



Workforce Housing Initiative—Social Media Campaign

I am Bend

<https://www.facebook.com/BendChamber/photos/a.237188573003908/5800634626659247/>

A screenshot of a Facebook post from Bend Chamber. The post includes a profile picture, name, publication date, and a paragraph of text. Below the text is a large graphic with a red "Sorry we are CLOSED" sign and a statistic: "67% OF REGIONAL EMPLOYERS REPORT THAT INABILITY TO HIRE DECREASED THEIR REVENUE." The Bend Chamber logo and website URL are at the bottom.

Bend Chamber
Published by Hootsuite · December 8, 2022

Our I Am Bend series highlights how our everyday workforce is impacted by the unaffordability of housing. What is happening in Bend impacts everyone. It doesn't matter if you are retired, live here part-time, full-time, or vacation here. The inability to hire people because it costs too much to live in Bend is causing our local businesses to struggle to keep their doors open. They are losing money, and some are closing their doors for good. We are a city that is heavily depe...
See more

Sorry we are
CLOSED

67%
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BEND CHAMBER
www.BendChamber.org

<https://www.facebook.com/BendChamber/photos/a.237188573003908/5184736424915740>



Bend Chamber

Published by Hootsuite  · May 9, 2022 · 



I am a respiratory therapist. I work in Bend and live in Bend. I am Bend. COVID-19 has kept respiratory therapists quite busy. And while things are slowing down a bit in the hospital, many people in the profession are leaving it for good. The stress of trying to find housing in an overpriced market means that jobs are abundant, but workers aren't. If we can't get a handle on the housing situation in our city, the people in the community are going to suffer. Because if we don... [See more](#)



I am BEND.



<https://www.linkedin.com/feed/update/urn:li:share:6942173863199879168>



Bend Chamber

898 followers

9mo •



I am a Teacher's Assistant and a Tutor. I live in Redmond, but I work in Bend.

My love for education and helping children grasp new concepts led me to a career in teaching. Tutoring helps support my lifestyle and lately, the hefty price tag for gas driving back and forth to Bend every day. I love my job. I love seeing the look in kids' eyes when they get something they've been struggling to understand. That's why I do what I do.

We need compassionate and dedicated educators but sadly, the cost of living in Bend - including the cost of housing - makes it difficult to find teachers who aren't already living in Central Oregon. If we don't find a solution to the incredibly high cost of housing in Bend, the kids will suffer. I don't want to see that. Do you? They are our future. We need to ensure they are supported.

Become a part of the conversation by sharing your own I am Bend story or letting them know how the housing situation is impacting you. <http://ow.ly/JTLy50JwcTQ>



I am BEND.



<https://www.facebook.com/BendChamber/photos/a.237188573003908/5365099486879432>



Bend Chamber

Published by Hootsuite · July 11, 2022 · ⚙️



The summers get very hot in Bend. And if you are lucky enough to have air conditioning in your home, I want you to imagine that it stops working. And as Murphy's law dictates, it stops working during the hottest week of the year. But sadly, due to the staffing issues, the local HVAC companies can't get to your home to service your unit for two weeks. What do you do?

You get involved. Right now is the perfect time to become a voice for change in Central Oregon. I live in Ben... [See more](#)



I am BEND.



