2025 CITY OF BEND INDUSTRY CLUSTER & LABOR ANALYSIS

invest bend

Executive Summary

The City of Bend conducted an industry cluster analysis to identify correlated firms that posses a competitive regional advantage. The analysis used pre-established cluster definitions from the U.S. Cluster Mapping Project and further refined by anchor industries within each cluster. The U.S. Cluster Mapping Project separates clusters into local and trade industries. A local industry cluster produces goods and services that primarily meet the needs of the people within a region or area; while traded industry cluster's products and services are primarily exported out of a regional or area. This analysis focused solely on traded sector clusters based within the 2024 City of Bend Target Sector Analysis that bring new wealth into our local economy.

Data Sources

This analysis utilized the economic modeling software Lightcast and Implan, and data from the Oregon Employment Department. Lightcast and Implan aggregates data from the Oregon Employment Department, United States Bureau of Economic Analysis.

Methodology

Candidate traded clusters were identified utilizing baseline screening criteria of location quotient analysis, differential shift (competitive advantages, and number of establishments within a cluster. The candidate clusters were then placed in an industry concentration and competitive diagram focused on growing base, emerging, mature and transforming firms. Once the initial candidate clusters were identified, a strength analysis was conducted utilizing basic employment, projected employment, and wage comparison-growth-competitiveness factors.

Findings

Bend was found to have six growing base industry clusters:

- Information Technology
- Forestry and Wood Products
- Biotech
- Outdoor Products
- Furniture
- Tourism

In addition, to a strong competitive growing base segment, three industry clusters were identified as an *emerging cluster:*

- Creatives
- Business Services
- Knowledge

One key industry was identified as a mature cluster:

- Food and Beverage Manufacturing

These identified traded industrial clusters represent 17% of total employment in the City of Bend and generating 24% of our local gross domestic product at $2.5 billion.

The recommended industry clusters for business retention, expansion and recruitment for the City of Bend and its economic development partners are:

1. High Tech
2. Outdoor Tourism and Products
3. Craft Beverages
4. Biotech
5. Forestry and Wood Products

These clusters possess high regional competitiveness, opportunities for in-region purchases, has largest employment shares, and are vital to Bend's economy accounting for 11% of the area's gross domestic product.

Overview

What is a Cluster?

Generally accepted view of *industry cluster theory* holds that establishments belonging to an identified network ("cluster") enjoy competitive economic advantages. Stemming from improved productivity or reduced costs because the cluster member access the same resources of specialized suppliers, labor, firm industry information, and infrastructure – all or which is facilitated by their geographical proximity. The terms *industry cluster, business cluster, competitive cluster* or *cluster* are often used interchangeably as there is no official guideline or standardized approach to define or identify an industry cluster. The formation and performance of clusters are dependent not only on the individual performance or companies but also the business environment set by the anchor institutions and government regulatory agencies.

Traded Clusters versus Local Clusters

This analysis uses established[1] cluster definitions by the U.S. Cluster Mapping Project, an initiative led by the Institute for Strategy and Competitiveness at the Harvard University Business School and supported by the United States Department of Commerce Economic Development Administration.

The U.S. Cluster Mapping Project separates all industries into two types: local industries and traded industries. A local industry firm produces goods or services that primarily meet the needs of the people within the area. A traded industry firm is typically concentrated in a specific area that produces goods and/or services that are exported outside the local trade area.

This report focuses solely on traded industries organized by traded cluster definitions as provided by the U.S. Cluster Mapping Project. These industries typically command higher wages and rates of innovation than do local industries and are generally considered "engines of the local economy."

The initial base candidates of traded clusters in Bend represent 18% of total employment, slightly higher than the national average of 16%.

Region Defined

The identified area presented in this analysis is the municipal limits of Bend and United States Postal Zip Codes 97701, 97702, and 97703. This area will be commonly referred to as Bend.

This analysis utilizes the business and occupational data from the Oregon Employment Department and the economic modeling software Lightcast to acquire industry, employment, and occupational data, as well as economic input-output modeling. Lightcast combines employment and establishment data from the Quarterly Census of Employment and Wages (QCEW) produced by the Oregon Employment Department with data from the Regional Economic Information System (REIS) published by the United States Bureau of Economic

[1] With slight modifications by the City of Bend to accurately reflected the area's local economy

Analysis (BEA) and augmented with County Business Patterns (CMP) and Non- employer Statistics (NES) published by the United States Census Bureau.

Number of industry cluster establishments, employees and average annual wage are provided by the Oregon Employment Department based on the most recent data from the year 2023 and 2019.

Criteria Overview

The initial steps of identifying candidate clusters focuses on three initial base measures: location quotient, differential shift, and critical concentration. These criteria measurements are the most commonly used to identify the presence of industrial clusters within selected areas. Once candidate clusters are identified using initial base measurements, clusters are then analyzed on their strength and importance to the local economy. Strength criteria include: basic employment, projected employment, wage comparison, and wage growth and competitiveness.

SCREENING CRITERIA

Location Quotient

An area will specialize in industries in which it is more competitive – yielding concentrations of employment in those sectors. The location quotient theory holds that if an industry employs more workers than the national average, the industry is producing more goods and services that the local region can absorb thus exporting the excess product/service out of the region. The location quotient is a formula used to identify the concentration of an industry sector using the ratio share of employment in the identified local cluster compared to a larger area – typically the nation. The location quotient is a static measure, picturing the economy at only point in time. It does not refer to an industry that is growing or declining in importance to the local economy.

The location quotient is shown as a ratio between the percentages of employment in an industry locally to the percentage of employment in the same industry found in the larger comparative economy.

A location quotient (LQ) greater than one (1.0) indicates an industry that is more concentrated and specialized than the larger comparative region. An industry with a 1.0 LQ reflects an industry that has met the local economy's need for the product and service. An industry that has an LQ greater than one (1.0) has met the needs of the local economy and is subsequently exporting all or part of its product out of the local region effectively adding economic stimulus and greater growth potential to the regional economy.

The standard formula representing the location quotient is as follows:

$$LQ = \frac{\frac{e_i}{e}}{\frac{E_i}{E}}$$

e_i = local employment in the industry i
e = total local employment
E_i = national employment in industry i
E = total national employment

For this report, industry clusters with a LQ of 1.10 and greater will be considered true export clusters. Utilizing a higher LQ will assist in eliminating the variations that may exist with utilizing LQ 1.0 due to the unclear veracity of baseline assumptions for area productivity compared to the national average.

Differential Shift

Under certain conditions, if an industry is more competitive regionally than nationally, then its employment will likely grow faster than the industry's national rate. Economic growth in a local community benefits or suffers from the changes in the overall regional, state, and national economies. Irrespective of which industry, the overall economy has a direct impact on local production of goods and services. Unlike the location quotient, differential shift measures the economy over a given time.

The differential shift or competitive advantage is the difference in the rate of growth or decline in a local industry relative to the rate of growth or decline in the same industry nationally. Local industries can have competitive advantages if those industries are declining less rapidly in nationally declining industries, or growing faster than the nationally growing industries.

Differential Shift can be expressed as:

$$DS = (locCY_i/locBY_i) - (empCY_i/empBY_i)$$

$empCY_i$ = current year employment in industry *i in the reference economy*
$empBY_i$ = base year employment in industry *i* in the reference economy
$locCY_i$ = current year employment in industry i in the local economy
$locBY_i$ = base year employment in the industry i in the local economy

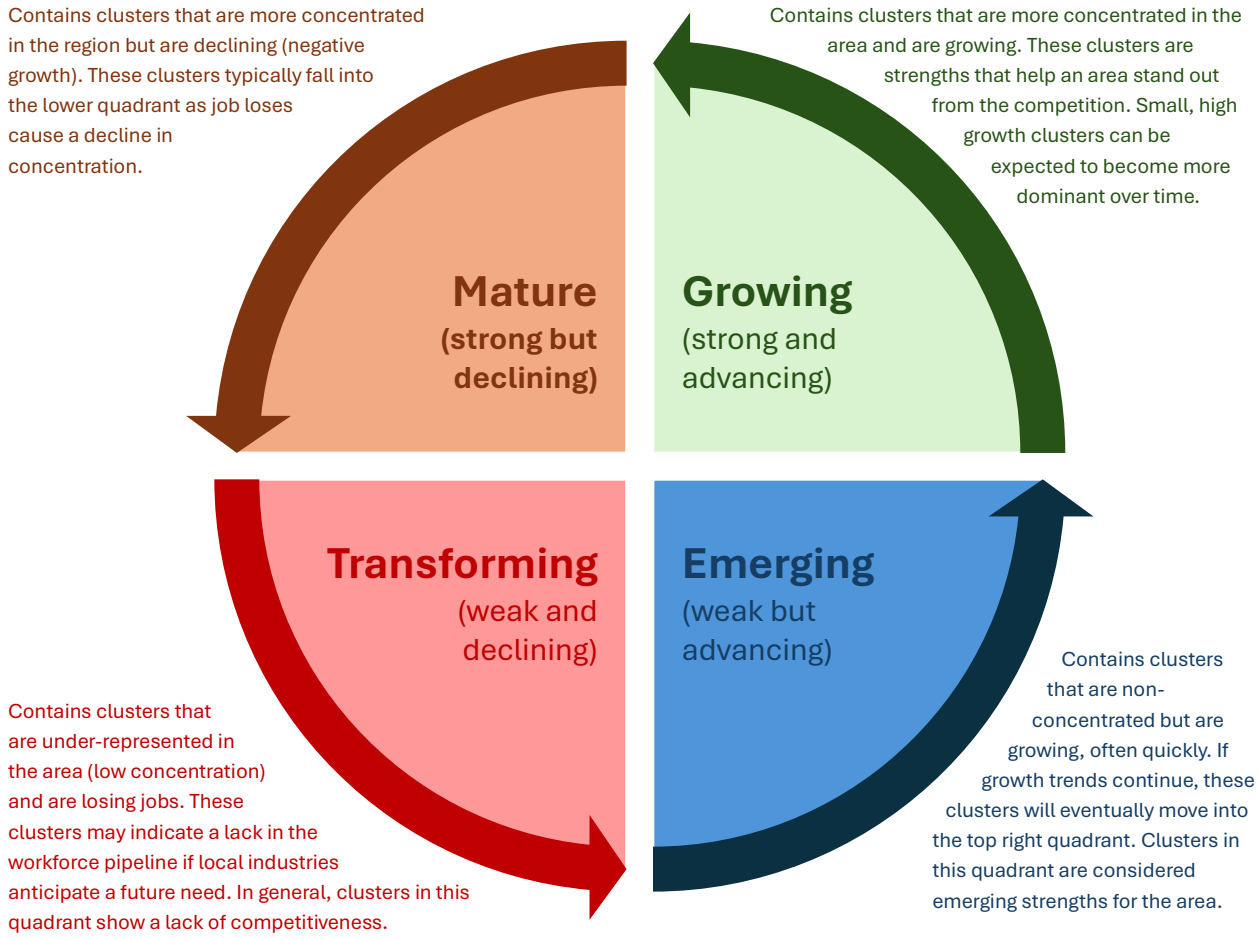
Taken together, an industry's location quotient and differential shift will place it in one of four categories, or quadrants, on a graph. Industries in the "growing base" quadrant demonstrate evidence of relatively strong employment concentration (LQ>1) and a growing local shift of employment (DS>0). Clusters located in this quadrant are the most likely candidates for targeted efforts of business attraction with potential efforts of expansion.

"Emerging" clusters have lower concentrations (LQ<1) and growing competitive advantage (DS>0), and may have the potential to move into the growing base quadrant with continued growth.

"Mature" quadrant clusters are regionally concentrated (LQ>1) and may have been competitive and specialized in the past but are losing employment at a greater rate than the national level (DS<0.) Establishments in these clusters maybe relocating, downsizing, or closing.

"Transforming" clusters are both losing employment (DS<0) and have low employment concentrations (LQ<1). Mature and Transforming Clusters will not be considered as candidate clusters for this analysis.

Graph 1. Quadrant of Cluster Industry Concentration and Competitive Advantage



While employment concentrations (higher LQ's) and rates of employment change compared nationally indicate a strong presence of industry clusters, critical concentrations must be present in order for clusters to exist. Concentration of specific industries within a geographic area provides opportunities for collective advantages of advancing specific industry cluster success.

This advantage provides the ability to acquire information, sustain supporting infrastructure, and facilitate competitive collaboration. Determining concentrations, specific industry clusters must contain five or more establishments within a specific geography to be considered a cluster.

Summary of Screening Criteria for Candidate Clusters

- Location Quotient (LQ): Industry concentration within the identified area with an LQ greater than 1.15
- Competitive Advantage (DS): Cluster competitiveness as compared to the national level of a differential shift greater than 0%.
- Critical Concentration: Five establishments or more within the defined cluster.

CANDIDATE CLUSTER FINDINGS

The analysis initially observed 19 traded industry clusters that were present in Bend. Utilizing the *2024 City of Bend Target Sector Analysis*, several pairings of similar or congruent traded clusters were initiated. The clusters *Forestry* and *Wood Products* were combined to the *Forestry and Wood Products Cluster;* the clusters of *Music, Video Production, Performing Arts, and Marketing, Design, and Publishing* were combined into the *Creatives Cluster;* and the clusters *Recreational and Small Electric Goods* and *Trailers, Motor Homes, and Appliances* were grouped into the *Outdoor Products Cluster*. With these combinations, the analysis identified 14 of the top economic clusters based on their location quotients.

The 19 Preliminary Industry Clusters Included:

1. Aerospace
2. Business Services
3. Hospitality and Tourism
4. Knowledge
5. Information Technology and Analytical Instruments
6. Biotech
7. Biopharmaceutical
8. Food and Beverage Manufacturing
9. Forestry
10. Wood Products
11. Furniture
12. Music
13. Video Production
14. Performing Arts
15. Apparel
16. Marketing, Design, and Publishing
17. Recreational Goods and Small Appliances
18. Motor Homes, Trailers, and Appliances
19. Construction Services

Table 1 identifies the top economic clusters. This list illustrates the 11 traded clusters that are present. *Forestry and Wood Products Cluster* is the most concentrated cluster with an LQ of 4.01, followed by *Biotech* (2.14), Information Technology (2.12), and Outdoor Products (1.93). Table 2 identifies the clusters that did not make it through the initial screening.

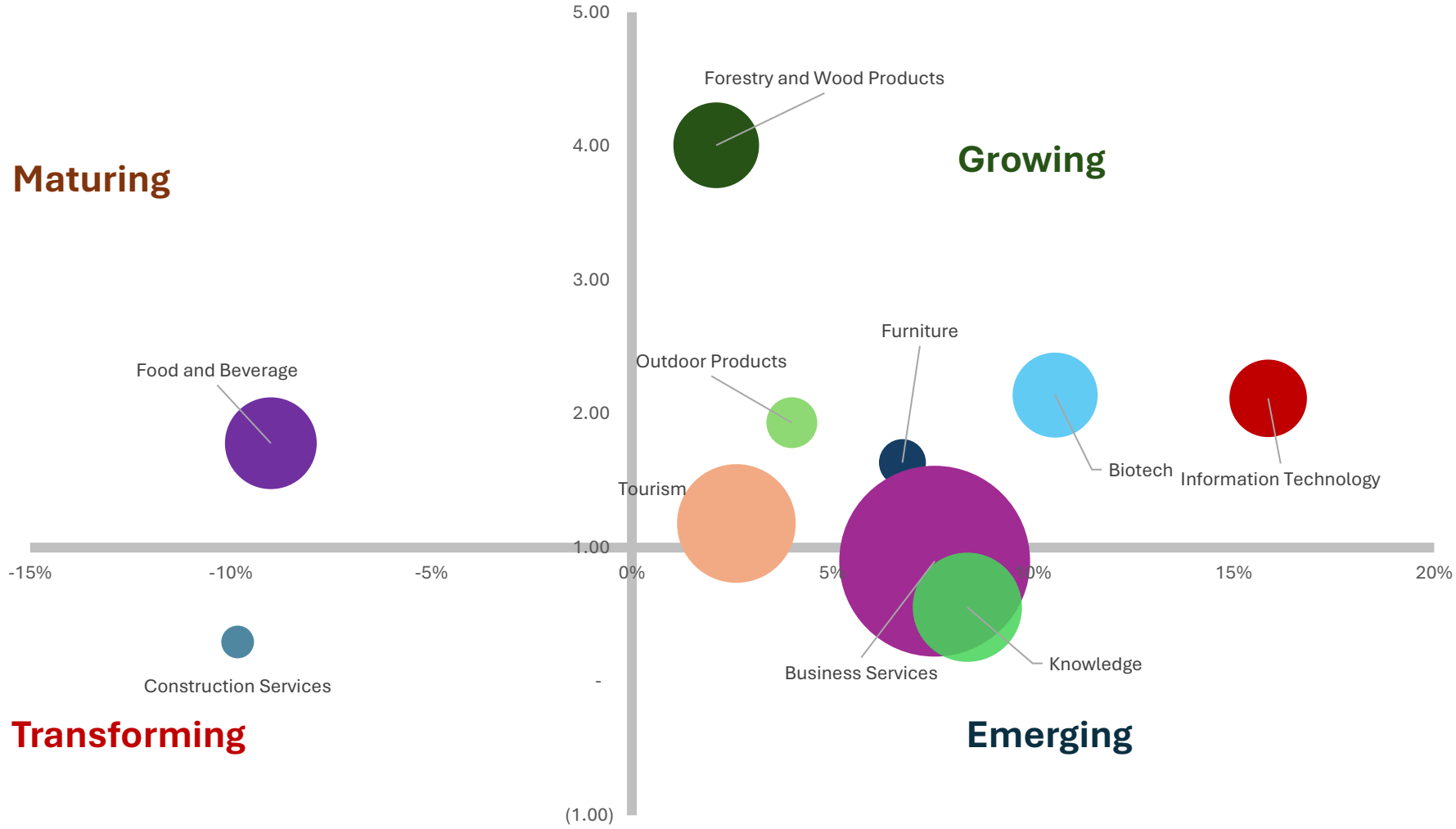
Graph 2 illustrates how each of the candidate clusters identified based on the initial screening criteria

Table 1. Economic Clusters Based on Location Quotients

Rank	Cluster	Location Quotient (LQ)	Cluster Employment, 2023	Number of Establishments, 2023	Differential Shift (DS)
1	Forestry and Wood Products	4.01	707	20	2%
2	Biotech	2.14	696	57	11%
3	Information Technology	2.12	1,218	184	16%
4	Outdoor Products	1.93	249	20	4%
5	Food and Beverage Manufacturing	1.78	811	49	-9%
6	Furniture	1.64	1,218	18	7%
7	Hospitality and Tourism	1.18	1,355	115	3%
8	Creatives	0.92	1,017	300	159%
9	Business Services	0.90	3,506	700	8%
10	Knowledge	0.55	1,149	65	8%
11	Construction Services	0.30	103	18	-10%

Source: Lightcast, Oregon Employment Department, City of Bend

Graph 2. Industry Concentration and Competitive Advantage (Refer to Graph 1 for Characteristics)



*Not pictured: Creatives (LQ 0.92; DS 159%).

Table 4. Cluster Ranking Based on Location Quotient and Differential Shift Quadrants

Rank	Cluster	Location Quotient (LQ)	Cluster Employment, 2023	Number of Establishments, 2023	Differential Shift (DS)
Growing/Base Clusters					
1	Forestry and Wood Products	4.01	707	20	2%
2	Biotech	2.14	696	57	11%
4	Information Technology	2.12	1,218	10	214%
3	Outdoor Products	1.93	249	20	4%
5	Furniture	1.64	212	18	7%
6	Hospitality and Tourism	1.18	1,355	115	3%
Emerging Clusters					
7	Creatives	0.92	1,017	300	159%
8	Business Services	0.90	3,506	700	8%
9	Knowledge	0.55	1,149	65	8%
Mature Clusters					
10	Food and Beverage Manufacturing	1.78	811	49	-9%
Transformation Clusters					
11	Construction Services	0.30	103	18	-10%

Identified Clusters of Bend, Oregon

This analysis has identified ten potential industry clusters in Bend with strong concentration (location quotient/LQ) and/or strong employment growth (differential shift/DS) with the required establishment concentrations. Many of these clusters are well known in the area, such as *Food and Beverage Manufacturing, Forestry and Wood Products, and Tourism.* Together these clusters employ 17% of the total workforce and pay an annual average salary ranging from $43,000 to $131,700. Most industries within these identified clusters export all or most of their products or services out of the region.

Table 5. Candidate Industry Cluster Summaries

1. Forestry and Wood Products
2. Biotech
3. Information Technology
4. Outdoor Products
5. Furniture
6. Tourism
7. Creatives
8. Business Services
9. Knowledge
10. Food and Beverage Manufacturing

STRENGTH OF CLUSTERS

Although Tables 4 and 5 identify the areas' most concentrated competitive clusters, they still don't reveal which clusters are vital to the local economy. For example, a small cluster with a

high location quotient may be an export-oriented cluster, but, relatively few jobs, is not vital to the region's economy. Likewise, a large cluster with a declining quotient of location might have significant negative consequences for the regional economy. An additional analysis combining cluster sizes and locations quotients, with basic employment, national wage comparisons and wage growth, and projected employment will yield a more relevant picture of the regional economy.

Basic Employment

Basic employment references jobs and their related functions that are dedicated to producing goods or services for export outside the local community. Basic jobs are calculated by multiplying the number of jobs in a cluster by the portion of the location quotient that is above 1.00. This method captures a rather broad set of basic jobs because it uses the threshold of 1.0 instead of 1.10

$$le^{RY} - \frac{\frac{le^{RY}}{leLQ^{RY}}}{1}$$

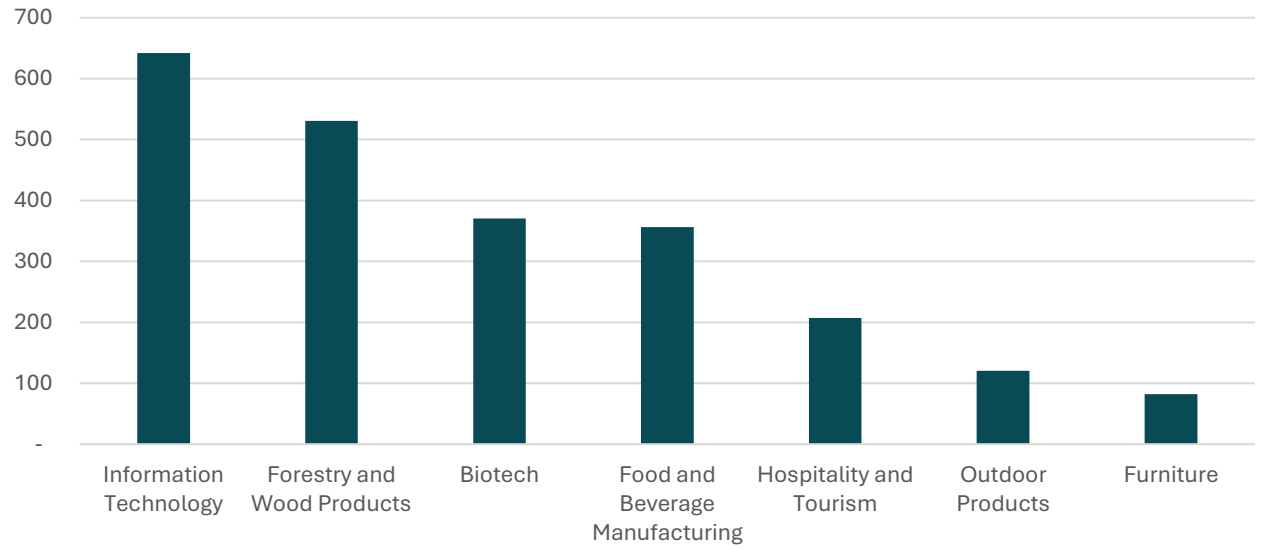
Le^{RY} = Industry employment in reference year
$leLQ^{RY}$= Location quotient of industry in referenced year

Table 6. Candidate Clusters Ranked on Basic Jobs, 2023

Rank	Cluster	2023			2019			Absolute Change 2019-2023		Percent Change, 201-2023	
		Basic Jobs	Total Jobs	Location Quotient	Basic Jobs	Total Jobs	Location Quotient	Basic Jobs	Total Jobs	Basic Jobs	Total Jobs
1	Information Technology	642	1,218	2.12	570	926	2.60	72	292	13%	32%
2	Forestry and Wood Products	531	707	4.01	556	680	5.49	-26	27	-5%	4%
3	Biotech	371	696	2.14	111	295	1.60	260	401	235%	136%
4	Food and Beverage	357	811	1.78	511	806	2.73	-154	5	-30%	1%
5	Tourism	207	1,355	1.18	522	1,383	1.61	-315	-28	-60%	-2%
6	Outdoor and Recreation	120	249	1.93	142	230	2.60	-21	19	-15%	8%
7	Furniture	82	212	1.64	112	211	2.13	-30	1	-27%	0%

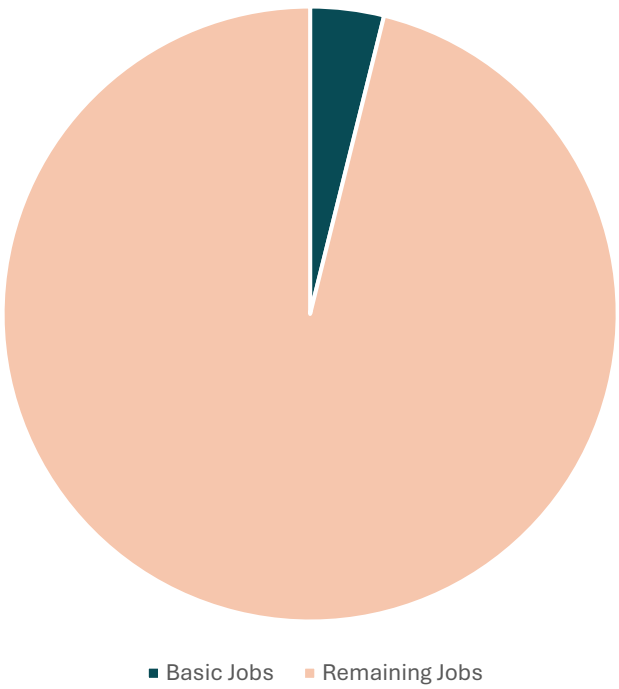
Source: Oregon Employment Department, City of Bend

Graph 3. Top Basic Jobs Cluster, 2023



Source: City of Bend

Graph 4. Top Basic Jobs Cluster



Source: City of Bend

Bend's identified candidate clusters basic job count account for only 4 percent of total employment with 2,310 jobs dedicated to export-oriented functions. *Information Technology* is

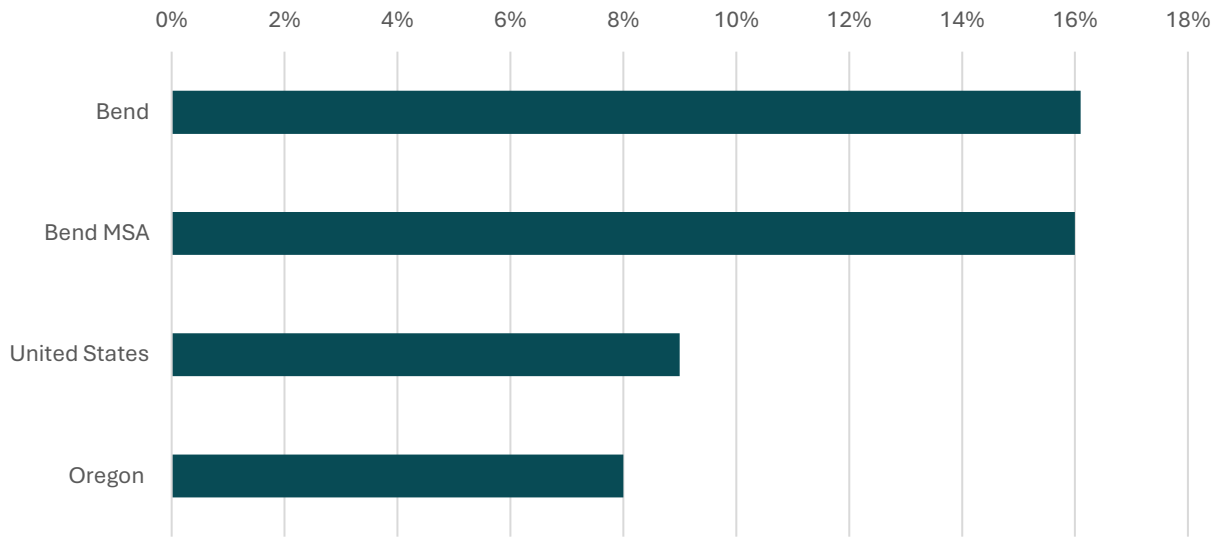
ranked number one with 642 basic jobs, followed by *Forestry and Wood Products* with 531 basic jobs, *Biotech* (371), Food and Beverage Manufacturing (357). Of the identified candidate clusters, *Creatives, Business Services, and Knowledge* do not provide any basic employment.

Projected Employment and Location Quotient

Location Quotient and comparative advantage provides an opportunity to look at current and comparative time growth for specific industry clusters within a given region. Understanding past, current, and future economic projections can assist communities with identifying opportunities or threats to the regional economy and allow a tailored approach to utilizing land-use and resources for long-term economic planning. Industry clusters that are present within the region that are projected to have long term employment growth are given priority in this analysis.

Total projected employment growth for the City of Bend is estimated to be a 16% increase from 59,648 to 69,192[2]. This is a similar rate of growth of the Bend Metro MSA (16%), faster the State of Oregon (8%), and the United States (9%).

Graph 5. Total Projected Employment Growth, 2035



Source: Lightcast

Business Services is projected to have the largest numerical job growth with 1,262 new jobs by 2035*, followed Knowledge* with 345 new jobs and *Tourism with 312 jobs. Business Services* is projected to be the fastest growing cluster with 36% growth. Forestry and Wood Products, Furniture and Outdoor Products Clusters are projected to decline in overall employment.

[2] Lightcast

Table 7. Ranked Industry Clusters based on Projected Change in Total Jobs, 2035

Rank	Cluster	Bend				United States	
		2035 Total Jobs	Projected Change	Projected Job Gains	2023 Total Jobs	Projected Change	Projected Employment
1	Business Services	4,768	36%	1,262	3,506	14%	12,897,258
2	Knowledge	1,494	30%	345	1,149	9%	6,540,468
3	Tourism	1,667	23%	312	1,355	13%	3,755,947
4	Information Technology	1,303	7%	85	1,218	4%	1,052,255
5	Creatives	1,251	23%	234	1,017	13%	3,459,130
6	Food and Beverage	1,030	27%	219	811	17%	1,536,713
7	Biotech	856	23%	160	696	17%	1,102,521
8	Furniture	184	-13%	(28)	212	-8%	345,649
9	Outdoor and Recreation	179	-28%	(70)	249	1%	374,850
10	Forestry and Wood Products	495	-30%	(212)	707	1%	513,803

Source: Lightcast

Change in LQ

Information Technology will become more regionally competitive by 2035, with a differential shift of 44% and increasing its location quotient from 2.12 to 3.35. *Forestry and Wood Products* will remain a significant traded industry cluster but will become less competitive over the next decade. Biotech, Food and Beverage Manufacturing, and Tourism will continue to be significant traded industry clusters.

Table 8. Ranked Industry Cluster Based on Location Quotient 2035

Rank	Cluster	Projected LQ	Competitive Advantage
1	Information Technology	3.35	44%
2	Forestry and Wood Products	2.61	-31%
3	Biotech	2.10	6%
4	Food and Beverage Manufacturing	1.81	10%
5	Furniture	1.44	-5%
6	Outdoor Products	1.30	-29%
7	Hospitality and Tourism	1.20	10%

Wage Comparison

Specialized industries that have higher levels of productivity are likely to pay higher wages than their less competitive counterparts. In tandem, industries that are regionally and nationally competitive may show lower concentrations of employment but have higher wage earnings –

potentially reflecting employee's elevated skill set or additional access to capital that may increase productivity. Determining the threshold, the average wage of an identified industry within a region is compared with the average wages nationally. Since the overall wage of Bend, Oregon is 115% of the overall national average and local cost of living, this screening criteria is set at 120%.

Wage Growth and Competitiveness

Wage growth, competitiveness, and area livability are the final strength metrics in our wages analysis. Jobs that have industry wages and wage growth that exceeds the national average provide better opportunities for job retention and industry recruitment.

Table 9. Industry Clusters Ranked on National Wage Competitiveness

Rank	Cluster	Overall Wage Competitiveness	Wages, 2023	Wage Comparison, 2023	Wage Growth Competitiveness	% Change in Wages, Bend	USA Wages, 2023
1	Furniture	12%	$55,601	85%	27%	27%	$65,433
2	Business Services	9%	$109,387	78%	31%	51%	$140,116
3	Forestry and Wood Products	-8%	$68,053	97%	-5%	20%	$70,374
4	Outdoor and Recreation	-11%	$57,614	68%	21%	37%	$84,587
5	Creatives	-18%	$82,191	68%	14%	33%	$121,014
6	Information Technology	-28%	$126,967	72%	0%	21%	$177,574
7	Biotech	-32%	$122,381	65%	3%	20%	$188,422
8	Food and Beverage	-47%	$54,986	69%	-16%	2%	$79,806
9	Tourism	-52%	$43,170	72%	-24%	2%	$59,678
10	Knowledge	-50%	$45,637	62%	-13%	7%	$73,326

Table 9 displays the ten identified industry clusters ranked by wage competitiveness. Most industry clusters do not have wage competitiveness with the overall national industry. *Furniture* and *Business Services* have an overall wage competitiveness with the national industry cluster.

The average annual wage for Bend in 2023 was $65,248, 37% percent from 2019. Nationally, the average wage was $83,190, 20% more than 2019. All traded industry clusters had positive wage growth since 2019. Business Services had the highest wage growth of 51%, followed by Outdoor Products (37%), followed by Creatives (33%), and Furniture (27%).

Summary

Based on the initial screening criteria and the strength of clusters criteria, the following are the identified clusters for further refinement, identification, and economic and labor impact assessment.

1. Biotech

2. Information Technology
3. Forestry and Wood Products
4. Food and Beverage Manufacturing
5. Furniture
6. Outdoor Products
7. Tourism

The following definitions for identified industry clusters are provided: Delgado, M., M.E. Porter, and S. Stern (2014), "Defining Clusters of Related Industries."

TABLE 10. Cluster Indicator Ranges and Quadrant Strength Values

Relative Employment Concentration		Relative Employment Growth	
LQ RANGE	**LQ STRENGTH**	**DS RANGE**	**DS STRENGTH**
<.25	LQ ---	<.50	DS ---
.25 - .50	LQ --	-20% - -50%	DS --
.51 - .75	LQ -	-20% - -5%	DS -
.76 – 1.10	LQ 1	-4% - 5%	DS 0
1.11 – 1.75	LQ +	6% - 10 %	DS +
1.76 – 3.00	LQ ++	11% - 25%	DS ++
>3.00	LQ +++	>26%	DS +++

Biotech

Table 11. Biotech Firm Break Down

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
541713	Research and Development in Nanotechnology	Emerging	LQ --- , DS +++	1	$ 123,208
541714	Research and Development in Biotechnology (except Nanobiotechnology)	Mature	LQ ++ , DS --	237	$ 133,380
541715	**Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)**	**Star**	**LQ ++ , DS ++**	**458**	**$ 116,686**
	TOTAL			**696**	**$ 122,381**

SOC	Description	Employed in Industry Group (2023)	Change (2019 - 2023)	% Change (2019 - 2023)	% of Total Jobs in Industry Group (2024)	Median Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
19-1042	Medical Scientists, Except Epidemiologists	54	(12)	(18%)	7.5%	$51.44	Doctoral or professional degree	None	None
19-4021	Biological Technicians	51	(5)	(9%)	6.7%	$26.26	Bachelor's degree	None	None
11-9121	Natural Sciences Managers	47	19	72%	6.5%	$62.87	Bachelor's degree	5 years or more	None
17-2061	Computer Hardware Engineers	39	39	50987%	6.0%	$68.44	Bachelor's degree	None	None
15-1252	Software Developers	36	22	154%	4.2%	$61.04	Bachelor's degree	None	None
19-1029	Biological Scientists, All Other	29	17	139%	3.6%	$41.93	Bachelor's degree	None	None
11-1021	General and Operations Managers	25	6	33%	2.8%	$43.51	Bachelor's degree	5 years or more	None
13-1082	Project Management Specialists	21	8	57%	2.7%	$42.30	Bachelor's degree	None	None
19-4099	Life, Physical, and Social Science Technicians, All Other	17	9	107%	2.4%	$21.31	Associate's degree	None	None
19-1021	Biochemists and Biophysicists	18	18	5238%	2.2%	$44.25	Doctoral or professional degree	None	None
13-1199	Business Operations Specialists, All Other	16	9	146%	1.9%	$30.68	Bachelor's degree	None	None
19-2031	Chemists	13	2	20%	1.7%	$41.68	Bachelor's degree	None	None
19-2032	Materials Scientists	<10	8	581%	1.6%	$40.59	Bachelor's degree	None	None
19-4012	Agricultural Technicians	13	(0)	(3%)	1.5%	$18.52	Associate's degree	None	Moderate-term on-the-job training
17-2112	Industrial Engineers	11	7	185%	1.4%	$44.25	Bachelor's degree	None	None
11-1011	Chief Executives	<10	2	108%	0.3%	$50.79	Bachelor's degree	5 years or more	None
11-2021	Marketing Managers	<10	1	22%	0.8%	$54.47	Bachelor's degree	5 years or more	None
11-2022	Sales Managers	<10	1	19%	0.4%	$54.84	Bachelor's degree	Less than 5 years	None
11-2032	Public Relations Managers	<10	2	190%	0.4%	$54.70	Bachelor's degree	5 years or more	None
11-3012	Administrative Services Managers	<10	0	2%	0.3%	$49.33	Bachelor's degree	Less than 5 years	None
11-3013	Facilities Managers	<10	1	99%	0.4%	$49.25	Bachelor's degree	Less than 5 years	None
11-3021	Computer and Information Systems Managers	<10	5	87%	1.3%	$78.94	Bachelor's degree	5 years or more	None
11-3031	Financial Managers	<10	1	26%	0.5%	$63.64	Bachelor's degree	5 years or more	None

11-3051	Industrial Production Managers	<10	1	21%	0.6%	$46.37	Bachelor's degree	5 years or more	None
11-3061	Purchasing Managers	<10	0	24%	0.2%	$58.16	Bachelor's degree	5 years or more	None
11-3071	Transportation, Storage, and Distribution Managers	<10	2	Insf. Data	0.2%	$39.61	High school diploma or equivalent	5 years or more	None
11-3121	Human Resources Managers	<10	1	65%	0.4%	$65.46	Bachelor's degree	5 years or more	None
11-3131	Training and Development Managers	<10	1	Insf. Data	0.2%	$54.44	Bachelor's degree	5 years or more	None
11-9041	Architectural and Engineering Managers	<10	(0)	(5%)	1.2%	$71.74	Bachelor's degree	5 years or more	None
11-9111	Medical and Health Services Managers	<10	1	17%	0.5%	$59.77	Bachelor's degree	Less than 5 years	None
11-9199	Managers, All Other	12	4	50%	1.3%	$33.54	Bachelor's degree	Less than 5 years	None
13-1028	Buyers and Purchasing Agents	<10	2	62%	0.7%	$30.34	Bachelor's degree	None	Moderate-term on-the-job training
13-1041	Compliance Officers	<10	1	17%	0.8%	$39.83	Bachelor's degree	None	Moderate-term on-the-job training
13-1071	Human Resources Specialists	<10	3	93%	0.9%	$33.07	Bachelor's degree	None	None
13-1081	Logisticians	<10	1	118%	0.3%	$40.13	Bachelor's degree	None	None
13-1111	Management Analysts	<10	1	46%	0.5%	$45.91	Bachelor's degree	Less than 5 years	None
13-1151	Training and Development Specialists	<10	0	7%	0.3%	$32.32	Bachelor's degree	Less than 5 years	None
13-1161	Market Research Analysts and Marketing Specialists	<10	1	21%	0.7%	$36.53	Bachelor's degree	None	None
13-2011	Accountants and Auditors	<10	3	51%	1.1%	$39.34	Bachelor's degree	None	None
13-2031	Budget Analysts	<10	1	Insf. Data	0.1%	$50.07	Bachelor's degree	None	None
13-2051	Financial and Investment Analysts	<10	3	9965%	0.5%	$40.52	Bachelor's degree	None	None
15-1211	Computer Systems Analysts	<10	1	23%	1.3%	$50.24	Bachelor's degree	None	None
15-1212	Information Security Analysts	<10	2	57%	0.4%	$52.49	Bachelor's degree	Less than 5 years	None
15-1221	Computer and Information Research Scientists	<10	5	10642%	0.8%	$86.73	Master's degree	None	None
15-1231	Computer Network Support Specialists	<10	(0)	(10%)	0.2%	$37.32	Associate's degree	None	None
15-1232	Computer User Support Specialists	<10	1	21%	0.5%	$29.13	Some college, no degree	None	None
15-1241	Computer Network Architects	<10	(1)	(24%)	0.3%	$51.15	Bachelor's degree	5 years or more	None
15-1242	Database Administrators	<10	0	7%	0.1%	$50.83	Bachelor's degree	None	None
15-1244	Network and Computer Systems Administrators	<10	3	58%	1.0%	$49.20	Bachelor's degree	None	None
15-1251	Computer Programmers	<10	2	84%	0.5%	$63.33	Bachelor's degree	None	None
15-1253	Software Quality Assurance Analysts and Testers	<10	3	291%	0.6%	$47.54	Bachelor's degree	None	None
15-1299	Computer Occupations, All Other	<10	1	41%	0.4%	$35.12	Bachelor's degree	None	None

