



CITY OF BEND
BEND URBAN RENEWAL AGENCY

Core Area Revitalization Effort Program (CARE for Our Core)

Adopted: BURA Resolution 171

October 1, 2025

1. Purpose

This policy establishes the Core Area Revitalization Effort Program (Program) by the Bend Urban Renewal Agency (BURA) in the Core Tax Increment Finance Area (Core Area). The program is to provide matching grants to projects that improve the customer and pedestrian experience and enhance overall area aesthetic through upgrades to building façades and frontage areas.

2. Application Process

The following process applies to the award process for the Program. The Core Area Advisory Board (CAAB) will review applications on a first come first serve basis, as funding is available, and BURA reserves the right to amend, alter, or terminate the Program at any time.

- Step 1: Submit application to BURA staff for completeness check. infobura@bendoregon.gov
- Step 2: Upon completeness, staff reviews applications and responds to applicant questions and comments.
- Step 3: CAAB will review applications and make funding decisions at a regularly scheduled CAAB meeting.

3. Review Process

1. Urban Renewal staff will review each application initially for completeness based on the requirements of this application form, whether the project is eligible for the Program under the Core Area Tax Increment Finance Plan.
2. CAAB will review applications and make funding decisions in a public meeting, based on the factors listed below. CAAB is authorized to make final decisions on award amounts in the best interests of BURA in CAAB's discretion, without further approval from BURA.

Applicants may be invited to deliver a virtual or in-person presentation on their project application to the Core Area Advisory Board. If invited, applicants will be allowed approximately five (5) minutes to present their applications, followed by a five (5) minute question and answer session. Time for presentations and questions may be adjusted by the CAAB chair to manage meeting time.

No CAAB member may participate in consideration of any application under this Program that would be to the private pecuniary benefit or detriment of the member or the member's relative or client or any business with which the member or a relative or client of the member is associated. For avoidance of doubt, no CAAB member who applies for assistance under this Program or who, themselves or a family member or

client, or a business with which any of them are associated, owns or leases property or operates a business on a property adjacent to a property for which assistance is requested may participate in consideration of an application under this Program. All other applicable Oregon ethics rules continue to apply.

4. Core Area Revitalization Effort Program

This section provides general information about the Program and the types of projects that are eligible for funding. For more detailed information on the Program, please contact BURA.

4.1 Eligible Activities

Eligible activities are capital upgrades or improvements to existing building façades and customer-facing exterior frontage of any commercial¹ properties to improve, expand, or attract new customer or pedestrian traffic within the Core Area, including:

- Building façade or exterior upgrades (doors, windows, lighting signage, siding, awnings, paint, murals)
- Frontage improvements (sidewalks, landscaping, signage, accessibility upgrades)
- Design services for the proposed project (up to 25% of award)
- Proposed project or improvements must face a public right-of-way or publicly accessible location, and/or be visible from public streets, sidewalks, or rights-of-way.

Note that certain improvements may require initial completion of ADA improvements; applicants should investigate requirements with the City of Bend Community and Economic Development Department, and may include such improvements in an application.

4.2 Ineligible Activities

- General government expenses
- Purchase of construction equipment, fire protection equipment, furnishings and personal properties
- Operating and maintenance expenses
- Interior improvements
- Improvements to non-customer facing exterior spaces (loading docks, etc.)
- Non-capital improvements, including design without construction or installation included in project cost

¹ For the purpose of this Program, commercial means a permitted non-residential use in a property within the Core Area. Non-residential uses include transient occupancy (hotels/motels) but do not include short-term rental or single or multi-family residential uses held for rent for stays longer than 30 days.

- Improvements that are not aligned with the Core Area TIF Plan, as determined by CAAB

4.3 Eligibility Criteria

- Property must be located within the Core Area Tax Increment Finance Area
- Proposed improvements must comply with all applicable City of Bend standards and be a permitted use in applicable zoning designation
- Improvements will stay in the district/building and will last 10 years or more
- Improvements will contribute to the taxable assessed value (tax exempt properties are not eligible)
- Applicant may be property owner, lessee, developer, or other entity with property interest in the location subject to the application, or otherwise has authorization from the property owner(s) to apply

Lessees and non-owner developers must have authorization from all property owner(s) for application and project.

