

# DBBA Presentation to City Council

## April 2019

Written copy of oral presentation plus additional details



The Downtown Bend Business Association (DBBA) is run by the DBBA board of directors which is comprised of 8 Downtown Bend business and building owners. This Board of Directors oversees a staff of 2.5 people (plus seasonal help), and they represent ~111 building owners, 400 businesses and 4,000 employees within the Downtown Economic Improvement District.

The mission of the DBBA is to improve the economic vitality of Downtown Bend.

### A few facts about Downtown Bend:

1. Downtown is the largest visitor attraction in Bend.

*Excerpt from page 5 of the Visit Bend - Bend Summer 2017 Final Report*



- **Top Attractions Keep Appeal Over Time.** The most visited places this summer were Downtown Bend (72 percent of respondents reporting they had or planned to visit), Old Mill Shopping District (60 percent), and breweries (55 percent). These three attractions have been the most-selected items in each year of the research program (note: breweries added in Summer 2012), highlighting that these locations have the most appeal and lasting power as places to visit, regardless of whether a visitor is new to Bend or has been previously.

2. Downtown is the largest employer in Bend.

*Excerpt from page 1 of the EDCO – 2018 Largest Employers Report*



2018 Bend Largest 40 Employers (Private & Public)				
Rank			Employees	
2018	2017		2018	2017
1	1	St. Charles Health System	3,361	3,409
2	2	Bend-La Pine School District	2,133	1,880
3	3	Deschutes County	1,075	1,062

3. The Downtown EID has an annual Tax Assessed Value (TAV) of \$112,387,304.00.

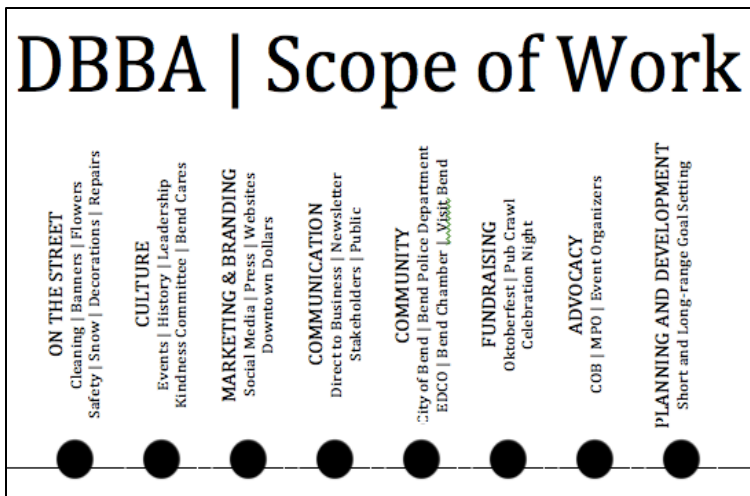
4. Downtown Bend is a hub for entrepreneurship, culture, civic services, and it is the historic core of our City.

### Today's Presentation

- DBBA Scope
- DBBA/COB Partnership Review
- Alignment of DBBA/City Council Goals
- Review
- Q & A

Today I'm going to give you a brief overview of our scope, talk about our joint accomplishments over the past 12 months, and then I'll address how our goals align, and how we can work together over the next year. I've prepared about 10 minutes of information for you, and left plenty of time for questions. This written packet also details the Downtown Bend Business Associations 2018/2019 accomplishments, and 2019/2020 goals.

## OUR SCOPE



First, I'd like to review our scope – I like to think about it as a continuum. This continuum starts at the very basic street level and going all the way to future planning and development. At the street level, we provide daily cleaning of the district. This means that we have staff walk every sidewalk every single morning. This allows us to sweep the sidewalks, pick up trash, as well as call non-emergency police on any unwanted behaviors that we find. We also use this time to identify any messes, damages or repairs that need to be done, and alert the proper person or organization.

On this street level, we also run the banner program. This program is a revenue source for our organization and also an asset for community education.

Then, there is the flower basket program. We purchase and care for just over 100 flower baskets, as well as planting and tending to all of the flower planters within the district. This is quite a feat – Our Downtown doesn't have a watering system, and last year it took our staff an average of 7 hours every morning, 7 days a week to water, fertilize, deadhead and prune the baskets to keep them vibrant throughout the summer.



We manage the snow removal for all of the sidewalks and all the ADA accessibility within the Downtown EID.

