youth for needed jobs. They leverage federal funds to pay for organizational staff (15%) and they co-invest in training.

- Incumbent workers training: was done once per year. Now changed to rolling process every quarter. Increased from \$75,000 to \$125,000.
- Cohort training for targeted industries: \$660,000 since 2017. Health care, construction, manufacturing and tech.
- On job training and scholarships: 2018-2019 - \$213,000
- Other initiatives in Central Oregon: 2017-19, \$465,000
 - Warm Springs – Future Ready
 - GED for disconnect youth.
 - Youth Career Connect.
- Central Oregon Health Care Workforce Collaborative – funding an allied health recruiter to talk about careers in healthcare with young students.

They have received 53% less federal funding since 2000. They fundraise a lot of money - \$2.5 million. State also reduced funding this last session. They need \$4 million to pass short session. They are hiring a lobbyist and need champions. Asking City to support

request with legislature.

Erich Schultz asked what this means for the City. Ben responded if Council supports, then Erik Kancler works on City's behalf. BEDAB can draft a letter to Council highlighting the issue, but need to figure out which legislators are interested in bringing this forward.

Role is quality assurance of workforce organizations in state. Set up purposefully as a private non-profit. Informational this time. Will bring something back next meeting. Travis Davis mentioned he supports.

4. Summer Tourism & TRT Review | Kevney Dugan

2019 projection: \$9.5 million. Came in at \$10.2 million. Winter was strong. 7.7% increase in supply. Did not see a rate war, rate integrity was maintained and key metrics held steady.

In November, City will audit short-term lodging industry. 10,000 more room nights in August than in 2018. Part of increase is due to looking at more platforms. City has currently 800 or so permitted. Data looks more like 1,000. Possibly 300-400 more individual rooms.

Hoping to grow TRT by 4%. Goal is to increase repeat visitor status. 3 primary markets – Portland, Seattle, and Bay Area. Smaller markets – Spokane, Boise, Reno, Medford and Redding. Bend thrives as a 2-3 night destination. They try not to overlap with Visit Central Oregon. Visit Bend launched new website. It was redesigned to speed up process to find what you need, to get to reservations, etc. Color palette changed and has a more premium feel. Want referral traffic to increase.

Bend Pledge: 35,000 took pledge. Pledge for the Wild: text to donate campaign for groups that maintain areas. \$1,000 donations from 25 different people. Founding 5: Bend, South Tahoe, Steamboat Springs, Bozeman and Flagstaff. Trying to strategically push.

5. EDCO Update | Kip Barrett

Telling stories of businesses who come here. What do you want EDCO to report on? And what timeframe?

Two notable activities: department of Virtual Instruments out of Bay Area moved 15 staff to Bend and Sparrow Bakery expanded into a wholesale commercial bakery adding 11 staff and improvement dollars.

Quarter: 7 new leads. 10 active leads. Met with 41 companies. 45 assists.

Wendy McGrane said she likes the success stories but wants to know more. What were the factors that brought them here and what did you do to compel them to come? Also what leads that did not pan out and what drove them to choose elsewhere? Additionally if companies left area, why did they leave.

Kip Barrett said they sell on value versus cost for Bend. Familiarity of Bend. Majority are whole company relocations. Recently lost one business – wanting a more urban lifestyle – to Portland.

For Bend, sector strategy is narrower, no manufacturing. Majority are tech/outdoor products.

Anecdotally – three companies moved to Redmond. Two shut down for personal reasons.

They do proactively talk with local manufacturing companies. Higher assists because they know Kip now. More via phone or email. Erich Schultz asked if there is anything City can help with. Kip will look into. Erich feels quarterly is appropriate timing. If something exciting comes up can bring up. People tend to be able to find commercial space. Workforce is tighter. Change of use has come up but has lessened. Even if using same as last tenant. Warehouse versus light industrial. Russ Grayson said they are working to simplify categories.

Keep activity and story telling.

6. Childcare Initiatives & Council Work session | Ben Hemson

Councilor Campbell asked for a worksession. Held in mid-September.

Potential Council actions:

- Remove Conditional Use for childcare
 - Conditional Use in Residential and Industrial zones.
- Advocate for State Building Code support to expand residential childcare facilities.
- Further reduce SDCs.
- Incentivize Childcare Development when creating new housing or transportation programs.
- Allocate funds to assist with City permitting and/or infrastructure costs.

Bend only area in tri-county that has seen increase in slots. Council wants to look at all. Hold on SDCs per Erik King as City will be looking all SDCs in next few years.

BEDAB opportunity to figure out what programs might look like in last two.

Biggest impediments locally: frontage improvement costs and permit fees.

Have to be careful about conditional in residential and industrial.

Next step, Council will hear from staff at the Council check-in. Does Council want to create a Council Goal

7. Council Discussions & 10/17 Council Check In | Ben Hemson

Council Goals quarterly check-in -> Planning Commission Meeting -> Council Sub-Committee -> Planning Commission -> City Council Hearing

Is anyone willing to attend Council worksession on October 16 from 3-5 pm? Willing to participate and listen and bring back to Committee. Heather Ficht and Keith Dodge agreed to attend.

Russ Grayson: goal is to streamline process when getting code packages through. Policy

through Planning Commission worksessions. All listening to same information. All groups have ability to communicate and hear other's perspectives.

7. Adjourned at 1:39 pm