



Downtown Bend Business Association
2019/2020 Goals



The Downtown Bend Business Association (DBBA) mission is to increase the economic vitality by enhancing the experience, image, and lifestyle of Downtown Bend.

Our scope includes: Beautification, Events, Marketing, Advocacy, Communication, Vision & Growth, and Budget & Funding for Downtown growth & development.

Here are our goals in each of these areas for 2019/2020:

Beautification

Goal #1

Use the High Pressure power washer on Downtown sidewalks within the EID April – September (as temps allow). Goal is to do the entire EID, repeat the process on the core of the EID, and then do the entire EID again. So, within the months of acceptable temps, we would do the core of the EID three times, and the outskirts (less trafficked areas) 2 times. If we are able to go above and beyond this goal, we will do so.

Goal #2

Create a list of 'best practices' for business and building owners regarding the care of their storefronts and buildings. Distribute this document, and have it available on our website. Encourage business and building owners to join in our culture of 'Downtown Pride' – working to make Downtown look it's best. Create a way to acknowledge and celebrate the businesses that join that culture (making it more attractive for others to join).

Goal #3

Find community partners, and/or work with the City of Bend to help finance bringing the four Downtown directory units up to an acceptable and usable condition. Sell ad spaces on these units, upkeep them, and create an ongoing revenue source for the DBBA.



Goal #4

Begin the process to reduce/regulate the real estate boxes in Downtown. Goals: Contact the company owner of every box in Downtown, create a relationship with them. Work with COB to write the ordinance and bring to Council.

Events

Goal #1

Create a list of events that we would like to host in Downtown that would have a positive impact on Downtown businesses (Class A and B), and reach out to those event organizers to invite them to use Downtown. Work with them to learn how we can assist in accommodating their needs so that Downtown is a desired place for them to hold their events.



Goal #4

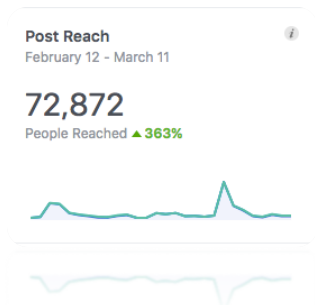
Talk to our attorney about what our liability is as the 'host' of First Friday Art Walk. Work to make Art Walk more 'art focused' and less 'drinking focused'. (Metrics TBD).

Marketing

Goal #1

Increase our social media followers based on the following metrics:

	Current	Goal
Facebook	26,460	42,000
Instagram	1,733	10,500
Twitter	8,867	12,800



Goal #2

Use our 400+ businesses to harness the power of organic growth by sharing with them our branding vision. Provide businesses within our district with our new logos and photographs and educate them in how to re-post and/or create content that matches our branding. Email the business owner and invite them to share the post every time we post about their business. Include a link to that post to make it easy for them to share. Create a widget/html of the DBBA logo and a link back to our website for all Downtown Businesses to install on their websites ("Proud member of Downtown Bend" – or something similar).

Goal #3

Work with Visit Bend to align our marketing. Discover ways to co-brand/cross market with Visit Bend, provide images and data to Visit Bend so they have photos/snippets about Downtown to include in their marketing efforts. (Metrics TBD)

Goal #4

Continue to work with a professional photographer to gain photos of: seasonal images of Downtown Bend, images that use all of the 'places' tags that we created with Wilde & Co, and all Downtown events. Post at least 20 new professional images overlaid with the Downtown Bend logo every month on our social media.

Advocacy

Goal #1

Continue to advocate for Downtown Bend's parking and transportation needs. This includes advocating a parking garage in the CIP, the prioritization of Downtown in the TSP, advocating with the MPO and CTAC, and continuing the work of the DPAC which includes completing the necessary actions to optimize or eliminate all the strategies outlined by Rick Williams in the parking survey. Continue to strengthen our relationship with Commute Options and increase the use of alternative transportation in Downtown Bend.

Goal #2

Design and partner with local organizations to create wayfinding banners & alternative transportation banners. Outside In, CET, and Commute Options have expressed an interest in sponsorship.

Goal #3

Continue to advocate for a safety & hospitality program. Work with the City to increase security in the parking lots. Work with Visit Bend, and possibility other sponsors, on a Downtown Ambassador program. Build a relationship with the police working at the substation.



Communication

Goal #1

Assure that the DBBA Executive Director has enough staff support that she is not overwhelmed, making her easily assessable by email, phone and in-person. Mindy makes an effort to be 'on-the-street' and connecting with businesses in person. Metric will be analyzed by COB survey or DBBA survey at the end of the year, re: DBBA services.



Goal #2

To have the DBBA Executive Director integrates more deeply with community – Attends City Council meetings (as appropriate), Chamber, City Club, BEDAB, EDCO (etc.).

Goal #3

Complete a full inventory of all business and building owners, including all contact data. DBBA staff to contact every person (who the DBBA currently does not have a relationship with) on that list both in writing AND by phone or in-person.

Vision & Growth

Goal #1

Develop Vision Plan & Strategic Plan for the DBBA. Post on website, make available to all stakeholders, local groups, City Council, etc.

Goal #2

Develop and enhance the Holiday decorations and 'theme' in Downtown Bend. Purchase sustainable decorations. Focus more on winter decorations (vs. "Christmas decorations), find ways to make Downtown brighter in dark months, connect with community groups to bring more singing and street performers to the streets during the Holidays, work with the COB and Bend Leadership to build the holiday lane concept on Minnesota Ave. Pilot a winter flower basket program.



Goal #3

Grow the Bend Cares program & redefine the DBBA's Livability Committee. Growth for Bend Cares includes new posters for stores & in Downtown directory kiosks, a new Bend Cares Business program, new informational cards for businesses and a social media outreach plan. Refining the DBBA's Livability Committee includes creating a mission statement and purpose for this committee, identifying stakeholders and reaching out to them with an invitation, and establishing goals and metrics for 2019/2020. (*Note – this committee could possibly be done in collaboration with COB, re goal #3, strategy 5.)

Funding & Budget

Goal #1

Analyze the banner program and adjust prices. Develop a sales program for the banners with a goal to keep the banners at 75% full year-around.

Goal #2

Add savings to the 19/20 budget and work towards saving 2 months of operating expenses.

Goal #3

Create equity in our fundraisers so that no fundraiser is more than 20% of our total budget. If we can't get to this goal in a single year, at least show progress towards this goal over previous year's numbers.

Goal #4

Add an additional fundraising event (80's dance night?) within the next fiscal year