

BEND Chamber ANNUAL REPORT

2020 A YEAR OF RESILIENCE



Membership

The essence of our great business community — businesses helping one another.

PAGE 8

Advocacy

Working with local organizations and state officials to support local businesses in crisis.

PAGE 10

Resources

At the onset of the pandemic, the Chamber pivoted to assess the most urgent member needs.

PAGE 13

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BEND Chamber

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Membership

Without our members, investors, and supporters, we would not be able to do the work we do.

8

VISION

The Bend Chamber's vision is to catalyze an environment where businesses, their employees and our community thrive.

Connections

Connections build business, solve problems, and take advantage of opportunities that require collaboration to achieve.

9

Advocacy

Raising Bend and Central Oregon's business voice over the Cascades and to the legislature's door.

10

Resources

Providing valuable and relevant resources to our members to help them succeed is another pillar of support from the Chamber.

13

Leadership & BendNEXT

Leadership development is business and community succession planning.

16

We also provide resources such as high-quality, affordable health insurance and work to strengthen our community's leadership and workforce pipeline.

*A special thank you
to Scott Wallace
for serving as Chairman
of the Bend Chamber
in 2020!*



CHAIRMAN SCOTT WALLACE
AND CEO KATY BROOKS



Dear Bend Businesses,

This has been a year of uncertainty, hardship and resilience. COVID-19 has not only changed how we do business, but is determining what businesses survive and ultimately grow beyond the pandemic and recession. The Bend Chamber is here to help you endure and come out the other side stronger.

When things changed for all of us this year, the Chamber stopped, re-assessed what businesses and their employees needed and set about doing things that would be of use during the pandemic.

Some of the initiatives we executed on to help Bend businesses and our region's economy were:

- **CentralOregonSOS.com** — a resource for businesses and employees to get live links to financial assistance and information
- **Impact Webinars** — information about funding, live interaction with federal, state and local leaders, updates on COVID regulations, and more
- **Boost Up Bend Fund** — distributed \$90,000 to Bend businesses for purchasing personal protective equipment (PPE) and covering costs of re-opening under COVID guidelines after the "Stay Home/Save Lives" order
- **Bend Resiliency Grants** — distributed \$1.25 Million in federal CARES Act funding from the City of Bend and Deschutes County to businesses in need
- **Distributed Free PPE** — hand sanitizer, masks, shields and gloves
- **Leadership Programs** — provided hybrid events bringing us together safely to connect, learn and grow
- **Helped Launch SOSBend.com** — a web-based market connecting individuals with local businesses to purchase goods and services online
- **Advocacy** — participated in state and regional economic development work groups to identify funding needs, disseminate information and assist with economic recovery
- **Childcare During COVID** — worked with the state and regional partners to identify funding and provide input on state pandemic guidelines
- **Bend's Transportation Bond** — co-chaired Measure 9-135 to improve roadways and increase safety in Bend

In 2021, the Bend Chamber will continue to work on issues that help Bend businesses become healthy again. Affordable housing, advocating for financial assistance and preventing increased business tax burden during recovery. We will work for childcare services as workers return, reducing unemployment and continuing to build resilient leaders with the collaborative spirit that has made Bend the best place to do business in the country. And we'll do it together with our partners and with you, the businesses and leaders of our community.

Be well, stay connected and let us know if you need help. We will be here for you.

Katy Brooks

BEND CHAMBER CEO

2020 Special Contributors

Thank you for your dedication to our Bend business community!



Contact Lila Owen
Bend Chamber
Investor Relations Manager
lila@bendchamber.org

Your partnership allows Bend Chamber to make significant strides in the area of leadership development, talent development and building a solid workforce pipeline.



Bend Chamber Members,

To say 2020 has been challenging would be the understatement of the decade. Bend businesses have simultaneously endured the COVID-19 pandemic, recession, traffic jams, public demonstrations, school closures, drought, wildfires, new taxes, and an election that has strained relationships and the very fabric of our democracy. What does the future hold and what can we do to persevere?

I am a glass half-full guy and an advocate for focusing on things within our control that benefit our people and the business community, increase our resiliency and position us to come out stronger on the other side.

