



August 1, 2018

Bend City Council
710 NW Wall Street
Bend, OR 97703

Mayor Roats and council members:

This letter is in support of the Juniper Ridge Working Group's recommendations presented to council in July. We particularly are in agreement with the Working Group's recommendation to assign the management of Juniper Ridge to an appointed Governing Board tasked with oversight of planning and development.

This approach to advancing development of Juniper Ridge would allow for an efficient process to move the project forward. While the Governing Board would provide project oversight, we also understand the importance of an outcomes-based framework from council to provide direction. With this direction, it is critical that the Governing Board be given substantial autonomy to carry it out efficiently. To this end, council should seek candidates for the Board who are experienced in understanding market forces, planning and developing a successful project.

Finally, we concur with the Working Group recommendation to hire a dedicated staff member or contractor to perform analysis, communications and partnership development to ensure there is internal expertise and bandwidth for the project.

The Bend Chamber Board of Directors recognizes the opportunity Juniper Ridge holds in providing much-needed employment lands. We encourage council to move forward with the Working Group's recommendations.

Thank you for your service and for the consideration you are giving this suggestion.

Sincerely,

Katy Brooks
CEO/President