Explainer Videos

<https://www.facebook.com/BendChamber/videos/4750579948373718/>

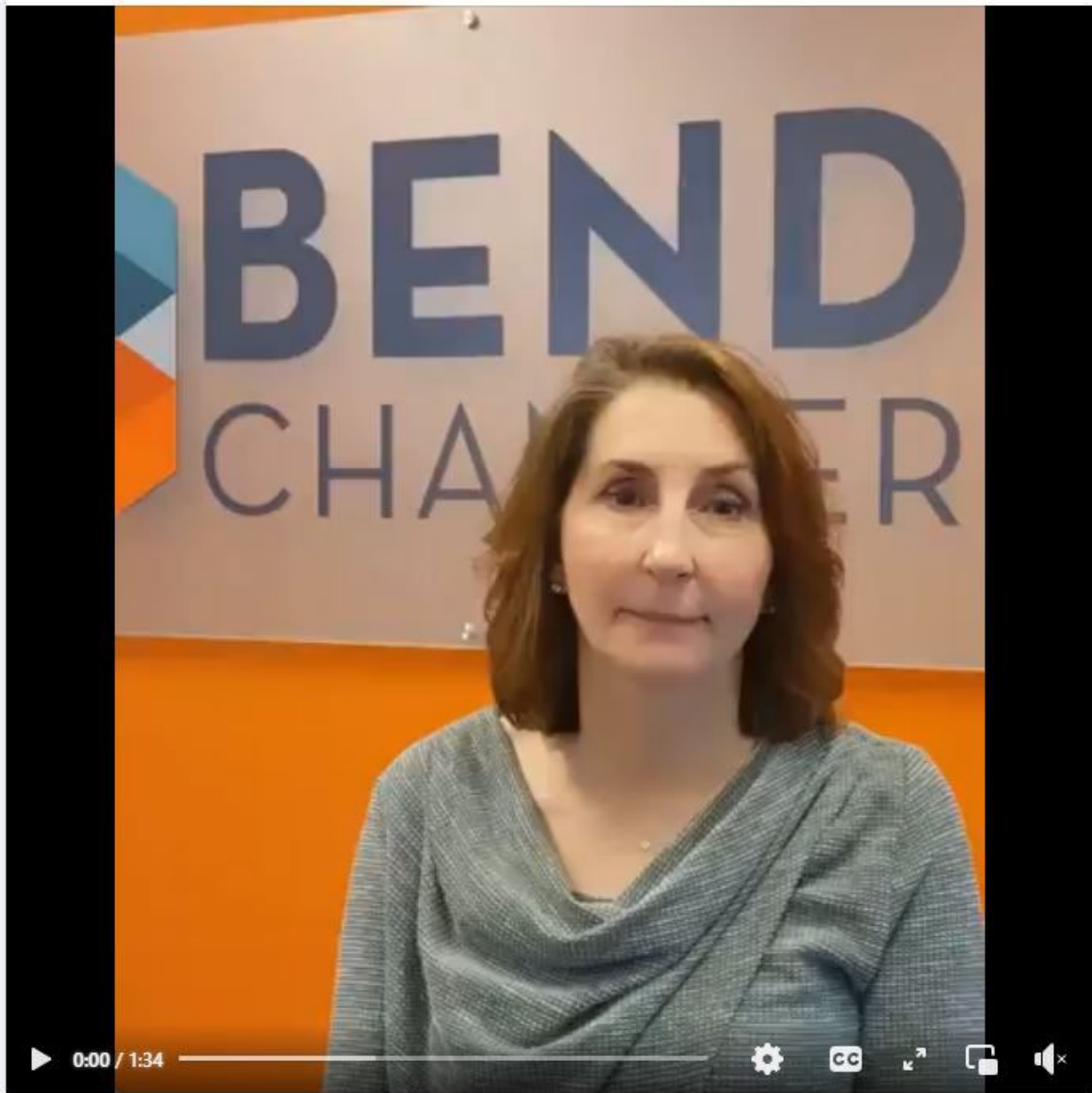


Bend Chamber

March 24, 2022 · ⚙️



In response to the demand for more housing in Bend, some people have asked why we don't build on the land surrounding the city. Unfortunately, this isn't so easy. The Division of Land Conservation is in charge of making sure we don't end up with urban sprawl. There are a variety of things they require before expansion is possible. One requirement is to densify urban areas before being able to expand outside of the city limits. This means more apartments, community services, a... See more



<https://www.facebook.com/BendChamber/videos/1159730514824230/>



Bend Chamber

April 19, 2022 ·



The concept isn't anything new - but employer sponsored housing is one of several solutions we are exploring for helping to solve the housing crisis here in Bend and we are excited about what we're hearing. In this video, Jerryck Murrey, founder of Annum, shares a little about his company and how he hopes to help our businesses - both large and small - offer below market housing options for their employees as a perk.

A video player interface showing a man, Jerryck Murrey, speaking. He is wearing a dark, long-sleeved shirt and has his hands clasped in front of him. The video is currently at the 0:02 mark of a 0:28 duration. The player includes a play button, a progress bar, a settings gear icon, a share icon, a full screen icon, and a volume icon.

Jerryck Murrey

0:02 / 0:28

<https://www.facebook.com/BendChamber/videos/796170428020142/>



Bend Chamber

June 1, 2022 · ⚙️



Are you an employer? Are you wondering what you can do to help solve the housing shortage while providing housing for employees? In this video, Bend Chamber CEO, Katy Brooks shares a few ways you can get involved.

Do you have land? If so, gather investors, developers, and people who can help with financing to make it possible to develop housing. We can provide these introductions if needed.