We provide and maintain the twinkly lights that you see on Downtown trees year around, and during the Holidays, we provide, install, maintain, and remove all of the Holiday decorations.

We also provide a pulse on safety in Downtown. We have someone on the street 40 hours a week identifying any possible issues and reporting them to the authorities.

Finally, we do deep cleaning & general maintenance of Downtown – this means pressure washing all of the sidewalks, caring of the kiosks, bike racks, trashcans... and making sure that Downtown is looking it's best.

The next step on this continuum is creating the culture of Downtown. This includes creating and presenting community events like trick or treating, the community tree lighting, Shop Small Saturday, ladies night, art walk every month, etc. It also means supporting event organizers in bringing larger events into Downtown, including making sure that logistics are managed and that communication between the businesses and event organizers takes place. Culture also includes things like our Bend Cares program, Livability Committee, and our Downtown Kindness initiatives.

The people who live and work within the EID also have a huge impact culture. Anytime you have a large group of people working together for a common cause it is imperative that you have a strong leader to guide them. As a leader, we set expectations for behavior and hold people to those expectations, we instill a sense of stewardship in our members, we help facilitate change, and we recognize and celebrate

successes. We build a strong culture with our members, so that they can build a strong culture with our community.

Then, we have Marketing and Branding. We manage and provide content for the websites, the Downtown Bend blog, all of the Downtown Bend social media channels, the Downtown directories, brochures, print marketing, maps, newsletters, etc. Marketing and Branding also includes working with our community partners like Visit Bend, COVA, All of our local news and magazine publications as well as running the Downtown Dollar program, that last year flooded Downtown businesses with over \$96,000 of revenue.

Next we have Communication, This comes in several levels:

1. One on one with business and building owners (social media help, permit help)
2. Use of our mass email list and our newsletter to provide pertinent data to our members.
3. Communication with stakeholders, this includes working closely with Bend Police, the City of Bend, Diamond Parking, Security Pros, Commute Options, Bend Chamber, Deschutes County, etc.
4. Communication also takes place between the DBBA and the public. This includes working with all local news agencies, press releases, segments on CO Daily, KPOV, KTVZ and using our website to education the public about growth and changes in Downtown.

Next on the continuum, I've placed Community. Downtown is an integral part of the City, and as we all understand – our interconnectedness is paramount to the success of ALL of the districts, and to the success of our ENTIRE City. Community looks like our staff and board staying involved in groups, boards and events that are not specific to Downtown. This means building a relationship with Old Mill, EDCO, The Chamber, Visit Bend – myself, and my staff, are both personally and professionally invested in the Bend community. We are actively involved in the community – and this helps us to better serve Downtown.

Then we have FUNDRAISING. This last year we raised \$152,930.31 for Downtown Bend. (and we'll go over successes later – but I'll note that that is a 50K increase over last year). In addition, our volunteers contributed over 2,000 hours to Downtown in the past 12 months, which is equivalent to \$28,680.

Next we have Advocacy for business and building owners. I think one of our most important roles is advocacy. Our Board of Directors are elected representatives for this district that houses the most employees and draws the most visitors in Bend. That's a huge responsibility, and making sure that we are educated, current, and involved in decisions that are going to effect Downtown is crucial.

The final bullet on the continuum is Planning & development. This includes both short and long range planning – from our goal to renew the Downtown Kiosks and banners to future planning for things like parkades, alleyway revitalization, increased parking capacity, a heritage square, a holiday lane, or expanding the boundaries of Downtown.

Now, for the really impressive information – our EID funds are 225K, and we have a staff of 2.5 people + seasonal help. So, even with our additional fundraising – we accomplish all this on a budget under 400,000. We know how to optimize the resources & partnerships that we have.

## THE COB/DBBA PARTNERSHIP

### DBBA/COB Partnership

Mindy Aisling | Ben Hemson  
March 2018 to March 2019

#### Direct Success

- Pocket Park by Sportvision
- Pocket Park by Foundry Church (to be completed this summer)
- Informative canvassing/ Parking communication, Construction communication
- Gathering information on how large (class C) events affect business in Downtown, and making changes to reduce negative impacts
- Coordination between COB Streets department and DBBA staff to keep leaves cleaned up in DT during the Fall months
- Creation of the Police Substation in the parking garage
- Successful merchant meeting with DBBA Members, Bend PD & COB at the Doubletree Hotel
- Most successful EID Billing to date (collecting 100% of EID funds)
- Trespassing communication on DT Properties
- First steps taken towards managing real estate boxes in Downtown

