



CITY OF BEND

Business Assistance Subcommittee

Core Area Advisory Board

April 24, 2024

Goals for Today

- Provide overview of existing Business Assistance program
- Identify areas for improvement for future Business Assistance Program funding cycles including:
 - Program Policy
 - Design & Construction Assistance
 - Scoring Criteria
 - Review process
 - Timeframe for scoring
- Provide staff and the full CAAB with direction for program recommendations for the May 14 CAAB meeting



BUSINESS ASSISTANCE UPDATE SCHEDULE

2024				
Q1	Q2		Q3	Q4
CAAB Meetings	May 16		August 15	November CAAB to score applications
Business Assistance Subcommittee	April 23	July?		Oct?
Incentives Policy & BURA Schedule	May 15 Housing	July 17 Econ Dev	August All Incentives	Stakeholder Outreach Policy Adoption
Core Area Business Assistance Program			August 21	Application Period Dec 4/18

BURA to consider policy changes to Business Assistance Program

BURA to consider Business Assistance Awards

Tentative July or August Subcommittee Meeting

Staff may need one additional check-in with this subcommittee in July or early August prior to BURA consideration of program changes on August 21.

If so, staff have identified several times and wanted to check in on availability of members to attend

- Monday, July 22 9-11am
- Tuesday, July 30 9am-3pm
- **Wednesday, July 31 1-3pm (preferred)**
- Thursday, August 1 anytime
- Monday August 5 anytime
- Tuesday August 6 before 3pm



Existing Program Policy

- Options for applicants to apply for design or construction assistance
 - Design Assistance- \$5-7,500 grant award for City to contract with firm to complete conceptual level designs for a project and receive bids to complete that work
 - Construction Assistance- grants up to \$50,000 for internal and external building improvements
- Scoring Criteria
 - Catalytic Potential: Project has catalytic potential (0-30 pts)
 - Equitable Outcomes: Primary beneficiaries of the project are a program priority (0-30pts)
 - Project Need: There is a demonstrated need for financial assistance (0-20pts)
 - Near-term Impact: Investments can be made soon (0-20pts)



Existing Program

2023

- 6 of 7 businesses that applied were awarded funding
 - CAAB had recommended funding to all seven, BURA reallocated some funds from one applicant to support funds for the two childcare operators that applied
- Grant amounts ranged from \$7,250 to \$24,500
- Grant requests ranged from \$10,000 to \$50,000
 - Total project costs ranged from \$14,000 to \$400,000
- Grant agreements executed with two of 6 businesses (today)
 - Dogwood Cocktail Cabin
 - Growing Tree Children's Center



Project Eligibility

Projects Must:

- Be located within the Core TIF Area
- Be located on a site with an existing or planned ground floor commercial use
- Business tenancy must be demonstrated through ownership of site, a current lease, or letter of intent to enter into a lease
- Proposed improvements must comply with applicable City of Bend standards and are a permitted or conditional use in the zone
- Applicant must be building owner or tenant with owner authorization

Eligible Uses:

- Building façade or exterior upgrades (doors, window, lighting, signage, siding, awning, paint, murals)
- Frontage improvements (sidewalks, landscaping, accessibility upgrades, pedestrian amenities and utilities)
- Internal or external building renovations (accessibility upgrades, improvements to older buildings to meet current codes, mechanical/electrical and building safety upgrades, energy efficiency improvements)
- Permit fees
- Design services such as architectural or engineering costs



Existing Program Policy

Match Requirements

Grant Award	Match Requirement
≤\$10,000	0% match
\$10,001-\$25,000	25% match
>\$25,000	50% match



Business Survey Responses

Areas for improvement

- Applicants were not able to retrieve documents that they had submitted

Applicants that used consultant support for their application:

- One business did not apply because they could not receive owner authorization
- More time/guidance for applicants to get construction bids/estimates

CAAB Survey Responses

What went well

- Appreciated staff recommendation on funding allocation with options to tweak the recommendation
- Most members felt applications were complete
- Most members felt the review process went pretty well (for the first time)

