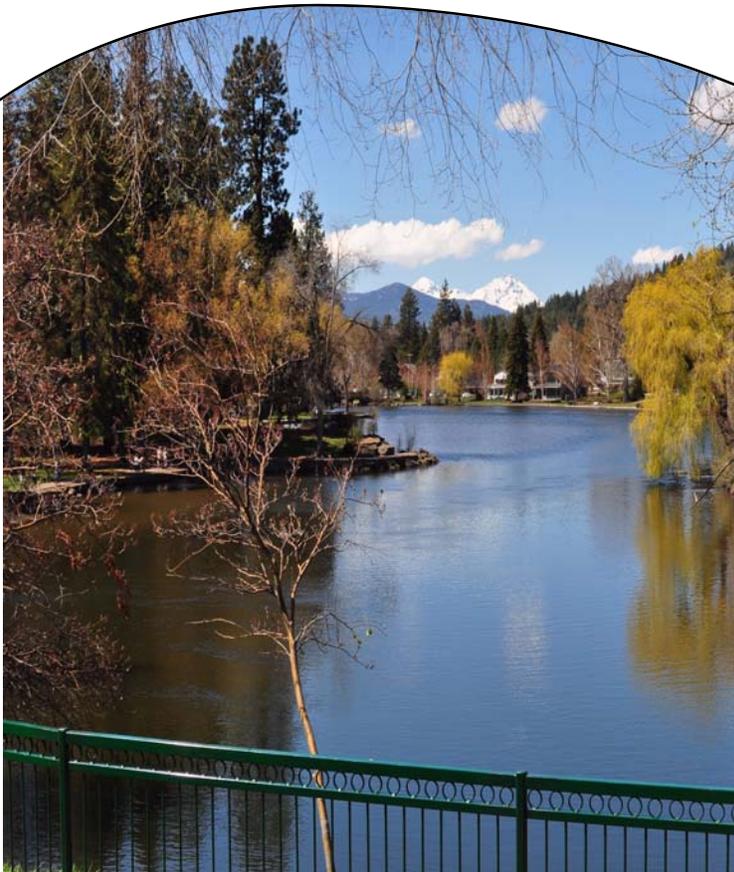




# Annual Report

Downtown Bend Business Association  
Fiscal Year 2012-2013





# 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.

### Currently, the Board Members are:

Larie Borden-Clutch, Kelli Brooks-At the Beach, Noel Ericksen-1001 NW Wall Street, Karen LeTourneau-Bend Bungalow, Ben Perle-Oxford Hotel, Tom Penn-Phoenix Inn, Jim Peterson-Mockingbird Gallery, Scott Witham-Lone Pine Coffee, 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



Downtowns are about people and livable communities. Our role at the DBBA is to ensure that downtown remains a relevant and vibrant environment for business to thrive-a livable community.

This report details the 2012-13 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 2012 by an affirming vote of 96% of downtown property owners. 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 DBBA to complete a scope of work to keep downtown vital.

The new EID was established with the premise that we would dramatically increase our marketing efforts and we have done just that. For example, we held the most spectacular Christmas light display ever in Downtown Bend to help draw people. Additionally, this spring we launched our most extensive TV campaign ever featuring downtown businesses.

We continue to make 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, winter ski display, 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 close to 20 promotions. Our website has become THE place for Downtown Bend info with the site receiving over 275,000 views in 2012 a 30% increase over 2011. We also have an actively engaged audience on social media where we promote downtown businesses and activities to over 12,500 followers. 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 95% 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



## 2012-13 Revenue & Expenses

<b>Revenue</b>		
Assessment (EID \$0.18/ x 890,553 sq ft x 94% collection, <City 5%)		151,335.14
Grants & Donations (restricted funds leveraged)		100.00
Interest (bank interest accrued for cash on hand)		51.72
Membership (voluntary membership dues collected)		213.50
Participation/Entry Fee (customer, business, vendor fees for events)		7,005.00
Sales (events proceeds, gift certificate sales)		55,443.26
Sponsorships (Event & organizational sponsorships)		13,625.00
<b>Total Revenue</b>		<b>227,773.62</b>
<b>Expense</b>		
Beautification & Maintenance (keeping district clean, beautified & maintained)		45,643.53
Business Services (policy & business dev., mtgs., tenant locating, planning)		16,045.95
District Management (basic elements of operation of the DBBA)		23,202.70
Marketing (efforts to bring customers downtown)		139,564.80
<b>Total Expense</b>		<b>224,456.98</b>
<b>Contingency Fund</b>		<b>3,316.64</b>

### Revenue

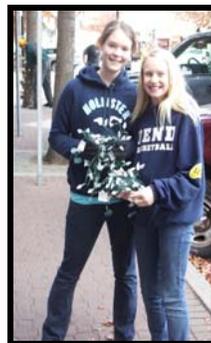
## 2013-14 Budget

Assessment (EID \$0.18/ x 890,553 sq ft x 94% collection, <City 5%)		143,147.00
Interest (bank interest accrued for cash on hand)		50.00
Membership (voluntary membership dues collected)		200.00
Participation/Entry Fee (customer, business, vendor fees for events)		8,200.00
Sales (events proceeds, gift certificate sales)		59,050.00
Sponsorships (Event & organizational sponsorships)		8,500.00
<b>Total Revenue</b>		<b>219,147.00</b>
<b>Expense</b>		
Beautification & Maintenance (keeping district clean, beautified & maintained)		44,900.00
Business Services (policy & business dev., mtgs., tenant locating, planning)		11,839.00
District Management (basic elements of operation of the DBBA)		25,026.00
Marketing (efforts to bring customers downtown)		132,983.00
The Contingency Fund (2% of revenues-ex. for future marketing etc.)		4,372.00
<b>Total Expense</b>		<b>219,120.00</b>
<b>Remaining funds</b>		<b>27.00</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:

- 3,800+** staff hours spent working for downtown-marketing, cleaning and more
- 215** 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 2012
- 17** special group promotions to drive business downtown
- 3** tenants matched with spaces through our program
- 95** percent, our current occupancy percentage
- 225+** meetings with owners to discuss & solve issues
- 2,500+** 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 Christmas 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 @ 95%, very healthy for a downtown district. We will be continuing to work to help find the best tenants for Downtown Bend!

# 2013-14 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:

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

