



CITY OF BEND

Core Area Advisory Board

June 26, 2025 Meeting

AGENDA

1. Public Comment
2. Core Area Façade Improvement Program (30 mins)
3. City Council Direction 2025-2027
4. Invest Bend, Bend Urban Renewal Core Area Investment Strategy Formation (60 mins)



Public Comment



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Core Area Façade Improvement Program



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Purpose of Program

This policy establishes the program criteria and parameters for the administration of The Core Area Façade Improvement Program (Program) by the Bend Urban Renewal Agency (BURA) in the Core Tax Increment Finance Area (Core Area). The program intends to provide matching grants to projects that support upgrades to building façade and frontage areas that improve customer experience and enhance overall area aesthetics.



Process (Quarterly)

1. Submit application to BURA staff for completeness check.
infobura@bendoreong.gov
2. Upon completeness, staff reviews applications and responds to applicant with questions and comments to be addressed.
3. Staff may prepare a presentation and set a public meeting date with the Core Area Advisory Board (CAAB) for presentation, discussion, and recommendation.
4. Staff prepares recommendation and sets public meeting date with BURA for presentation and discussion.
5. BURA and Applicant sign Grant Agreement
6. Applicant has twelve (12) months following the execution of the Development Agreement to complete approved project.



Objectives

1. Funding from this source shall only be spent for commercial development projects evaluated pursuant to the priorities, guiding principles, and project categories through the Core Area Tax Increment Finance Plan.
2. Eligible Activities
 - Building façade or exterior upgrades (doors, windows, lighting signage, siding, awnings, paint, murals.)
 - Frontage improvements (sidewalks, landscaping, signage, accessibility upgrades.)
 - Design services for the proposed project (**up to 25% of eligible award**)



Eligible Applicants

Applications will be accepted from property owners, private sector for profit developers, and/or qualified business organizations that:

- Are located within the Core Area Tax Increment Finance Area
- Proposed project or improvements are located on a primary street facing location and/or visible from public streets, sidewalks, or rights-of-way
- Tenancy is demonstrated either through ownership of site or current lease.
- Proposed improvements must comply with all applicable City of Bend standards and with permitted use in applicable zoning designation
- Improvements will stay in the district/building and will last 10 years or more



Proposed Program Funding

The Program will award matching grants to approved projects up to \$50,000 per project. Approved applicant may utilize up to 25 percent for design services.

Example:

Total Project Cost	Eligible Grant	Required Business Match
\$5,000	\$2,500	\$2,500
\$20,000	\$10,000	\$10,000
\$100,000	\$50,000	\$50,000



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Evaluation Criteria

1. Projects that successfully maximize utilization of outside (non-Program funding) financial assistance and services.
2. Projects that demonstrate a capital investment for the Area
3. Projects that are clearly defined in scope, location, need, budget and goals
4. Projects that can demonstrate readiness to be implemented in a timely manner once the Program is awarded
5. Projects that have the capacity to improve the experience of customers
6. Projects that have the capacity to generate additional opportunities for redevelopment in the immediate and/or adjacent areas.
7. Projects that will have a sustainable long-term impact
8. The property has been unimproved in the last five (5) years



Discussion/Changes/Recommendations

1. Are there any proposed changes to the draft policy?
2. Does the Core Area Advisory Board recommend that the Bend Urban Renewal Agency replace the existing Small Business Assistance Program with the Core Area Façade Improvement Grant Program?



