



Redmond Professional Business Medical District Initiative Winter 2016 • Public Relations Campaign

Erica Hawley • Public Relations Undergraduate
Wendy Ames Dionisio • Adjunct Instructor • Public Relations
PR Campaigns • Winter 2016

Acknowledgements

The authors would like to thank Redmond City Manager Keith Witcosky, Redmond Communications Manager Heather Cassaro, and all other City of Redmond officials and staff who helped make this project possible. We would also like to thank our professor, Wendy Ames Dionísio, for her guidance and support during the development, execution, and evaluation of this campaign. The contributions from these individuals were instrumental to the success of this project.

About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

SCI Directors and Staff

Marc Schlossberg, SCI Co-Director, and Associate Professor of Planning, Public Policy, and Management, University of Oregon

Nico Larco, SCI Co-Director, and Associate Professor of Architecture, University of Oregon

Megan Banks, SCYP Program Manager, University of Oregon

About Redmond, Oregon

Redmond, located in Deschutes County on the eastern side of Oregon's Cascade Range, has a population of 27,427 and is one of Oregon's fastest growing cities. The City's administration consists of an elected mayor and city council who appoint a City Manager. A number of Citizen Advisory Groups advise the City Manager, mayor, and city council.

From its inception, Redmond has had its eyes set firmly on the future. Redmond was initially founded in 1905 in anticipation of a canal irrigation project and proposed railway line. Redmond is on the western side of the High Desert Plateau and on the eastern edge of the Cascade mountain range. Redmond lies in the geographic heart of Oregon. Redmond focuses on its natural beauty, reveling in the outdoor recreational opportunities (camping, hiking, skiing) offered by the Cascade mountain range, four seasons climate, and 300+ days of sunshine annually.

Redmond has been focused on innovative, sustainable growth and revitalization while preserving the city's unique history and culture. In 1995, the City of Redmond began to make critical investments in revitalizing its downtown core. The initial phase of renovations strove to balance growth, livability and historic preservation by rerouting Oregon State Highway 97, improving critical infrastructure, and improving the facades of over 100 buildings in the historic center. The City of Redmond has worked with local businesses to revitalize retail, job creation and housing. To facilitate private sector buy-in, Redmond offers innovative incentive programs such as the Façade Rehabilitation and Reimbursement Grant and the "Downtown Jumpstart" loan competition, as well as Design Assistance.

Often referred to as "The Hub" of Central Oregon, Redmond is situated at the crossroads of US Highway 97 and US Highway 126. It is served by the Burlington Northern Sante Fe Railway, Cascades East Transit Regional Public Transportation Service, as well as a state of the art regional airport served by multiple commercial airlines and FedEx and UPS. In addition to its geographic location, Redmond is viewed as central to business growth in the region. In 2014, Central Oregon Community College opened a 34,300 square foot Technology Education Center to recruit new businesses and expand existing businesses in Central Oregon. Above all, Redmond prides itself on being a family-friendly city which was the motivation for the work presented in this report.



Course Participants

Elena Casas, Public Relations Undergraduate

Shannon Nelson, Public Relations Undergraduate

Noelle Nercessian, Public Relations Undergraduate

Nicole Rideout, Public Relations Undergraduate

Kim White, Public Relations Undergraduate

Table of Contents

Executive Summary	7
Introduction	8
Background	9
Situational Analysis	10
Internal Factors	
External Factors	
Competitors	
SWOT Analysis	
Key Publics	12
Opportunity Statement	12
Communication Plan	12
Goal	
Short Term Objectives	
Strategies	
Tactics	
Timeline	
Evaluation	15
Recommendations	16
Conclusion	21
Appendices	22
Appendix A: Mock Website	
Appendix B: Contact List	
Appendix C: Infographic	
Appendix D: Flyer	
References	31

This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the City of Redmond. Text and images contained in this report may not be used without permission from the University of Oregon.

Executive Summary

The Redmond Professional Business Medical District Initiative is an ongoing project in the City of Redmond, Oregon. The initiative aims to create a distinct area of town designated for new business development that will boost the city's overall economy and improve quality of life for residents. With an emphasis on curb appeal, accessibility, and connection to nature, the Professional Business Medical District is a unique addition to the growing City of Redmond.

However, there is currently a general lack of awareness about the district and the many opportunities it can provide the region – particularly among investors, business owners, and developers. To address this issue, five students in Public Relations Campaigns (J454) at the University of Oregon developed a communication plan to advise city officials on how to effectively draw new business to the area.

