



CITY COUNCIL STUDY SESSION REVISED JULY 9, 2024



DOWNTOWN MEDFORD ASSOCIATION

PARTNERS + SUPPORTERS

FOUNDERS

Bob Strosser
 Coldwell Banker Pro West
 Cow Creek Tribe
 Cutler Investment Group
 Finish Line Real Estate
 First Interstate Bank
 KOBI-TV NBC5
 Koenig Investment Advisory
 Laz Ayala
 Lindsay Berryman
 Lithia Motors
 Main Street Market
 Metropolitan Land Group, LLC
 ORW Architecture
 Paul Christy
 People's Bank
 Radio Medford
 Rogue Community College
 Rogue Disposal & Recycling
 Sarah & Obie Strickler
 Terra Firma Home
 Travel Medford
 28 East, LLC

HOLIDAY LIGHTS

Astral Games Medford
 Brophy Schmor LLP
 City of Medford
 Coldwell Banker Commercial Real Estate
 Coldwell Banker Pro West
 Fred & Carol Phelps
 Henselman Realty & Management, LLC
 Holliday Jewelers
 Lithia Motors Corporate Facilities
 Main Street Market
 ORW Architecture, Inc
 Pacific Power
 People's Bank of Commerce
 Powell Engineering + Consulting
 Quarry
 Rogue Community College
 Rogue Disposal & Recycling
 Terra Firma Homes
 The RetroWormhole
 Two Rivers Legal

FLOWER BASKETS

Al's Cycle & Hobby
 Ayala Properties, LLC
 Central Art Supply
 City of Medford
 Re/Max Platinum Commercial,
 Richard "Barney" Bauernfeind
 Craterian Performances
 Dry Creek Landfill
 Fred + Carol Phelps
 Friends of the Medford Library

Henselman Realty & Management, LLC
 Holliday Jewelers
 Lindsay Berryman
 Lithia Motors
 Main Street Market
 Marsh McLennan Agency
 Medford Parks, Recreation, & Facilities
 Mtn Church
 ORW Architecture, Inc
 Pacific Retirement Services
 People's Bank of Commerce
 Quarry
 Robert Cowling
 Rogue Community College
 Rogue Disposal & Recycling
 RVTD
 Southern Oregon Historical Society
 State Farm, Josh Elbert
 Terra Firma Home
 United Way of Jackson County

ECONOMIC IMPROVEMENT DISTRICT

28 East, LLC
 Allen Purdy, S & B Construction
 Anonymous Donor
 Bill Thorndike, Medford Fabrication
 Brendan Binger, Quarry
 Brent Kell, Valley Immediate Care
 Cindi Hickey, Bumble & Wren
 Clay Bearnson, The Gypsy Bar
 Cooper Whitman
 Curt Burrill, Burrill Real Estate
 David Sommers
 David Wilkerson, ORW Architecture
 David Wright, CPM Property Management
 Dennis Clark, Jefferson Spirits
 EJ McManus, TriManagement
 Jason Nelson
 Jennifer Henderson
 Jessica Ayres
 Julia & Brian Beattie
 Kellie Hill
 Kelly Madding
 Kevin Husted
 Laura & Cindy Naumes, Naumes Inc
 Laz Ayala, Ayala Properties
 Lindsay Berryman
 Lisa Stanton
 Mark & Chrissy Millner, Terra Firma Homes
 Marta Tarantsey
 Nancy Tait
 Phyllis Nelson
 Richard Barney, ReMax
 Robert Cowling
 Sarah & Obie Strickler, Grown Rogue
 Travis Snyder, Precision Electric

