



Marginal Gains

Understanding Bend's Economic Potential

Damon Runberg
Economist
Oregon Employment Department

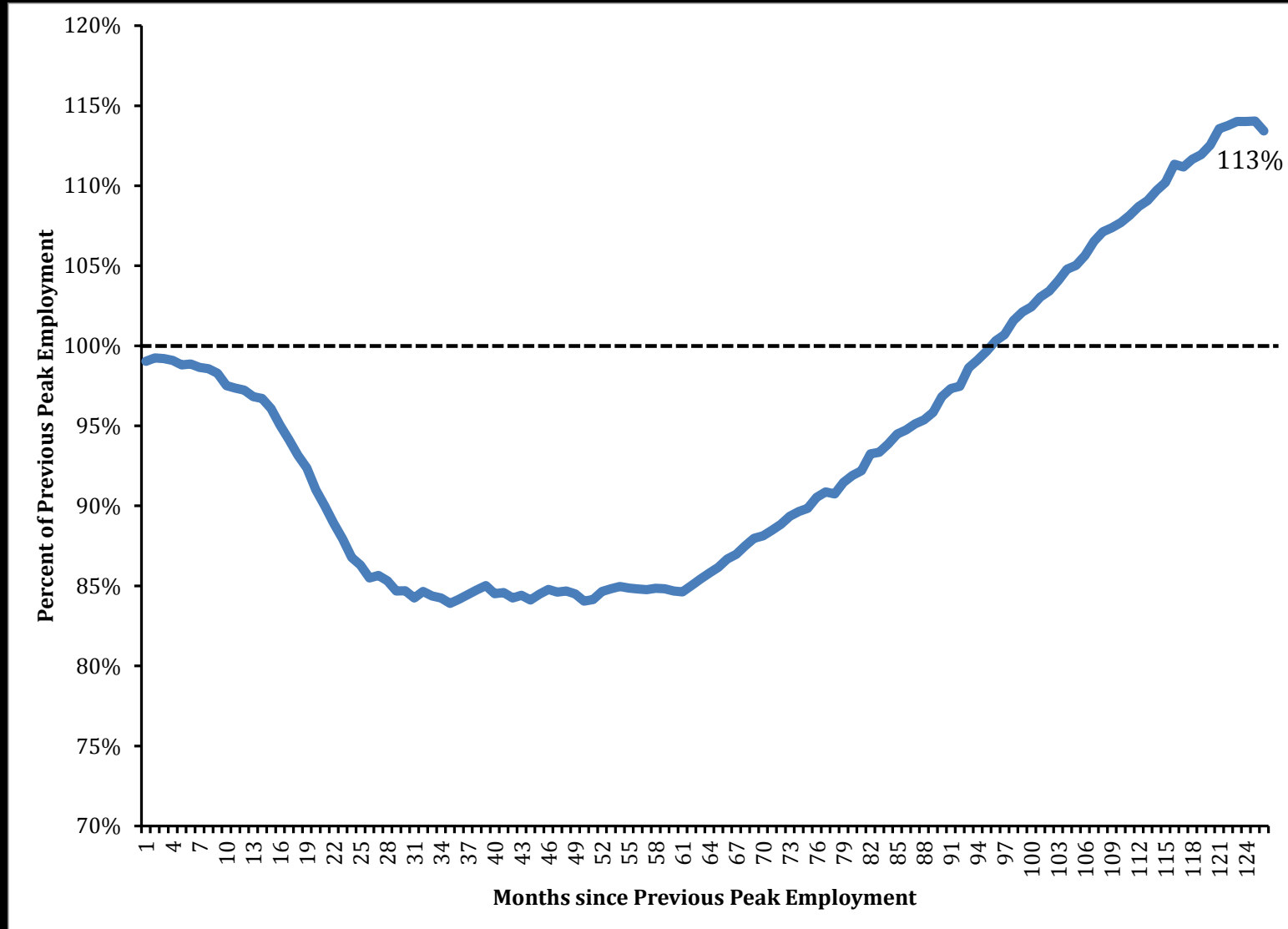