Students created cohesive promotional material for the Redmond Business Medical District Initiative that include:

- Unique website with key messages and slogan (Appendix A)
- Contact list (Appendix B)
- Infographic (Appendix C)
- Flyer (Appendix D)
- Mock LinkedIn page (Appendix E)
- Mock Facebook page (Appendix F)

Students also developed the following set of recommendations to help the City of Redmond increase awareness of the Professional Business Medical District:

- Claim ownership of the website and update the content with current and relevant information on an ongoing basis
- Establish relationships with the individuals and organizations on the contact list
- Share the infographic and flyer with targeted publics to increase awareness and attract development
- Create an official LinkedIn page to effectively connect with businesses and professionals, and share updates and information
- Share updates about the district on the City of Redmond's Facebook page and include images of development sketches, streetscaping, and overall progress

Introduction

Over the course of 10 weeks, a team of students in the Public Relations Campaigns course (J454) at the University of Oregon worked in partnership with City of Redmond officials to research, plan, present, and implement a campaign that would promote the development of the Professional Business Medical District. The development is expected to stimulate the local economy and improve quality of life for residents. To help attract businesses and investors, students collaborated with city officials and developed cohesive material that would provide the targeted market of developers and business owners with consistent information about the district. This report explores the background, provides a situational analysis, identifies key publics, and outlines a detailed communication plan complete with an evaluation of the campaign and recommendations moving forward.

Background Information

The Redmond Professional Business Medical District Initiative is an ongoing project in the City of Redmond, Oregon, that aims to create a distinct area of town designated for new business development. The objective of the project is to boost the city's overall economy and improve quality of life for residents. With an emphasis on curb appeal, accessibility, and connection to nature, the Professional Business Medical District is a unique addition to the growing City of Redmond and a promising opportunity for investors, business owners, developers, and residents.

The city's overall budget for the project is estimated at \$13 million with \$6 million allocated from the Urban Renewal Agency budget.

The student team identified two key opportunities for the Redmond Professional Business Medical District Initiative:

- Develop regional, state, and national awareness of business opportunities in Redmond
- Attract developers and begin planning the construction of new businesses in the district

Before identifying the key opportunities, the students conducted a situational analysis.

Situational Analysis

The student team gathered information from online resources and interviews with city officials to analyze the internal and external environment of the City of Redmond in order to understand the challenges and opportunities within the Professional Business Medical District.

Internal Factors

According to Suburban Stats, Redmond is home to nearly 27,000 residents, and the median age is 33 years old. Since 2000, the number of households in the city has grown at an average annual rate of 5.3%. The Redmond population accounted for 12% of Deschutes County residents in 2000 and increased to 17% in 2012. The City of Redmond also captures 20% of the region's job growth. These statistics illustrate an opportunity for business owners to expand their practices in the new district of Redmond.

External Factors

In accordance with national trends, urban renewal continues to be a huge source of income and prosperity for cities and towns of all sizes. In an article from Urban Scale, "structures like vacant office buildings, abandoned power plants, and other obsolete public facilities in your city's downtown are often prime candidates for redevelopment." The Professional Business Medical District in Redmond will be utilizing otherwise vacant land to help accelerate the economy, rather than allowing the land to sit as empty space. The 78-acre plot is currently controlled by 35 different property owners who meet regularly to discuss new projects and vote on how to distribute funding, land, and resources to each project.

Competitors

Due to the City of Redmond's various goals and limited budget, the Professional Business Medical District Initiative is competing against many other city initiatives. Current or future initiatives implemented by Redmond can steer funding and awareness away from the Professional Business Medical District Initiative. According to an article published by The Bend Bulletin, Redmond is also launching a historic preservation initiative in hopes of boosting the local economy and increasing interest in the area. There are also many other city initiatives competing for limited funding, time, and other resources, which may slow or temporarily halt the development of the Professional Business Medical District.

Another competitor is the nearby City of Bend. Bend has a larger population and one of the fastest growing economies in Oregon. Therefore, it is a potentially more attractive market for new businesses. According to an article in Oregon Live, Roger Lee, the executive director of Economic Development for Central Oregon, said his agency recorded the creation of 1,200 jobs and the addition of

\$340 million in taxable property in 2012, making it a record year for economic growth. Furthermore, the Bureau of Labor Statistics reports that employment rates and the civilian labor force in Bend continue to steadily increase in all sectors. These economic factors may draw new business away from Redmond, take away employment opportunities for residents, and decrease Redmond's overall tax base. This may make establishing new business and residency in Redmond less attractive to potential developers.