In early 2020 the Bend Chamber took stock of what was needed and set about doing many things the Chamber had never done before and in the spirit of helping Bend businesses, our community, and the regional economy. Noteworthy tasks included live “Impact Webinars” with federal, state, and local leaders to disseminate information on COVID-19 regulations and funding; launching two websites (CentralOregonSOS.com and SOSBend.com) with links to financial assistance and web-based connections for folks to buy goods and services online; Boost Up Bend Fund (\$90K) distribution for PPE and re-opening following the Governor’s “Stay Home/Stay Safe” order; distribution of \$1.25M in Federal CARES Act funding through Bend Resiliency Grants; and successfully co-chairing Measure 9-135 that will provide \$195M in transportation bonds to improve connectivity and safety within our city.

On top of all that, in 2021 the Bend Chamber will continue our work on affordable housing, childcare services, workforce training, leadership development, connecting people through old and new technology, advocating for financial assistance, and fighting against increased business taxes.

Thank you for being a part of the Bend Chamber. Stay safe, connected, and resilient. Together, we will persevere.

Best regards,

Scott Wallace

CHAIRMAN 2020 BEND CHAMBER BOARD OF DIRECTORS

COMMUNITY Partners

We're in this together. The Bend Chamber board and staff understand how challenging the times are for your business, your employees and your family. We want to thank you for supporting the Chamber and Bend's business community during the past year. As you have undoubtedly had to pivot and address many unfore-

seen challenges as a result of the COVID-19 pandemic, the Bend Chamber has, too. We shifted gears fairly quickly after the announcement from the Governor's office that we were “sheltering in place” and established ourselves as the hub for information, funding, and important personal protection equipment (PPE).



Advocacy

The Bend Chamber businesses increased awareness in Salem this year of our region's economic impact to the state. We worked with legislators and state administration on more than 33 bills to ensure the business perspective on new laws was fully accounted for.



Child Care

Working with a team of partners, the Chamber initiated a pilot project to provide quality child care throughout the region. In response to the COVID crisis, we worked with state and regional partners to identify funding and provide input on state pandemic guidelines.



Health Insurance

The Bend Chamber health insurance pool provided low-cost, high-quality insurance to more than 15,000 people this year.



Traffic & Livability

The Chamber played an intricate role in developing support for Bend's Transportation Bond. A multi-year project which broad community support, Measure 9-135 was a key priority for Chamber leadership in 2020 and was successfully passed on November 3, 2020.



BendNEXT: Leadership Bend & YP

BendNEXT focuses on strengthening the entire continuum of workforce development, community/civic leadership and employee education and retention options. Leadership Bend is now in its twenty-eighth year and has graduated more than 525 participants. Bend YP is designed for those aged 21 – 40 who are looking to launch or develop their careers.



Membership

Thank you members and returning members, one and all!

This year has been unprecedented in terms of the challenges our members have faced: financial, staffing, implementing health safety guidelines, pivoting processes and more. A sincere and heartfelt “thank you” to all of our members who were able to renew their membership and continue to support the work we do on behalf of the business community. Some were not able to renew and that is very understand-

able. We were touched by the messages of support and the commitment to return as members when financial situations improve. We were also moved by the generosity of member businesses who contributed to a fund to help other businesses maintain their memberships. **That's the essence of our great business community — businesses helping one another.**

