



2024 Semi-Annual Report – April

## EXECUTIVE SUMMARY

Honorable Mayor and City Council,

Over the past three months, we have been tirelessly dedicated to implementing the final year of the DMA Strategic Plan, making significant progress on the 2040 Visioning Plan commitments, and developing the DMA Transformation Work Plan for 2024. Our focus this year is on achieving even greater:

### Strategy 1 - Financial Stability

### Strategy 2 - Boosting Foot Traffic + Supporting Local Businesses

The Steering Committee for the Economic Improvement District has been collaborating closely with consultants on a comprehensive Draft Service Plan, outlining goals to be achieved in the first three years of the EID. In-depth discussions have been held regarding the district size and location, and we are currently in stage three, actively soliciting feedback from property owners on the Service Plan. This crucial step will allow consultants to conduct a feasibility study and propel us forward with the next phases of the plan.

Additionally, we have delegated the maintenance of the flower baskets lining Main Street to a Nursery, freeing up more time for DMA to focus on the EID and other programs geared towards promoting downtown and driving business growth.

Our signature event is now in its third year. Ride for a Cause: Bikes n Brews has a dedicated Steering Committee actively securing sponsors, preparing for the event, obtaining permits, and handling marketing efforts.

Furthermore, we are eagerly awaiting IRS approval of the Downtown Medford Foundation 501c3, submitted in October 2023. This approval will allow us to expand sponsorship packages across various programs, from Medford Third Fridays to Holiday Lights and additional programming.

Medford Third Fridays continues to grow, attracting more merchants and engaging the community. We are excited to collaborate with Open Streets in April and May to enhance programming in Vogel and Alba Park. DMA also secured a generous \$2500 grant from the Travel Medford Community Partnership Application to bolster marketing efforts, enhance musical entertainment, and further engage brick and mortar businesses.

DMA remains committed to purposeful planning, activating financial resources, executing programming, and collaborating with the city on the Medford 2040 Community Vision Plan to create a vibrant community. We value transparency, collaboration, and the pivotal role that small business owners play in driving positive change.

We are grateful for our partnership with the City and recognize that building a vibrant community requires collective effort.

Sincerely,  
Annie Jenkins, Interim Executive Director

## HIGHLIGHTS (January-April 2024)

Hosted **TWO DMA Social Hours**: January at **The Beatrice** + March at **The Urban Cork**

Hosted 2nd **Reimagine Downtown Medford Tour**, finalizing prep for 3rd one on **April 16<sup>th</sup>**.

**Received \$2500** from the Travel Medford Community Partnership Application to boost April and May Medford Third Fridays.

Welcomed **TWO new board members** David Sommers and Jennifer Nicholls.

Hosted 3 Monthly Power Hours – **honoring 3 merchants / businesses**.

Connected monthly with over **500 individuals** through the DMA newsletter and regular communications regarding downtown.

**Medford Third Friday** continues to attract more merchants and engage the community.

Collaborating with City on Open Streets for April & May to activate and have additional programming on the bike path, Alba Park, and Vogel Plaza.

**DMA continues to serve Medford as a recognized Main Street America & Oregon Main Street Affiliated Member.**

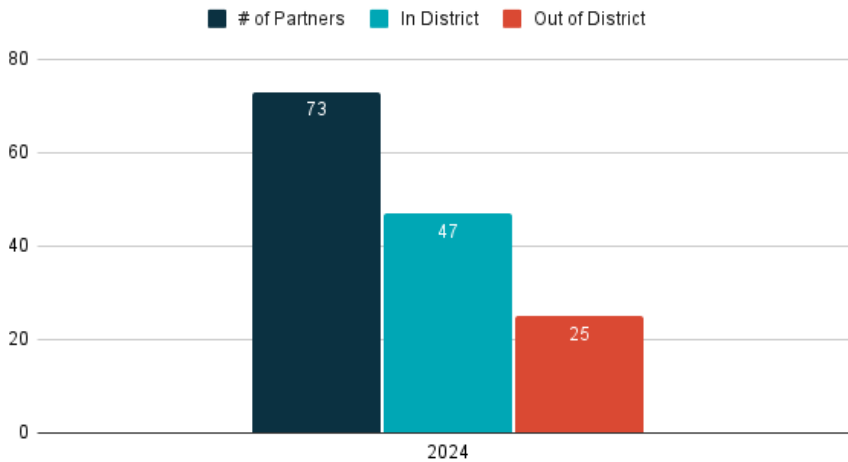


### MISSION

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.

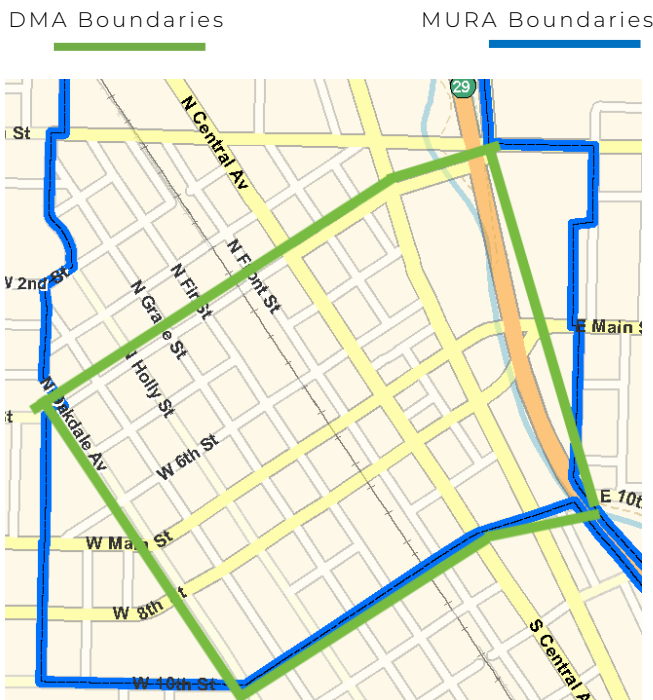
### PARTNERS

# of Partners, In District and Out of District



### CURRENT DMA BOUNDARIES

Bear Creek Bridge to Oakdale & 4<sup>TH</sup> to 10<sup>TH</sup>



### COMMENTS FROM REIMAGINE TOUR

"Tour stops were great. Nice to meet new people who care and are passionate about making downtown awesome. Thank you for the invitation."

"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."

"The tour and discussions were positive and overall a great use of time."

"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."

"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!"

"I love hearing all of the different perspectives of the participants and seeing both opportunity and success in different downtown spaces."

"Very insightful and educational. Gave all of us an idea if what it's going to take to really revitalize downtown Medford."