



Ideas to Promote Inclusion and Diversity in Downtown Bend

Education – Help educate downtown business and building owners (and public) by telling the stories of BIPOC people in our community. This could be done via board meetings, merchant meetings, or via the Downtown blog.

Safety – Create safe zones for the BIPOC community in the Downtown Bend EID

- Send out invite to businesses
- Offer education by COBLA
- Work with Bend PD to create a 'safe space' with police AND business owners if a person of color is in trouble
- Create webpage celebrating/acknowledging these businesses
- Create "flood days" where the community is invited to flood these supportive businesses with business
- Create a video of businesses saying things like "You are safe here", "You are welcome at my business". Blast all over YouTube/Social.

Events - Add events (post-COVID) that represent all cultures (African American Art Walk, Día de Muertos, Pride, Kwanza)

Marketing – Outline ways that the BIPOC and LGBTQ community can be represented in our photography, social media channels, videos and ads.

BIPOC Entrepreneurship – Work with COB, SOCRE, etc. to create programs to encourage business ownership by people of color in the Downtown Bend EID

Policy – DBBA creates an anti-discrimination policy for all staff and board members.

Ordinance – DBBA works with the COB to create an anti-discrimination ordinance for the EID

CAHOOTS – DBBA works with local organizations to create CAHOOTS style initiative in Downtown Bend

Makers – DBBA encourage and facilitates BIPOC makers to be featured in Downtown stores, pop-ups and festivals

Intentional Integration

- COBLA Internships in Downtown Bend businesses
- Downtown Bend business owners/staff volunteering with COBLA

T-Shirts – "You are safe with me" T-shirt

- Possibly a fundraiser for the work we do together?
- Have campaigns where Downtown staff wear their shirts (i.e. – the first and third Mondays are the days you where safe shirts, or something similar)

Posters – Design an inclusion poster, have the printed and distribute to businesses

Catalyst for Community Conversation – the DBBA adds social responsibility and BIPOC/LGBTQ awareness to all of their conversations. Example – talking to Tower Theatre about intentional programming for the BIPOC community, talking to Visit Bend about marketing to encourage people of color to visit Bend, etc.