

# Member Packet



**Downtown Bend Business Association**



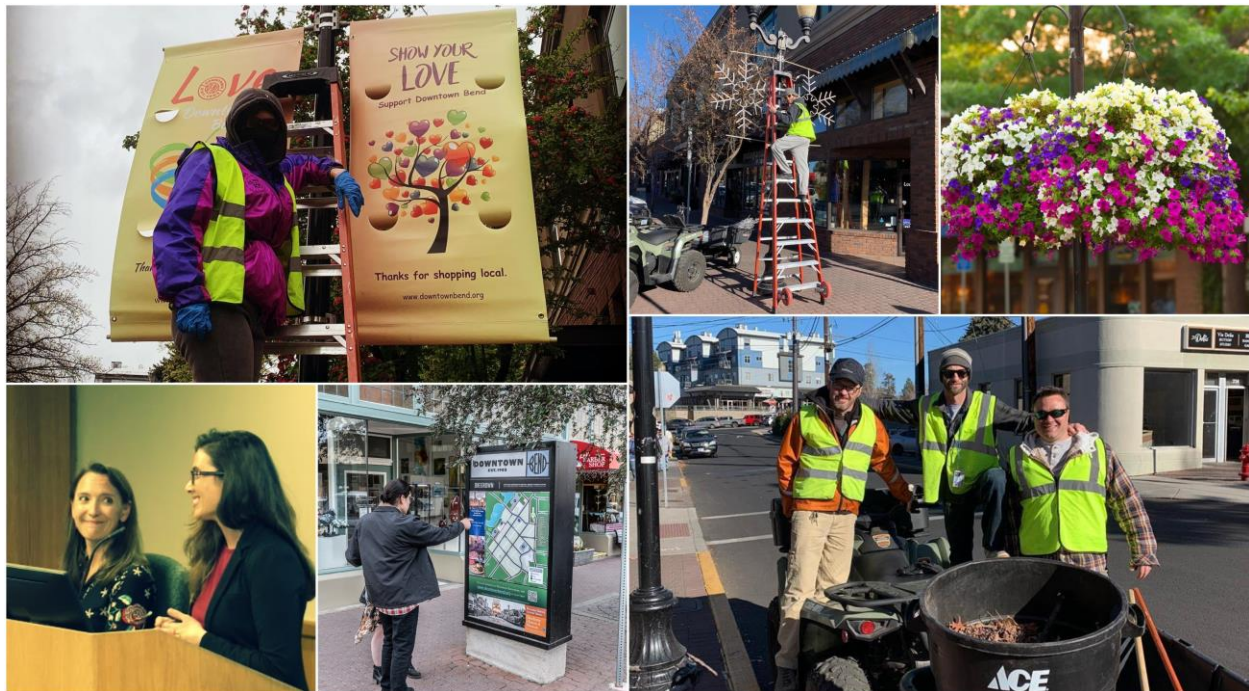
Downtown Bend Business Association 2020 Membership Packet  
(541) 788-3628, [www.DowntownBend.org](http://www.DowntownBend.org)  
[downtownbend@gmail.com](mailto:downtownbend@gmail.com), 916 NW Wall Street



## What is the Downtown Bend Business Association (DBBA)?

The Downtown Bend Business Association (DBBA) formed in 1982 as a private nonprofit & they serve over 400+ businesses & 85 property owners in the Downtown Bend Economic Improvement District (EID). Every business and building owner within the Downtown Bend EID boundary is automatically a member of the EID.