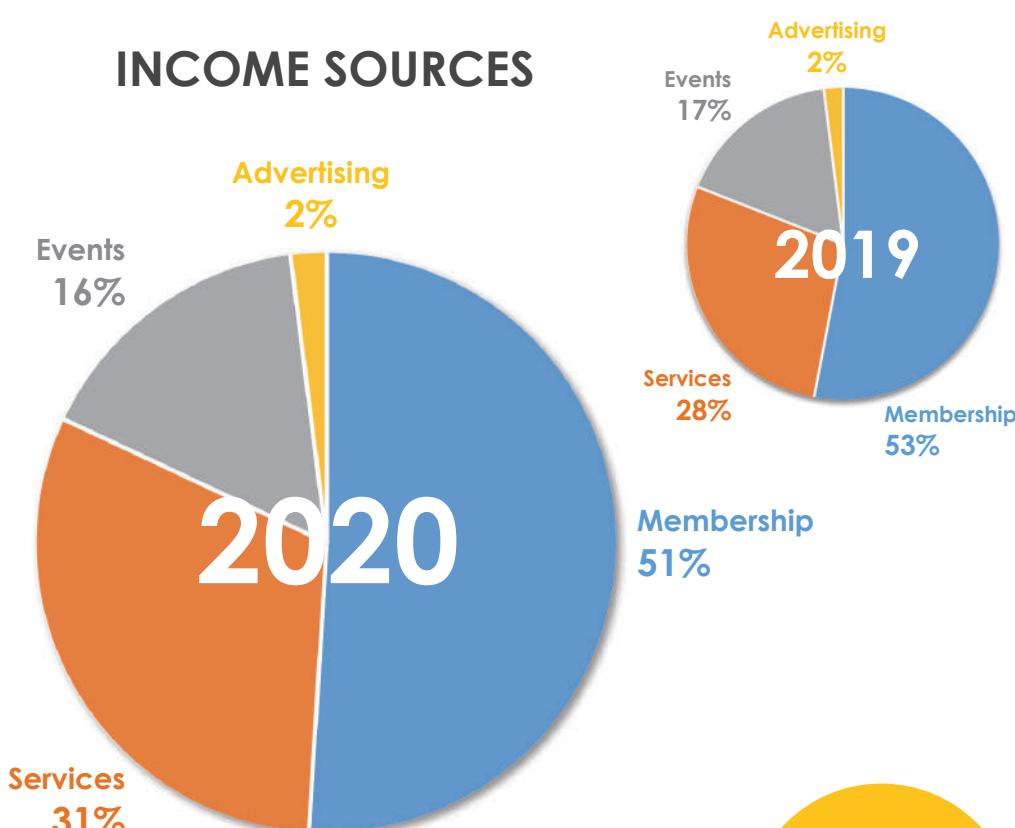
1,646

Total Active Business Members

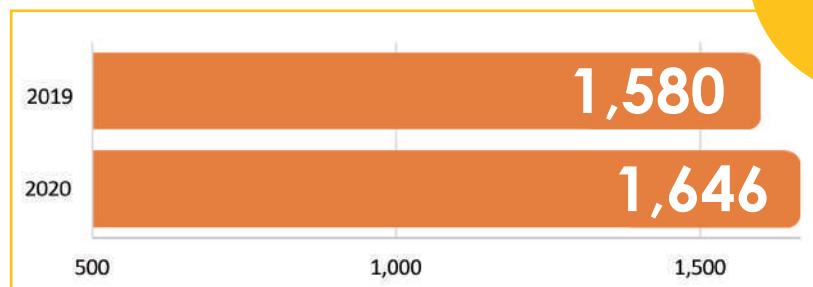
422

Businesses (26% of total membership)
Active Members for 10+ Years

INCOME SOURCES



ACTIVE MEMBERS — 12 MO. PERIOD*



4%
Increase



Connections

Connections build business, solve problems and take advantage of opportunities that require collaboration.

With a rapidly changing situation around our Governor's emergency orders and other issues related to public health and economic impacts of the COVID-19 virus, the Chamber developed a weekly webinar series designed to connect with members, delivering to-the-

moment information directly from experts and decision makers. This included presentations from the Governor's office, OHA, BOLI, our US Senators, our regional economist, experts in employment law and more.

Convener

One of the most important assets of the Bend Chamber of Commerce is our role as a convener to solve complex issues and accelerate opportunities by setting the table with Bend and our region's partners, leadership, businesses and experts.

Connector

We are also here to make connections between businesses, partners and community organizations that help grow business, develop our workforce and community leaders.

Gather & Learn

We create events with meaning. Chamber events are geared toward sharing information, connecting people and celebrating the success of our peers.