Table 1: Professional Business Medical District SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Location <ul style="list-style-type: none"> ◦ Close to highway 97 ◦ Redmond's major commercial corridor ◦ Near St. Charles Medical Hospital ◦ Close proximity to the airport • Partnering with the University of Oregon for development aid <ul style="list-style-type: none"> ◦ Accessibility to student-created resources • Caters to senior population and young families • \$6 million funding allocated from the Urban Renewal Agency • Economic boost to the overall economy 	<ul style="list-style-type: none"> • The master plan was last revisited in 2013 • Lack of funding from investors, aside from \$6 million Urban Renewal Allocation • Unstructured timeline for development • Limited understanding of the initiative among residents of Redmond • Shortage of potential business developers • Possibility of increasing private property values <ul style="list-style-type: none"> ◦ May increase cost of living in Redmond • Absence of promotional materials <ul style="list-style-type: none"> ◦ No website or social media presence
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase Redmond's long-term tax base • Improve the quality of life for Redmond residents • Attract new residents to Redmond • Boost the economic status of the city • Promote the growth of all industries throughout the city • Provide a path for bringing a new competitive advantage to the city 	<ul style="list-style-type: none"> • Members of the community may oppose the initiative • Lower education levels throughout Redmond <ul style="list-style-type: none"> ◦ Businesses may have a difficult time finding enough qualified employees • Few higher education institutions within city limits • Current lack of available housing <ul style="list-style-type: none"> ◦ May make it difficult for new residents to find appropriate housing

Key Publics

The relevant publics for the Redmond Professional Business Medical District are as follows:

- Business developers
- Real estate agents
- Potential investors
- Residents of Redmond
- Current business owners in the surrounding area
- City of Redmond elected officials and government departments

For the objective of increasing funding and locating potential developers to begin the planning and construction process, two primary publics have been identified:

- Business developers throughout Oregon
- Potential investors throughout Oregon

Opportunity Statement

The Professional Business Medical District Initiative provides an opportunity to expand business and drive economic growth in Redmond. However, the lack of information provided to developers, potential businesses, investors, and residents about the development of this 78-acre district can impede the initiative's progress. By raising awareness of the initiative among these publics, the Professional Business Medical District Initiative will attract developers and others to begin the planning and construction process.

Communication Plan

Goal

The overarching goal of this public relations plan is to increase awareness of the Redmond Professional Business Medical District.

Short-term Objective

The short-term objective is to create cohesive brand materials that appeal to business developers and commercial real estate agents throughout the Pacific Northwest

- A. Strategy 1 – Establish a cohesive brand across print and digital platforms

- i. Tactic 1: Create slogan: Formulate a brief, simple statement to use on all communication platforms that encompasses and conveys the strengths and opportunities of the district to key publics
 - Students created a key slogan, The Professional Hub of Central Oregon, which captures and communicates the purpose of the initiative
- ii. Tactic 2: Create key messages: Highlight points of interest and pertinent information for target audience; incorporate these key messages into all communication material
 - Students developed key messages that would provide clear and consistent information about the district to the public Primary Message: “The City of Redmond, Oregon, launched the Professional Business Medical District Initiative in an effort to bring new and diverse business to the city. The city is offering resources and financial incentives to help leverage private development.”
Secondary message for business developers: “Currently there are 78 acres of available space for business development in the area designated for the Redmond Professional Medical District. The City of Redmond is interested in bringing commercial, residential, and professional development to the District.”
Secondary message for commercial real estate: “Currently there are 78 acres of available space for commercial real estate in the area designated for the Redmond Professional Medical District. The City of Redmond is interested in bringing commercial realtors to Redmond to represent the Initiative to parties interested in bringing new business to the area.”

