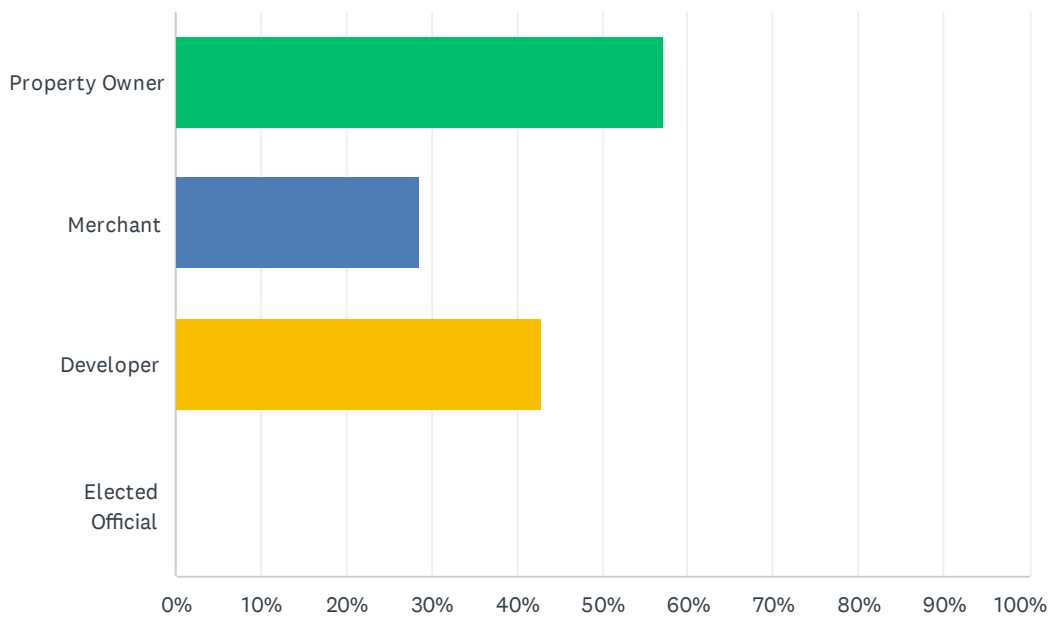


Q1 How are you connected to downtown? Check all that apply:

Answered: 7 Skipped: 6



ANSWER CHOICES	RESPONSES
Property Owner	57.14% 4
Merchant	28.57% 2
Developer	42.86% 3
Elected Official	0.00% 0
Total Respondents: 7	

#	OTHER (PLEASE SPECIFY)	DATE
1	Economic Development Agency	1/22/2024 4:29 PM
2	Parks and Rec Commissioner and Non-Profit Leader - LIFE Art	1/15/2024 10:06 PM
3	Contractor and Medford resident and recruiter of employees from out of area	1/12/2024 3:23 PM
4	Appointed Official	1/11/2024 8:48 AM
5	Medford resident and City of Medford employee	1/11/2024 8:37 AM
6	Coquille Tribe-Tribal 1 Economic Development Corp.	1/10/2024 6:26 PM
7	Banker	1/10/2024 5:10 PM

Q2 Please share your overall impressions of the Reimagine Downtown Medford Tour on 1/9/24, as brief or as detailed as you wish:

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	Very insightful and educational. Gave all of us an idea if what it's going to take to really revitalize downtown Medford.	1/22/2024 4:29 PM
2	I loved the tour. I think it is great that a diverse group of connected people was invited to participate. I am wondering how we can find businesses that are interested in locating in our empty spaces.	1/22/2024 11:22 AM
3	I love hearing all of the different perspectives of the participants and seeing both opportunity and success in different downtown spaces.	1/18/2024 11:01 PM
4	It was nice to see and talk with other professionals about buildings and whats going on downtown.	1/16/2024 9:44 AM
5	The tour and discussions were positive and overall a great use of time.	1/15/2024 10:06 PM
6	It was great!	1/15/2024 9:23 PM
7	Love the energy of the group! We have the very best city leadership group from the mayor, city manager, assist city manager, building official and city council in over a decade. The time is now!	1/12/2024 3:23 PM
8	I really like these walks. I think it's super valuable to get community members who don't always come downtown to actual walk through the city and hear from passionate members about what they're doing and brainstorming ideas for the future. One comment was that we need more private public partnership so I think further discussion of where that can occur, available programs, or who at the city / local level we can work with to create pursue some of these ideas would be useful.	1/11/2024 1:26 PM
9	Well organized and informative. I enjoyed walking with colleagues and learning about them and the downtown.	1/11/2024 8:48 AM
10	Tour stops were great. Nice to meet new people who care and are passionate about making downtown awesome. Thank you for the invitation.	1/11/2024 8:37 AM
11	While the last two re-imagine meetings have been very productive, I believe it's time to move the conversation from "imagining" to "what"---what kind of development do we need and what can the real estate and financing market support in Downtown Medford? What if any are the barriers to attracting such development? What is the benefit to downtown and the larger Medford community from such development? Over the last thirty years The City/MURA has produced s a few Housing and Economic studies all of which conclude with housing as the secret ingredient for a vibrant downtown. This is not secret! We must reach a critical mass of residents for a thriving Downtown. If we agree that housing is the secret ingredient, then we should focus our efforts on housing. If so, we need to understand why more housing is not being built in downtown Medford? What are the barriers to residential development in Downtown Medford? How can we assist in removing those barriers? What are the benefits to Downtown and the larger Medford community? What incentives exist to incentivize the development of market rate workforce market housing that meets the needs of working-class families and individuals making less than 120% of AMI? Some of these benefits might be vertical housing tax credits, opportunity zone benefits, MURA grants, new construction tax grants, cannabis tax grants, tax increment financing, State grants... Is this information packaged for public distribution by DMA, MURA, City, SOREDI, County, State...? The biggest barrier is not the lack of ideas or vision. It's not the lack of demand for housing. It's not lack infill or redevelopment opportunities. It's not the lack of interest from the development community. Our biggest barrier is financing! Financing for multi-family development is at around 9% today—if you can find a bank willing to make the loan. Due to high interest rates and high cost of construction it is not economically feasible to obtain commercial financing for multifamily	1/10/2024 11:17 PM

workforce housing targeting this demographic without 20-30% of total cost in public subsidies to assist with closing the economic/financing gap. It's wishful thinking without subsidies. This is the barrier we must overcome. The question is how? Can MURA assist in educating us in this area?

12	Provided a great opportunity for me to get inside some properties that I have never been in as well as learn some history of those properties.	1/10/2024 6:26 PM
13	Interesting tour showing the good, bad and ugly. Good participation by those on the tour and those whose properties visited.	1/10/2024 5:10 PM

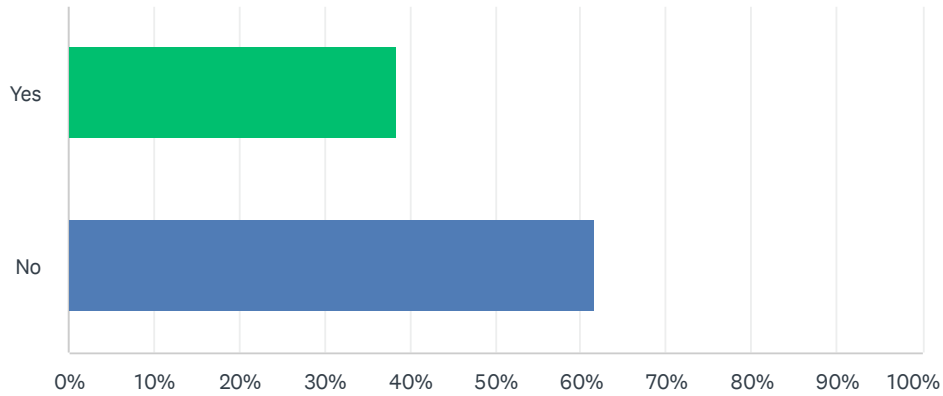
Q3 Can you recommend any spaces we showcase/visit on the next Reimagine Medford Tour?