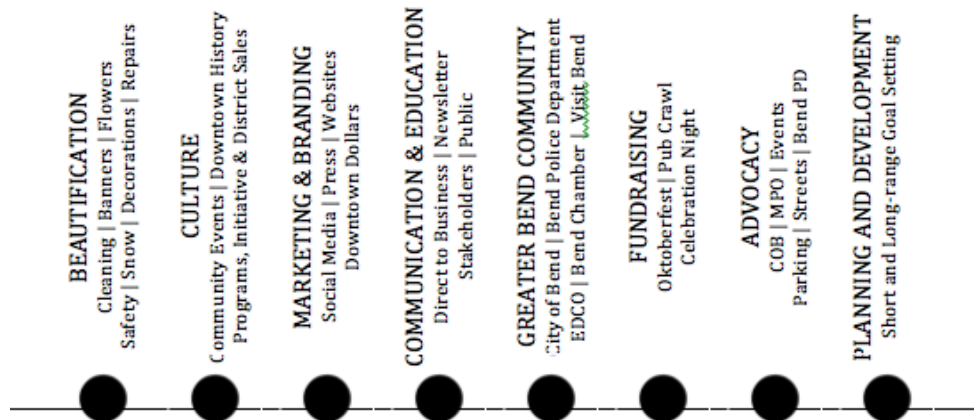
The DBBA's mission is to improve the economic vitality by enhancing the experience, image and lifestyle of Downtown Bend.



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## What does the DBBA do?

# DBBA | Scope of Work



### The DBBA services include but are not limited to:

- Funding and maintenance of 100 flower baskets and 50 planters, annually (contingent on fundraising efforts.)
- Management of snow and ice. We clear a 42-inch-wide path of Downtown sidewalks and crosswalks for employees, visitors and customers to get around safely.
- Daily sidewalk cleaning, sweeping, and debris removal, 365 days per year.
- Graffiti and sticker removal
- Leaf removal, in partnership with the City of Bend
- High pressure power washing and deep cleaning of the downtown sidewalks (summer months/as temps allow), in partnership with the City of Bend
- Creating the Downtown Bend Holiday experience, through events such as the Community Tree Lighting, Shop Small Saturday, and free visits with Santa.
- Downtown Decorating, including but not limited to, funding and maintaining tree lights, decorations, snowflakes, wreaths, etc.
- The Downtown Bend banner program
- The Downtown Bend directory kiosk program
- Marketing Downtown to promote business, including but not limited to developing and maintain 5 websites and 15 social media channels, print marketing, local tv marketing, co-op marketing projects & more. We also coordinate with visiting groups and tours to provide welcome bags to incentivize their spending time and money Downtown.





- Bend Oktoberfest, by far our largest fundraising event, is now in its 16<sup>th</sup> year, drawing 15,000 attendees in 2019. This event connects us with over 20 different sponsor businesses including 11 local breweries each year and raises over \$100,000 to beautify Downtown Bend.
- Procurement of grants and donations to infuse Downtown Bend with the financial support it needs to achieve its vision of vitality.
- Production of 19 community events throughout the year, including but not limited to; Monthly First Friday Art Walks, Easter/Spring events, Trick or Treating, Shop Small Saturday, Holiday Tree Lighting Event, Visits with Santa and Ladies Night.
- Collaboration & advocacy with Downtown events organizers that produce such events as Bite of Bend, Summer Fest, Fall Fest, 4<sup>th</sup> of July Pet Parade, Veterans Parade and Christmas Parade.
- Marketing each individual business, including online business portfolios on our website, featured news stories, and social media support.
- Maintaining the Downtown Dollar Gift Certificate program. Last year, over \$97,000 dollars in Downtown Dollars were purchased through DBBA and other agencies, including Visit Bend. Downtown Dollars are accepted at over 150 Downtown Business and encourages local spending.
- Downtown advocacy on larger community issues (parking, garbage, beautification, snow removal, etc.)
- Downtown advocacy and collaboration with community partners on livability & safety
- Downtown advocacy and collaboration with community partners on increasing diversity and inclusion
- Downtown communication with building owners, business owners, community partners and the public
- Continued advocacy for expansion, growth and future vision for Downtown Bend.



