



CITY OF BEND

# **Bend Economic Development Advisory Board Meeting**

December 1, 2025

# Public Comment

# Mayor Pro Tem Perkins Updates

# Approve October 6 Meeting Minutes

# Next Steps on Economic Development Strategy and BEDAB Workplan

# BEDAB Agenda Formation Jan-July 2026 (Tentative)

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## January:

- Review Draft Economic Development Strategy
- Update on the Growth Plan Process
- Electrification
- Development Activity and Permit Fee Update
- Update on Contracted Services

## February:

- Final Review of Economic Development Strategy
- Small Business Development Program
- Parklet Program

## ***February 18- Council Work Session Scoping Code Updates***

## March:

- Review findings from Public Assembly Venue Feasibility Study
- BEDAB Discussion about Potential Code Changes
  - Required materials: Recommendation from BEDAB, Draft Code, Issue Summary

## April:

- Electrification
- BEDAB Drafts Workplan (Remainder of 26-27 Biennium)

## ***April 15- Potential First Reading of Recommended Code Package***

## May:

- Visit Bend Business Plan and Budget Review
- BEDAB Refines and Finalizes Workplan

## ***May- Second Reading of Recommended Code Package (Code becomes effective 30 days after 2<sup>nd</sup> Reading)***

## June:

- Recommendation for Visit Bend Business Plan and Budget
- Review of Downtown Bend Business Association Economic Improvement District

## ***June- Council Considers BEDAB Workplan***



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# Economic Improvement Districts

PROPOSAL

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# **BEND CENTRAL DISTRICT ECONOMIC IMPROVEMENT DISTRICT**

PRESENTED BY THE BEND CENTRAL DISTRICT BUSINESS ASSOCIATION



## WHAT IS AN ECONOMIC IMPROVEMENT DISTRICT?

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An Economic Improvement District (EID) is a designated geographic area within a city or county where property owners agree to pay an additional fee or assessment to fund services, programs, or improvements that directly benefit that district.

These districts are usually established by local governments in partnership with businesses or property owners and are **designed to enhance the economic vitality and attractiveness of the area.**

# FUNDS COLLECTED ARE TYPICALLY USED FOR:

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## *Beautification* **Public Space Improvements**

(streetscapes, lighting,  
landscaping)

## *Awareness* **Marketing & Events**

(branding, festivals,  
promotions to attract  
customers)

## *Livability* **Safety & Sanitation Services**

(security patrols, cleaning,  
graffiti removal)

## *Growth* **Business Development**

(supporting local  
businesses, drawing in new  
investment)

# Why establish the BCD as an EID



### Directly Maximizes Urban Renewal Efforts

Urban Renewal investments are in place; an EID provides a flexible, reliable revenue source to accelerate impact.

### Stabilizes Organic Momentum

An EID can provide structure, staffing, and consistent funding to support current, ongoing community-driven improvements.

### Expedites Development

EID funds are fast-moving, enabling immediate visible improvements that reduce risk and attract private investment.

# PERIMETER

- 01 We are proposing that the EID would adhere to the existing perimeter of the Bend Central District demarcated by the City of Bend
- 02 Tax would apply only to all commercial properties within the perimeter.
- 03 Tax rate is based on building sq. footage vs. property sq. footage

