



# 2013-14 Annual Report

Downtown Bend Business Association





# Organization & Scope

## Downtown Bend Business Association Mission Statement

*"To promote economic vitality by enhancing the experience, image, and lifestyle of Downtown Bend"*

## Board of Directors & Staff

The Board of Directors oversees staff, policy, & budget. The Board has a 65% to 35% business to property owner representation. Board members serve a 2 year term.

### The Board Directors are:

Larie Borden-Clutch, Noel Ericksen-1001 NW Wall Street, Karen LeTourneau-Bend Bungalow, Tom Penn-DoubleTree By Hilton, Ben Perle-Oxford Hotel, Jim Peterson-Mockingbird Gallery, Mike Poe-Pine Tavern, Scott Witham-Lone Pine Coffee, Terri Shepherd-City of Bend

### Staff:

Chuck Arnold-Executive Director, Alyssa Lane-Marketing Assistant,

Mike McMahon-Operations Manager

## Scope of Work

The scope of work includes, but is not limited to: marketing, events, parades, advertising, snow removal, flower baskets, graffiti removal, holiday decorations, cleaning, finding tenants, developing business friendly city policies, and much more.

The EID area is defined by: Brooks Street to the west, Louisiana Avenue to the south, Lava Road & Harriman Street to the east, and Greenwood Avenue to the north.

The DBBA is a nonprofit organization dedicated to serve downtown and the business community. Our efforts are directed by a scope of work that seeks to promote, market, beautify, and maintain Downtown Bend.

**Downtown Bend Business Association**  
(541) 788-3628 P.O. Box 731, Bend, 97709  
www.DowntownBend.org or @downtownbend on Facebook

# Executive Summary



Downtowns are about being clean, safe, high quality, & exciting. Our role at the DBBA is to ensure that downtown remains a relevant and vibrant environment for business to thrive!

This report details the 2013-14 efforts of the DBBA funded through the Economic Improvement District. An EID is a common economic development tool utilized in scores of downtowns across the U.S., several of which are here in Oregon. The Downtown Bend EID was originally established in 2007 by an affirming vote of over 90% of downtown property owners and has been renewed twice. The City, acting only as the fiscal agent, collects the assessment of \$0.18/sq. ft. of commercial leasable space. The funds are distributed to the nonprofit DBBA to complete the scope of work to keep downtown vital.

We continue to make an impact by investing resources in the main areas of our scope. Our **Beautification & Maintenance** efforts are constant as we work to stay ahead of debris, dirt, snow, and graffiti. The flower baskets, banners, winter ski display, and holiday lighting continue to add to the vibrancy of an energetic district.

We have been working hard in **Marketing & Events** bringing thousands of dollars of group business downtown with close to a dozen promotions. Our NEW website has become THE place for Downtown Bend info receiving over 250,000 views in 2013. We also have an actively engaged audience on social media where we promote downtown businesses and activities to over 19,000 followers. Art Walk has exploded to be the 'not-to-be-missed' monthly event that REALLY drives customers to our businesses. Our downtown gift certificates, Downtown Dollars are now accepted at over 100 businesses and \$20,000 were sold in 2013. This program guarantees that those dollars are invested in our businesses!

Our **Business Relations and Services** giving new and established businesses the tools to succeed. Staff work closely with the city to ensure business friendly policies are in place. We have also been working with property owners to find and keep quality tenants downtown. These efforts have contributed to an occupancy rate consistently above 96% for our restaurant and retail spaces-our highest in five years!

We encourage you to give us a call if you have questions regarding any of the work we do. Great information is also available on our website: [www.DowntownBend.org](http://www.DowntownBend.org).

Thanks,

A handwritten signature in black ink that reads "Chuck Arnold". The signature is written in a cursive, flowing style.

Chuck Arnold, Executive Director



## 2013-14 Revenue & Expenses

<b>Revenue</b>	
Assessment (EID \$0.18/ x 890,341 sq ft x 97% collection, <City 5%)	154,515.29
Grants & Donations (restricted funds leveraged)	600.00
Interest (bank interest accrued for cash on hand)	48.03
Sales (events proceeds, gift certificate sales)	86,015.46
Sponsorships (Event & organizational sponsorships)	4,325.00
<b>Total Revenue</b>	<b>245,503.78</b>
<b>Expense</b>	
Beautification & Maintenance (keeping district clean, beautified & maintained)	47,936.80
Business Services (policy & business dev., mtgs., tenant locating, planning)	17,163.04
District Management (basic elements of operation of the DBBA)	26,259.88
Marketing (efforts to bring customers downtown)	147,047.64
The Contingency Fund (2% of revenues-ex. for future marketing etc.)	4,910.08
<b>Total Expense</b>	<b>243,317.44</b>

## 2014-15 Budget

<b>Revenue</b>	
Assessment (EID \$0.18/ x 890,341 sq ft x 98% collection, <City 5%)	149,203.00
Grants & Donations (restricted funds leveraged)	300.00
Interest (bank interest accrued for cash on hand)	50.00
Sales (events proceeds, gift certificate sales)	75,500.00
Sponsorships (Event & organizational sponsorships)	8,800.00
<b>Total Revenue</b>	<b>233,853.00</b>
<b>Expense</b>	
Beautification & Maintenance (keeping district clean, beautified & maintained)	41,600.00
Business Services (policy & business dev., mtgs., tenant locating, planning)	16,926.00
District Management (basic elements of operation of the DBBA)	30,823.00
Marketing (efforts to bring customers downtown)	141,335.00
The Contingency Fund (@1 to 2% of revenues)	2,985.00
<b>Total Expense</b>	<b>233,669.00</b>

For more specifics on financials, please contact the office.

Another strong year of achievements to keep downtown vibrant.  
Here's a quick look at some of our achievements by the numbers:

- 3,400+** staff hours spent working for downtown-marketing, cleaning and more
- 150** volunteer hours spent removing graffiti, stickers & trash
- 100** flower baskets beautifully maintained spring, summer & fall 2013
- 13** special group promotions to drive business downtown
- 4** tenants matched with spaces through our tenant to property owner match program
- 96** percent, our current occupancy percentage
- 210+** meetings with owners to discuss & solve issues
- 3,000+** people on average attending monthly Art Walks



Groups like this are regularly coordinated by the DBBA to help keep downtown beautiful.

Events like Oktoberfest, the Veteran's Day Parade, and the Christmas tree lighting are all produced by the DBBA and each saw a very successful year. Our biggest event success has been the continual growth of the monthly First Friday Art Walks.

We have been working hard to drive group business into downtown. We have partnered with Mt. Bachelor to bring ski clubs and Visit Bend to bring conference groups into downtown to spend money in our shops and restaurants. Our welcoming efforts have encouraged repeat trips to Bend!

We have been engaged with Bend Police to ensure that Downtown Bend is a place of positive activity. Multiple strategies have been employed and progress is being made.

Working with property owners and new businesses has led to the matching of several tenants over the past year. The retail/restaurant occupancy rate is @ 96%-very healthy for a downtown district. We will be continuing to work to help find the best tenants for Downtown Bend!

# 2014-15 Goals



For the coming fiscal year, we will work to keep Downtown Bend vibrant continuing many of our successful programs and projects.

## Goals for this year include:

- ◆ Research plans for improving restroom facilities
  - ◆ Work with the City to update parking policy
- ◆ Continue to minimize shoplifting, panhandling, and disruptive activities
  - ◆ Develop plans for EID renewal

