



## **ECONOMIC IMPACT OF THE BEND VISION PROJECT**

Per the request of Deschutes County staff, Envision Bend is providing a broad overview of the economic impact of the Bend Vision Project on Deschutes County. We are providing this information at a very high level but have referenced a few resources and shared links to detailed reports that offer more analysis of economic impact data relevant to this community-wide initiative.

### **Project Outcome: Community Vision Statement & First Five-Year Action Plan**

Envision Bend is gathering community input and data in a variety of ways to create the community vision statement and action plan. From the input and data already collected for this project we know that at least one of roughly five or six focus/priority areas in the vision statement will focus specifically on the economy, jobs and economic development. The first five-year action plan that will accompany the vision statement will include strategies, projects and programs for this economic focus area that the community would like to see in our future.

In fact, the economy likely will serve as a cross-cutting theme throughout the other focus areas of the vision since it interacts and impacts other priority areas, and therefore must be addressed in conjunction with those topics (e.g. transportation system, affordable housing, homelessness, etc.) Many of the other focus areas in the Action Plan will have ties to the economy and to sustainable growth, including ideas and efforts to make the greater Bend area a more resilient and healthy place to live, which has positive economic impacts on the region. There also likely will be a focus area that incorporates education and innovation that addresses emerging sectors of the economy, as well as environment/recreation which plays a huge role in the economy in our county.

### **Impact of 2005/06 Vision Project**

These vision projects have a strong history of having positive economic impacts on the region. Many of the ideas and projects identified in the last vision project undertaken for Bend back in 2005/06 came to fruition through the efforts of many community partners, resulting in tremendously positive economic impacts on both the city and county. Some examples of ideas and projects put forward in the last visioning plan that were realized include the development of a four-year university campus; creation of a regional transit system; targeted industry development to diversify the economy; creation of locally beneficial tourism activities; and creating new links between higher education, innovation and enterprise through the OSU-Cascades' Innovation Co-Lab.

This goes to show that timely visioning is needed to identify the next set of community priorities to keep a thriving and sustainable economy moving forward.

### **Economic Development Partnerships & Support**

Envision Bend has lined up strong support from a very diverse group of entities for the Bend Vision Project because they all believe that this kind of planning and consensus building will help our community thrive as a vibrant place for people to live, work, shop and play. It should be noted that several entities that are drivers of the Central Oregon economy signed up to be key partners for this project. They include the Bend Chamber of Commerce; EDCO; St. Charles Health System & Foundation; and Central Oregon Intergovernmental Council (COIC). These organizations see the direct benefit of having an up-to-date community vision that can both support and guide their own initiatives and strategic planning work for the future.

### **Intertwined Economic Impacts**

Economic impacts are naturally intertwined with other factors such as community amenities, educational opportunities, housing affordability and other quality of life factors. The purpose of the vision project is to plan for the future of our community so that we can protect and improve the quality of life for Bend and Deschutes County residents. We expect that many of the topics that are intertwined with the economy will become key parts of the vision statement and action plan as well.

One specific example of such topics is housing affordability. If low- and moderate- income households cannot afford to live in our region, we cannot attract or retain the workforce that drives our economy. This is why the Bend Chamber of Commerce recently decided to take on the issue of middle-market housing affordability as their number one priority for our region. These and other topics ranging from transportation, community infrastructure, workforce development, and more, will be part of the community conversation to envision our future.

### **Summary**

Central Oregon is one of the fastest growing populations in the nation. It also has some of the fastest job growth in the US, as well as an economy that continues to expand and diversify. It's vital that our community come together now, through the Bend Vision Project, to define the economic future we want for our community, and then drive toward that future.

### **ADDITIONAL RESOURCES:**

The Economic Impact of Travel in Oregon (attached)

[2021 Central Oregon Economic Profile](#) by EDCO

[https://edcoinfo.com/wp-content/uploads/2021/02/2021-Central-Oregon-Profile\\_-020421.pdf](https://edcoinfo.com/wp-content/uploads/2021/02/2021-Central-Oregon-Profile_-020421.pdf)

Bend Vision Project Key Partner List (attached)

[The Economic Value of COCC](#)

<https://www.cocc.edu/departments/institutional-effectiveness/more-facts/files/emsi-cocc-executive-summary-2020.pdf>

# THE ECONOMIC IMPACT OF TRAVEL IN OREGON, 2021 (preliminary)

In 2021, the Oregon travel economy recovered much of what was lost in 2020. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. Based on the U.S. Travel estimated impacts, Oregon is faring better than the U.S. recovering to 85% of 2019 travel spend compared to 78% for the U.S. (U.S. Travel).