B. Strategy 2 – Develop print outreach material

- i. Tactic 1: Create infographic: Outline the current situation and potential of the Redmond Professional Business Medical District Initiative; include a call-to-action, directing readers to the initiative’s website
 - Students designed an infographic that communicates information about the district and that could be shared digitally or in print
- ii. Tactic 2: Create promotional flyer: Outline the background and current planning efforts of the Redmond Professional Business Medical District Initiative
 - Students designed a promotional flyer that could be printed and mailed to residents

C. Strategy 3 – Develop digital outreach material

- i. Tactic 1: Create website: Add the new website link to the City of Redmond’s main website; provide links to the initiative’s social media accounts and website to the City of Redmond’s main website
 - Students developed a website, www.redmondpbmd.weebly.com, that contains consistent messaging throughout

- ii. Tactic 2: Email promotional flyer and infographic: This flyer and infographic will be the same as the print flyer and infographic, but it will be sent digitally
 - Students designed a promotional flyer and infographic that could be printed and shared digitally
- iii. Tactic 3: Create social media: Create Facebook posts; create a mock LinkedIn page to generate an opportunity for potential business developers to find information and learn about the initiative
 - Students created mock accounts on LinkedIn and Facebook to show how these sites can be used to promote the District

Timeline

Table 2: Professional Business Medical District Timeline Calendar

Week 1	Begin creating website Begin setting up LinkedIn page
Week 2	Begin creating brochure Begin creating infographic Finalize website Finalize LinkedIn page
Week 3	Finalize brochure Finalize LinkedIn page

Evaluation

Due to governmental restriction and protocol, the students' material was not published but instead developed to provide suggestions on the type of material that can be created to accomplish the goal of increasing awareness of the Professional Business Medical District. To measure the success of this campaign, students evaluated whether they were able to execute each tactic and analyzed the cohesiveness of the promotional material created. Going forward, the City of Redmond can evaluate the effectiveness of the students' recommendations by publishing the material created and then assessing the level of public awareness and interest in the district among residents, businesses, investors, and others. Students prepped materials in the following ways to ensure Redmond can conduct a more formal evaluation:

Strategy 1 - Cohesive Branding

- To measure the success of the branding efforts, the student team ensured the slogan and the key messages created were used throughout all of the digital and print material

Strategy 2 - Print Material Outreach

- To measure the success of the industry outreach materials, the student team ensured the flyer, infographic, and digital materials all contained cohesive messages, information, and appearance

Strategy 3 - Digital Outreach

- To measure the success of the digital outreach, the student team ensured the website, Facebook page, LinkedIn account, and print materials all contained cohesive messages, information, and appearance

Recommendations

Website

Students created a website as the primary location for information about the Professional Business Medical District Initiative. It has since developed into a digital holding place for all the deliverables created for this campaign. Due to certain restrictions and government protocol, the student team recognizes that use of this website host may not be feasible. If a different website is created for the initiative, the students recommend using the website as a visual guide for organization, content, and aesthetics.

See Appendix A: Mock Website

Table 3: Website

WEBSITE RECOMMENDATIONS	
Short-Term	Long-Term
Students recommend claiming ownership of the URL, redmondpbmd.weebly.com, within one month of receiving this plan. Students suggest shortening the address to redmondpbmd.com , to ensure that no other website can be created with this address that may contain information unrelated to or conflicting with the Redmond Professional Business Medical District Initiative. Claiming ownership of this website domain can be done through weebly.com.	The gallery page currently contains the PDF images provided to us. Students recommend regularly updating the Gallery page with photographic evidence of site progress. Students believe this will help potential investors, business owners, commercial real estate agents, and others, to visualize the District's potential.
Students recommend purchasing the "Pro Plan," because it allows ownership of the domain, as well as ample storage for content, customization options, and SEO enhancement. The plan begins with a one-year free trial and will cost \$9/month thereafter.	Students suggest including a link to the Initiative's website on the City of Redmond website, as a way for business developers and other members of the target audience to quickly learn about the Initiative, in case they choose to visit, or are directed to, the city's website first.

Students have created tabs for the promotional material, contact list, mock social media content, and key messages. Students recommend removing these tabs once the website URL has been acquired by the City of Redmond.	Students opened a Gmail account to create the website. Any contact attempts made via the website's Contact tab will be delivered to this email address. Students suggest assigning someone to regularly check this Gmail account, or forward the mail sent to this account to another email address, so that you can be aware of any contact attempts made regarding the initiative.
---	--

Contact List

The contact list includes 26 contacts. It is intended to be a starting point for the City of Redmond to begin networking with potential business developers and commercial real estate agents.

