

STRENGTHS

- Education Institutions
- Quality of Life
- Small Business Eco-System
- Wage Growth
- Employment Growth
- Net Business Formation
- Population Growth
- Civic Amenities
- Airports
- Rail

WEAKNESSES

- Rapid Growth
- Housing Affordability
- Energy Costs & Near-Term Capacity limitations
- Cost of Living
- Regulatory Environment
- Limited Inter-state transportation systems
- Limited Land Costs
- High Land Costs
- No local or state economic development funding
- Community Remoteness
- More people commute into Bend to work straining transportation systems
- Childcare costs & availability



OPPORTUNITIES

- Core Area Development
- Large Tract Lands Available
- Target clusters positioned for future growth
- OSU Innovation Hub
- Future new economic development department
- Reducing economic imports
- Increased near-term housing construction for <80% AMI and 80-120 AMI
- Opportunities for innovation from AI and automation

THREATS

- Increasing share of work commuters & economic leakage
- Affordability impacts on future business and workforce recruitment
- Further regulatory burdens from local and state governments
- Growing housing shortage, particularly for houseless, <80% AMI and 80-120% AMI ownership
- Competition with more connected communities with similar natural amenities
- Economic uncertainty
- Natural hazards and climate change
- Impacts to workforce and business models due to AI and automation