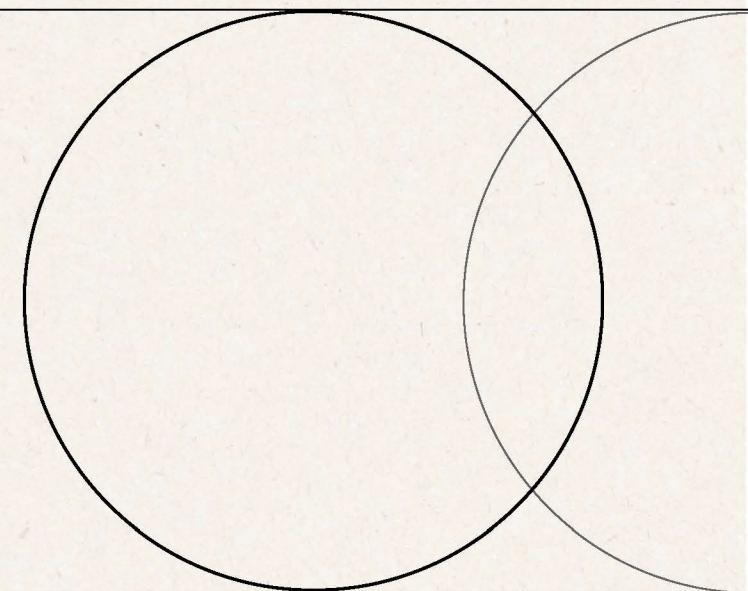


## TAX ANALYSIS

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Proposed recommendation for the rate of assessment is based on a collaborative R&D process that has included city staff, building and business owners along with the BCDBA Board.

<b>Rate</b>	<b>Estimated Annual Revenue</b>
\$0.05	\$89,717
\$0.10	\$179,435
\$0.15	\$269,153
\$0.20	\$358,871



## TAX ANALYSIS (CONT.)

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### Sample Property Table (Flat Rate Snapshots - Estimated Tax/Per Month)

Property	\$0.20/mo	\$0.15/mo	\$0.10/mo	\$0.05/mo
Campfire (6 lots)	\$667	\$500	\$333	\$167
Open Space	\$135	\$101	\$67	\$34
Somewhere That's Green	\$69	\$52	\$35	\$17
Les Schwab (pre-dev)	\$417	\$312	\$208	\$104
Dogwood (~3500 sq. ft.)	\$59	\$44	\$29	\$15

## PROPOSED TAX

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This proposal models a three year duration with a 1¢ addition each year. The EID would be re-assessed during the third year for continuation.

### 3 Year Stepped Projection

Year	Rate	Total Estimated Revenue
1	\$0.10	\$179,435
2	\$0.11	\$197,379
3	\$0.12	\$215,322

# How EID dollars can have the most impact in the BCD



### Marketing & Events

Marketing efforts have the most direct ROI for the full range of BCD businesses.

### Beautification

Placemaking efforts can be scaled to the budget and can be broadly interspersed in the District.

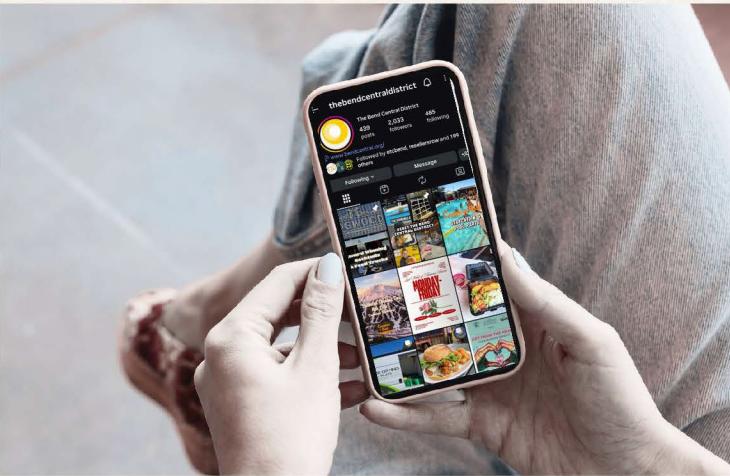
### Staffing

Allows for a staff person(s) to manage, implement, and sustain projects.

# MARKETING & EVENTS

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**Brand the District | Grow Awareness & Foot Traffic | Bring People to the Neighborhood**



## Visible Cohesion

Business map,  
Neighborhood Signage,  
Outreach

## Online Presence

Business Directory, Website,  
Social Media, Newsletters,  
Press Releases

## Events

Festivals, Block Parties,  
Community Networking Events

# BEAUTIFICATION

**Focus on Placemaking**

**Create Opportunities for Artists**

**Promote Innovation & Collaboration**



## Examples

- Annual Mural Project/Festival
- Pedestrian Crossing Installations
- Micro-Gardens or Pocket Plazas
- Seasonal Art Collabs w/Businesses

# STAFFING

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## Part Time Executive Director

A dedicated project manager will ensure continuity, accelerate progress, and ensure that the district's improvements are actively leveraged.