The aggregation of marginal gains

Dave Brailsford

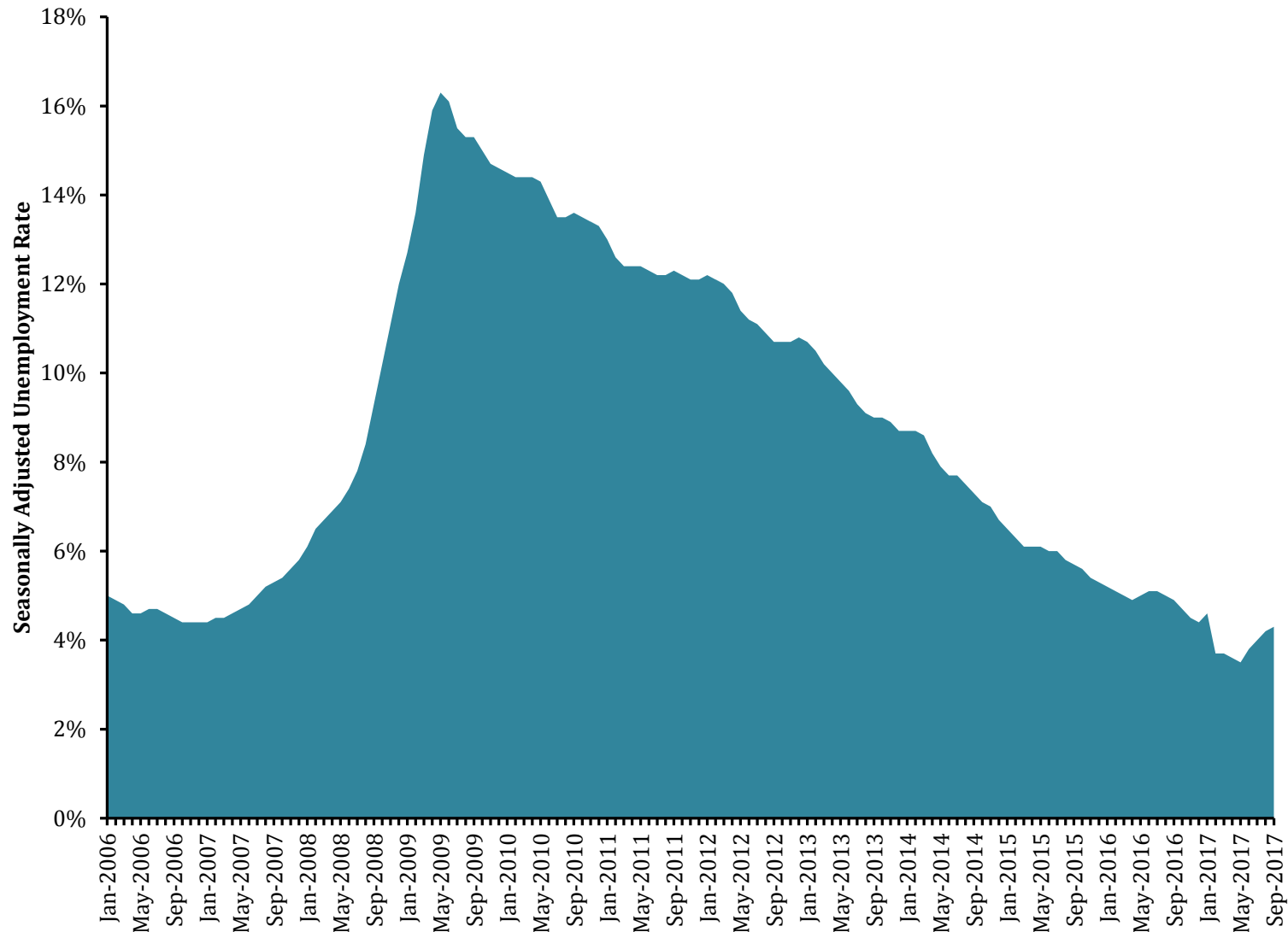


“The 1 percent margin for improvement in everything you do.”

