



ECONOMIC DEVELOPMENT

Bend Economic Development Advisory Board 2019-21 Strategic Plan

Introduction: The Bend Economic Development Advisory Board (BEDAB) is required by City Code to guide its work with a three year Strategic Plan. The 2019-21 Plan was adopted by BEDAB in December 2018 and shared with the Bend City Council during their goal-setting discussions in January 2019.

Like many groups, the BEDAB was watching the spread of the coronavirus in early 2020 but underestimated the impact the pandemic would have on the economy and society. In the fall of 2020 the BEDAB revised their plan in light of these changes, new objectives are highlighted in red and removals are shown as strikethroughs.

Goal 1: Business Outreach & Satisfaction

- Improve two-way communication with the **more than** 7,000 registered businesses in Bend, soliciting feedback via an annual ~~business satisfaction survey~~ **focused on relevant business needs and concerns.**
- Host three open listening **or information** sessions annually for businesses to share feedback and concerns with the BEDAB
- Turn business feedback from the annual survey, listening sessions, **and BEDAB member input** into at least four policy recommendations for consideration by the Bend City Council each year, 75% of which will be implemented
- 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~~

Goal 2: Grow and Develop a Talented Workforce

- ~~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~~
- **Support policy and funding decisions necessary to maximize the number of childcare slots to at least what was available in February 2020, after Deschutes County transitions to Phase 3 [or equivalent] of the State’s reopening guidelines.**

Track the impact of the 2018 reduction in Transportation SDCs ahead of its expiration at the end of 2020.

- 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~~
 - Expanding businesses' knowledge of ECW programs and sector partnerships
 - Expanding businesses' utilization of WorkSource to recruit talent, particularly individuals unemployed by COVID-19 closures.
- Support policy that results in additional housing units
- Pursue objectives detailed in Goal 3 that increase funding for infrastructure

Goal 3: Adequate Land Supply

- 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 twice annually to determine developer confidence and identify looming concerns around land supply or other development barriers. Share aggregated results with interested businesses
- Support policy that allocates funding for critical infrastructure investment

Adopted, December 2018. Revised, October, 2020.