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	YES	1/22/2024 4:29 PM
2	Can't think of any we have not looked at.	1/22/2024 11:22 AM
3	Vacant RCC building, Evergreen Alley	1/18/2024 11:01 PM
4	The old Fat City building would be interesting.	1/16/2024 9:44 AM
5	I think we need to identify all the empty building in downtown and network how to get them tenant worthy. The more businesses there are the less likely vandalism sets in.	1/15/2024 10:06 PM
6	We should be looking at what we can do with Bear Creek.	1/15/2024 9:23 PM
7	No	1/12/2024 3:23 PM
8	I think we should target the alley ways. These are very blight ridden and I believe most could be vacated back to the property owners who then could be accountable but also now capable of actually using these spaces for the benefit of downtown and the adjacent businesses. Specifically the alley behind the Elks lodge all the way to the parking garage. Or even just invest in making them walking paths that are lit, safe, and lined with murals on the back side of building that are covered with graffiti and garbage.	1/11/2024 1:26 PM
9	I think it would be best to go to new places.	1/11/2024 8:48 AM
10	Always asking myself why the bottom floor of One West Main (Rogue Disposal, PRS building) is still vacant. Who controls it? What would it take to start making tenant improvements? I think it would be a great space for a food haul.	1/11/2024 8:37 AM
11	I have a couple office spaces available for rent at 132 West Main. I am also interested in converting the upstairs into residential, but need subsidies to make it work. I am also interested in selling the building. I would entertain \$1,250,000. I also have a space at 44 N front--Fire Hall Building which I would consider selling too for \$1,350,000. this building too has some residential conversion opportunities but we need MURA/City assistance.	1/10/2024 11:17 PM
12	The downtown hotel above Bricktowne.	1/10/2024 6:26 PM
13	Sames types: property in transition; property successfully transitioned and one that desperately needs to be transitioned. Properties successful Gypsy Blues, Scrub Hub.	1/10/2024 5:10 PM

Q4 Can you help with locations on the next tour itinerary and if yes, then how? (ex: you know/are the owner/broker/tenant)

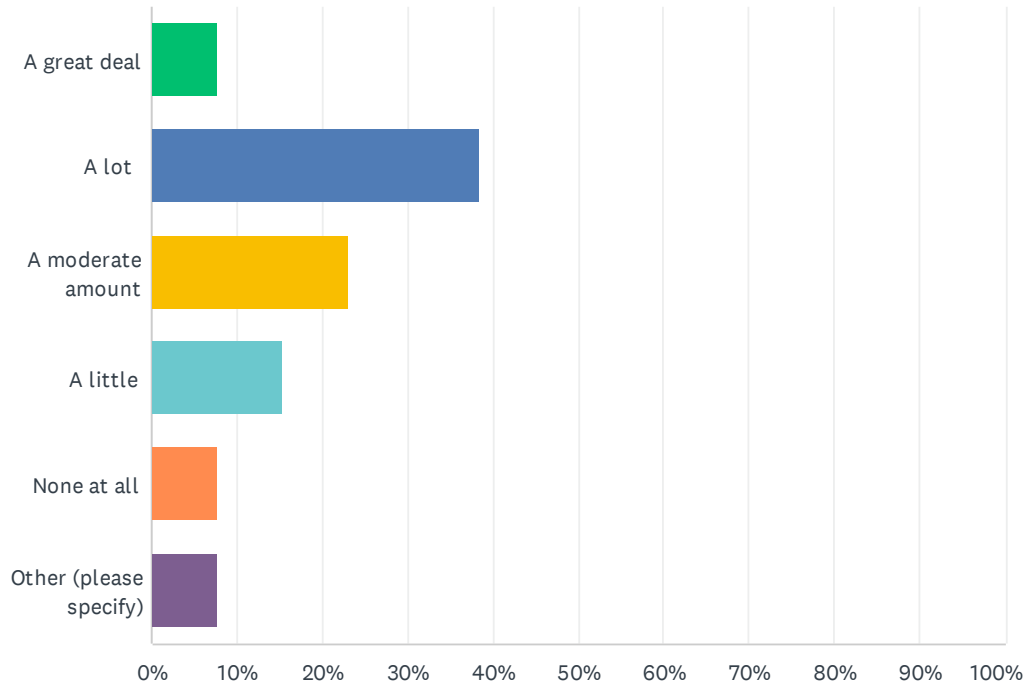
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Q5 Did the Reimagine Downtown Medford Tour help you to consider downtown spaces in a way you have not before?