### Coordinates Projects

Ensures all approved projects are executed consistently.

### Leverages Outside Funding

Writes grants, secures partnerships, and coordinates with the urban renewal agency.

### Engages Stakeholders

Serves as a daily liaison with property owners, tenants, developers, and city officials.

### Activates the District

Plans events, promotions, or seasonal campaigns.

### Maintain Momentum

Ensures that small, visible wins (like new banners, lighting fixes, or planters) happen regularly.

# Small Steps, Big Wins



### Projects Can Be Scaled To Budget

Projects will be prioritized based on impact and financial efficiency.

### Beautification Efforts = Safer, Cleaner Neighborhoods

An increase in arts & community engagement will organically work to alleviate 'dead zone' activity.

### 'Activation' Attracts More Investment

Initial projects will grow more interest from stakeholders resulting in increased EID funding to have bigger impact.

# PROJECT POTENTIAL POST 3 YEARS

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## Capital Improvements

- Funds would be used solely for maintenance of existing TIF/BURA-installed assets (street lights, etc.) vs. new capital projects.
- Prototyping Improvements Along 2nd St (Franklin → Greenwood)
- Build Processes that Speed Up Future Improvements

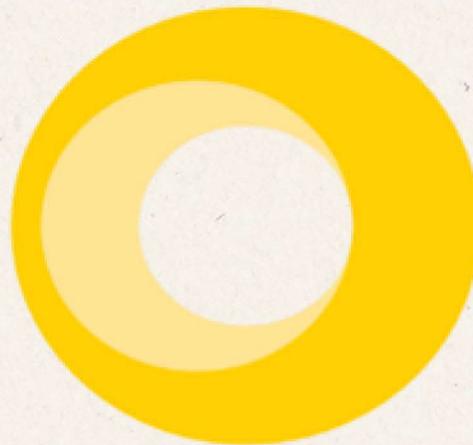
## Public Safety

- District ambassadors / security teams
- Lighting upgrades & CCTV
- Coordination with police
- Outreach + de-escalation efforts
- Rapid graffiti/vandalism cleanup



THANK YOU

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**BEND CENTRAL  
DISTRICT  
BUSINESS ASSOCIATION**

# Core Area Advisory Board Recommendations

# Core Area Advisory Board – Core Recommendations

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**BURA Recommendation 1** - Adopt financial and operational policies independent of the City.

**Council Recommendation 1** – Explore the creation of time-limited Bend Central District incentives, specifically System Development Charge assistance and changes to Capital Improvement Project Assistance.

**Council Recommendation 2** – Consider redesignating industrial zoning in the Core area to mixed-use and expand allowable uses and spaces for targeted business operations.

**Council Recommendation 3** – Recommend expedited permit review times and change in minimum development standards and adaptive reuse fees.

**Council Recommendation 4** – Prioritize Core Area Public Infrastructure Needs and Projects that advance City-owned property development, work in partnership with site owner to relocate the Bottle Drop, develop parks in the area, and determine highest priority CIP projects that boost housing capacity in the BCD.

**Council Recommendation 5** – Recommend that BURA provide adequately time and scheduling for BURA funding considerations and consider future governance structures to deploy tax increment finance to accomplish urban renewal plan goals.



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# Ex-Officio Updates

# Roundtable and Future Topics

# Language Assistance Services & Accommodation Information for People with Disabilities

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You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please contact Cyrus Mooney at

[cmooney@bendoregon.gov](mailto:cmooney@bendoregon.gov)



## **Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad**

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto con Cyrus Mooney at [cmooney@bendoregon.gov](mailto:cmooney@bendoregon.gov)



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