See Appendix B: Contact List

Table 4: Contact List

CONTACT LIST RECOMMENDATIONS		
Short-Term	Medium-Term	Long-Term
Students suggest emailing the infographic and flyer to the individuals on the contact list to make them aware of the opportunities provided by the Professional Business Medical District.	Engage with each contact via phone, email, or in-person meeting to provide more information about the district and how they can get involved in the project	Continue to expand on this list by adding more business developers, commercial real estate agents, and any other contacts that may be interested in the initiative.
	Encourage the contacts to visit Redmond and see the site for themselves by offering tours of the site.	

Promotional Materials

To disseminate information quickly and effectively, students chose to develop two forms of promotional material, tailored to the key public, that both contain information regarding the district.

Students recommend sharing both the flyer and infographic digitally via email, and in print via postal mail. This will help to effectively capture the attention of the target audience. Students also recommend finalizing the district’s website, ideally with the recommended URL, before sending out the promotional materials to ensure the audience is able to gain a clear and concise idea of the district. The URL on both the flyer and infographic will need to be edited accordingly.

Infographic: An infographic was chosen because infographics visually represent information in a way that is eye-catching and easy to read. An infographic is 30 times more likely to be read than a purely textual article, and people remember 80% of what they see compared to only 20% of what they read, according to Contactdesk.net. The infographic we created contains specific information regarding the Professional Business Medical District, including the location and brief statistics of Redmond. Therefore, it is recommended that Redmond send this document to the audience list first – before sending the flyer. Due to the size and design of the infographic, it is best suited to be shared digitally first. Students suggest sending the infographic via email to the email addresses listed on the contact list, along with a brief introduction of the district and the goals Redmond wishes to achieve. The infographic should be included in the body of the email, following the introduction, and attaching the document as a PDF file. *See Appendix C: Infographic*

Table 5: Infographic

INFOGRAPHIC RECOMMENDATIONS		
Short-Term	Medium-Term	Long-Term
Once the website URL is claimed, students recommend updating the URL listed on the infographic.	After the social media outlets are established, students recommend sharing the infographic on all social media platforms once per month, with a short “blurb” regarding the status and progress of the district.	Students recommend sending the infographic to all new business prospects via email.
Within one month of receiving this plan, students suggest sending the infographic digitally to the email addresses provided on the contact list.		Students recommend the city continue to share the infographic on social media platforms.

Flyer

Students chose to create a flyer because it is visually appealing and can be shared both via print and electronically. Students recommend printing the flyer in color on 8.5 x 11 in. white paper, tri-folding it to fit inside a standard size envelope, and mailing it to the addresses provided. Students also suggest sending the flyer digitally via email, following the same instructions provided for the infographic.

See Appendix D: Flyer

Table 6: Flyer

PROMOTIONAL FLYER RECOMMENDATIONS		
Short-Term	Medium-Term	Long-Term
Once the website URL is claimed, students recommend changing the URL listed on the flyer.	After the social media outlets are established, students recommend sharing the flyer on all social media platforms once per month, with a short “blurb” regarding the status and progress of the district.	Students recommend sending the flyer to new business prospects via email.
Within two months of receiving this plan, students suggest printing the flyer and mailing it to the addresses listed on the contact list. Students also suggest sending it via email.		Students recommend the city continue to share the flyer on social media platforms.

LinkedIn

Creating an official LinkedIn page is also recommended for Redmond. LinkedIn is a great way to connect with other businesses and professionals and an opportunity to create awareness of the Professional Business Medical District Initiative. Students recommend connecting with businesses in and around Redmond once the LinkedIn account is created. Three suggested draft posts to use on the official LinkedIn page are located in Appendix E. For future use, a reasonable expectation would be to post information about the district twice a month to keep connections informed of the next steps for the district.

See Appendix E: Mock LinkedIn Page

Table 7: LinkedIn

LINKEDIN RECOMMENDATIONS		
Short-Term	Medium-Term	Long-Term
Students recommend creating an official LinkedIn page within one month of receiving this plan. Then, begin establishing connections with businesses, real estate agents, and developers in and outside of Redmond.	Students suggest posting at least twice a month on the LinkedIn page to update connections on the progress of the district.	Once the District has a substantial amount of connections on LinkedIn, students recommend to begin direct messaging connections and arranging personal tours.
Students recommend you connect with at least five businesses and/or professionals per week.		