## **Who oversees the work of the DBBA?**

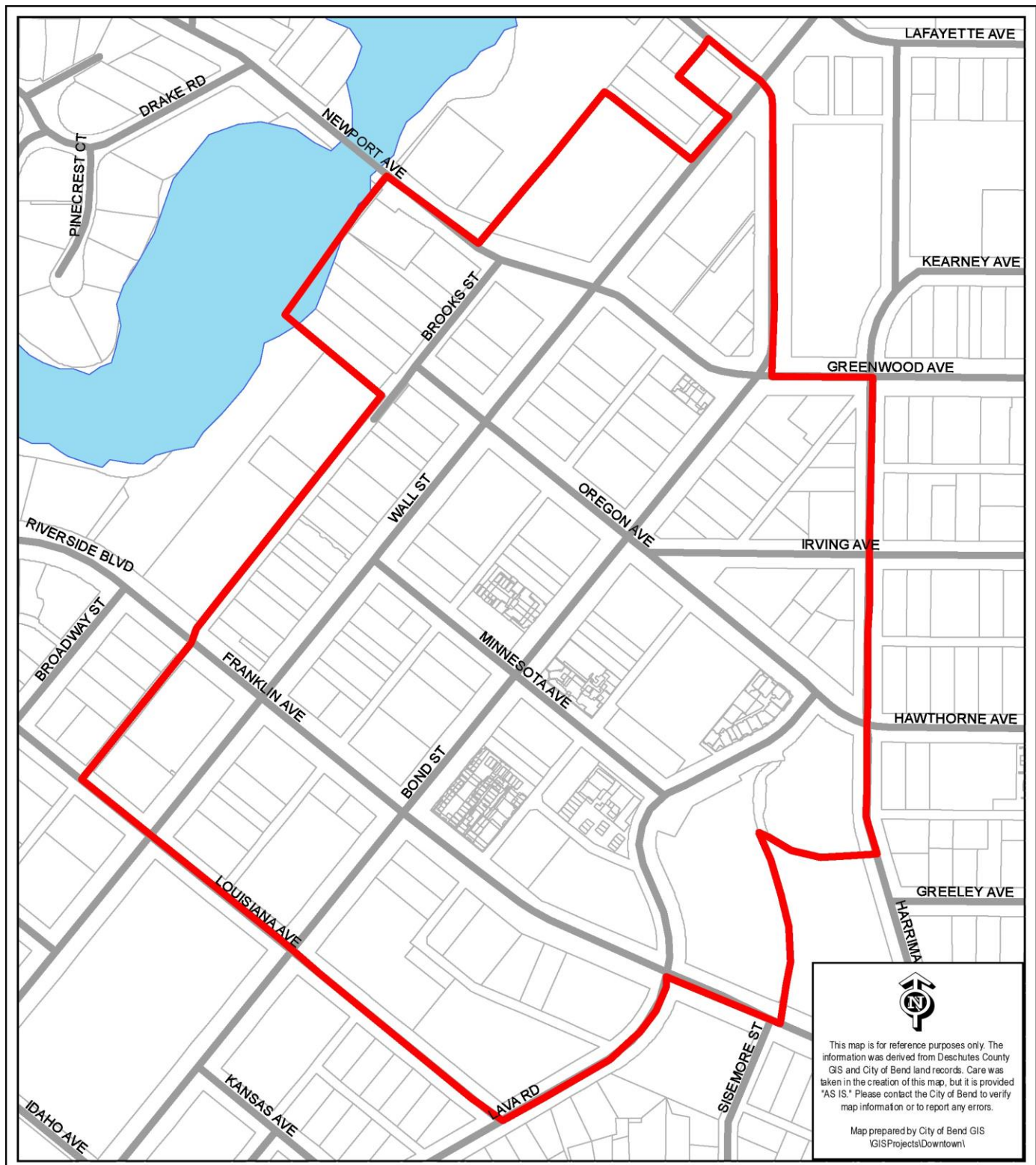
The DBBA Board of Directors oversees the DBBA staff and makes policy decisions that determine the direction of the EID and the DBBA. The Board, comprised of property and business owners, holds monthly meetings & these meetings are public and open to all. The DBBA welcomes input and encourages anyone invested in downtown to attend.

Currently, the DBBA has 2.5 staff members + additional season support laborers.



