



**Subject:** Invest Bend Project Update

**Staff Member, Department:** Jonathan Taylor, Urban Renewal Manager, Cyrus Mooney, Business Development Manager

**Meeting Date:** 7/17/2025

### **Action(s) Required**

- ☒ Information
- ☒ Recommendation
- ☒ Direction

### **Project Overview**

The Invest Bend Project is a campaign for community prosperity that will result in the establishment of the first economic development strategic plan for the City of Bend.

The Campaign has six core components:

- 1. State of Housing**  
An inaugural, annual report that details market affordability for Bend residents for the homeownership and rental markets.
- 2. State of the Economy**  
An inaugural, annual report that details the macro and local economic conditions of the Bend economy.
- 3. Labor and Industry Cluster Analysis**  
Building on the Target Sector Analysis, this analysis will identify the supply chains of identified target sectors of the Bend economy and the associated labor aspects required to grow, recruit and retain these industries.
- 4. Economic Development Strategic Plan**  
The primary document of the Invest Bend campaign, the EDSP will be a 10-year guiding document on strategic initiatives and objectives to realize the adopted vision. The plan is broken into four elements:
  - a. Foundations
    - i. Vision
    - ii. Guiding Principles
  - b. Landscape
    - i. Demographic Assessment



CITY OF BEND  
BEND URBAN RENEWAL AGENCY

- ii. Livability Assessment
- iii. Economic Assessment
- c. Engagement
  - i. Focus Group Feedback
  - ii. Stakeholder Interviews
  - iii. Area Worker Survey
  - iv. Business Survey
- d. Core Initiatives
  - i. Initiatives
    - 1. Objectives
  - ii. Measures of Success

#### 5. 5x2 Plan

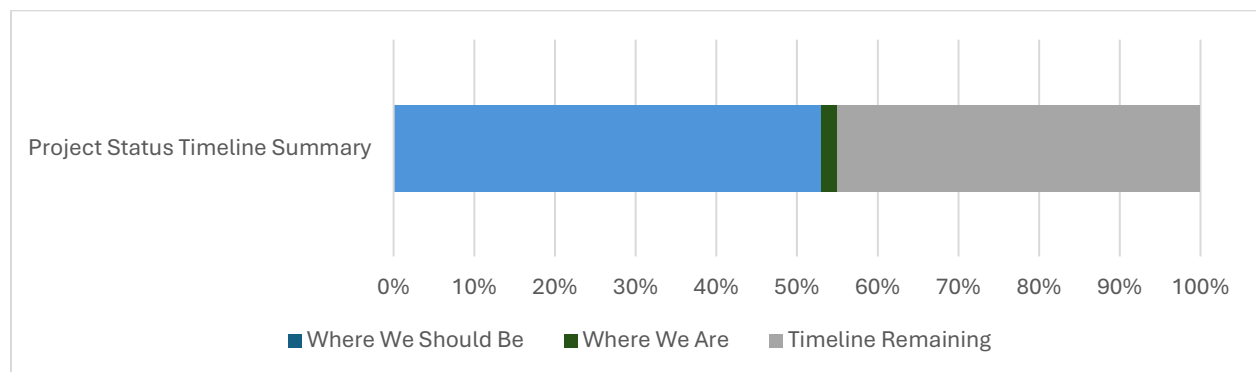
An implementation plan that identifies five objectives that can be completed within each biennium.

#### 6. The Bend Urban Renewal Investment Strategy

A biennium strategy that identifies key areas of investment in established tax increment investment areas.

## Project Components Update

Based on the project approved timeline with a City Council adoption by December 4, 2024, the project should be 53% completed. Currently, the project is completed at 55%, slightly ahead of the anticipated timeline. Most of the preliminary work is data formation, focus group implementation, and stakeholder interviews. Stakeholder interviews have been delayed to incorporate the Economic Development Officer's participation and input. All other components are either ahead of schedule or on track.





CITY OF BEND  
BEND URBAN RENEWAL AGENCY

The following is the current status as of July 16, 2025 of each of the Campaign Components:

1. State of Housing (90% completed)- anticipated release July 31
2. State of the Economy (60% completed) – anticipated release July 31
3. Labor and Industry Cluster Analysis (0%) – anticipated release September 31
4. Economic Development Strategic Plan (45%)
  - i. Foundations – (August) (60% completed)
  - ii. Landscape – (September) (50% completed)
  - iii. Engagement – (September) (0% completed)
  - iv. Core Initiatives – (November) (0% completed)
5. BURA Investment Strategy (50% completed)

### **Economic Snapshot Data**

This data is a brief high-level overview and summary of both the State of the Economy Report and the EDSP Economic Assessment.

Please see attached PowerPoint for data.

### **Focus Group Summary**

Please see attached summary reports.

### **BEDAB DIRECTION**

City staff is also requesting the following proposed changes to the focus group engagement subcomponent of the Invest Bend EDSP:

There are two staff recommendations:

Recommendation 1:

Create a focus group that provides a session on higher risk or underfunded businesses, with particular emphasis on minority-owned businesses.

Recommendation 2:

Create a fourth opportunity for the Invest Bend Focus Group to meet, review, and provide final recommendation on the Invest Bend Strategy for the Bend Economic Development Advisory Board.



### **BEDAB Members Working Group Needed**

	<b>BEDAB Member Responsibility</b>	<b>BEDAB Member</b>
Data Review	Assist staff with distilling down important data from the landscape assessments	Gary North, DaWayne Judd
Stakeholder Interviews	Assist staff with drafting key questions for proposed stakeholder interviews, distill results, and preview interview report	Jillian Taylor, Jennifer Gould
Focus Groups	Assist staff with focus group facilitation discussion questions, distill results, and preview interview report	DaWayne Judd, Jillian Taylor, Jenn Lynch
Broad Engagement	Assist staff with broad community engagement efforts, survey questions, distill results, and preview initial report	Need Members
Values	Assist with overseeing values development	Gary North, DaWayne Judd
Vision/Mission	Assist with overseeing vision/mission development	Gary North, DaWayne Judd
Goals/Objectives	Assist with goals/objectives development	Need Members
Document Creation	Assist with document creation	Need Members

### **Attachments**

- Livability and Economic Snapshot Presentation
- Focus Group Meeting 1 Summary
- Focus Group Meeting 2 Summary
- Draft 1 Vision and Principles