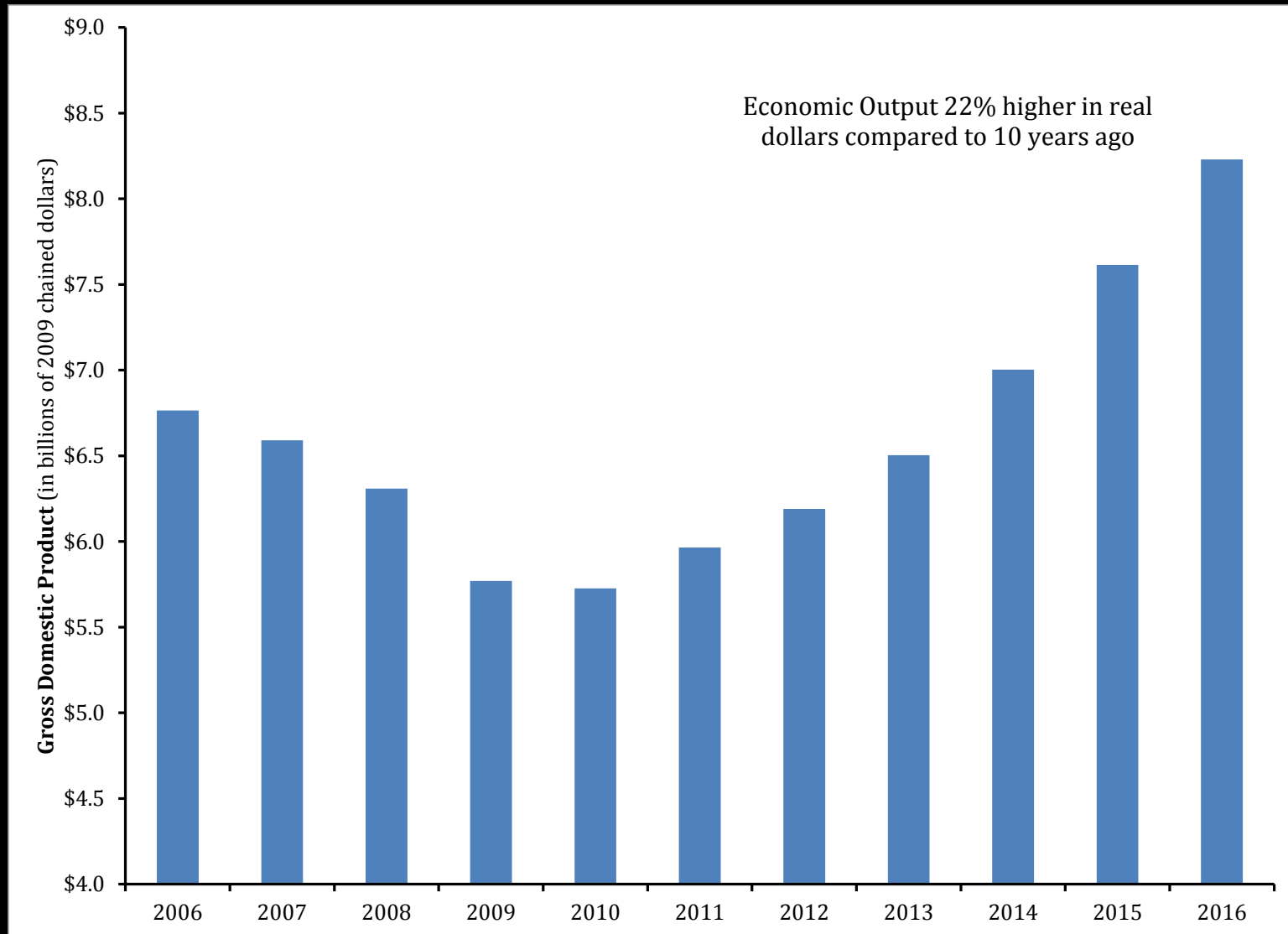
A Great Recession, but a Grand Recovery



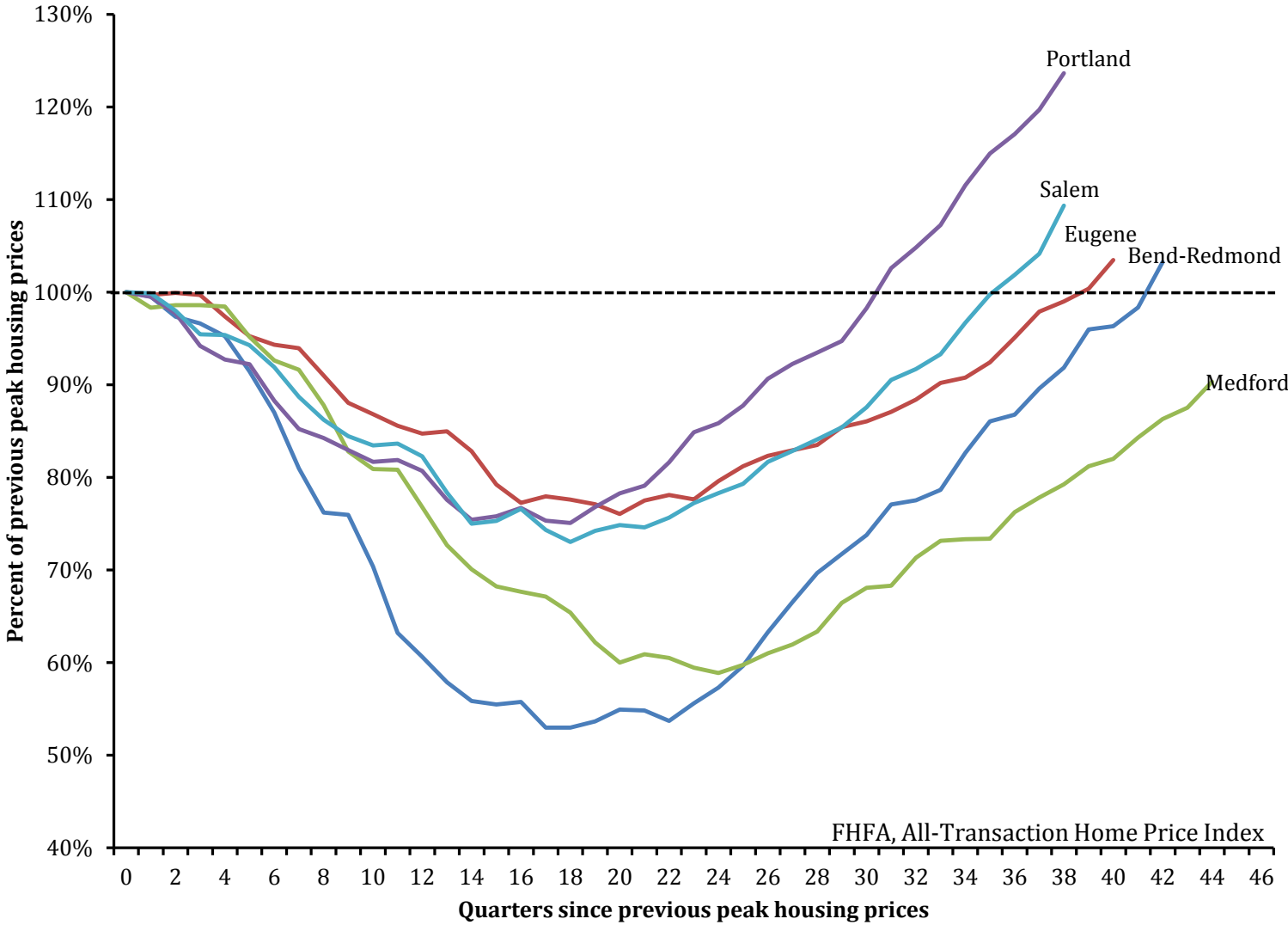
Unemployment levels near historic lows



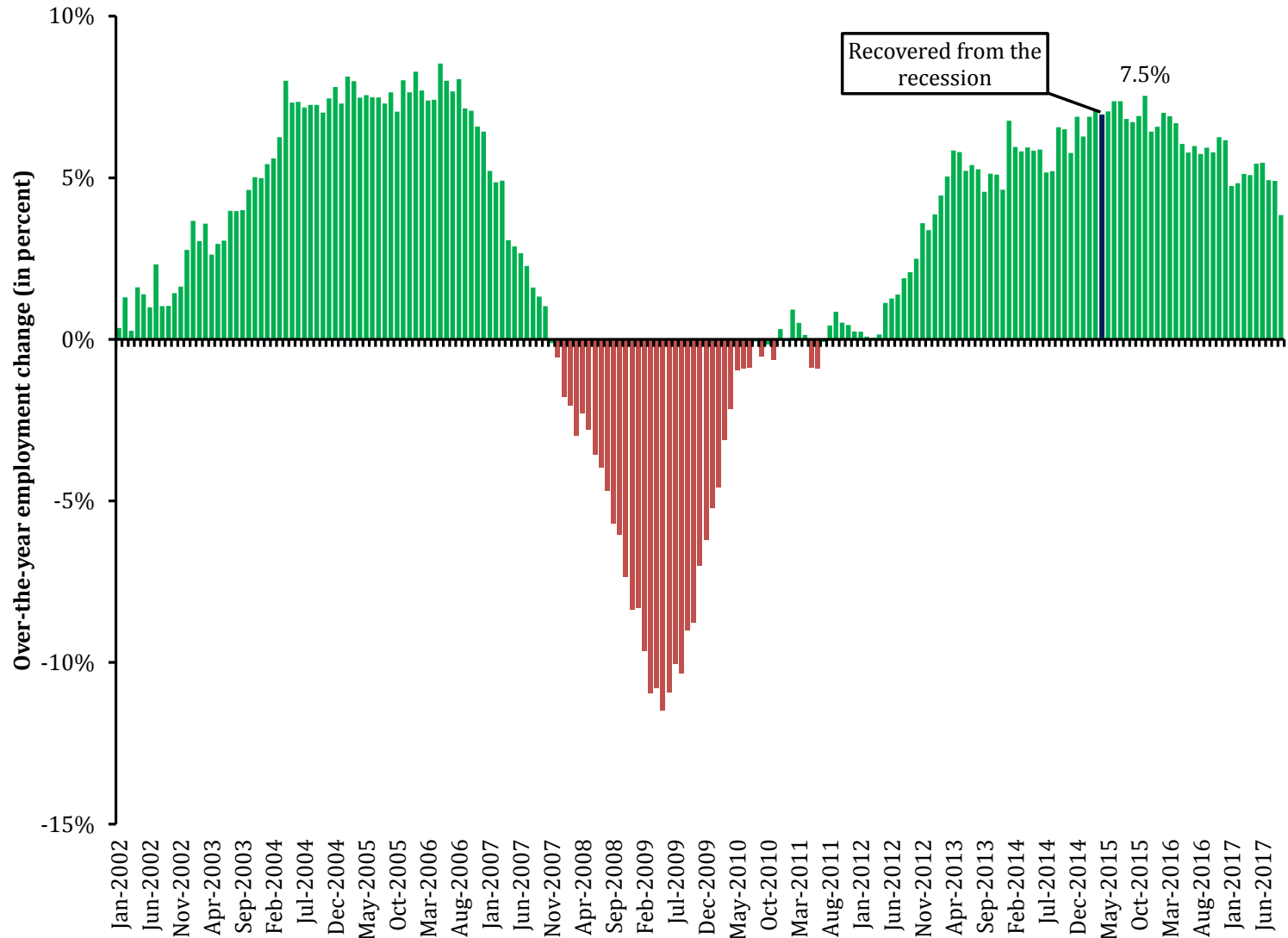
Levels of production reaching new heights



Home prices completely recovered



Have we reached the mountain top?






If you just stop for a minute
and ask yourself,
is there anyway to progress
from where you are now?