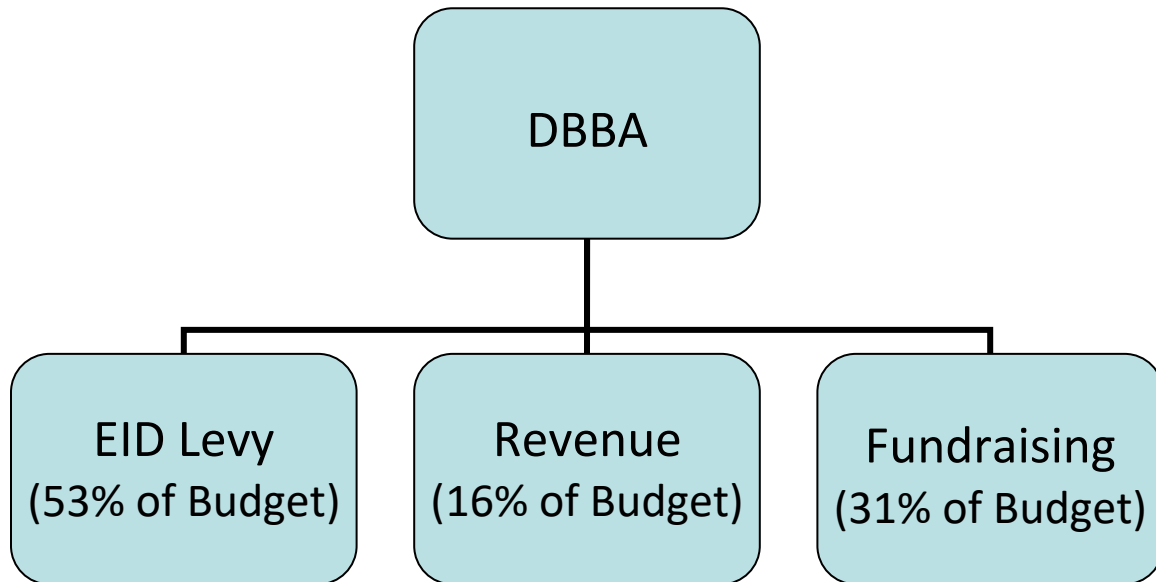
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# The Economic Improvement District (EID) Current Boundary Map



## **How is the DBBA funded?**

The DBBA is funded in three different ways. The Economic Improvement District (EID) levy, streams of revenue (downtown banners, downtown directories), and DBBA fundraising & donations.



The DBBA works hard to make sure that they continue to have the funding to achieve their vision of a vibrant Downtown.

## **What are some of the benefits of owning a business in Downtown?**

If you are looking to connect with customers in an exciting urban environment then Downtown Bend may be a good fit for your business.

### ***A business in Downtown Bend will find:***

- The district is the top location on tourists' itinerary. According to survey data, over 60% of visitors to Central Oregon will make a stop in Downtown Bend during their trip.
- Over 200 restaurants and retailers in a twelve-block area
- Over 4,700 employees (potential customers) working in the district on any given day
- A visitor demographic trending female with 60% of the visitors having a household income of over \$75,000
- A very strong summer season where tourism drives hearty restaurant and retail profits



