



DOWNTOWN BEND BUSINESS ASSOCIATION  
DBBA Office, 916 Wall Street, 2<sup>nd</sup> Floor,

**Downtown Bend  
Business Association**  
Post Office Box 731  
Bend, Oregon 97709  
(541) 788-3628  
DowntownBend.org

Bend City Council  
710 NW Wall Street  
Bend, OR 97701

Dear City Council,

**2017-2018 Board**

JENNIFER STEIGMAN  
Faveur Boutique  
*President*

SARAH JORDAN  
Looney Bean Coffee  
*Vice-President*

SAMUEL JOHNSON  
Oxford Hotel  
*Treasurer*

RAY SOLLEY  
Tower Theatre  
*Director*

RYAN SMITH  
Goody's  
*Director*

PACKY DEENIHAN  
Bend Brewing Company  
*Director*

RICK WRIGHT  
916 NW Wall Owner  
*Director*

LAUREN KELLING  
Oregon Body & Bath  
*Director*

**Ex-Officios**

CHRIS PIPER  
Bend City Councilor

BEN HEMSON  
City of Bend

**Staff**

MINDY AISLING  
*Executive Director*

BARBARA SIMMS  
*Administrative*

RYAN CURRENCE  
*Operations Manager*

This past month Bend saw record snowfall, the National Weather Service issued a winter storm warning, and Governor Kate Brown declared a state of emergency.

The DBBA used two snow blowers, an ATV with a snowplow, and a staff of 7 working around the clock to keep sidewalks and ADA accessibility clear in the Downtown EID. We tracked the weather and winter storm warning, and we were ready to begin our snow removal immediately after the snow began to fall. We continued our efforts throughout the storm, and we were proud to report that our Bend citizens were always able to use Downtown Bend sidewalks.

We did find, however, that business owners, building owners, customers, and employees experienced problems in Downtown Bend due to snow management that was outside of our scope. These problems took place in streets, street parking spaces, the Mirror Pond parking lots, and the parking garage.

One of the interesting things about Downtown Bend is that it competes with other shopping districts for local and tourist dollars, but unlike other shopping districts, it is public as opposed to private. This distinction means that we rely on the City to care for Downtown at a standard that allows us to remain competitive with other shopping districts. With almost 400 businesses and 4,000 employees, Downtown Bend remains one of the largest employers in Bend, representing a significant tax base and revenue generator in our city.

Unlike other Bend public shopping districts (for example, The Old Mill District or Cascade Village Shopping Center) Downtown Bend business and building owners must rely on the City to keep public facilities, such as parking lots, alleyways, and street access, clean, safe and accessible so that vendors and customers can reach their businesses. These public resources are vital to the success of Downtown Bend business and building owners.

We asked our members to share the economic impact that the recent winter storm had on their businesses. Although we don't expect the City to be able to handle all the problems during a storm, we do expect to be able to resume normal commerce shortly after. As such, we gathered two weeks of data beginning 48 hours *after* the storm.

*Promoting the economic vitality by enhancing the experience,  
image, and lifestyle of Downtown Bend*



DOWNTOWN BEND BUSINESS ASSOCIATION  
DBBA Office, 916 Wall Street, 2<sup>nd</sup> Floor,

**Downtown Bend  
Business Association**  
Post Office Box 731  
Bend, Oregon 97709  
(541) 788-3628  
DowntownBend.org

**2017-2018 Board**

JENNIFER STEIGMAN  
Faveur Boutique  
President

SARAH JORDAN  
Looney Bean Coffee  
Vice-President

SAMUEL JOHNSON  
Oxford Hotel  
Treasurer

RAY SOLLEY  
Tower Theatre  
Director

RYAN SMITH  
Goody's  
Director

PACKY DEENIHAN  
Bend Brewing Company  
Director

RICK WRIGHT  
916 NW Wall Owner  
Director

LAUREN KELLING  
Oregon Body & Bath  
Director

**Ex-Officios**

CHRIS PIPER  
Bend City Councilor

BEN HEMSON  
City of Bend

**Staff**

MINDY AISLING  
Executive Director

BARBARA SIMMS  
Administrative

RYAN CURRENCE  
Operations Manager

Here is what our businesses reported in the time period from 48 hours after the storm (Friday, March 1<sup>st</sup>) to two weeks later (Friday March 15<sup>th</sup>):

- 12 businesses shared their revenue loss in dollars, which ranged from \$1,500 to \$20,000, with an average loss of \$7,387.
- 24 businesses shared their revenue loss as a percent, which ranged from 5% to 90% with an average loss of 43.8%.

Our members reported that the two largest contributors to the loss of sales were:

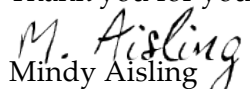
1. Lack of parking in Downtown due to snow
2. Dangerous road conditions within the Downtown EID

We request that the COB Streets Department and the COB Economic Development Department work closely with the DBBA to create a snow management plan for the Downtown EID before next winter. We believe that having all three of these stakeholders sign off on a Downtown Snow Management plan will ensure that the plan is comprehensive and achievable. Having this plan will provide clear expectations which we can share with our business owners, helping them respond to winter storms successfully. This response, in turn, will reduce the negative economic impact on the Downtown Bend EID.

Project for Public Places sites 4 qualities that make a public space successful: "*It should be **accessible**, it should be **comfortable** and have a good image, people should be able to engage in an array of **activities**, and, it should be **sociable**."* The DBBA cannot meet these success metrics alone. We depend on the City of Bend's dedication to their public facilities to enable the success of not only our 4,000+ members, but also to ensure that Downtown Bend public spaces remain a flourishing asset to our Bend community.

I've provided supplemental documents that include survey data and photos. If you have any questions, please don't hesitate to contact me.

Thank you for your time,

  
Mindy Aisling  
Executive Director