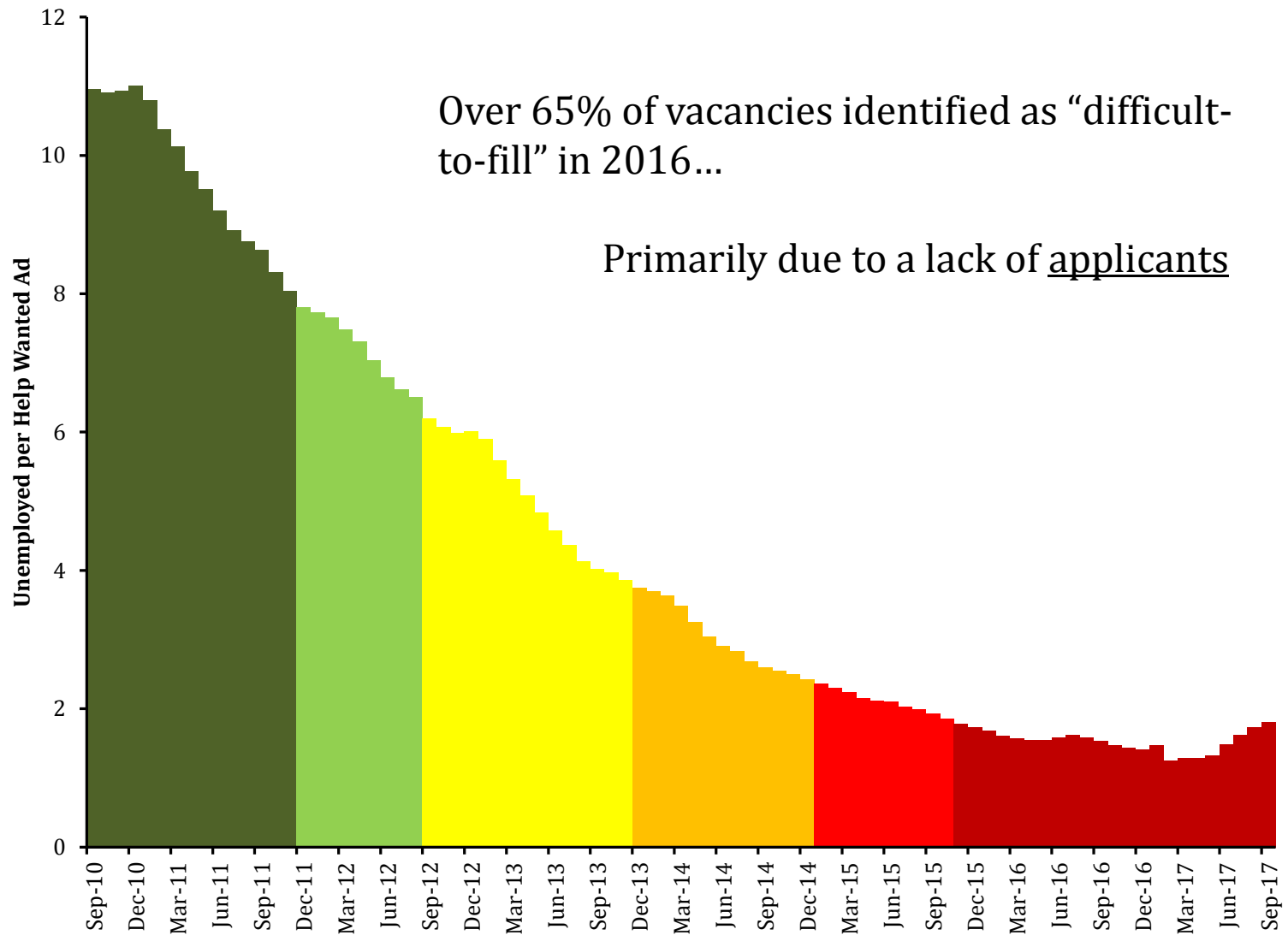
Of course there is,
I can do this a little bit
better or that a little bit
better.

Dave Brailsford



Where can we still
make “marginal
gains”?