1

2

3

EVENTS — LIVE & VIRTUAL

What's Brewing
Women of the Year Awards
Impact Webinars
State of the County
State of the City
Impact Conference
► Economic Impact
► Real Estate Impact
SAGE: Stories of Resilience
YP Summit, DevLabs & Socials

CONVENER

Child Care Task Force
Transportation
Affordable Housing

17

Impact Webinars

6,755

Registrations for Live Webinars

5,000+

Recorded Webinar Views



Advocacy

Cultivating relationships to elevate the collective voices of Central Oregon businesses.

2020 Was Anything But Ordinary...

The annual legislative session in Salem was anything but ordinary this year, as lawmakers gathered for the 35-day short session lasting from February through mid-March. While the short session is traditionally for approving budget requests for the biennial budget, this session saw upwards of 250 bill concepts introduced. The majority of the bills introduced and debated are bipartisan in nature, however this session those policy issues took a backseat to climate change proposals from Democratic leadership.

From the start of the session, Democratic leadership in both Chambers made it clear that passing a version of a Cap and Trade bill was their highest priority. Similarly, Republican leaders made it clear that opposing such a bill was their highest priority. That tension simmered for the initial few weeks of session until the business of the legislature came to a halt when Republicans walked out of the building.

Just days later the Governor issued the first Executive Order to address the COVID-19 pandemic, and the focus turned from traditional politics to understanding the implications of COVID on our businesses and our communities. The Bend Chamber also shifted gears and began to actively advocate for policies at all levels of government to help businesses reeling from the crisis.

Supporting Local Businesses in Crisis

In the early days of the pandemic, the Chamber weighed in with the Joint Special Committee on Coronavirus Response to support enhanced unemployment insurance, delay of the Corporate Activities Tax (CAT), delay income tax filings to match the Federal tax filing date, address housing and food insecurity, and support small businesses via grants, no/low interest loans to allow employers flexibility for payroll and health insurance continuity. While action was taken on many of the key issues, the CAT remains in place with some minor modifications.

The Chamber also partnered with the City of Bend, NeighborImpact, United Way of Deschutes County and other local government entities to urge the Governor to release federal Coronavirus Relief Act funds for direct allocations and grants. Ultimately that advocacy became the basis of the Bend Business Resiliency Fund and over \$1 million of direct grants to local businesses impacted by the pandemic.

Ultimately, the Chamber authored over a dozen letters to state and local leaders to advocate for local businesses as sectors of the economy began to reopen. Support for local initiatives such as expanded outdoor seating options for restaurants, modifications to sidewalk usage and temporary street closures was a key advocacy strategy. For many these changes have meant the difference between staying open or permanently shutting their doors.

33

Total Bills Monitored

6

Bills Supported

1

Bill Opposed

2020 Legislative Priorities Prior to COVID



City did receive funding during a special session to invest in a warming shelter.

Investments in the Outdoor Product Industry — Bend, like many other areas in the state, has dozens of new outdoor companies in early stage development. Financial support for start-ups in early stage outdoor product manufacturing companies is key to long term success.

Support for Women and Minority Owned Businesses — The “make or break moment” in an early stage business is access to capital, and that issue is underscored for historically underserved communities including women and minority owned businesses. Access to targeted grant programs can help provide financial security and sustainability.

Funding for the OSU-Cascades Student Success Center — \$12.9 million for the construction of a new building on the OSU-Cascades campus to house a variety of programs to help students graduate ready for the workforce, including career counseling, internship coordination, financial aid counseling, veterans services and other important student services.

Corporate Activity Tax Implementation — The Chamber has been a loud voice in the chorus of business groups requesting a delay in CAT implementation due to concerns with implementation and other uncertainties. Minor modifications were approved to the payment schedules, but the tax remains in place.

While many of these initiatives enjoyed bipartisan support and were on the track to passage, they were derailed when the session abruptly ended and funding was reallocated to dealing with the COVID pandemic and the state budget shortfall. Looking to 2021, resources are slim but the issues remain a priority.