15-2031	Operations Research Analysts	<10	(1)	(20%)	0.3%	$43.52	Bachelor's degree	None	None
15-2051	Data Scientists	<10	5	221%	0.9%	$48.97	Bachelor's degree	None	None
17-2011	Aerospace Engineers	<10	(0)	(5%)	0.6%	$38.45	Bachelor's degree	None	None
17-2031	Bioengineers and Biomedical Engineers	<10	(1)	(13%)	0.5%	$62.40	Bachelor's degree	None	None
17-2041	Chemical Engineers	<10	(8)	(81%)	0.2%	$58.12	Bachelor's degree	None	None
17-2071	Electrical Engineers	<10	(1)	(11%)	1.0%	$57.07	Bachelor's degree	None	None
17-2081	Environmental Engineers	0	(2)	(100%)	0.1%	$67.66	Bachelor's degree	None	None
17-2131	Materials Engineers	<10	(2)	(52%)	0.2%	$59.96	Bachelor's degree	None	None
17-2141	Mechanical Engineers	11	0	1%	1.1%	$47.36	Bachelor's degree	None	None
17-2161	Nuclear Engineers	<10	0	1%	0.4%	$70.59	Bachelor's degree	None	None
17-2199	Engineers, All Other	<10	(4)	(52%)	1.0%	$56.08	Bachelor's degree	None	None
17-3023	Electrical and Electronic Engineering Technologists and Technicians	<10	(0)	(8%)	0.3%	$37.31	Associate's degree	None	None
17-3024	Electro-Mechanical and Mechatronics Technologists and Technicians	<10	1	54%	0.1%	$23.60	Associate's degree	None	None
17-3026	Industrial Engineering Technologists and Technicians	<10	1	92%	0.3%	$33.72	Associate's degree	None	None
17-3027	Mechanical Engineering Technologists and Technicians	<10	1	53%	0.4%	$28.03	Associate's degree	None	None
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other	<10	(1)	(15%)	0.8%	$31.72	Associate's degree	None	None
19-1012	Food Scientists and Technologists	<10	0	42%	0.2%	$38.57	Bachelor's degree	None	None
19-1013	Soil and Plant Scientists	<10	(5)	(68%)	0.3%	$35.44	Bachelor's degree	None	None
19-1022	Microbiologists	<10	2	40%	0.6%	$41.38	Bachelor's degree	None	None
19-1023	Zoologists and Wildlife Biologists	<10	1	26%	0.3%	$38.24	Bachelor's degree	None	None
19-2012	Physicists	<10	1	30%	1.1%	$87.42	Doctoral or professional degree	None	None
19-2021	Atmospheric and Space Scientists	<10	0	1%	0.5%	$47.32	Bachelor's degree	None	None
19-2041	Environmental Scientists and Specialists, Including Health	<10	(1)	(34%)	0.2%	$45.21	Bachelor's degree	None	None
19-2042	Geoscientists, Except Hydrologists and Geographers	<10	1	1969%	0.2%	$46.19	Bachelor's degree	None	None
19-2099	Physical Scientists, All Other	<10	1	14%	0.7%	$49.19	Bachelor's degree	None	None
19-3011	Economists	0	(0)	(27%)	0.1%	$50.32	Master's degree	None	None
19-3091	Anthropologists and Archeologists	<10	1	309%	0.8%	$36.68	Master's degree	None	None

19-3099	Social Scientists and Related Workers, All Other	<10	0	38%	0.0%	$40.35	Bachelor's degree	None	None
19-4031	Chemical Technicians	<10	(0)	(0%)	0.6%	$24.12	Associate's degree	None	Moderate-term on-the-job training
19-4061	Social Science Research Assistants	<10	3	690%	0.4%	$28.06	Bachelor's degree	None	None
19-4071	Forest and Conservation Technicians	<10	2	151%	0.4%	$28.84	Associate's degree	None	None
19-5011	Occupational Health and Safety Specialists	<10	0	26%	0.2%	$39.99	Bachelor's degree	None	None
23-1011	Lawyers	<10	1	37%	0.3%	$60.68	Doctoral or professional degree	None	None
25-1099	Postsecondary Teachers	0	0	12%	0.3%	$39.38	Doctoral or professional degree	None	None
25-9099	Educational Instruction and Library Workers, All Other	<10	1	Insf. Data	0.5%	$15.77	Bachelor's degree	None	None
27-1024	Graphic Designers	<10	1	5594%	0.1%	$25.02	Bachelor's degree	None	None
27-3031	Public Relations Specialists	<10	1	38%	0.4%	$30.12	Bachelor's degree	None	None
27-3042	Technical Writers	<10	(1)	(25%)	0.3%	$41.56	Bachelor's degree	Less than 5 years	Short-term on-the-job training
29-1141	Registered Nurses	<10	0	6%	0.3%	$62.27	Bachelor's degree	None	None
29-2018	Clinical Laboratory Technologists and Technicians	<10	0	8%	0.5%	$39.78	Bachelor's degree	None	None
29-2099	Health Technologists and Technicians, All Other	0	(0)	(38%)	0.1%	$25.10	Postsecondary nondegree award	None	None
31-9092	Medical Assistants	0	0	17%	0.1%	$23.98	Postsecondary nondegree award	None	None
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	<10	(2)	(41%)	0.3%	$21.94	High school diploma or equivalent	None	Short-term on-the-job training
33-9032	Security Guards	0	0	0%	0.1%	$19.65	High school diploma or equivalent	None	Short-term on-the-job training
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<10	(0)	(13%)	0.2%	$19.01	No formal educational credential	None	Short-term on-the-job training
39-2021	Animal Caretakers	<10	0	23%	0.3%	$17.07	High school diploma or equivalent	None	Short-term on-the-job training
39-9099	Personal Care and Service Workers, All Other	0	(0)	(45%)	0.0%	$18.18	High school diploma or equivalent	None	Short-term on-the-job training
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	<10	2	148%	0.3%	$29.39	High school diploma or equivalent	None	Moderate-term on-the-job training
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	<10	3	110%	0.7%	$43.96	Bachelor's degree	None	Moderate-term on-the-job training
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	<10	1	64%	0.2%	$31.04	High school diploma or equivalent	None	Moderate-term on-the-job training
43-1011	First-Line Supervisors of Office and Administrative Support Workers	<10	(0)	(2%)	0.3%	$32.82	High school diploma or equivalent	Less than 5 years	None

43-3031	Bookkeeping, Accounting, and Auditing Clerks	<10	2	42%	0.6%	$23.83	Some college, no degree	None	Moderate-term on-the-job training
43-4051	Customer Service Representatives	<10	(0)	(4%)	0.3%	$22.31	High school diploma or equivalent	None	Short-term on-the-job training
43-5061	Production, Planning, and Expediting Clerks	<10	(0)	(7%)	0.2%	$25.35	High school diploma or equivalent	None	Moderate-term on-the-job training
43-5071	Shipping, Receiving, and Inventory Clerks	<10	0	16%	0.3%	$22.46	High school diploma or equivalent	None	Short-term on-the-job training
43-6011	Executive Secretaries and Executive Administrative Assistants	<10	1	18%	0.6%	$32.27	High school diploma or equivalent	Less than 5 years	None
43-6013	Medical Secretaries and Administrative Assistants	<10	(0)	(3%)	0.3%	$23.94	High school diploma or equivalent	None	Moderate-term on-the-job training
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	<10	(2)	(20%)	1.0%	$24.29	High school diploma or equivalent	None	Short-term on-the-job training
43-9061	Office Clerks, General	<10	(2)	(28%)	0.8%	$22.94	High school diploma or equivalent	None	Short-term on-the-job training
49-9071	Maintenance and Repair Workers, General	<10	0	8%	0.4%	$23.92	High school diploma or equivalent	None	Moderate-term on-the-job training
51-1011	First-Line Supervisors of Production and Operating Workers	<10	0	4%	0.2%	$31.65	High school diploma or equivalent	Less than 5 years	None
51-2028	Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	<10	1	65%	0.2%	$21.15	High school diploma or equivalent	None	Moderate-term on-the-job training
51-2098	Miscellaneous Assemblers and Fabricators	<10	3	Insf. Data	0.3%	$21.82	High school diploma or equivalent	None	Moderate-term on-the-job training
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	<10	2	71%	0.6%	$23.47	High school diploma or equivalent	None	Moderate-term on-the-job training
51-9199	Production Workers, All Other	0	(2)	(100%)	0.1%	$21.17	High school diploma or equivalent	None	Moderate-term on-the-job training

Summary:

The *Biotech Industry Cluster* accounts for 1.5% of Bend's gross domestic product at $156 million dollars. The industry cluster is anchored by *NAICS Code 541715 Research and Development in Phyiscal, Engineering, and Life Sciences* which employs 66% of the total industry cluster workforce and accounts for 68% of the cluster's contribution to the overall clusters economic impact. The industry cluster sells 57% of its products and services outside the Bend area, with 53% of the industry's demand met by local suppliers.

The average education and skills level needed to be employed in this cluster is a bachelor's degree with limited to no-work experience required. There are local educational institutions that have the capacity to provide the education skills required.

The proposed cluster name for *Biotech* is **High Tech.**

Information Technology

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
333242	**Semiconductor Machinery Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**147**	**$88,724**
333310	**Commercial and Service Industry Machinery Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**167**	**$138,965**
334111	Electronic Computer Manufacturing	Emerging	LQ --- DS +++	31	$105,946
334118	**Computer Terminal and Other Computer Peripheral Equipment Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**30**	**$73,986**
334310	**Audio and Video Equipment Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**37**	**$139,627**
334413	**Semiconductor and Related Device Manufacturing**	**Growing Base**	**LQ 1 DS +++**	**68**	**$114,908**
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing	Emerging	LQ - DS +++	15	$195,468

334510	**Electromedical and Electrotherapeutic Apparatus Manufacturing**	**Growing Base**	**LQ 1 DS +++**	**27**	**$92,050**
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables	Emerging	LQ - DS +++	25	$67,128
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	Mature	LQ 1, DS --	11	$205,952
334519	**Other Measuring and Controlling Device Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**21**	**$239,167**
334610	**Manufacturing and Reproducing Magnetic and Optical Media**	**Growing Base**	**LQ +++ DS +++**	**9**	**$119,458**
513210	Software Publishers	Mature	LQ 1 DS ---	334	$134,980
	Total			**922**	**$126,967**

Summary:

The Information Technology Industry Cluster accounts for 5% of Bend's gross domestic product at $475 million dollars. The industry cluster is anchored by *NAICS Code 513210 Software Publishers* which employs 36% of the total industry cluster and accounts for 87% of the cluster's contribution to the overall clusters economic impact. The industry cluster sells 63% of its products and services outside the Bend area, with 77% of the industry's demand met by local suppliers.

The average education and skills level needed to be employed in this cluster is a bachelor's degree with limited to no-work experience required. There are local educational institutions that have the capacity to provide the education skills required.

The proposed cluster name for *Information Technology and Analytical Instruments* is **High Tech.**

Source: Lightcast

Forestry and Wood Products

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
113110	Timber Tract Operations	Mature	LQ +++ DS -	291	$ 83,659
113310	**Logging**	**Growing Base**	**LQ + DS +++**	**27**	**$ 22,607**
115310	**Support Activities for Forestry**	**Growing Base**	**LQ +++ DS +++**	**30**	**$ 83,858**
321114	Wood Preservation	Transforming	LQ --- DS ---		
321911	Wood Window and Door Manufacturing	Mature	LQ +++ DS -	233	$ 54,339
321912	Cut Stock, Resawing Lumber, and Planning	Mature	LQ 1 DS -	5	$ 45,355
321918	**Other Millwork (including Flooring)**	**Growing Base**	**LQ +++ DS 0**	**119**	**$ 55,510**
321992	Prefabricated Wood Building Manufacturing	Transforming	LQ --- DS 0	2	

TOTAL	707	$	68,053

Summary:

The *Forestry and Wood Products Cluster* accounts for 1% of Bend's gross domestic product at $66 million dollars. The industry cluster is anchored by *NAICS Code 113110 Timber Tract Operations* which employs 41% of the total industry cluster and only accounts for 1% of the cluster's contribution to the overall clusters economic impact. The firm with the largest economic contribution to the clusters economic impact is wood window and door manufacturing. The industry cluster sells 63% of its products and services outside the Bend area, with 57% of the industry's demand met by local suppliers.

The average education and skills level needed to be employed in this cluster is a high school degree with moderate term on the job training. There are local educational institutions that have the capacity to provide the knowledge and skills required.

The proposed cluster name for *Forestry and Wood Products Cluster* is **Forestry and Wood Products.**

Furniture

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
337110	**Wood Kitchen Cabinet and Countertop Manufacturing**	**Growing Base**	**LQ +++ DS 0**	**158**	**$ 59,588**
337122	**No upholstered Wood Household Furniture Manufacturing**	**Growing Base**	**LQ +++ DS +**	**38**	**$ 39,825**
337126	Household Furniture (except Wood and Upholstered) Manufacturing	Transforming	LQ --- DS 0	1	$ 9,000
337215	Showcase, Partition, Shelving, and Locker Manufacturing	Emerging	LQ 1 DS ++	15	$ 56,667
	TOTAL			**212**	**$ 55,601**

Summary:

The *Furniture Cluster* accounts for less than 1% of Bend's gross domestic product at $17 million dollars. The industry cluster is anchored by *NAICS Code 337110 Wood Kitchen Cabinet and Countertop Manufacturing* which employs 76% of the total industry cluster and accounts for 78% overall clusters' economic impact. The industry cluster sells 87% of its products and services outside the Bend area, with 85% of the industry's demand met by local suppliers.

The average education and skills level needed to be employed in this cluster is a high school degree with moderate term on the job training. There are local educational institutions that have the capacity to provide the knowledge and skills required.

The proposed cluster name for *Furniture Cluster* is **Forestry and Wood Products.**

Recreational Goods and Small Appliances; Trailers, Motor Homes, and Appliances

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
336214	**Travel Trailer and Camper Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**89**	**$60,326**
336991	**Motorcycle, Bicycle, and Parts Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**37**	**$56,612**
337920	Blind and Shade Manufacturing	Mature	LQ +++ DS ---	55	$55,723
339992	Musical Instrument Manufacturing	Emerging	LQ +++ DS 0	44	$48,982
339993	Fastener, Button, Needle, and Pin Manufacturing	Emerging	LQ +++ DS 0	24	$69,258
	TOTAL			**249**	**$57,614**

Summary:

The *Recreational Goods and Small Appliances; Trailers, Motor Homes, and Appliances Industry Clusters* accounts for less than 1% of Bend's gross domestic product at $38 million dollars. The industry cluster is anchored by *NAICS Code Travel Trailer and Campier Manufacturing* which employs 36% of the total industry cluster and accounts for 19% overall clusters economic impact. The industry cluster sells 77% of its products and services outside the Bend area, but only 44% of the industry's demand is met by local suppliers.

The average education and skills level needed to be employed in this cluster is a high school degree with short and moderate-term on the job training. There are local educational institutions that have the capacity to provide the knowledge and skills required.

The proposed cluster name for is **Outdoor Products**

Food Processing and Manufacturing

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg. Wage/Year
312120	Breweries	Mature	LQ +++ DS --	614	$59,768
312113	**Ice Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**24**	**$41,345**
311520	**Ice Cream and Frozen Dessert Manufacturing**	**Growing Base**	**LQ +++ DS +++**	**27**	**$24,303**
312140	**Distilleries**	**Growing Base**	**LQ ++ DS ++**	**24**	**$43,581**
311920	Coffee and Tea Manufacturing	Mature	LQ + DS --	22	$30,399
312130	**Wineries**	**Growing Base**	**DS + DS +++**	**42**	**$47,983**
311340	Nonchocolate Confectionery Manufacturing	Mature	DS + DS ---	10	$13,349
311352	Confectionery Manufacturing from Purchased Chocolate	Mature	LQ 1 DS ---	12	$23,735
311821	Cookie and Cracker Manufacturing	Mature	LQ 1 DS ---	11	$47,487

311919	Other Snack Food Manufacturing	Emerging	LQ -- DS +++	9	-
311111	Dog and Cat Food Manufacturing	Emerging	LQ -- DS +++	4	-
311351	Chocolate and Confectionery Manufacturing from Cacao Beans	Transforming	LQ -- DS -	1	-
327213	Glass Container Manufacturing	D***	D***	1	-
311423	Dried and Dehydrated Food Manufacturing	Transforming	LQ -- DS ---	1	-
312111	Soft Drink Manufacturing	Emerging	LQ --- DS ++	5	-
311999	All Other Miscellaneous Food Manufacturing	D***	D***	2	-
311119	Other Animal Food Manufacturing	D***	D***	1	-
311421	Fruit and Vegetable Canning	D***	D***	1	-
	TOTAL			**811**	**$54,986**

Summary:

The *Food and Beverage Manufacturing Cluster* accounts for 2% of Bend's gross domestic product at $188 million dollars. The industry cluster is anchored by *NAICS 312120 Breweries* which employs 75% of the total industry cluster and accounts for 74% overall clusters economic impact. The industry cluster sells 82% of its products and services outside the Bend area, but only 24% of the industry's demand is met by local suppliers.

The average education and skills level needed to be employed in this cluster is a high school diploma or less with short and moderate term on the job training. There are local educational institutions that have the capacity to provide the knowledge and skills required.

The proposed cluster name for *Food and Beverage Manufacturing* is **Craft Beverages**

Hospitality and Tourism

NAICS Code	Description	Quadrant Location	Quadrant Strength	Employment	Avg.Wage/Year
459920	Art Dealers	Emerging	LQ 1 DS ++	9	
532284	Recreational Goods Rental	Emerging	LQ 1 DS +++	6	$17,090
561510	Travel Agencies	Transforming	LQ -- DS ++	19	$113,146
561520	**Tour Operators**	**Growing**	**LQ +++ DS +++**	**35**	**$79,432**
561591	**Convention and Visitors Bureaus**	**Growing**	**LQ +++ DS +++**	**13**	**$42,843**
561599	**All Other Travel Arrangement and Reservation Services**	**Growing**	**LQ +++ DS +++**	**89**	**$87,924**
711211	Sports Teams and Clubs	Emerging	LQ --- DS +++	2	$39,750
711219	Other Spectator Sports	D***	D***		
712110	Museums	Emerging	LQ --- DS +++	6	$32,689
712190	**Nature Parks and Other Similar Institutions**	**Growing**	**LQ +++ DS +++**	**19**	**$66,239**

713120	Amusement Arcades	Emerging	LQ --- DS +++	3	$20,788
713290	Other Gambling Industries	Transforming	LQ --- DS --	9	$192,556
713990	All Other Amusement and Recreation Industries	Transforming	LQ -- DS ---	249	$24,860
721110	**Hotels (except Casino Hotels) and Motels**	**Growing**	**LQ +++ DS 0**	**868**	**$39,459**
721191	Bed-and-Breakfast Inns	Transforming	LQ -- DS --	3	$13,357
721199	**All Other Traveler Accommodation**	**Growing**	**LQ +++ DS +++**	**20**	**$28,576**
	TOTAL			1,350	$43,170

Summary:

The *Hospitality and Tourism Cluster* accounts for 2% of Bend's gross domestic product at $239 million dollars. The industry cluster is anchored by *NAICS 721110 Hotels and Motels* which employs 64% of the total industry cluster and accounts for 69% overall clusters' economic impact. The industry cluster sells 71% of its products and services outside the Bend area, but only 44% of the industry's demand is met by local suppliers. An economic survey of anchor amenities that support the Hospitality and Tourism Cluster are those located in the outdoor environment - Mt. Bachelor Ski Resort, the Deschutes River, Hayden Homes Amphitheater, High Desert Museum, and Smith Rock State Park.

The average education and skills-level needed to be employed in this cluster is a high school diploma or less with limited on the job training. There are local educational institutions that have the capacity to provide the knowledge and skills required.

The proposed cluster name for *Hospitality and Tourism* is **Outdoor Tourism.**

2025

CITY OF BEND
STATE OF THE ECONOMY REPORT

invest BEND

TOWER
TOWER
ER JAZZ...

2025 CITY OF BEND STATE OF THE ECONOMY REPORT

The 2025 State of the Economy is being published to support the Bend City Council's goal of advancing economic prosperity in alignment with community needs and state and regional plans. It provides a comprehensive overview of Bend's current economy, offering critical data to help inform the development of the economic development strategy plan.

Through its examination of economic trends, workforce demographics, and business growth, the report provides essential context for understanding how employment intersects with economic mobility and land-use planning. These insights, along with those provided by the Targeted Sector Analysis, the Urban Renewal Investment Strategy, and Industry Cluster Analysis, will help inform the development of the City's strategic economic development plan, Invest Bend, a key component of Council's Economic Prosperity goal.

By providing a strategic framework for identifying employment and wage needs and guiding the development of business and wage development, this report also offers actionable data to inform policies, incentives, and funding mechanisms that support the Council's economic prosperity targets, ensuring future development efforts are both responsive to community needs and aligned with the broader vision for inclusive economic growth.

TABLE OF CONTENTS

SECTION	CHAPTER	PAGE
01	KEY TAKEAWAYS	05
02	MARKET DRIVERS	07
03	BEND'S ECONOMY	09
04	LABOR MARKET	13
05	INCOME INEQUALITY	17
06	INVESTMENTS, BUSINESS FORMATION, AND ENTREPRENEURSHIP	21
07	RETAIL AND STOREFRONTS	25
08	REMOTE WORK AND COMMERCIAL SPACE	29
09	DEMOGRAPHIC DRIVERS	33
10	SOURCES, CITATIONS, AND METHODOLOGY	39

DESCHUTES
BREWERY

01
KEY TAKEAWAYS

Cost of doing business has risen since the pandemic. Inflation for both producers and consumers rose dramatically from 2021-2022 and remained elevated through 2023. With inflation continuing above the 2% target, the Federal Reserve has maintained higher interest rates.

Commercial and industrial investments in 2024 were the second largest on record with $93.7 million being invested. This has led Bend to experience a notable increase in high-propensity business applications. Despite the pandemic, Bend has had a consistent net increase in business formation.

Bend had an monthly average of 59,648 jobs in 2023, adding over 6,000 jobs since 2020. This increase has outpaced national and state averages. The city's labor force participation rate has steadily improved since 2019, with 67.9% in the labor force in 2023.

Bend produced 74% of the $15.45 billion economic activity of the Bend MSA economy. The area's average annual economic growth has outpaced Oregon and the United States. This robust growth has led to the Bend Metro being the 4th largest and one of the fastest growing economies in Oregon.

Population growth is primarily driven by migration with the largest contribution coming from within Oregon - primarily the Portland Metro Area. Bend's population is projected to grow by 2% annually over the next 10-years, estimated 30,000 new individuals.

Bend's economy is primarily serviced based with 71% of all economic output from household consumption. The largest share of household consumption was housing costs, accounting for $1.4 billion.

Remote workers account for 28% of Bend's total workforce, higher than national and state averages. Despite this share, Bend's office market has remained resilient with 2024 vacancy rates being slightly higher than Bend's 10-year average.

02

MARKET DRIVERS

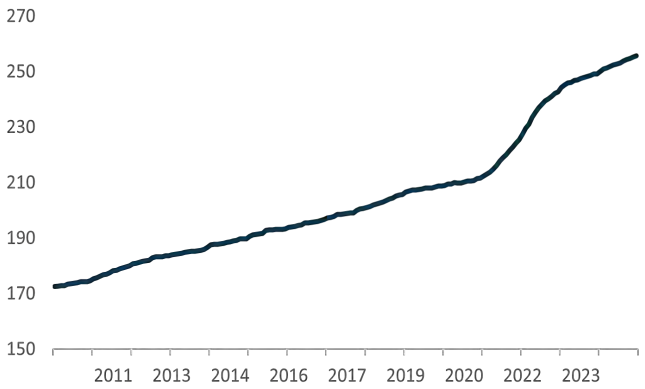
The following section provides an overview of national macro-economic trends that affects Bend's local economy.

Production

The Producer Price Index (PPI) measures the average change over time in the selling prices received by domestic producers for their output. It's a key economic indicator that tracks inflation from the perspective of sellers, rather than consumers. The Core Produce Price Index continues this measurement but excludes food and energy, or the more volatile aspects of inflation.

The Core Index rose dramatically during the pandemic, increasing from 212.3 in January 2021 to 242.8 in December 2022 **(Figure 1)**. The index remained elevated with the Core Index at 145.43 in December 2024, up 4% from December 2023.

Figure 1. Core Produce Price Index



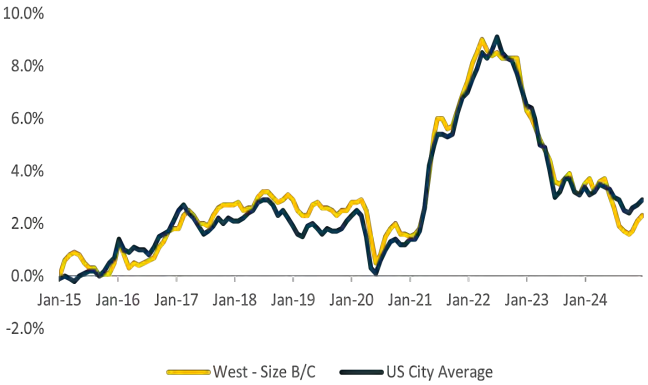
Source: Bureau of Labor Statistics

Inflation

Unlike the PPI, the Consumer Price Index (CPI) measures the average change over time in the prices paid by consumers for goods and services. Similar to the PPI, the CPI rose dramatically from 2021 to 2023 due to pandemic-related disruptions. National inflation peaked in June 2022 at 9.1% but fell to 2.9% in December 2024.

Bend's[1] inflation rate has been slightly higher than most U.S. Cities. Inflation peaked in March 2022 at 9% and fell below the national average to 2.3% in December 2024.

Figure 2. Consumer Price Index



Source: Bureau of Labor Statistics

Interest Rates

During the first half of 2024, the Federal Open Market Committee (FOMC) maintained a restrictive monetary policy stance. The federal funds target range, which peaked at 5.25%-5.50% in mid-2023, remained unchanged through 2024. The Fed held the policy rate steady during that time.

In the latter half of 2024, the FOMC shifted its stance toward modest easing. In September 2024, it began implementing the first-rate reduction cycle, lowering the federal funds rate to 4.25%-4.5% in December. These cumulative rate reductions indicated inflation was moving back towards the goal of 2%.

West Coast Ports of Trade

In 2024, trade through West Coast ports experienced a rebound of container volume, marking the third-busiest year on record, with an 11.2% increase. This growth was driven by a surge in import volume, particularly at ports like Los Angeles and Long Beach. While the West Coast saw an increase in import volume share compared to the East and Gulf Coast ports, the overall share of the top 10 ports remained relatively stable[2].

Approximately 40% of all imported cargo into the United States is handled through the Ports of Los Angeles and Long Beach. The economic impact of these ports support nearly 4 million jobs nationwide and has a significant impact on West Coast economies and the national economy as a whole.

03

BEND'S ECONOMY

The following section outlines key aspects of Bend's economic output.

Gross Domestic Product

Bend is the cultural, economic, and population center of the Bend metropolitan statistical area (Bend Metro), which now encompasses Deschutes, Crook, and Jefferson counties. As of 2023, the Bend Metro is home to approximately 267,000 residents, reflecting steady population growth and increasing regional significance.

The Bend Metro achieved a gross domestic product (GDP) of $15.45 billion in 2023[3], representing a 41% increase since 2019. This growth positions the Bend Metro as the fourth-largest and one of the fastest-growing economic regions in Oregon, underscoring its rising prominence in the state's economic landscape.

Within the Bend Metro, the city of Bend contributed $11.3 billion[4], accounting for 74% of the total economic output. This concentration of productivity highlights Bend's continued role as the primary economic engine in central Oregon. Bend's average annual economic growth has consistently outpaced both the state and national averages (**Table 1**). On a per capita basis, Bend residents generated approximately $112,093 in economic output in 2023. This reflects strong individual productivity considering the City's population size and diversified economic base.

Table 1. Annual Growth, Gross Domestic Product Comparison

	2019	2020	2021	2022	2023
Bend	8%	-2%	17%	8%	13%
Oregon	4%	1%	10%	8%	7%
United States	4%	-1%	11%	10%	7%

Source: Federal Reserve Bank of St. Louis, Implan

Economic Composition

Bend's economy is primarily serviced based, with 72% of all economic output from household demand[5]. Households earn income and purchase goods and services for final consumption. Consumption includes the purchase of goods and services, payments to government entities, and capital in the form of savings or debt repayment.

Residential housing - mortgages and leases - makes up the largest share of household consumption, accounting for 12% of the city's GDP or $1.4 billion (**Table 2**). Household healthcare demand totaled $1 billion, followed by $896 million in retail and entertainment spending.

Table 2. Gross Domestic Product Comparison

<$15,000	$15,000-$30,000	$30,000-$40,000	$40,000 - $50,000	$50,000 - $70,000	$70,000 - $100,000	$100,000 - $150,000	$150,000-$200.000	>$200,000
Owner Housing	Owner Housing	Owner Housing	Owner Housing	Owner Housing	Owner Housing	Owner Housing	Owner Housing	Owner Housing
Tenant Housing	Tenant Housing	Hospitals	Hospitals	Hospitals	Hospitals	Hospitals	Hospitals	Hospitals
Hospitals	Nursing Homes	Physicians	Physicians	Tenant Housing	Physicians	Physicians	Physicians	Physicians
Physicians	Hospitals	Tenant Housing	Tenant Housing	Software	Tenant Housing	Fast food	Software	Financial Investments
Fast food	Software	Software	Software	Fast food	Retail - Vehicles	Software	Fast food	Fine Dining

Source: Implan

Exports and Imports

Imports and exports represent the flow of goods and services into and out of a specific area. Imports are the goods and services that are purchased from other regions, while exports are the goods and services sold to other regions. These trade flows can have a significant impact on a local area's business growth, employment, and overall economic health.

Exports play a vital role in boosting the local economy by generating income from outside markets. When local businesses sell goods and services to out-of-the-area customers, they receive new money that can be reinvested in the local economy. This influx of new money can lead to increased production, job creation, and higher wages for workers. Additionally, strong export performance often encourages innovation and improves regional and national competitiveness for local industries. Exports can also help diversify a region's economic base by reducing dependence on local consumption on a limited number of industries. This diversification can make the local economy more resilient to downturns.

Bend had a total of $7.9 billion in exports in 2023 (**Table 3**). This was down from its peak in 2022 of $8.4 billion. Despite the pandemic and recent headwinds, Bend has increased its export totals by 18% over the last five years.

Table 3. Total Amount of Exports and Imports, Millions

	2019	2020	2021	2022	2023
Exports	$6.7	$6.5	$7.2	$8.4	$7.9
Imports	-$9.5	-$8.9	-$10	-$11.4	-$10.5

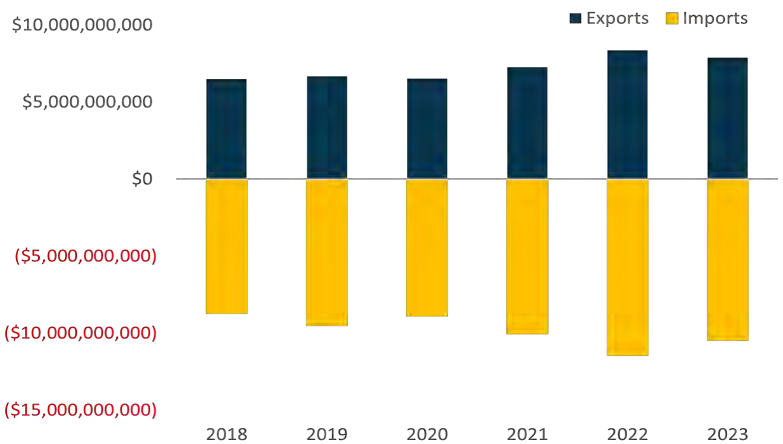
Source: Implan

Conversely, imports can significantly influence the local economy by providing access to goods and services that may not be produced locally, often at lower costs and higher quality. This benefits consumers through increased variety and competitive pricing, which can improve living standards. For businesses, importing raw materials, components, or advanced technology can lower production costs and enhance efficiency, enabling local companies to compete more effectively both locally and globally.

Furthermore, Bend imported $10.5 billion in goods and services in 2023. Like exports, this was down considerably from the 2022 high of $11.4 billion.

As a result of these import figures, Bend continues to experience a local trade deficit, with a $2.5 billion imbalance in 2023. Bend's trade imbalance has increased by 10%, or $1.7 billion, since 2019 (**Figure 3**). This level of reliance on imports can pose future challenges. If local industries struggle to compete with cheaper or more advanced imported goods, it could potentially lead to business closures and job losses. Persistent trade deficits can also weaken a local economy. While imports are essential for economic diversification and growth, a balanced approach is crucial to ensure that local industries remain viable and the economy remains resilient.

Figure 3. Exports and Imports



Source: Implan

04

LABOR MARKET

The following section provides an overview of job growth, labor force participation, unemployment and wages among Bend's workforce.

Job Growth

Bend had a monthly average of 59,648 jobs in 2023[6], adding over 1,900 jobs from 2023. This represented a 3.5% increase (**Table 4**), which was higher than both national and state averages. Bend has added over 6,000 jobs since 2020, the low point of city-wide employment during the pandemic. With more recent data, the Bend Metro added 17,260 jobs from May 2023 to May 2024[7].

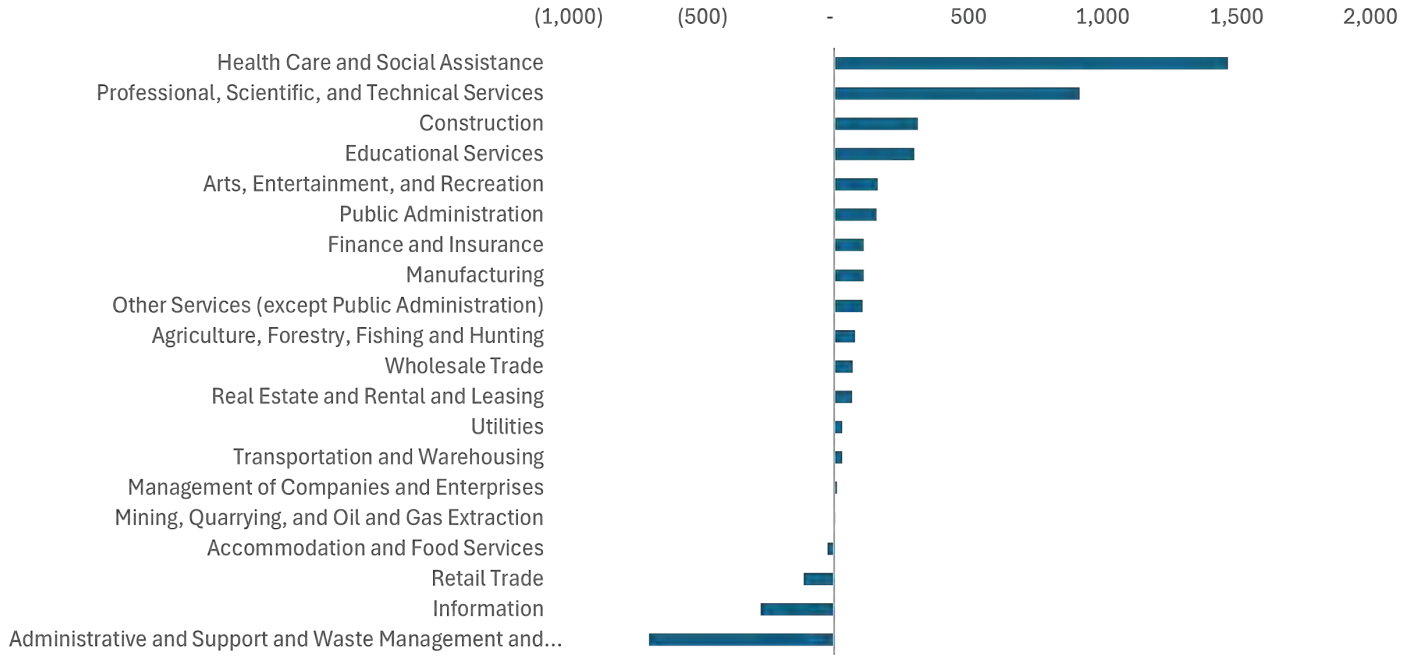
Table 4. Employment Growth, Actual and Projected*

	2019	2020	2021	2022	2023	2024
Bend	2.0%	-6.0%	4.2%	3.7%	3.5%	2.9%*
Oregon	1.0%	-5.2%	1.0%	3.9%	2.4%	1.2%
United States	1.5%	-5.3%	1.3%	5.0%	2.7%	1.5%

Source: United States Bureau of Labor Statistics, Oregon Employment Department, Lightcast*

When seeking to measure and understand specific industries, we utilize the North American Industry Classification System (NAICS) codes – the standard system used by government agencies such as the Bureau of Labor Statistics and the Oregon Employment Department. Bend's employment growth since 2019 has been driven in large part by the Health Care and Social Assistance sector, which added over 1,400 jobs (**Figure 4**). Professional, Scientific and Technical Services (+914 jobs) and Construction (+312 jobs) have also seen strong growth. Employment in certain sectors, such as Administrative and Support Services (-691 jobs), Information (-274 jobs), and Retail Trade (-114 jobs) has declined since the pandemic.

Figure 4. Employment Growth by 2-Digit NAICS Codes



Source: Oregon Employment Department, City of Bend

Labor Force

The city's labor force participation rate has steadily improved since 2019, reaching its peak in 2022 at 68.1% (**Table 5**). Over the past 12 months, labor force participation decreased from 68.1% to 67.9% in 2023[9]. Over the same period, the national labor force participation rate remained steady at 62.6%, while Oregon's rate increased by 0.2%. Bend's 15-year annual labor force participation rate has averaged 67.5%[10].

Table 5. Labor Force Participation Rate

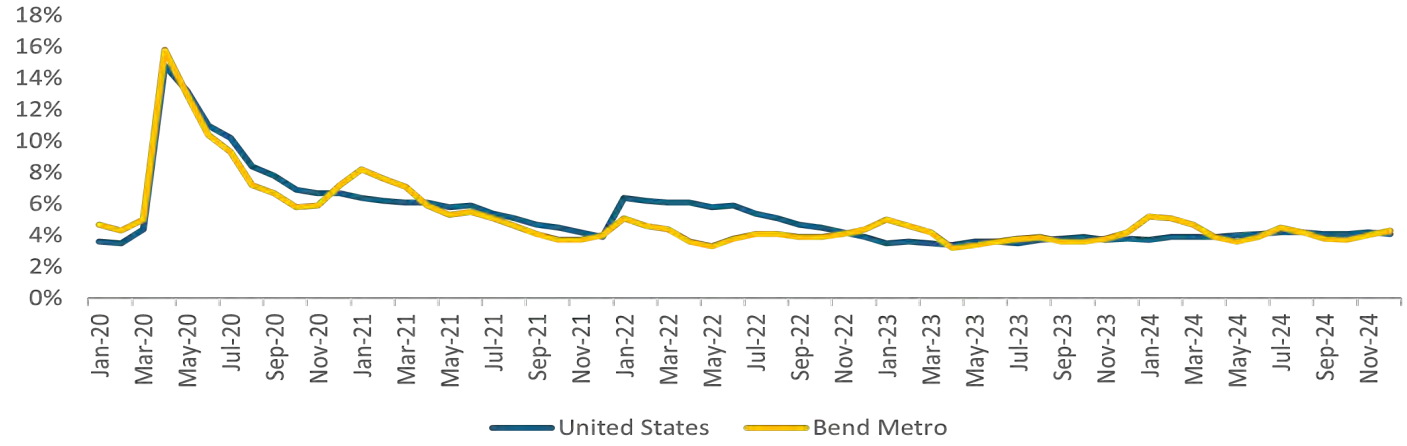
	2019	2020	2021	2022	2023
Bend	67.1%	67.9%	67.9%	68.1%	67.9%
Oregon	61.5%	61.3%	62.0%	62.5%	62.7%
United States	63.1%	61.7%	61.7%	62.6%	62.6%

Source: ACS 5-Year Estimates, United States Bureau of Labor Statistics

Unemployment Rate

The Bend Metro's unemployment rate rose from 4.2% to 4.34% from December 2023 to December 2024. During that same period, the national unemployment rate rose from 3.8% to 4.1%, while Oregon's rate increased from 4% to 4.3%[11]. Since 2022, Bend's unemployment rate has averaged 4.09%, which slightly lower than the US average (4.34%) but slightly higher than Oregon's (3.95%). Notably, the area experiences seasonal surges in unemployment from November to May each year. These surges occur are primarily associated with workers from the outdoor tourism and construction industries.

Figure 5. Unemployment Rate, 2020-2024



Source: United States Bureau of Labor Statistics

Job and Wage Growth

The jobs recovery after the pandemic has been strong both nationwide and at the city level. Wages have also increased. However, residents continue to face challenges with live costs. From 2020 to 2023, consumer prices rose nationally by 5.6% annually and 4.75% in Bend[12] - both above the Federal Reserve's target 2% target[11].

In 2023, the average annual wage in Bend was $65,248, a 4% increase over 2022[13]. This average is skewed upward by high earners. Despite nominal wage growth, wages in Bend have not kept up with the rising cost of living. From 2020 to 2023, inflation-adjusted wages fell by 1%. While wages increased nominally by 4%, inflation adjusted wages saw no growth between 2022 and 2023[14].

05

INCOME INEQUALITY

The following section provides a summary of the economic inequalities that exist in Bend.

Summary

Income inequality has risen in many communities in the United States in recent decades. Rising inequality and related issues have intensified local polarization on issues such as growth management, housing development, and traffic. Global trends have shown that an increasingly unequal society can weaken public trust in institutions, hinder community stability, and force residents to migrate[15].

Figure 6. Income Growth Comparison, Middle Class and Top 5%

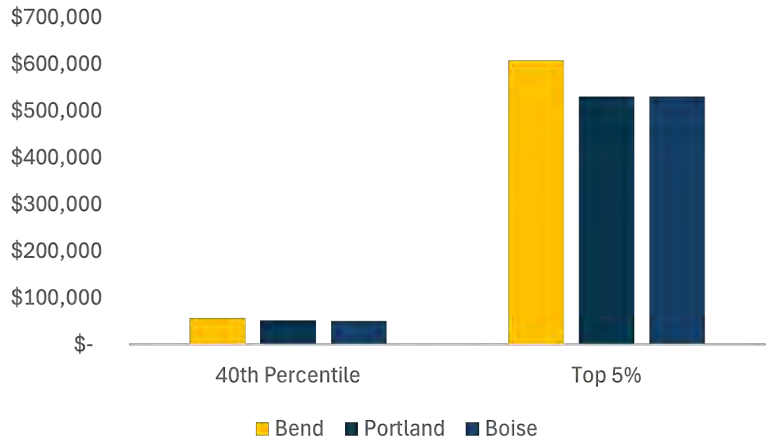
Source: ACS 5-Year Estimates

According to the 2024 Bend's Target Sector Analysis, the local economy is heavily influenced by sectors such as healthcare, tourism, and construction. While these industries have contributed to job creation, many of the positions offer low to moderate wages, which have not kept pace with the rising cost of living—particularly housing. Bend's housing market remains one of the most expensive in Oregon, driven by high demand, limited supply, and an influx of remote workers and retirees from higher-income regions.

This disparity has led to a widening gap between high-income earners and working-class residents. Professionals in tech, finance, and healthcare sectors often earn significantly more than those in service or seasonal jobs. The result is a growing divide in access to housing, education, and healthcare. The median household income in Bend is above the state average, but the cost burden on renters and low-income families is disproportionately high.

In 2023, the lower 80% of households earned an average of $76,400 and accounted for 48% of the total aggregated income among all households **(Figure 6)**. The top 5% earned eight times more, averaging $608,000, and took home 24% of the total aggregate income. It's worth noting that the average top 5% in Bend exceeds that of Portland, OR, and Boise, ID, which are $530,450 and $530,161 respectively (**Figure 7**). This disparity has risen steadily with the lower 80% earning 3.5% less in 2023 than in 2010, when the group earned 52% of the total aggregate income.

