

**City Council Goal Input Form
Community Organizations**



CITY OF BEND

Please complete and return this form to christie@bendoregon.gov no later than January 11 to provide information and/or context for Council's upcoming goal setting process in early February.

Organization Name: Downtown Bend Business Association (DBBA)

- Completed by: Mindy Aisling, Executive Director
- Contact email: downtownbend@gmail.com

Organization's Mission:

To increase the economic vitality by enhancing the experience, image, and lifestyle of Downtown Bend.

Organization's Goals: *Please attach materials or provide a website if available.*

- To maintain a commercial space occupancy rate of 95% or higher
- To keep Downtown Bend safe, clean, and continually invest in its beautification
- To create a vibrant, contemporary environment unique to our Downtown's history - ensuring our residents and visitors experience memorable moments when they visit Downtown
- To advocate for, assist, and educate Downtown Bend business owners, building owners, and employees in doing business in Downtown
- To provide branding and marketing to keep Downtown Bend thriving and top of mind to residents and visitors alike
- To create the vision for the future of Downtown Bend, advocating and collaborating with the City of Bend and other organization to bring this vision to fruition.

What is the biggest problem your organization believes the city should address?

1. Parking and Transportation
2. Security and Hospitality
3. Future Planning and Budgeting

If we solved this problem, what would the outcome look like? Paint a vision.

1. Easy connections through town, established protected bike lanes, across town bus routes, increased walkability in Downtown and surrounding neighborhoods, increased

connections between Downtown, the Box Factory and The Old Mill, and additional bike & car parking in Downtown Bend.

2. Continuing to fund extra policing and additional security in Downtown (like last year's successful pilot program), establishing a new Downtown Ambassador Program (to be proposed by DBBA)
3. Establishing Capital Improvement and Repair and Maintenance Plans that reflect the large infrastructure needs for downtown. This could include, but is not limited to:
 - Upkeep on the current parking garage
 - Development of a new parking garage
 - Upkeep on Downtown benches, trash cans, kiosks, and establishing electricity to all banner poles
 - Replacing the signal at Bond and Oregon when it goes out
 - Tree maintenance (as well as removal and replanting when needed)
 - Deep cleaning of alley ways on a regular schedule
 - Downtown bathrooms
 - Increased lighting in Downtown
 - A designated event space (Heritage Square)

A City well-kept increases livability, visit-ability and perception of safety as well as retaining the value of our assets.

If you know of suggested plans or objectives to achieve this change, please describe.

1. This is mostly outside of the DBBA scope, and we would refer to the Citywide Transportation Advisory Committee (CTAC) for plans and objectives
2. See attached preview of the DBBA Security and Ambassador proposal
3. City Capital Improvement Plans (CIPs) should reflect the needs of downtown businesses and visitors, including a plan to develop a future parking garage and potentially a dedicated community event or gathering space

Describe practical steps to measure progress toward the goal.

1. The Transportation System Plan should acknowledge Downtown Bend's location as a centrally located transportation hub for all modes of travel
2. The DBBA's Security/Ambassador proposal will outline goals and metrics
3. An adopted CIP for downtown parking and other infrastructure would provide measurable steps and methods of monitoring progress

Please let us know if you plan to attend the meeting on January 16 from 3-7 p.m. and present this information to the City Council. Yes No