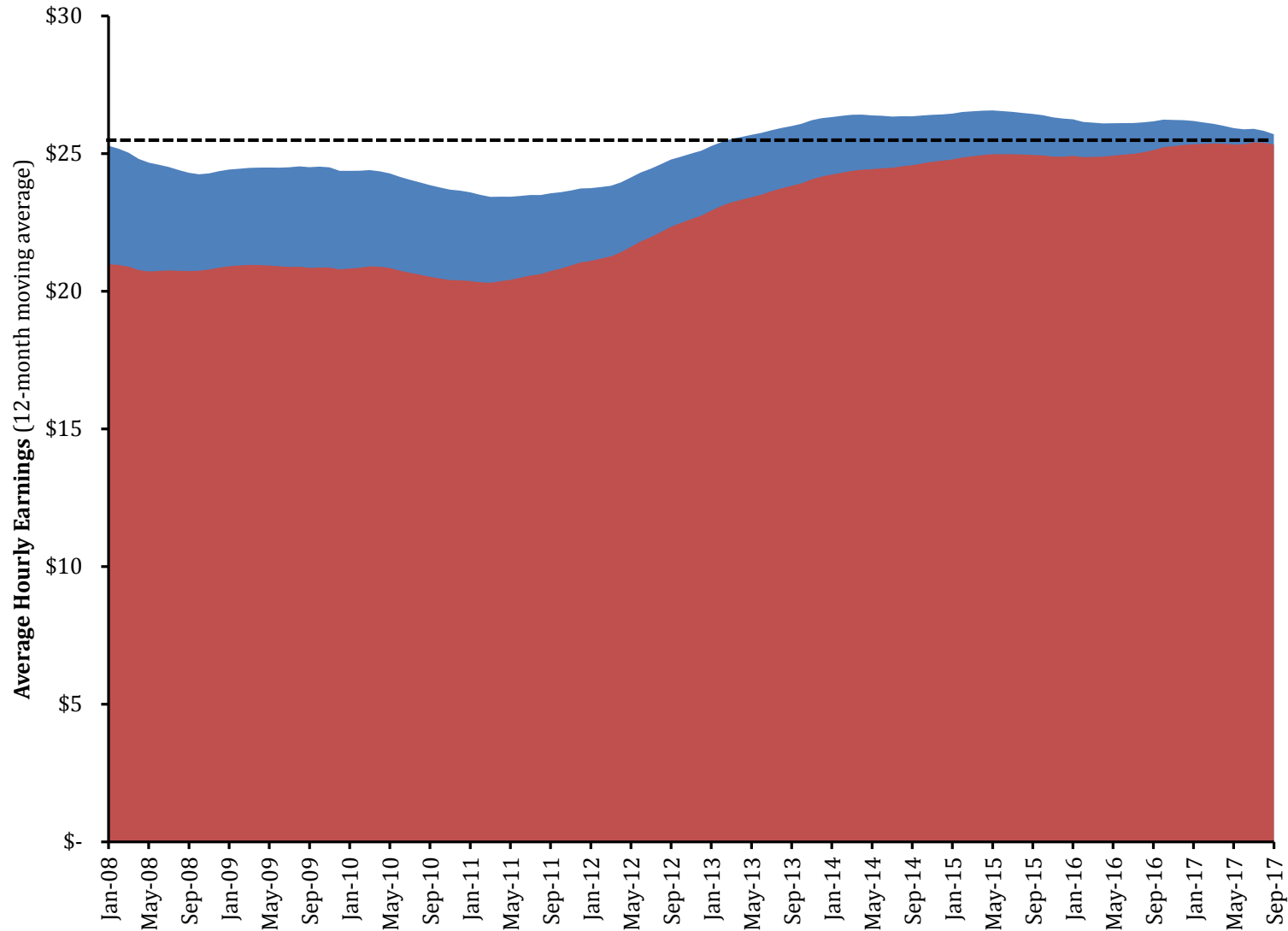
We can focus on... retaining AND expanding the labor pool



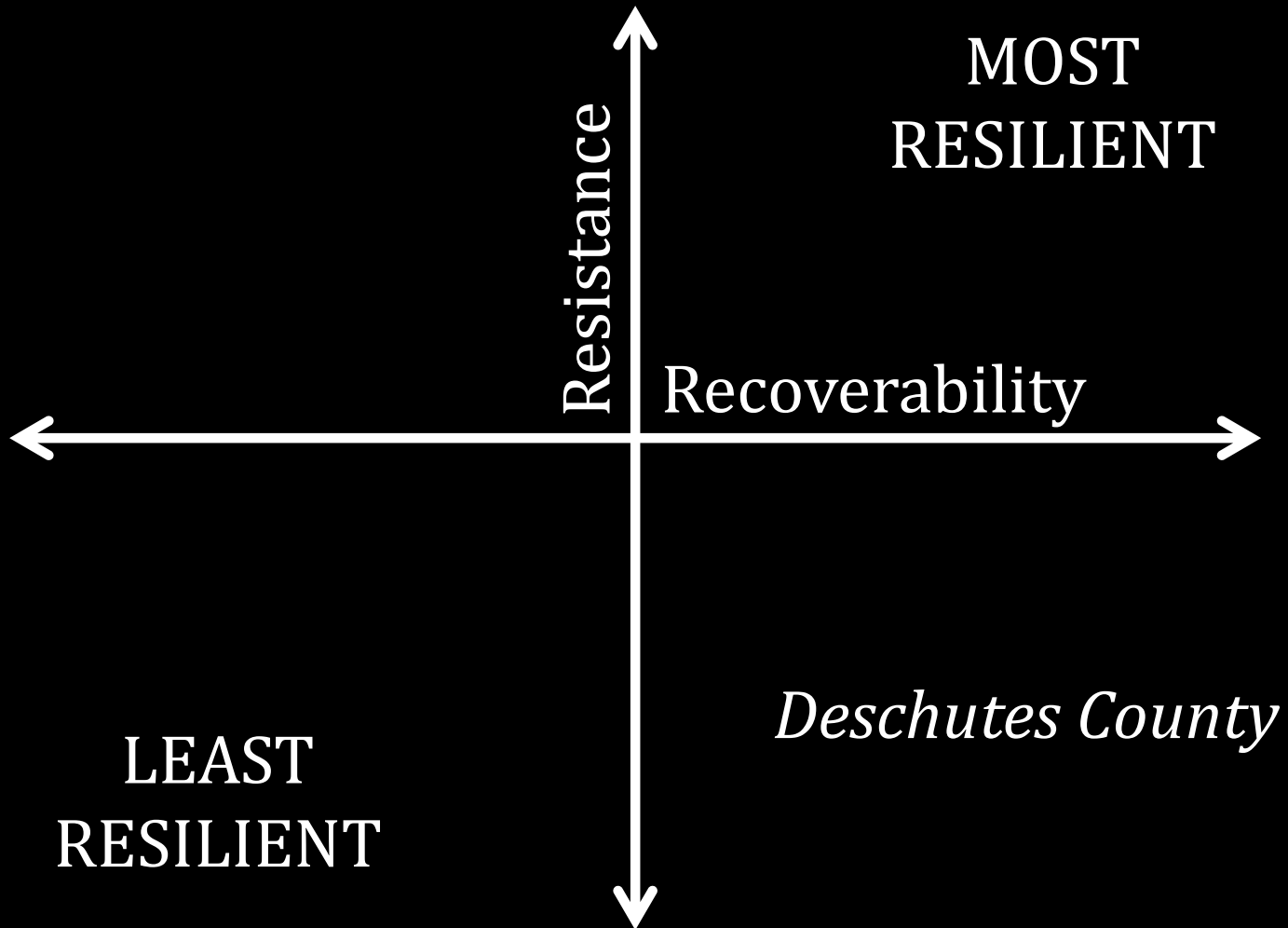
...this means we need to keep attracting
young workers