Figure 7. Income Comparisons

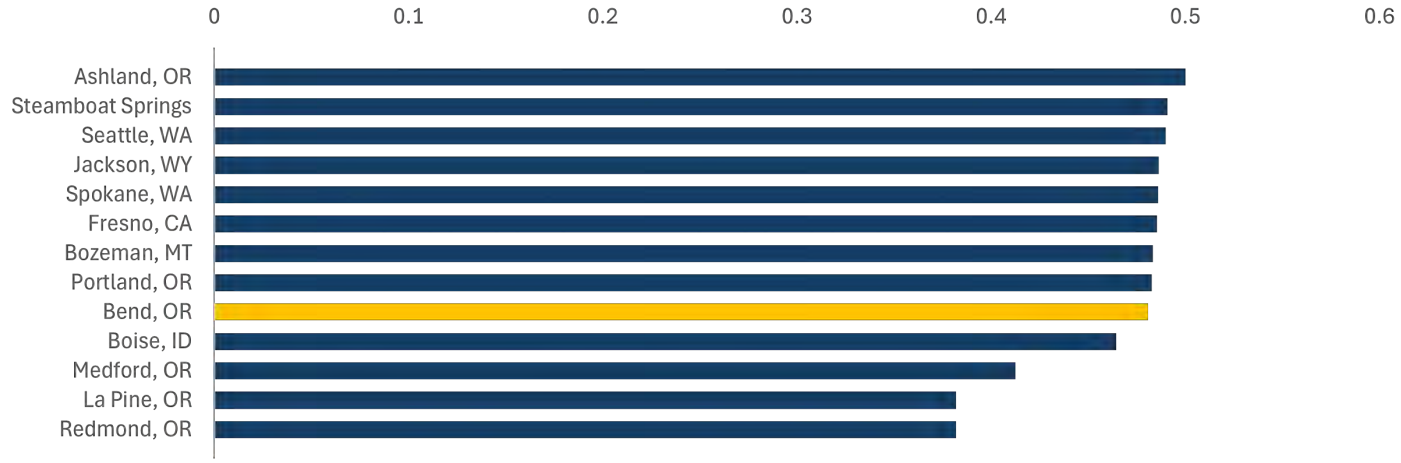


Source: ACS 5-Year Estimates

This disparity is also illustrated with the use of the Gini Index, also known as the Gini Coefficient, which measures economic inequality within a population. It quantifies the distribution of income or wealth among individuals, ranging from 0 to 1, where 0 represents perfect equality (everyone has the same income) and 1 indicates maximum inequality (one person has all the income, and everyone else has none).

Bend has a Gini Coefficient (GI) of .4763, which indicates a moderate level of income inequality; comparable to similar communities(**Figure 8**).

Figure 8. Gini Index, 2023



Source: ACS 5-Year Estimates

06

INVESTMENTS, BUSINESS FORMATION & ENTREPRENEURSHIP

The following section provides a summary of private commercial and industrial investments, overall business formation, and the entrepreneurial eco-system in the City of Bend.

Investments

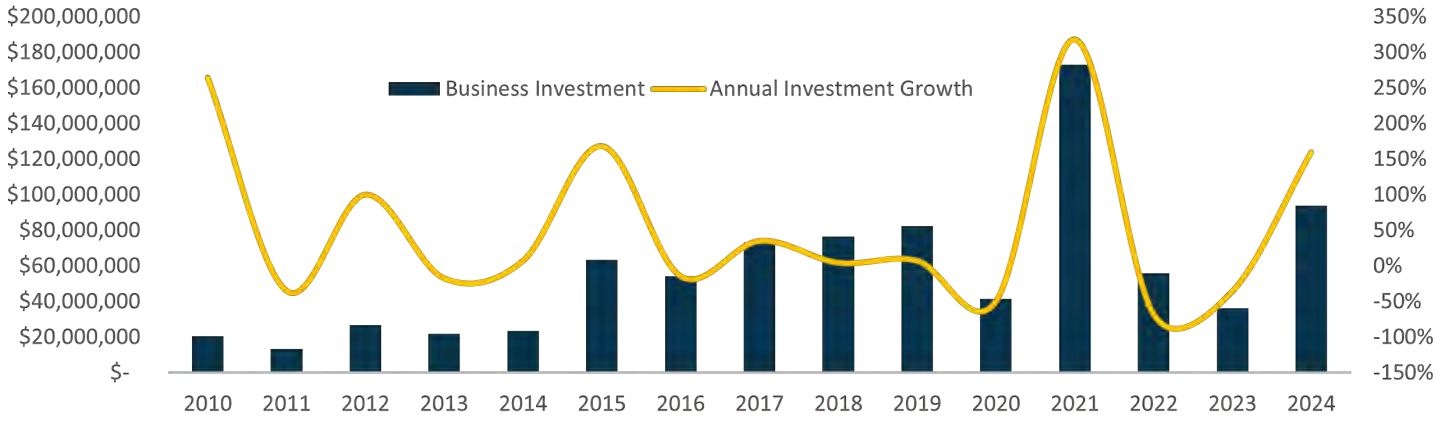
Business investments in Bend have remained resilient from 2023 and through 2024, despite broader economic headwinds. This is due to its strong entrepreneurial ecosystem, high quality of life, and a growing population that supports a diverse range of industries. According to the 2024 Bend Business Horizon Report, businesses are increasingly investing in digital transformation, automation, and workforce development to stay competitive in a rapidly evolving market.

However, rising operational costs, limited access to affordable commercial space, and a tighter labor market have made it more challenging for some businesses to secure necessary capital.

Industrial and infrastructure-related capital investments have also seen a boost, particularly following the completion of infrastructure improvements in 2024. These upgrades have enhanced transportation and utility systems, making Bend more attractive for long-term industrial development. Still, challenges persist. Oregon ranks near the bottom nationally in terms of tax and cost burden, which has made some investors cautious about committing large-scale capital to the state, particularly in the region.

Despite state and national challenges, Bend's commercial and industrial permitted investments in 2024 were the second largest on record, with nearly $93.7 million, a 160% increase from 2023. Since 2019, commercial and industrial permitted investments have totaled nearly half a billion dollars at $482 million (**Figure 9**).

Figure 9. Permit Valuations, City of Bend



Source: City of Bend

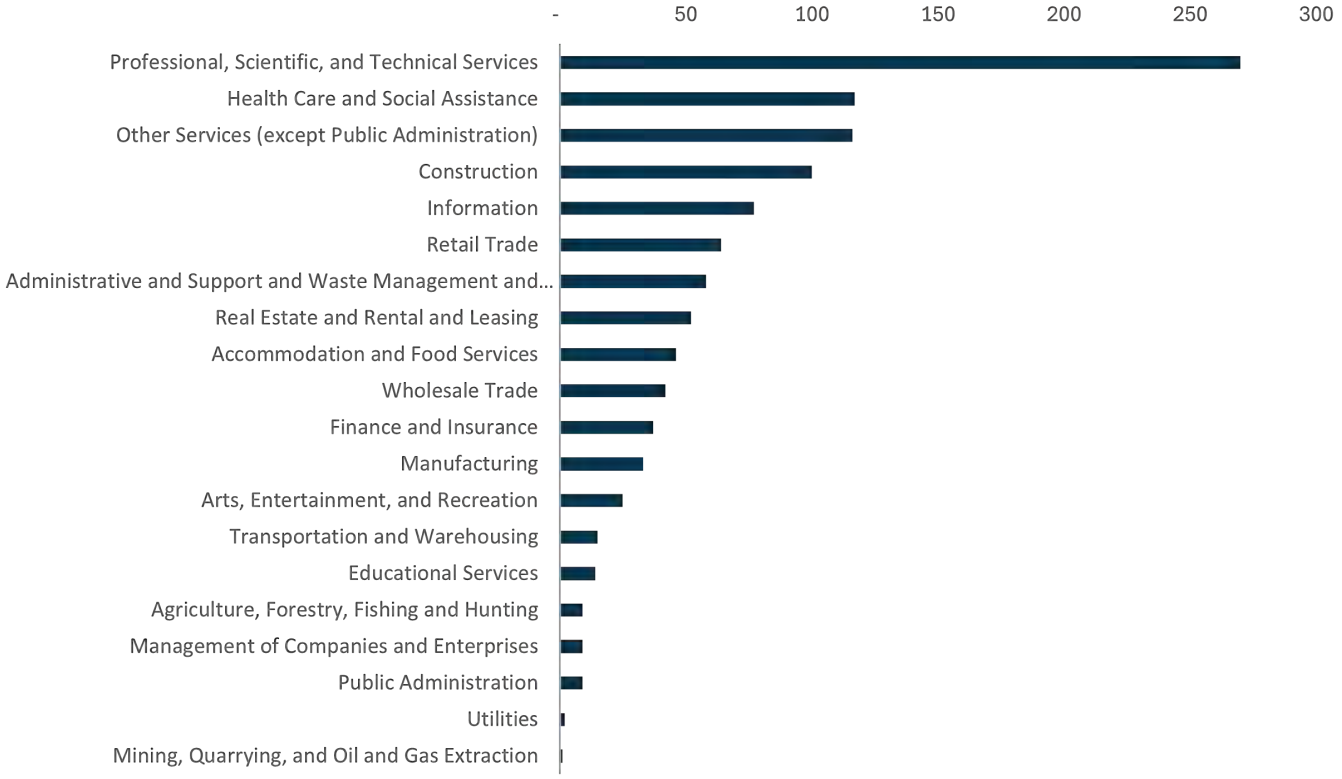
Net Business Formation

New business formation in Bend has seen dynamic shifts in recent years. These trends reflect both national economic and local challenges unique to Central Oregon. According to data from the Oregon Employment Department, Bend has experienced a notable increase in high-propensity business applications[16] and corporate filings since 2019. Since then, new business formations have increased by 50%, with a 10% increase between 2022 and 2023.

This growth suggests a growing entrepreneurial spirit in the city. Bend has emerged as a hot spot for startups and small businesses. The city's appeal lies in its high quality of life, access to outdoor recreation, and a supportive community for innovation and remote work. However, this growth is not without its hurdles.

One of the most significant barriers to new business formation in Bend is the scarcity of development-ready land, as well as the high cost of commercial and residential real estate. The limited supply of development-ready land has made it difficult for new ventures to find affordable space to operate. The City has initiated a project to update the Growth Plan, which will identify future lands for industrial and other employment purposes[17]. Additionally, inflationary pressures and increased interest rates have made financing more difficult to secure, particularly for first-time business owners.

Figure 10. Change in Total Establishments, 2-Digit NAICS Code, 2022 to 2023

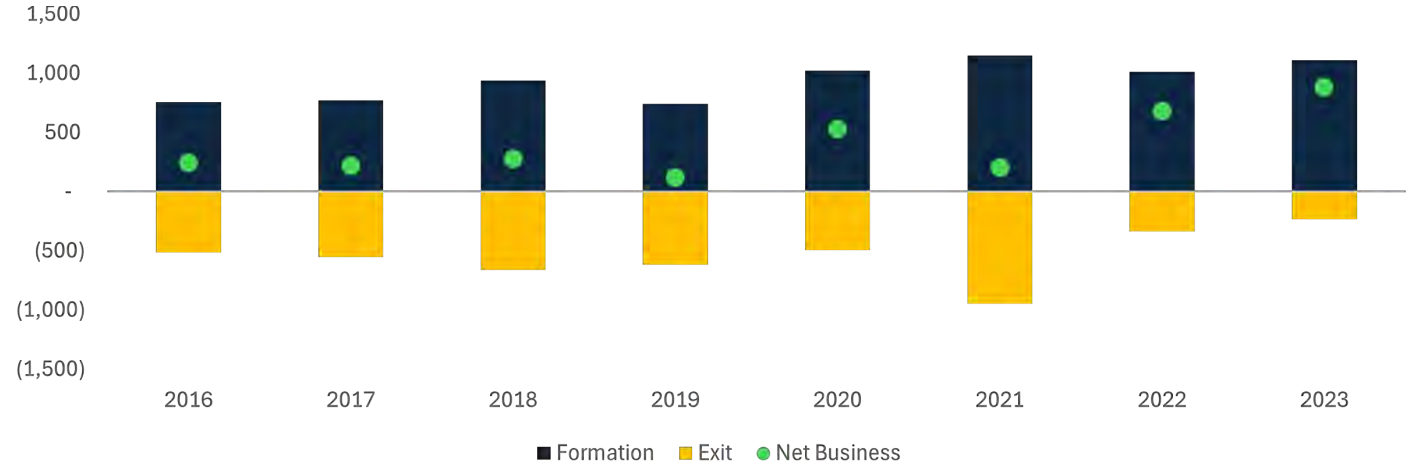


Source: Oregon Employment Department, City of Bend

Business exits, or business closures, have also seen a dramatic decrease since pre-pandemic levels. Business closures have decreased by 62%. In 2019, 618 businesses closed compared to only 232 businesses in 2023[18]. At the height of the pandemic, Bend saw 945 businesses closing, which represented a 90% increase over the prior year. Despite the pandemic, Bend has consistently had a net increase in business formations each year since 2016.

The growth in new businesses has been led by the Professional and Scientific and Healthcare sectors, which accounted for nearly 50% of new businesses from 2022 to 2023, with 387 establishments being formed (**Figure 10**).

Figure 11. Net Business Formation



Source: Oregon Employment Department, City of Bend

Entrepreneurial Growth

In contrast to the rapid decline in business perception at the state level, Bend has emerged as a vibrant hub for entrepreneurial activity. The Milken Institute, which highlights U.S. cities that are bastions of economic success, recently ranked the Bend Metro Area as the 4th Best Performing Small City in the nation.

Most entrepreneurial ventures typically have fewer than 20 employees, with the vast majority having just one to four, and many operating as sole proprietors. In Bend, there are 5,707 entrepreneurial firms that employ fewer than 4 individuals, accounting for 75% of all registered businesses and employing 6,304 individuals (13% of total employment)[19]. The employment of these entrepreneurial firms grew by 4% since 2022, adding 249 new employees.

The average salary for an individual employed in one of these entrepreneurial ventures was $75,915 - $10,600 higher than the average annual wage across all industries. Entrepreneurial salaries grew by 8% between 2022 and 2023[20].

Bend is a highly entrepreneurial community, with more individuals owning and operating a business compared to both Portland and Oregon. This entrepreneurial spirit is also prevalent among local underrepresented communities. One out of eight minority[21] individuals owned and operated businesses in 2022, compared to an estimated 1 out of 31 in Portland and 1 out of 23 in Oregon[22].

07

RETAIL & STOREFRONTS

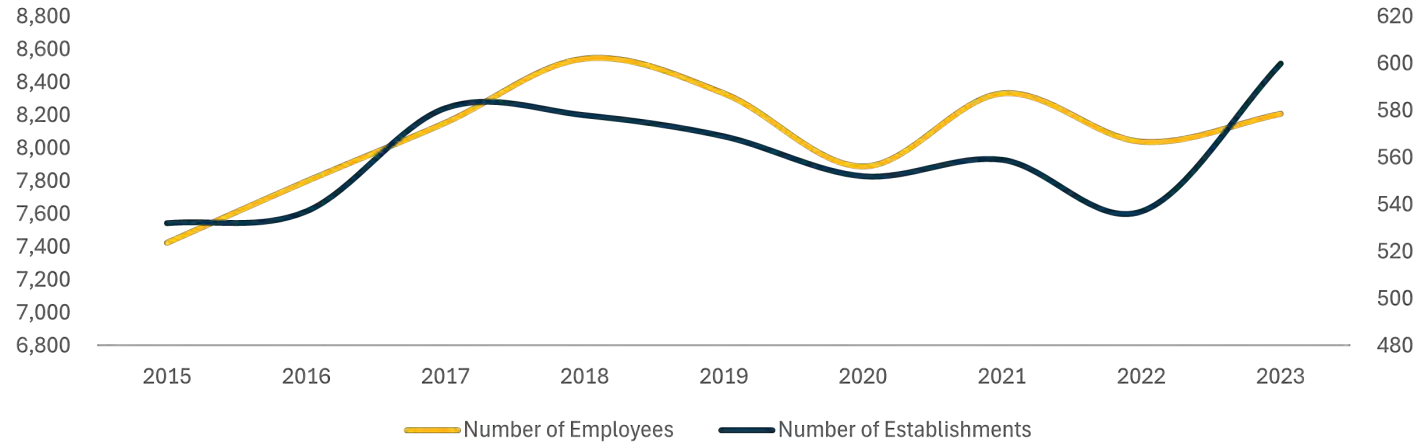
The following section provides an overview of the retail sector and local market shifts that affects consumer spending, storefront vacancies, and leasing activities

Retail Overview

Retail is central to Bend's economy, reflecting its role as a regional hub for tourism and lifestyle. Bend's retail landscape is shaped by a mix of national chains, local boutiques, and seasonal businesses that cater to both residents and year-around visitors. In 2024, the retail sector generated approximately $928 million dollars[23] in GDP or 8% of the total economy.

Despite the pandemic and recent inflationary pressures, retail employment in Bend demonstrated resilience, increasing from 2022 to 2023 by 2%, adding 169 jobs. This sector now provides 8,208 jobs - 14% of all employment[24] - slightly down from the pre-pandemic high of 8,543 jobs in 2018[25].

Figure 12. Retail Sector Establishment and Employment Growth

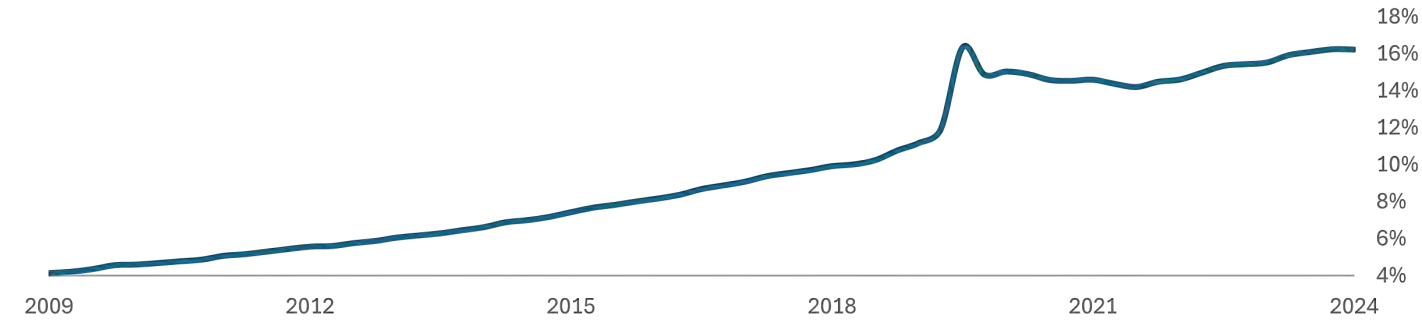


Source: Oregon Employment Department, City of Bend

It is uncertain whether the losses of retail jobs during the pandemic are permanent. With advances in automation and shifts to e-commerce, this may result in lower number of employees rather than a reduction in retail establishments **(Figure 12)**.

While the pandemic pushed more shoppers online, the disruption by e-commerce occurred before the pandemic. In Quarter 1 2018, e-commerce represented about 9% of total sales, and in Quarter 4 2024, that nearly doubled to 16%[26].

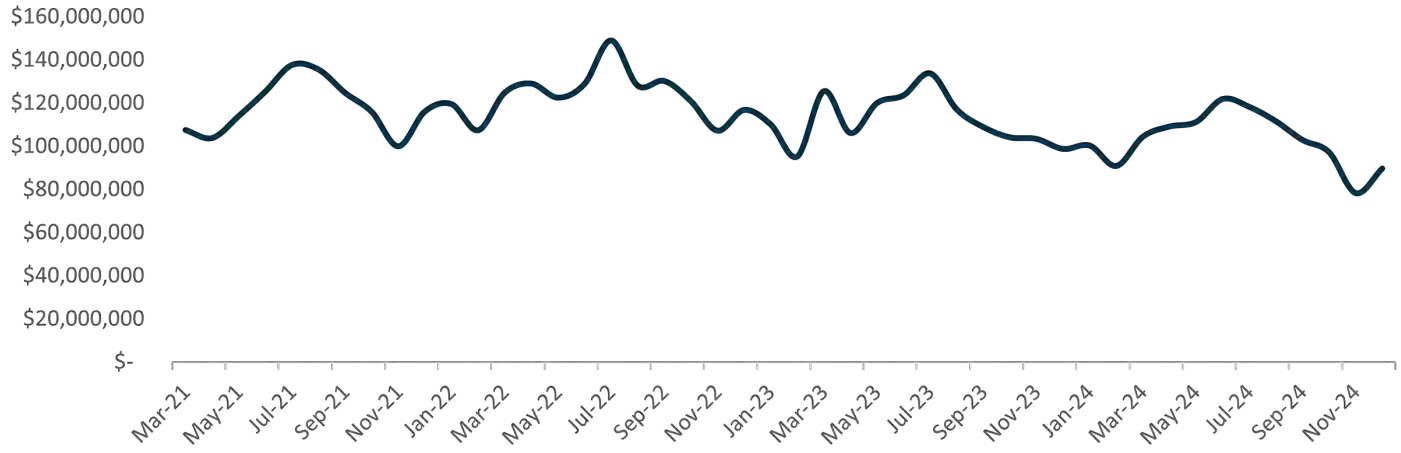
Figure 13. Quarterly E-Commerce Share of Total Retail Sales



Source: U.S. Census

In contrast, consumer spending at brick-and-mortar stores in Bend has been slowly declining, even as the overall retail sector recovers from the pandemic. Consumer spending has declined by 8% from July 2023 and 66% since July 2022 (**Figure 14**). Not only has spending decreased, but overall total bank market deposit shares have also decreased by 3% over the same period[27].

Figure 14. Consumer Spending



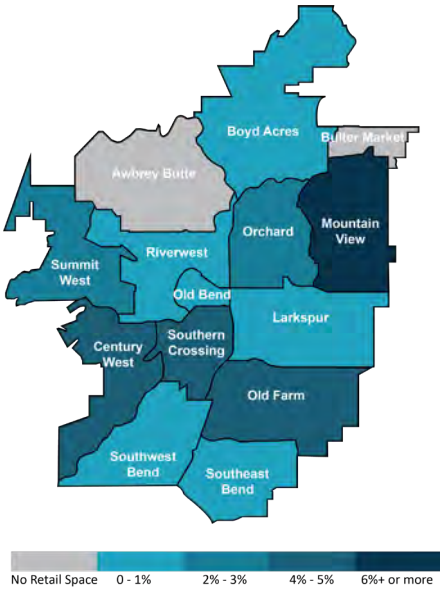
Source: Visit Bend

Retail Market Shifts

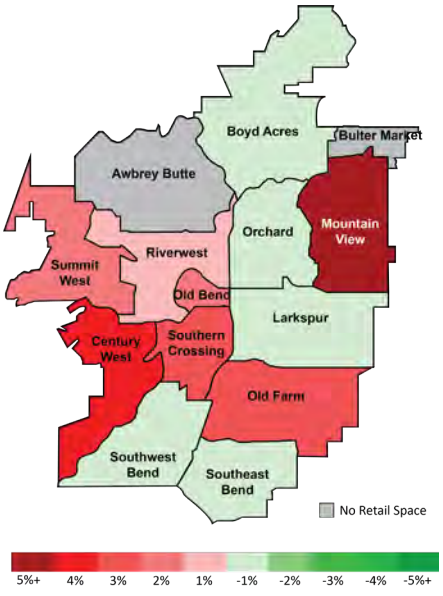
Over 170,000 square feet of retail market space was added in 2024, bringing the total retail market footprint to 7.9 million square feet. The Gateway North Costco was the primary driver of 2024 deliveries, accounting for 88% of the new deliveries. The total retail space under construction held steady with a 1.6% increase over 2023[28], at 103,000 square feet – the highest on record.

Due to the relocation of the existing Costco from its Highway 20 location to Gateway North, the total available vacant space increased by 156,000 square feet. This alone accounted for nearly half the retail vacancy rate increase of 4.1%, a 2.1% increase over 2023[29]. The current retail vacancy rate is the highest it has been since 2015.

Map 1. Available Retail Space



Map 2. Change in Vacancy, 2023 - 2024

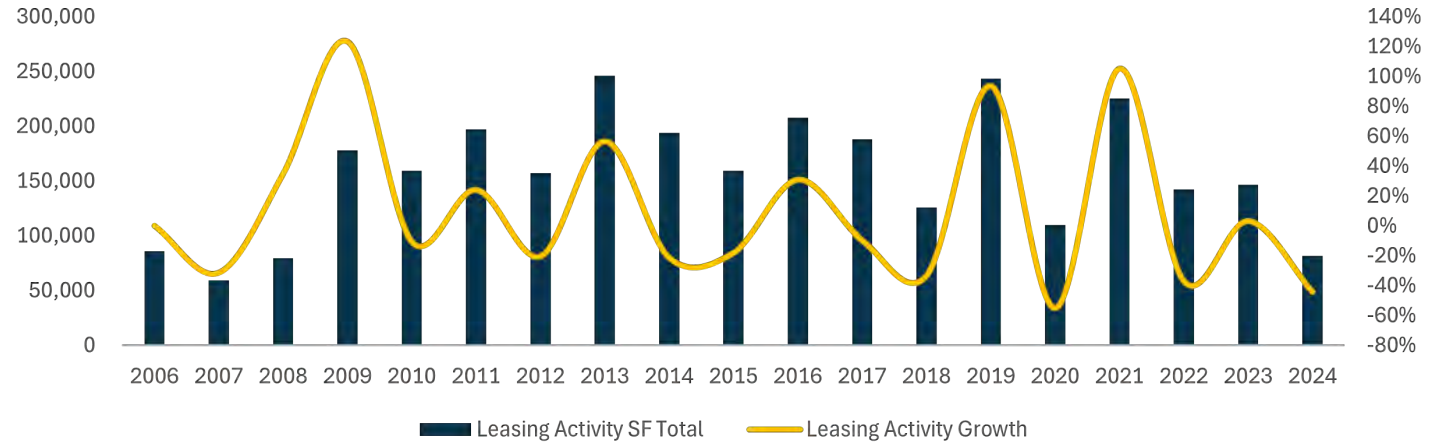


Source: CoStar

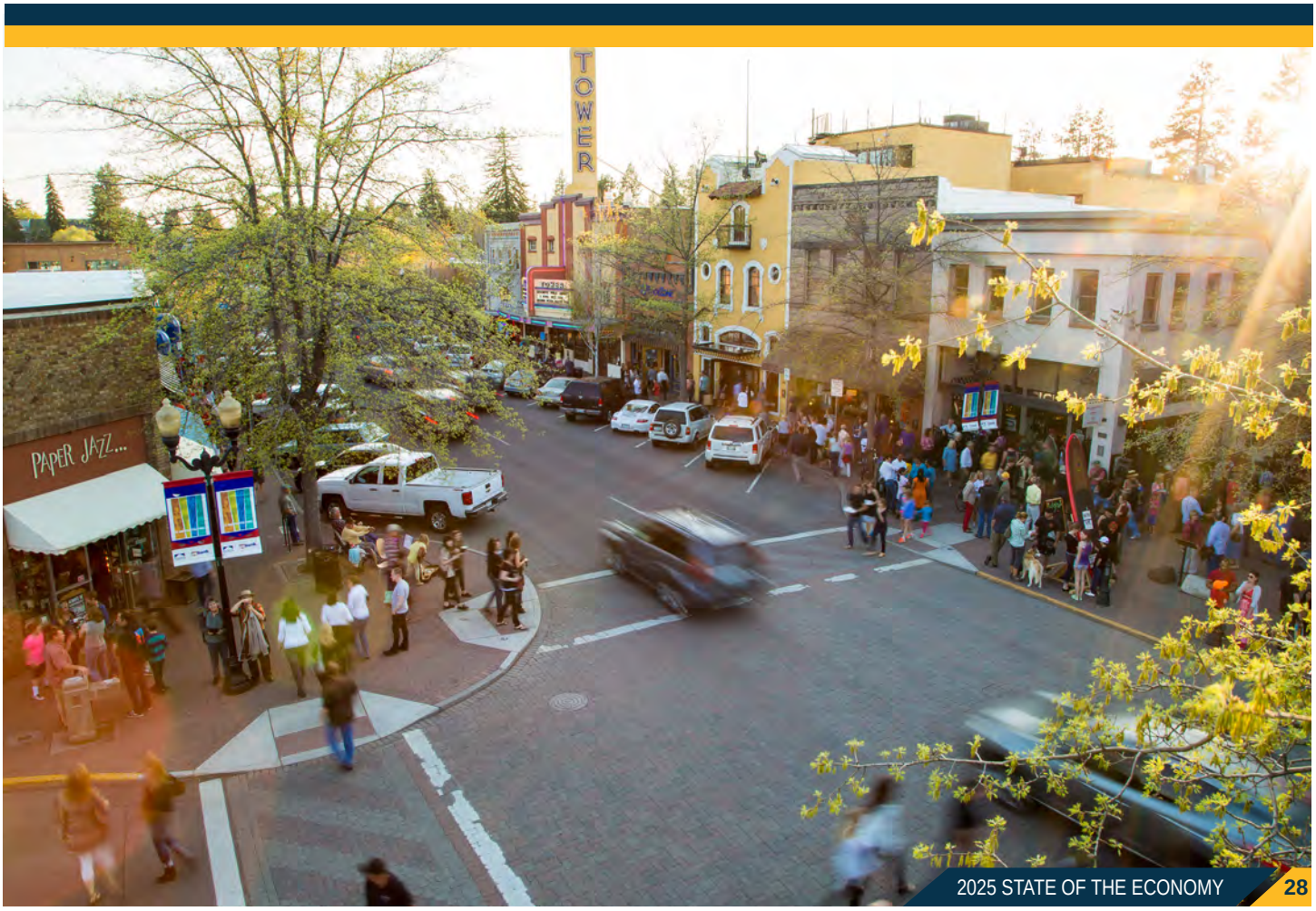
Discounting the former Costco site, with limited space available, Bend has seen a shift in overall rent increases for retail spaces. The average triple net (NNN) for retail space increased 8% since 2023, and 40% since 2019[30].

With continued declines in leasing activity (**Figure 15**) and consumer spending, Bend's retail realignment is likely to continue. Uncertain national trade policies could trigger inflation, along with local/state regulatory costs, may force consumers to spend less, limiting the revenue for existing retail establishments.

Figure 15. Retail Leasing Activity



Source: CoStar



08

REMOTE WORK & COMMERCIAL SPACE

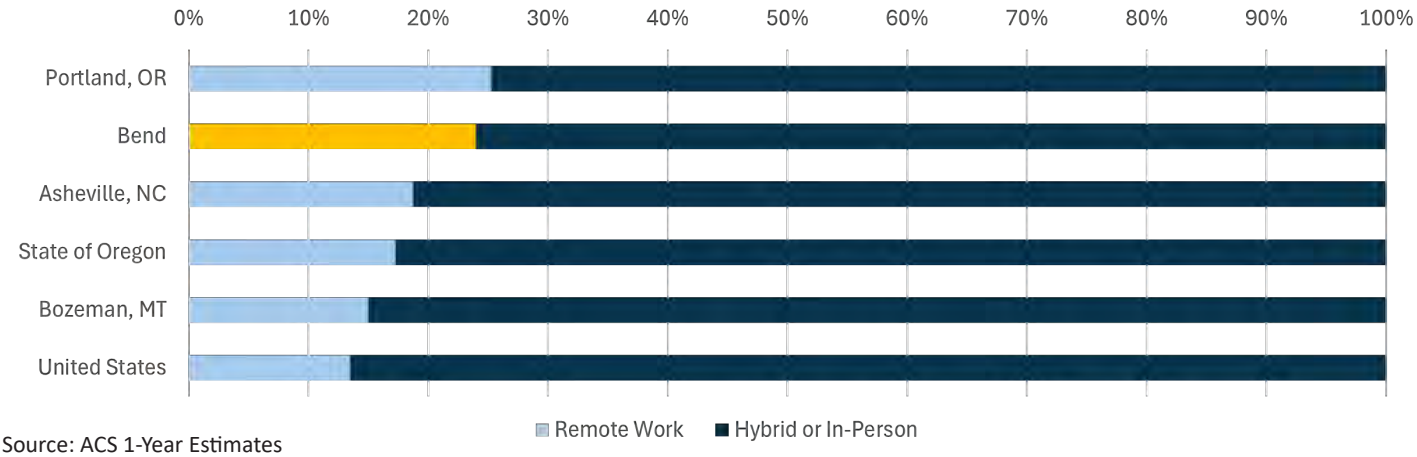
The following section provides an summary of Bend's remote worker share, the impacts on the area's commercial real estate, and how Bend compares nationally.

National Summary

The rise of remote work, accelerated by the pandemic and sustained by technological advancements, has fundamentally reshaped the national commercial real estate landscape. As businesses increasingly adopt hybrid or fully remote models, the demand for traditional office space has declined in many urban centers. This shift has led to higher vacancies, pressure on office rents, and a reevaluation of how commercial spaces are designed and utilized.

This shift is prompting companies nationwide to rethinking their real estate footprints, opting for smaller, more flexible spaces or relocating to suburban and secondary markets where costs are lower. In response, landlords and developers are adapting by repurposing office buildings into mixed-use developments, coworking hubs, or residential units. The ripple effects extend beyond office buildings, influencing retail, hospitality, and urban planning as cities adjust to new patterns of work and mobility.

Figure 16. Remote Workers, 2023

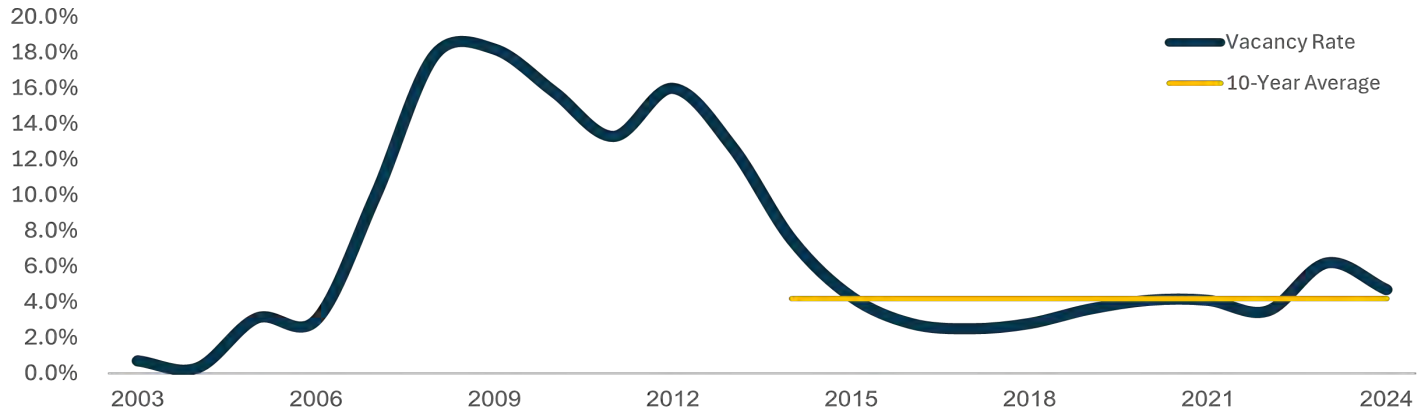


Source: ACS 1-Year Estimates

Bend's Commercial Real Estate

In 2024, Bend's office real estate market demonstrated resilience amid these national headwinds. While many U.S. cities faced record-high vacancy rates due to remote work and economic uncertainty, Bend maintained a relatively healthy office sector. The city's diversifying economy limited speculative development, and strong demand from healthcare, government, and professional services helped stabilize the market. Unlike many cities, the effects of remote work have had little impact on the overall market vacancy rate.

Figure 17. Commercial Vacancy Rate, 2003-2024



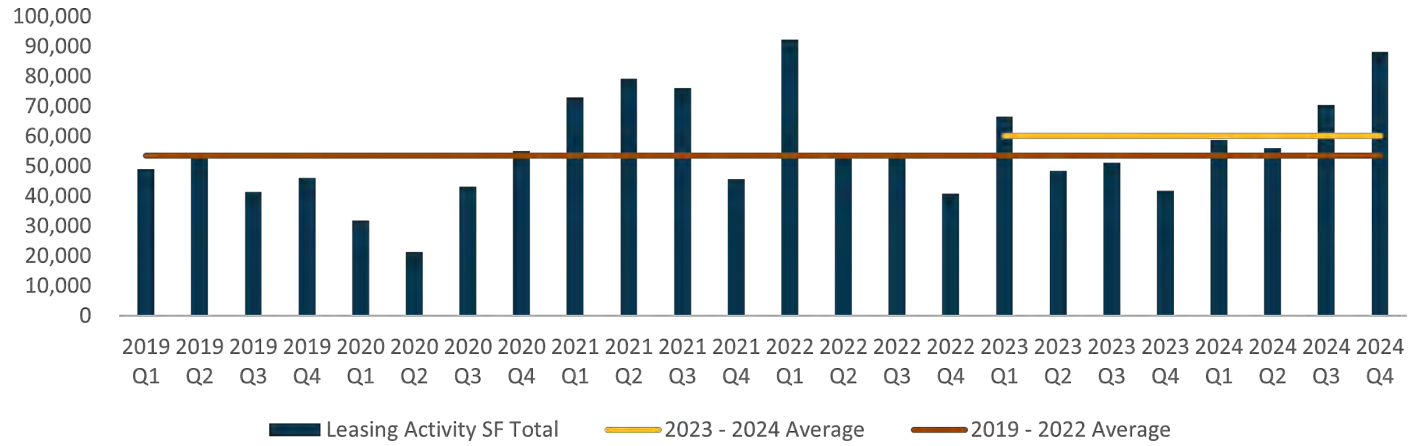
Source: CoStar

While the broader U.S. office sector faces high vacancies – averaging 20% - Bend's average annual vacancy rate was 4.7%, down from 6.7% in 2023 (**Figure 17**).

The market's deliveries and construction remain minimal in 2024, adding 5,000 square feet of new commercial space[31].

Leasing activities increased by 35% over 2023 and occurred primarily in the second half of 2024 (**Figure 18**). There is strong demand for Class C Space, which is the most budget-friendly tier that happens to be older with limited upgrades. In the Core Area, while the vacancy rate is much higher than the city's at 11.7%[32], leasing activity has spiked at the end of 2024. In addition, nearly 480,000 square feet is under construction in the Core Area.

Figure 18. Commercial Leasing Activity



Source: CoStar

National Comparisons

According to CoStar, Bend's Q4 2024 office vacancy rate was 13.3% lower than that of Portland, Oregon, and slightly higher than Bozeman, Montana, and Asheville, North Carolina. This vacancy rate is nearing healthy averages of 5%, indicating opportunities for new and expanding office ventures, as well as stable property management and revenues.

Table 7. Commercial Vacancy Rates Among Identified Cities

City	State	Vacancy Rate
Portland	Oregon	18.0%
Fresno	California	8.5%
Boise	Idaho	5.1%
Salem	Oregon	5.0%
Bend	Oregon	4.7%
Bozeman	Montana	3.4%
Asheville	North Carolina	2.8%

Source: CoStar

09

DEMOGRAPHIC DRIVERS

The following section provides an overview of the demographic drivers that effect the overall economy including population growth, migration, and household composition.

Population

Bend is home to approximately 104,089 residents[33] and has seen remarkable resilience in population growth over the last two decades. Despite the Great Recession and the pandemic, Bend has continued to grow an average of 2.5% per year since 2010. Between 2019 and 2024, Bend added 10,617 individuals (11%) equating to nearly 5,000 households.

According to the Portland State University Population Research Center, over the next ten years, Bend is expected to maintain a 2% annual growth rate which will add another 30,000 individuals.

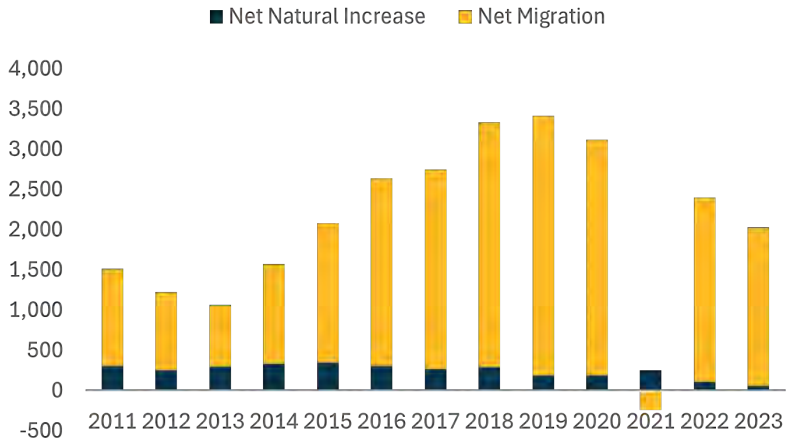
Figure 19. Population Growth

Source: ACS 5-Year Estimates, Portland State University

Natural Increase and Migration

For the last two decades, Bend's natural increase has remained positive, with slight drops in births associated with the Great Recession and the pandemic. According to the Oregon Health Authority, in 2023, there were 1,015 births and 950 deaths. Births are down and deaths have increased based on 2019 numbers, with 130 fewer births and 47 more deaths (**Figure 20**.)

Figure 20. Natural Increase and Migration

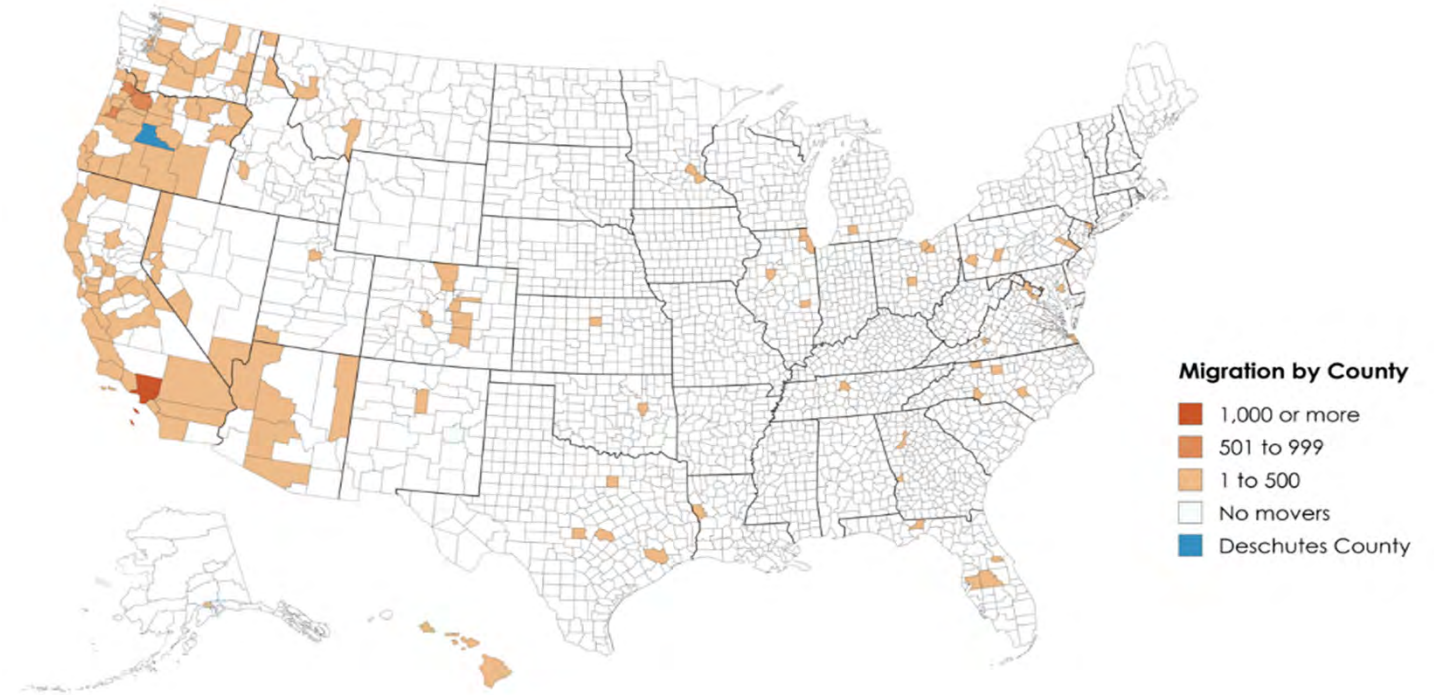


Source: ACS 5-Year Estimates, Oregon Health Authority

Between 2016 and 2020, Deschutes County added an estimated total of 15,000 through migration, accounting for nearly all population growth over the same period (**Map 3**). The largest contribution of new residents occurred from in-state migration, with 36% of new residents moving from within Oregon; Multnomah County was the largest in-state contributor. California was the second largest contributor with 22% of new residents moving here with Los Angeles County, California, being the largest single county contributor[34].