Are you a smaller employer? Consider banding together with other small employers. ... See more

A video player interface showing a woman, Katy Brooks, speaking. The video is paused at 0:01 of a 1:23 duration. The player includes standard controls: a play button, a progress bar, a settings gear, a closed captions (CC) icon, a share icon, and a volume icon. A subtitle is visible at the bottom of the video frame.


Hi, Katie here again with Bend Chamber of Commerce. Today's

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6955612467704061954>



Bend Chamber

898 followers

8mo • 



It takes a village to solve the workforce housing crisis in Bend and businesses like Kôr Community Land Trust are stepping up to take action. In this video, Kôr Executive Director, Jackie Keogh, shares what Kôr has committed to helping make Bend a place where more people can realize homeownership. They have made a commitment to build 42 permanently affordable and goal net-zero single-family units for our community. These neighborhoods are located on both the east and west sides - at an affordable price! We'd love to hear your thoughts about what Kôr is doing by sharing in the comments.



Information/Education

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Bend Chamber

898 followers

1yr •



Most people move to Bend for the lifestyle. Having access to abundant recreation is important for wellness and balance - both mentally and physically. Millennials now make up the largest portion of home buyers, which has caused a shift in home buying. The desire to have a smaller, more affordable home that feature low-maintenance outdoor spaces in vibrant neighborhoods is top of the list for Millennials. They desire homes that are modern and energy-efficient. The shift we are seeing in desired housing aligns well with the "Build Up" component of the workforce housing initiative.

Building up means leveraging multi-story buildings along with increasing the maximum height of Bend buildings to five or six stories. Bend isn't going to look like a big city with this change, but it does provide an opportunity for low maintenance and modern housing in our urban areas. As more people desire to live, work, and play close to home, opportunities for building creative multi-use structures becomes more critical. What do you think about this shift in buying? What do you look for in a home - whether a rental or purchase?



TRENDS ARE CHANGING IN
HOME BUYING, MAKING
"BUILDING UP" MORE
ATTRACTIVE TO HOME BUYERS.




<https://www.linkedin.com/feed/update/urn:li:share:6971165199869374464>



Bend Chamber

898 followers

7mo • 



Most of the people we talk to and hear from in the comments of our posts share their excitement for what's to come in Bend. But one question we get is how will "Building Up" impact our skyline. Will Bend look like a big city when all is said and done?

Building up doesn't mean building skyscrapers. It means increasing the height of buildings to six stories. It means creating beautiful mixed-use buildings that allow our local workforce to live near where they work and play. Consider the Ponderosa Pine, which can top out around 100 feet. A six story building is about 72 feet. So, by building up we aren't towering above our trees, we are at or below them.

There are some beautiful examples of Building Up here in Bend already. One great example is the Hixon (shown in image). Increasing the height of buildings will provide more housing opportunities and more inventory will help drive the cost of housing to a more reasonable number for our area.

We'd love to hear your thoughts in the comments section below.



WHAT DOES
BUILDING UP
REALLY MEAN?



www.BendChamber.org

<https://www.facebook.com/149549225101177/posts/5550198381702874>



Bend Chamber

Published by Hootsuite · September 14, 2022 ·

From our 2021 poll, we found that denser building is supported by 68% of Bendites. Denser building—combined with building up—supports the creation of more opportunities for housing within a smaller footprint. Denser and higher building most certainly needs to be done carefully. Impacts on traffic and city services need to be addressed.

Housing inventory directly impacts prices. The more housing opportunities we create, the more affordable mid-market opportunities will be available. This, in turn, directly impacts our business community's ability to hire and retain the talent they need to keep their doors open.

If you'd like to learn more about our Workforce Housing Initiative or to lend your voice to the effort, visit <https://bit.ly/3qdEFFr>.

68%

of Bendites support
building specific
urban areas where
housing is denser and
building is taller.



<https://www.linkedin.com/feed/update/urn:li:share:6991458911572676608>



Bend Chamber

898 followers

5mo •

There isn't a single solution to make housing more affordable in Bend. It is the culmination of various tactics incorporated over time, that will bring about the change we need to thrive as a city. Over the coming weeks, we will share the details of each with the knowledge that not every option is right for everyone. That's what makes them beautiful. They are designed to meet the diverse needs of our community.

One such tactic is deed restriction, which is a restriction placed on a piece of property. This restriction can dictate how the property is used over time. For example, one restriction can be only permitting a property to be rented or owned by someone who works in the community. This restriction would carry over into perpetuity, if desired, by the owner.

The benefit of deed restriction is that it can help allocate housing inventory specifically for our workforce.

