

2024

Bend Chamber Business Horizons

160

TOTAL
RESPONDENTS

Feedback on important influences on running a business today, 10+ years from now, and adjusting business to succeed into the future.

INDUSTRY SECTORS

Banking Finance Legal
Insurance Retail Restaurant
Real Estate Biosciences
Healthcare Elected Officials
Lodging Food & Beverage
Start-up Outdoor Recreation

METHODOLOGY

On-line survey through the Bend Chamber, small group, and one-on-one meetings.



© BEND CHAMBER

Horizon 1

What is Influencing Your Business Now?

- **Labor recruitment and retention** stymied by cost of housing and living in Bend
- **An Evolving Workforce** as demographics, population growth and new business changes
- **Economic Factors** including interest rates, the cost of products and labor, and other factors
- **Digital Transformation** is providing opportunities and changing customer expectations of efficiency and experience
- **Cost of Doing Business in Oregon** due to taxes and other costs rank us 48th out of 50 states

Horizon 3

What Will Influence Your Business in 10+ Years?

- **Talent Development** will require new skill sets and occur in changing sectors
- **Climate Change** including fires, snowpack and water will impact businesses
- **Population & Political Influences** will evolve and impact the availability of resources, infrastructure and may create continued challenges
- **Advanced Digital Transformation** will heavily influence business models, operations, the workforce and customer expectations

Horizon 2

What Metrics Will You Use to Adjust Your Business in the Short Term?

- **Tracking Costs** – labor, housing, commercial & industrial occupancy rates
- **Investing** in technology and automation to improve efficiency and productivity
- **Diversifying** revenue streams and exploring new business models based on tech and customer preferences
- **Employee Retention and Development** testing new ways to attract and retain talent coming into the region while seeking out innovation to fill in for staffing shortages
- **Collaborating** with local and regional partners and leaders to address shared challenges