Bend's immigrant community has also grown. Between 2016 and 2020, 992 individuals born outside the United States and its territories relocated to Bend, representing a 30% increase[35].

Map. 3 Migration into Deschutes County, 2016-2020

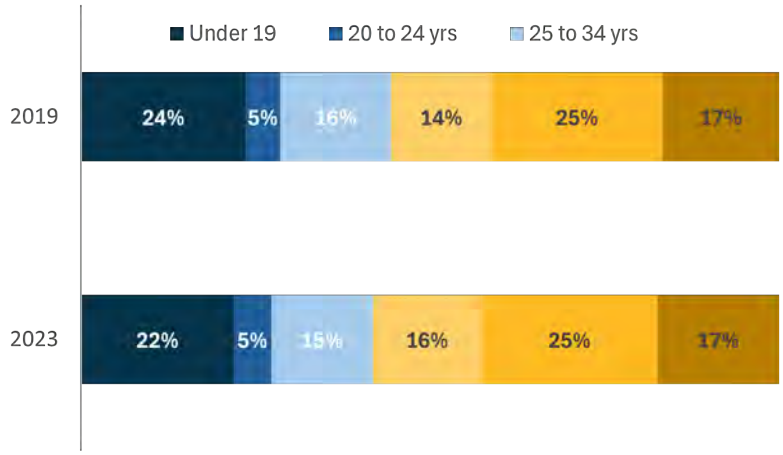


Source: U.S. Census, City of Bend

Population Age

Bend's population's median age increased from 38.9 years in 2019 to 40.3 years in 2023[36]. This increase is driven by the population growth of those 35 years and older (**Figure 21**). While those aged 20 to 24 had the largest percentage increase, the largest nominal increase occurred among those aged 44 to 64 years (+2,514 individuals.) This is followed by those ages 35 to 44 years (+2,361 individuals) and 65+ years (+2,023 individuals).

Figure 21. Bend's Population Age Change



Source: ACS 5-Year Estimates

Household Composition

Bend has seen tremendous growth in all types of households since 2010. One-person households have grown by 44%, followed by three-person households (42%), two-person (34%), and four-person (30%.). One- and two-person households have consistently represented 66% of all households since 2010[37].

Since 2019, one-person households have experienced the largest growth at 19%. Despite four-person households having the slowest historic growth rate, this household type was the second fastest growing (12%).

Despite those changes in household type and age, the average household size has shrunk. Household sizes, on

average, has decreased by 0.11 people. This is also true among family sizes. In 2019, the average family size was 2.93 individuals; in 2023, that size was 2.83[38].

These household size changes could be attributed to fewer families having children and an increase in seniors living independently. Family households without children have increased by 7% and those living alone increased by 19%. Those aged 65 years and older living alone have also increased by 11% since 2019 (**Table 8.**)

Table 8. Household Composition	2019		2023		2019 -2023 Change	
	Number	% Total	Number	% Total	Number	% Total
Total Households	38,412	100%	43,278	100%	4,966	13%
Household Size	*2.44*		*2.33*			
Family Households	24,398	64%	26,066	60%	1,688	7%
Family Size	*2.93*		*2.83*			
With children under 18	10,812	28%	11,491	27%	679	6%
Without children under 18	13,586	35%	14,575	34%	989	7%
Household Not Living Alone	3,683	10%	5,044	12%	1,361	37%
Independent Households	10,231	27%	12,168	28%	1,937	19%
Living alone under 65 years	5,848	15%	7,285	17%	1,437	25%
Living alone 65 years and older	4,383	11%	4,883	11%	500	11%

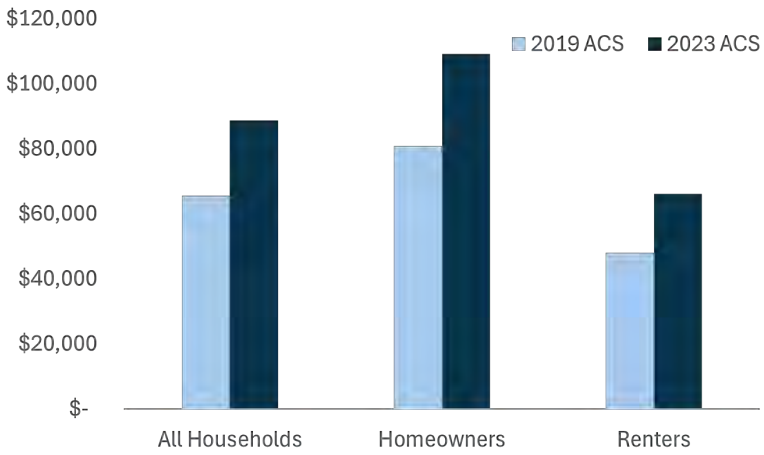
Source: ACS 5-Year Estimates

Income

Bend's median household income increased by $23,130 (35%) between 2019 and 2023. Median income levels for both homeowners and renters have also grown since 2019 (**Figure 23**). The median homeowner income was $109,136 in 2023, $28,351 more than in 2019. In comparison, renters saw their household income increase by $18,193 (38%), which remains lower than that of homeowners.

While incomes have risen overall, disparities still exist across various income ranges.

Figure 23. Median Household Income by Tenure

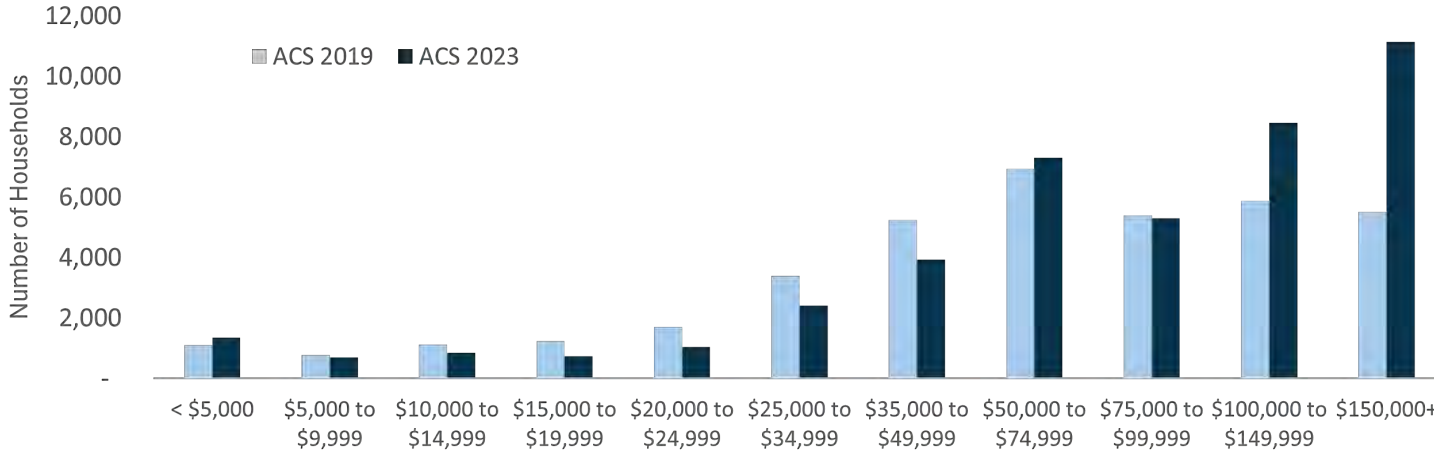


Source: ACS 5-Year Estimates

Despite the median household income increasing by 35%, most of this income growth is attributed to growth in households earning $100,000 or more (**Figure 23**). The number of households earning $150,000 or more saw the largest growth with a 102% increase since 2019, while those earning between $100,000 to $149,999 increased by 42%.

Those earning a median income of $34,999 or less saw the largest decrease in their overall household share over the same period of time. The largest decrease occurred among those earning $15,000 to $19,999 by 40% followed by those earning $20,000 to $24,999, decreasing by 39%.

Figure 24. Median Household Income



Source: ACS 5-Year Estimates

Income distribution among household sizes varies. Five-person households earned the most in 2023, with an average income of $156,908. The household size that earned the least was one-person households at $46,719. Six-person households experienced the largest increase in household income, up 48% or $48,900.

While three-person households earned $101,220 in 2023, this household type saw the slowest income increase, at 21% or $17,848[38].

*Median household income is the midpoint of all household incomes in a given population.

TOWER
TOWER
TOWER
MAY 23 NEW SEASON PREVIEW
MAY 24 JOHN CAFFERTY LIVE
& EDDIE & THE CRUISERS FILM
TOWER
2023-24 SEASON
TOWER MEMBERS PREVIEW
TUES MAY 23 7 PM

10

SOURCES, CITATIONS & METHODOLOGY

SECTION 02: MARKET DRIVERS

Figure 1. Produce Price Index by Commodity, Final Demand – Less Foods and Energy. Federal Reserve Bank of St. Louis. Table PPOCOR

Figure 2. Consumer Price Index. Bureau of Labor Statistics. Series ID: CUUR0000SAO, CUURN400SA0
Citation No. 1. There is no specific measure for inflation for the city of Bend. Bend falls under the CPI-U West - Size Class B/C (a city with a population under 2.5 million.

Citation 1. There is no inflation rate specifically for Bend. Bend falls under CPI-U West – Size Class B/C (a city with a population of 2.5 million or less.

Citation 2. Descartes Systems Group, Container Import Breakdown

SECTION 03. BEND'S ECONOMY

Citation 3. Implan (97701, 97702, 97703)

Citation 4. Implan (97701, 97702, 97703); Bend MSA

Table 1. Implan (97701, 97702, 97703); Bureau of Labor Statistics, Federal Reserve Bank of St. Louis. Table NGMP13460, ORNGSP, GDP

Citation 5. Implan (97701, 97702, 97703); Bend MSA

Table 2. Household Industry Demand, Implan, 97701, 97702, 97703

Table 3. Exports, 2023. Implan. 97701, 97702, 97703; Imports, 2023, Implan. 97701, 97702, 97703

Figure 3. Exports, 2023. Implan. 97701, 97702, 97703; Imports, 2023, Implan. 97701, 97702, 97703

SECTION 04. LABOR MARKET

Citation 6. Quarterly Census of Employment and Wages, Oregon Employment Department.

Citation 7. Quarterly Census of Employment Wages, Bureau of Labor Statistics

Table 4. United States Bureau of Labor Statistics; Oregon Employment Department; Lightcast

Citation 8. Quarterly Census of Employment and Wages, Oregon Employment Department

Figure 4. Quarterly Census of Employment and Wages, Oregon Employment Department; City of Bend

Citation 9. Employment Status. ACS 5-Year Estimates. United States Census Bureau. Table S2301

Citation 10. Employment Status. ACS 5-Year Estimates. United States Census Bureau. Table S2301

Table 5. Labor Force Participation Rate. Employment Status. ACS 5-Year Estimates. United States Census Bureau. Table S2301

Citation 11. Quarterly Census of Employment Wages, Bureau of Labor Statistics

Figure 5. Local Area Unemployment Statistics. Bureau of Labor Statistics. Series ID: LASST410000000000003, LAUMT411346000000003, LNS14000000

Citation 12. Consumer Price Index, Mountain Division, Bureau of Labor Statistics

Citation 13. Quarterly Census of Employment Wages, Oregon Employment Department

Citation 14. Wages adjusted for inflation.

SECTION 05. INCOME INEQUALITY

Citation 15. Inequality.org

Figure 6. Shares of Aggregate Household Income by Quintile. ACS 5-Year Estimates. United States Census Bureau. Table: B19082

Figure 7. Gini Index. ACS 5-Year Estimtates. United States Census Bureau. Table: B19083

Figure 8. Shares of Aggregate Household Income by Quintile. ACS 5-Year Estimates. United States Census Bureau. Table: B19082

SECTION 06. INVESTMENTS, BUSINESS FORMATION, AND ENTREPRENUERSHIP

Figure 9. Development Tracker. Completed Permits. City of Bend

Citation 16. The U.S. Census Bureau defines high-propensity businesses as those that have a higher likelihood of becoming businesses with employees and payroll capabilities

Citation 17. The City of Bend will conduct an employment land analysis (EOA) as a part of an update to the Growth Management Plan.

Citation 18. Establishments are based on unemployment identification numbers through the Oregon Employment Department.

Figure 11. Quarterly Census of Employment and Wages, Oregon Employment Department; City of Bend

Methodology: Quarterly Census of Employment Wages for the Oregon Employment Department. Isolate all entries by UI Number. Remove all duplicate UI numbers. USE VLOOKUP formula to identify new businesses from year to year. This establishes business formation. USE VLOOKUP formula to identify non-existing businesses from prior year. This establishes business exits. Disclaimer: Businesses may open and close within one year. All entries per year do not indicate active businesses.

Citation 19. Quarterly Census of Employment and Wages, Oregon Employment Department; City of Bend

Citation 20. Quarterly Census of Employment and Wages, Oregon Employment Department; City of Bend

Citation 21. Minority is a classification by the United States Census Bureau as racial demographics other than White.

Citation 22. Annual Business Survey: Statistics for Employer Firms, 2022. United States Census Bureau. Tables: AB00MYCSA01A, ABOOMYCSA01C, DP05

SECTION 07. RETAIL AND STOREFRONTS

Citation 23. Lightcast

Citation 24. Quarterly Census of Employment Wages, Oregon Employment Department

Citation 25. Quarterly Census of Employment Wages, Oregon Employment Department

Figure 12. City of Bend, Oregon Employment Department

Citation 26. Estimated Quarterly U.S. Retail Sales, United States Census

Figure 13. Estimated Quarterly U.S. Retail Sales, United States Census

Citation 27. FDIC Share of Inside Market Bank Deposits for Zipcodes 97701, 97702, 97703

Figure 14. Visit Bend

Citation 28. CoStar

Citation 29. CoStar

Map 1. City of Bend, CoStar; **Map 2.** City of Bend, CoStar

Citation 30. CoStar

Figure 15. Retail Leasing Activity and Quarterly Leasing Activity Growth, CoStar

SECTION 08. REMOTE WORK AND COMMERCIAL SPACE

Figure 16. Means of Transportation to Work. ACS 1-Year Estimates. United States Census Bureau. Table B08105

Figure 17. CoStar

Citation 31. CoStar

Citation 32. CoStar

Figure 18. CoStar

Table 7. CoStar

SECTION 09. DEMOGRAPHIC DRIVERS

Citation 33. 2024 Annual Population Report Table. Portland State University Population Research Center

Figure 19. Population. ACS 5-Year Estimates, United States Census. Table DP05; Population Projection, 2024 Annual Population Report Table. Portland State University

Figure 20. Demographic and Housing Estimates. 2010- 2019 Five-Year Estimates. American Community Survey. United States Census Bureau; Oregon Residents Birth by County, Oregon Health Authority; Oregon Residents Deaths by Zip Code 99701, 99702, 99703, Oregon Health Authority.

Methodology. The City of Bend utilized historical population estimates utilizing the data from the United States Census Bureau and applied a proportional rate to the appropriate deaths and births utilizing data from the Oregon Employment Health Department.

Citation 34. County-to-County Migration Flows 2016-2020, American Community Survey, United States Census Bureau. City of Bend

Citation 35. American Community Survey. 1-Year Estimates. United State Census Bureau. Table C05002

Map 3. County-to-County Migration Flows 2016-2020, American Community Survey, United States Census Bureau. City of Bend

Citation 36. American Community Survey. 5-Year Estimates. United States Census Bureau. Table DP05

Figure 21. American Community Survey, 5-Year Estimates. United States Census Bureau. Tables: DP05

Citation 37. American Community Survey. 5-Year Estimates. United States Census Bureau. Table DP05

Figure 38. American Community Survey, 5-Year Estimates. United States Census Bureau. Tables: DP05

Table 8. Household Type. 2019, 2023 5-Year Estimates. American Community Survey. United States Census Bureau. Tables: B09020, B11001, B11003, S1101

Figure 23. Median Household Income by Tenure. ACS 5-Year Estimates. United States Census Bureau. Table B251189

Figure 24. Tenure by Household Income. ACS 5-Year Estimates. United States Census Bureau. Table B25118

Citation 39. Median Household Income in the Past 12 Months. ACS 5-Year Estimates. Table B19019

Acknowledgments

Author

Jonathan Taylor, Urban Renewal Manager

Project Team

Katy Brooks, Economic Development Officer

Cyrus Mooney, Business Development Manager

Damian Syrnyk, Senior Planner

The State of the Economy is an internally produced report. The information presented is based on the most recent data available and accessible to the City of Bend. Data sets provided or referenced herein are intended for informational and educational purposes only. While efforts have been made to ensure accuracy and completeness, data sets are based on samples and are subject to sampling and non-sampling variability.

FOR MORE INFORMATION, PLEASE CONTACT

The City of Bend
710 NW Wall Street | Bend, Oregon 97703

infobura@bendoregon.gov

invest bend

A City of Bend Project for Economic Prosperity

2025

CITY OF BEND
STATE OF HOUSING REPORT

invest BEND

2025 CITY OF BEND STATE OF HOUSING REPORT

The 2025 State of Housing is being published in support of the Bend City Council's goal of targeting housing production based on community needs and alignment with state and regional plans. It provides an overview of Bend's current housing and rental market, offering data to help inform the development of affordable and middle-income housing units.

Through its examination of housing affordability, workforce demographics, and cost burdens, the report provides context for understanding how housing needs intersect with economic mobility and land use planning. These insights, along with those provided by the Targeted Sector Analysis, the Urban Renewal Investment Strategy, and Industry Cluster Analysis, will help inform the development of the City's strategic economic development plan, Invest Bend, a key component of Council's Economic Prosperity goal.

This report provides a framework for identifying housing gaps and guiding affordable and middle-income unit development. It also provides data to inform policies, guide additional research, and develop incentives and funding mechanisms that support the Council's housing production targets. This ensures development efforts meet community needs and align with the vision for inclusive growth.

TABLE OF CONTENTS

SECTION	CHAPTER	PAGE
01	KEY TAKEAWAYS	05
02	MARKET DRIVERS	07
03	DEMOGRAPHIC DRIVERS	11
04	INCOME INEQUALITY	17
05	HOUSING STOCK AND PRODUCTION	21
06	RENTERSHIP	27
07	RENTAL MARKET AFFORDABILITY GUIDE	35
08	HOMEOWNERSHIP	41
09	HOMEOWNERSHIP AFFORDABILITY GUIDE	47
10	SOURCES AND CITATIONS	53

01
KEY TAKEAWAYS

The cost of building homes has risen since the pandemic. Core building materials for residential construction has risen by 32% since 2019. The regional construction workforce has declined by 240 individuals with hourly wages increasing by 28%.

Population growth is primarily driven by in-migration with the largest contribution coming from within Oregon - primarily the Portland Metro Area. Bend's population is projected to grow by 2% annually over the next 10-years, totaling 30,000 individuals.

Renters are struggling to pay rent. Nearly 48% of renter households are cost burdened. Renters currently earn an average annual income of $66,000. The average rental household would need to earn $72,280 to adequately afford an apartment and $103,960 to afford a single-family rental. Currently, 57% of renters live in single-family rentals.

Homeownership rate grows. Homeowners represent 62% of all households in 2023. Those over the age of 55 account for 51% of all homeowners, with those between the ages of 35 and 44 increasing their share of homeownership the most. Nearly 95% of homeowners live in single-family detached homes.

New affluent households drive overall household income growth. While the median household income has increased 35% since 2019, this growth is primarily driven by new households earning $100,000 or more moving to Bend. This influx of new wealth has led to growing economic disparity. The Top 5% of households earn 24% of total aggregate income.

Homeownership is still out of reach. With current market conditions and local home values, only 16% of households could afford the average price of a home sold as first-time home buyers in Bend in 2024.

Households and family-sizes are getting smaller. With recent demographic changes, household and family sizes have decreased by 0.11 and 0.10 respectively.

02

MARKET DRIVERS

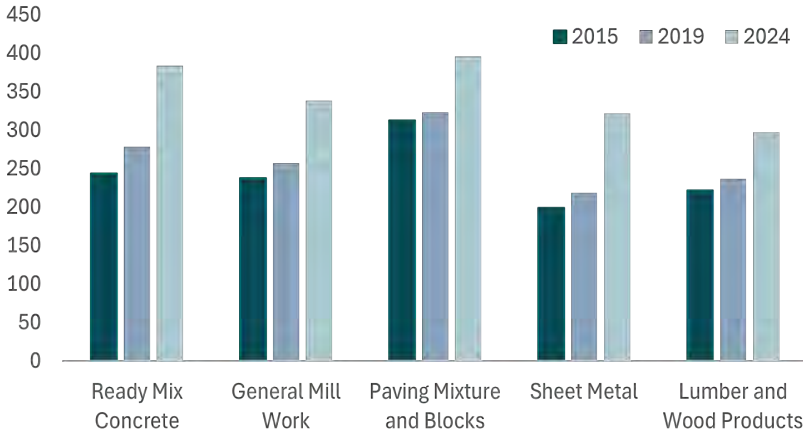
The following section identifies macroeconomic trends that affect overall housing production and costs.

Production

The Producer Price Index (PPI) regarding residential input is a primary method of measuring price changes of goods and services used in residential construction. The goods component has a larger importance on the total residential construction price index, representing around 60% of the total cost of residential construction prices.

Concrete, general mill work, paving and blocks, sheet metal, and lumber/ wood products make up the top 5 commodities with the highest impact on building construction costs[1]. Across these commodities, there has been substantial price growth compared to 2019 **(Figure 1)**.

Figure 1. Index Changes, Top 5 Residential Construction Commodities



Source: ACS 5-Year Estimates

Sheet metal materials saw the largest increase from 2029 with an index change of nearly 50%. These increases can be partly contributed to supply chain constraints due to trade restrictions imposed by the United States and the United Kingdom on Russian-origin metals between the years 2022-2024[2].

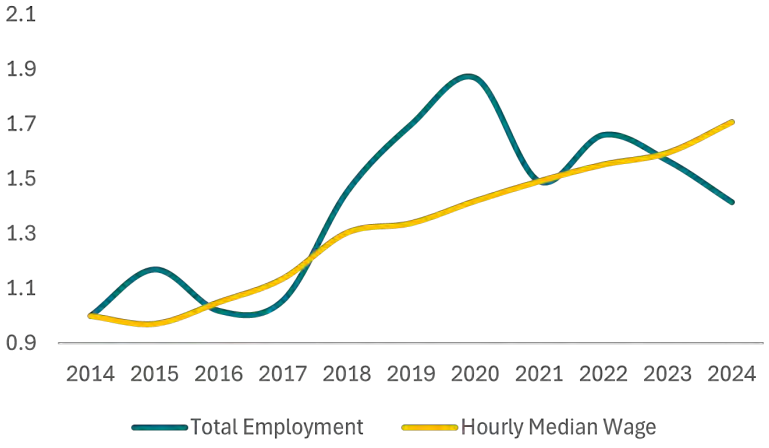
In addition to the commodity price increase, demand for these building materials for new residential construction increased by 3% according to the U.S. Bureau of Labor Statistics Producer Price Index (PPI).

Labor

In response to the high demand for residential dwellings from area population growth, the number of construction laborers increased by 28% from 2018 to 2020. At the height of the pandemic-demand, a total of 990 workers were employed in the construction field.

Since 2020, the number of Bend Metro *construction laborers* have steadily declined by 24%, with total *construction laborer* employment returning to 2018 levels. Correspondingly, as a result of a reduction in the labor, workforce average wages continue to climb, indicating demand for labor continues to increase (**Figure 2)**.

Figure 2. Construction Labor-Wage Index



Source: Bureau of Labor Statistics

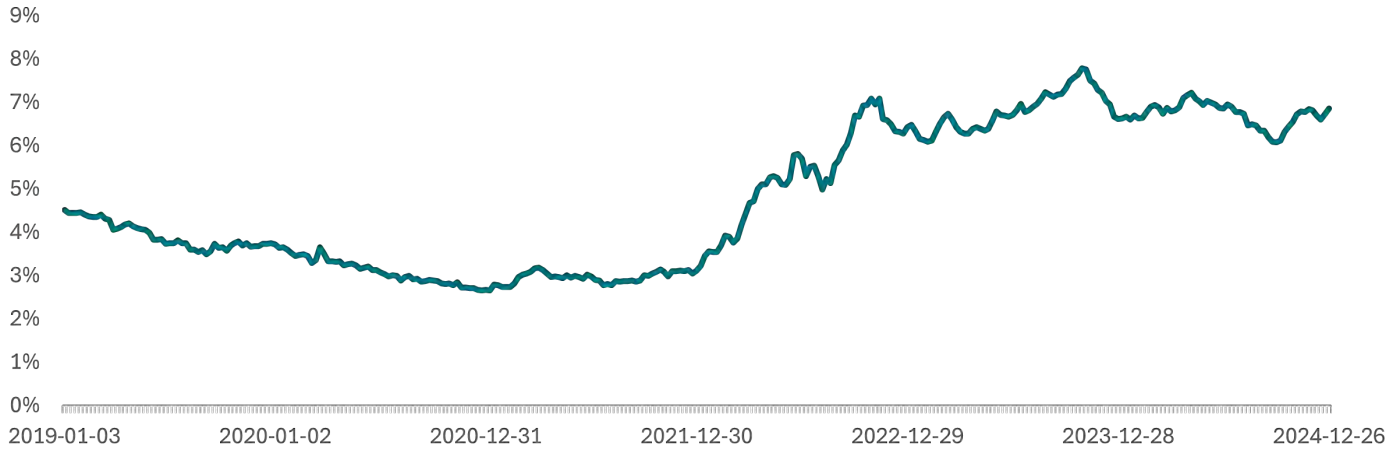
In addition to a growing labor shortage, is retirement. It is estimated that more than 1 in 5 construction workers are 55 and older, and much of that workforce will be retiring in the coming decade. For now, nearly 68% of construction firms say their job applicants lack the skills they need to be effective in producing quality product[3].

Interest Rates

From 2019 to 2020, U.S. interest rates followed a downward trajectory in response to economic uncertainty and the pandemic. The Federal Reserve began cutting rate in mid-2019 due to slowing global growth and trade tensions, reducing the federal funds rate from 2.5% in early 2019 to 1.75% by the end of that year. In early 2020, as the pandemic triggered a global crisis, the Fed cut rates from 1.58% in February 2020 to near-zero at .05% by April 2020. Rates remained at these historically low levels, near 0.05%, through 2021 to encourage borrowing and investment.

As rates remained at historic lows through 2021 to encourage borrowing and investment, a shift occurred in February 2022 when the Federal Reserve responded to inflation surging to multi-decade highs. It began a series of aggressive rate hikes, raising the federal funds rate from 0.33% in April 2022 to a peak of 5.33% by August 2023. This tightening cycle was one of the fastest in decades, aimed at curbing inflation without triggering a recession. Consequently, average 30-year fixed mortgage rates, a common bench-mark for consumer borrowing, rose from 4.98% in April 2022 to 7.07% in April 2023 **(Figure 3)**.

Figure 3. Interest Rates



Source: Federal Reserve Bank of St. Louis

03

DEMOGRAPHIC DRIVERS

The following section identifies key socio-economic trends that impact housing availability and costs.

Population

Bend is home to approximately 104,089 residents[4] and has seen remarkable resilience in population growth over the last two decades. Despite the Great Recession and the pandemic, Bend has continued to grow an average of 2.5% per year since 2010. Between 2019 and 2024, Bend added 10,617 individuals (11%) equating to nearly 5,000 households.

According to the Portland State University Population Research Center, over the next ten years, Bend is expected to maintain a 2% annual growth rate which will add another 30,000 individuals.

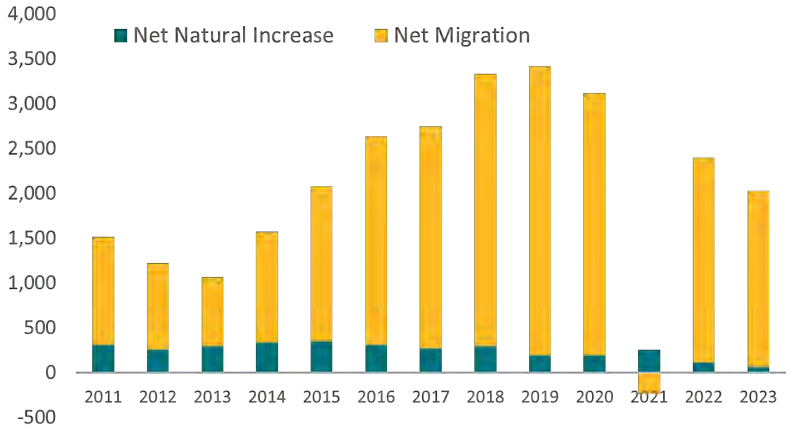
Figure 4. Population Trend and Forecast

Source: ACS 5-Year Estimates, Portland State University

Natural Increase and Migration

For the last two decades, Bend's natural increase has remained positive, with slight drops in births associated with the Great Recession and the pandemic. According to the Oregon Health Authority, in 2023, there were 1,015 births and 950 deaths. Births are down and deaths have increased based on 2019 numbers, with 130 fewer births and 47 more deaths (**Figure 5**.)

Figure 5. Natural Increase and Net Migration

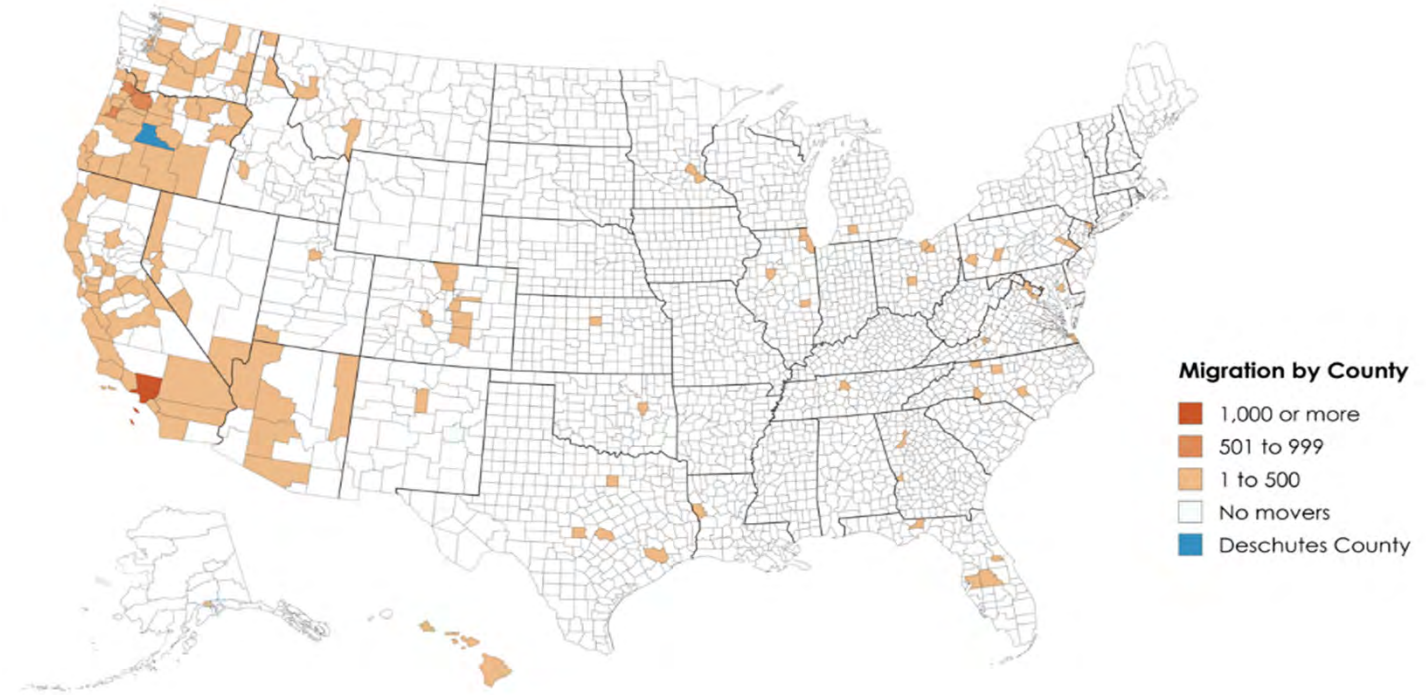


Source: ACS 5-Year Estimates, Oregon Health Authority, City of Bend

Between 2016 and 2020, Deschutes County added an estimated total of 15,000 through migration, accounting for nearly all population growth over the same period (**Map 1**). The largest contribution of new residents occurred from in-state migration, with 36% of new residents moving from within Oregon; Multnomah County was the largest in-state contributor. California was the second largest contributor with 22% of new residents moving here with Los Angeles County, California, being the largest single county contributor[5].

Bend's immigrant community has also grown. Between 2016 and 2020, 992 individuals born outside the United States and its territories relocated to Bend, representing a 30% increase[6].

Map. 1 Migration into Deschutes County, 2016-2020

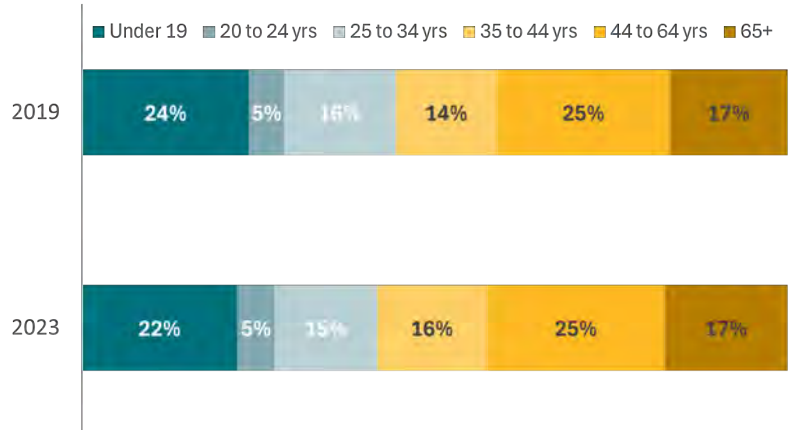


Source: U.S. Census, City of Bend

Population Age

Bend's population's median age increased from 38.9 years in 2019 to 40.3 years in 2023[7]. This increase is driven by the population growth of those 35 years and older (**Figure 6**). While those 20 to 24 years old had the largest percentage increase, the largest nominal increase occurred among those ages 44 to 64 years (+2,514 individuals.) This is followed by those ages 35 to 44 years (+2,361 individuals) and 65+ years (+2,023 individuals).

Figure 6. Bend's Population Age Change



Source: ACS 5-Year Estimates

Household Composition

Bend has seen tremendous growth in all types of households since 2010. One-person households have grown by 44%, followed by 3-person households (42%), two-persons (34%), and four-persons (30%.). One and two-person households have consistently represented 66% of all households since 2010[8].

Since 2019, one-person households have remained the household with the largest growth – 19%. Despite four-person households having the slowest historic growth rate, this household type was the second fastest growing (12%).

With the changes of household type and age, the average household size has shrunk. Household sizes, on average, have decreased by 0.11 people. This also is true among family sizes. In 2019, the average family size was 2.93 individuals; in 2023, that size was 2.83[9].

These household size changes could be attributed to more families not having children and seniors living independently. Family households without children have increased by 7% and those living alone increased by 19%. Those aged 65 years and older, living alone, have also increased by 11% since 2019 (**Table 1.**)

Table 1. Household Composition	**2019**		**2023**		**2019 -2023 Change**	
	Number	% Total	Number	% Total	Number	% Total
Total Households	38,412	100%	43,278	100%	4,966	13%
Household Size	*2.44*		*2.33*			
Family Households	24,398	64%	26,066	60%	1,688	7%
Family Size	*2.93*		*2.83*			
With children under 18	10,812	28%	11,491	27%	679	6%
Without children under 18	13,586	35%	14,575	34%	989	7%
Household Not Living Alone	3,683	10%	5,044	12%	1,361	37%
Independent Households	10,231	27%	12,168	28%	1,937	19%
Living alone under 65 years	5,848	15%	7,285	17%	1,437	25%
Living alone 65 years and older	4,383	11%	4,883	11%	500	11%

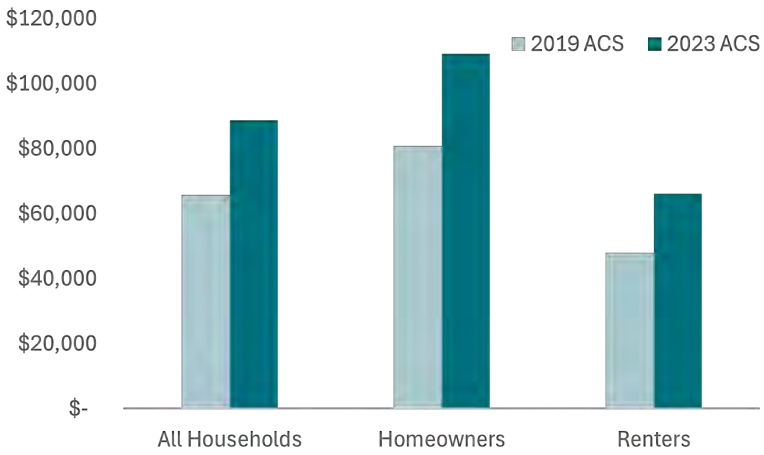
Source: ACS 5-Year Estimates

Income

Bend's median household income* increased by $23,130 (35%) between 2019 and 2023. Median income levels for both homeowners and renters have also grown since 2019 (**Figure 7**). The median homeowner income was $109,136 in 2023, $28,351 more than 2019. In comparison, renters saw their household income increase by $18,193 (38%), which remains lower than that of homeowners.

While incomes have risen overall, disparities still exist across various income ranges.

Figure 7. Median Household Income by Tenure

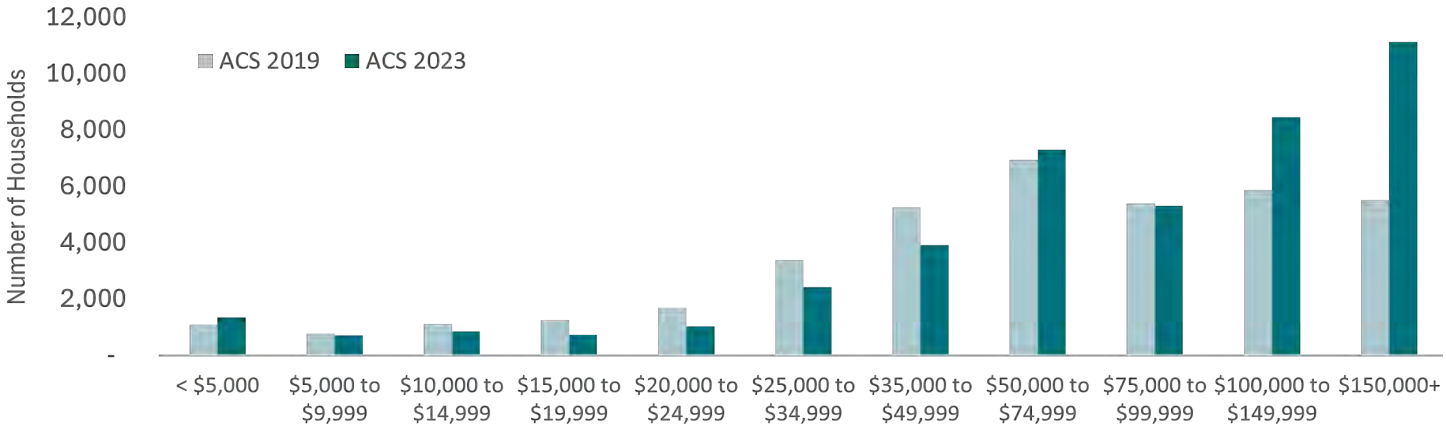


Source: ACS 5-Year Estimates

Despite the median household income increasing by 35%, most of income growth is a result in growth of households earning $100,000 or more (**Figure 8**). The number of households earning $150,000 or more saw the largest growth with a 102% increase since 2019, while those earning between $100,000 to $149,999 increased by 42%.

Those earning an median income below $34,999 saw their overall household share decrease the most over the same period of time. The largest decrease occurred among those earning $15,000 to $19,999 by 40% followed by those earning $20,000 to $24,999, decreasing by 39%.

Figure 8. Median Household Income



Source: ACS 5-Year Estimates

Income distribution among household sizes varies. Five-person households earned the most in 2023 with $156,908. The household size that earned the least was one-person households at $46,719. Six-person households saw the largest increase in household income by 48% or $48,900.

While 3-person households earned $101,220 in 2023, this household type saw the slowest income increase of 21% or $17,848[10].

*Median household income is the midpoint of all household incomes in a given population.

04

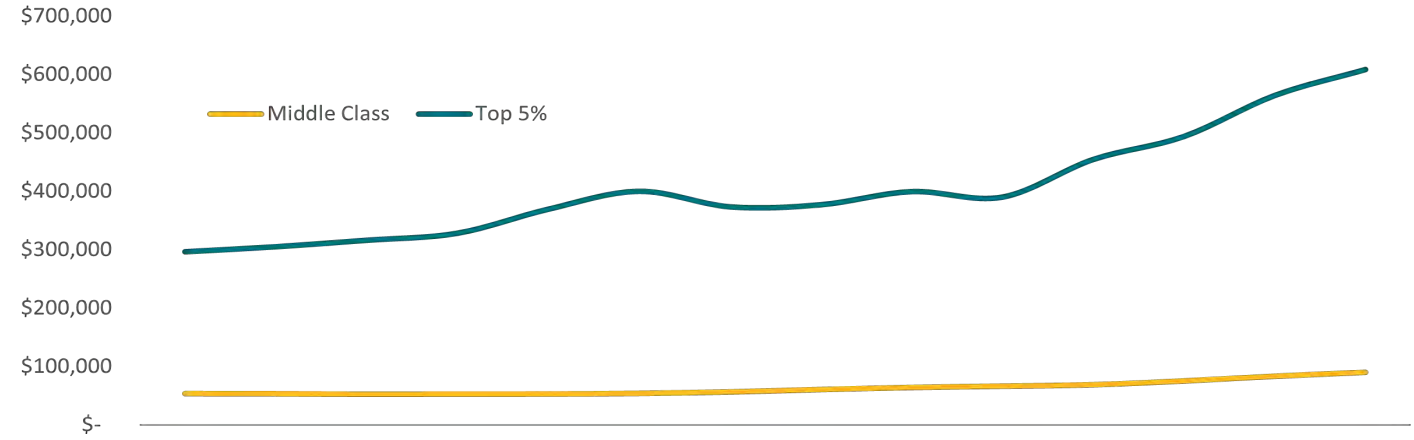
INCOME INEQUALITY

The following section provides a summary of the economic inequalities that exist in Bend.

