



CITY OF REDMOND

716 SW Evergreen Avenue
Redmond, OR 97756

(541) 923-7710

Fax: (541) 548-0706

info@ci.redmond.or.us

www.ci.redmond.or.us

**JOINT
URBAN RENEWAL DISTRICT AGENCY BOARD -
DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE MEETING
Tuesday, July 8, 2008
5:45 P.M.
Council Chambers**

AGENDA

- 1. Call to Order**
- 2. Funding for Downtown Economic Development Services – Redmond Downtown Partnership (Exhibit 1)**
- 3. Adjourn**

Regular Council meetings are broadcast live on COTV11 – BendBroadband Channel 11 beginning at 7:00 p.m. on the 2nd and 4th Tuesdays of each month. Rebroadcasts are scheduled for the non-meeting Tuesdays at 7:00 p.m., and Sunday at 1:00 p.m.

Anyone needing accommodation to participate in the meeting must notify Mike Viegas, ADA Coordinator, at least 48 hours in advance of the meeting at 923-7738, or through the Telecommunications Relay Service (TRS) which enables people who have difficulty hearing or speaking in the telephone to communicate to standard voice telephone users. If anyone needs Telecommunications Device for the Deaf (TDD) or Speech To Speech (STS) assistance, please use one of the following TRS numbers: 1-800-735-2900 (voice or text), 1-877-735-7525 (STS English) or 1-800-735-3896 (STS Spanish)

The City of Redmond does not discriminate on the basis of disability status in the admission or access to, or treatment, or employment in, its programs or activities



CITY OF REDMOND

716 SW Evergreen Ave
Redmond, OR 97756

(541) 923-7710
Fax: (541) 548-0706
info@ci.redmond.or.us
www.ci.redmond.or.us

STAFF REPORT

DATE: July 8, 2008
TO: Urban Renewal Board / Downtown Urban Renewal Advisory Committee
THROUGH: Michael Patterson, City Manager
Jim Hendryx, Community Development Director/Assistant City Manager
Nick Lelack, Planning Director
FROM: Heather Richards, Principal Economic Planner
SUBJECT: Downtown Economic Development Services – Redmond Downtown Partnership

Addresses Council Goal:

2.A. City Enhancement – Work with interested stakeholders to implement Downtown Development and Action Plan

Report in Brief:

The Redmond Downtown Partnership (RDP) is requesting funding from the Downtown Urban Renewal District (DURD) for operations and downtown economic development programs, events and activities for the next three fiscal years. Urban renewal staff and RDP have developed a 3-year budget proposal for \$270,000.

Specifically, the budget proposal includes funding RDP staff at \$50,000 each year for 3 years for a total of \$150,000. The staff person would be responsible for developing and implementing a series of downtown economic development programs, events, and activities. It also includes \$60,000 for economic development programs (\$40,000 for Fiscal Year 2008-2009 and \$20,000 for Fiscal Year 2009-2010), and \$60,000 for events and activities (\$20,000 each year for the next 3 fiscal years). The specific budget proposal is attached as Exhibit A.

Urban renewal staff recommends that final funding be dependent upon Urban Renewal legal counsel review and approval of the proposed initiative, and the Urban Renewal Agency's adoption of an amendment to the Downtown Urban Renewal Plan (Plan) to add this initiative as a project to the Plan.

Background:

On October 25, 2005, the URA voted to contribute \$50,000 to RDP for a period of two years to fund the staff position of a Downtown Manager. This amount was provided to RDP in Fiscal Years 2006-2007 and 2007-2008.

On March 10, 2008, RDP submitted a request to the Downtown Urban Renewal Advisory Committee (DURAC) for \$568,500 (\$113,700 over five years) for consideration. This request was based on the costs of implementing all of the times in the 2006 Downtown Action Plan Update assigned to Redmond Downtown Partnership. DURAC asked RDP to work with urban renewal staff and prioritize the 2006 Downtown Action Plan Update strategies in an effort to focus their funding request.

With that in mind, RDP submitted a revised request on April 6, 2008 for \$270,281 – \$320,381 over a period of three years. This request was for funding the Executive Director’s position as a downtown Ombudsman, a branding campaign for downtown, marketing collateral for downtown and RDP, and a business assistance program.

Subsequently, staff and RDP’s executive director and board members met and developed an alternative funding recommendation for the URA to consider, which is attached as Exhibit A. This recommendation is based on prioritizing the strategies of the 2006 Downtown Action Plan Update and the objectives of the Downtown Urban Renewal Plan, with a focus on re-introducing the Redmond community to our downtown, following the opening of the Reroute. The marketing and promotional campaign will be targeted at matching up Redmond and Central Oregon residents with downtown businesses through branding, advertising and event development.

Discussion:

It is proposed that the URA contract with RDP for economic development services to help execute the strategies and objectives of the 2006 Downtown Action Plan Update and the Downtown Urban Renewal Plan as provided in Exhibit A. Exhibit A needs to be further refined and a contract developed with RDP that provides deliverables and reporting processes for carrying out these downtown urban renewal economic revitalization programs.

