

## Bend Program-FY 23/24-24/25 Goals and Objectives:

1. Attract and relocate six traded-sector businesses to Bend, adding 60 well-paying new jobs.
2. Solidify Bend as a top 10 start-up hub, maintaining and growing the existing entrepreneurial ecosystem and promoting the Bend Venture Conference (BVC) as a premier angel investor conference.
  - a. Maintain portfolio of 80+ promising Bend start-ups
  - b. That portfolio generates at least 130 jobs
  - c. With EDCO's help, startups raise \$20M in growth capital
3. Through business retention and expansion efforts and strengthening industry clusters, add or retain 400 jobs in Bend's five key traded sector industries: 1) Advanced Manufacturing, 2) Scientific, 3) Technology, 4) Lifestyle Products, and 5) Headquarter/Management Operations.

### ***Deliverables (Goals 1-3):***

- Annual and quarterly reports within 30 days of each quarter end to the City of Bend that reports on status towards meeting goals and objectives above. Including;
    - Completion of Move, Start and Grow projects and number of related jobs added or retained
    - Status of pending Move and Grow projects and Start portfolio
    - Status of Start projects growth capital raised
    - Volume of outreach contacts with local businesses resulting in assistance or referrals
    - Quarterly meetings with City Economic Development staff, EDCO to organize meeting and prepare agenda
    - Summary of findings from one-on-one discussions with traded sector businesses on barriers to expansion or relocation.
4. Enhance the long-term financial stability of the Bend Area Program: Evaluate a fee structure to support the Bend Enterprise Zone with the Bend City Council as allowed under state statute.

### ***Deliverables (Goals 4):***

- Memo to the City of Bend by October 31, 2023 that includes research on other Enterprise Zone fees across the state, the reasons supporting a fee to support the Bend Enterprise Zone, a proposal for a reasonable fee including assumptions and proposed use of fee proceeds.
5. Participate in the creation and adoption by City Council of the City of Bend's Economic Development Strategy with a focus on identifying target industry sectors for recruitment and tactics to support job creation in key

geographic areas including the Bend Municipal Airport, Juniper Ridge, and Core Urban Renewal Area.

***Deliverables (Goal 5):***

- Participation in BEDAB meetings
- Participation in Economic Development Strategy stakeholder meetings
- Participation in the RFP process for making industrial land in Juniper Ridge available to developers
- Support City staff in reaching out to target industry sector businesses

**Other Notable Goals:**

- Facilitate action with local businesses and workforce development initiatives to help better prepare existing and emerging workforce. Share best practices for recruitment, advertising, hiring, and onboarding employees.
- Maintain a strong resource list of capital partners and finance resources to support start-up and growth of Bend's traded-sector companies.
- Advocate and support industry sector collaboration, associations, and strategic initiatives (like Cultivate Bend, Bend JavaScript, the Oregon Outdoor Alliance, the OSU-Cascades Innovation Hub/District).
- Participate in affordable housing initiatives that improve workforce housing availability.
- Advocate for and help to facilitate construction of new commercial and industrial space and increased industrial land supply for development in Bend.
- Advocate for increased commercial air service at Redmond Airport.
- Help the City to identify and refine the economic development objectives for Bend Municipal Airport and pursue job creating projects in support.
- Work with private and public utilities on industrial land readiness.
- Play a lead role in sustaining existing and adopting new local and statewide economic development programs that accomplish EDCO's and BEDAB's mission and strategic plan.