Summary

Income inequality has risen in many communities in the United States in recent decades. Rising inequality and related issues have intensified local polarization on issues such as growth management, housing development, and traffic. Global trends have shown that an increasingly unequal society can weaken public trust in institutions, hinder community stability, and force residents to migrate[11].

Figure 9. Income Growth Comparison, Middle Class and Top 5%



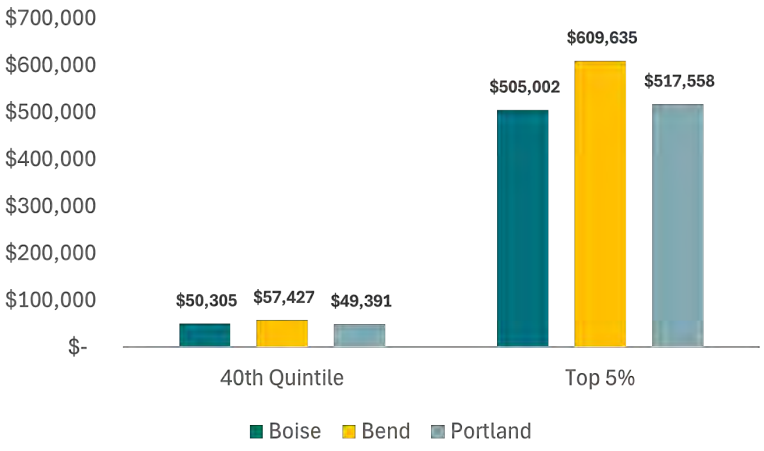
Source: ACS 5-Year Estimates

According to the 2024 Bend's Target Sector Analysis, the local economy is heavily influenced by sectors such as healthcare, tourism, and construction. While these industries have contributed to job creation, many of the positions offer low to moderate wages, which have not kept pace with the rising cost of living—particularly housing. Bend's housing market remains one of the most expensive in Oregon, driven by high demand, limited supply, and an influx of remote workers and retirees from higher-income regions.

This disparity has led to a widening gap between high-income earners and working-class residents. Professionals in tech, finance, and healthcare sectors often earn significantly more than those in service or seasonal jobs. The result is a growing divide in access to housing, education, and healthcare. The median household income in Bend is above the state average, but the cost burden on renters and low-income families is disproportionately high.

In 2023, the lower 80% of households earned an average of $76,400 and accounted for 48% of the total aggregated income among all households (**Figure 9**). he top 5% earned eight times more, averaging $608,000, and took home 24% of the total aggregate income. It's worth noting that the average top 5% in Bend exceeds that of Portland, OR, and Boise, ID, which are $530,450 and $530,161 respectively (**Figure 10**). This disparity has risen steadily with the lower 80% earning 3.5% less in 2023 than in 2010 when the group earned 52% of the total aggregate income.

Figure 10. Income Comparisons

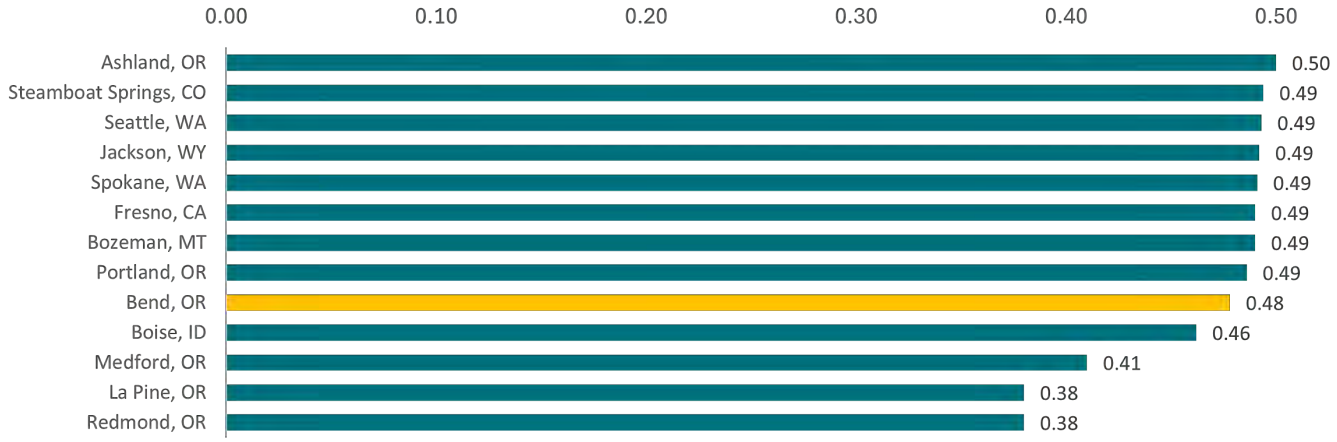


Source: ACS 5-Year Estimates

This disparity is also illustrated with the use of the Gini Index, also known as the Gini Coefficient, which measures economic inequality within a population. It quantifies the distribution of income or wealth among individuals, ranging from 0 to 1, where 0 represents perfect equality (everyone has the same income) and 1 indicates maximum inequality (one person has all the income, and everyone else has none).

Bend has a Gini Coefficient (GI) of .4763, which indicates a moderate level of income inequality; comparable to similar communities (**Figure 11**).

Figure 11. Gini Index, 2023



Source: ACS 5-Year Estimates

05

HOUSING STOCK AND PRODUCTION

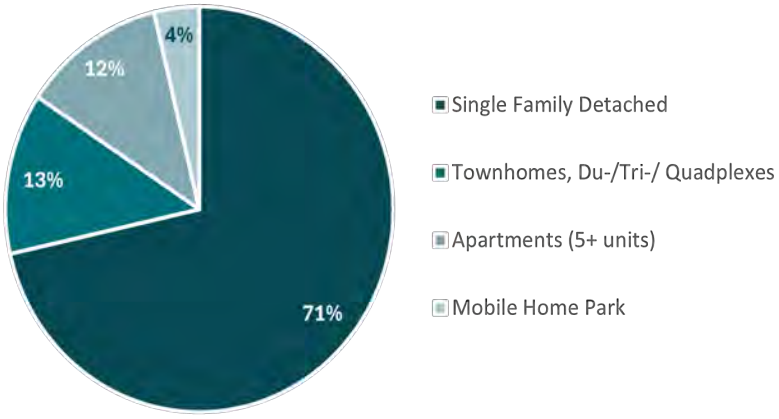
The following section provides a snap shot of the current housing stock and historical production efforts in Bend.

TOTAL STOCK

As of 2023, the City of Bend had 43,278 occupied housing units. Single-family structures accounted for 71% of the total housing stock, followed by Townhomes/Du-/Tri-/Quad-plexes (13%), and then apartments at 12%. Units built after 2000 account for 50% of the total housing stock, with 22% of units built after 2010[13].

Since 2019, the city has produced 6,728 permits for single-family and multi-family units. The city saw rapid increase in permit completions between 2015 and 2017, with 3,656 units added to the overall housing stock.

Figure 12. Housing Stock Summary

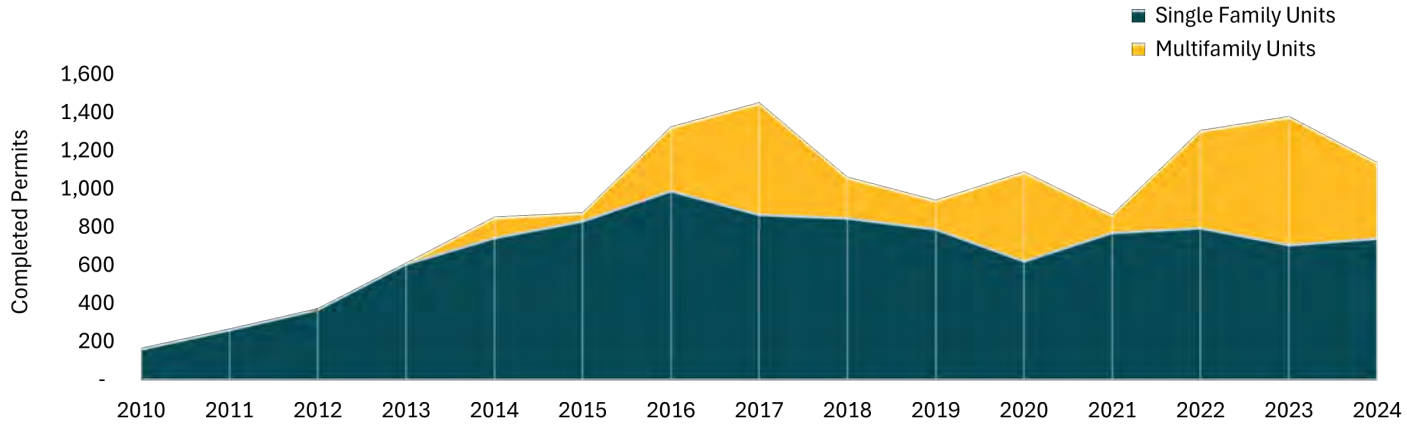


Source: ACS 5-Year Estimates

In 2024, a total of 746 single family units[14] and 395 multifamily units permits were completed. This was down by 240 units from 2023, which was driven by a decline in multifamily, where 272 fewer units were produced. Single-family unit permit completions accounted for 65% of all units produced[15].

Bend's overall housing stock is relatively young compared to state and national averages. Only 10% of the current housing stock was built prior to 1960, with 22% built after 2010. The average age of a home in Bend is 27 years[16].

Figure 13. Annual Housing Stock Production



Source: City of Bend

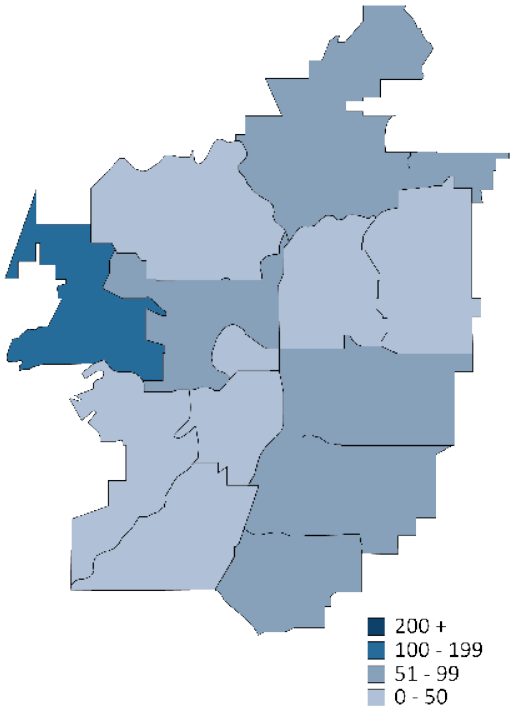
Affordable Housing Stock

As of the end of 2024, the City of Bend had a total of 1,260 units of deed-restricted affordable housing. Since 2020, the affordable housing stock has grown by 38%. The neighborhood districts with the most deed restricted affordable housing include Southwest Bend, Larkspur, and Mountain View[17].

Single Family Market, 2024

Single-family housing construction experienced its strongest growth in the early 2010s, with an average growth rate of 36%. Construction reached its peak in 2016 with $235 million invested, resulting in the production of 995 residential units. These homes averaged roughly 2,000 square feet, with most of the development occurring on the west side of Bend. The pandemic drastically impacted net deliveries. In 2020, there was a 37% decrease in residential construction, with 369 fewer permits being completed than in 2016. Construction has returned to 2013 levels and has remained generally consistent with new deliveries[20].

Map 2. Single-Family Unit Production by Neighborhood, 2024

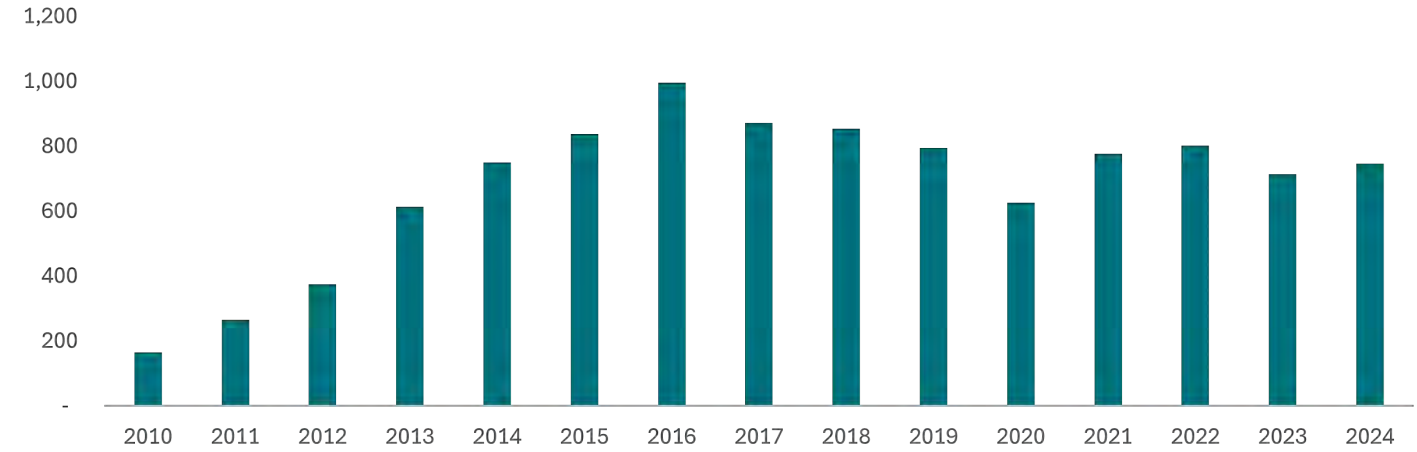


2024

Single-family home construction increased 4% from 2023 with a total of 746 units produced. Most of the residential construction occurred east of US 97, with nearly a third built in Larkspur, Old Farm, and Southeast Bend. Summit West saw the largest addition of 136 residential units. Homes are getting smaller compared to 2023, decreasing by 60 square feet, with the average home now being 1,340 square feet[21].

Single-family detached homes accounted for 63% of new residential construction. Townhomes and duplexes accounted for 27% with accessory dwelling units and mobile homes accounting for 10%.

Figure 14. Single-Family Unit Production, 2010-2024



Source: City of Bend

Credit: Zillow

Multi-family Market, 2024

Significant construction of multifamily construction started to occur in the mid-2010s, when around 253 units were permitted on average per year. The construction of multifamily units experienced its strongest growth over the last three years, with 1,568 units. Construction hit its peak in 2023 with $64.3 million invested, resulting in the production of 506 units. Since 2020, an additional 2,123 multifamily units have been added, representing almost 5% of the total multifamily housing stock.

2024

Multifamily construction declined by 41% from 2023, with only 395 units produced (three projects represented 98% of those units added[22]).

Nearly all of the multifamily unit construction occurred in west Bend, specifically Southern Crossing and River West. These districts had the highest number of new units permitted with the completion of the Current and Veridian Apartments. The east side of Bend had minimal deliveries with 12 units.

Map 3. Multi-family Unit Production by Neighborhood, 2024

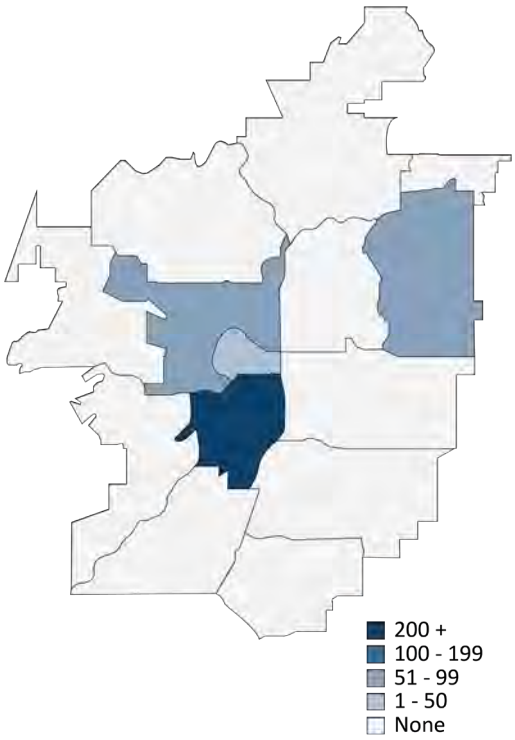
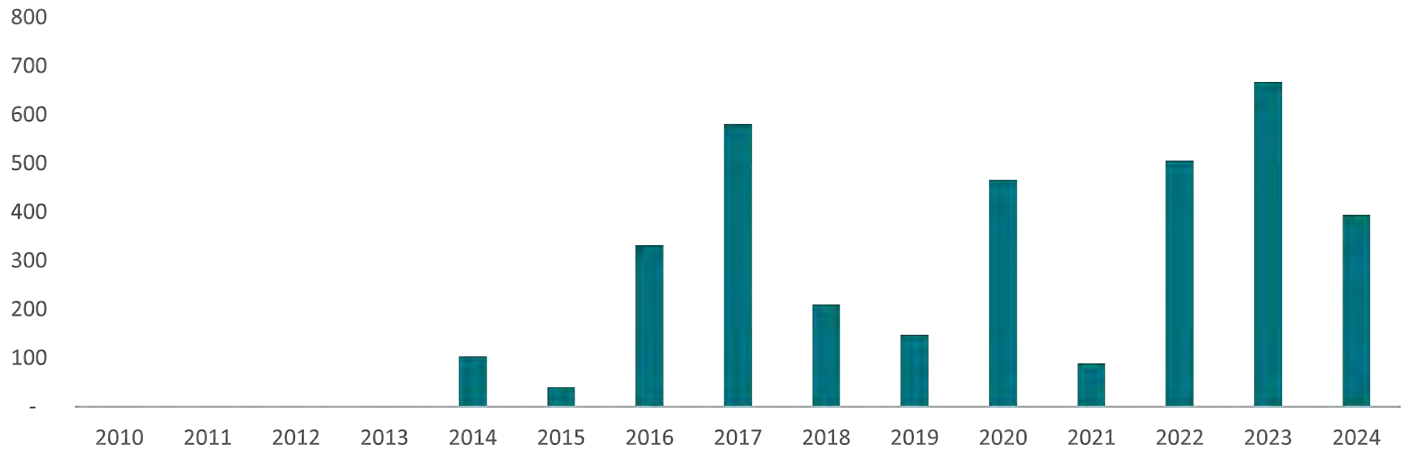


Figure 15. Multi-family Unit Production, 2010-2024



Source: City of Bend

Production Outlook

The Oregon Housing Needs Analysis (OHNA) identified that Bend needs an additional 33,764 housing units among various income ranges by 2045. The number of housing units identified included the underproduction of units of years past, adjusted for population growth, and units needed for individuals experiencing homelessness. If the level of unit production maintains the trend from the last 5 years, Bend will meet 66% of the additional housing need identified by the OHNA by 2045.

06

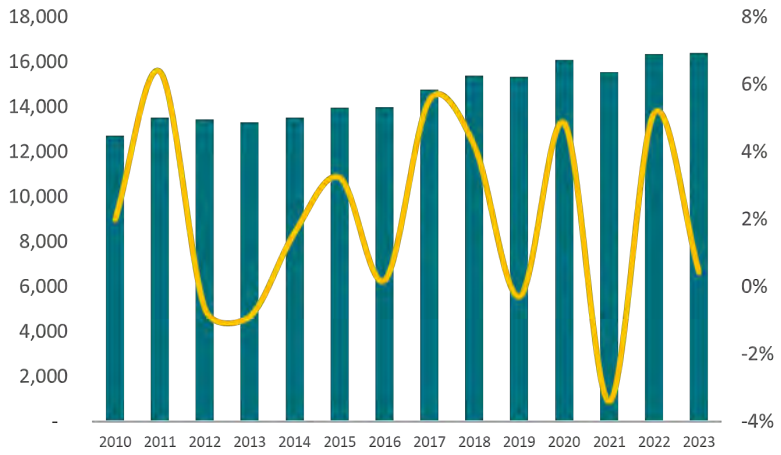
RENTERSHIP

The following section is a socio-economic summary of the rental market in Bend.

Renter Household Growth

As of 2023, there are 16,407 households that lived in renter-occupied housing. This is an increase of 1,066 households (7%) since 2019. Despite this growth, the overall rate of rentership among Bend households has decreased from 40% in 2019 to 38% in 2023. While the overall share of rentership decreased, rental household growth has averaged 2% per year since 2010[23].

Figure 16. Renter Household Growth

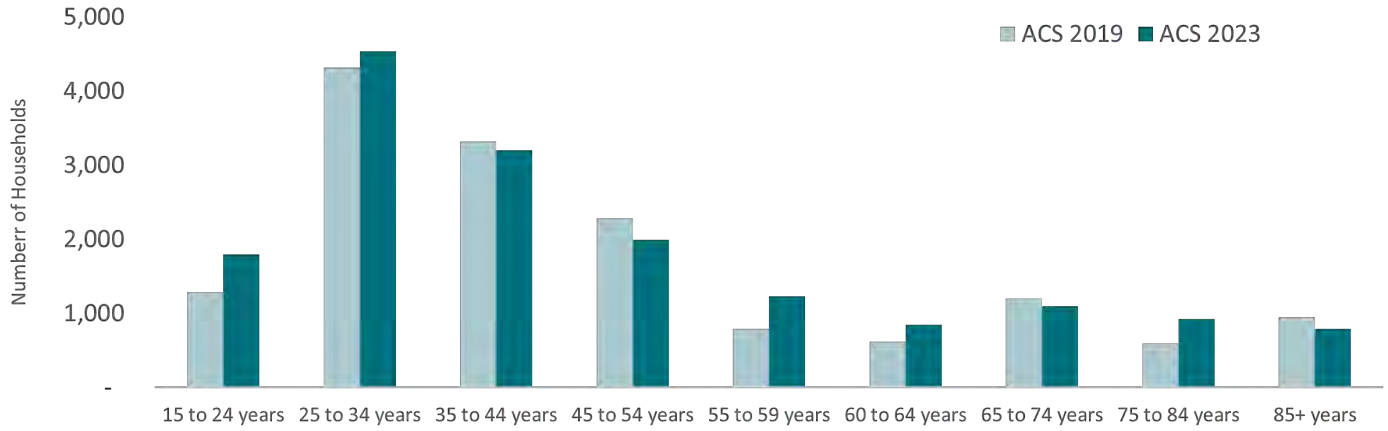


Source: ACS 5-Year Estimates

Renters under the age of 44 years account for 58% of all renters (**Figure 17**), with those between the ages of 25 to 34 years having the largest share at 28%. Renters above the age of 60 account for 22% of all rental households. Since 2019, the fastest growing rental household age groups are those between the ages of 55 and 59 (55%) and 15 tand 24 years (40%)[24].

A vast majority of renters live in single-family attached/detached homes (57%). Those living in apartments account for 30%, followed by tri-/quad-plexes (30%) and those in mobile home parks (2%).

Figure 17. Rental Household Tenure by Age



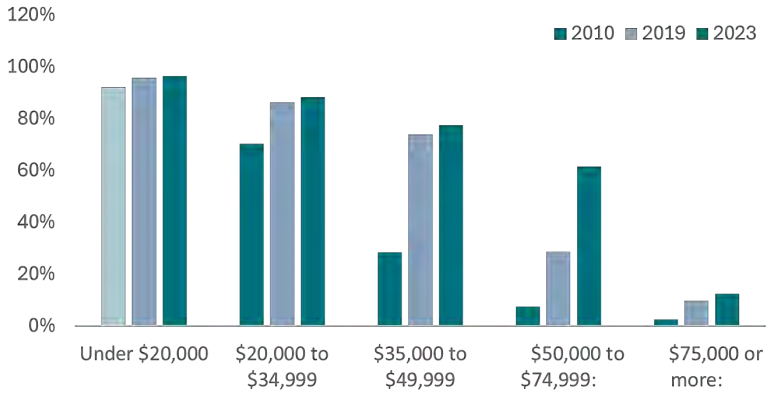
Source: ACS 5-Year Estimates

One and two-person households make up nearly 70% of renter households in Bend. A total of 889 new one-person renter households have been added since 2019, marking a 17% increase. Five and six-person renter households decreased by 524 households.

Cost Burden

Those spending more than 30% of their household income on housing costs (cost-burdened) reached their highest levels in 2014, with nearly 53% of all renter households spending more than 30% of their income on housing costs. Throughout the late 2010s, the share of cost-burdened rental households fell to around 47%. In 2023, while the number of cost-burdened households decreased, those households severely cost-burdened (*see below*) numbered 3,609, accounting for 22% of all rental households and 8% of all Bend households[25].

Figure 18. Cost Burden Rate Among Income Groups



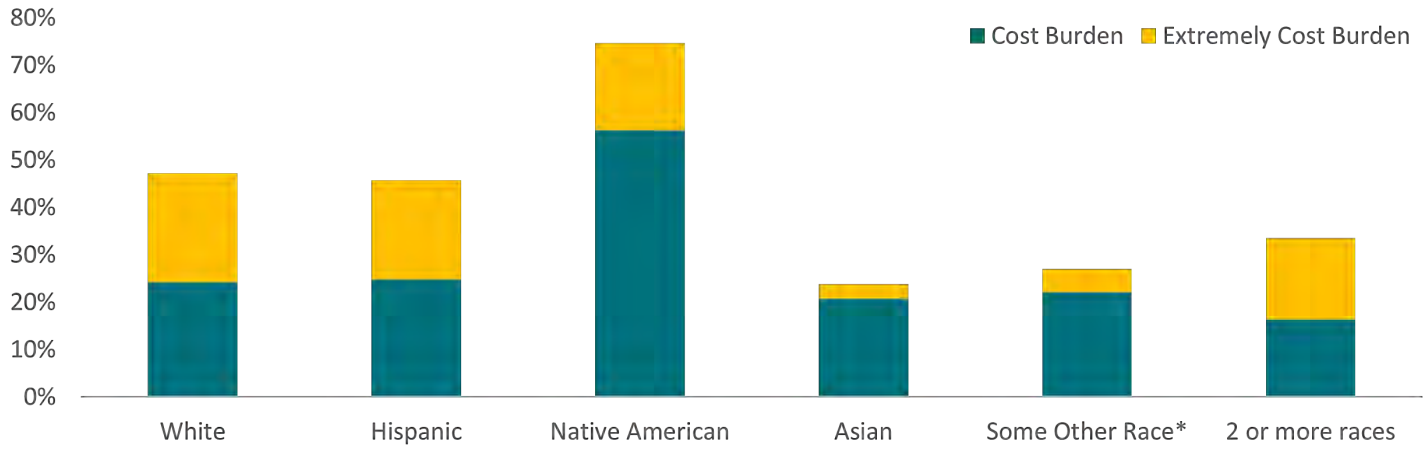
Source: ACS 5-Year Estimates

Rental households at all income levels have experienced rising cost-burden rates over the last fifteen years, a trend that was accelerated during the pandemic (**Figure 18**). Among renter households earning $49,999 and below per year, 87% were cost burden in 2023. Renter households with annual incomes of $50,000 to $74,999 experienced the fastest increase in their burden rates, up 24% since the start of the pandemic. Cost-burden rates for those earning at least $75,000 annually increased by 4% , although they remain relatively low at 12%. Estimates for 2024 show that the cost-burden share among renters rose by 2% to 49%.

Extremely Cost Burdened

Those spending more than 50% of their household income on housing costs (extremely cost burdened) accounted for 22% of all renters in Bend in 2023. Racial and ethnic demographics experienced varying levels of extreme cost-burden (**Figure 19**). Those individuals identifying as White, non-Hispanic have the highest share of extreme cost-burden, with 23% of households spending more than 50% of their income on housing costs. Hispanic households have the second-largest share, at 21%. Those who identify as Other or Asian have the lowest share experiencing extreme cost burden at 3% and 5%[26].

Figure 19. Cost/Extremely Cost Burden Rate Among Race and Ethnicity



Source: ACS 5-Year Estimates

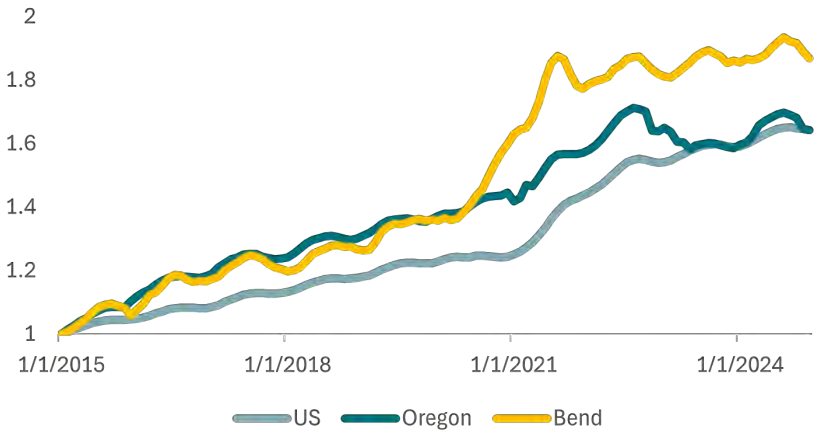
The U.S. Census definition of "some other race alone" refers to people who self-identify as a single racial group that does not fit into the five main OMB race categories: White, Black or African-American, American Indian or Alaska Native, Asian, or Native Hawaiian or Other Pacific Islander.

Rental Trends

Bend's monthly rental prices have increased drastically since July 2020 (31%). While Oregon and the United States saw lower increases over the same period. Since Winter 2022, the overall monthly rental increases have stabilized. (**Figure 20**).

Large rental price differences occur between single-family and multifamily units. Prior to the pandemic, single-family rental prices increased by an average by 5% per year. During the pandemic, single-family rents saw annual rent increases of 13%. Single-family rents averaged $2,599 in 2024, up from 2019 rents of $1,789 (a 45% increase[27]).

Figure 20. Rent Growth Index

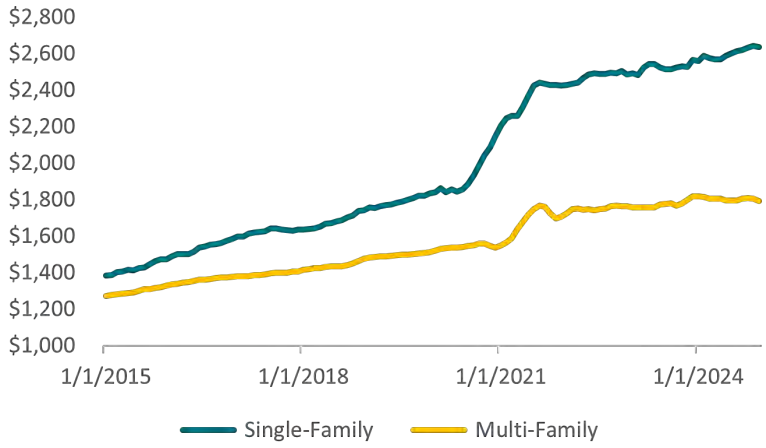


Source: CoStar, Zillow, City of Bend

Multifamily rents followed similar impacts. Prior to the pandemic, annual rent increases averaged 3%. This increased to 5.6% annually during the pandemic. Multifamily rents averaged $1,830, up from 2019 rents of $1,474 (24% increase[28]).

Rent distributions for all units have shifted to higher income averages, with a concentration of units rented at around $2,000 per month. This is compared to 2019, where rents were more evenly distributed between $900 and $1,750 per month. This rent distribution is a result of the majority of rental increases occurring among single family homes (**Figure 21**). As noted previously, 57% of renter households live in single-family dwellings.

Figure 21. Rent Growth by Housing Type

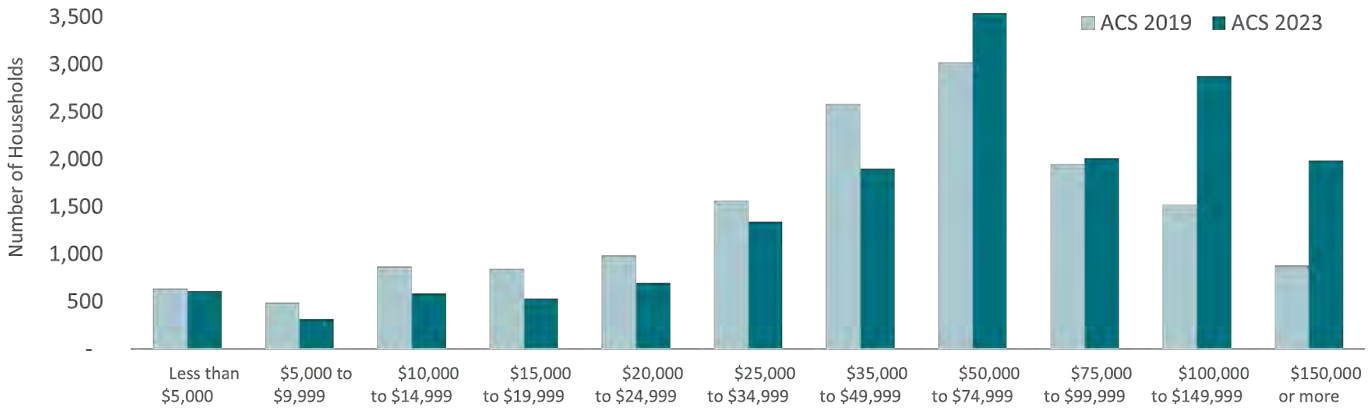


Source: CoStar, Zillow

Fifty-eight (58) percent of rental households earn at or below $74,999. Households earning between $50,000 to $74,999 account for the largest share of all rental households at 22%. Those earning above $100,000 account for 30%[29].

Increasingly, more individuals of all income levels are opting to rent. The largest rental household growth occurred among those earning $100,000 or more, with those earning $150,000 or more having the highest household increase of 125% (**Figure 22**).

Figure 22. Renter Average Annual Income



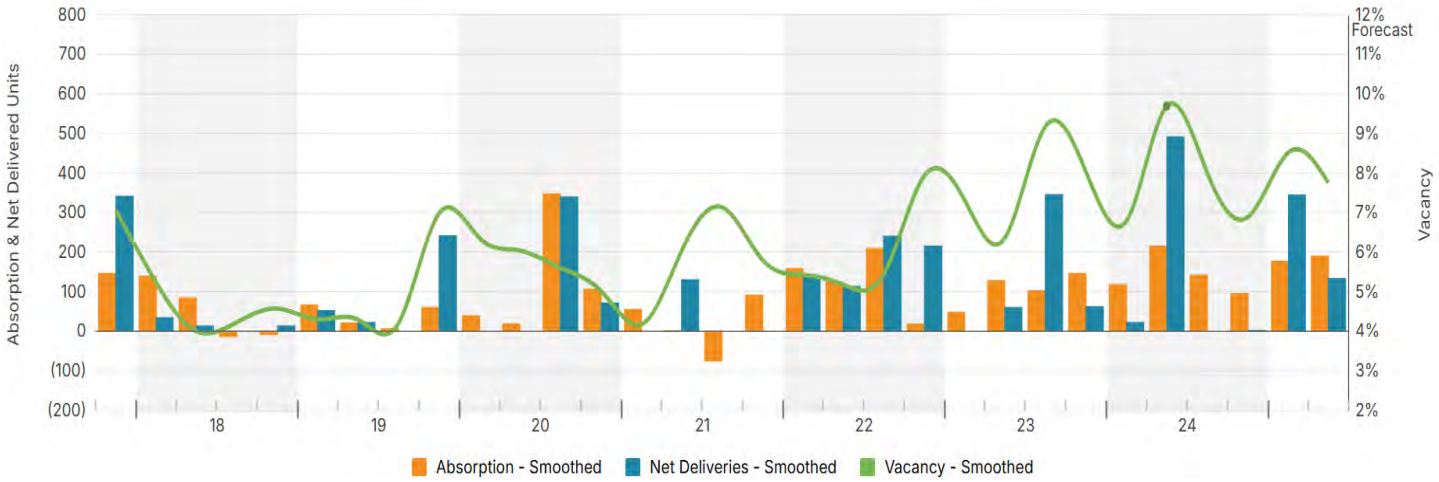
Source: ACS 5-Year Estimates

Rental Vacancies

According to CoStar, the 15-year average vacancy rate for professionally managed properties with five or more units within city limits is 5.3%, with an average of 69 units being delivered to the market each quarter. Since 2019, an average of 115 units have been delivered to the market each quarter. This surge in deliveries has pushed up the average six-year vacancy rate to 6.5%. Quarter 2, 2024, saw the largest number of professionally managed units ever delivered at 458 units. These deliveries pushed the average rental vacancy rate to 7.9% in 2024[30].

As noted in **Figure 23**, since 2020, it has taken less than six months for newly constructed units to be absorbed, decreasing the overall vacancy rates.

Figure 23. Absorption and Vacancy Rates

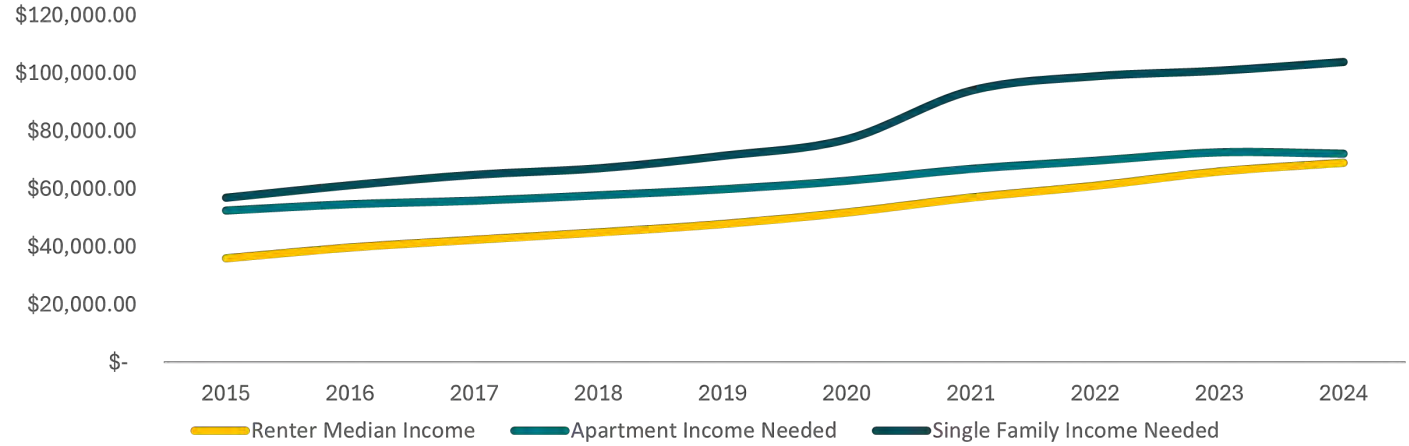


Source: CoStar

Income Needed

The median renter household income in 2023 was $66,155, $42,981 less than the median household income of a homeowner, and $22,637 less than the median Bend household income. The average income needed to adequately afford (not be cost burdened) to rent **a single-family home in 2024 was $103,960 and multifamily unit $73,200[31].**

Figure 24. Income Needed to Rent in Bend



Source: ACS 5-Year Estimates, Zillow, CoStar

Multifamily Unit Affordability

In 2024, the average rent for a professionally managed apartment was $1,830, indicating that a household would need to earn at least $73,200 to not be cost-burdened. Only 64% of current rental households are able to meet that requirement. For three-bedroom apartments, that share drops to 38%.

Sixty-four (64) percent of renter households could afford most multifamily unit types in the city. With 38% of renters living alone[32], those in single-wage occupations have a lower ability to afford rent adequately. Thirty-two (32) percent of single-wage occupations have the ability to afford rent for a studio apartment, compared to 25% having the ability to afford a 3-bedroom apartment.

Table 2. Unit Affordability for Rental Households and 1x Wage Occupations, 2024

Rental Unit Type	Average Rent, 2024	HH Income Required	Approx. AMI 2025	% of Rental Households	% of Single-Wage Occupations
Studio	$1,770	$70,800	90%	64%	32%
1-bedroom	$1,732	$69,280	85%	58%	33%
2-bedroom	$1,824	$72,960	80%	64%	31%
3-bedroom	$2,012	$80,480	80%	38%	25%
4+ bedroom	$1,770	$70,800	90%	64%	32%

Assuming a household had 1.5x of the same occupational wage, affordability improves but still remains unaffordable for large segments of regional occupations.

Table 3. Unit Affordability 1.5x Wage Occupations, 2024				
Rental Unit Type	Average Rent, 2024	HH Income Required	Approx. AMI 2025	% of 1.5x Wage Occupations
Studio	$1,770	$70,800	90%	72%
1-bedroom	$1,732	$69,280	85%	75%
2-bedroom	$1,824	$72,960	80%	69%
3-bedroom	$2,012	$80,480	80%	55%
4+ bedroom	$1,770	$70,800	90%	69%

Single-Family Affordability

According to Zillow Market data, the average rent for a single-family dwelling in 2024 for Bend was $2,957. The percentage of renter-occupied households with the ability to afford these homes adequately decreases compared to multifamily units. Forty-two (42) percent of rental households could afford a 1- and 2-bedroom, 30% could afford a three-bedroom, and 12% could afford a four-bedroom. With 57% of renters living in single-family rentals at prices commensurate with their incomes, the result is 47% of rental households being cost-burdened.

Twenty-nine (29) percent of occupations could afford the rental rate of a one-bedroom; 8% of occupations could afford a two-bedroom; 6% could afford a three-bedroom; and only 1% of occupations could afford a house with four or more bedrooms (**Table 4**).

Table 4. Single-Family Unit Affordability for Rental Households and 1x Wage Occupations, 2024					
Rental Unit Type	Average Rent, 2024	HH Income Required	Approx. AMI 2025	% of Rental Households	% of Single-Wage Occupations
1-bedroom	$1,907	$76,280	90%	42%	29%
2-bedroom	$2,695	$107,800	100%	42%	8%
3-bedroom	$2,920	$116,800	110%	30%	6%
4+ bedroom	$3,937	$157,489	130%	12%	1%

Single family homes become slightly more affordable with occupational wage earnings of 1.5x single occupational wage. The average 2-bedroom affordability goes from 8% to 32% of occupations being able to afford with 1.5x the income (**Table 5**).

Table 5. Single-Family Unit Affordability for Rental Households and 1.5x Wage Occupations, 2024				
Rental Unit Type	**Average Rent, 2024**	**HH Income Required**	**Approx. AMI 2025**	**% of 1.5 Wage Occupations**
1-bedroom	$1,907	$76,280	90%	60%
2-bedroom	$2,695	$107,800	100%	32%
3-bedroom	$2,920	$116,800	110%	27%
4+ bedroom	$3,937	$157,489	130%	10%

Market Gap for Renters Wanting To Buy

A Renter-purchaser gap for each income range and current rental household can be identified using current household income ranges, contract rents, and the number of homes sold at various levels. The renter-purchaser gap can identify the purchase gap for each income range of current rental households. The gap analysis can help identifying barriers that prevent rental households from becoming homeowners and expanding their generational wealth.