2020 ADVOCACY COUNCIL

MINDY AISLING
DOWNTOWN BEND BUSINESS ASSOCIATION

KATY BROOKS
BEND CHAMBER

MATT CHANCELLOR
PACIFIC POWER CORP

GARRETT CHROSTEK
BRYANT, LOVLIEN AND JARVIS

SCOTT DOUGLASS
CASCADE RELAYS

KARNA GUSTAFSON
CENTRAL OREGON BUILDERS ASSOCIATION

ANDY HIGH
THOMPSON PUMP AND IRRIGATION

KEN KATZAROFF
SCHWABE, WILLIAMSON & WYATT

MICHAEL LALONDE
DESCHUTES BREWERY

VIC MARTINEZ
PAYNEWEST INSURANCE

DON MYLL
ECONOMIC DEVELOPMENT FOR CENTRAL OREGON

TYLER NEESE
COAR

HUNTER NEUBAUER
OREGROWN

HEATHER SIMMONS
PACIFICSOURCE

CALEB TROWBRIDGE
WEBFOOT PAINTING

JACKIE WESTOVER
UMPQUA BANK



Advocacy

POLITICS IS ALL LOCAL

While much of the work of the Chamber Advocacy Council is focused on state level policies, the Chamber has been increasingly active in supporting local initiatives with the Bend City Council and the Deschutes County Commission.

In addition to the collaborative work with the City and the County on the region's COVID response and re-opening plans, the Chamber has been particularly active in advocating for policy changes to increase the supply of affordable and attainable housing, and ease transportation congestion.

Affordable Housing — Despite the challenges presented by COVID, there has been significant progress to address the current housing crisis. Via representation on the Affordable Housing Sub-Committee, the Chamber has supported a number of initiatives aimed at creating more housing options that are affordable by de-

sign such as ADUs, zero lot lines and duplexes among others. Progress towards the City's goal of 3,000 new housing units by 2021 is moving forward with success.

A key component of the long-term strategy to address housing, particularly workforce housing, is development of the Central District along Third Street, also known as the CORE area. The Chamber vocally supported a tax increment financing plan to kick start the project and provide working capital to develop the district with a mix of residential housing and commercial development.

Transportation — Initiatives to support transportation and infrastructure projects which alleviate traffic congestion and plan for future growth has been a focus for 2020. The Chamber played an intricate role in developing support for the Transportation Bond, initially placed on the May 2020 ballot and later moved to the November 2020 ballot. A multi-year project with broad community support, Measure 9-135 was a key priority for Chamber leadership in 2020 and was successfully passed by voters on November 3rd.

LOOKING FORWARD

The challenges presented to the community and businesses in 2020 were almost unbelievable and it is difficult to predict how 2021 will fare. However, the Bend Chamber continues to invest in a strong advocacy program to elevate the voices and issues of the local business community at all levels of government.

On the local level, 2021 will welcome a new City Council and a continued focus on recovery and resilience in the wake of COVID. Affordable housing, access to quality childcare, transportation and mobility, and diversity, equity and inclusion initiatives will remain at the top of the Chamber's agenda. The legislature will



convene for a long session wherein they will be tasked with balancing the current budget and creating a new budget for the next biennium in the wake of massive shortfalls. New taxes are likely to be on the agenda, and the Chamber will continue to advocate for a pragmatic and collaborative approach with leaders in Salem.

Your engagement is a key component to the Chamber's ability to successfully advocate for Bend businesses and we welcome your participation.



Resources

Providing valuable and relevant resources to our members to help them succeed is another pillar of support.

1

Health Care

Finding affordable and high quality health care can be challenging for small businesses. That was the impetus for the creation of the Bend Chamber Association Health Plan a decade ago. Since then, the plan has grown to be one of the largest groups supported by PacificSource Health Plans and continues to be a great resource for small businesses to leverage in order to attract and retain top talent.

We continually look for innovative products and value-added services to ensure customer satisfaction. As a result, we introduced a customized one-stop resource for participating health plan member organizations. A business service called Zwave provides a broad menu of important employer services, such as critical HR services, compliance guidance, and employee communications, to name a few.

With over 100 agents statewide that can offer the Chamber Association plan, the impact of this great resource is felt beyond Central Oregon... and that's good for business.

2

Financial Savings

Member-to-member discounted offerings for products and services remain a staple resource for the membership.