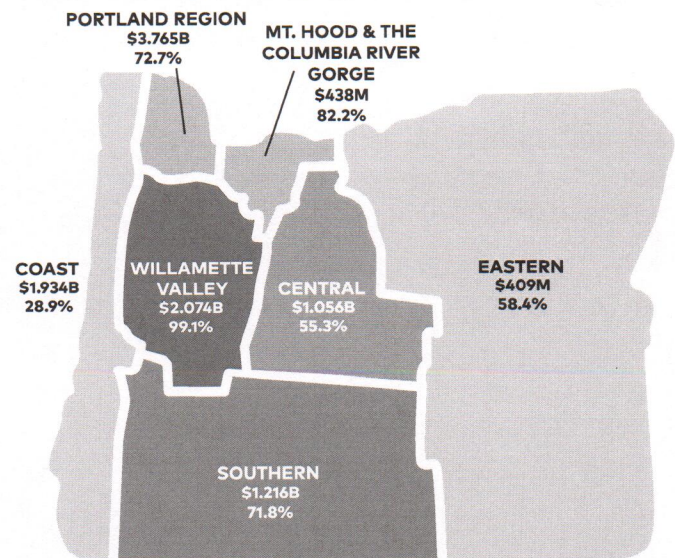
## Key Takeaways

- 64.8% Increase in Travel Spending**  
 Travel spending in Oregon increased 64.8% from \$6.6 billion in 2020 to \$10.9 billion in 2021.
- 6,900 Jobs Gained**  
 Direct travel-generated employment experienced a gain of approximately 6,900 jobs, a 7.3% increase in travel-generated employment compared to 2020.
- 13.2% Growth in Travel Earnings**  
 Direct travel-generated earnings experienced a gain of \$408 million, a 13.2% increase compared to 2020.
- 25.2% Increase in Tax Revenue**  
 Tax receipts generated by travel spending are up 25.2% compared to 2020. State and local taxes both experienced a strong recovery in 2021, growing 41.2% and 26.5% respectively.
- Residents of Oregon accounted for 38% of visitor spending in Oregon in 2021.**  
 U.S. residents of states other than Oregon accounted for approximately 60% while international visitors accounted for 2% of travel spending in the state.

Out-of-State visitors were approximately 64% of travel spending prior to the COVID-19 pandemic. In 2020 this share dropped to 42%.

- The largest region in terms of travel impacts is the Portland Region.**  
 In 2021 travel spending was \$3.8 billion, contributing 35% of the state total. Prior to 2020 the Portland Region accounted for 44% of travel spending in the state.

## Tourism Regions Direct Spending in 2021 and % Change Compared to 2020



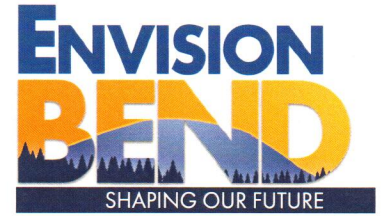
Access the executive summary and full report at: [industry.traveloregon.com/2021EcImpactReport](https://industry.traveloregon.com/2021EcImpactReport)

These preliminary estimates for Oregon are subject to revision as more complete source data become available.



GREATER BEND AREA COMMUNITY VISIONING PROJECT

# KEY PARTNERS



Our Bend Vision Project Partners are key organizations that broadly serve the greater Bend area. They publicly support the importance of a shared community vision and work with us on communications and engagement throughout the project.

- Bend Bulletin
- Bend Chamber
- Bend LaPine School District
- Bend Police Department
- City Club of Central Oregon
- Central Oregon Council on Aging
- Central Oregon Disability Support Network
- CO Intergovernmental Council (COIC)

- Deschutes County
- Deschutes County Libraries
- Economic Development of C.O. (EDCO)
- Environmental Center
- High Desert Food and Farm Alliance
- Latino Community Association
- Neighborhood Leadership Alliance
- NeighborImpact
- St. Charles Health System & Foundation