The purpose of our workforce housing initiative is to bring more affordable housing to Bend, so our local business community can thrive. To achieve this, we must provide creative solutions that support this goal. Join the conversation. Sign up on our website and share your thoughts. We'd love to feature how workforce housing impacts you, should you be willing. <http://ow.ly/MIBo50LkQeT>

A
**DEED
RESTRICTION**
IS ONE SOLUTION
TO MAKE
BEND
MORE
AFFORDABLE



www.BendChamber.org

<https://www.linkedin.com/feed/update/urn:li:share:6999114040216080385>



Bend Chamber

898 followers

4mo •



The health of a city is highly dependent on the health of its local business community. To better understand how workforce housing impacts our regional employers, we asked ECONorthwest to assess the labor market conditions and their relationship to housing unaffordability. They surveyed over 200 regional employers from September to October 2022. Much information was gleaned from this exercise. One key finding was how much the housing unaffordability impacted our regional employers.

Ninety-one percent of regional employers stated that the high cost of housing limits their growth and strains their existing workforce.

What does this mean? If our employers cannot hire employees due to the high cost of housing - whether rental or owned property - they cannot function as a business efficiently. This means they cannot provide you with the services, products, and procedures as readily as you may need. What do you think about this statistic? Does it surprise you, or did you expect that the vast majority of businesses were struggling in this area?

Check out the full report by clicking here: <http://ow.ly/v54650LHozZ>

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Accessory Dwelling Units (ADUs)

<https://www.facebook.com/149549225101177/posts/5092965354092848>



Bend Chamber

Published by Hootsuite · April 5, 2022 · ⚙️



There are numerous reasons to consider adding an ADU or accessory dwelling unit to your backyard. The top reason for most people is the additional income the unit can generate. More people are choosing to live in ADUs because of the simplicity and minimalist lifestyle these smaller homes provide and because they are frankly more affordable. Home affordability is king in Central Oregon.

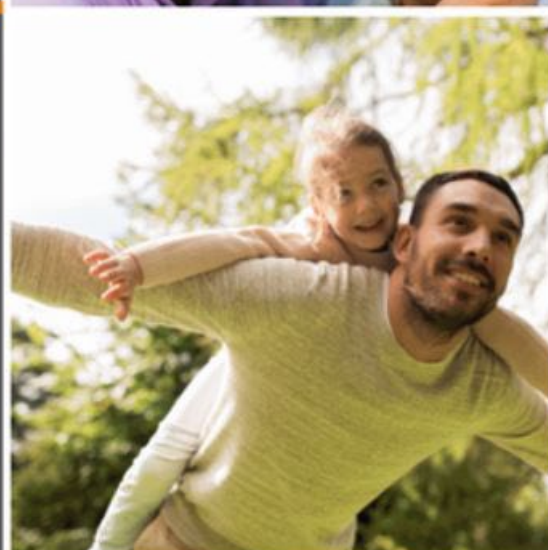

The demographics, according to Larry Wright of Tekneek Architecture, who find ADUs attractive are young people who have not yet started a family, single parents, and seniors wanting to downsize or simplify. Long-term rental ADUs provide lower cost places for people to live and help solve the workforce housing challenge we're facing in Bend.

This brings us to the opportunity that ADUs afford people who are in a position to add them to their property. Last year, the City ratified House Bill 2001, which allows for ADUs within city limits. In the coming weeks, we will feature step by step info for anyone interested in adding an ADU. You can sign up for our mailing list so you learn about it hot off the press.