Answered: 13 Skipped: 0

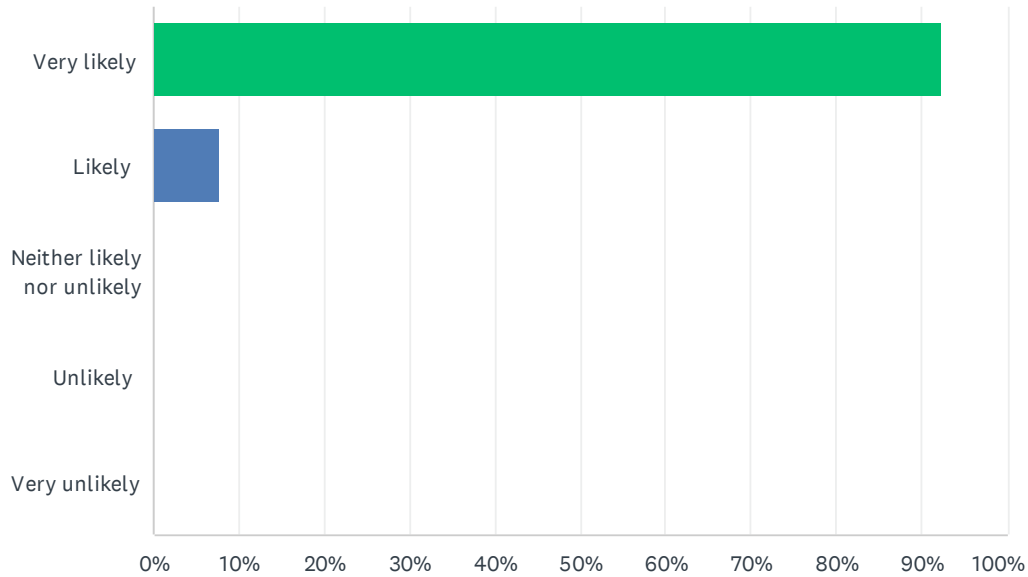


ANSWER CHOICES	RESPONSES
A great deal	7.69% 1
A lot	38.46% 5
A moderate amount	23.08% 3
A little	15.38% 2
None at all	7.69% 1
Other (please specify)	7.69% 1
TOTAL	13

#	OTHER (PLEASE SPECIFY)	DATE
1	There is always a bigger impact and impression made when you see it for yourself on foot and you can talk about what you envision. Great idea!	1/11/2024 8:37 AM

Q6 How likely are you to recommend a colleague/business owner looking for a space to join a Reimagine Medford Tour in the future?