15,000

Lives Covered
Under the Bend Chamber
Assoc. Health Plan
(16% increase over 2019)

847

Active Business
Members on the
Bend Chamber
Assoc. Health Plan

11

Money Saving
"Member-to-
Member" Deals



Resources

OUR PIVOT TO SERVE MEMBERS

With the onset of a global pandemic, the staff and board of the Bend Chamber quickly realized that the needs of our membership would be different and timely.

Our attentions turned to an analysis of what was most urgently needed by our members. It became clear that information and being able to help inform the decisions being made by local and state leadership was top of mind for many. Next up, as businesses closed due to state regulations, and weeks stretched into months, access to funding, personal protective equipment and other tools to make businesses safer places became high priorities. Below is a list of the COVID-era initiatives undertaken by the Chamber.

CentralOregonSOS.com

The Bend Chamber, in partnership with the OSU-Cascades Innovation Co-Lab, created CentralOregonSOS.com — an online repository for important resources, such as funding, information, and connections for employers, employees and communities in Central Oregon.

Informing Reopening Guidelines

Prior to any reopening guidelines being published, the Chamber advocated on behalf of the business community for the Governor's office and City of Bend to provide guidance and a plan for how businesses can reopen safely. Following that effort, the Chamber was asked to facilitate input and feedback from Deschutes County businesses to help shape the final guidelines as we now know them.

Boost Up Bend Grants

The Bend Chamber was approached by the OCF to administer a small grant fund for sole proprietors and small business to defray costs to safely reopen. With an initial \$30,000 from OCF donors, we created an evaluation process and recruited a volunteer panel to evaluate applications. With further investment from the community, driven by the Chamber, we were able to distribute \$90,000 to 51 businesses.

COIC Grant Administration

To help with funding support for local businesses, the Chamber partnered with the Central Oregon Intergovernmental Council (COIC) to administer grant funds for the Central Oregon COVID-19 Small Business Grants. COIC awarded more than \$520,000 in grants in first two rounds of the program, which first launched in July. Additional funding was secured for the program and quickly ran out as the demand for financial relief exceeded the available funds.

Welcome Back Campaign

After initial reopening began, we launched a region-wide campaign to "welcome back" the general public and to explain how to safely patronize their favorite local businesses. We also put together a Welcome Back "tool kit" with posters and social media messaging for businesses to indicate to their customers that they are following prescribed OHA guidelines.

Bend Business Resiliency Grants

The Chamber was selected by the City of Bend to administer a Coronavirus Relief Fund of \$1M to assist Bend businesses with eligible COVID-19 related expenses. Deschutes County allocated an additional \$300,000 to this fund. A total of 241 businesses applied, with requests totaling \$4.33M. Following a grant evaluation process carried out by an external review committee, grants were issued to 83 organizations, ranging from \$5,000 to \$36,000.

60
Grant Recipient Businesses Owned/Managed by Women

17
Grant Recipient Businesses Owned/ Managed by Person(s) of Color



Resources

MEMBERSHIP INVESTMENT DUES SUPPORT PROGRAM

The pandemic has hit many businesses hard financially. Many look to Chamber membership to help increase their visibility. However, being financially distressed, it can be challenging for some small businesses to afford a Chamber membership.

On the other hand, it is challenging for the Chamber, as a not-for-profit entity, to simply lower membership dues and maintain the level of support for advocacy, connections, resources and workforce development programs we currently do.

\$4,000

Raised Towards
\$10,000 goal

As a solution, and win-win-win, the Membership Investment Dues Support Program was established in partnership with Johnson Benefit Planning, Umpqua Bank, Deschutes County Title and ibex. Essentially, it's about businesses helping other businesses. This Program helps small businesses become a member of the Bend Chamber (or a current member retain their membership) to connect with and have access to the resources and benefits available through membership.

- Membership Investment Dues subsidized at the Small Business Level of \$365
- Fund subsidizes \$200, member pays remaining \$165

Why Partner/Fund Chamber Membership?