<http://ow.ly/ZawL50IAm6X>



**WHY
CONSIDER
ADDING AN
ADU?**



<https://www.linkedin.com/feed/update/urn:li:share:7013564637661052928>



Bend Chamber

898 followers

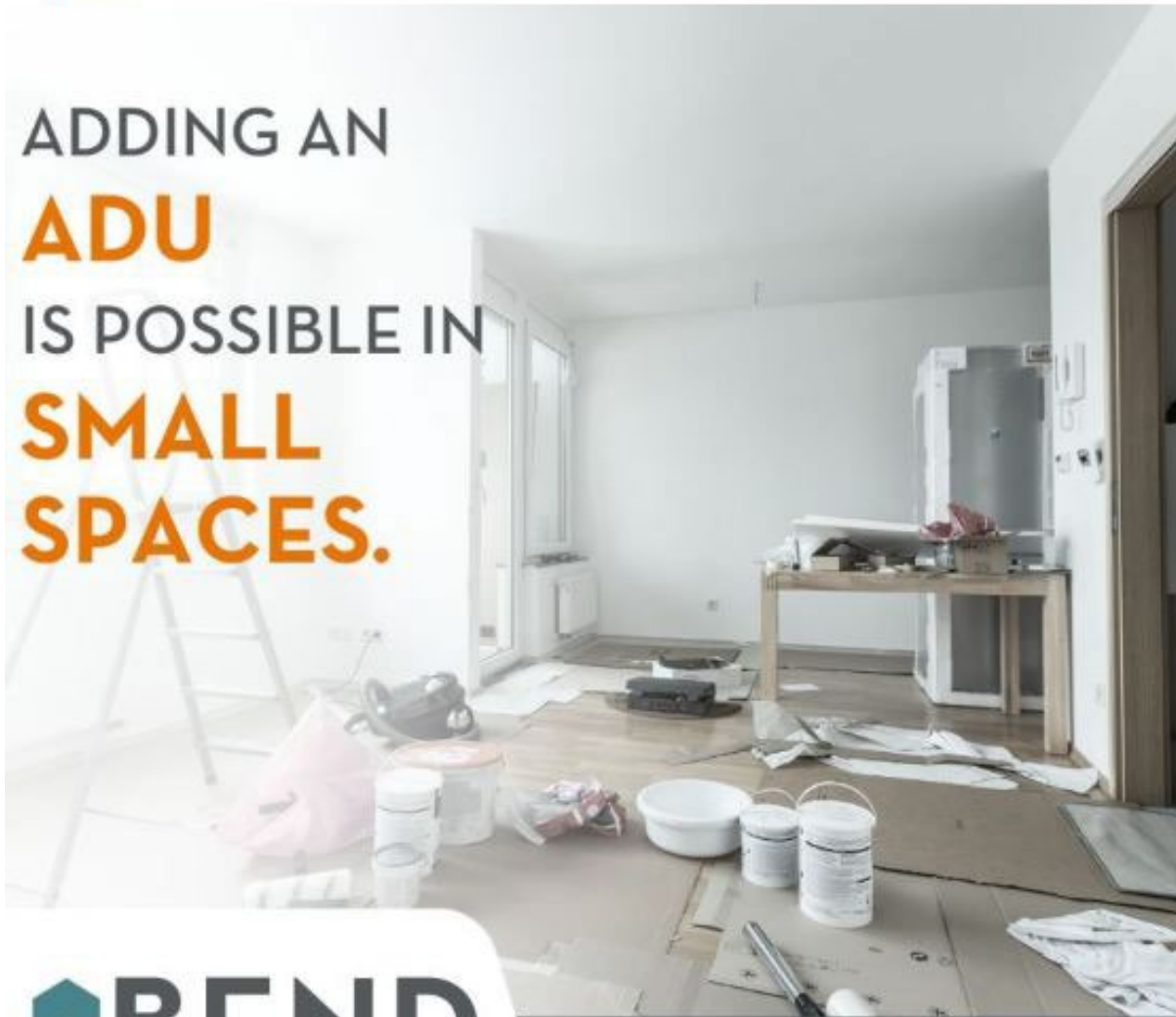
2mo • 



You don't need land to build an ADU and start generating revenue by renting it out long-term to our local workforce.

Interior Conversion ADUs are built from an existing converted space, such as an attic. Prices can be as low as \$80k to build. Another option is an Inside Garage ADU, which is converted from a former garage space and can run as low as \$90k. There are so many options available. Check them out on our website. <https://lnkd.in/gA-uaFc2>

ADDING AN
ADU
IS POSSIBLE IN
**SMALL
SPACES.**



www.BendChamber.org

<https://www.linkedin.com/feed/update/urn:li:share:6968235800639545344>



Bend Chamber

898 followers

7mo •



Want to build an ADU but short on space? Consider an interior conversion or inside garage ADU.

Interior Conversion ADUs are built from an existing converted space, such as an attic or basement. Prices to build this type of ADU range from as low as \$80k. The average cost to build an Interior Conversion is \$175k.

Inside Garage ADUs are converted from a former garage space and can run as low as \$90k. The average price to build this type of ADU is \$190k.

You can learn more about the types of ADUs you may be able to build on your property by clicking here: <http://ow.ly/pa5Q50KqOuO>

SHORT ON SPACE BUT WANT TO BUILD AN ADU?

CONSIDER BUILDING ONE OF THESE...



**INTERIOR
CONVERSION**



**INSIDE
GARAGE**