Answered: 13 Skipped: 0

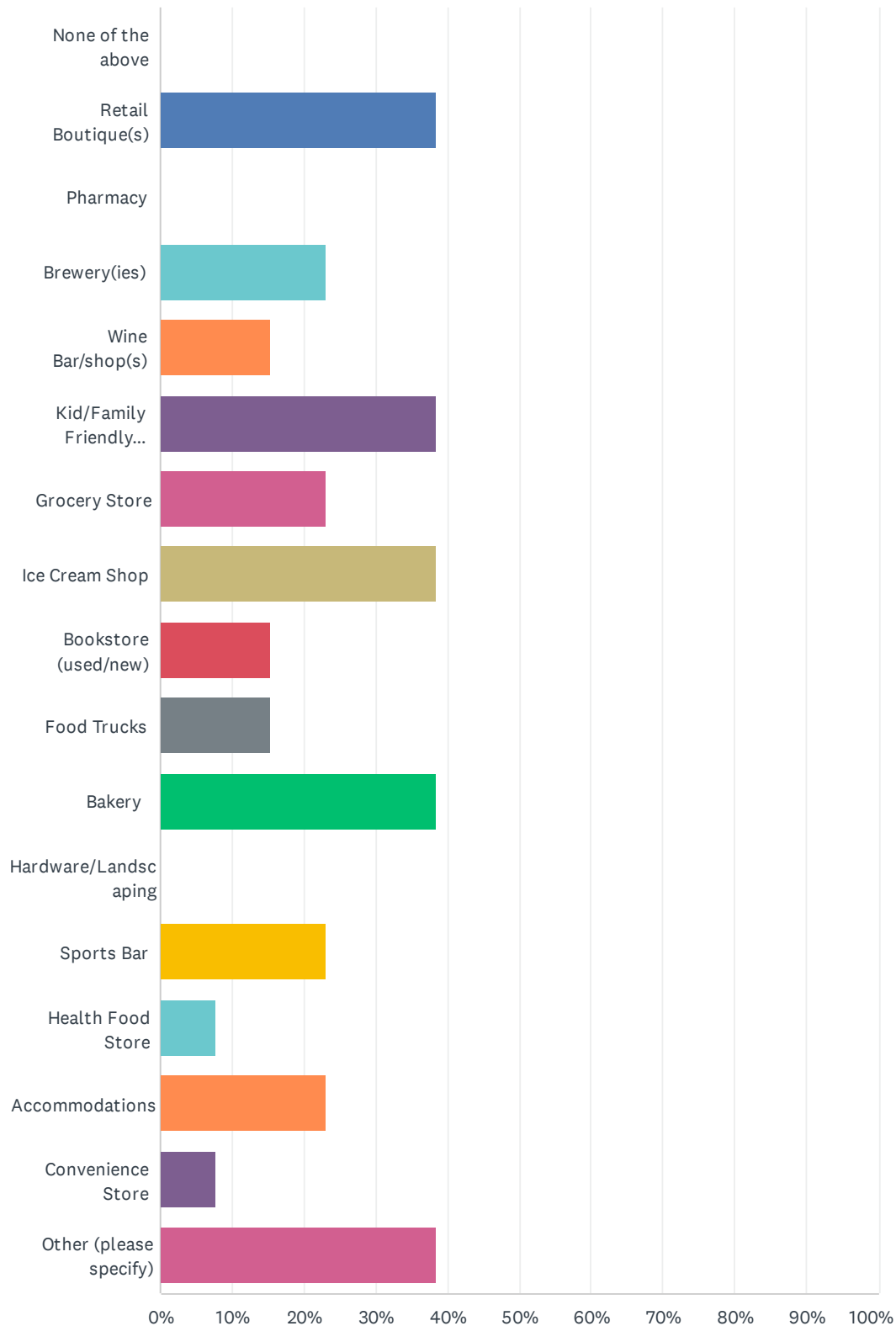


ANSWER CHOICES	RESPONSES
Very likely	92.31% 12
Likely	7.69% 1
Neither likely nor unlikely	0.00% 0
Unlikely	0.00% 0
Very unlikely	0.00% 0
TOTAL	13

#	OTHER (PLEASE SPECIFY)	DATE
1	I enjoyed the opportunity to network and I look forward to our ongoing collaboration.	1/15/2024 10:06 PM
2	Medford has great potential!	1/15/2024 9:23 PM

Q7 What top 3 types of businesses would you like to see in downtown?

