

AGENDA

- 5:00 pm - Arrival + Dinner
- 5:30 pm - Welcome + Agenda Overview
- 5:40 pm - Overview of Outreach Data
- 5:45 pm - Vision Discussion
- 6:15 pm - Discussion Topics
 - Quality of Life
 - Community + Equity
 - Environmental Sustainability
 - Measuring Economic Success
- 7:15 pm - Preparing for Workshop #2
- 7:30 pm - Adjourn

OUTCOMES

- Dream BIG for what we Bend to be in the next decade

RULES

- Be future focused
- Speak your truth, respect, others' views
- One voice at a time
- Embrace creativity + innovation
- Stay solution-oriented

© THE GROVE

WORKSHOP #1 ATTENDEES

Rebecca OSU Cascades	Lindsey Opportunity Found	Cate City	Rene City	Jeff Knapp Visit Bend	Cyrus City
Corie Harlan CAAB	Ben Marsh Around the Bend Farm	Cassie Lacy City	Beau Eeastes Old Mill District	Damian City	John Graham Central OR CC
Katy Brooks Chamber/ City	Megan Norris City	Natashsa Dempsey Tomi Mart	Kerry City	Jon Stark Ec Dev for Central OR	Mark B. ECC
DaWayne Judd BEDAB	Johnathan City	Megan P City	Jeff England Parametrix	Mike Richards St. Charles Health Systems	Kathi City
Kristyn Fix EC Works	Alisa Dunlap Pacific Power				



QUALITY OF LIFE

How do we grow economically + preserve quality of life and growth?

- Easy access to health care
- Access to investment to increase density
- Increase tax base to fund public investment/ eliminate fees
- Equitable access to culture + people
- Grow up = density
- Protect rural farmland
- People migrating out of Bend (IRS data) displacement
- Economic growth needs to support a diverse community to improve quality of life -- increase access
- What helps to facilitate growth and change for a business? --> Regional diversity helps this (structurally, politically, socially)

Role of environmental sustainability

- Second paycheck value of nature is high
- They don't compete
- Encourage density
- Existential threats opp. to create business to help solve these challenges
- Work with local orgs. on existing programs (Ex. Turf replacement program)
- Incentive and make it easier to start a business
 - Entry + mid level staff affordability
 - Cost of land
 - City permitting process
- Incentivize businesses to perpetuate Bend's culture
 - Carbon fee example
- Bend is a destination for businesses
- Real outcomes to help businesses thrive

How can we make the City attractive to residents + businesses?

- Business supports
 - Infrasturcture
 - Incentives
 - Tax breaks
 - Talent
 - Energy capacity
- What supports employees/ people?
 - Access to healthcare
 - Childcare
 - Belonging
 - Education
 - Access to nature
 - Housing
 - Access to healthy food
 - Culturally sensitive businesses
 - Collaborative service model/ relationships (non-profit gov)
 - Government culture

MEASURING ECONOMIC SUCCESS



How should we measure economic success?

- Retention of young generation
- Increased enrollment in school district
- Wage growth
- Tax base
- Increase GDP
 - Racial demographic GPP
 - Socioeconomic GDP
 - Gender GDP
- Diversity of industry GDP
- Resilience over time
 - Don't amplify down turns
- Other indicators
 - Housing production
 - AMI Price
 - Childcare
- Private sector employer

What milestones should we aim to it in 5, 10, 15 years?

- 5 year - Businesses investing/ opening in JR, SEAP, BCD
- 10 year - Local transit moves every 10 minutes = people want to use system
- 15 year - Pathway to sustainability
- 15 year - More entry-level home ownership opportunities
- 15 year - Bend Central District - buildings coming out of ground
- 15 year - Grants/ funding to make Bend a Smart City
- 15 year - New business start-ups
- Have an environment where companies can grow

What does progress look like in the short term?

- Experimental efforts to spur housing
- Promote business types where gaps exist
- Assess incentive for sustainability initiatives
- Get specific on goals coming out of 20-year growth plan
- Adopt ed strategy - complete 5 actions in 2 years
- Non-profit AND for profit collaboration + alignment with City
- Bend central district
- Land a big fish - builds a tax base
 - Provider, not predator -- not a shark
 - External capital coming in to Bend
 - How long do dollars circulate?
 - Macro/ Micro
- Make sure City doesn't have conflicting priorities

NEXT STEPS...

What data do we need at our next session?

- Look at top employers
- Housing + migration data
- Diversity of businesses - public + private
- GOP MSA data
- % of Urban Renewal
 - Land purchased for development
 - Land in current use
 - Acreage breakdown
 - Level of private investment
- General demographic data
 - Home ownership
 - Income
 - Wage
 - Income trends compared to cities in Oregon, or like cities around the country
- Recent polling data from the Chamber
 - A businesses assessment
- Josh L. report
 - Other papers or research papers that help inform the comparative analysis
 - A Drop Box with all of the information

What cities do we aspire to be like? (Comparative analysis)

- Jackson, Wyoming
- Miliken report-- who are the top 10 now?
- Dillon, Colorado
- Bozeman, Montana