4.4 Award Process

Assistance under this program will be in the form of reimbursement after receipt of invoice and all requested documentation to support expenditures.

The Program recipient must enter into a grant agreement with BURA prior to the disbursement of funds. The agreement will include the total project costs, total amount of assistance to be reimbursed, required match, the estimated annual reimbursement amounts, and the remedies for failure to complete the project or otherwise comply with the agreement.

4.5 Project Completion

Projects must be commenced within six (6) months of execution of the grant agreement. Project must be completed eighteen (18) months following commencement. CAAB may grant an extension for completion up to three (3) months on a case-by-case basis. Requests for extension must be made in writing to BURA with sufficient time for CAAB to consider the request prior to completion deadline; generally, provide at least 3 months for CAAB consideration. CAAB will make decisions on extension based on the best interests of BURA and the Core Area.

5. Award Amounts and Matching

The Program will award matching grants to approved projects up to \$50,000 per project, not to exceed 50% of project costs, with a minimum applicant contribution of 100% of grant amount.

Example:

Total Project Cost	Approved Grant	Required Match
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\$5,000	\$2,500	\$2,500
\$20,000	\$10,000	\$10,000
\$100,000	\$50,000	\$50,000

6. Consistency with Core Area TIF Plan

Projects assisted under this Program must be consistent with the Core Area Tax Increment Finance Plan (Plan) and this Policy.

6.1 The Core Area Tax Increment Finance Plan

All activities funded through the Program must be consistent with the Plan. Select Guiding Principles of the Plan are included here to guide project development. All Plan policies and principles apply.

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

Principle F: 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.

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

7. Evaluation Factors

The evaluation factors outlined in this section have been developed to be consistent with the priorities of the Core Area Tax Increment Finance Plan. All applications will be reviewed using these criteria. Applicants are evaluated in a competitive cycle as determined by CAAB.

7.1 Whether the project is consistent with the Core Area Tax Increment Finance Plan, including Guiding Principles and Objectives.

7.2 General Evaluation Factors

In reviewing and evaluating applications, CAAB will seek to address the following:

- Projects that successfully maximize utilization of outside (non-Program) financial assistance and services.
- Projects that demonstrate a capital investment for the Core Area.
- Projects that are clearly defined in scope, location, need, budget and goals.
- Projects that can demonstrate readiness to be implemented in a timely manner.

- Projects that, in the judgment of CAAB, are likely to improve, expand, or attract new customer or pedestrian traffic within the boundary of the Core Area
- Projects, in the judgment of CAAB, will generate additional opportunities for redevelopment in the immediate and/or adjacent areas.
- The property has been unimproved in the last five (5) years

CAAB will award funding to serve the best interests of BURA and the Core Area, as determined by CAAB. These factors will be used to guide CAAB's decision-making, but are not an exhaustive list of the factors that may be considered by CAAB in making its decision.

8. Required Application Contents

Applications must contain the following information in the order presented below. Applicants are expected to provide the requested information in a clear and concise manner. CAAB reserves the right to reject any applications that do not contain all the information outlined below:

A separate project application must be submitted for each project. *Please submit the following in Word Document(s) and PDF.*

1. Table of Contents

2. Project Summary or Narrative

3. Project Description

- The type and use of proposed project.
- How the project will address the goals of the Core Area Tax Increment Finance Plan.
- The ways in which the project will have a long-term impact for the Core Area.
- Whether the property has been improved in the preceding five years.

4. Project Timeline

Anticipated construction schedule, including start date and total duration of construction, or if phased, each phase of the project.

5. Property Location

- A map showing the project's location within the Core Area.
- If applicant is not the owner, authorization from property owner for application and project, or demonstration of authority for the project under written lease.

6. Financial Information

- A detailed line-item budget describing the total project cost,
- A funding source line-item form showing secured and potential sources of funding, including other federal and state grants and loans, in addition to traditional financiers. Attach letters of funding commitment from sources, if available.
- A description of the assumptions used to determine the total project cost, including the sources consulted and how costs were determined. (Example: construction quotes, material prices, etc.)

7. Project Feasibility and Readiness

- A description of the applicant's capacity to complete the project and any additional work or steps needed before construction can begin.

8. Applicant Information

- Background and business history of the applicant. (Please limit to one page)