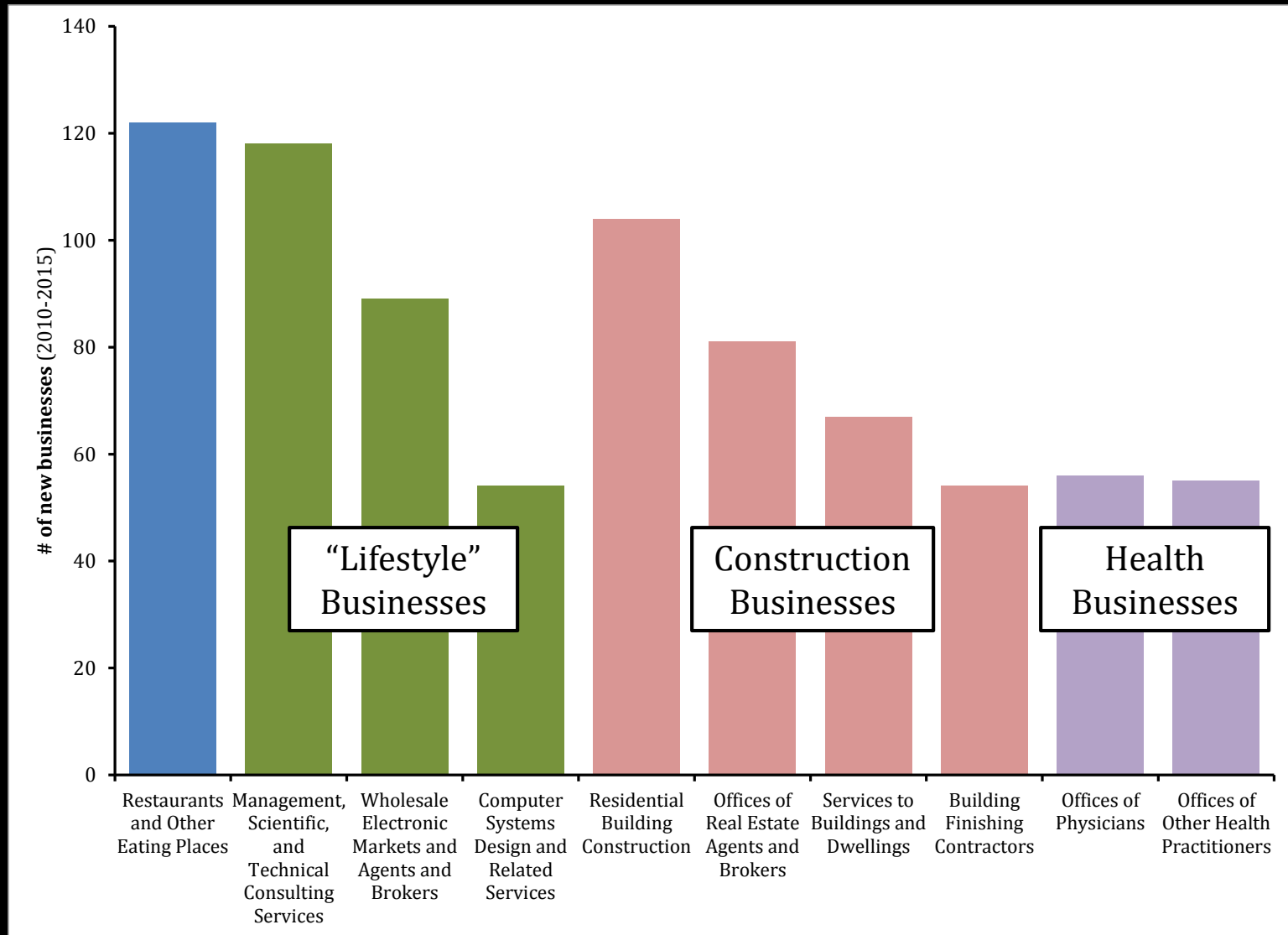
...and wages need to rise
(or cost of living needs to lower)