Core Area Investment Strategy Formation



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City Council Direction

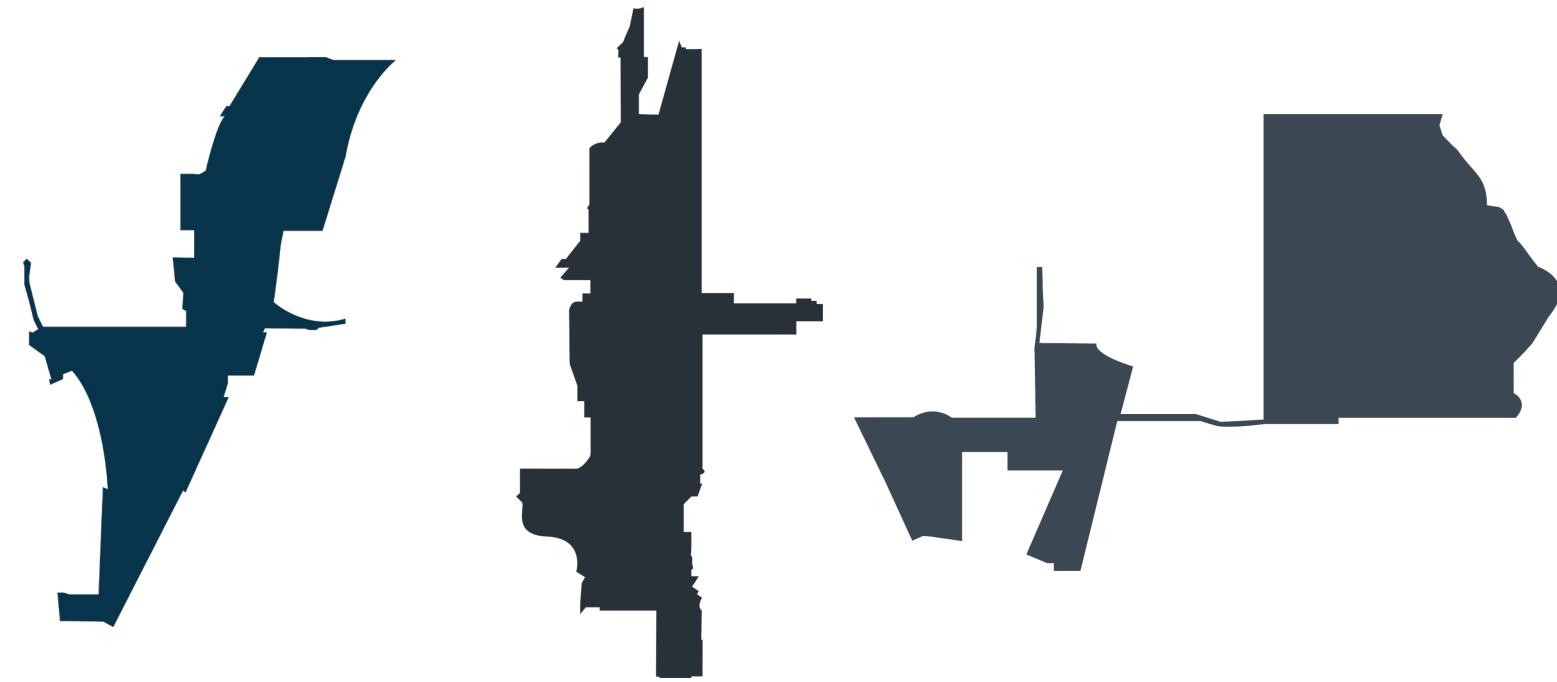
1. On June 4, 2025, the Bend City Council removed *Expand the roles and responsibilities of the Core Area Advisory Board to include citywide urban renewal strategies* from their 2025-2027 Council Goal Work Plan.
2. Instead, City Council has directed the Core Area Advisory Board to remain focused on the Core Area.
3. To accomplish this directive, staff will work with CAAB over the coming months to develop a CAAB Work Plan and the Core Area Investment Strategy. This will be presented to BURA/City Council for consideration of adoption in December.





INVESTMENT STRATEGY
BEND URBAN RENEWAL AGENCY
2026-2028

Release Date: January 2026



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Questions to Answer for Development

1. What do you want CAAB/BURA to accomplish in the **next two years** in the Core Area? *(June-July)*
2. **What are the projects** that you see that need further evaluation, support, or funding? *(July-August)*
3. Where do the project categories/objectives rank in terms of **priorities** over the next two years? *(August)*
4. What **levels of investments** is CAAB willing to recommend that BURA expends to accomplish selected projects and objectives? *(August-September)*
5. **What information do you need** over the coming months to recommend a final 2-year investment plan for the Core Area for BURA to adopt?



GUIDING PRINCIPLES

STRATEGIC

1 **Activities flow from a well-defined strategy** (vision, strategies, initiatives) linked to a clear investment case and assessment of risks and opportunities.

Addresses both short and long-term objectives through a strategic mix of community investments.

Focuses selectively on a few key areas for greatest impact where BURA can most effectively leverage its role and revenues to address community priorities.

Evolves and uses different approaches along the life of the investment.

MEASURABLE

Measures return on community investment to both BURA and the community.

Uses outcome and impact indicators to measure the quantity and quality of development.

Tracks changes in community perceptions to gain real-time feedback on investments.

SUSTAINABLE

Seeks to avoid dependency, encourage self-reliance, and create long-term benefits that can outlast BURA support.

Invests heavily in capacity building to enable the local community to take progressively greater roles in responsibilities and roles.

Reinforces, rather than replaces, local business responsibility

2

ALIGNED

Aligns with the strategic issues with the development priorities of the City of Bend, local organizations, residents and businesses to create “shared values.”

Balances long-term aspirations with short-term needs.

4

FOCUS OF INVESTMENTS



Housing Development



Entrepreneurial Development



Infrastructure



Business & Land Development



Beautification & Enhancement

INVESTMENT TYPES



Research

One year or less



Short-Term

1 to 3 years



Medium-Term

3 to 15 years



Long-Term

15+ years

In order to make informed decisions about projects and investment allocations, research is often needed. BURA will conduct research on proposed projects and community issues.

High visibility projects that are often referred to as “ribbon cutting.” These can be done in early stages to demonstrate tangible benefits, gain social license, and create goodwill. These types of investments include grants, beautification enhancements, and quick builds of infrastructure.