#### Indirect Success


- DBBA working with City Staff became more effective and streamlined
- COB work with Downtown business and building owners became more effective and streamlined
- Trust was built (and myths dispelled) between Downtown business and building owners, DBBA and COB
- COB helped to connect DBBA to the correct groups and attend pertinent meetings to increase the DBBA's advocacy on behalf of Downtown business and building owners
- Communication increased between COB and Downtown Business and Building owners
- The timeline for remedies on a variety of projects was shortened.
- COB and DBBA Staff labor was decreased because of teamwork on projects and the elimination of overlapping work.

I've been with the DBBA for over 3 years – in March of 2018, The COB saw value in appointing City Staff time to Downtown and Ben Hemson was elected as the direct liaison between the DBBA and the City of Bend. I struggle to find the right words to impress upon you the profound impact this relationship has had on the effectiveness of our organization, and on building trust between business and building owners in Downtown Bend, the City and the DBBA. I've submitted a separate report in your packet on the specific successes that Ben and I have seen in the last 12 months.

## ALIGNMENT OF THE CITY COUNCIL AND DBBA GOALS

### DBBA/City Council Goals

City Council Goal



#### TRANSPORTATION & INFRASTRUCTURE

**Goal:** Plan and implement robust and resilient infrastructure investments

**STRATEGY 1:** Complete the Transportation System Plan (TSP) by end of May 2020


- Action: Begin tracking TSP KPI's by 12/1/2020 and publish by 6/30/2021
- Action: Complete an updated Transportation System Development Charge (TSDC)
- Action: Create a neighborhood traffic safety plan and policies that guide investment
- Action: Implement TSP metrics and KPI's

#### TRANSPORTATION & PARKING

**Goal:** To increase access to Downtown Bend for all modes of transportation

**STRATEGY 1:** Advocate for the Transportation System Plan (TSP) to acknowledge Downtown Bend's location as a centrally located transportation hub for all modes of travel.


DBBA Goal



We are excited about the City of Bend's Goal #2 Transportation & Infrastructure. Strategy #1 is to complete the TSP by May 2020. One of our primary goals is to increase easy, safe access to Downtown. We believe that the Transportation System Plan should acknowledge Downtown Bend's location as a centrally located transportation hub for all modes of travel, and we are looking forward to working with the City to meet our mutual goals.

### DBBA/City Council Goals

City Council Goal



#### TRANSPORTATION & INFRASTRUCTURE

**Goal:** Plan and implement robust and resilient infrastructure investments

**STRATEGY 2:** Leverage multiple funding sources to enhance and improve transportation infrastructure resulting in a funding package that addresses both housing and mobility challenges on May 2020 ballot

- Action: Prioritize short term transportation projects that relieve congestion, improve safety, including emergency response times, and increase options for all modes of transportation

#### TRANSPORTATION & PARKING

**Goal:** To increase access to Downtown Bend for all modes of transportation

**STRATEGY 2:** Advocate for the prioritization of relieving congestion and improving safety in Downtown Bend in the future funding package and comprehensive transit plan.

DBBA Goal



Strategy #2 under the Parking and Infrastructure goal, action item #1 is to *"prioritize short term transportation projects that relieve congestion, improve safety, including emergency response time, and increase options for all modes of transportation."*

As seen on the maps below Downtown Bend is both an area of high congestion and an area for high-anticipated growth. Downtown Bend is the physical crossroads of our city – and could very quickly (without planning) become the choke point in our transportation system. We are eager to see the prioritization of Downtown in the future funding package

and comprehensive transit plan.

We also want to stress that cars cannot be secondary on the plan. Although we support alternative modes of transportation and would advocate for the development of assets like a low-stress bike network, we also want to urge the City to plan using current data in regards to resident habits. Even in Portland, where they have a great alternative transportation system and culture, 70.4% of commuters are still single car drivers.

Currently there are 94,520 Bend residents (reported by [World Population Review](#)), almost 20,000 visitors to Bend daily (reported by [The Source](#) in July 2016), we have upwards of 3,200 hotel rooms in Bend (reported by the [Bulletin](#) in Sept 2016), and in November of 2018 [KTVZ](#) reported that the High

Desert population was growing by 20 people per day.

