



CITY OF BEND

## Agenda

### Core Area Advisory Board

Monday November 14, 2022

Council Chambers, 710 NW Wall Street Bend, OR

10:30am-12:30 pm PST

This meeting will be held in person for board members and via Zoom for members of the public.

**To Join via Computer:** <https://bendoregon.gov.zoom.us/j/89394211564?pwd=STh0YXV1dDM5RUxIS2pFcUVCN3hDQT09#success>

Passcode (if required): **623358**

### You may call into the meeting

- United States Toll Free: 1-888-788-0099
- United States Toll: 1-253-215-8782
- Webinar ID: 893 9421 1564##

If you have **technical difficulties** connecting to the meeting, call 541-410-9341

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## 10:30 a.m. Core Area Advisory Board Subcommittee

### Roll Call

- Corie Harlan, CAAB
- Alyssa Heim, CAAB
- Dale Van Valkenburg, CAAB
- Jeff Baker, CAAB
- Katherine Austin, CAAB & AHAC
- Sharon Smith, Bend LaPine School District
- Keith Dodge, BEDAB Member
- Brianna Manfrass, BEDAB Member
- Cindy King, AHAC Member

### 1. Introductions and Conflict of Interest Disclosures (5 minutes)

*This is the time for committee members to disclose whether any item on the agenda could result in a financial benefit or detriment to the committee member, a family member, a client, or business with which any of them are associated.*

### 2. Core Area Equity Outreach Update (30 minutes)- Janet Serai Llerandi & Allison Platt

Staff has worked with Libre Strategies LLC to develop relationships and better understand Latin @ owned business needs within the Core Area. Staff will provide an update and recommended next steps.

3. **Public Comment (10 minutes)**
4. **Key Questions for Discussion (45 minutes) - Allison Platt, Alex Joyce, and Pauline Ruegg**

Please see questions and examples on next page to help guide discussion.

- a. **WHAT** are the Priority Project Types?
- b. **WHO** are the priority beneficiaries?
- c. **WHERE** are the highest priority locations (*in the near term*)?
- d. **WHY** are the funds needed (problems to overcome)?
- e. **HOW** will the funding and investments be structured?

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# Business Improvement Programs- Questions for Discussion

- **WHAT are the Priority Project Types?:**

- External or internal improvements - or flexible?
- Hard and soft costs (design assistance)?

**Priority Investments:** ground level pedestrian zone upgrades that improve street environment and identity of district

- Facade upgrades (windows, doors, signage, lighting, awnings, murals)
- Sidewalk/Public ROW improvements
- Landscaping
- Accessibility upgrades

**Stabilization investments:** helping to stabilize existing owners or businesses (anti-displacement)

- Structural or life/safety upgrades
- Mechanical systems
- Energy efficiency upgrades
- Roofs
- Parking upgrades

**Professional assistance (soft costs)**

- Equipment purchase
- Development services (architectural, design, engineering, market/financial analysis)

- **WHY are Funds Needed (Problems to Overcome)?:**

- Small businesses lack capital to start/improve business and/or rising district rents threatens displacement
- Improve storefront appearance and pedestrian experience overall
- Public improvements and upgrades triggered by change in use/building upgrades
- Incentivize private investment on streets being improved with TIF investments or other priority streets in the Core

- **WHO are the Priority Beneficiaries?:**

- **Specific end users?:**

- Businesses owned by women, minorities, and/or veterans
  - What % of ownership to qualify for this?
- Small businesses
- Local businesses
- Business organization/merchants association - organizations that support the businesses
- Regular district events - events and programming that support businesses

- **Specific use types?:**

- Businesses that generate employment/offer training
  - High wage businesses?
- Food/beverage/events focused-businesses
- Entertainment or recreation-based businesses

- **WHERE are the Highest Priority Locations (*in the near term*)?:**
  - Certain streets or frontages?
    - Capitalize on public investments in E-W spines (Greenwood, Hawthorne, Franklin)
    - Future investments on 2nd
    - What about 3rd? ODOT improvements happening now
  - Subdistricts within URA boundary? BCD?
  - Key opportunity sites
  
- **HOW are funds distributed?**
  - **Structure/amount of funds?** Should there be a difference in the amount of funds for different types of projects? *Is there a dollar amount or time limit on how applicants can use this fund, e.g., if the use of funds for substantial improvements triggers ROW improvements, can applicant also apply to fund those?*
    - Grant?
    - Loan?
    - “Tax exemption” (annual reimbursement)?
    - Requirement for matching funds?
    - Same amount for hard vs. soft costs?
    - Grants to building owners or tenants? (Support stabilization investments to avoid accidental gentrification if supporting a specific business (tenant) is the goal.)
  - **How to make funds most accessible?**
    - Easy to access website/application materials
    - Rolling or fixed application period?
    - Limited application materials
    - Staff assistance in accessing resources and completing applications