



The Bend Sustainability Fund - Our Collective Future  
Kevney Dugan - Visit Bend CEO



# A Sustainable Idea is Born

Visit Bend Vision/Purpose: To support our community as it seeks a sustainable future.





## **Taking care of the places that take care of us is our top priority.**

The Bend Sustainability Fund was born out of the need to protect this place, and to change public perception and expectation of what it means to spend time in, and give back to, Bend.





# Criteria + Commitments

What makes the Bend Sustainability Fund successful?





# Criteria

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- Will protect, steward or create a tourism-related facility with an impactful life of greater than 10 years
  - Said facility will have a substantial use by visitors
- Has a clear timeline and measurable outcomes within the next 12 months
  - Has grassroots, community support





# Commitments

- Stakeholder buy-in and support - Funded by Transient Room Tax (TRT)
- Diverse, independent council established to approve projects
- Land manager and governmental liaisons (non-voting)
  - Data-driven





# Project Examples + Evolution





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# SUSTAINABILITY FUND

A Visit Bend Project

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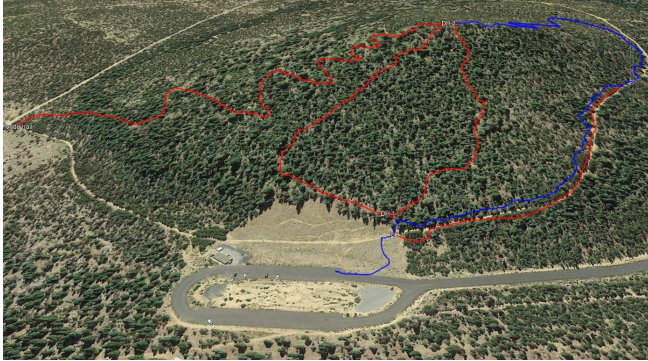
## Bend Sustainability Fund - Project Examples

- **FY22 Projects**
  - 13 Project Applications
  - 9 approved for funding
  - Meissner Nordic, Cascade View Trail, Mt. Bachelor Hiking Trails, Big Sky Bike Park etc...
- **FY23 Projects**
  - 19 Project Applications
  - 11 approved for funding
  - Bend BMX, Catalyst, Warm Springs Museum, Riverbend ADA Boat Access, etc...

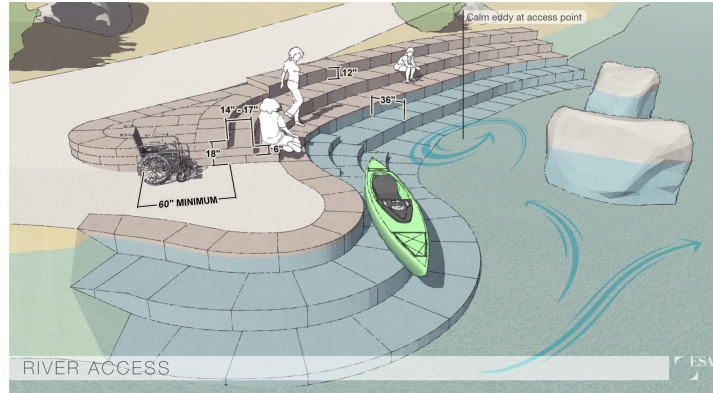
*The Bend Sustainability Fund reinvests tax revenue generated by visitors into projects working to protect, steward and create sustainable experiences in Bend and the surrounding community.*







# Bend Sustainability Fund - Project Examples



# All Grantees

Our grantees are working to create, steward and restore the places and spaces that are important to our community. We are proud to nurture lasting relationships with our grantees, working together towards a more sustainable future for Bend.



**Bend BMX**

1 PROJECT - VIEW WEBSITE



**Bend Park & Recreation District**

1 PROJECT - VIEW WEBSITE



**Cascades Theatrical Company**

1 PROJECT - VIEW WEBSITE



**Central Oregon Nordic Club**

1 PROJECT - VIEW WEBSITE



**Central Oregon Trail Alliance**

2 PROJECTS - VIEW WEBSITE



**Discover Your Forest**

1 PROJECT - VIEW WEBSITE



**High Desert Museum**

1 PROJECT - VIEW WEBSITE



**Meissner Nordic Ski Club**

1 PROJECT - VIEW WEBSITE



**The Museum at Warm Springs**

1 PROJECT - VIEW WEBSITE



**Oregon Natural Desert Association**



**Petrich Properties**



**Trout Unlimited**

## Projects funded in 2022 through the Bend Sustainability Fund



Cascade View Trail  
Development  
**\$48,250**

Tumalo Falls Trail  
Restoration  
**\$44,000**



Nature Play Area  
Construction  
**\$100,000**

Rimrock Trail  
Restoration  
**\$30,000**



Big Sky Bike Park  
Infrastructure  
**\$350,000**

Lodgepole Loops  
Access  
**\$2,972**



Mt. Bachelor Summer  
Hiking Trails Construction  
**\$245,000**

Badland Wilderness  
Trail Enhancements  
**\$17,000**





VISIT  BEND

*Thank You!*