The maximum affordable home price used for the analysis assumes a 30-year mortgage with a 10% down payment and an interest rate of 6.9%. The estimate did not include property taxes, insurance, homeowners' association payments, and utilities. With the average home sale price of $848,872 within the thirteen neighborhood districts in the city of Bend[33], the income required to afford the 2024 average home sale price is $204,650.

Table 6 highlights the maximum home price an individual in an income range can afford, without being cost- burdened. *Rental Demand* indicates the number of renters in a given income range, and *Renter Access* indicates the number of units sold at the *Max Affordable Home Price* that would have been available to those renters in that income range. The negative numbers in the *Renter-Purchaser Gap* indicate the severity of the accessibility to becoming a homeowner.

Table 6. Renter Purchaser Gap				
Income	**Max Affordable Home Price**	**Rental Demand (Current Rental Households)**	**Renter Access to Homes Sold, 2024**	**Renter-Purchaser Gap**
Less than $25,000	$125,080	2,745	20	-99%
$25,000 to $34,999	$175,423	1,340	39	-97%
$35,000 to $49,999	$250,461	1,901	60	-97%
$50,000 to $74,999	$375,692	3,544	135	-96%
$75,000 to $99,999	$500,772	2,012	303	-85%
$100,000 to $149,999	$757,384	2,880	1,051	-64%
$150,000 or more	$757,305+	1,985	1,810	-9%

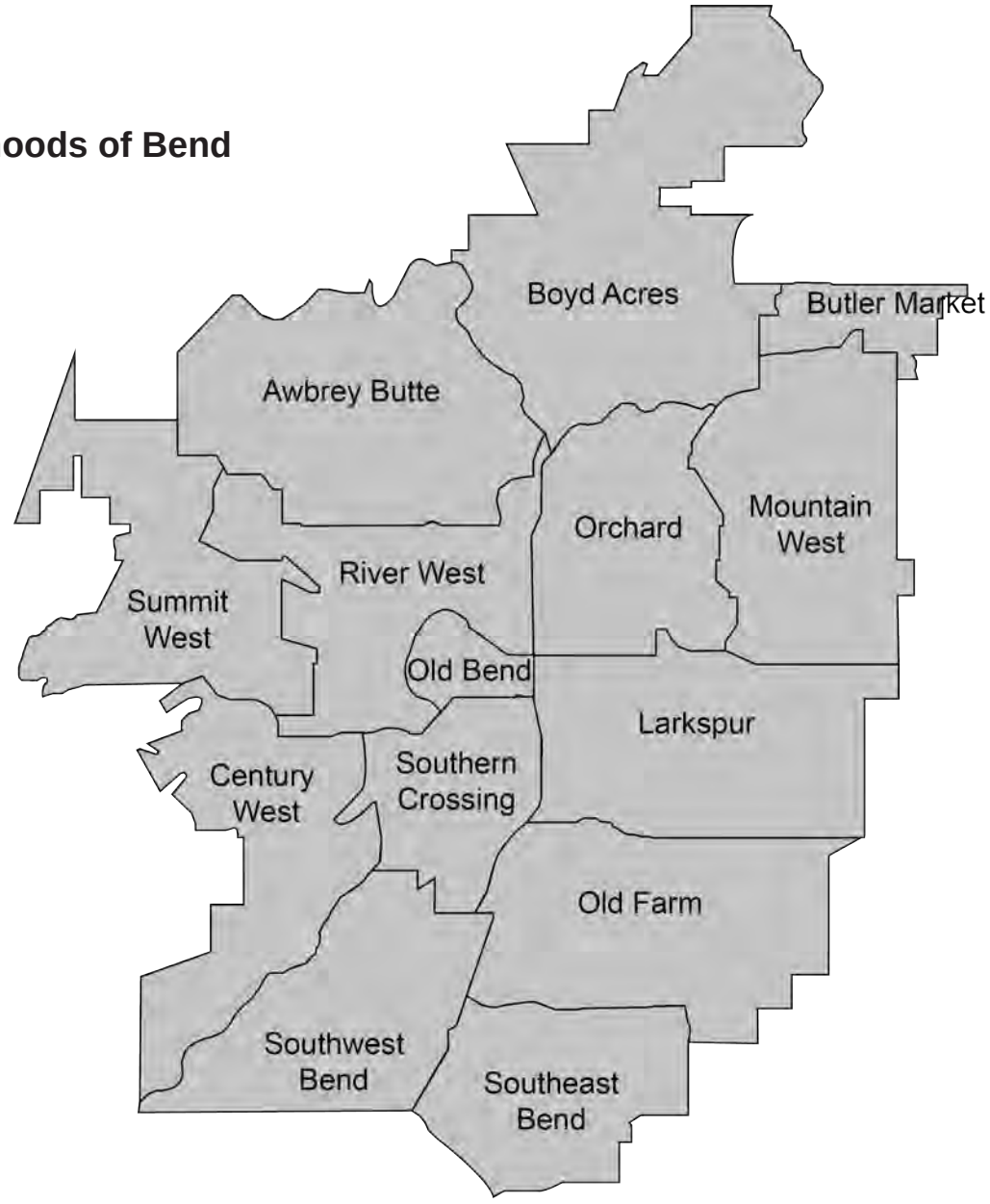
07

RENTAL MARKET AFFORDABILITY GUIDE

THE GUIDE

The Rental Market Affordability Guide shows various affordability rates among the average household and the average renter household in Bend. The affordability estimates are 2023 and 2024 average asking rental rates of professionally managed multifamily properties for each Neighborhood District. Affordability was determined whether the average rent for a unit type in a neighborhood exceeded 30% of the median income for the given household type. The data sources utilized for this guide is the ACS 5-Year Estimates and CoStar (June, 2025).

The Neighborhoods of Bend



Affordability Key

Affordable

Non-Affordable

RENTAL PRICE CHANGE 2023 to 2024

From 2023 to 2024, the average overall asking rent increased by 3%. One-bedroom units were the only classification that saw an increase while all other types of units showed a decrease.

The vacancy rate on average has been slightly increasing from 2022 (5.8%) to 2024 (6.6%). This increase can be partially accredited to nearly 1,300 units being added since 2021 to the multifamily unit supply. River West Neighborhood had the highest vacancy rate of 20.80% with Summit West having the lowest 1%.

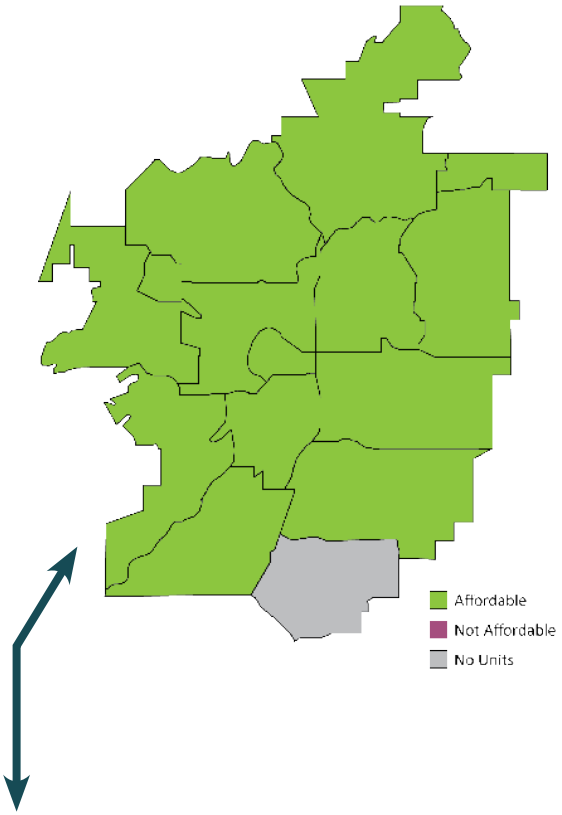
	Studio		1-Bedroom		2-Bedroom		3-Bedroom		Overall	
Neighborhood	2024 Rent	% Change	2024 Rent	% Change	2024 Rent	% Change	2024 Rent	% Change	2024 Rent	% Change
Summit West	null	null	$1,389	-3%	$1,613	2%	null	null	$1,426	-3%
Century	$1,605	-3%	$1,559	2%	$1,849	-1%	$2,913	2%	$1,709	-1%
Southwest Bend	null	null	$1,086	1%	$1,349	1%	$1,449	1%	$1,302	1%
Southern Crossing	$1,683	-1%	$1,821	2%	$2,431	4%	$2,399	3%	$2,095	2%
Old Bend	null	null	$748	0%	$1,298	0%	$1,742	0%	$1,138	0%
River West	$1,679	2%	$1,714	-1%	$2,082	-5%	$2,257	1%	$1,860	-2%
Awbrey Butte	$851	2%	$1,083	2%	$1,265	2%	$1,615	2%	$1,161	2%
Boyd Acres	null	null	$1,584	2%	$1,854	-1%	$2,051	-2%	$1,861	-1%
Mountain View	$2,107	-5%	$2,044	-1%	$1,931	-1%	$1,775	-2%	$1,970	-1%
Orchard	$1,430	-16%	$1,506	6%	$1,766	1%	$2,057	0%	$1,723	0%
Larkspur	$915	0%	$1,547	3%	$1,371	-13%	$2,011	2%	$1,307	-7%
Old Farm	null	null	$1,657	3%	$1,972	-1%	$2,432	1%	$1,950	0%
Southeast Bend	null	null	null	null	null	null	null	null	null	null
City of Bend	$1,770	-1%	$1,732	1%	$1,824	-2%	$2,012	-1%	$1,814	-1%

Source: CoStar

AVERAGE BEND HOUSEHOLD

Annual Median Income: $88,792
Median Monthly Income: $7,399
Maximum Monthly Housing Costs: $2,220

On average, a Bend household could afford a multifamily rental unit costing $2,220 or less without becoming cost burdened (spending more than 30% of their monthly income on rent, not including utilities). Units costing more than $2,221 would not be considered affordable.



Rental Affordability Average: Neighborhood by Type

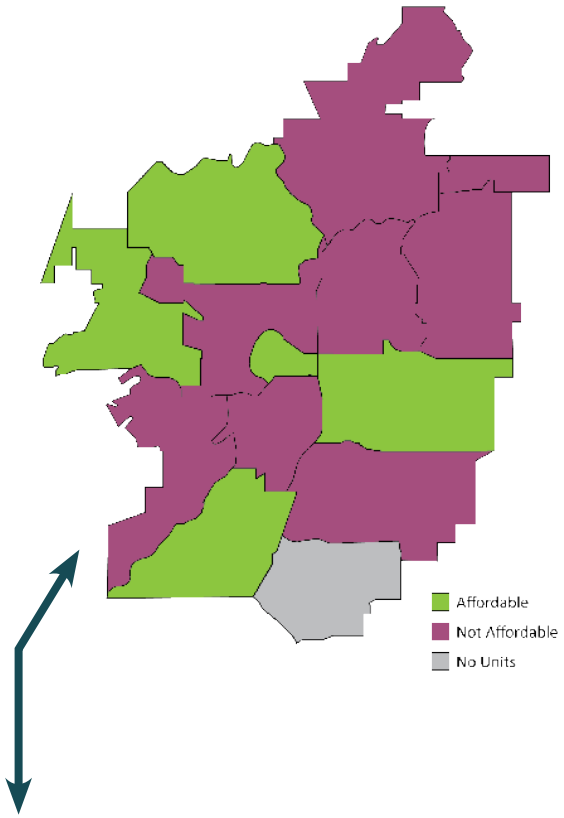
	Studio		1-Bedroom		2-Bedroom		3-Bedroom		Overall	
Neighborhood	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Summit West	null	null	$1,436	$1,389	$1,581	$1,613	null	null	$1,465	$1,426
Century	$1,655	$1,605	$1,529	$1,559	$1,870	$1,849	$2,863	$2,913	$1,720	$1,709
Southwest Bend	null	null	$1,079	$1,086	$1,338	$1,349	$1,433	$1,449	$1,291	$1,302
Southern Crossing	$1,705	$1,683	$1,791	$1,821	$2,335	$2,431	$2,333	$2,399	$2,044	$2,095
Old Bend	null	null	$747	$748	$1,297	$1,298	$1,739	$1,742	$1,137	$1,138
River West	$1,644	$1,679	$1,735	$1,714	$2,188	$2,082	$2,227	$2,257	$1,889	$1,860
Awbrey Butte	$837	$851	$1,064	$1,083	$1,244	$1,265	$1,587	$1,615	$1,141	$1,161
Boyd Acres	null	null	$1,153	$1,584	$1,872	$1,854	$2,091	$2,051	$1,877	$1,861
Mountain View	$2,227	$2,107	$2,055	$2,044	$1,954	$1,931	$1,814	$1,775	$1,996	$1,970
Orchard	$1,700	$1,430	$1,420	$1,506	$1,754	$1,766	$2,051	$2,057	$1,717	$1,723
Larkspur	$915	$915	$1,499	$1,547	$1,574	$1,371	$1,970	$2,011	$1,401	$1,307
Old Farm	null	null	$1,613	$1,657	$1,983	$1,972	$2,414	$2,432	$1,943	$1,950
Southeast Bend	null	null	null	null	null	null	null	null	null	null
Butler Market	null	null	$1,894	$1,990	$2,289	$2,005	$2,649	$2,470	$2,283	$2,123
City of Bend	$1,770	$1,791	$1,732	$1,716	$1,824	$1,858	$2,012	$2,024	$1,814	$1,830

Source: CoStar

AVERAGE RENTER HOUSEHOLD

Annual Median Income: $66,155
Median Monthly Income: $5,513
Maximum Monthly Housing Costs: $1,654

On average, a Bend rental household could afford a multifamily rental unit costing $1,654 or less without becoming cost burdened (spending more than 30% of their monthly income on rent, not including utilities). Units costing more than $1,655 would not be considered unaffordable.



Rental Affordability Average: Neighborhood by Type

	Studio		1-Bedroom		2-Bedroom		3-Bedroom		Overall	
Neighborhood	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Summit West	null	null	$1,436	$1,389	$1,581	$1,613	null	null	$1,465	$1,426
Century	$1,655	$1,605	$1,529	$1,559	$1,870	$1,849	$2,863	$2,913	$1,720	$1,709
Southwest Bend	null	null	$1,079	$1,086	$1,338	$1,349	$1,433	$1,449	$1,291	$1,302
Southern Crossing	$1,705	$1,683	$1,791	$1,821	$2,335	$2,431	$2,333	$2,399	$2,044	$2,095
Old Bend	null	null	$747	$748	$1,297	$1,298	$1,739	$1,742	$1,137	$1,138
River West	$1,644	$1,679	$1,735	$1,714	$2,188	$2,082	$2,227	$2,257	$1,889	$1,860
Awbrey Butte	$837	$851	$1,064	$1,083	$1,244	$1,265	$1,587	$1,615	$1,141	$1,161
Boyd Acres	null	null	$1,153	$1,584	$1,872	$1,854	$2,091	$2,051	$1,877	$1,861
Mountain View	$2,227	$2,107	$2,055	$2,044	$1,954	$1,931	$1,814	$1,775	$1,996	$1,970
Orchard	$1,700	$1,430	$1,420	$1,506	$1,754	$1,766	$2,051	$2,057	$1,717	$1,723
Larkspur	$915	$915	$1,499	$1,547	$1,574	$1,371	$1,970	$2,011	$1,401	$1,307
Old Farm	null	null	$1,613	$1,657	$1,983	$1,972	$2,414	$2,432	$1,943	$1,950
Southeast Bend	null	null	null	null	null	null	null	null	null	null
Butler Market	null	null	$1,894	$1,990	$2,289	$2,005	$2,649	$2,470	$2,283	$2,123
City of Bend	$1,770	$1,791	$1,732	$1,716	$1,824	$1,858	$2,012	$2,024	$1,814	$1,830

Source: CoStar

3 6
3' 6"

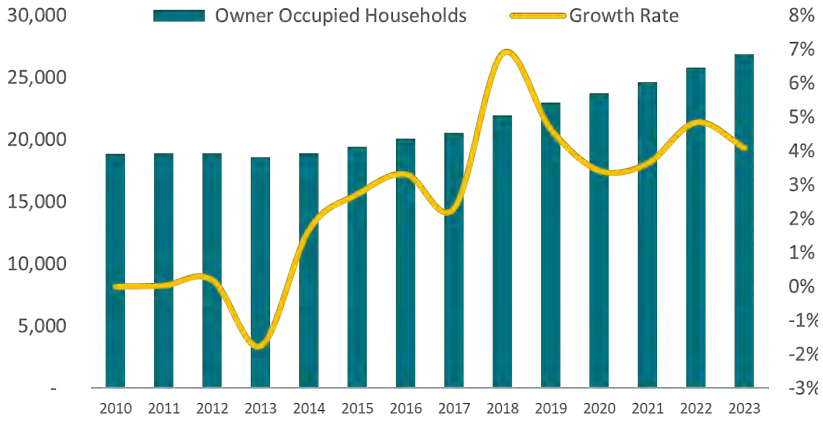
08
HOMEOWNERSHIP

The following section provides an socio-economic summary of the homeownership market in Bend.

Homeownership Household Growth

There are 26,871 households in Bend that own a home. This represents an increase of 3,900 households (17%) since 2019. With an annual rate of 4% in household growth, overall homeownership rates have increased from 60% in 2019 to 62% in 2023[34].

Figure 26. Total Homeowner Households and Annual Growth



Source: ACS 5-Year Estimates

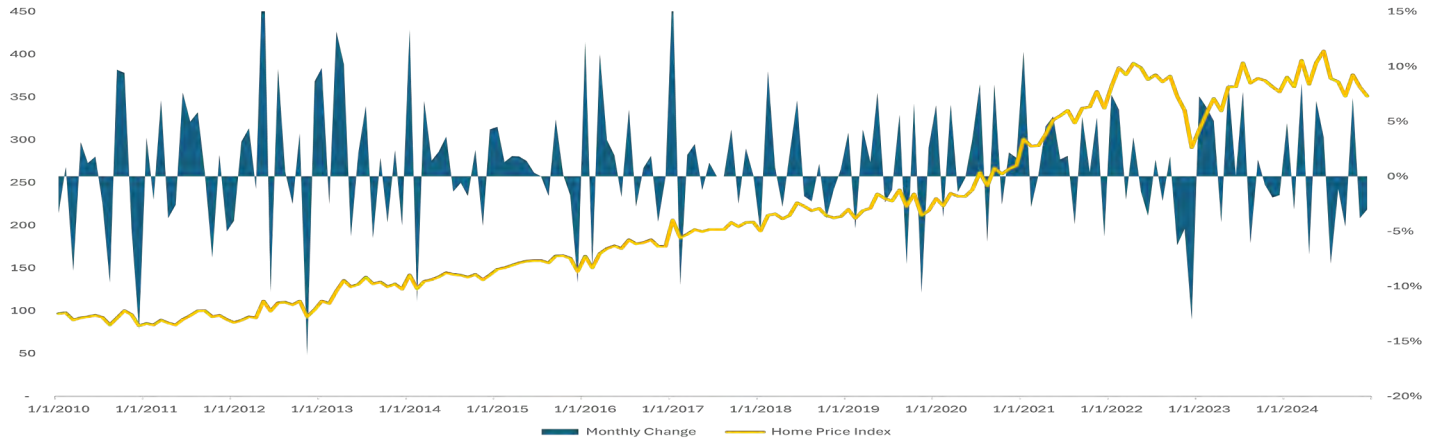
Homeownership rates vary by race and ethnicity. White, non-Hispanic households account for 84% of all homeowners and a have a homeownership rate of 65%. Asian households have the second-largest homeownership rate at 55%, but account for only 1% of the population. Those identifying as Black/African-American (33%), American Indian (30%), and Some other race (31%) have the lowest homeownership rates[35] and account for 7% of the population.

Homeowners over the age of 55 years account for 51% of all homeowners, with those between the ages of 65 and 74 years being the largest homeownership demographic at 21%. Since 2019, the fastest growing homeownership household age group is those between the ages of 35 and 44 years with a 38% growth[36]. Nearly 95% of homeowners live in single-family attached/detached homes, with 4% living in mobile or manufactured homes[37].

Home Price Trends

Within the City of Bend's twelve neighborhood districts, plus a sub-area of Butler Market, home prices have increased substantially since July 2020, with the average sales price going from $480,000 to $840,000. In 2024, home-buying costs reached their highest on record, with a 3% increase from the previous year.

Figure 27. Monthly Home Price Change with Overall Price Index



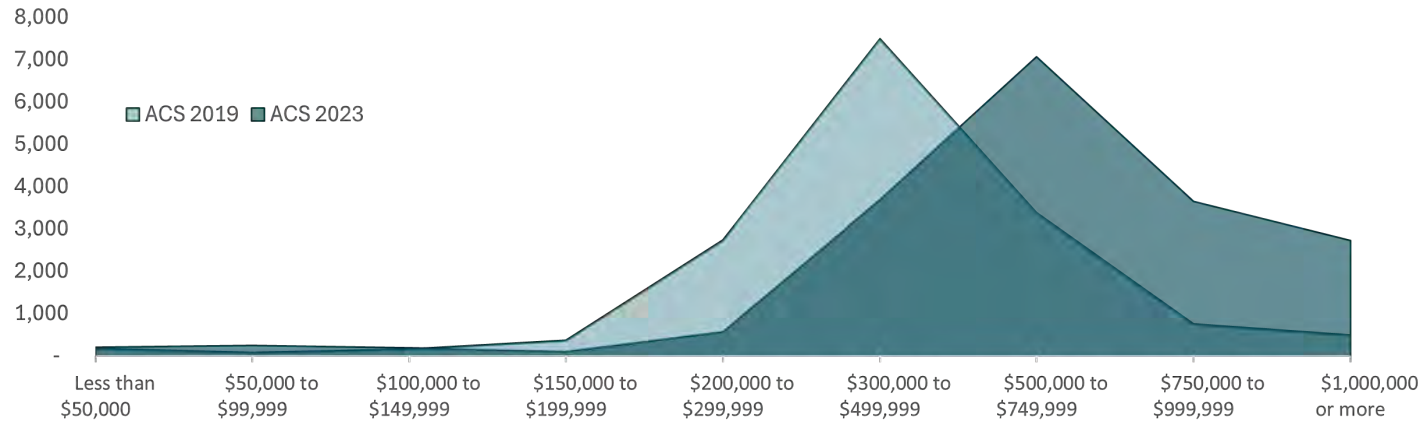
Source: Zillow, Redfin MLS, City of Bend

Market factors contributing to this increase included pandemic induced low-interest rates, the number of homes available for purchase (inventory), and the overall purchasing power of interested buyers.

Interest rates rose from the average pandemic low of 3.04% to a peak of 7.76% in November 2023. These low interest rates allowed individuals buyers to have greater purchasing power. This led to nearly 60% of homes sold in 2021 being purchased for a price higher than the listed-for-sale price. This persisted through 2022, when 41% of all homes sold were bought for more than the listed-for-sale price[38]. With the rise in interest rates, only 17% of homes were sold over the listing price in 2024.

Since 2019, the median mortgage status value[39] has increased by 63% from $441,800 in 2019 to $720,700 in 2023[40].

Figure 28. Mortgage Status by Value

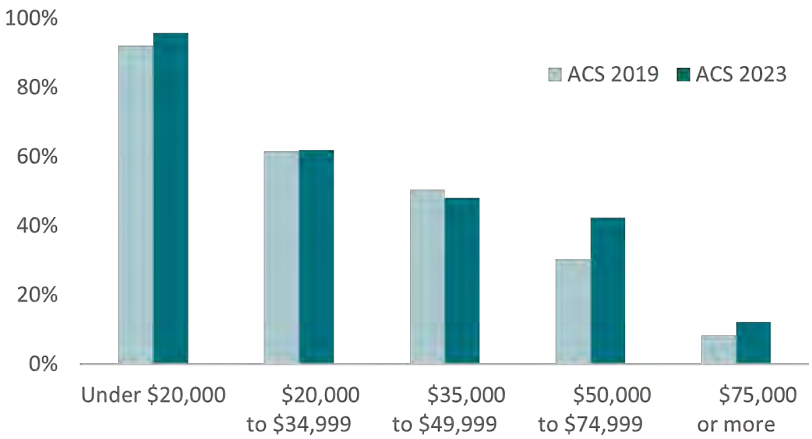


Source: ACS 5-Year Estimates

Cost Burden

Of the data available, the number of cost-burden homeowner households was its highest in 2010, with 38%. That number fell to its lowest on record in 2022, with 25% spending more than 30% of their income on housing costs. A primary cause of falling cost-burden households is the result of in-migration with greater purchasing power and pandemic low-interest rates[41].

Figure 29. Cost Burden Among Homeowners



Source: ACS 5-Year Estimates

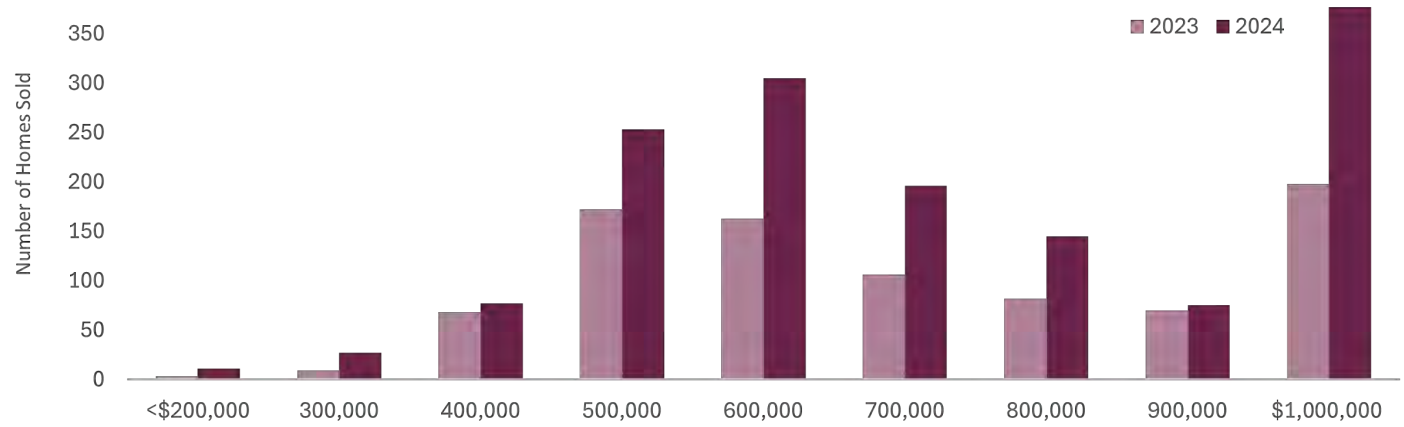
Those earning more than $100,000 account for 55% of all homeowners and have the lowest cost-burdened rate of 4%. Compared to those who earn less than $50,000, who have a cost-burden rate of 59% yet account for only 19% of all homeowners[42]. The income group that saw the largest share of cost-burdened rate over 2019 were those earning between $50,000 and $74,999. Accounting for 14% of all homeowners, the number of households becoming cost-burdened increased by 12% since 2019 to 42.3%[43].

Home Sales

According to Redfin MLS Market data for all 13 neighborhood associations[43], the most expensive housing type was 4+ bedrooms at an average sale price of $1,051,000. This was followed by 3-bedroom homes ($795,700), two-bedroom homes ($570,690), and 1-bedroom homes ($447,500).

In 2024, single-family homes accounted for 82% of all homes sold in Bend, with the remaining 18% comprising from other types of homes, including condos, townhomes, mobile homes, and others. 1,466 single-family homes were sold, up from 871 in 2023. Fifty-four (54) percent of single-family homes sold were at or above $700,000. Homes sold at or below $400,000 accounted for 8%.

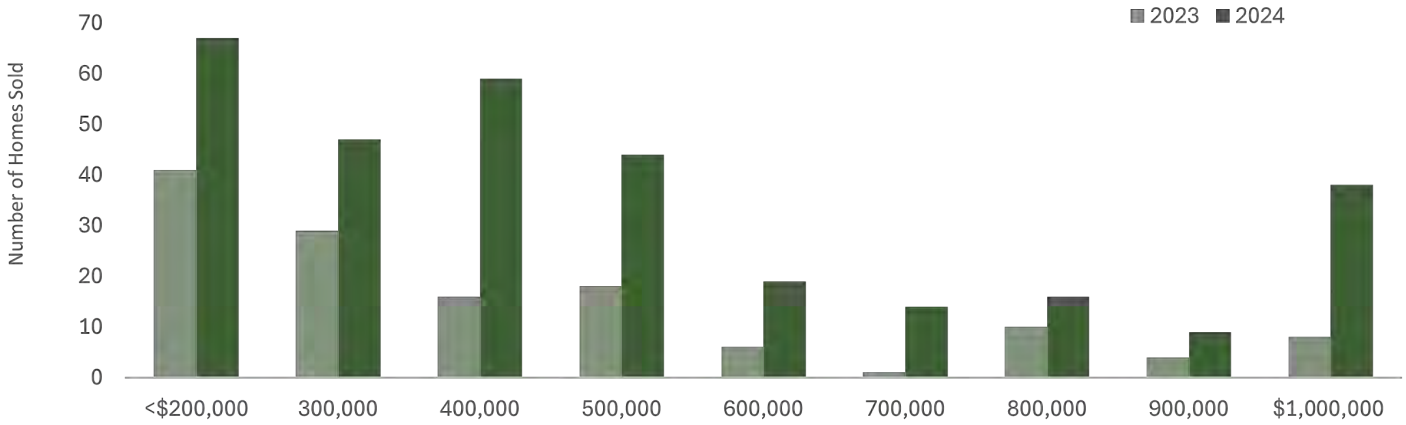
Figure 30. Number and Value of Single-Family Homes Sold, 2023-2024



Source: Redfin MLS

Condos, townhomes, mobile homes, and other types of homes sold for more than $700,000 accounted for 25% of all other home sales, with 16% sold at or below $400,000. The vast majority of homes sold in 2024 under $400,000 were mobile/manufactured homes, which typically do not include the cost for land, which is leased separately.

Figure 31. Number and Value of Townhomes, Mobile Homes, and Other Homes Sold, 2023-2024



Source: Redfin MLS

Income Needed

In 2024, the household income needed to purchase the average home sold price in 2024 of $848,870 was $204,650. Based on Bend's household median income, this equates to 16% of Bend households.

Overall, between 16% and 26% of all Bend households could afford homes at various price points based on their average household income. This is further restricted by the number of occupations within the Bend Metro.

Table 7. Unit Affordability for Rental Households and 1x Wage Occupations, 2024

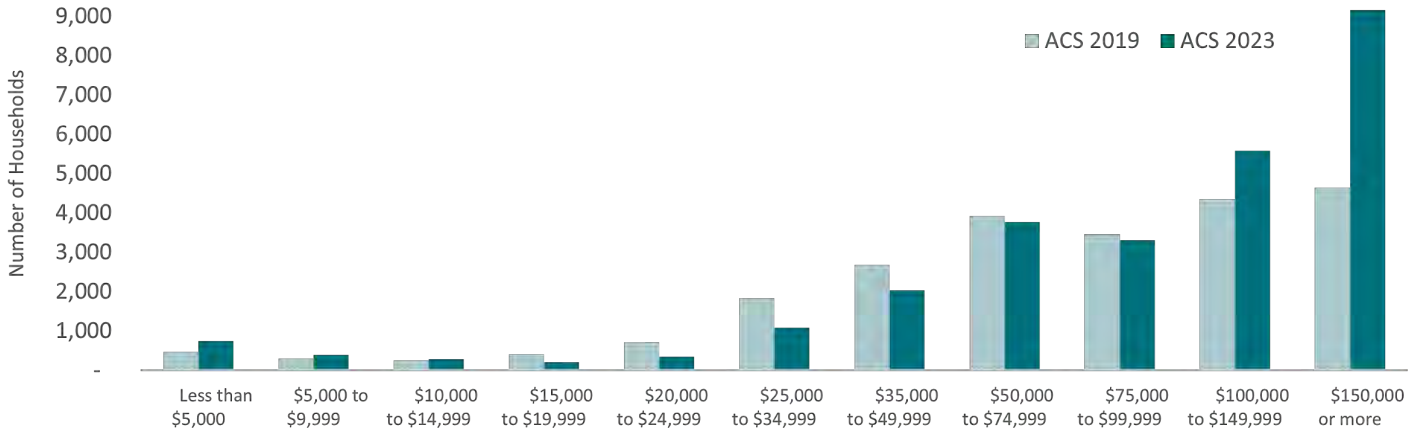
Household Type Size	Average Sale Price, 2024	HH Income Required	Approx. AMI 2025	% of Bend Households	% of Single-Wage Occupations
Studio	$608,571	$146,747	120%	26%	29%
1-bedroom	$447,500	$107,907	90%	45%	8%
2-bedroom	$570,690	$137,613	110%	33%	6%
3-bedroom	$795,700	$191,870	150%	16%	1%
4+ bedroom	$1,051,000	$253,432	200%	16%	0%

Source: ACS 5-Year Estimates, Bureau of Labor Statistics, City of Bend

Outlook

In recent years, homeownership growth has shifted among those earning $100,000 or more per year. Since 2019, the median household income of homeowners has increased by 46%. Households earning more than $150,000 account for 34% of all homeowners, which was the fastest-growing income group since 2019. Those earning between $15,000 and $99,999 saw their overall household shares decrease. These decreases may continue as home prices remain elevated and interest rates remain high[44].

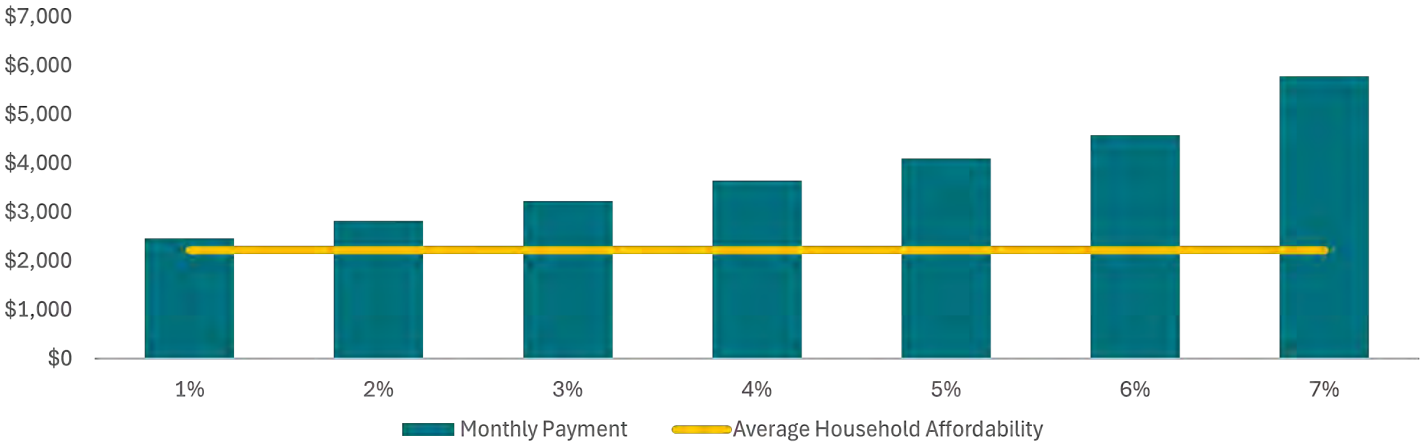
Figure 32. Tenure by Household Income, Homeowner



Source: ACS 5-Year Estimates

With 2024 home values, obtaining a 30-year fixed mortgage with a 10% down payment would produce an average monthly payment that would cost burden the homeowner.

Figure 33. Estimated Mortgage Rate, Various Interest Rates



Source: City of Bend

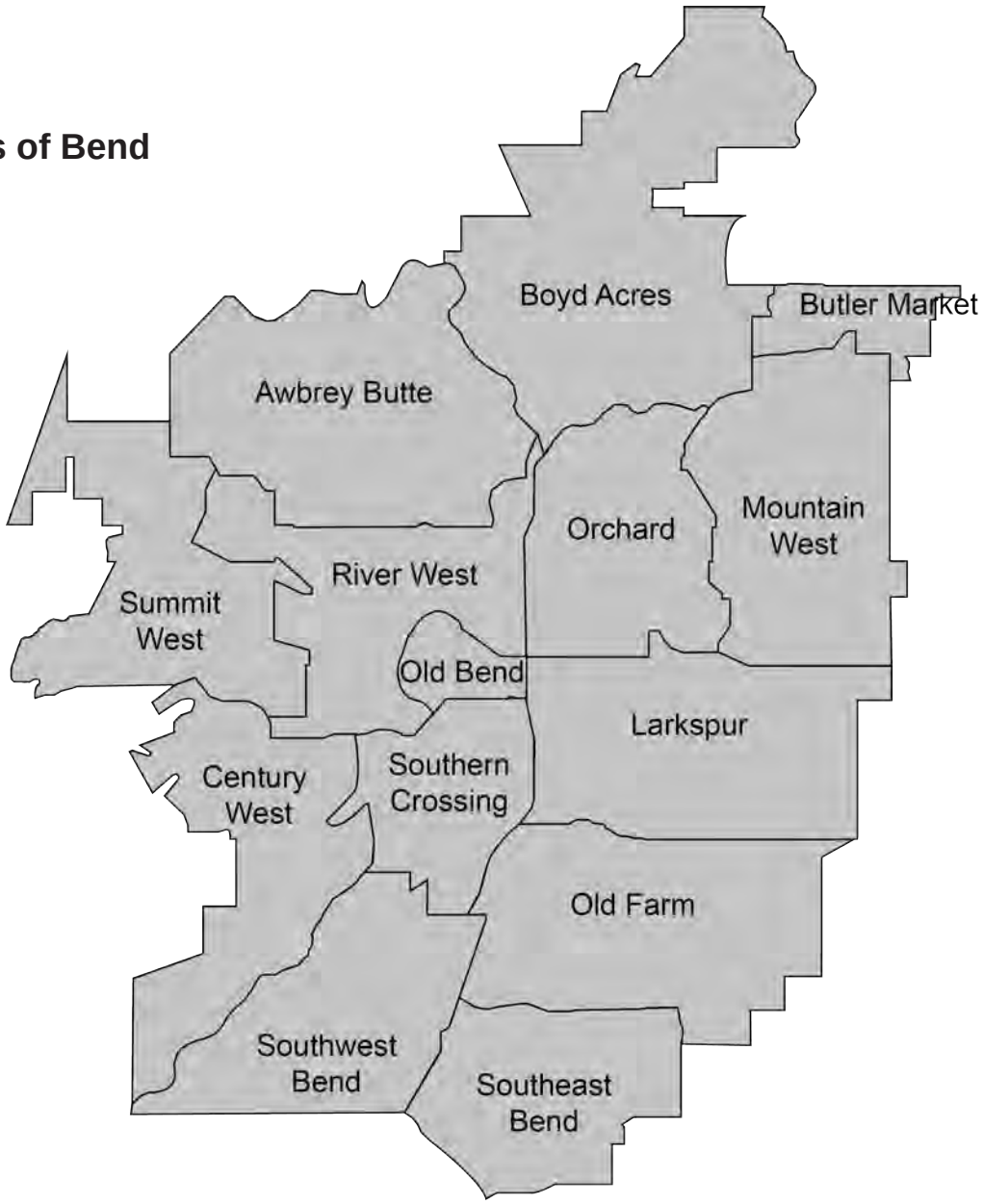
09

HOMEOWNERSHIP AFFORDABILITY GUIDE

THE GUIDE

The Homeownership Market Affordability Guide shows various affordability rates among particular household types. The affordability estimates are based on 2023 and 2024 homes* sold for each Neighborhood District. Affordability was determined according to whether or not the average mortgage payment for a unit type in a neighborhood exceeded 30% of the median income for the given household type.

Neighborhoods of Bend



Affordability Key

- Affordable
- Non-Affordable

* Homes sold include single-family attached and detached, town-homes, condominiums, and mobile/ manufactured homes. Does not include acreage.

Average Home Sales Price Change (2023-2024)

Bend saw the average home sales price increase by 3% or $23,800 between 2023 and 2024. Based on the current home sale price with the average 30-year mortgage rate in 2024, the increase in home price could translate to an additional $55,000 in finance costs. Three neighborhood districts saw increases in average home sales prices – Southern Crossing (30%), Awbrey Butte (10%), and Old Bend (9%). Only five neighborhood districts saw the average home sales prices decrease or remain the same as 2023.

Bend Homeownership Affordability: Change in Average Home Sales Price, 2023-2024

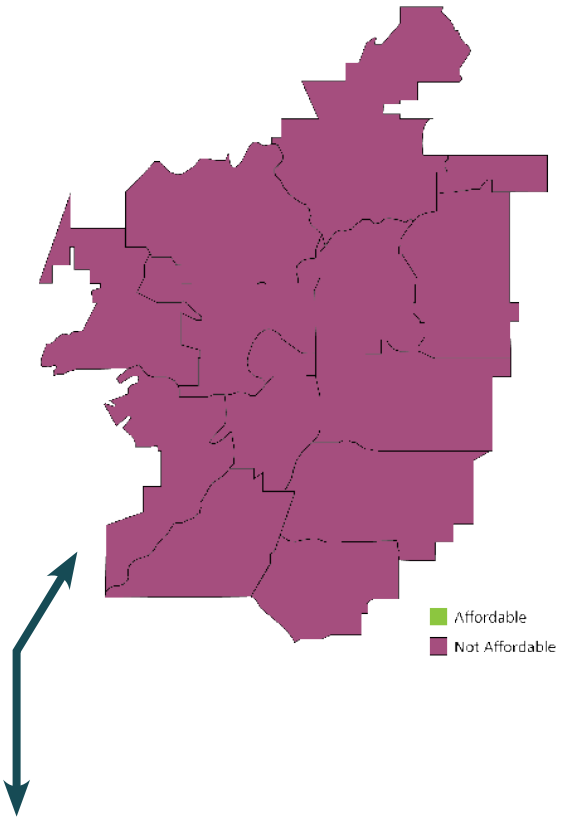
	2023	2024	% Change (2023-2024)
Summit West	$1,216,875	$1,286,546	6%
Century West	$1,231,490	$1,230,696	0%
Southwest Bend	$715,678	$749,220	5%
Southern Crossing	$836,132	$1,088,998	30%
Old Bend	$973,545	$1,057,667	9%
River West	$910,744	$915,835	1%
Awbrey Butte	$1,229,579	$1,348,987	10%
Boyd Acres	$600,755	$627,268	4%
Mountain View	$561,581	$553,263	-1%
Orchard	$651,098	$655,180	1%
Larkspur	$513,385	$524,493	2%
Old Farm	$706,417	$651,638	-8%
Southeast Bend	$741,343	$680,389	-8%
Butler Market	$758,742	$663,130	-13%
City of Bend	$825,035	$848,872	3%

Source: Redfin MLS

AVERAGE BEND HOUSEHOLD

Annual Median Income: $88,792
Median Monthly Income: $7,399
Maximum Monthly Housing Costs: $2,220

On average, a Bend household could afford to purchase a home with a monthly homeownership cost of $2,220 or less without becoming cost burdened and spending more than 30% of their monthly income on housing. Homeownership costs of more than $2,221 would not be considered affordable.



