



# ECONOMIC DEVELOPMENT

## **BEDAB 2022-24 Draft Strategic Plan**

Every three years, the Bend Economic Development Advisory Board (BEDAB) is required under City Code to create a Strategic Plan detailing proposed activities and efforts in line with the BEDAB's stated mission to:

1. Advocate: Provide input into city policy and procedures from a private sector perspective.
2. Facilitate: Broker entrepreneurial support among existing community resources.
3. Market: Brand and guide marketing efforts of Bend as "Open for Business".
4. Coordinate: Organize and oversee city resources applied to economic development.

After holding a number of discussions in late 2021 and early 2022, the BEDAB voted to approve the plan below 8-0 at their meeting on June 6, 2022. City Code requires the Bend City Council to consider the plan before formal adoption.

### **Promote city policy and activities that align with key business needs and address business community concerns:**

1. Monitor permitting metrics, release a quarterly report detailing review times and volumes via the Business Registration Newsletter
2. Propose enhancements to the city's permitting system that reflect development communities concerns and needs around review times and certainty
3. Monitor available land supply/land inventory, review updates to the City's BLIS land inventory system, request inclusion of commercial and industrial land absorption data.
4. Support the continued implementation of the Juniper Ridge Work Plan
5. Support policy that allocates funding for critical infrastructure investment
6. 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

**Monitor and provide input on other relevant City policies relating to economic development:**

1. Provide input on public safety policies that impact businesses
2. Support policies that provide for a spectrum of workforce housing opportunities
3. Support the development of new childcare supply in Bend through:
  - Advocating for a continued reduction in childcare transportation SDCs in late 2022
  - Monitoring the effectiveness of City childcare development assistance program, suggesting changes where necessary
4. Connect businesses to workforce development opportunities through quarterly spotlights on Worksource and East Cascades Works programs in the Business Registration Newsletter

**Lead the development of an Economic Development Strategy as a critical component of a citywide Economic Opportunities Analysis and future Urban Growth Boundary (UGB) expansion efforts:**

1. Gather information necessary to identify key industry trends relating to industrial and commercial land use within Bend.
2. Host three focus groups with relevant industry representatives and partners to review industries likely to continue to grow locally within the next 20 years
3. Review Bend's economic competitiveness through a SWOT analysis, leveraging EDCO's relationship with local traded sector businesses.
4. Review a high-level Economic Development Strategy with the Bend City Council by the first quarter of 2023.

**Maintain oversight roles for the City of Bend's contracts and grants relating to economic development and business assistance:**

1. Visit Bend and their annual Business Plan
2. EDCO's biannual contract with the City of Bend
3. Existing City American Rescue Plan Act (ARPA) grants for childcare & workforce development
4. Opportunistically pursue future investments via ARPA that address key business needs as the economy recovers from the pandemic