Downtown Urban Renewal Plan / Redmond Comprehensive Plan: This initiative will need to be added as a project to the Downtown Urban Renewal Plan (Plan) and will serve to achieve Objective #1 of the Plan, “Maintain the vitality of Redmond’s downtown core”. Additionally this project will serve to support the Redmond Comprehensive Plan for Economic Development, as it pertains to, “Protect and insure the permanency of the Central Business District (CBD) as a vital economic base and to maximize customer access and exposure, and convenience”, and “Sidewalk and street activity that will stimulate pedestrian traffic should be encouraged”.

Process for Amending the Downtown Urban Renewal Plan: Adding a project to the Plan under \$500,000 is considered a minor amendment and will need to be made by a duly approved resolution of the URA.

Fiscal Impact:

Total fiscal impact is \$270,000 from the Downtown Urban Renewal Plan.

There is approximately \$10.4 M remaining in the Downtown Urban Renewal Plan for projects. The chart below delineates a “Record of Intent Budget” that the Downtown Urban Renewal Advisory Committee has been preparing for the Urban Renewal Agency to consider.

Project	Project Estimates	Staff Recommendation
Centennial Park Project	\$2,500,000	\$2,500,000
Public Parking	\$3,000,000	\$3,000,000
5 th & 6 th Street Improvements	\$2,000,000	\$2,000,000
Evergreen Improvements	\$1,000,000	\$1,000,000
Reroute Gateway Project	\$657,550	\$300,000
Frank & Josephine Redmond Linear Park	\$23,000	\$23,000
Redmond Downtown Partnership	\$328,981	\$270,000
Reroute Celebration Project	\$50,000	\$10,000
TOTAL:	\$9,551,031	\$9,103,000

There are enough funds available to fund all of the projects on the list with a remaining fund balance of approximately \$1,000,000 if the Urban Renewal Agency elects to bond for projects in the next three years.

City staff recommends maintaining a contingency fund for the capital improvement projects and for the ability to respond to additional project needs as they arise in the next three years.

Alternative Courses of Action:

1. Approve recommended budget and economic revitalization program as proposed or modified, subject to urban renewal legal counsel review and approval.
2. Continue discussion to July 22, 2008 for further consideration.

Recommendation/Suggested Motion:

Staff recommends Alternative #1.

Heather Richards
Principal Economic Planner

EXHIBIT A
Downtown Revitalization Economic Development Services

Fiscal Year	Total	Personnel	Downtown Economic Development Programs	Events / Activities to Bring Potential Customers Downtown
08/09	\$110,000	\$50,000+	\$40,000*	\$20,000*
			Brand Development: \$10,000 Brand Launch: \$10,000 Brand Business Spotlight: \$10,000 Downtown Dollars: \$10,000 *Please see following page for description and objectives of programs.	3 New Summer Events (1 Big) 2 Fall Events (1 Big) 2 Holiday Events (1 Big) 3 Spring Events (1 Big) * Events must bring at least 300 people downtown, Big events must bring at least 1000 people. All events must be targeted to serve businesses downtown.
09/10	\$90,000	\$50,000+	\$20,000	\$20,000
			Brand Business Spotlight \$10,000 Downtown Dollars \$10,000	Same as above.
10/11	\$70,000	\$50,000+	-0-	\$20,000

+ Personnel funded to develop and implement downtown economic development programs, events and activities.

MARKETING DOWNTOWN REDMOND AND BUSINESSES:

Brand and Brand Launch: Creating a downtown brand and launching this brand should be a comprehensively supported effort, with additional funds coming from private and other resources.

Brand Business Spotlight Campaign: In an effort to bring attention to current businesses in downtown Redmond, this campaign should directly spotlight the individual businesses downtown.

Downtown Dollars: This program will bring direct financial impact to downtown business owners and stakeholders with an infusion of cash into the downtown that is spent by area employees and residents through a “Downtown Dollars” campaign.

EVENTS / ACTIVITIES TO BRING POTENTIAL CUSTOMERS DOWNTOWN: Ten events in addition to existing “Walk the Art Beat”, “Trick-or-Treat Downtown” and the Holiday Village. The events should be diverse, big and small. They shall **not** be planned as organizational fundraisers, but rather shall be developed with the objective of targeting direct return to downtown business owners and property owners.

Example Ideas for Events (these are merely suggestive):

Summer Events: Ice Cream Social with Goody’s One Night, Earlybird Sidewalk Sales, Streetdance with Restaurants on the Street, Scavenger Hunt with Challenge to Service Clubs, Downtown Dollar Days

Fall Events: Brew and Blues on the Street, Pumpkin Festival (invite Terrebone Pumpkin Farms to bring a bunch of pumpkins downtown on one Saturday on 6th Street, with Hay Maze, etc.) Fall Festival with a Taste of Redmond.

Holiday Events: Outline the Buildings in Lights (Challenge Service Clubs to Adopt a Block), Host an Ice-Block Sledding Contest, Give Downtown Dollars to Larger Employees as Holiday Incentive Packages, Send out a Holiday Family Coupon Discount Card.

Spring Events: Host a Flower Planting Day – Make it Big with Contest between the Service Clubs, Wine on Wednesdays Event, Ground Hog Day Event, Giant Easter Egg Hunt on 6th Street