Homeownership Affordability Per Neighborhood

	2024 Median Home Sales Price	10% Down	20% Down
Summit West	$1,286,546	$8,550	$6,848
Century West	$1,230,696	$6,848	$6,550
Southwest Bend	$749,220	$5,097	$3,987
Southern Crossing	$1,088,998	$7,409	$5,796
Old Bend	$1,057,667	$7,196	$5,629
River West	$915,835	$6,231	$4,874
Awbrey Butte	$1,348,987	$9,179	$7,179
Boyd Acres	$627,268	$4,268	$3,339
Mountain View	$553,263	$3,764	$2,945
Orchard	$655,180	$4,458	$3,487
Larkspur	$524,493	$3,568	$2,791
Old Farm	$651,638	$4,434	$3,468
Southeast Bend	$680,389	$4,629	$3,621
Butler Market	$663,130	$4,512	$3,529
City of Bend	$848,872	$5,776	$4,518

Source: Redfin MLS
Assumptions: 30-year-fixed mortgage at 6.983%. Does not include property taxes, insurance, or HOA fees

10
SOURCES AND CITATIONS

SECTION 02. MARKET DRIVERS

Figure 1 Primary Commodities. Produce Price Indices (Ready Mix Concrete, General Mill Work, Paving Mixture and Blocks, Sheet Metal, Wood Office/Furniture Store). United States Bureau of Labor Statistics. Series Tables: WPU1333, WPU0821, WPU1394, WPU1073, WPU08

Citation 1 *Eye on Housing*. 2024. National Association of Home Builders

Citation 2 *United States and United Kingdom Take Action to Reduce Russian Revenue from Metals*. U.S. Department of Treasury

Figure 2 Construction Laborer-Wage Index. Occupational Employment and Wage Statistics. Construction Laborers. United States Bureau of Labor Statistics.

Citation 3 *The US Needs Homes. But First, It Needs the Workers To Build Them*. Stateline. Robbie Sequeira

Figure 3 30-Year Fixed Mortgage Rate in the United States. Federal Reserve Bank of St. Louis. Table: MORTGAGE30US

SECTION 03. DEMOGRAPHIC DRIVERS

Citation 4 2024 Annual Population Report Table. Portland State University Population Research Center

Figure 4 Population Trend and Forecast. ACS 5-Year Estimates. United State Census Bureau. Table C05002; 2024 Annual Population Report. Portland State University.

Figure 5 American Community Survey. ACS 5-Year Estimates. United State Census Bureau. Table C05003. Oregon Health Authority, Oregon Resident Births By County; Oregon Residents Deaths by Zip Code – 97701, 97702, 97703.

Citation 5 Deschutes Oregon, In-County Migration. ACS 5-Year Estimates 2016-2020. United State Census Bureau.; City of Bend

Citation 6 American Community Survey. 1-Year Estimates. United State Census Bureau. Table C05002

Map 1 Deschutes Oregon, In-County Migration. ACS 5-Year Estimates 2016-2020. United State Census Bureau; City of Bend

Citation 7 American Community Survey. 5-Year Estimates. United States Census Bureau. Table DP05

Figure 6 Demographic and Housing Estimates. ACS 5-Year Estimates. United State Census Bureau. Table DP05

Citation 8 Occupancy Characteristics. ACS 5-Year Estimates. United State Census Bureau. Table S2501

Citation 9 Households and Families. ACS 5-Year Estimates. United State Census Bureau. Table S1101

Table 1 Household Composition. Household Type. 2019, 2023 5-Year Estimates. American Community Survey. United States Census Bureau. Tables: B09020, B11001, B11003, S1101

Figure 7 Household Income in the Past 12-Months. ACS 5-Year Estimates. United State Census Bureau. Table 25119

Figure 8 Household Income in the Past 12-Months. ACS 5-Year Estimates. United State Census Bureau. Table B25118

Citation 10 Median Household Income in the Past 12 Months. ACS 5-Year Estimates. United State Census Bureau. Table B19019

SECTION 04. INCOME INEQUALITY

Citation 11 Inequality.org

Figure 9 Shares of Aggregate Household Income by Quintile. ACS 5-Year Estimates. United States Census Bureau. Table: B19081

Citation 12 Mean Household Income of Quintiles, ACS 5-Year Estimates. United State Census Bureau. Table B19081

Figure 10 Shares of Aggregate Household Income by Quintile. ACS 5-Year Estimates. United States Census Bureau. Table: B19082

Figure 11 Gini Index. ACS 5-Year Estimates. United States Census Bureau. Table: B19083

SECTION 4. HOUSING STOCK AND PRODUCTION

Figure 12 Physical Housing Characteristics. ACS 5-Year Estimates. Table S2504

Citation 13 ACS 5-Year Estimates. Table DP04

Citation 14 Includes single-family detached/attached; accessory dwelling units, and mobile and manufactured homes.

Citation 15 Development Activity Tracker, City of Bend

Citation 16 Selected Housing Characteristics. ACS 5-Year Estimates. United State Census Bureau. Table DP04

Figure 13 Annual Housing Production. Development Activity Tracker. City of Bend

Citation 17 Housing Dashboard, City of Bend

Map 2 Development Activity Tracker. City of Bend

Citation 20 Development Activity Tracker. City of Bend

Citation 21 Development Activity Tracker. City of Bend

Figure 14 Development Activity Tracker. City of Bend

Map 3 Development Activity Tracker. City of Bend

Citation 22 Development Activity Tracker. City of Bend

Figure 15 Development Activity Tracker. City of Bend

SECTION 06. RENTERSHIP

Citation 23 Tenure. ACS 5-Year Estimates. United State Census Bureau. Table B25003

Figure 16 Rental Household Growth. Tenure. ACS 5-Year Estimates. United State Census Bureau. B25003

Citation 24 Tenure by Age. ACS 5-Year Estimates. United State Census Bureau. Table B25007

Figure 17 Tenure by Age. ACS 5-Year Estimates. United State Census Bureau. Table B25007

Citation 25 Housing Costs as a Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25140

Figure 18 Tenure by Housing Costs as a Percent of Household Income. ACS 5-Year Estimates. United State Census Bureau. Table 25106

Citation 26 Housing Costs as Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Tables B25140B-H

Figure 19 Housing Costs as Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Tables B25140B-H

Figure 20 CoStar; Zillow, City of Bend

Citation 27 CoStar; Zillow

Citation 28 CoStar; Zillow

Figure 21 CoStar; Zillow

Citation 29 Income by Tenure. ACS-5 Year Estimates. United State Census Bureau. Table 25118

Figure 22 Income by Tenure. ACS 5-Year Estimates. United State Census Bureau. Table B25118

Citation 30 CoStar

Figure 23 CoStar

Citation 31 City of Bend Methodology. (Single-family annual rental price of $2,599 x 12) / .3. (Multifamily rental price of $1,803 x 12) /.3

Figure 24 Median Household Income by Tenure. ACS 5-Year Estimates. Table B25119. Zillow. CoStar

Citation 32 Tenure by Household Type. ACS 5-Year Estimates. B25011

Table 2 CoStar; City of Bend; Housing and Urban Development; ACS-5-Year Estimates Table B25118. Quarterly Census of Wages and Employment, Bureau of Labor Statistics.

Table 3 CoStar; City of Bend; Housing and Urban Development; ACS-5-Year Estimates Table B25118. Quarterly Census of Wages and Employment, Bureau of Labor Statistics.

Table 4 CoStar; City of Bend; Housing and Urban Development; ACS-5-Year Estimates Table B25118. Quarterly Census of Wages and Employment, Bureau of Labor Statistics.

Table 5 CoStar; City of Bend; Housing and Urban Development; ACS-5-Year Estimates Table B25118. Quarterly Census of Wages and Employment, Bureau of Labor Statistics.

Citation 33 Redfin MLS.

The average home sales price is the average of homes sold within the twelve (12) neighborhood districts of the City of Bend plus a designated Butler Market area. Includes single-family homes, condos, townhomes, and

manufactured homes. Does not include acreage. Homes sold within the City of Bend but not in an established neighborhood district were not included. The inclusion of these homes or acreage/lots could raise or lower the overall home sales price.

Table 6. City of Bend. Max Affordable Home Price: Income by Tenure. ACS 5-Year Estimates. Table 25118; Rental Demand. Income by Tenure. ACS 5-Year Estimates. Table 25118; Renter Access to Homes Sold: Homes Sold at Price Point, Redfin MLS; Renter Purchaser Gap Formula . Renter Access to Homes Sold / Rental Demand - 1

SECTION 8. HOMEOWNERSHIP

Citation 34 Tenure. ACS 5-Year Estimates. United State Census Bureau. B25003

Figure 26 Tenure. ACS 5-Year Estimates. United State Census Bureau. B25003

Citation 35 Tenure by Race/Ethnicity. ACS-5 Year Estimates. United State Census Bureau. B25003B-I

Citation 36 Tenure by Age. ACS 5-Year Estimates. United State Census Bureau. Table B25007

Citation 37 Tenure by Units in Structure. ACS 5-Year Estimates. United State Census Bureau. Table B25032

Figure 27 City of Bend, Zillow. Disclaimer: Bend is based on the Zillow's definition of the Bend Metro Area.

Citation 38 Zillow

Citation 39 Mortgage status indicates whether a homeowner has a mortgage and median value is the midpoint of all home values in that area.

Citation 40 Mortgage Status by Median Value. ACS 1-Year Estimates. United State Census Bureau. Table B25097

Figure 28 Mortgage Status by Value. ACS 5-Year Estimates. United State Census Bureau. Table B25096

Figure 29 Housing Costs as Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25140

Citation 41 Housing Costs as Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25140

Citation 42 Household Income by Selected Monthly Costs as Percentage of Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25095

Citation 43 Tenure by Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25118

Citation 44 Inclusion of a non-Neighborhood District of Butler Market

Figure 30 Redfin MLS

Figure 31 Redfin MLS

Table 7 Redfin MLS; City of Bend; Housing and Urban Development; ACS-5-Year Estimates Table B25118. Quarterly Census of Wages and Employment, Bureau of Labor Statistics.

Figure 32 Tenure by Household Income. ACS 5-Year Estimates. United State Census Bureau. Table B25118

Figure 33 City of Bend

Project Rendering Platform

Acknowledgments

Author

Jonathan Taylor, Urban Renewal Manager

Project Team

Katy Brooks, Economic Development Officer

Andrés Portela, Equity and Inclusion Director

Matt Stuart, Real Estate Director

Rachel Baker, Housing Division Manager

Amy Fraley, Senior Program Manager

Damian Syrnyk, Senior Planner

The State of Housing is an internally produced report. The information presented is based on the most recent data available and accessible to the City of Bend. Data sets provided or referenced herein are intended for informational and educational purposes only. While efforts have been made to ensure accuracy and completeness, data sets are based on samples and are subject to sampling and non-sampling variability.

FOR MORE INFORMATION, PLEASE CONTACT

The City of Bend
710 NW Wall Street | Bend, Oregon 97703

infobura@bendoregon.gov

Old Mill

invest bend

A City of Bend Project for Economic Prosperity

INVEST BEND

AGENDA

5:00 pm - Arrival + Dinner

5:30 pm - Welcome + Agenda Overview

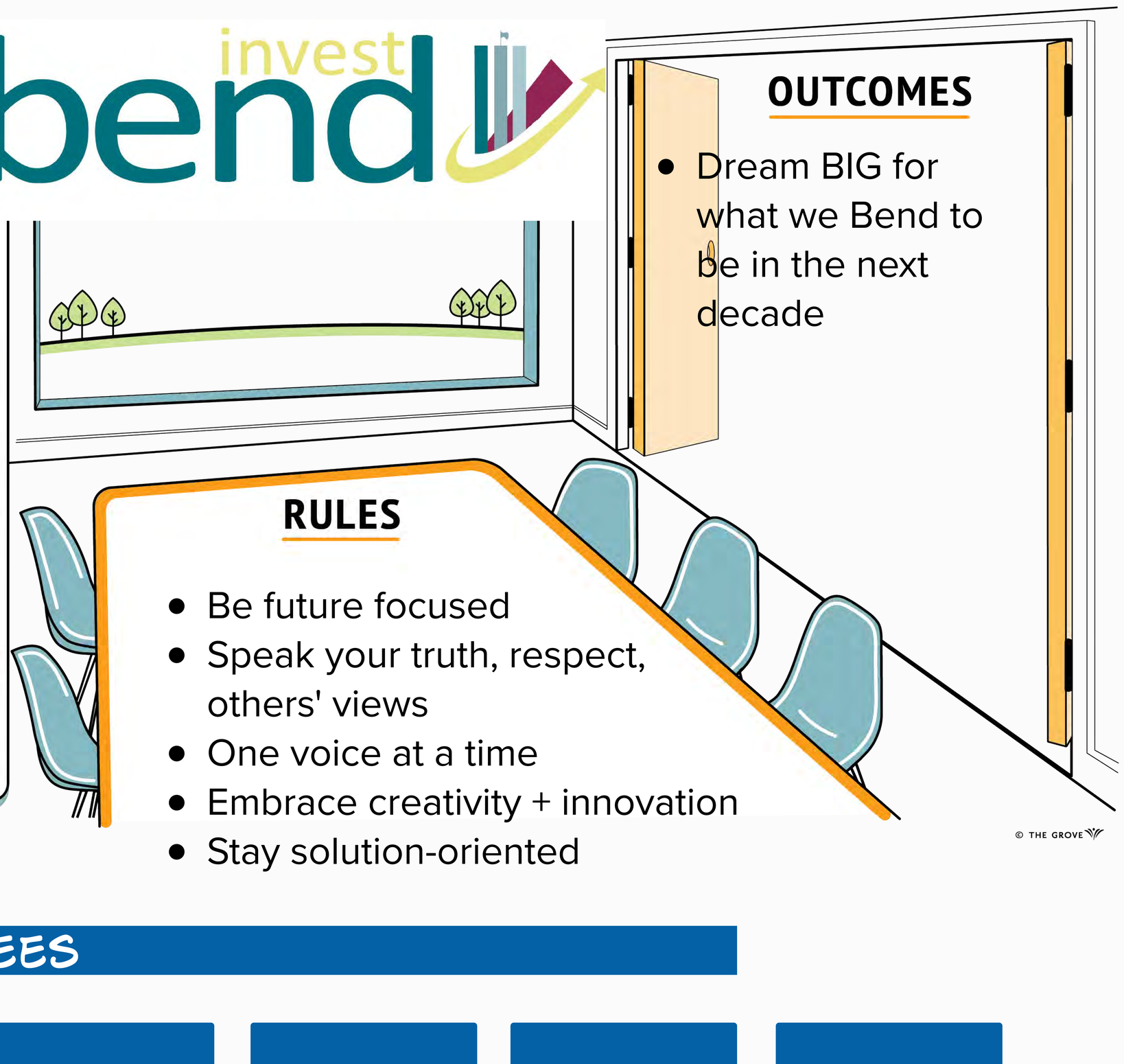
5:40 pm - Overview of Outreach Data

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



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
- Protext 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
- Exstential 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 permiting 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...

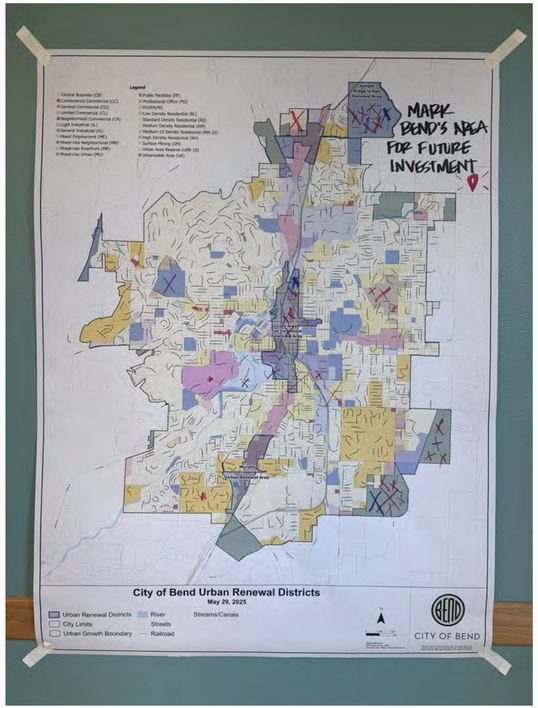
What data do we need at our next session?

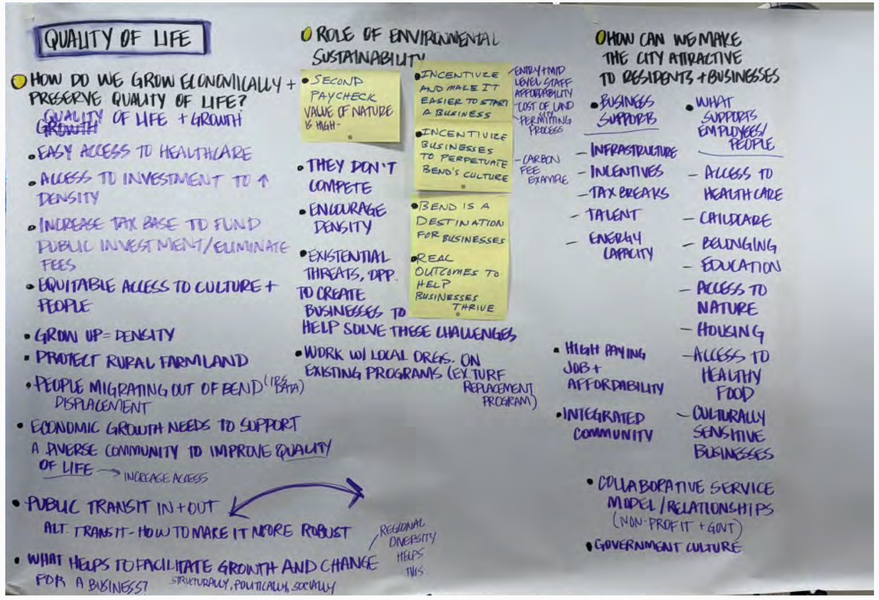
- Look at top employers
- Housing + migration data
- Diversity of businesses - public + private
- GOP MSA data
- % of Urban Renewal
  - Land purchased for development
  - Land in current use
  - Acreage breakdown
  - Level of private investment
- General demographic data
  - Home ownership
  - Income
  - 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

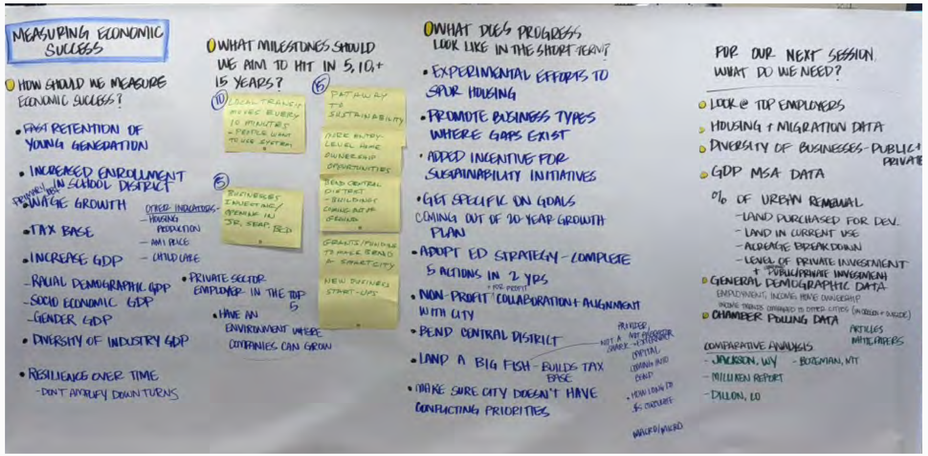
What cities do we aspire to be like? (Comparative analysis)

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

invest bend







SSW CONSULTING

Session 2

Business Retention, Growth, and Recruitment

Invest Bend SWOT Analysis Strategies

1. Develop a concierge-style Business Retention Program
2. Expand the Local Business Pipeline and Incubator Network
    a. Create or strengthen partnerships with OSU Cascades, EDCO, and the Innovation Hub to grow early-stage companies and scale-ups
3. Establish a Business Advocacy Council
4. Create a "Ready for Business" Zoning and Infrastructure Program
5. Partner on Regional Transportation Solutions
6. Launch a Workforce Retention & Attraction Campaign
    a. Tell the "Live and Work in Bend" story, showcasing quality of life, affordability resources, and career opportunities to help businesses attract and retain talent
7. Support Childcare and Workforce Housing Solutions
8. Advocate for Regional and State Investment

Invest Bend Final Workshop Strategies

- Small business grants
- Permit expedition
- Housing programs
- BURA location
- Workforce skills development
- Incentives - local or state advocate
    - Should address what you want the end result to be
    - Incentivize businesses that are changing
    - Help walk businesses through the process
- Make it easier to travel between Bend and Portland or to the airport
- Customer service
    - Response time
    - Thank you, how can I help
    - Clear expectations for timelines
    - The development advocate concept

Sustainability + Resilience

Invest Bend SWOT Analysis Strategies

1. Strengthen Water Conservation and Reuse Efforts
2. Invest in Resilient Infrastructure
3. Launch a Climate Innovation Challenge
4. Develop a Resilient Transportation Network
5. Advance Sustainable Land Use and Growth Planning
6. Create a Local Energy Resilience Roadmap
7. Earmark Tourism Revenue for Sustainability Investments
8. Promote Sustainable Business Practices
9. Enhance Community Disaster Preparedness Plan

Invest Bend Final Workshop Strategies

- Workforce needs analysis
- Business resiliency operational and best practices assistance
- Natural disaster preparedness plans
- Resilience hubs
- Focus for targeted sectors
- Engaging K-12 sector in addressing gaps
- More coordination in region for natural disaster
    - Continuity of operations
    - Redundancies for businesses on West Coast
- Creating more synergy with partners like East Cascade Works
    - We don't know the episodic cycles of other industries
    - Ways to help households during job loss
- Help businesses through resiliency planning + supporting where gaps exist
    - Expanding Coburn
    - Energy resilience - storage + where on the grid does it go?
    - Permitting for back-up power/ co-generation has been a challenge (Results in $ losses)

Inclusive Prosperity

Invest Bend SWOT Analysis Strategies

1. Expand Workforce Housing Opportunities
2. Improve Access to Childcare and Family Supports
3. Build Inclusive Workforce Pipelines
    a. Small business contractor support in the public sector
4. Advance Equitable Access to Healthcare
5. Reduce Wealth Disparities Through Targeted Business Support
6. Connect Economic Growth with Community Benefit
7. Strengthen Regional Partnerships for Shared Prosperity
    a. Collaborate across jurisdictions with Redmond, Prineville, and Gresham to address housing, transportation, and workforce challenges collectively.
8. Promote "Live Local" Initiatives
9. Invest in Inclusive Public Spaces and Programming

Invest Bend Final Workshop Strategies

- Workforce housing programs
- Small business grants
- Workforce upskilling
- Inclusionary city procurement
- Commuter transportation programs
- Percentage of local contractors on large projects
- Technical assistance for businesses engaging in procurement
- Lists of local businesses that you could partner with
    - City could establish criteria or use state lists
    - Companies need to be aware of in order to use the list
    - At city of Bend, business self-identify (ESB,WBE, etc.) when they register
    - Pathway upward- Education + training Pathway upward- Education + training
- Incentivize hiring local Incentivize hiring local
- Once we identify training needs -- co-invest in the development

Planning + Land Availability

Invest Bend SWOT Analysis Strategies

1. Develop a Comprehensive Land Readiness Strategy
2. Advance the Upcoming Growth Plan
3. Streamline Development Processes
4. Establish a Strategic Land Banking Program
5. Create Public-Private Partnerships for Infrastructure Investment
6. Support Mixed-Use and Infill Development
7. Evaluate and Expand the Urban Growth Boundary (UGB) Strategically
8. Modernize Zoning to Support Diverse Housing and Business Needs
9. Explore Creation of a Port or Development Authority
10. Integrate Sustainability into Planning and Land Use

Invest Bend Final Workshop Strategies

Comprehensive Plan
Industrial + Commercial land assessment
Job center planning (transportation, housing, etc.)
Regional industrial land inventory analysis

INVEST BEND

AGENDA

- Welcome + Overview
- Invest Bend Updates + Discussion
- Enjoy Deschutes Brewery + Network

Business retention, growth, and recruitment

STRATEGIES

- Small business grants
- Permit expedition
- Housing programs
- BURA location
- Workforce skills development
- Incentives - local or state advocate
  - Should address what you want the end result to be
  - Incentivize businesses that are changing
  - Help walk businessses through the process
- Make it easier to travel between Bend and Portland or to the airport
- Customer service
  - Response time
  - Thank you, how can I help
  - Clear expectations for timelines
  - The development advocate concept

Sustainability + Resilience

STRATEGIES

- Workforce needs analysis
- Business resiliency operational and best practices assistance
- Natural disaster preparedness plans
- Resilience hubs
- Focus for targeted sectors
- Engaging K-12 sector in addressing gaps
- More coordination in region for natural disaster
  - continutiy of operations
  - redundancies for businesses on West Coast
- Creating more synergy with partners like East Cascade Works
  - We don't know the episodic cycles of other industries
  - Ways to help households during job loss
- Help businesses through resiliency planning + supporting where gaps exist
  - Expanding Coburn
  - Energy resilience - storage + where on the grid does it go?
  - Permitting for back-up power/ co-generation has been a challenge (Results in $ losses)

Inclusive Prosperity

STRATEGIES

- Workforce housing programs
- Small business grants
- Workforce upskilling
- Inclusionary city procurement
- Commuter transportation programs
- Percentage of local contractors on large projects
- Technical assistance for businesses engaging in procurement
- Lists of local businesses that you could partner with
  - City could establish criteria or use state lists
  - Companies need to be aware of in order to use the list
  - At city of Bend, business self identify (ESB,WBE, etc.) when they register
  - Pathway upward- Education + training
- Incentivize hiring local
- Once we identify training needs -- co-invest in the development

Planning + Land Availability

STRATEGIES

- Comprehensive Plan
  - Indiustrial + Commercial land assessment
  - Job center planning (transportation, housing, etc.)
- Regional industrial land inventory analysis

Bend Urban Renewal Areas - Invest Bend

STRATEGIES

- Investment strategy
- Sit location analysis
- Infrastructure investment
- Core area P3 program development + implementation
- Micro commercial TIFs
- Community centered development
- Innovation district on the Cascades property
- Caraway Property (N end of Bend)
- Greenwood on 2nd through Stars

Invest Bend Session #5

Invest Bend | Small Business + City Discussion

William – Tactical Roofing & Construction
Born and raised in Bend, William is building an up-and-coming roofing and construction business. He shared that starting out as a business owner in Bend is tough, especially without an existing network. Meetings like this have been extremely helpful for learning and connecting with others in the community.

Jesus – Tactical Roofing & Construction (VP of Commercial Sales)
A member of PDGB for about five months, Jesus appreciates the resources and guidance provided through the program. He noted that networking and understanding how to grow in Bend's commercial construction sector have been challenging. PDGB's support from the Portland Metro area has helped them tap into local resources and connections in Bend.

Peter – Deschutes Brewery
Peter reflected on Deschutes Brewery's roots as a small public house founded in 1988. He shared that early growth was slowed by limited access to resources, permits, and permissions highlighting the importance of streamlined support systems for businesses.

Ether – BGB Construction
Ether said that building a network and spreading awareness about his business have been the hardest parts of entrepreneurship. PDGB's connections and resources have helped him see real progress, resulting in more contacts and business opportunities. He emphasized wanting better tools to identify who in Bend might need his services.

Miguel – PDBG
Representing PDBG, Miguel explained that their organization provides construction support services helping small contractors with project management, training, counseling, and public contracting opportunities. While PDBG is based in Portland, they are working to strengthen their presence in Bend.
Wish for Cities: Miguel shared that small businesses drive Oregon's economy, but need more manageable, visible project scopes and opportunities. He encouraged government agencies to actively engage with small business owners so they can participate equitably in public projects.

Catallina – Community Representative
Catallina emphasized the importance of Latino community representation in City initiatives. She noted that language remains a major barrier and urged for interpretation and translated materials to be standard practice. She also highlighted that Latino contractors working in like spaces like landscaping, housekeeping, and golf course maintenance need equitable access to opportunities and information.

Katie – City of Bend
Katie shared that the City wants the business community to view them as advocates and approachable partners. The City aims to be a supportive, accessible resource for local businesses.

Cyrus – City of Bend
Cyrus added that the Economic Development department exists to serve local businesses and wants to ensure business owners know where to find support. His goal is to be more present in the community to guide entrepreneurs toward the right resources.

Agatha Ventura – Small Business Center Support
Agatha raised concerns about access and affordability. She noted that while opportunities like community tabling are technically open to all, high costs often exclude small businesses. She encouraged the City to recognize and address these financial barriers.

Kathy – City of Bend and Clifford – Redmond City Councilor
They shared that the City can strengthen trust by building sustained, ongoing relationships with the BIPOC business community, rather than engaging only through one-time outreach events.

DaWayne – Business Owner
DaWayne noted that Bend already has a thriving BIPOC business community that deserves recognition and continued support.

Zavier – Visit Bend
Zavier wished for improved communication from the City, particularly around clear timelines, updates, and language accessibility.

Jonathan Taylor – City of Bend
Expressed commitment to strengthening communication and collaboration between the City and business community.

Councilor Perkins – City of Bend Councilor
Meghan acknowledged that while there's more work to do, the City is committed to learning, improving, and building trust with the community through meaningful engagement.

Roundtable Summary

Experience + Context

Question: What has your experience been with economic opportunity or business development here in Bend, especially as a BIPOC community member or business owner? What barriers or supports have shaped that experience?

- Several contractors shared they have faced gatekeeping when trying to access public projects, even with the appropriate certifications, insurance, and credentials.
- It often takes years of persistence to gain entry into certain contracting opportunities, with one participant noting, "after two years, we are finally getting opportunities."
- Relationships and familiarity play a major role in who gets hired: "People like to work with people they know."
- Government contracting access remains limited for small and BIPOC-owned businesses, even among certified firms.
- Participants called for stronger connections between small businesses and prime contractors, with the City and partners acting as advocates and connectors.
- There was surprise and frustration expressed at the lack of access to local public projects, with many opportunities going to larger or out-of-town firms.
- Participants asked the City to look to state-level best practices, citing Portland's small business programs, grants, and support from Business Oregon as models.
- Other major barriers include access to capital, risk and insurance costs, and complex procurement processes that deter small businesses.
- Suggested supports include breaking down project scopes to make them manageable, providing tools and software, and improving healthcare and benefits access for small business owners and their teams.

Challenges + Gaps

Question: What challenges or inequities still need to be addressed—through city policies, access to capital, or community partnerships?

- Local participation in public projects: There is a perception that major city projects often go to out-of-town contractors (ex., "Blue Fern from Washington") rather than keeping dollars in the local economy.
- The group suggested setting local hiring or subcontracting percentage goals to ensure Bend-based firms have access to opportunities.
- While outreach and engagement efforts exist, commitment to follow-through remains inconsistent, participants often hear "yes" without seeing tangible contracting outcomes.
- Underrepresented groups in these conversations include Latino women business owners, the Asian community, and smaller local firms who struggle to attend meetings due to logistics like time, location, and format.

Collaboration + Next Steps

Question: How can the City and its partners better connect with and support BIPOC businesses and leaders? What would success look like in 1–2 years?

- Increase BIPOC business participation in City projects and contracts and ensure more local contractors are hired and visible in the pipeline.
- Strengthen financial support systems through grants, revolving funds, and incentives for small and emerging businesses.
- Encourage subcontracting opportunities by breaking down larger projects into smaller, bid-accessible scopes.
- Address bond requirements that often exclude smaller firms from competing.
- Continue to hold forums and roundtables like this one to maintain dialogue and build trust between the City, PDBG, and the business community.
- Be intentional about understanding the barriers that affect industries and business owners not represented in the room today.
- Clarify the City's definition of a "small business" and ensure that all scales of small businesses are supported and able to grow together.

MEMORANDUM

To: Bend City Leadership & Economic
Development Team From: Cyrus Mooney,
Business Development Manager
Date: December 15, 2025
Subject: Stakeholder Insights & Recommendations for Economic Growth in Bend

Purpose

This memo summarizes findings from recent stakeholder interviews conducted as part of the Invest Bend initiative. It highlights key challenges, emerging trends, and actionable recommendations to strengthen Bend's business climate and support economic growth.

Executive Summary

Stakeholders across sectors expressed mixed sentiment about Bend's business climate, with scores ranging from 1 to 8.5 (average ≈5.4). While Bend is seen as supportive in some areas, recurring concerns include permitting delays, housing affordability, and workforce availability. These issues are compounded by rising costs, infrastructure constraints, and competitive pressure from neighboring communities like Redmond and Prineville.

Key Findings

- Business Climate Sentiment: Average rating ≈5.4 (median 5.5; range 1–8.5). Positive notes: supportive ecosystem for startups and outdoor products. Negative notes: permitting complexity, high SDCs, and lack of predictability.
- Top Obstacles to Growth: Labor & Talent and Housing & Cost of Living were cited most frequently. Other major barriers include Permitting & SDCs, Infrastructure & Utilities, Industrial/Commercial Space & Land, and Taxes/Overhead.
- Needs from the City: Faster, more predictable permitting processes; affordable housing solutions tied to workforce needs; expanded industrial land and UGB adjustments; incentives for existing businesses; stronger education-to-employment pipelines.
- Industry Trends: AI & Automation driving efficiency; healthcare expansion to meet aging population demands; continued pressure from tariffs and global supply chain volatility; remote work and flexible space requirements remain relevant.
- Materials Sourcing: Majority domestic; notable international exposure (Asia, Canada, Austria). Tariffs and freight costs are significant pain points for manufacturers.

City of Bend – Office of Economic Development

www.bendoregon.gov | econdev@bendoregon.gov | (541) 388-5505

Executive Summary – Invest Bend Annual Business Survey

Executive Summary – Invest Bend Annual Business Survey

Overview: The Invest Bend Annual Business Survey collected responses from 164 businesses, with 93.9% located within Bend city limits. The survey provides a snapshot of business confidence, operational challenges, workforce expectations, and support needs as companies look ahead to 2026.

Business Confidence and Outlook:

- Businesses expressed cautious optimism about the coming year.
- While 31% reported being somewhat confident that 2026 will be financially better than 2025, 24% said they are not so confident, and 6% are not at all confident.
- Only 4% described themselves as extremely confident, signaling that uncertainty remains a dominant theme.

Workforce Expectations:

- The majority of businesses (68%) expect their workforce size to remain unchanged in 2026.
- About 21% anticipate growth, while 11% foresee a reduction in staff.
- Among those planning reductions, the most common reasons include cost-cutting measures, automation efficiencies, and lower demand.

Primary Obstacles to Growth:

- Respondents identified several critical barriers to business vitality. Workforce shortages (39%) and government taxes, fees, and regulations (37%) were the most cited.
- Labor costs (29%) and production costs (14%) also weigh heavily on margins.
- Access to capital and supply chain issues were mentioned less frequently but remain relevant for certain sectors.

Business Climate Perception:

- When asked to rate Bend's overall business climate, respondents gave an average score of 3.2 out of 5.
- Half of the businesses rated the climate as "average," while 30% considered it "great." However, 16% rated it poor or very poor, signaling that improvements in predictability, affordability, and support services could strengthen confidence.

Future Location Plans:

- Encouragingly, 82% of businesses plan to remain in Bend over the next 5–10 years.
- A small share (6.8%) may relocate within the region, and another 6.8% are considering moving out of state.
- About 4% of businesses said they anticipate closure, which underscores the need for proactive retention strategies.

Top Requests for City Support:

- Businesses were clear about what they need most from the City of Bend's Office of Economic Development: Permit assistance was the leading request, cited by nearly 60% of respondents.
- Growth and scale support (29%) and workforce training programs (26%) were also high priorities.
- Other needs include better communication (14%) and access to capital (9%).

Key Takeaways:

- Bend's business climate is viewed as moderate, with optimism tempered by workforce, affordability and regulatory challenges.
- Housing affordability and talent shortages remain underlying issues influencing hiring and retention.
- Businesses overwhelmingly want faster, clearer permitting processes and workforce development initiatives.
- While most businesses plan to stay in Bend, competitive pressures and cost concerns could lead to relocations if these issues persist.

invest BEND

5-YEAR STRATEGIC INVESTMENT PLAN

2026-2030

BEND URBAN RENEWAL AGENCY

ACKNOWLEDGEMENTS

BEND URBAN RENEWAL AGENCY

MIKE RILEY, *Chair*

GINA FRANZOSA, *Vice-Chair*

MELAINE KEBLER

STEVE PLATT

MEGAN PERKINS

MEGAN NORRIS

ARIEL MENDEZ

CORE AREA ADVISORY BOARD

CORIE HARLAN, *Chair*

DALE VAN VALKENBERG

JOHN FISCHER

HANK KAMAKAALA

KATHERINE AUSTIN

JOHN HEYLIN

JAMES TEETER

DAWN COFER

SARA ODENDAHL
Ex Officio, Bend Chamber of Commerce

NICK LELACK
Ex Officio, Deschutes County

RACHEL COLTON
Ex Officio, Bend Parks and Recreation District

LYNNE MIDENSTEIN
Ex Officio, Deschutes County Public Library

ERIC LINT
Ex Officio, Bend-La Pine School District

BEND URBAN RENEWAL AGENCY STAFF

ERIC KING, *City Manager*

KATY BROOKS, *Economic Development Officer*

JONATHAN TAYLOR, *Urban Renewal Manager*

MATT STUART, *Real Estate, Facilities, Housing Director*

ELIZABETH OSHEL, *Senior Assistant City Attorney*

Contents

BURA 5-YEAR MISSION 4

2026-2030 STRATEGIC INVESTMENT PLAN EXECUTIVE SUMMARY 5

SIP CREATION 6

URBAN RENEWAL PRIMER 7

INVESTMENT STRATEGY FOCUS 8

CORE AREA 2030 10

- CREATE PLACE AND FOSTER VIBRANCY 13
- MOVE THE MARKET 17
- LEVERAGE AND DEPLOY 20

MURPHY CROSSING 2030 24

- REVITALIZE LEGACY RETAIL 27
- GREEN THE GRAY 29
- ENHANCE HOUSING AFFORDABILITY 31
- REPOSITION OR TERMINATION 33

JUNIPER RIDGE 2030 35

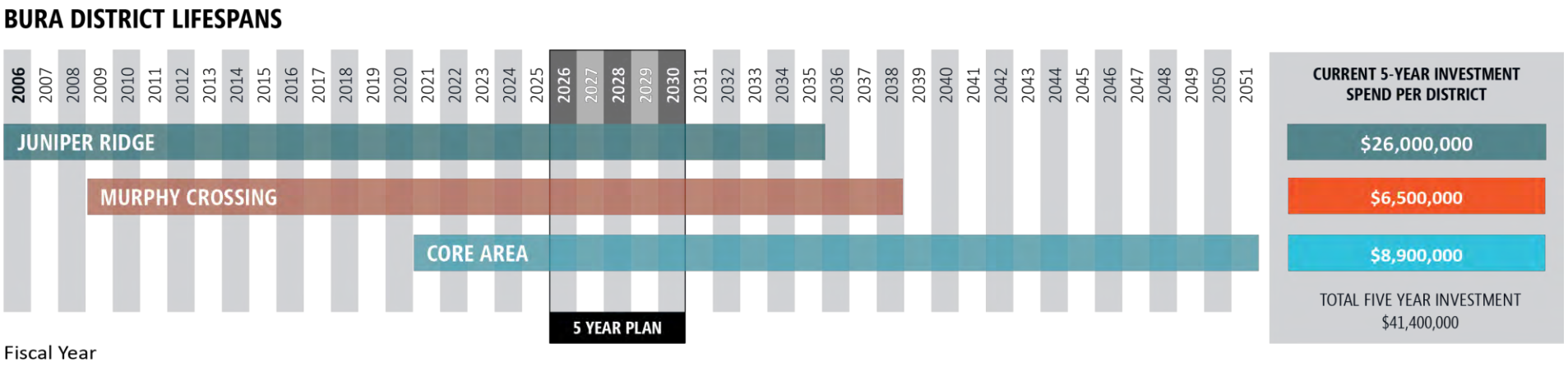
- STRATEGIC REPOSITIONING 38
- ENHANCE EMPLOYMENT DEVELOPMENT 41
- IMPROVE PUBLIC INFRASTRUCTURE SYSTEMS 44

BURA 5-YEAR MISSION

Implement the Urban Renewal Investment Strategy as a local tool to support housing, neighborhood commercial, entrepreneurial development, business and land development and beautification with a target of 500 jobs created and 1,000 multifamily housing units constructed by 2030.

- 2025-2027 City Council Goal

2026-2030 STRATEGIC INVESTMENT PLAN EXECUTIVE SUMMARY



THESE ARE PROJECTED ESTIMATES

BURA 2030 TARGETED COMMUNITY RETURNS

Successful redevelopment agencies set clear, measurable targets that guide planned investments and deliver real value to the community. Establishing defined objectives for tax increment financing ensures accountability, transparency, and trackable outcomes. These goals align projects with genuine community needs, prioritize efficient use of limited resources, and advance a long-term vision for sustainable growth.

By adopting the following specific objectives, BURA can strengthen stakeholder engagement, monitor progress, demonstrate tangible results, and avoid internal inefficiencies. Clear targets transform redevelopment from reactive spending into a strategic, results-driven approach, creating meaningful improvements for residents, businesses, and the broader community

1. Build 1,000 multifamily housing units
2. Assist with the creation of 500 jobs
3. Develop 20-acres of land
4. Create at least 4-acres of parks, trails, open space
5. Assist 20 new small businesses
6. Improve 5,000sqft of business frontage
7. Construct 2,000 linear feet of public infrastructure
8. Generate $1.50 in economic impact for every $1 invested

SIP CREATION

Why Is BURA Creating a 5-Year SIP

The Bend Urban Renewal Agency (BURA) is developing its inaugural five-year Strategic Investment Plan (SIP) to establish a predictable and coordinated framework for collaboration with public and private partners. This framework aims to advance economic development and revitalization objectives within Bend's designated urban renewal districts. The SIP is designed to ensure investments align with the community's long-term vision while promoting transparency and strategic focus. Subsequent SIPs will be developed in conjunction with the City's biennial budget process to guide the allocation of limited resources across districts and projects. The SIP will undergo annual evaluation and will be amended as necessary to address changing conditions, emerging opportunities, and evolving community priorities

What Types of Projects Are Included

Urban renewal is a powerful tool for strengthening neighborhoods and supporting locally driven community visions. It allows cities to tailor economic development strategies to their unique needs and invest in projects that catalyze growth and improve the quality of life. The projects outlined in the SIP represent direct investments in Bend's economy and people — advancing infrastructure, public spaces, housing, job creation, and strategic planning efforts that enhance the community's health, safety, and overall well-being. This is how BURA will build a prosperous, resilient community:

1. **Research and Administration.** To support informed decisions on projects and investment allocations, BURA will conduct research on proposed projects and community issues that align with the vision and goals of each Urban Renewal Plan and Invest Bend.
2. **Development Assistance Programs.** To stimulate and leverage private investment that supports specific Plan Area goals, this program will provide varying levels of assistance to private developers, including upfront support or rebates for eligible projects that enhance social infrastructure such as housing, employment, and façade improvements.
3. **Capital Projects.** These long-term projects, led by BURA or in partnership with others, build and upgrade public infrastructure and facilities to support future private development and investment.