At a recent meeting with [ODOT](#), they reported that they expect the population to be 160,000 plus by 2040. This is a 50% population increase in 20 years. Even if we worked to get down to 70% of single car drivers (like Portland, mentioned above), we would still need to accommodate somewhere in the neighborhood of 126,000 residents and visitors on the streets of Downtown Bend (and we must accommodate this same population with parking in Downtown Bend).

In the maps on the next two pages, you will see the proposed land use assumptions for Bend's transportation system plan showing Downtown Bend as one of the areas with the most growth anticipated. On the second map, you will see that the recommendation is that we lower the standards on the roads into and out-of Downtown Bend.

Lowering standards includes,

- Allowing for more congestion than standards currently permit
- Using off-season instead data instead of peak traffic demands

It's not surprise that at the DBBA, we are really concerned. We feel that these proposals to lower standards, is not in alignment with recognizing Downtown Bend as the asset that it is to our community. If we lower standards, and actually consciously choose to increase congestion in Downtown Bend, we risk jeopardizing a lot of jobs, and an economically thriving district.

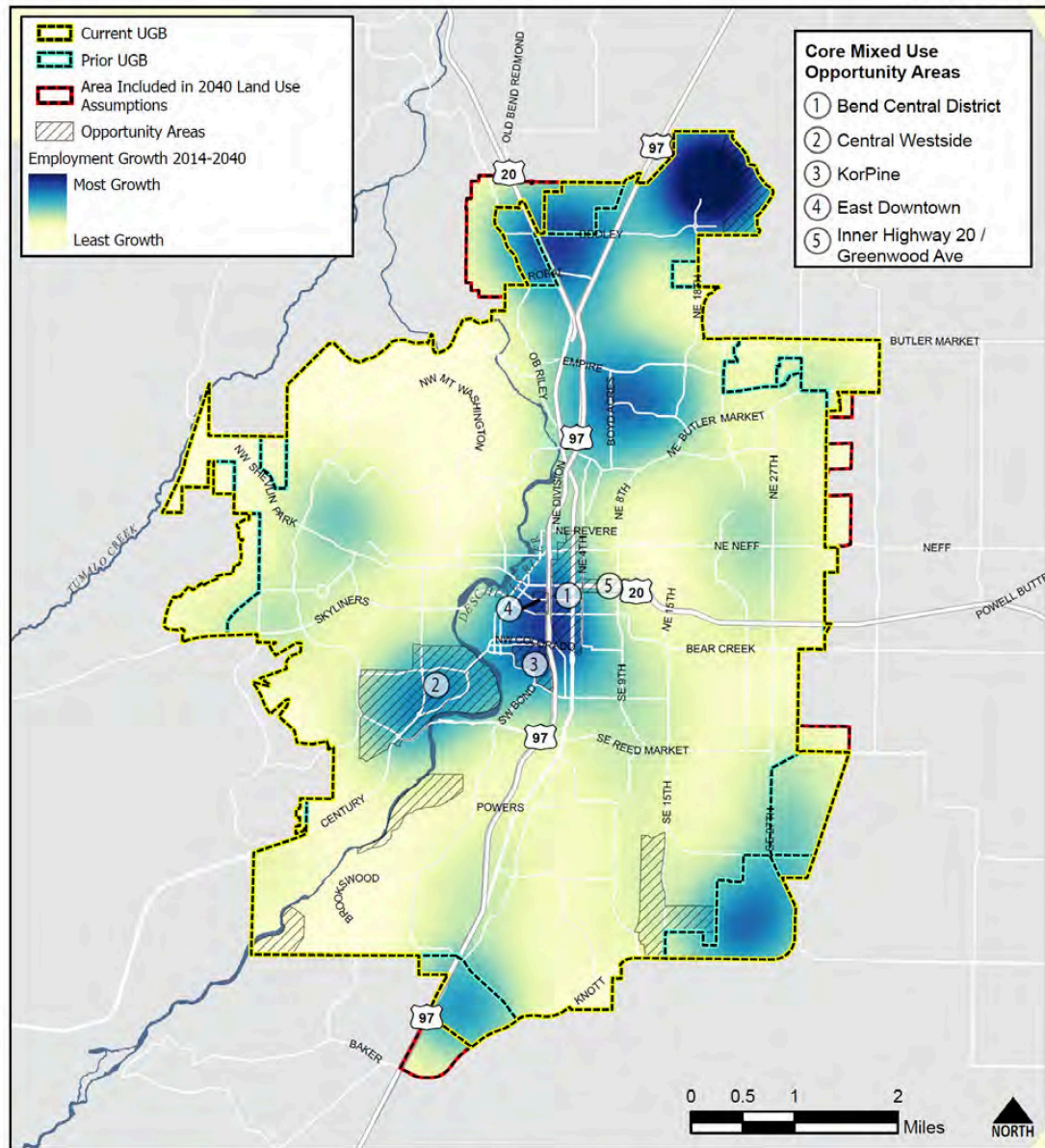


**Figure 3: Heat map of projected employment growth (2014-2040)**

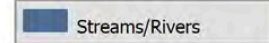
## Land Use Assumptions for Growth through 2040

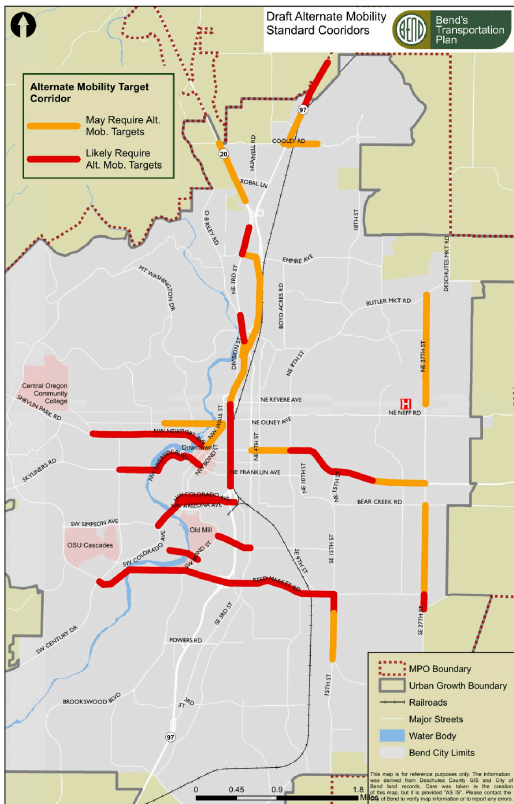
### Employment Growth

Prepared 2/21/2018



**Disclaimer:** This map represents land use assumptions for modeling purposes only. This is not a proposal for specific comprehensive plan designations.





## POLICY DISCUSSION - ALTERNATE MOBILITY STANDARDS



- Multiple roadway corridors may need alternate mobility targets (with Baseline + Foundational projects)
- A potential approach for these locations is:
  - Look for smaller fixes to continue to make headway on improving safety, reliability and mobility in these areas
