



CITY OF BEND

RE: Transmittal Memo Regarding the 2025 Economic Development Strategic Plan

Subject: Approve the Economic Development Strategic Plan Framework and commencing the Bend Economic Development Strategic Plan Development Project Invest Bend.

Staff Member, Department: Jonathan Taylor, Urban Renewal; Cyrus Mooney, Economic Development

Meeting Date: 4/7/2025

Action(s) Required

Information/Direction

Recommendation

Recommended Action(s)

1. Approve the Economic Development Strategic Plan Framework
2. Identify key stakeholders for one-on-one interviews
3. Identify primary focus group organizations for approval by April 21, 2025. *Invitation for participation will be mailed April 22*
4. Appoint BEDAB members to project management areas
 - a. Data Review
 - b. Stakeholder Interviews
 - c. Focus Group Meetings
 - d. Broad Engagement
 - e. Vision
 - f. Mission/Values
 - g. Goals/Objectives
 - h. Document Creation

Discussion Points

On April 2, 2025, the Bend City Council approved the Invest Bend Project – The Bend Economic Development Strategic Plan Framework and directed the Bend Economic Development Board to oversee and advise the project management team.



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The *Invest Bend* campaign will be a one-year effort to strategically plan the economic development and urban renewal policies and investments for the City of Bend for the next 10 years.

The goal of the *Invest Bend* Project is to identify objectives that cultivate stable, long-lasting, and equitable opportunities for upward economic mobility for all who reside in Bend.

The Bend Economic Development Advisory Board (BEDAB) will be the *main advisory board* is to provide strategic advice during plan development, assist in making informed decisions about project direction and information, identify new opportunities for engagement, provide feedback on draft documents, and recommend final product to the Bend City Council.

Determine how other City Advisory Bodies will participate in this process.

Decision Points

1. Identify community members for the *Invest Bend* Focus Group. BEDAB will need to solicit and approve a maximum of 20 members from primary business and community organizations. Framework has example organizations.
2. Assist with identifying key stakeholders for one-on-one staff interviews.
3. Appoint up to 2 BEDAB members (or agree on structure for participation) for the following project areas.

Project Area	BEDAB Member Responsibility	Time Frame
Data Review	Assist staff will distilling down important data, assist with creating narrative presentations	June 1 - 10
Stakeholder Interviews	Assist staff will drafting key questions for proposed stakeholder interviews, distill results, and preview interview report	May 1 - 30
Focus Groups	Assist staff with focus group facilitation discussion questions, distill results, and preview interview report	May - August
Broad Engagement	Assist staff with broad community engagement efforts, survey questions, distill results, and preview initial report	July - August
Values	Assist with overseeing values development	June - July



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Vision/Mission	Assist with overseeing vision/mission development	June - July
Goals/Objectives	Assist with goals/objectives development	July - September
Document Creation	Assist with document creation and design	September - November

Attachments

- 2025 Economic Development Strategic Plan Framework