URBAN RENEWAL PRIMER

What is urban renewal? A community development strategy designed to revitalize underutilized, deteriorated, or economically stagnant areas by stimulating investment, improving infrastructure, and enhancing quality of life.

What is blight? Blight is a condition that results in property or areas being detrimental to the safety, health, or welfare of the community, including by deterioration, faulty planning, inadequate or improper facilities, inadequate public infrastructure, or stagnant and unproductive land not developed to its highest and best use.

What is tax increment financing? The property tax revenue generated from the increase in assessed property values above the "frozen base" value established when an urban renewal plan is adopted.

What is a Tax Increment Finance Area? A designated geographic area where increases in property tax revenue, generated as property values rise or new development occurs, are set aside to fund public infrastructure or private redevelopment projects defined by an urban renewal plan, within that area.

What is Maximum Indebtedness? The total amount of tax increment finance (TIF) revenue that can be spent on projects, programs, and administration within the urban renewal area over the life of an urban renewal plan through the issuance of debt.

What is BURA's role? The Bend Urban Renewal Agency is the redevelopment organization, established by the City of Bend, responsible for planning, coordinating, and implementing revitalization efforts in established tax increment finance areas that underdeveloped, blighted, or stagnant areas. The agency identifies barriers to redevelopment, prepares comprehensive urban renewal plans, and utilizes mechanisms such as tax increment financing (TIF).

INVESTMENT STRATEGY FOCUS

Economic Development

Cultivate opportunities that grow resilient, diversified, and prosperous local economies through entrepreneurial growth and businesses development.

Housing

Encourage the construction of quality and stable housing across a broad-spectrum types, styles, and sizes.

Infrastructure

Ensure that reliable and sustainable public systems are present and accessible to support new private investments and encourage highest and best use of property.

Mobility

Expand transportation mobility choices and connections that enable universally accessible urban renewal districts.

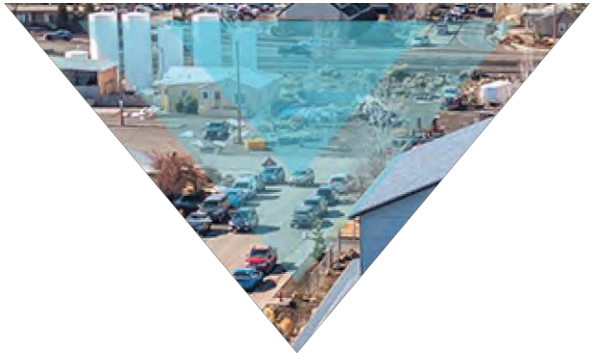
Placemaking

Develop public spaces and energize environments where a concentrated mix of uses create valued sense of place that welcomes current and future residents and businesses.

CORE AREA 2030

INVESTMENT STRATEGY

CORE AREA 2030



The Core Area Tax Increment Finance (TIF) Area in Bend, Oregon, is a designated urban renewal district aimed at transforming underutilized and aging parts of the city into vibrant, mixed-use neighborhoods. Encompassing 637 acres—including the Opportunity Areas of the Bend Central District, East Downtown, KorPine, and Inner Highway 20/Greenwood—the Core Area is envisioned as a place where residents can live, work, and play. The TIF Plan, adopted by the Bend Urban Renewal Agency (BURA), spans 30 years and authorizes up to $195 million in funding through tax increment financing. This mechanism captures the increase in property tax revenue resulting from new development and reinvests it into infrastructure, affordable housing, business support, open space, and amenities.

To guide implementation, the Core Area Advisory Board (CAAB) was established in 2020 to provide oversight, budget recommendations, and policy input. The plan emphasizes walkability, connectivity between East and West Bend, sustainability, and affordability. Public investments are designed to catalyze private development that might not otherwise occur, without increasing property taxes for owners.

637
ACRES

3.4%
2026 ASSESSED VALUE GROWTH

$1.3 MILLION
2026 ANNUAL INCREMENT REVENUE

CURRENT 5-YEAR INVESTMENT STRATEGY TIMELINE

Fiscal Year

CORE AREA GUIDING PRINCIPLES

The Guiding Principles of the Plan represent its basic intents and purposes:

Create a place where you can live, work and play. This area is transformed into a vibrant mixed-use city center where businesses thrive, people live, and there are community gathering spaces for people to enjoy and recreate.

The plan leads to direct outcomes, it is implemented. This plan does not sit on a shelf. It leads to feasible, implementable projects and outcomes both in the short and long term.

This area removes barriers and connects the East and West sides of Bend. This area breaks down physical and socio-economic barriers between the East and West sides of Bend such as US 97, US20, 3rd Street, and the railroad. It also removes north-south barriers such as Greenwood/US20, Franklin, and Revere. This area is full of attractive amenities that draw residents from all sides of Bend.

Affordability is preserved. This area has a supply and mix of housing types that are affordable to those of all income levels. Strategies to stabilize and maintain affordability for businesses and key services is a priority.

This is a walkable area with a balanced transportation system. This area is walkable, destinations and services are within an easy and comfortable walk, and you do not need a car to get around. The area provides comfortable transportation options for all users including those that drive in to the area and need to park, bicyclists, and transit users.

Public investments incentivize and catalyze private development. The appropriate public investments and timing have been identified to attract private investment and create an environment in which developers can thrive.

The planning process is transparent and open to ensure that those affected by decisions are involved in the process. Throughout the planning process, community members have a voice in the process to ensure this plan maintains Bend's charm. Project outcomes and trade-offs are developed to spread benefits evenly.

This area incorporates sustainable and low impact development principles and practices. Incentives are provided to encourage and promote sustainable solutions and low impact designs in order to enhance and protect the environment.

CORE AREA 2030 VISION

AN EMERGING SAFE AND WELCOMING ARTS, ENTERTAINMENT AND BUSINESS DISTRICT WHERE MORE PEOPLE ARE CHOOSING TO LIVE AND NEW BUSINESSES ARE ESTABLISHED.

Investment Justifications

Development has slowed due to land price increases associated with COVID-19 induced growth and rising material costs and delayed supplies from recent national tariff implementation. With development delays, tax increment revenues have been reduced, limiting available resources for area investments.

2030 Strategic Investment Priorities

1. **Create Place and Foster Vibrancy**
   Create a vibrant, welcoming sense of place that attracts residents, visitors, and investments by activating public spaces, supporting local businesses, and strengthening the district's identity to drive long-term revitalization.
2. **Move the Market**
   Reduce the financial barriers to development by implementing targeted incentives that support key projects that diversify the local tax base, contribute to community needs, and catalyze redevelopment in the Area.
3. **Leverage and Deploy**
   Maximize the economic impact of the Core Area TIF District by leveraging investments and enhancing organizational capacity to strategically align public and private resources, catalyze additional investment, accelerate project delivery, and support sustained growth and competitiveness.

FY 2026-2030 Investment Strategy Goal

Invest $8.9 million in projects to spur $100 million in private development that builds at least 100 housing units, increases frontage beautification, creates more customer experiences and builds at least 1-acre park.

PRIORITY

CREATE PLACE AND FOSTER VIBRANCY

Transform the Core Area into a thriving hub for residents, businesses, and recreation through innovative place-making and redevelopment investments.

WHY IT MATTERS

Championing a safe, attractive, well-connected Core Area will bolster the quality of life and attract new talent, families, and businesses. Investing for a vibrant district energizes local entrepreneurship, increases tax revenue, grows jobs, and builds community pride, resilience, and walkability—laying the groundwork for a flourishing future.

THE EVIDENCE

- Aside from community-supported retail such as grocery stores, pharmacies, and banks, the Core Area offers limited customer experiences.
- VEO Bike usage data confirms minimal trip generation to and from the Core Area.
- There are no parks, trails, or open spaces in the district.

CREATE PLACE AND FOSTER VIBRANCY

INITIATIVE: RETAIL AND COMMERCIAL ANALYSIS

GOAL	IDENTIFY FUTURE COMMERCIAL OPPORTUNITIES
Estimated Investment Amount	$75,000
Estimated Completion Date	Q2 2026
Core Area Guiding Principle	Create a Place Where You Can Live, Work and Play
Require Further BURA Approval	No.

OVERVIEW

Conduct a comprehensive retail and restaurant analysis to identify future commercial needs and opportunities. This includes assessing market demand, analyzing gaps in current offerings, evaluating location potential, and leveraging emerging trends to guide targeted development and investment decisions.

WHY DO THIS

Understanding consumer demand and spending patterns will enable BURA to create targeted development assistance programs, reduce risk for future entrepreneurs, and foster a diverse mix of offerings that increase foot traffic and enhance Core Area vitality.

TARGETED OUTCOMES

- **Market Demand Insights.** Identify gaps in retail and dining options, helping attract businesses that meet community needs.
- **Business Attraction & Retention.** Provide data-driven recommendations to recruit new retailers and support existing businesses.
- **Economic Impact Forecasting.** Estimate potential revenue growth, job creation, and tax base expansion from targeted investments.
- **Site Prioritization.** Pinpoint high-potential locations for redevelopment or new commercial activity.
- **Consumer Behavior Understanding.** Analyze spending patterns and foot traffic to optimize tenant mix and marketing strategies.
- **Competitive Positioning.** Benchmark against peer cities or districts to strengthen the area's retail and dining appeal.
- **Support for Funding & Policy.** Supply evidence for grant applications, zoning changes, and incentive programs.

CREATE PLACE AND FOSTER VIBRANCY

INITIATIVE: IDENTIFY CATALYST SITES

GOAL	IDENTIFY SITES WITH DEVELOPMENT POTENTIAL
Estimated Investment Amount	$0
Estimated Completion Date	Q3 2026
Core Area Guiding Principle	Public Investments Incentivize and Catalyze Private Development
Requires Further BURA Approval	No

OVERVIEW

Identify high-value properties in the Core Area suitable for long-term development and private investment recruitment. Review will be by the Core Area Advisory Board and may inform future BURA decisions.

WHY DO THIS

Site identification will enable BURA to allocate limited resources to high-impact sites, align investments with community goals, attract private investment, improve infrastructure planning, and support funding strategies.

TARGETED OUTCOMES

- **Focuses investments.** Resources are directed toward high-impact areas, reducing waste and maximizing returns.
- **Improved Infrastructure Coordination.** Planning ahead ensures utilities, transportation, and public spaces are upgraded efficiently.
- **Enhanced Community Engagement.** Clear site identification builds transparency and trust with residents and stakeholders.
- **Stronger Funding Opportunities.** Defined sites strengthen grant applications and financing strategies, such as TIF.

CREATE PLACE AND FOSTER VIBRANCY

INITIATIVE 3: GREEN SPACE DEVELOPMENT

GOAL	IDENTIFY AND CULTIVATE OPPORTUNITIES FOR PARKS, PLAZAS AND OPEN SPACE DEVELOPMENTS.
Estimated Investment Amount	$700,000[1]
Estimated Completion Date	Q3 2029
Core Area Guiding Principle	Create a Place Where You Can Live, Work and Play
Requires Further BURA Approval	Yes

OVERVIEW

Collaborate with community partners to integrate green spaces into urban renewal initiatives that create a vibrant, resilient Core Area to attract future investment and residents.

WHY DO THIS

Developing parks, plazas, and open spaces in the Core Area will enhance livability, attract private investment, support community health, and ensure equitable access so all residential units are within one-half mile of green areas.

TARGETED OUTCOMES

- **Climate Resilience.** Improve environmental resilience through stormwater management and tree canopy growth.
- **Economic Growth.** Increase property values and attract new business activity.
- **Social Promotion.** Enhance community engagement with accessible public spaces.
- **Encourages Health.** Promotes health by encouraging physical activity and reducing stress.

PRIORITY

MOVE THE MARKET

Redevelopment incentives are essential for reducing financial and operational barriers for private developers, making projects in challenging and underutilized areas more feasible. These incentives offset higher redevelopment costs and recent economic challenges, while signaling public commitment to market confidence and ensuring alignment with community goals.

WHY IT MATTERS

Providing incentives is critical because it bridges the gap between public goals and private market realities. Without them, developers often avoid blighted or high-risk areas, leaving communities stuck with underutilized land, declining property values, and limited economic activity. Incentives make projects financially feasible, attract investment that wouldn’t otherwise occur, and accelerate revitalization efforts. This leads to job creation, improved infrastructure, increased tax revenues, and more housing options—including affordable units. Ultimately, incentives help cities compete for development, achieve long-term planning objectives, and create vibrant, sustainable neighborhoods that benefit residents and businesses alike.

THE EVIDENCE

Recent major projects have been paused or placed on indefinite hold due to market conditions. This has resulted in four consecutive years of declining new construction permits and permit valuations, reaching the lowest development levels since the district's establishment.

MOVE THE MARKET

INITIATIVE 4: DEVELOPMENT ASSISTANCE PROGRAMS

GOAL	TO GET QUALITY PROJECTS OUT OF THE GROUND
Estimated Investment Amount	$5,000,000
Estimated Completion Date	Q3 2026
Core Area Guiding Principle	Public Investments Incentivize and Catalyze Private Development
Requires Further BURA Approval	Yes

OVERVIEW

Develop and implement a comprehensive development assistance program to advance the Plan's Guiding Principles. This program will support economic development and placemaking in the Core Area by offering structured incentives, technical assistance, and resources to guide private and public investments toward projects that deliver lasting community value.

WHY DO THIS

A clear, targeted development assistance program ensures Core Area initiatives are strategic, transparent, and effective. By establishing specific goals, eligibility criteria, and incentive structures, the program will help attract investments aligned with Plan Goals, reduce uncertainty for developers, and maximize public benefits. Structured incentives enable BURA to prioritize projects that support long-term revitalization, deliver measurable outcomes, and build stakeholder trust. This approach strengthens public-private collaboration, accelerates redevelopment, and ensures investments promote vibrant, sustainable, and equitable growth in Core Area.

TARGETED OUTCOMES

- **Accelerated Project Timelines.** Projects become financially viable sooner, speeding up revitalization efforts.
- **Job Creation and Economic Growth.** Attract or expand businesses and housing developments, creating employment and housing opportunities and boosting local spending.
- **Improved Property Utilization.** Reduces vacancies and repurposes underutilized or blighted properties.
- **Enhanced Tax Base.** Growth in property values and business activity increases municipal revenue over time.
- **Support for Community Goals.** Aligns development with priorities such as affordable housing, sustainability, and mixed-use projects.
- **Competitive Advantage.** Positions the area as more attractive than other markets, attracting regional or national investment.
- **Reduction of Blight.** Targeting underutilized or deteriorated properties improves neighborhood livability.

MOVE THE MARKET

INITIATIVE 5: PROPERTY AQUSITION

GOAL	IDENTIFY STRATEGIES AND OPPORTUNITIES FOR LAND FOR LAND ACQUISITION FOR FUTURE DEVELOPMENT
Estimated Investment Amount	$1,300,000
Estimated Completion Date	Strategy: Q3 2026 Acquisition: Q3 2029
Core Area Guiding Principle	Public Investments Incentivize and Catalyze Private Development
Requires Further BURA Approval	Yes

OVERVIEW

Identify and acquire underdeveloped properties in the Core Area for long-term development.

WHY DO THIS

Ownership enables redevelopment agencies to begin assembling parcels for larger, strategic projects, set clear design and use standards, and ensure outcomes such as affordable housing, public spaces, and economic vitality. Land ownership also provides leverage to negotiate community benefits, reduces reliance on fragmented private holdings, and enables agencies to capture long-term increases in property value for reinvestment.

TARGETED OUTCOMES

- **Private Investment Leverage.** Attract private developers, thereby multiplying the initial public investment.
- **Business Development.** Lower land cost incentives will support new retail, office, and mixed-use spaces.
- **Public Amenities.** Attract private investment through predictable infrastructure improvements.
- **Support for Community Goals.** Aligns development with priorities such as affordable housing, sustainability, and mixed-use projects.

PRIORITY

LEVERAGE AND DEPLOY

Align additional efforts and resources with tax increment revenue to support overall redevelopment and revitalization of the Core Area.

WHY IT MATTERS

Leveraging additional resources alongside tax increment financing (TIF) is critical, as TIF alone seldom provides sufficient funding to support the comprehensive revitalization of an area. Integrating TIF with grants, private investment, federal or state programs, and other local funding sources enables urban renewal agencies to maximize the impact of each TIF dollar and expedite project implementation. This strategy also mitigates financial risk, broadens the range of feasible projects, and ensures that limited public funds are allocated strategically to achieve wider community benefits. As a result, agencies can deliver greater infrastructure, affordable housing, economic development, and public amenities than would be possible with TIF alone, thereby fostering more robust, resilient, and equitable redevelopment outcomes.

THE EVIDENCE

Oregon Revised Statute 457 limits eligible projects and programs to capital improvements (hard costs). Tax increment revenue is limited to 80% of the new assessed value growth.

LEVERAGE AND DEPLOY

INITIATIVE 6: PUBLIC INFRASTRUCTURE

GOAL	IDENTIFY AND FUND PUBLIC INFRASTRUCTURE SYSTEMS – COMPLETE FRANKLIN AVENUE PROJECT
Estimated Investment Amount	$1,500,000
Estimated Completion Date	Q3 2029
Core Area Guiding Principle	Public Investments Incentivize and Catalyze Private Development
Require Further BURA Approval	Yes

OVERVIEW

Fund the multi-year roadmap for major infrastructure and facility investments, prioritizing projects according targeted investment opportunities. This structured, long-term approach allocates resources efficiently, aligns improvements with community growth goals, enhances transparency, and attracts economic development through predictable, well-funded upgrades.

Current Project: Franklin Avenue Undercrossing. Partnership with the City of Bend.

WHY DO THIS

Will enhance the east-to-west connection on Franklin Avenue from Harriman to 5th Street

LEVERAGE AND DEPLOY

INITIATIVE 7: ESTABLISH AN ECONOMIC IMPROVEMENT DISTRICT

GOAL	SUPPORT A COMMUNITY LED EFFORT TO ESTABLISH AN EID IN THE BEND CENTRAL DISTRICT
Estimated Investment Amount	$0
Estimated Completion Date	2026
Core Area Guiding Principle	Public Investments Incentivize and Catalyze Private Development
Require Further BURA Approval	No – City of Bend action

OVERVIEW

Support City of Bend establishing an economic improvement district to enhance Core Area revitalization efforts.

WHY DO THIS

The Bend Central District Business Association has proposed establishing an economic improvement district in efforts to leverage TIF-dollars spent on capital investments. An economic improvement district creates another revenue stream from commercial properties to spend on economic development activities, which may include maintenance of capital investments made by BURA. This association will be well-positioned to be the “boots on the ground” to provide live feedback on area needs, investments, and strategies and to maintain capital assets in the Area.

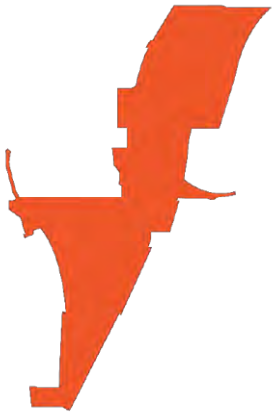
MURPHY CROSSING 2030

INVESTMENT STRATEGY

MURPHY CROSSING 2030

Established in FY2009, the Murphy Crossing Urban Renewal Area is the result of an extensive study of the Murphy Crossing Area, where access and circulation have been adversely affected by the location and configuration of Bend Parkway. In 2001, the City of Bend collaborated with the Oregon Department of Transportation (ODOT) and the Oregon Transportation Commission (OTC) to develop the South Parkway Refinement Plan. This initiative aimed to enhance safety and functionality along the Bend Parkway south of Powers Road.

Encompassing 275 acres, the primary objective of the urban renewal area is to address barriers to effective development. The Plan prioritizes funding for access and utility improvements, conversion of land into productive developments, promotion of mixed-use development, and creation of public amenities within the Area. The plan duration is 30 years with a total maximum indebtedness of $52.1 million. The plan expires in FY2039, unless extended or terminated sooner.

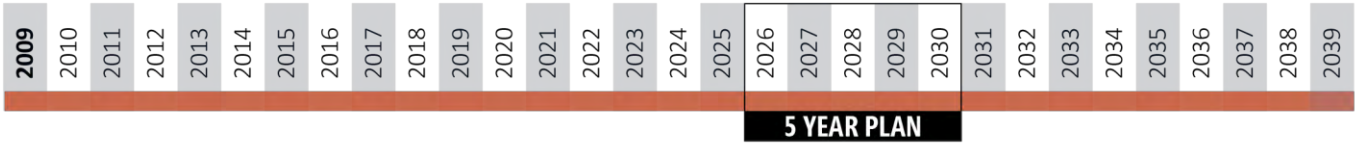


275
ACRES

6.2%
2026 ASSESSED VALUE GROWTH

$986,649
2026 ANNUAL INCREMENT REVENUE

CURRENT 5-YEAR INVESTMENT STRATEGY TIMELINE



Fiscal Year

MURPHY CROSSING PLAN GOALS

The goals of the Plan represent its basic intents and purposes.

Economy. Convert underutilized land into productive developments that will provide jobs, housing and business to the Bend area.

Land Use. Help implement adopted plans to create an efficient and cohesive mixed-use development in the Area.

Traffic and Transportation. Implement transportation improvements that will increase efficient access and circulation to and from the area and mitigate traffic impacts resulting from new development.

Public Utilities. Improve the public utilities within the Area.

Parks. Provide assistance with the construction costs for the development of a neighborhood park in the Area.

Enhance the Pedestrian Environment on Streets. Create a streetscape environment that is safe and attractive for pedestrians and bicyclists.

Promote a Mix of Retail and Commercial Uses Oriented to Pedestrians. Promote development of a mix of service and office uses that benefit from and enhance the Area's pedestrian environment.

Public-Citizen Involvement. Involve the public, both corporate and individual in the adoption and administration of the Plan.

MURPHY CROSSING 2030 VISION

A CONNECTED, MIXED-USE COMMERCIAL AREA WITH GROWING HOUSING OPTIONS, REVITALIZED RETAIL SPACES, AND OPEN SPACE AMENITIES.

Investment Justifications

Nearly 24 acres remain undeveloped alongside an estimated 26 acres of paved surfaces, while existing development includes 843,000 square feet of office, retail, and flex space with a low 2.9% vacancy rate and two hotels offering 174 rooms. The district has aging retail facilities, lacks neighborhood parks or open space, and uncompleted major transportation projects.

2030 Strategic Investment Priorities

1. **Revitalize Legacy Retail**
   Transform underperforming and aging retail properties into more vibrant destinations that meet modern consumer expectations and drive long-term economic growth.

2. **Green the Gray**
   Convert undeveloped parcels and underutilized paved surfaces into vibrant green spaces that improve environmental sustainability, enhance public health and livability, support economic development, and increase climate resilience.

3. **Promote Housing Affordability**
   Create new public systems that integrate advanced traffic management, multimodal connectivity and water and sewer connections.

4. **Strategic Determination**
   The 5-Year Investment Strategy will not use revenue derived from new long-term bonds. All programming will be tax increment revenue annually collected. In 2028, upon the completion of the Capital Improvement Plan Study, the Bend Urban Renewal Agency will determine whether to move forward with area investments or initiate the process of plan termination.

FY 2026-2030 Investment Strategy Goal

Using tax revenue on hand or received over the five-year period and without issuing debt, invest **$6.5 million** in projects to revitalize retail shopping spaces, develop at least 10-acres with a target of 300 housing units, incentivize one public park, and improved area transportation connectivity.

PRIORITY

REVITALIZE LEGACY RETAIL

Transform underperforming or aging commercial areas into vibrant, economically active, community-focused destinations.

WHY IT MATTERS

Revitalizing legacy retail and suburban shopping centers is key to transforming the Murphy Crossing Urban Renewal Area into a vibrant, economically productive, and sustainable community hub. Updating spaces to meet modern consumer preferences attracts new businesses, supports job creation, increases tax revenue, and stabilizes property values while improving livability.

THE EVIDENCE

Seventy-eight percent (78%) of retail spaces in Murphy Crossing were built before 2000.

REVITALIZE LEGACY RETAIL

INITIATIVE 1: DEVELOPMENT ASSISTANCE PROGRAM

GOAL	IMPROVE CUSTOMER EXPERIENCE THROUGH VISUAL ENHANCEMENTS OF FRONTAGE IMPROVEMENTS
Estimated Investment Amount	$1,500,000
Estimated Completion Date	Q3 2026
Murphy Crossing Plan Goal	Economy. Enhance the Pedestrian Environment on Streets, Promote a Mix of Retail and Commercial Uses Oriented to Pedestrians
Requires Further BURA Approval	Yes

OVERVIEW

Develop and implement a comprehensive development assistance program to advance the Plan's Goals. This program will support economic development and placemaking in Murphy Crossing by offering structured incentives, technical assistance, and resources to guide private and public investments toward projects that deliver lasting community value.

WHY DO THIS

A clear, targeted development assistance program ensures Murphy Crossing initiatives are strategic, transparent, and effective. By establishing specific goals, eligibility criteria, and incentive structures, the program will help attract investments aligned with Plan Goals, reduce uncertainty for developers, and maximize public benefits. Structured incentives enable BURA to prioritize projects that support long-term revitalization, deliver measurable outcomes, and build stakeholder trust. This approach strengthens public-private collaboration, accelerates redevelopment, and ensures investments promote vibrant, sustainable, and equitable growth in Murphy Crossing.

TARGETED OUTCOMES

- **Increased Economic Activity.** Expect new businesses, job creation, and higher sales and tax revenue within Murphy Crossing because of development assistance.
- **Improved Property Values.** Enhance real estate and reduces blight in underperforming commercial zones.
- **Enhanced Community Vibrancy.** Creates walkable, attractive destinations with amenities that encourage social interaction and visitation.
- **Support for Local Businesses.** Provides opportunities for small and independent businesses to thrive.
- **Alignment with Long-Term Planning Goals.** Supports broader urban renewal and community development objectives, including mixed-use development, sustainability, and equity.

PRIORITY

GREEN THE GRAY

Transform undeveloped parcels and underutilized paved surfaces into vibrant green spaces that improve environmental sustainability, enhance public health and livability, support economic development, and increase climate resilience.

WHY IT MATTERS

In Central Oregon, increasing natural green spaces is especially important due to the region's semi-arid climate, limited water resources, and rapid urban growth. Transforming underutilized or impervious urban areas into green spaces helps manage stormwater, reduce urban heat, improve air quality, and enhance climate resilience. It also promotes recreation, public health, and community connection, while making cities more attractive for residents, businesses, and visitors. Integrating green infrastructure in Murphy Crossing allows BURA to support sustainable growth.

THE EVIDENCE

The district has at least 26 acres of paved surfaces and lacks public recreational amenities. The sole apartment complex has no nearby public open space.

GREEN THE GRAY

INITIATIVE 2: GREEN SPACE DEVELOPMENT

GOAL	PROVIDE MORE OPEN SPACE AMENITIES IN THE AREA
Estimated Investment Amount	$2,000,000
Estimated Completion Date	Q1 2027
Murphy Crossing Plan Goal	Economy. Enhance the Pedestrian Environment on Streets, Promote a Mix of Retail and Commercial Uses Oriented to Pedestrians
Requires Further BURA Approval	Yes

OVERVIEW

Acquire up to 4 acres or provide development assistance for green space projects in the area.

WHY DO THIS

Transforming underutilized or impervious urban areas into green spaces helps manage stormwater, reduce urban heat, improve air quality, and enhance climate resilience. It also promotes recreation, public health, and community connection, while making cities more attractive for residents, businesses, and visitors.

TARGETED OUTCOMES

- **Improved Environmental Performance.** Reduce stormwater runoff, improve water infiltration, decrease urban heat, and enhance air quality.
- **Enhanced Public Health and Livability.** Increase opportunities for recreation, physical activity, and social interaction.
- **Equitable Access to Green Spaces.** Ensure all residents, including underserved communities, have access to parks, plazas, and vegetated urban areas.
- **Efficient Use of Urban Infrastructure.** Maximize existing impervious areas for multiple functions, reducing the need for new development and lowering long-term maintenance costs.

PRIORITY

ENHANCE HOUSING AFFORDABILITY

Incentivize affordable housing production and improve housing affordability through tax increment financing to assist the City of Bend meet 2030 Oregon Housing Need Analysis Goals.

WHY IT MATTERS

Affordable housing incentives promote inclusivity, equitable redevelopment, and community stability by preventing displacement and fostering mixed-income, vibrant districts that attract businesses.

THE EVIDENCE

According to the Oregon Housing Needs Analysis, Bend will need 3,424 housing units at or below 80% area median income. The recent 2025 State of Housing Report indicated that nearly half of renters are cost-burden and only 16% of households could afford a home as first-time homebuyers.

ENHANCE HOUSING AFFORDABILITY

INITIATIVE 3: AFFORDABLE HOUSING DEVELOPMENT LOANS

GOAL	UTILIZE AFFORDABLE HOUSING LOAN TO INCREASE HOUSING OPTIONS
Estimated Investment Amount	$3,000,000
Estimated Completion Date	Q1 2027
Murphy Crossing Plan Goal	Economy. Enhance the Pedestrian Environment on Streets, Promote a Mix of Retail and Commercial Uses Oriented to Pedestrians
Requires Further BURA Approval	Specific loans require BURA approval.

OVERVIEW

Continue to fund the BURA Affordable Housing Development Loan Program.

WHY DO THIS

Affordable housing contributes to community stability by enabling residents to remain in their neighborhoods, thereby sustaining social networks and local services. Additionally, it fosters mixed-income, vibrant districts that attract businesses and enhance economic resilience.

TARGETED OUTCOMES

- Creation of Affordable Housing Units

PRIORITY

REPOSITION OR TERMINATION

Determine if the Bend Urban Renewal Agency should reposition the Murphy Crossing Urban Renewal Area to fully utilize remaining maximum indebtedness or terminate the district upon completion of the 5-Year Investment Strategy.

WHY IT MATTERS

BURA should terminate a district when its primary objectives have been achieved or when it is no longer the most effective means to advance community goals. Termination typically occurs after major infrastructure projects are completed, blight is resolved, and private investment becomes self-sustaining. Dissolving a district restores the full property-tax base to overlapping jurisdictions, including schools, counties, parks, and cities, thereby increasing long-term public revenue. Closure also ensures accountability, prevents unnecessary extensions of tax increment financing (TIF), and allows BURA to redirect focus to new priorities or areas requiring revitalization. Ultimately, termination signifies fiscal responsibility and strategic progress toward community development objectives.

THE EVIDENCE

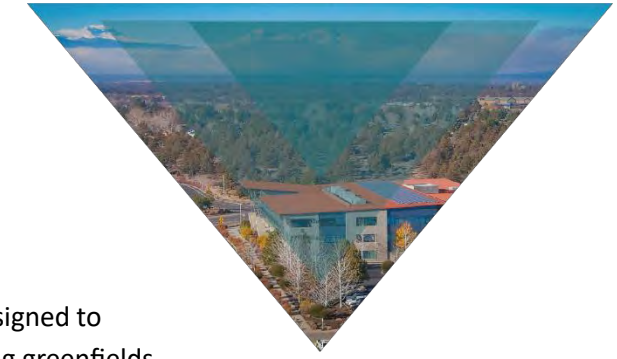
The Murphy Crossing Area is becoming fully built out. The costs for a primary infrastructure project previously identified, Murphy-U.S. 97 Interchanging, now exceeds $28 million. The district has only utilized 8% of its maximum indebtedness and is becoming limited in utilizing additional maximum indebtedness due to approach termination date.

NEXT STEPS

- **2025** – Adopt Murphy Crossing 5-Year Investment Strategy
- **2028** – Capital Improvement Funding Analysis
- **2029** – Completion of existing debt payments
  Analysis for Reposition or Termination

JUNIPER RIDGE 2030

INVESTMENT STRATEGY



JUNIPER RIDGE 2030

Established in FY2006, the Juniper Ridge Urban Renewal Area is a 30-year urban renewal plan designed to address industrial development challenges and facilitate optimal property development of existing greenfields. Located in northeastern Bend, the area includes a substantial overlay zone designated for industrial and employment uses, with approximately 500 acres allocated for these purposes.

The Juniper Ridge Urban Renewal Area has a maximum indebtedness of $41.25 million to fund eligible projects and programs. The City has recently subdivided land into large tracts for industrial and commercial development. Incentives are available through the Juniper Ridge Development Assistance Program, which supports infrastructure and property acquisition, and the Tax Increment Assistance for Employment Growth, which encourages the creation of higher-wage employment opportunities. The urban renewal area expires in FY2036, unless extended.

722
ACRES

11%
2026 ASSESSED VALUE GROWTH

$2.3 MILLION
2026 ANNUAL INCREMENT REVENUE

CURRENT 5-YEAR INVESTMENT STRATEGY TIMELINE

Fiscal Year

JUNIPER RIDGE PLAN GOALS

The goals of the Plan represent its basic purposes:

Land Use. Support the Development of High-Quality Employment Uses Within the Area by stimulating a broad mix of compatible employment and recreational uses, including commercial, light industrial, research and development and public open space uses.

Preserve and Enhance the Area's Natural Assets. Promote development that preserves and enhances the Area's natural assets.

Improve Traffic and Transportation. Implement transportation improvements that will increase access to vacant and underutilized properties.

Provide Public Utilities. Provide sewer, water and surface water management infrastructure adjacent to and within the Area that will facilitate the timely and complete development of the Area.

JUNIPER RIDGE 2030 VISION

A MORE CONNECTED AND POSITIONED AREA THAT SUPPORTS THE DEVELOPMENT OF HIGH-QUALITY EMPLOYMENT.

Investment Justifications

Juniper Ridge has developed about 100 acres every 15 years. Currently, 350 acres remain undeveloped with an estimated $60 million in existing infrastructure needs. With the Plan set to expire in ten years, extending Plan capacity and duration will ensure support for the full plan development as adopted.

2030 Strategic Investment Priorities

1. **Strategic Reposition**
   Strengthen long-term economic development by adjusting Juniper Ridge Urban Renewal boundaries and debt capacity to maximize remaining resources for full plan implementation.

2. **Enhance Employment Development**
   Identify specific industrial development strategies and incentives that address area needs, support industrial development and high-wage opportunities, and match organizational to promote employment growth capabilities.

3. **Improve Infrastructure Systems**
   Create new public systems that integrate advanced traffic management, multimodal connectivity, and water and sewer connections.

FY 2026-2030 Investment Strategy Goal

Extend the Plan duration, expand the plan boundary, and increase the maximum indebtedness of the district and invest $26 million of tax increment revenue to develop 10-acres and create 500 jobs.

PRIORITY

STRATEGIC REPOSITIONING

Strengthen long-term economic development by adjusting Juniper Ridge Urban Renewal boundaries and debt capacity to maximize remaining resources for full plan implementation.

WHY IT MATTERS

There is a $60 million need for infrastructure improvements, but only $27.6 million of maximum indebtedness is available. The current plan is set to expire in ten years, which prohibits the use of the remaining maximum indebtedness due to debt financing requirements and plan payment durations. In addition, western parcels of the district require connection to the North Interceptor sewer line, which is outside the plan area. Extending the plan duration and boundary while increasing debt capacity enables funding for immediate and long-term projects.

THE EVIDENCE

- Juniper Ridge has developed about 100 acres every 15 years.
- Over 350 acres are currently undeveloped with no infrastructure connectivity.
- West district parcels are hindered from future development due to North Interceptor connectivity.
- The Plan is set to expire in 10 years, preventing BURA from utilizing the remaining maximum indebtedness.

STRATEGIC REPOSITION

INITIATIVE 1: AMEND THE PLAN

GOAL	INCREASE MAXIMUM INDEBTEDNESS AND PLAN BOUNDARY WHILE EXTENDING PLAN DURATION
Estimated Investment Amount	$35,000 – For Consultant
Estimated Completion Date	Q2 2026
Juniper Ridge Plan Goal	Land Use, Improve Traffic and Transportation, Provide Public Utilities
Requires Further BURA Approval	Yes

OVERVIEW

Adopt Juniper Ridge Plan amendments to increase maximum indebtedness by $8.9 million, expand the plan boundary up to 19% of original area, and extend the plan duration to continue work to achieve the Plan goals. On March 19, 2025, BURA directed staff to conduct a feasibility study to determine the financial viability of expanding the plan boundary, duration, and maximum indebtedness. Final feasibility study, debt financing plan, and proposed boundary expansion options will be presented at a work session in March 2026.

WHY DO THIS

Adopting these amendments will allow full use of maximum indebtedness and provide more favorable financing options. This will continue to help unlock development opportunities that drive job creation, housing, transportation, and long-term economic growth for the City.

TARGETED OUTCOMES

1. Modification to Section XI. Future Amendments to Plan. This amendment will repeal Section XI.P and replace with similar language from the Core Area Tax Increment Finance Plan. This will authorize BURA to approve all non-substantial amendments by resolution.
2. Plan Extension. An amendment to the Juniper Ridge Urban Renewal Plan that adds additional years to the original termination date. This will extend the Plan to beyond FYE 2035. The proposed plan extension allows BURA the necessary time to finance and fund area infrastructure needs and redevelopment projects which were severely hindered by the economic conditions of the Great Recession and the pandemic.
3. Enhancing Capacity. An amendment to the Juniper Ridge Urban Renewal Plan to increase the maximum indebtedness and expand the Juniper Ridge boundary. The maximum indebtedness or the plan boundary may not be increased by more than 20% of the original amounts (ORS 457.470).

FEASIBILITY STUDY AREA

PRIORITY

ENHANCE EMPLOYMENT DEVELOPMENT

Development incentives reduce financial and operational barriers for private developers, making projects in challenging or underutilized areas more feasible. These incentives offset higher redevelopment costs, address recent economic challenges, and demonstrate public commitment to market confidence while ensuring projects align with community goals.

WHY IT MATTERS

Incentives bridge the gap between public goals and private market realities. Without them, developers often avoid blighted or high-risk areas, resulting in underutilized land and limited economic activity. Incentives make projects financially feasible, attract unlikely investment, promote investments that the private market might otherwise make, and accelerate revitalization, leading to job creation, infrastructure improvements, increased tax revenues, and expanded housing options, including affordable units. Ultimately, incentives help cities achieve long-term objectives and foster vibrant, sustainable neighborhoods.

THE EVIDENCE

Development is occurring where infrastructure has been established, but most areas remain constrained by infrastructure and site development costs.

ENHANCE EMPLOYMENT DEVELOPMENT

INITIATIVE 2: DEVELOPMENT ASSISTANCE PROGRAM

GOAL	UNLOCK GREENFIELD DEVELOPMENT
Estimated Investment Amount	$6,000,000
Estimated Completion Date	Q3 2026
Juniper Ridge Plan Goal	Land Use, Improve Traffic and Transportation, Provide Public Utilities
Requires Further BURA Approval	Yes

OVERVIEW

Develop and implement a comprehensive development assistance program to advance the Plan's Goals. This revised program will support economic development in Juniper Ridge by offering structured incentives, technical assistance, and resources to guide private and public investments toward projects that deliver lasting community value.

WHY DO THIS

A clear, targeted development assistance program ensures initiatives are strategic, transparent, and effective. By establishing specific goals, eligibility criteria, and incentive structures, the program will help attract investments aligned with Plan Goals, reduce uncertainty for developers, and maximize public benefits. Structured incentives will enable BURA to prioritize projects that support long-term revitalization, deliver measurable outcomes, and build stakeholder trust.

TARGETED OUTCOMES

- **Stimulated Private Investment.** Encourage developers and businesses to invest in Juniper Ridge, accelerating redevelopment.
- **Job Creation and Economic Growth.** Attract or expand businesses that lead to employment growth.
- **Improved Property Utilization.** Repurpose underutilized or blighted properties.
- **Enhanced Tax Base.** Growth in property values and business activity increases municipal revenue over time.
- **Accelerated Project Timelines.** Projects become financially viable sooner, speeding up revitalization efforts.
- **Competitive Advantage.** Positions the area as attractive, drawing regional or national investment.

ENHANCE EMPLOYMENT DEVELOPMENT

INITIATIVE 3: PROPERTY ACQUISITION

GOAL	IDENTIFY STRATEGIES AND OPPORTUNITIES FOR LAND FOR LAND ACQUISITION FOR FUTURE DEVELOPMENT
Estimated Investment Amount	$10,000,000
Estimated Completion Date	Q3 2026
Juniper Ridge Plan Goal	Land Use, Improve Traffic and Transportation, Provide Public Utilities
Requires Further BURA Approval	Yes

OVERVIEW

Identify and acquire underdeveloped land in the Juniper Ridge Urban Renewal Area for long-term development.

WHY DO THIS

BURA ownership, compared to the City of Bend, enables greater flexibility to assemble parcels for larger, strategic projects, set clear design and use standards, and ensure outcomes such as affordable housing, public spaces, and economic vitality. Land ownership also provides leverage to negotiate community benefits, reduces reliance on private holdings, and enables agencies to capture long-term increases in property value for reinvestment.

EXPECTED OUTCOMES

- **Private Investment Leverage.** Public landownership incentives will attract private developers, multiplying the initial public investment.
- **Business Development.** Lowers private development land costs that support industrial development.
- **Public Amenities.** Attracts private investment and supports business growth through predictable infrastructure improvements**.**
- **Support for Community Goals.** Aligns development with priorities like affordable housing, sustainability, or mixed-use projects.

PRIORITY

IMPROVE PUBLIC INFRASTRUCTURE SYSTEMS

Create new public systems that integrate advanced traffic management, multimodal connectivity, and water and sewer connections.

WHY IT MATTERS

Building strong public infrastructure systems is critical for job creation because it attracts businesses, supports workforce mobility, and stimulates private investment. Reliable roads, utilities, and transit reduce employers' costs, enhance connectivity for workers, and encourage long-term economic development. Infrastructure projects create immediate construction jobs while laying the foundation for sustained growth through new industrial development.

THE EVIDENCE

- Over $60 million dollars is needed to address existing infrastructure deficiencies to achieve Plan Goals.
- Extension of the North Interceptor to the western Juniper Ridge area is required for both recommended expansion area development and West Juniper Ridge Urban Renewal vacant parcels.

IMPROVE PUBLIC INFRASTRUCTURE SYSTEMS

INITATIVE 4: PUBLIC INFRASTRUCTURE

GOAL	PRIORITIZE AND FUND PUBLIC INFRASTRUCTURE SYSTEMS
Estimated Investment Amount	$10,000,000
Estimated Completion Date	2030
Juniper Ridge Plan Goal	Land Use, Improve Traffic and Transportation, Provide Public Utilities
Requires Further BURA Approval	Yes

OVERVIEW

Fund the a multi-year roadmap for major infrastructure and facility investments. This structured, long-term approach allocates resources efficiently, aligns improvements with community growth goals, enhances transparency, and attracts economic development through predictable, well-funded upgrades.

WHY DO THIS

Public infrastructure systems are needed to assist with remaining greenfield development.