Answered: 13 Skipped: 0

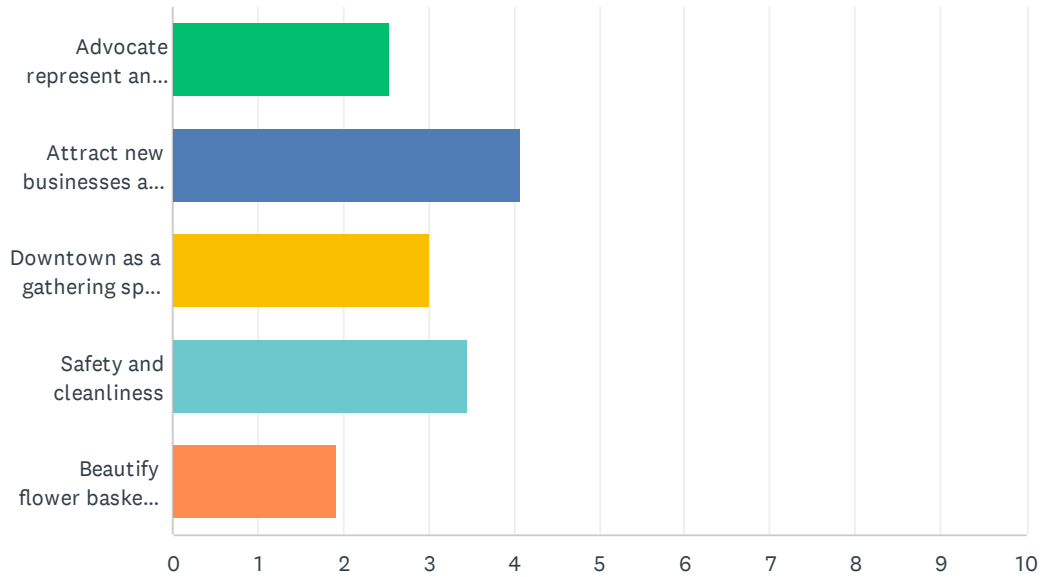


ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Retail Boutique(s)	38.46%	5
Pharmacy	0.00%	0
Brewery(ies)	23.08%	3
Wine Bar/shop(s)	15.38%	2
Kid/Family Friendly Restaurant(s)	38.46%	5
Grocery Store	23.08%	3
Ice Cream Shop	38.46%	5
Bookstore (used/new)	15.38%	2
Food Trucks	15.38%	2
Bakery	38.46%	5
Hardware/Landscaping	0.00%	0
Sports Bar	23.08%	3
Health Food Store	7.69%	1
Accommodations	23.08%	3
Convenience Store	7.69%	1
Other (please specify)	38.46%	5
Total Respondents: 13		

#	OTHER (PLEASE SPECIFY)	DATE
1	Youth and family friendly spaces are needed in downtown,	1/15/2024 10:06 PM
2	Professional Services(docs, attorneys, AE, etc.); Anchor retail	1/15/2024 9:23 PM
3	Restaurant	1/12/2024 3:23 PM
4	Food Haul; Dessert shop/Bread Bakery; Baby/Kid Boutique; Arcade, trampoline, Ninja Warrior gym, laser tag or other family activity space; I like all the suggestions on the list.	1/11/2024 8:37 AM
5	Residential, Residnetial, Residential...	1/10/2024 11:17 PM

Q8 Please rank the following priorities for Downtown Medford (1 being the highest)