Facebook

Students recommend using the City of Redmond’s Facebook page to begin sharing updates with links to a website for further information about the Professional Business Medical District. This is a great way to create awareness of the district. Redmond can include a photo with each Facebook post, such as using images of the existing sketched designs, photos after streetscaping, and progress of the construction and development. Redmond can share these posts at least four times a month, with increasing frequency as the project nears completion. The mock Facebook posts created in Appendix F provide examples of the type of content that may be shared on the Redmond Facebook page while the project is ongoing.

See Appendix F: Mock Facebook Page

Table 8: Facebook

FACEBOOK RECOMMENDATIONS		
Short-Term	Medium-Term	Long-Term
Students recommend sharing posts about the Professional Business Medical District on the City of Redmond’s Facebook page at least once per month to increase general awareness of the project.	Students recommend posting about the development of the District four times per month, until completion of the project.	Once the project is near completion, students recommend increasing the frequency of posts to share events and promotions that may be happening within the Professional Business Medical District.

Conclusion

The research used to develop this campaign suggests that creating a cohesive brand and developing consistent messages to share with targeted publics will help the City of Redmond draw attention to the Professional Business Medical District. The student team recommends implementing the cohesive branding material and messages developed for this campaign in order to encourage development of the district, stimulate the local economy, and improve quality of life for residents.

Appendix

Appendix A: Website

Instructions for Use

1. Students created a Gmail account for the Redmond Professional Business Medical District. The account information is as follows:
 - i. Email: redmondpbmd@gmail.com
 - ii. Password: goducks!
2. The login information for the weebly account used to create the website is as follows:
 - i. Email: redmonpbmd@gmail.com
 - ii. Password: goducks!
3. All of the promotional materials, key messages, audience list contacts, and mock social media posts can be found on the website. This website is a central online holding place for all the materials we have created. It serves as a backup to the jump drive provided to Redmond.

Image 1: Website



Image 2: Website



REDMOND, OREGON

Redmond is a flourishing midsize city located in the beautiful Deschutes County of Central Oregon. Redmond is a full-service municipality and one of the fastest-growing industrial and residential communities in Oregon. With a population of approximately 27,000 and a growth rate of 8 percent per year, the city of Redmond provides valuable business development opportunities.

Image 3: Website



ABOUT THE INITIATIVE

The Redmond Professional Business Medical District Initiative is an ongoing project in the city of Redmond, Oregon. The initiative aims to create a distinct area of town designated for new business development and economic growth. With an emphasis on curb appeal, connection to nature and ease of accessibility, the Professional Business Medical District is a unique addition to this flourishing city. Currently, there are 38 undeveloped acres available for new business and development opportunities.

Image 4: Website

WHY REDMOND?

At this time, there is no central business or medical district in Redmond. The Professional Business Medical District Initiative in Redmond provides an opportunity for expanding business and economic growth in an area with minimal business competition. The city of Redmond is in need of a variety of new businesses including dining options, retail spaces, medical offices, residential buildings and much more.

LOCATION

The Redmond Professional Business District is located next to St. Charles Hospital, which is the primary site for medical treatment in Redmond, and is adjacent to Highway 97 and many of the major streets in Redmond. It is also in close proximity to world class skiing at Mt. Bachelor and hiking at Smith Rock State Park, and is only a short drive away from the beautiful Oregon Coast, Black Butte Ranch and many more exciting recreational opportunities. To see a detailed map of the area, visit the [Resources](#) page.

Image 5: Website

☰ REDMOND PROFESSIONAL BUSINESS MEDICAL DISTRICT

For questions about the planning process or inquiries about attending upcoming meetings, please contact Heather Richards, Community Development Director by phone at (541) 923-7756 or by e-mail at heather.richards@ci.redmond.or.us or fill out the contact form below.

CONTACT REDMOND

NAME *
FIRST LAST

EMAIL *

COMMENT *

SUBMIT

Image 6: Website

☰ REDMOND PROFESSIONAL BUSINESS MEDICAL DISTRICT

What's Next for Gallery Page:

- Take pictures of site as it progresses and upload to page.
- Upload pictures of neighboring business to showcase nearby businesses.
- Take and upload pictures of landscaping to showcase city's involvement in the district.
- Upload video of site and neighboring businesses to give developers a better look.

Image 7: Website



KEY MESSAGES

Slogan:
"The Professional Hub of Central Oregon"

Primary Message:
The City of Redmond, Oregon, launched the Professional Business Medical District Initiative in an effort to bring new and diverse business to the city. The city is offering resources and financial incentives to help leverage private development.

