



2023 Semi-Annual Report – April

EXECUTIVE SUMMARY

Honorable Mayor and City Council,

Since the last time we met, our downtown has welcomed 11 new businesses, ranging from retail to restaurants, to a media group to salons. Please stop by and visit them as they welcome your support.

The end of 2022 saw increased participation of downtown businesses in Medford Third Fridays. In October we held the 1st DMA signature event, **Bikes n Brews**, during the Heart of the Rogue Festival. Bikes n Brews raised over \$12,000, of which \$6,000 went to our operating budget and the other \$6,000 went to four local non-profits. We launched a new **website** where Partners of Downtown can promote their businesses and we can capture the wonderful things happening in our core, from events to new businesses.

The Board finalized the restructuring of our Partnership Program from six tiers down to three tiers. This gives residents and businesses an opportunity to support the vibrancy of downtown to make it their community living room.

Friends of Downtown (\$60), Partners of Downtown (\$180), and a Custom (\$181+).

Safety has been one of the top concerns from downtown residents, businesses, and the community per our 2022 Census. Since last spring we have worked closely with Medford Police Department on this issue. In mid-April we will be holding the 3rd downtown community safety meeting since last spring.

To kick off our 2023 general meeting “Power Hour” series we brought in Quint Studer from Pensacola, Florida who is the publisher of “Building A Vibrant Community”. He shared the four top priorities of building a vibrant downtown.

- Aggressive Programming
- Money off the Sidelines
- Purposeful Planning
- Implementation

And in February, we partnered with the Holly Theatre on the Oregon Main Street Revitalization Grant to continue to help with the restoration of the Theatre. This grant has the potential to bring in an additional \$200,000 which would almost match what they received from the Visioning Fund in 2022.

We are gearing up for our 5-year plan for partnership program, which aims to raise \$50,000 in fifth year, for an estimated five-year total of \$140,000.

Over the next five years we are committed to working with the city on the Medford 2040 Community Vision Plan to build a vibrant community. We believe in transparency and collaboration and understand that small business owners are the catalysts for change.

We are thankful for our partnership with the City as we know it takes everyone to make a vibrant community.

Sincerely,

Annie Jenkins, Interim Executive Director

HIGHLIGHTS (Oct 2022-Apr 2023)

DMA Board established the overall 2023 goals this year **Boost Downtown Businesses** and **Establish Financial Stability**.

Advocated for the Livability Team expansion as **public safety** is #1a primary concern for downtown businesses/building owners per our 2022 census.

Raised over **\$46,000** for **seasonal beautification** projects to help brighten the downtown.

Meeting with building owners to discuss the importance of an **Economic Improvement District**.

Actively involved with City Public Works on the **Main Street Redesign** (street repaving and restriping). Ensuring downtown businesses/building owners are aware of the project.

Working with two restaurants to install **Parklets**.

Hosted the First **DMA Social Hour** in March with a tour of the new Genesis Place Apartment Complex.

Expanded our social media engagement, which has resulted in coverage with KOBI, RV Times, & The Chamber.

Established ongoing meetings with community leaders such as Travel Medford, Holly Theatre, and Jackson County Library, Rogue Community College, Southern Oregon Historical Society.



DOWNTOWN

MISSION

Provide inspired leadership that encourages engagement to enhance the physical, cultural, and economic vitality of our downtown so we are welcoming to locals and visitors alike.

PURPOSE

The Downtown Medford Association was formed by a group of concerned business and community members in 2018. Our purpose is to oversee the rejuvenation of Medford’s downtown core – the heart of our community. We are part of the Oregon Main Street Network and use the nationally recognized Main Street Approach® as a basis of our revitalization effort. This is a practical and comprehensive model capitalizing on downtown’s unique assets. The Main Street Program® was implemented nationally in 1980 to revitalize downtowns across America that had fallen into decline. The interstate system and the creation of shopping malls had an adverse effect on downtowns. Travelers bypassed communities, and shoppers found it more convenient to head to the mall. Thanks to the Main Street Program®, downtowns across America are springing back to life, and our community is one of them. Downtown Medford Association has a board of directors and four committees based on the Main Street® model.

DMA GOALS

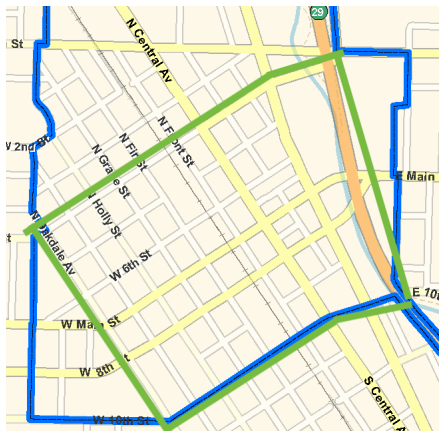
Goal 1 | Boost Businesses

Goal 2 | Establish Financial Stability

DMA BOUNDARIES

DMA Boundaries

MURA Boundaries



TIMELINE

2023

- Grow partnership + continue to engage community.
- Work closely with Oregon Main Street Program
- Increase awareness of the Four-Point Approach: Design, Economic Vitality, Organization, and Promotions
- Secure funding for Economic Improvement District Feasibility Study
- Begin Phase 1 of Feasibility Study (4-6 months)
- Develop a Sustainability Fund
- Advocate for downtown businesses/stakeholders
- Flower Basket Program, Third Fridays, Holiday Lights, Bikes n Brews, etc

2024

- Begin Phase 2 of EID (1-3 months)
- Start Phase 3 of EID – Implementation (ongoing)
- Continue to development Partnership + advocate for downtown businesses
- Build partnership + continue to engage community.
- Increase awareness of the Four-Point Approach: Design, Economic Vitality, Organization, and Promotions
- Advocate for downtown businesses/stakeholders
- Flower Basket Program, Third Fridays, Holiday Lights, Bikes n Brews, etc
- Increase awareness of Sustainability Fund

2025 - 2027

- Work with stakeholders and continue to create a vibrant downtown.
- Develop sponsorship + Sustainability Fund

“The work of creating a vibrant city is never done.” ~ Quint Studer

To provide inspired leadership and advocacy that encourages engagement to enhance the physical, cultural, and economic vitality of our downtown, so we are welcoming to locals and visitors alike.