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The Vision

Bend is a nationally competitive economic center in the Pacific Northwest with inclusive access to economic opportunities for all.

Guiding Principals

Inclusive Economic Growth where we prioritize economic and community investments that result in real opportunities for all residents.

Supportive Business Environment that cultivates a place where all business find an attractive environment to start, grow, innovate, and thrive.

Adaptable and Innovative approaches to policies and investments that respond to business needs, market conditions, and community desire.

Education and Skills Development that provide every resident access to a meaningful, family sustaining career.

Resilient and Sustainable Environment that provides an enduring economy that can adapt to shocks and disruptions while complimenting our natural assets.