

Our Economic Forecast? It's coming up rosy

As well, maybe a little better than you expect



by JIM SCHELL for CBN

If, however, our world and our country somehow survive another year without imploding, Central Oregon is due to kill it. If I were Warren Buffet, I'd buy stock in us.

All of other things being equal, Central Oregon's economic outlook is just about as good as it gets. It's fortunate, however, that other things aren't under our control. Foremost among them are 1) the stock market (Wall, Korea by itself, is scary enough), 2) the U.S. political scene (totally unpredictable) and 3) the rest of the world (North, West, Africa, South America, etc.). However, our own and our country somehow survive another year without imploding, Central Oregon is due to kill it. If I were Warren Buffet, I'd buy stock in us.

To understand how our regional economy works, one must first understand that we have two economies. The first is our "Traditional Economy" sector; these are those businesses that provide local consumers with the products and services we consume. Car dealers, developers, and utilities come to mind.

The second part of our economy is the "New Economy" sector; i.e. those businesses that produce the products and services that we consume. Car dealers are technology, bio-science, outdoor, microbrewery, food, energy and UAV.

Predictions for the New Economy sector is a toss of the coin. Who knows what new businesses will decide to move to our region? (Thank Damien Trucks in Madras in 2017). Who knows what new data centers will be announced in 2018? (Think Facebook in 2017). Will Budweiser continue to throw money at 10 Barrel? Ditto with Caspaeel at Bend Ridge? Will we have any new rocket ship companies appear on the scene? Hydroflask? Husco? Have we done the "Bend Blast" yet? What new businesses is EDCO courting that they're not telling us about?

Your guess is as good as mine as to the rate of growth in our New Economy sector. If forced, I'd throw out a 1 percent increase, but who knows? Even Roger Lee would have to tell us that he's not in their dreams. The U.S. Government is not all as good where this kind of growth is concerned, including Florida. Rapid growth required to service the whole rate of population? Where will the skilled labor come from? What about the housing market? How about the infrastructure required to service the increase in population?

Don't get me wrong, I'm not complaining. After all, we're fortunate to have had our growth over the past few years, and we're still growing. The New Economy sector is flat growth or declining growth. The Traditional Economy sector is flat growth or declining growth. The New Economy sector is flat growth or declining growth. The Traditional Economy sector is flat growth or declining growth.

So yes, all of these things being equal, our region's bull market is poised to continue. Five percent in the Traditional Economy, generally speaking, will be announced in 2018. The New Economy sector is flat growth or declining growth. The Traditional Economy sector is flat growth or declining growth. The New Economy sector is flat growth or declining growth.

Jim Schell, working on cool stuff, jim.schell@gmail.com, 541-788-7137

Bend Tourism Continues to Evolve in 2018



by KEYENE DUGAN of Visit Bend

Bend's tourism industry saw a 6.2 percent increase between 2010 and 2016, and we anticipated a slight leveling-off in 2017.

There were no surprises there, with an 1.37 percent increase in transient room tax (TRT) collections for 2017. We expect a similar trend in 2018, with continued, modest growth pacing around two-four percent. That makes for exciting times in Bend's tourism industry, as all of us—community members as well as tourism stakeholders—have a chance to help shape the future of Bend tourism.

2017 was a year of big change for Bend's tourism industry, as Visit Bend responded to community input by introducing sustainable tourism initiatives like Visit Like a Local and The Bend Pledge. Those programs have made the stage as we move forward into the future of Bend tourism.

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The coming year will be packed with exciting events that we expect to help define Bend's bridges between tourism and local interests. The Hop Fishing National Championships will be hosted here in early June, and the Cross Crusade will return in October. Both events offer a chance for locals to interact with top competitors while introducing newcomers to the Bend we all know and love.

The highlight of 2018 will be the Cascade Cycling Classic. This longstanding Bend event (and America's longest-running stage race) found itself without a sponsor last year after 38 years in the community. Partnering with the Cascade Cycling Club, we're excited to see the race return to the Bend, moving forward, with the hope of more fully engaging the community in the world of professional cycling. By shifting the race from mid-summer to early June, we hope to alleviate the crowding and congestion that came with hosting a trike season event.

The partnership with Bowen Sports Performance is just the tip of the iceberg in terms of Bend's collaborative efforts for the coming year. Our partnership with the Cascade Cycling Club and the City of Bend helped bring the Ride Bend Summer Shuttle to Bend, and will continue in 2018. A total of 7,435 passengers used the Ride Bend shuttle last summer, with more than 50 percent of riders being from outside the Bend. The shuttle will be running from May 15 to October 15, offering free transportation between core areas such as the Old Mill District and Downtown Bend in an effort to alleviate congestion and encourage more sustainable transportation options.

