



CITY OF BEND

Invest Bend

An Economic Development Strategic Plan Project

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Project **PURPOSE**

Develop the first Economic Development Strategic Plan to guide the City's economic development programs, policies, partnerships and investments for the next ten years.



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Project **GOAL**

Identify objectives that cultivate stable, long-lasting, and equitable opportunities for upward economic mobility for all who reside in Bend



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A photograph of four people riding e-bikes through a tunnel. The tunnel's interior is painted with vibrant, abstract patterns in blue, yellow, and green. The riders are wearing helmets and casual attire, and their bikes have bright front lights on. The scene is brightly lit, suggesting a sunny day outside the tunnel.

THE FINAL PLAN WILL:

Set a vision for a sustainable and equitable economic development in Bend through 2035

Provide key focus areas, strategies and actions to achieve that vision

Facilitates implementation by recommending priority strategies and actions for the next five years

Assists with the Bend Urban Renewal Investment Strategy

Recommend roles and structures for the City and external partners



BUSINESS

PEOPLE

PLACE



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Business is the primary method of achieving economic growth and prosperity. Recruiting, retaining, and fostering business growth will provide access to upward mobility for area workers, assists with stabilizing and diversifying the local tax base, and reduces tax burdens on residential residents.

Example Areas

- Promote entrepreneurial growth
- Encourage retail and commercial growth
- Cultivate target industry clusters

People are the primary reason why a community wants to enhance its economic development efforts. Access to housing, better paying jobs, quality education, and healthy community resources encourage life-long residents while attracting new neighbors.

Example Areas

Ensure housing development and affordability

Build a strong workforce

Enhance recreational and cultural opportunities



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SUPPORTING OUR NEIGHBORS





SECURING OUR FUTURE

Example Areas

Infrastructure Development

Neighborhood Beautification

Economic and Environmental Resiliency

Place is the historic character and soul of the community. Preserving and enhancing what makes a community unique must be central in ongoing development and growth. Access to parks and cultural amenities, restaurants, retail, and sustainable infrastructure systems increases happiness, reduces community stressors, and fosters safety.

DEVELOPMENT STRUCTURE



**Community Foundation
Assessment and Data Analysis**



Community Engagement



Core Team and City Council



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Campaign

Investing in our community where nature meets prosperity



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STRATEGY TIMELINE

DETERMINE POSITION

November 2024 – July 2025

DEVELOP STRATEGY

June 2025 – September 2025

BUILD PLAN

August 2025 – November 2025

PERFORM & MONITOR

December 2025 - Onward

Plan development will rely on **key partners** in identified areas to reveal community priorities for economic growth. Selected by BEDAB, the members of the will participate in three sessions:

Session 1: Where are we going and what do we bring?

Session 2: Where are we going and what do we want to be?

Session 3: How do we get there?

FOCUS GROUP





BROAD ENGAGEMENT

The development of the plan will also **incorporate broader community collaboration and input.** While key stakeholders can provide valuable information, key feedback may be missed. Providing opportunities for all residents and workers in Bend will be pivotal in the development of this plan.

Example Outreach Efforts:
Local Bank Consortium Lunch
Cultivate Bend
Bend Outdoor Worx
Local CEO Roundtable
Worker Survey
Business Survey

Plan Development Team

- **City Council and BURA Champions –**
Mayor Pro Tem Megan Perkins and BURA Chair Mike Riley
 - These individuals will bring spirited advocacy for internal and cross-elected collaboration. These individuals should be interested in economic development policies and investments. Champions should have the ability to create and maintain strong business relations, understand the value of the project, and can effectively communicate the position of the City.
- **Main Advisory Board – Bend Economic Development Advisory Board**
 - The advisory board will provide strategic advice during plan development, assist in making informed decisions about project direction and formation, identify new opportunities for community engagement, provide feedback on draft documents and data, and recommend final product to City Council.



Plan Development Team

- **Project Managers**

- The project managers will have the responsibility of planning, developing, coordinating, and executing the development the Economic Development Strategic Plan.
 - Cyrus Mooney
 - Jonathan Taylor

- **Project Team**

- The project team will have the responsibility of providing continued feedback on information gleaned and developed in the process.
 - Cassie Lacy
 - Cate Schneider
 - Kerry Bell
 - Damian Syrnyk
 - Carrie Karl
 - Matt Stuart
 - René Mitchell





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