  - Consider preserving right-of-way for corridors that you may consider widening in the future
  - Establish alternate mobility standards that:
    - Increase the threshold for allowable peak hour congestion
    - Consider average weekday instead of seasonal peak traffic demand conditions (Targets for ODOT facilities)
    - Consider the duration of congestion (i.e., how many hours of congested conditions are acceptable)
    - Consider travel time reliability
    - Consider emergency response needs

### DBBA/City Council Goals

**City Council Goal**

➔

**Downtown Livability (Safety & Hospitality)**  
Goal: To increase safety and hospitality in Downtown Bend

**STRATEGY 1:** Work with stakeholders to increase safety and hospitality in Downtown Bend.

- Action: Continue to work with Downtown building owners and Bend PD to establish trespass documentation
- Action: Explore if DBBA can legally have permission to trespass via ED or privately signed document with building owners
- Action: Strengthen the relationships and communication between various agencies on the street (DBBA, Diamond Parking, Bend PD, Security)
- Action: Explore a Downtown Bend Ambassador Program with key stakeholders

**PUBLIC SAFETY & HEALTH**

Protect and improve health and safety for residents and businesses that addresses the challenges associated with a rapidly growing community

**STRATEGY 1:** Address livability crimes in the downtown area by increasing staffing hours by 15% over the biennium

- Action: Increase patrol staffing hours focused on enforcement of Oregon laws and city ordinances
- Action: Increase details focused on trespassing in partnership with businesses
- Action: Perform focused crime prevention details during night times

**DBBA Goal**

➔

The COB's Goal #3 Public Safety & Health, Strategy #5 states: *"Address livability crimes in the downtown area by increasing staffing hours by 15% over the biennium"*. Downtown livability is also one of our primary goals.

