



# Annual Report

Downtown Bend Business Association

Fiscal Year 2011-2012





# Organization &

## 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.

### Currently, the Board Members are:

Larie Borden-Clutch, Kelli Brooks-At the Beach, Jim Coon-Alleda Real Estate, Noel Ericksen-1001 NW Wall Street, Karen LeTourneau-Bend Bungalow, Ben Perle-Oxford Hotel, Tom Penn-Phoenix Inn, Jim Peterson-Mockingbird Gallery, Terri Shepherd-City of Bend

### Staff:

Chuck Arnold-Executive Director, Mike McMahon-Operations Manager

## Scope of Work

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.

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.

Efforts include, but are 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.

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

# Executive Summary



Downtown Bend is ever changing. With 375+ businesses there is always something new to see. Our role at the DBBA is to ensure that downtown remains a relevant and vibrant environment for business to thrive.

This report details the efforts of the DBBA funded through the Economic Improvement District. An EID is a common downtown development tool utilized in scores of cities across the U.S., several of which are here in Oregon. The Downtown Bend EID was established in 2009 by an affirming vote of 97% of downtown property owners. The City, acting only as the fiscal agent, collects the assessment of \$0.15/sq. ft. of commercial leasable space. The funds are distributed to the DBBA to complete a scope of work to keep downtown vital.

As we approach June 30th, we are finishing the final year for this EID. We have been meeting with businesses and property owners to propose a new EID. The proposed program will enable us to launch an aggressive downtown marketing campaign during the slower season to draw locals. In order to fund this effort, the new EID rate will be \$0.18. This boils down to about \$3 more per month for the average business owner. The Board of Directors and over 60 downtown stakeholders have endorsed the new EID as the best path toward maintaining the vibrance of Downtown Bend.

We have made an impact by investing resources in the main areas of our scope. Our **Beautification & Maintenance** efforts are visible and you have probably seen our staff in the Downtown Bend branded yellow vests staying ahead of debris, dirt, snow, and graffiti. The flower baskets, banners, and holiday lighting all received many kudos from downtown businesses and visitors alike. We have been working hard in **Marketing** bringing thousands of dollars of group business downtown with over 15 promotions. Our website has become THE place for Downtown Bend info with the site receiving over 200,000 views in 2011. This year we have really stepped up 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 resulting in a occupancy rate consistently above 92% for our restaurant and retail spaces.

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 cursive script that reads "Chuck Arnold".

Chuck Arnold, Executive Director



## 2011-12 Revenue & Expenses

<b>Revenue</b>	
Assessment (EID \$0.15/sq ft x 885,470 sq ft x 94% collection, less City 5% admin)	\$121,396.46
Interest (bank interest accrued for cash on hand)	\$72.32
Participation/Entry Fee (customer, business, vendor fees for events)	\$1,435.30
Sales (events proceeds, gift certificate sales)	\$53,978.25
Sponsorships (Event & organizational sponsorships)	\$10,500.00
<b>Total Revenue</b>	<b>\$187,382.33</b>
<b>Expense</b>	
Beautification & Maintenance (keeping district clean, beautified & maintained)	\$38,721.93
Business Services (policy & business development, meetings, tenant locating, planning)	\$20,439.79
District Management (basic elements of operation of the DBBA)	\$29,841.92
Marketing (efforts to bring customers downtown)	\$97,731.80
<b>Total Expense</b>	<b>\$186,735.44</b>
Remaining \$ to carry to next FY	\$646.89

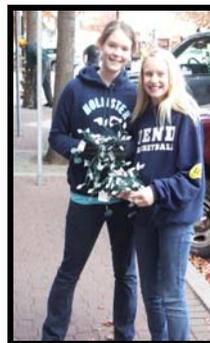
## 2012-13 Budget

<b>Revenue</b>	
Assessment (EID \$0.18/sq ft x 890,553 sq ft x 94% collection, less City 5%)	\$143,147.00
Interest (bank interest accrued for cash on hand)	\$50.00
Participation/Entry Fee (customer, business, vendor fees for events)	\$1,775.00
Sales (events proceeds, gift certificate sales)	\$56,000.00
Sponsorships (Event & organizational sponsorships)	\$9,700.00
<b>Total Revenue</b>	<b>\$210,672.00</b>
<b>Expense</b>	
Beautification & Maintenance (keeping district clean, beautified & maintained)	\$37,000.00
Business Services (policy & business development, meetings, tenant locating, planning)	\$19,938.00
District Management (basic elements of operation of the DBBA)	\$30,450.00
Marketing (efforts to bring customers downtown)	\$118,975.00
The Contingency Fund (2% of revenues-ex. for future marketing etc.)	\$4,213.44
<b>Total Expense</b>	<b>\$210,576.44</b>
Remaining \$ to carry to next FY	\$95.56

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:

- 4,000+** staff hours spent working for downtown-marketing, cleaning and more
- 190** volunteer hours spent removing graffiti, stickers & trash
- 850** hours spent cleaning the sidewalks of dust, debris and trash
- 100** flower baskets beautifully maintained spring, summer & fall 2011
- 15** special group promotions to drive business downtown
- 5** tenants matched with spaces through our program
- 92** percent, our current occupancy percentage
- 225+** meetings with owners to discuss & solve issues
- 2,000+** 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 Christmas and Veteran's Day Parades, and the holiday tree lighting are all produced by the DBBA and each saw a very successful year. Our biggest event success has been the explosion of the monthly First Friday Art Walks. Art Walk remains the monthly "must not miss" event.

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 @ 92%, very healthy for a downtown district. We will be continuing to work to help find the best tenants for Downtown Bend!

# 2012-13 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:

- ◆ Developing an aggressive marketing campaign to drive locals downtown
  - ◆ Improving signage to long-term parking
- ◆ Continuing to minimize shoplifting, panhandling, and disruptive activities
  - ◆ Expand holiday lighting