CAAB Survey Responses

Areas for improvement

- Program Policy
 - Scoring (weighing project need more than catalytic potential, better defining catalytic)
 - Consider minimum grant amount based on staff resourcing necessary for each grant
 - Design vs. Construction Assistance
 - Balancing internal vs. external improvements
 - Clarity from BURA on priority for childcare vs. catalytic investments
 - Consider restrictions for eligible projects (specifically parking lot improvements)
 - Clarification on improvements related to ADA
- Applications
 - Consider a review for proposed project's code compliance
 - Request additional clarity on how grant funds will be used
- Review Process
 - Consider reviewing over two meetings to allow more time to hear from other members before finalizing scoring
 - Clarity on how scoring for design vs. construction assistance is handled in excel spreadsheets



Staff Identified Improvements

- **Program Policy Changes**
 - Update scoring criteria to reflect Council goals/priorities (childcare vs. catalytic)
 - Need policy on whether applicants that have received funding in past program cycles are eligible to receive funds in future program cycles
 - **Recommendation:** Identify max amount over 5-year period that any one applicant can receive
 - Clarity on how match requirement will be calculated in program policy
 - Require that real property improvements must be maintained for 10 or more years in program policy to match grant agreement requirements,
- **Application Changes**
 - Clarity for applicants on submission requirements (ie. detailed project budget)
 - Most applicants did not include a budget in their initial submission
 - Clarity on treatment of ADA/accessibility projects
 - Updates to owner authorization form (ensure owner agrees to proposed design)
- Balance with other potential incentive programs that could be rolled out



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

Discussion

Scoring Criteria

CATALYTIC POTENTIAL: Project has catalytic potential (0-30 pts)

- Project improves the experience of customers and/or people walking, biking, rolling, and/or using transit, the aesthetics of the district, and the opportunity for customer-facing business success
 - Customer facing businesses = public facing businesses (ie. Retail, not office)
- ~~Improvements will stay in the district/building and will last 10 or more years~~
- Project is likely to attract other redevelopment to the area
- Project or improvements are located on a street facing location and/or visible from the street or public sidewalk
- The project is located in the Bend Central District as defined by Bend Development Code 2.7.3205
- Project is within two blocks of other planned investments (Franklin Avenue, 2nd Street, Hawthorne Avenue, Greenwood Avenue, and/or major private development)



Scoring Criteria

EQUITABLE OUTCOMES: Primary beneficiaries of the project are a program priority (0-30pts)

- The business is local (headquarters are, or will be located, in Core TIF Area), small (10 or fewer employees), and/or customer-oriented (ie. retail, not office)
 - Business has been in district for 5 or more years (measured by date application is received)
 - The business ownership includes 50% or more ownership by a person or people who identify as at least one of the following or the mission of the business is to support one of the following identities:
 - Lower socioeconomic status (<80% Area Median Income)
 - Woman
 - Black, Indigenous, and/or Person of Color (BIPOC)
 - Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual, Two-Spirit (LGBTQIA2S+)
 - Veteran
 - Person with a disability
 - Non-English Speaking
 - Non-citizen
 - The business includes one of the following uses or provides the following services:
 - Customer facing business (public facing including retail; not office)
 - Food and/or beverage
 - Entertainment/art
 - Childcare
 - Makers (art, craft, design, or production related businesses including but not limited to artisanal foods, baked goods, brewing, decorative arts, glassblowing, pottery, printmaking, textiles, traditional crafts, reuse, and woodcrafting)
- ~~Business has multi-year lease and/or options for renewal~~ (recommend making as a program requirements vs. scoring criteria)



Scoring Criteria

PROJECT NEED: There is a demonstrated need for financial assistance (0-20 pts)

- The business is undercapitalized (any business that is unable to access equity and/or traditional debt resources) or at risk of leaving the Core Area or won't be able to start operations in the Core Area if improvements aren't made. The need for funding assistance is demonstrated by information provided by the applicant

NEAR TERM IMPACT: Investments can be made soon (0-20pts)

- "Soon" is measured by whether the applicant has a design concept or completed design and/or architect or contractor secured



Accommodation Information for People with Disabilities



To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact Allison Platt at aplatt@bendoregon.gov or 541-322-6394; Relay Users Dial 7-1-1.