The top two concerns that the DBBA Board of Directors wants to focus on are Downtown transportation and Downtown livability – and we are delighted that the COB's goals for 2019-2021 also reflect these areas.

All three COB action items under Goal #3, Strategy 5, are items that the DBBA can help with – especially Action item #2, *"Increase details focused on trespassing in partnership with businesses."* Sgt. Mike Landolt and myself have already been working on this exact piece diligently over this last year – and I am thrilled to complete that work in collaboration with the City of Bend in the next year or two. In addition, the COB can assist and support the DBBA's action items in regards to Downtown Livability (see full report & DBBA requests attached).

## DBBA 2018/2019 ACCOPLISHMENTS

This last year was very successful for us. Some of our major accomplishments included:

- Increased Fundraising (\$50,053.95 over last year)
  - Two new fundraising events (Celebration Night, Ugly Sweater Pub Crawl)
  - Most profitable Oktoberfest in 14 years
- New branding package including new logos for Downtown Bend

- Professional photographer hired on retainer to provide quality images of the Downtown Bend district.
- Four new websites
  - [www.downtownbend.org](http://www.downtownbend.org)
  - [www.bendoktoberfest.org](http://www.bendoktoberfest.org)
  - [www.bendfirstfridayartwalk.com](http://www.bendfirstfridayartwalk.com)
  - [www.bendcares.com](http://www.bendcares.com)
- Increase followers in all social media platforms
  - Facebook 25,488 to 28,007 (+2,519)
  - Twitter 8553 to 8957 (+404)
  - Instagram 128 to 2800 (+2782)
- COB/DBBA Partnership (Mindy Aisling, Ben Hemson)
  - Pocket Park by Sportsvision
  - Pocket Park by Foundry Church (to be completed this summer)
  - Informative canvassing/ Parking communication, Construction communication
  - Gathering information on how large (class C) events effect business in Downtown, and making changes to reduce negative impacts.
  - Coordination between COB Streets department and DBBA staff to keep leaves cleaned up in DT during the Fall months
  - Creation of the Police Substation in the parking garage
  - Successful merchant meeting with DBBA Members, Bend PD & COB at the Doubletree Hotel
  - Most successful EID Billing to date (collecting 100% of EID funds)
- Exceptional Snow Removal during a record snow year and state of emergency as declared by Gov. Kate Brown.

## **DBBA 2019/2020 GOALS**

See the attached 2019-2020 Goals document that outlines 2-4 specific, measurable goals in 7 different areas of our scope.

## **OUR FUTURE VISION**

We are enthusiastic about the future vision for Downtown Bend. While we are currently in the process of creating our official Vision Plan for Downtown (as outlined on our 2019-2020 Goals document), here are some of the elements that have been discussed for long-range Downtown Bend planning:

- Downtown Bend Ambassador Program
- EID Boundary expansion to Revere to the North, to the 97 underpass on Greenwood, and to The Source building to the West.
- Get Historic Designation for Downtown
- Work with building owners, COB and Deschutes Historical to write grants to restore historic buildings
- Write grants for Downtown beautification, marketing, livability projects, etc.
- Build the "Friends of Downtown Bend Program"
- Develop an app for Downtown, including a business directory and a self-guided historic tour
- To receive the "Kindest Downtown in the Nation" award
- To develop parkades and greenspaces in Downtown
- To develop a Heritage Square in DT
- Connecting DT, The Box Factory and the Old Mill, BCD, with a bike/ped path
- Revitalize our alley ways



- Build a 2<sup>nd</sup> parking garage in DT
- Create a “Holiday Lane” on Minnesota Ave.
- Build covered bike parking
- Install Downtown WiFi
- Overhead ‘Welcome to Downtown’ Sign
- Murals
- Create an intuitive and eco-friendly trash program for DT
- Advocate for Downtown restrooms
- Expand our EID to increase Downtown residents
- Establish banner poles uniformly throughout the district, make sure all banner poles have electricity
- Develop a winter greenery basket program
- Advocate for a full-time City of Bend staff person dedicated to Downtown
- Increased Lighting in Downtown

### **IN CLOSING**

We have two special dates that we’d love to invite you to:

May 19<sup>th</sup> at 2pm for our Community Clean up Day

May 23<sup>rd</sup> at 5:30pm for our Downtown Bend Celebration Night at The Oxford Hotel ballroom.

*Thank you for your time!*