Speaking of alternative transportation, we've partnered with Zagster to bring more bike share stations to Bend in the coming year. There's currently one on the street for Drake Park in 2018. We're also looking to bring more bike share stations to Bend in the coming year. There's currently one on the street for Drake Park in 2018. We're also looking to bring more bike share stations to Bend in the coming year.

One trend we're keeping a close eye in the coming year is the surge of Airbnb as a lodging choice for tourists, particularly millennials. As traveler preferences change, we're looking to explore new ways to create a more vibrant Bend's mix of lodging options. Two new hotels are opening in June and the new Residence Inn by Marriott is set to open in the fall. We're excited to see the new hotels in Bend and the new Residence Inn by Marriott is set to open in the fall.

Visit Bend has long been a web-focused marketing organization, and we continue to be a trendsetter in embracing social media shifts and consumer preferences for more interactive ways to plan trip planning. We're looking to explore new ways to create a more vibrant Bend's mix of lodging options. Two new hotels are opening in June and the new Residence Inn by Marriott is set to open in the fall.

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On the marketing front, Visit Bend continues to maintain a strong focus on social media and content marketing. We're looking to explore new ways to create a more vibrant Bend's mix of lodging options. Two new hotels are opening in June and the new Residence Inn by Marriott is set to open in the fall.

Shoulder season tourism volume can be less than 50 percent of peak summer months, and we will continue striving to create a more sustainable revenue cycle for businesses dependent on tourism dollars. Visit Bend's 2018 marketing campaigns will target potential visitors from across Oregon, the greater Seattle area, the San Francisco area, and Northern California markets. The messaging invites visitors to enjoy Bend's world class outdoor recreation and exciting experiences.

The focus on cultural tourism extends to Bend's support of the Bend Cultural Tourism Fund (BCTF) as well. Through the BCTF, Visit Bend is set to contribute \$200,000 in 2018 to events and attractions that draw visitors here during the peak season. We're looking to explore new ways to create a more vibrant Bend's mix of lodging options. Two new hotels are opening in June and the new Residence Inn by Marriott is set to open in the fall.

Long-term planning for the growth of Bend's robust tourism industry. We're excited about the future of tourism, and invite you to be a part of the Bend we all know and love. Visit Bend's 2018 marketing campaigns will target potential visitors from across Oregon, the greater Seattle area, the San Francisco area, and Northern California markets. The messaging invites visitors to enjoy Bend's world class outdoor recreation and exciting experiences.

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The Arts: Where We Stand Now & Some Thoughts About What's Next



by CATE O'HAGAN Arts Development Consultant

Survey features findings from 341 regions representing all 50 states and the District of Columbia and estimates the economic impact of the arts nationally. Participating communities ranged in population from 1,500 to four million and include rural, suburban and urban areas.

Over time arts advocates realized the arts effective tool in their quest to make the case for the arts. Four of the economic impact studies conducted in 2015 are Arts Americans for the Arts (AFTA) undertook their fifth study of the nonprofit arts and culture industry's impact on the nation's economy. I think I'm not the only person who's been thinking about the economic impact of the arts. I think I'm not the only person who's been thinking about the economic impact of the arts.

When news of AFTA's intentions to launch another study reached the Oregon Arts Commission (ACA), their staff reached out to Central Oregon as an area not yet covered by the study. The local Central Oregon Arts & Culture Alliance (ACA) grabbed the baton and estimated the economic impact of the arts that was published in 2017. Thanks to the ACA, our region is now on the national statistical arts and culture radar.

I don't believe most of us think about how much money the nonprofit arts and culture industry generates, which is impressive. A further \$1.6 billion in spending by visitors to the region's arts and culture events leveraged an additional \$102.5 billion in event-related spending. The region's arts and culture industry supported 4.6 million jobs and generated \$27.5 billion in government revenue. Currently our government, largely through the state, is the largest funder of the arts. The National Endowment for the Humanities, distributes a collective \$5 billion in arts and culture allocations to nonprofits around the country. Note that total revenue from the arts and culture industry is estimated to be \$1.6 billion. The government, so rarely a preconceived notion that the arts are a drain on our national coffers.

These are real numbers. Each study, including in Central Oregon, is based solely on the actual survey data collected. No estimates were made to account for nonresponding organizations. Therefore, the 11-100 percent response rates suggest a understatement of the economic impact findings.

Bringing it to our home turf, the AFTA study surveyed 48 eligible nonprofits in Deschutes and Jefferson counties. Thirteen of those 48, or 27.1 percent, particularly in 2016 at total of 498 valid audience intercept surveys were collected from attendees to nonprofit arts and cultural performances, events and exhibitions. The ACA and its members are to be commended for their work. The ACA and its members are to be commended for their work. The ACA and its members are to be commended for their work.

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