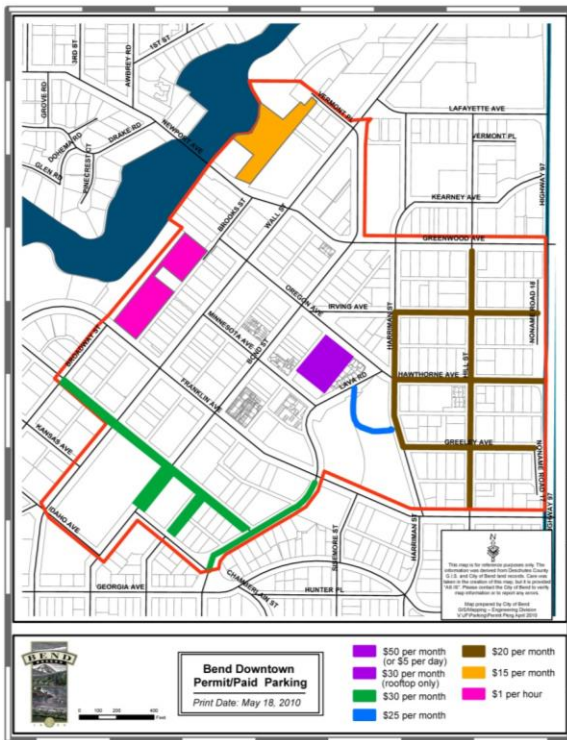


- Over 1,600 public auto parking spaces, racks for parking over 200 bicycles, and service of several bus lines
- A restaurant/retail occupancy rate that has remained over 92% for 20 consecutive quarters
- A long established and staffed business association working on marketing, events, beautification, and policies to keep downtown vibrant



## **What about Downtown parking?**

### ***Where do I park if I work downtown?***



### **Downtown employees must purchase a parking permit.**

There are over 4,700 employees who travel in and out of downtown. In order to reserve prime 2-hour parking on the streets adjacent to restaurants and shops for customers, employees must park in designated permit areas.

You can purchase a monthly permit through [Diamond Parking](#). If you have questions about the employee parking permit program, please contact Diamond Parking (541) 317-2805.

**NOTE:** There are income qualified reduced parking permits available for certain areas. Please be sure to contact Diamond Parking for more information.

### ***Where should customers park?***

Downtown Bend Customers have lots of options depending on their needs. Currently the Downtown Bend Parking Advisory Committee, the DBBA and the City of Bend are developing new ways for customers to park in Downtown Bend. Please ask the DBBA for the most updated parking specifications for downtown customers.



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## **Who do I call for...?**

### **All Things Downtown:**

- **Downtown Bend Business Association**-Mindy Aisling (541) 788-3628  
downtownbend@gmail.com
- **City of Bend Business Advocate** – Ben Hemson (541) 388-5529 bhemson@bendoregon.gov

**Accessibility issues** – City Accessibility Office (541) 693-2141

**Behavior issues** – Report **ANY** inappropriate behavior to City of Bend Police  
Non-emergency # (541) 693-6911 also report to us (541) 788-3628

**Noise Complaints** – City of Bend Police non-emergency (541) 693-6911

**Parking issues** – Diamond Parking (541) 317-2805

**Sign Code Enforcement** – City of Bend (541) 388-5530

**Trash Service** – Bend Garbage & Recycling (541) 382-2263

## **Who is responsible for...?**

Property owners are responsible for many things that people often think are the responsibility of the City or the DBBA. Frequently, property owners will assign those responsibilities to the tenant or business owner. Check your lease to see the arrangement with your property owner. The list includes, but is not limited to:

- Maintaining the adjacent sidewalk in good repair.
- Keeping the adjacent sidewalk clear of obstructions, leaves and trash.
- Clearing snow and ice within six hours of a storm. \*
- Building owners are responsible for trimming trees. Consult with the City prior to planting, pruning or removing an adjacent tree.
- Trash service must be arranged with Bend Garbage for EACH business.

\*The Downtown Association *assists* business owners with snow removal and sidewalk cleaning. We shovel snow and clean curb ramps at crosswalks and the ADA parking stalls. Each business owner is responsible for keeping their adjacent sidewalk safe and clean.

## **As a new business, what do I need to get open?**

### **Obtain a sign permit...**

The City specifies the size & type of signs you can display. All signs need to be permitted. “A” frame or sandwich board signs on the sidewalk are allowed with a permit. Non-permitted signs can be confiscated by the city and the business owner can be fined. For more information contact the City of Bend-Kim Voos (541) 388-5530



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### Get City approval on building improvements...

The City has staff ready to help you through any changes you want to make to the interior or exterior of your building. In many cases a permit is required for most any tenant improvements. Avoid having to undo/redesign any work! Contact the City before you demo! The City of Bend Permit Center can be reached at: (541) 388-5580

### Apply for City business license...

All businesses operating within the city limits must have a business license. The \$50 license is available from the City - (541) 388-5513.

