



CORE AREA ADVISORY BOARD

May 19, 2022



AGENDA

- Public Comment
- Equity Outreach
- Funding Priorities

- Roll Call
- Approval of Minutes (from April)

PUBLIC COMMENT

Please use the Raise Hand function and you will be called on.

If you are on the phone:

*9 to raise your hand

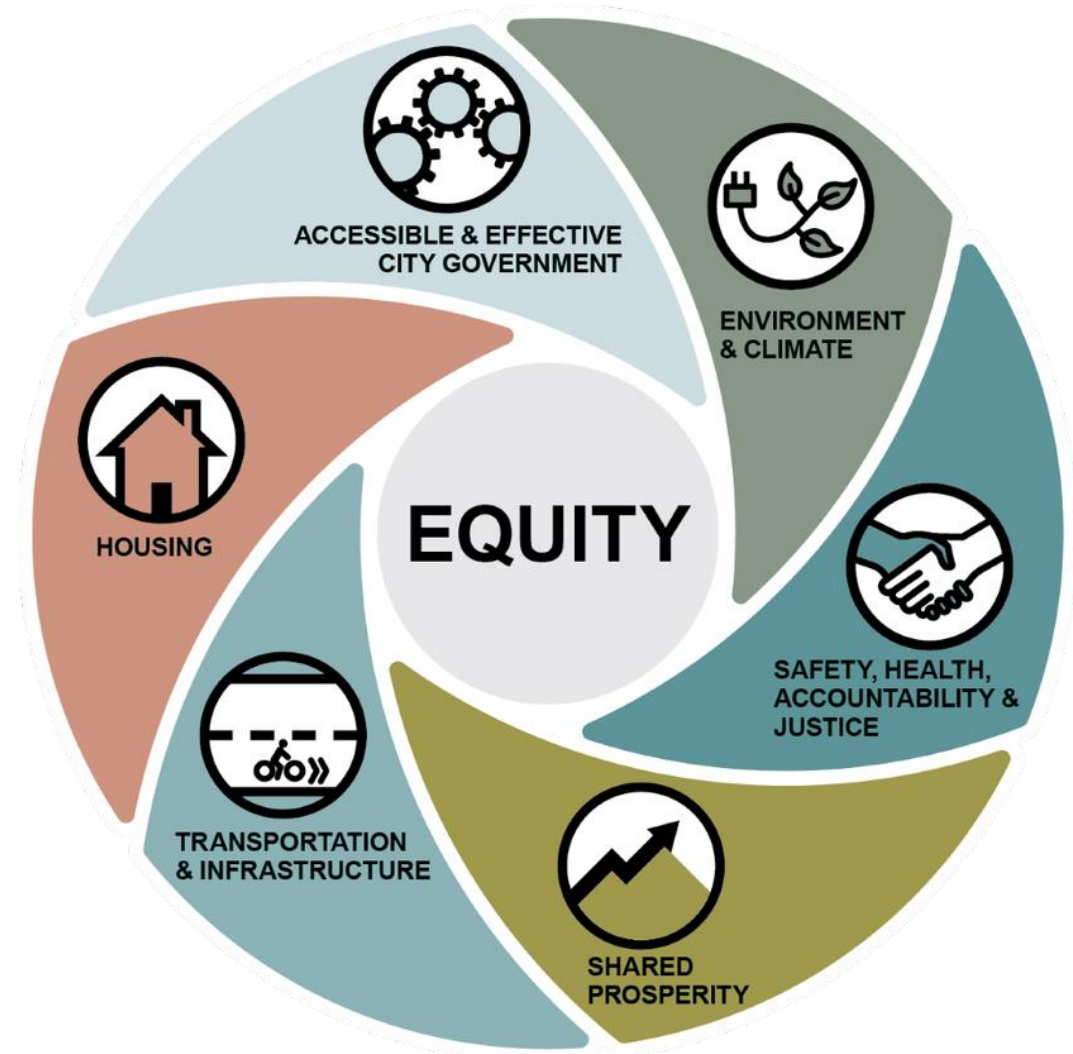
*6 to mute/unmute

CORE AREA EQUITY OUTREACH

PURPOSE & BACKGROUND



- Council Goals
 - Focus on equity
- Get ahead of potential unintended consequences from Urban Renewal/TIF
 - Gentrification
 - Displacement
 - Impacts to underserved groups
- Jointly funded effort to engage underserved Core Area businesses
 - Bend Urban Renewal Agency
 - City of Bend Business Advocacy Program
 - Bend Chamber of Commerce



OUTREACH ACTIVITIES



- **Culturally tailored outreach**
 - 1 on 1 outreach
 - Text updates & reminders
 - Outreach done by trusted member within Latinx community
- **Held a Loteria (lottery) game night**
 - Open to families/kids
 - Grand prizes to encourage attendance & participation in survey
 - CATERED by Hola!
 - Free event to attend
 - Hosted on a Sunday evening
 - All information in spanish
- **20 participants (business owners & family) attended**





- Latinos are ready to engage about their specific needs and when opportunities for learning and networking are provided **within their own community**
- Latino business owners **have barriers to incentives and opportunities**
 - Lack of valid SSN (although ITIN or EIN holders) which discourages them from applying for grants and funding opportunities
 - Over 33% of the business owners present expressed the ownership of their business is registered under an adult child's name and SSN or a close relative or business partner creating inequities in the cumulative wealth and opportunity for business owners.
 - Language barriers also create inequities in accessibility



What questions do you have or what else would you be interested in learning from this outreach effort?