Secondary Message: Business Developers:
Currently there are 78 acres of available space for business development in the area designated for the Redmond Professional Medical District. The city of Redmond is interested in bringing commercial, residential and professional development to the District.

Secondary Message: Commercial Real Estate:
Currently there are 78 acres of available space for commercial real estate in the area designated for the Redmond Professional Medical District. The city of Redmond is interested in bringing commercial realtors to Redmond to represent the Initiative to parties interested in bringing new business to the area.

Image 8: Website



PROMOTIONAL BROCHURE

The brochure will be used both online and in print to send to potential real estate agents, business developers, and any other contacts listed on the audience list. The brochure highlights the location of the Professional Business Medical District and provides the initiative's website link contacts can use to find out more information.

[DOWNLOAD](#)



REDMOND PROFESSIONAL

BUSINESS MEDICAL DISTRICT



The future Redmond Professional Business District is located next to St. Charles Hospital, the primary site for medical treatment in Redmond. It is located adjacent to state highway 97 and other major streets in Redmond. There are 78 undeveloped acres currently available for new business and development opportunities.

REDMONDPBMD.WEEBLY.COM

Image 9: Website

PROMOTIONAL INFOGRAPHIC

The infographic can also be used online and in print. The infographic includes statistics of Redmond as well as general information about the location of the Professional Business Medical District. The infographic also encourages the viewers to visit Redmond and look at the district's website to learn more information.

[DOWNLOAD](#)

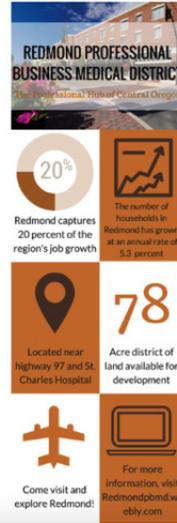


Image 10: Website

The website header features a navigation menu icon on the left and the title "REDMOND PROFESSIONAL BUSINESS MEDICAL DISTRICT" in the center, set against a background image of snow-capped mountains. Below the header is a "RESOURCES" section with three items: "DISTRICT AREA MAP" with a map thumbnail, "DISTRICT DEVELOPMENT STRATEGY" with a street scene illustration, and "MASTER PLAN" with an aerial view of a city grid. Each item has a "LEARN MORE" button below it.

Appendix B

Image 11: Contact List



CONTACT LIST

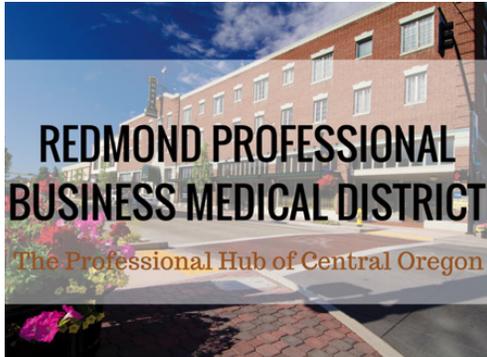
This contact list is made up of real estate agents and business developers in the Pacific Northwest area and contacts from the Chamber of Commerce in Eugene, Salem and Bend. We hope this list will provide a good jumping off point for the city of Redmond as you start to reach out about the initiative.