We can focus on...
our “resistance” to recession



...this means diversifying our economic base



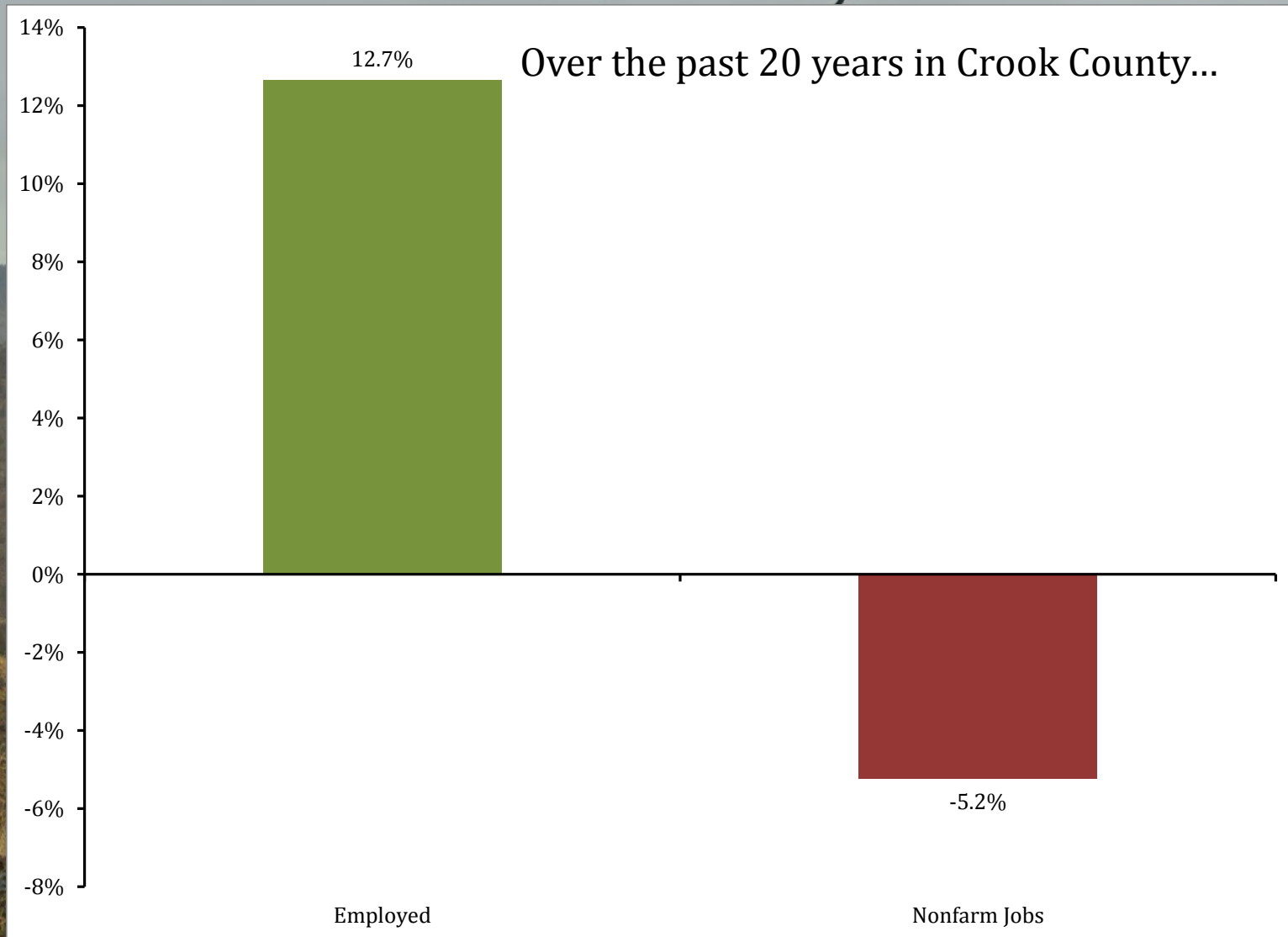
...by marketing our competitive advantage

Lifestyle is not sufficient,
but it is essential

“I urge [tourists] to come and come many, many times to enjoy the beauty of Oregon. But I also ask them, for heaven’s sake, don’t move here to live.”

Governor Tom McCall (1971)

We can focus on... the region, not just local





“Forget about perfection; focus on progression, and compound the improvement.”

David Brailsford