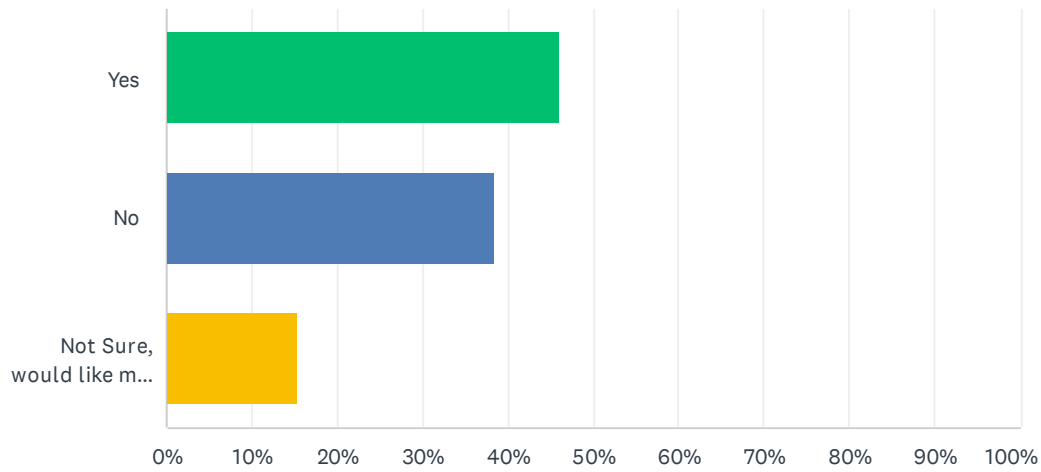
Answered: 13 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Advocate represent and engage on downtown issues	7.69% 1	7.69% 1	30.77% 4	38.46% 5	15.38% 2	13	2.54
Attract new businesses and residents	53.85% 7	15.38% 2	15.38% 2	15.38% 2	0.00% 0	13	4.08
Downtown as a gathering space for events, Third Fridays, education, and more	7.69% 1	30.77% 4	23.08% 3	30.77% 4	7.69% 1	13	3.00
Safety and cleanliness	30.77% 4	23.08% 3	23.08% 3	7.69% 1	15.38% 2	13	3.46
Beautify flower baskets, holiday lights, murals, and more.	0.00% 0	23.08% 3	7.69% 1	7.69% 1	61.54% 8	13	1.92

Q9 Are you currently a DMA member/partner?

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	38.46%	5
Not Sure, would like more information.	15.38%	2
TOTAL		13

Q10 Please share your name & company name.

Answered: 13 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	13
Company	100.00%	13
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	0.00%	0
Phone Number	0.00%	0

#	NAME	DATE
1	Terrill Roper	1/22/2024 4:29 PM
2	Phyllis Nelson	1/22/2024 11:22 AM
3	Cory Maukonen	1/18/2024 11:01 PM
4	Curt Burrill	1/16/2024 9:44 AM
5	Phil Ortega	1/15/2024 10:06 PM
6	Andrew Owen	1/15/2024 9:23 PM
7	Allen Purdy	1/12/2024 3:23 PM
8	Brandt Bernards	1/11/2024 1:26 PM
9	Kelly Madding	1/11/2024 8:48 AM
10	Carla Angeli Paladino	1/11/2024 8:37 AM
11	Laz Ayala	1/10/2024 11:17 PM
12	Jon Ivy	1/10/2024 6:26 PM
13	Thomas Knox	1/10/2024 5:10 PM

#	COMPANY	DATE
1	SORED	1/22/2024 4:29 PM
2	Main Street Market	1/22/2024 11:22 AM
3	The Copper Plank	1/18/2024 11:01 PM
4	Burrill Real Estate	1/16/2024 9:44 AM
5	LIFE Art	1/15/2024 10:06 PM
6	ORW Architecture	1/15/2024 9:23 PM

7	S+B James construction	1/12/2024 3:23 PM
8	202 Building, LLC	1/11/2024 1:26 PM
9	City of Medford	1/11/2024 8:48 AM
10	City of Medford Planning Department	1/11/2024 8:37 AM
11	KDA Homes/Ayala Properties/The Genesis	1/10/2024 11:17 PM
12	Tribal 1	1/10/2024 6:26 PM
13	People's Bank of Commerce	1/10/2024 5:10 PM

#	ADDRESS	DATE
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There are no responses.

#	ADDRESS 2	DATE
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There are no responses.

#	CITY/TOWN	DATE
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There are no responses.

#	STATE/PROVINCE	DATE
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There are no responses.

#	ZIP/POSTAL CODE	DATE
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There are no responses.

#	COUNTRY	DATE
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There are no responses.

#	EMAIL ADDRESS	DATE
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There are no responses.

#	PHONE NUMBER	DATE
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There are no responses.