DOWNLOAD

Name	Business	Email	Phone	Address
Tia Corbett	Commer Commercial Real Estate	tiac@comptia.com	(541) 689-2374	701 High St SE, Eugene, OR 97401
Alan Evans	Evans Elder & Wynn	alan@evans.com	(541) 266-6800	101 E Woodland, Eugene, OR 97401
Jan Bealholm	Home	janbealholm@gmail.com	(541) 206-6878	4715 Village Plaza Lane, Ste 202 Eugene, OR
Corey Chasen	Coastal Becker Martin Real Estate	corey@coastalbecker.com	(541) 280-6102	4102 Valley View Dr # 375, Eugene, OR 97402
Brian Hesse	Home	brian@brianhese.com	(541) 480-1800	4715 Village Plaza Lane, Ste 202 Eugene, OR
Greg Jacobs	Commer Commercial	greg@commercommercial.com	(541) 389-4212	4230 Northwest 2nd Street, Suite A-200, Bend
Andie Edwards	Mkt Cascade	andied@mkcasca.com	(541) 758-6507	1713 SW Highland Avenue, Astoria, OR 97103
Bruce Barnett	Wholesome commercial real estate	bruce@wholesome.com	(541) 410-2404	4200 SW High Way, Suite 100, Astoria, OR 97103
Klaus Sharma	Realty Listing Agent	ksharma@realtor.com	(503) 310-6884	2020 SW Ave, Suite 400, Seaside, OR 97137
Ruby Marcell	Realty Listing Agent	rmarcell@realtor.com	(503) 489-2947	2020 SW Ave, Suite 400, Seaside, OR 97137
Peter Andrews	Marin Bank Companies	pete@marinbank.com	(503) 545-4542	111 SW Columbia St #1300, Portland, OR 97201
Mara Dunlap	Marin Bank Companies	marad@marinbank.com	(503) 545-4540	111 SW Columbia St #1300, Portland, OR 97201
Bill Barnett	Marina & Mitchell	bill@marina.com	(503) 310-3848	201 W. Burnham, Seaside, OR 97137
Nicholas Burkhart	Marina & Mitchell	nburkhart@marina.com	(503) 200-2078	201 W. Burnham, Seaside, OR 97137
Stephen Fathallah	Premiere Property Group, LLC	stephenfathallah@gmail.com	(503) 375-8903	1620 SW Broadway St, Astoria, OR 97103
Chamber of Commerce	Eugene Chamber of Commerce	eugene@eugenechamber.com	(541) 684-1214	4401 Woodland Street Eugene, OR 97401
Chamber of Commerce	Salem Area Chamber of Commerce	sac@saalchamber.org	(503) 581-1489	1111 Commercial St NE, Salem, OR 97301
Chamber of Commerce	Bend Chamber of Commerce	bend@bendchamber.org	(541) 389-2871	1717 NW Hill Street Suite 202 Bend, OR 97501
Alan MacLaren	Commercial Real Estate Advisors	alan@crea.com	(503) 380-7507	722 SW Second Avenue, Suite 202, Portland
Arley Westrich	Commercial Real Estate Advisors	arley@crea.com	(503) 380-7502	722 SW Second Avenue, Suite 202, Portland
Bruce Kemp	Commer Commercial	bruce@commercommercial.com	(541) 688-4541	400 SW Columbia St, Suite 4100 Bend, OR
Garret Pomeroy	Commer Commercial	garret@commercommercial.com	(541) 688-4538	400 SW Columbia St, Suite 4100 Bend, OR
Don Bealholm	The Portland Company	don@portlandcompany.com	(541) 617-2600	260-1601 Franklin Ave, Suite 204 Bend, OR
Berry Caine	Greater Development	bcaine@greaterdevelopment.com	(503) 245-1878	18787 SW 12th Avenue, Suite 100, Tualatin
Chamber of Commerce	Redmond	redmond@redmondchamber.com	(541) 853-9100	440 SW 7th St, Redmond, OR 97756

Appendix C

Image 12: Infographic



Redmond captures 20 percent of the region's job growth



The number of households in Redmond has grown at an annual rate of 5.3 percent



Located near highway 97 and St. Charles Hospital

78

Acre district of land available for development



Come visit and explore Redmond!



For more information, visit Redmondpbmd.webly.com

Appendix D

Image 13: Flyer



— REDMOND PROFESSIONAL —

BUSINESS MEDICAL

— DISTRICT —



The future Redmond Professional Business District is located next to St. Charles Hospital, the primary site for medical treatment in Redmond.

It is located adjacent to state highway 97 and other major streets in Redmond. There are 78 undeveloped acres currently available for new business and development opportunities.

REDMONDPBMD.WEEBLY.COM

References

ACS DEMOGRAPHIC AND HOUSING ESTIMATES 2009-2013 American Community Survey 5-Year Estimates." American FactFinder. 2013. Web.

Board, The Oregonian Editorial. "Bend and Medford as Economic Growth Engines: Editorial." Web.

Everett, Ed. How Civic Engagement Transforms Community Relationships. 1st ed. Washington: IMCA Press, 2011. PDF.

Karras, John. "12 Strategies That Will Transform Your City's Downtown." Urban Scale. February 5, 2014. Web.

"Redmond's Next Plan Could Be Historic." The Bulletin. Web.

Suburban Stats. "Current Redmond, Oregon Population Statistics in 2014-2015". Web.

Bend Oregon. "Urban Renewal." Web.