### Request a sidewalk use permit for a café or other uses...

The sidewalk, while owned by the adjacent building owner, is an easement of public right of way. All displays, tables and any other furnishings put in the right of way must be permitted by the City to ensure that the sidewalk remains accessible. Contact Terri Shepherd at the City of Bend (541) 330-4021

### Start trash service...

Trash service MUST be arranged for each business. The dumpsters around downtown are NOT funded by the City or the DBBA; they are private property rented by the businesses that utilize them. To dump waste in them is called “theft of service” and it’s a real problem. You must set up your own trash service with Bend Garbage & Recycling by calling (541) 382-2263.

## **What about marketing & promotion?**

### *How do I promote my business?*

The DBBA maintains [www.DowntownBend.org](http://www.DowntownBend.org). The web site is the most comprehensive listing of Downtown Bend businesses, events, promotions, and more. The site receives over 275,000 views per year! As a downtown business, you are provided with a listing and can also post information on the page for free. We also have digital feeds through social media that reach over 35,000 people.

The DBBA also provides many promotional opportunities. We offer co-op opportunities for your advertising, bring groups and events to downtown, and feature any and all promotions in the district.

## **What about networking & business support?**

### *Bend Chamber of Commerce*

When it comes to business in Bend, no organization has been looking out for the best interest of this community longer than the Bend Chamber of Commerce. Since 1926 the Bend Chamber has worked to



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support its mission to be a vital strategic partner creating resources and opportunities for member success, quality of life, engagement and meaningful impact.

### ***Economic Development for Central Oregon***

Founded in 1981, EDCO is a non-profit corporation supported by private and public members and stakeholders. Our mission is to create a diversified local economy and a strong base of middle-class jobs in Central Oregon. To do this, we focus on helping companies do the following:

- **Move.** We attract and guide outside employers through the relocation process as a resource for regional data, incentives, talent, site selection and more.
- **Start.** We mentor and advise scalable young companies from concept to exit on issues such as access to capital, critical expertise, and strategy.
- **Grow.** We partner with local traded-sector companies to help them grow and expand.

### ***Small Business Development Center***

Are you a business owner or aspiring entrepreneur? Get management and technical assistance from COCC's Small Business Development Center. Take a practical workshop or request no-cost, one-to-one business advising. Our mission is to have a positive impact on the growth and sustainability of your Central Oregon business.

## **Where is the?**

### **Restrooms**

There are public restrooms located every few blocks downtown.

North-County Courthouse-Bond and Greenwood

South-Bend Public Library at Kansas & Wall

City Hall at Franklin and Wall

West-Drake Park down the path off the plaza

### **Maps and Information**

Business directories are located at Minnesota & Wall, Minnesota & the Parking Garage (outside the Oxford Hotel), Oregon & Bond and Oregon & the Parking Garage (by the Post Office).

## **What is the Downtown Dollars program?**



Downtown Bend Dollars are gift certificates that come in \$10 or \$25 amounts & are valid at over 150 participating businesses in Downtown Bend. See [www.DowntownBend.org](http://www.DowntownBend.org) for a list. We are also working on a digital/card option for Downtown dollars – stay tuned! To learn about how you can be a part of the program, contact the DBBA.



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## How do I stay connected?

1. Make sure you are on the DBBA email mailing list. This list is where you will get all the information on upcoming street closures, upcoming events, group opportunities, and more! Email [downtownbend@gmail.com](mailto:downtownbend@gmail.com) and ask to be added to the list.
2. Connect with your community on Facebook: [www.facebook.com/groups/DTBendMerchants/](https://www.facebook.com/groups/DTBendMerchants/)
3. Visit your neighbors, shop and eat at other Downtown businesses.
4. Find the places that have 'Downtown Employee' specials!
5. Come to merchant meetings. This is your opportunity to stay connected and learn new things.
6. Connect to the Downtown Bend Google Calendar to stay updated on events
7. Participate in Downtown events, promotions, and advertising
8. Join a DBBA committee or run for a Board of Directors position
9. Volunteer your time to support the DBBA
10. Get information and request services on the members section at [www.downtownbend.org](http://www.downtownbend.org).



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