More outreach to identify specific business needs & concerns in Core Area



Final Report with recommendations/findings

FUNDING PRIORITIES

NEXT STEPS FOR CAAB



CAAB to discuss project and funding priorities

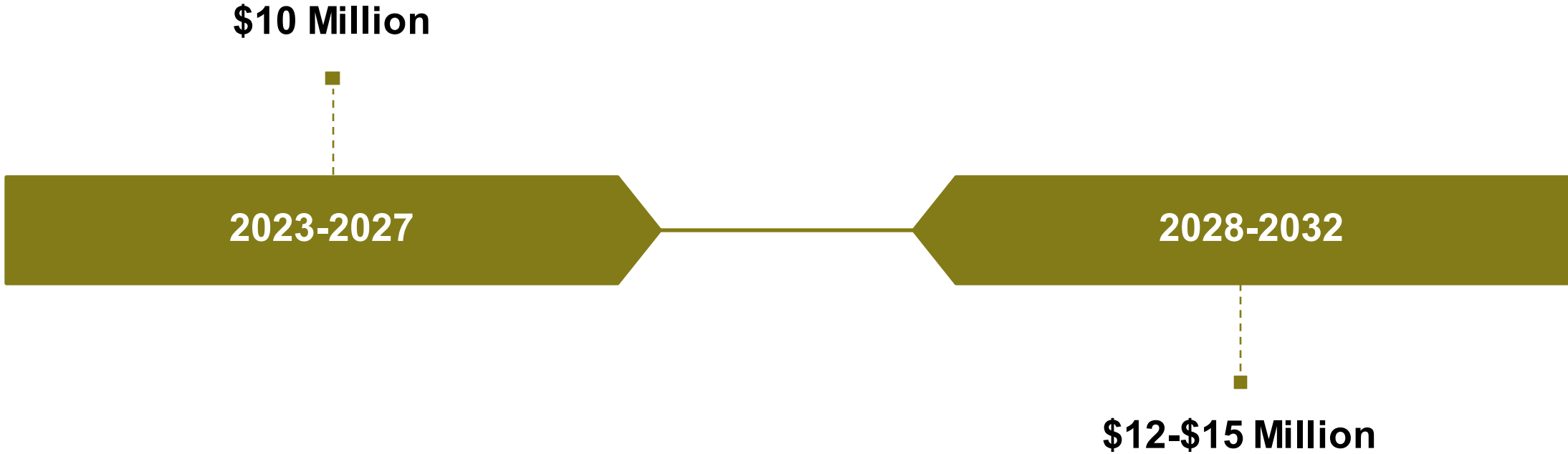
CAAB recommendation to BURA



Staff to develop a budget and Capital Improvement Program (CIP) for CAAB review

Issue debt to fund projects

CORE AREA FUNDING CAPACITY ESTIMATES



2023-2027 FUNDING CAPACITY



We estimate approximately **\$10 Million** will be available to invest in the Core Area between 2023-2027, not including staffing, to be spent on the following types of projects in TIF Plan:

- Transportation, Streetscape, and Utility Infrastructure
- Affordable Housing Redevelopment and Development Assistance, Partnership, and Support
- Business Redevelopment and Development Assistance, Partnership, and Support
- Open Space, Facilities, Amenities, and Wayfinding

2023-2027 FUNDING PRIORITY EXAMPLE



- **Infrastructure \$6-9 Million**
 - Midtown Crossings (Franklin, Greenwood, Hawthorne)
 - 2nd Street Streetscape
 - Colorado Interchange Improvements
- **Affordable Housing \$0-\$500K**
 - No anticipated projects 2023-2027 but have some available for potential opportunities as they arise.
- **Business Redevelopment and Development Assistance \$500K-\$1M**
 - Flexible assistance to developments, focus on Bend Central District, public improvements, and existing business enhancements which could include art installations (murals)
 - \geq \$750,000 assistance to privately owned projects triggers prevailing wage requirements
- **Open Space, Facilities, Amenities, and Wayfinding \$0-\$2M**
 - Park development and/or acquisition support



What projects or project categories are a high priority for you?



How would you prioritize the funds?

NEXT MEETING

THURSDAY, JUNE 16

Location TBA
Likely Council Chambers