



CITY OF BEND

# **BEDAB Slides - EDSP**

# Comprehensive Purpose

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- This plan will be recognized as the first ever economic development strategy that will be multifaceted as an action plan with goals and strategies (in alignment with local, regional and state plans); an education document of what economic development is and why communities should embrace it; and how we will measure success.

This is why inside the front cover will be the tag line:

*Building the Foundation*

# Draft Final Structure of the EDSP

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1. Welcome Letter – The Mayor
2. Executive Summary – One-page visual summary of the plan
3. Introduction
4. The State of the City (economic context)
5. Vision and Principals
6. Action Plan
  - Goal 1 – Build a More Business Friendly Environment
  - Goal 2 – Compete Through Our Competitive Advantages
  - Goal 3 – Cultivate the Entrepreneurial Spirit
  - Goal 4 – Support Opportunities that Open Doors to All
  - Goal 5 - Ensure All Neighborhoods Are Vibrant and Resilient
7. Appendix A – Industry Cluster
8. Appendix B – SWOT Analysis
9. Appendix C – State of Housing
10. Appendix D – State of the Economy

# Draft EDSP *Introduction*

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- Overview of the Invest Bend Campaign
- Transformative moment
  - “Why now”
- What is economic development
- Why local communities should engage in economic development
- Project approach
  - The process
- Planning framework
  - How we developed it with data, outreach, and focus groups
- Summary

# Draft State of the City

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## Economic Context

1. “BEND AND CENTRAL OREGON IS THE POPULATION GROWTH ENGINE OF OREGON”
2. “BEND’S ECONOMY IS ONE OF THE FASTEST GROWING IN OREGON”
3. “BUSINESS INVESTMENTS HIGH AND HEALTHCARE REMAINS LARGEST SECTOR”  
“REAL ESTATE MARKETS HOLD STEADY, REMOTE WORK SURGES, COMMUTING PATTERNS SHIFT”
4. “LABOR FORCE PARTICIPATION REMAINS HIGH AND EDUCATION ATTAINMENT GROWS”
5. “INCOMES GROW BY DISPARITIES CONTINUE”
6. “AFFORDABLE HOUSING IS NEEDED TO RETAIN AND ATTRACT NEW BUSINESS AND TALENT”
7. “BUSINESS CLIMATE LOW”

# Draft Goals

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## Economic Context

1. Build A More Business Friendly Environment
2. Compete Through Our Economic Advantages
3. Cultivate the Entrepreneurial Spirit
4. Support Opportunities That Opens Doors for All Residents
5. Ensure All Neighborhoods Are Vibrant and Resilient

# DRAFT GOAL AREA BREAK DOWN

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**These sections of the plan will have the following:**

1. Goal Mission Statement
2. Why It Matters
3. “How Will This Benefit My Businesses”
4. Strategies
5. Actions
6. National Best Practice Example
7. How We Will Measure Progress