- Helps new members join the Chamber (or a current member retain their membership) and enjoy the benefits to help them increase their visibility
- Contributions will directly support a local business who has been financially burdened by COVID-19
- Helps support a stronger local economy by investing in local businesses
- Supports the Chamber to maintain membership levels funding to support all we do for the business community
- As a partner we will provide updates/feedback on the success of this program



If you would like to become a contributing partner or know of a business who may benefit from the Investment Dues Support Program, please contact Shelley Junker — Membership Advisor shelley@bendchamber.org.



BENDNEXT Leadership

Leadership development is business and community succession planning.



The 2020 Leadership Bend Graduating Class



Leadership BEND

Leadership Bend is a community/civic program designed to identify, educate, train and connect willing and committed citizens to leadership roles in our community. Leadership Bend is now in its twenty-eighth year and has graduated more than 525 participants.

It is our belief that everything begins with leadership. As a growing and unique region in Oregon, the issues become increasingly more complex and the need for leadership is greater than ever.

Over a nine-month period, class members hear directly from high-level decision makers and stakeholders on topics ranging from local government and our non-profit ecosystem to education, economic development, law and justice and more. Sessions are more than just listening, however. Cohort mem-

bers are expected to take what they learn and lead small and large group discussions to synthesize their learning, debate the issues of the day and deepen their understanding of those issues.

After the nine-month program is complete, Leadership Bend alumni become community trustees, moving into roles as nonprofit board members, elected officials, civic committee members and more. Alumni know that change and opportunity happens through action, and the list of accomplishments of Leadership Bend alumni is long.

The Leadership Bend class of 2020 showed creativity and resilience when the onset of a global pandemic required that we rethink how and where we learn. Starting with our March session, the class of 32 pivoted to weekly two hour Zoom meetings in lieu of our standard full-day sessions. For the class of 2021, just 15 applicants were selected to allow us to more safely meet in person.



Learn more about Leadership Bend and become a contributor. Contact Talena Barker — Bend Chamber VP of Leadership Development talena@bendchamber.org



Leadership Bend
Alumni



2020 Class Size

"I highly recommend Leadership Bend to anyone that wants to deepen their understanding of our local history and further develop their community and relations between industries. Personally, I walked away with skills that assist me in my leadership role within my career and now am better equipped to help our community."

KELLYN BRANDT
RETAIL BANK MANAGER
FIRST INTERSTATE BANK



Send your staff or attend a DevLab, a Social, or the Bend YP Summit, and see what we're all about!

Learn more about Bend Young Professionals by visiting www.BendYP.org



DEI Webinar and
Panel Attendance



Total YP Social
Attendance



Total Expert
Webinar
Attendance

2020 ADVISORY COMMITTEE

SHANNON BENNETT
IDEAL YOU
WEIGHT LOSS CENTER

JOSH BOSTOCK
US BANK

SEAN DUNN
DIRECTORS MORTGAGE

DAVID HAINES
PRIDESSTAFF

BRITTANIA LEJA
ST. CHARLES
HEALTH SYSTEM

MAKAYLA OLIVER
CITY OF BEND

JULIA PAYTON
BLRB ARCHITECTS

STEPHANIE PETERS
ST. CHARLES
HEALTH SYSTEM

TIM STANTON
HUMM KOMBUCHA

HANNAH TERRELL
THUMP COFFEE

Bend YP is a program designed for those aged 21 – 40 who are looking to launch or develop their careers. Bend YP's networking and educational events offer a wide variety professional and personal development opportunities. Participants are also driven to become more involved in their community, using their growing leadership skills to have an impact on the growth and future of Central Oregon.

In 2020, the Bend YP program made a number of adjustments to continue delivering a year of growth and connection during the COVID-19 era. We held virtual socials, virtual coffee break discussions, a virtual DevLab, and developed a new line of free leadership development called Expert Webinars. The third annual YP Summit in August allowed YPs to attend live in small learning pods or online, with national keynote speaker Kristin Hadeed and local speakers David Salciccioli and Moe Carrick.

"Having the support and accountability of this group has been such a blessing; it helped me tackle 2020's challenges head-on with confidence. From virtual coffee breaks & happy hours to the hybrid YP Summit, I can't wait to see what we come up with for the coming year."

MIRANDA FUNK
YP MEMBER



BEND Chamber

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