



Economic Improvement District Update

**Downtown Bend
Business Association**
Post Office Box 731
Bend, Oregon 97709
(541) 788-3628
DowntownBend.org

January 27, 2011

Dear Downtown Supporter,

We are midway through the fiscal year of the current Economic Improvement District. The EID is a program of the independent, private nonprofit Downtown Bend Business Association and exists as the most equitable way to ensure that we all contribute to keeping downtown vibrant. The EID collects an annual assessment of \$0.15/ sq. ft. on commercial leasable space to achieve a scope of work to beautify, maintain, improve and promote downtown. Our accomplishments as of midyear include:

2010-2011 Board

KELLI BROOKS
At The Beach
Secretary

JIM COON
Altera Real Estate
Treasurer

MARGAUX
KELLENBERG-
HOUGHT
North Soles Footwear
Director

MATT NELTNER
Deschutes Brewery
Vice-President

BEN PERLE
Oxford Hotel
President

JIM PETERSON
Mockingbird Gallery
Director

TOM PENN
Phoenix Inn
Director

Ex-Officio

JEFF DATWYLER
City of Bend

GEORGE THAYER
Bend Park & Recreation

Staff

CHUCK ARNOLD
Executive Director

MIKE MCMAHON
Maintenance

Promoting Downtown

Marketing-The DBBA has been working in a variety of avenues over the past six months.

- On the internet, our website traffic has exploded with over 150K views in 2010!!! The revamped website has seen increased traffic of 300% over this time last year. We also really stepped up our social media presence.
- We ran an aggressive holiday campaign on TV, radio, print and web. Another focused campaign will run in the spring.
- The downtown brochure has been redesigned and is in stock at many downtown locations as well as places where visitors frequent.
- The outdoor directories are being updated this month giving the most current information to our customers about the businesses downtown.
- The gift certificate program, Downtown Dollars, is active with over \$10K sold!

Events-The monthly First Friday Art Walk is a wonderful event for downtown. The DBBA have taken more ownership over the event promoting it across many different mediums. Participation has increased and more businesses are becoming engaged in the event.

Partnering with Visit Bend, Mt. Bachelor and others, we have been working on visitor promotions. The DBBA has been organizing promotions for businesses to attract groups to come downtown during their visit to Central Oregon. We have been organizing shuttles to get visitors downtown and coordinating successful "Flash Your Pass/Badge" promotions for groups that have involved dozens of downtown businesses.

Street festivals, parades and sports events are also a big part of what we do. These activities increase foot traffic to our businesses and exposure downtown to new customers. The DBBA works cooperatively with promoters to execute these events which draw incredible numbers of visitors to our downtown.



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Keeping Downtown Beautiful

Flowers-The flower baskets have become an icon for downtown. The flowers this past summer were alive with color and continue to garner a very positive response from visitors. We have begun to grow the baskets in a greenhouse for the upcoming season and have scheduled to hang them around Memorial Day. The native plants in the planters are being maintained throughout the winter and look good.

Cleaning and maintenance-One main goal of the EID is to make downtown as welcoming as possible to visitors. Our friendly staff, dressed in yellow EID vests, along with several volunteer groups we've coordinated are out virtually every day keeping the sidewalks, alleys, parking lots and all public areas and infrastructure clean. We are planning more repainting and restoring of some downtown infrastructure early this spring including trash receptacles and street lamps that are looking worn. We have had positive feedback about the cleanliness and will continue to stay on top of it.

Staff has also been making it easier to navigate downtown during snow events. We will continue to assist businesses by clearing snow from curb ramps, accessible parking stalls as well as creating a safe path along all sidewalks in the district.

Banners-Banners add a lot to the beautification of downtown as well as inform visitors about upcoming events. Staff hangs all banners downtown to keep the message colorful and fresh. We have been repairing the poles that hold the banners since 2008 to increase the capacity of the number of banners we can display on any day. This effort has given us the ability to display over 98 banners downtown (three years ago we could hang 18).

Bike Racks-We have installed a bike corral downtown in front of Thump Coffee on Minnesota Avenue. The corral is able to accommodate a dozen customer bikes and has really improved sidewalk accessibility in that area. We are collecting data right now to analyze the exact effectiveness of the project. We also have installed several new bike racks downtown on the sidewalks. These racks are very attractive and feature a bike icon. The new racks are going in places where older ones were broken or removed.

Holiday decorations-This past season was without a doubt our most successful decorating effort to date. We hung lights on every street tree downtown and wreaths on every corner. The tree lighting event at Greenwood and Wall and the tree was greatly appreciated in its new and very visible location. Several trees were decorated by volunteer organizations. The entire effort was driven by volunteers! The feedback this year was incredible and we hope to continue to improve our decorations next year.

Loitering-Of concern for businesses, property owners and our customers is the growing problem of loitering and its associated behaviors in Downtown Bend. There is no one simple solution since it is not one group of individuals. These are not bored rebellious kids hanging out as we have seen in the past. These individuals are struggling with



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joblessness, mental illness, drugs, homelessness and other issues that leave them wandering around downtown and causing trouble.

Over the past several years we have engaged in a bevy of efforts to address these problems and have had limited success (for a list of what we've been trying, go to: <http://www.downtownbend.org/loitering-letter-to-city-council/>).

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We have convened a working group to address this issue. We are creating a strategy and action items for the spring that we believe will have a positive impact on this issue.

Your Downtown Organization

The DBBA exists to promote the economic vitality of Downtown Bend and as an advocate for business. The staff works in earnest every day with the goal of improving downtown. Our work is very public and we welcome feedback on the direction of downtown.

It is also a high priority for the organization to operate with the utmost transparency. To that end, a mid-year report is included for your reference. The left column represents income and expenses to date, while the right represents the annual amount allocated for each item. The net income on the bottom line represents the dollars remaining for the 2nd half of this fiscal year ending June 30th. Our revenue projects are a bit short this year as we have some property assessments still outstanding. We will be adjusting our expenses in the second half of the year to compensate.

If you have any further questions regarding our fiscal management, please contact the office.

Additional information about the DBBA and our programs is also available on our website: www.DowntownBend.org. Thank you for your cooperation and support of Downtown Bend.

Ex-Officio

JEFF DATWYLER
City of Bend

GEORGE THAYER
Bend Park & Recreation

Sincerely,

Chuck Arnold
Executive Director

Staff

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Executive Director

MIKE MCMAHON
Maintenance