These projects support both immediate needs and long-term plans. Examples include housing and employment developments, greenway and trail infrastructure systems, and loans.

Productive investments that build local capacity overtime. These support long-term objectives such as land preparation, area revitalization, and climate sustainability projects.

Two Investment Routes

Public Infrastructure Route

The public infrastructure route will be focused on projects, activities and planning efforts focused on rights-of-way development. This includes project categories of transportation and utility infrastructure.

Direct Private Development Route

The direct private development route will be focused on private development projects associated with commercial and residential developments. This can include incentivizing current projects and/or becoming an area developer in partnership with a private corporation.



Transportation (Infrastructure)

- Projects are intended to provide a more efficient and function transportation system, aimed at enhancing public rights of way and attracting development and redevelopment.
 - 2ND Street streetscape Enhancements
 - Franklin Improvements



Utilities (Infrastructure)

- Projects are intended to address sewer, stormwater, and water system infrastructure deficiencies [that prevent or inhibit development and redevelopment].
 - Sewer line replacement or adjustment



Business Development (Business and Land Development)

- Provide funds to partner with and offer funds to support redevelopment and new development projects that support businesses, including housing providers and transit operators within the Area.
 - Grants
 - Loans
 - Incentives
 - Rebates
 - Property Acquisition and Development



Housing Development (Housing Development)

- Partner with and offer funds to support housing organizations and developers to create low income, transitional, and affordable housing opportunities.
 - Grants
 - Loans
 - Incentives
 - Property Acquisition and Development
 - Rebates



Open Space Development (Enhancement)

- Projects within this category are intended to support the Area as a vibrant mixed-use city center where businesses thrive, people live, and there are community gathering spaces for people to enjoy and recreate.
 - Street-streetscape enhancements
 - Frontage Improvements
 - Plaza/Park Developments
 - *Hawthorne Crossing Landings*



Wayfinding Signage (Enhancement)

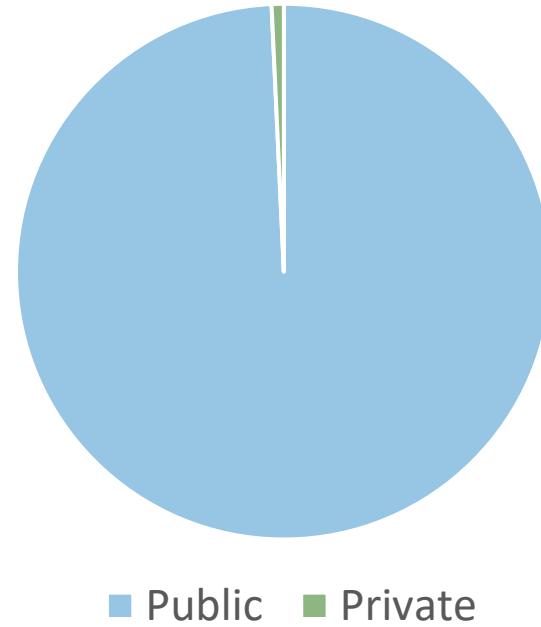
- Projects within this category are intended to support the Area as a vibrant mixed-use city center where businesses thrive, people live, and there are community gathering spaces for people to enjoy and recreate.
 - Streetlights



Last Five-Year Expenditures

Public Infrastructure Route (\$9.2M*)

Direct Private Development Route (\$68K)



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Includes principal and interest which both counts towards the maximum indebtedness

Key Considerations

Public Infrastructure Route

- Council will discuss Mid-Town Crossing until September
- Council will begin discussions around transportation funding priorities in October. (TBOC)
- Additional direction may be delayed

****Franklin = \$1.5 million**

Direct Private Development Route

- There are several stalled projects and available land for development in the Core Area
- CAAB will assist with crafting a TIF generation plan for short-,medium-,long-term
- CAAB will meet regularly to craft a work plan for BURA consideration in December



July Meeting

- Overview of 2025-2027 Core Area Budget Scenarios
- General discuss what types projects can be implement under those financial scenarios. General direction of CAAB preferred projects/activities
- Staff will then bring back in August best practice examples for further discussion, prioritization of projects and funding.



CAAB Planning Activity

If the Core Area had **\$5 million dollars** to spend over the next two years, what would CAAB like to accomplish in that time?

- **Question 1:** If the goal is to generate TIF, do you want to focus on private or public investments?
- **Question 2:** What is percentage of anticipated TIF revenue should be dedicated to each investment route?
 - Examples:
 - 100% goes to private investment
 - 80% goes to private investment, 20% goes to public investment.**

** in addition to, or just, the \$1.5 million for Franklin



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Two Investment Routes

What investment route/projects/activities/etc should staff begin to research to help frame July's meeting of project identification?

Public Infrastructure Route

- Midtown Crossings
- Bike Paths/Low Stress Network
- Sewer Infrastructure

Direct Private Development Route

- Loans
- Grants
- Rebates
- Incentives
- Property Acquisition/Development RFP



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