BIKES N BREWS - RIDE FOR A CAUSE

Al's Cycle & Hobby
 AmeriTitle
 BBSI
 Bike Guy
 Buttercloud Bakery
 Cascade Self Storage
 Common Block Brewery
 Cow Creek
 Cycle Sport
 Don's Bike Shop
 Gold Rush Brewery
 Grants Pass Daily Courier
 Grown Rogue
 Gypsy Blues Bar
 Jamba Juice
 Jefferson Spirits
 KDA Homes
 Kensington Investment Group
 KTVL TV
 Master Stitch
 Northwest Community Credit Union
 PowerPac
 Quality Tire
 Re/Max Platinum
 Rogue Regency
 Sherm's Market
 Silver Pages
 Siskiyou Velo Club
 Sky7 Market
 Southern Oregon Signs
 Southern Oregon Subaru
 Stan's Bikes
 Stephens Media Group, LLC
 Terra Firma Home
 The Modern Man Barbershop
 Travel Medford
 Ultra Pure Water
 United Rental
 Valley Immediate Care

PARTNERS

28 East, LLC
 Airport Chevrolet GMC Cadillac
 Artistic Piano Gallery
 Astral Games
 BBSI
 Brophy Schmor, LLP
 Brown & Brown
 Bumble & Wren
 Burger Spot
 Burrill Real Estate
 Central Art Supply
 Cerdan Studios
 Cherie + Randy Gravon
 City of Medford
 Crunch Time Wreck & Escape Games

Dancing Beads
 Em'z Blendz Soap Co
 Experience Joy Travel Company LLC
 First Interstate Bank
 Grape Street Bar & Grill
 Grown Rogue
 Hackett's Champion Karate
 Harry Weiss
 Hen & Flour
 Henselman Realty & Management LLC
 Holly Theatre
 Hornecker Cowling LLP
 Jackson County Library System
 Jason Nelson, Realtor
 John Snider
 Jude Forler
 Karen Doolen
 Lindsay Berryman
 M 2 The T Productions
 Main Street Market
 Marta Tarantsey
 Master Stitch Inc
 Medford Cowork Collective
 Misoya Bistro
 Oregon Center for Creative Learning
 ORW Architecture, Inc
 Over Easy
 Pacific Power
 Pear Blossom Festival
 Pomodoro Bistro
 Powell Engineering & Consulting
 Preszler Wealth Planning, A Service
 of D.A. Davidson & Co.
 Quarry
 Rack'Em Billards
 Re/Max Platinum Commercial,
 Richard "Barney" Bauernfeind
 Reclaiming Lives/Recovery Cafe
 ReFashion Consignment Boutique
 Rogue Bookkeeping & Payroll, LLC
 Rogue City Comics
 Rogue Community College
 Rogue Gallery & Art Center
 Rogue Hosting
 Rogue River Valley University Club
 Rogue Valley Family YMCA
 Rogue Valley Living
 Rogue Valley Times
 Rogue Wear by Southern Oregon Embroidery
 Ron McUne
 Scrub Hub
 shopDowntown.org
 Shreeve Insurance
 Solid Ground Coffee + Tea
 Southern Oregon Historical Society
 Southern Oregon Subaru

Southern Oregon University
 Stand on your Ground
 T-Mobile
 Terra Firma Home
 The Brow Parlour
 The Chamber of Medford/Jackson County
 The Copper Plank
 The Gypsy Blues Bar
 The Lodge on Central
 The RetroWormhole
 The Rocky Tonk Saloon
 The Village at Medford Center
 Tiffany Maude
 Travel Medford
 TriManagement
 Trophy Club Bar & Grill
 Two Rivers Legal, LLP
 United Way Of Jackson County
 Untapped Media Inc.

THIRD FRIDAYS

Art Du Jour Gallery
 Astral Games Medford
 The Beatrice
 Beerworks
 Bumble & Wren
 Capital G's Tattoo
 Central Art Gallery
 Common Block Brewing
 The Cottage Needle
 Crunch Time Wreck & Escape Game
 Dancing Bead
 Em'z Blendz Soap Co
 Grape Street Bar
 Hen & Flour
 Holly Theatre
 Jackson County Library
 Lotus Hair, Body & Soul
 Medford Cowork Collective
 Moon Bees Wellness
 Oregon Pharmacy
 Refashion Consignment Boutique
 The RetroWormhole
 The Rocky Tonk Saloon
 Rogue City Comics
 Rogue Gallery + Art Center
 Rogue Valley Family YMCA
 Solid Ground Coffee+Tea
 Studio Selfie
 Terra Firma Home
 The Urban Cork

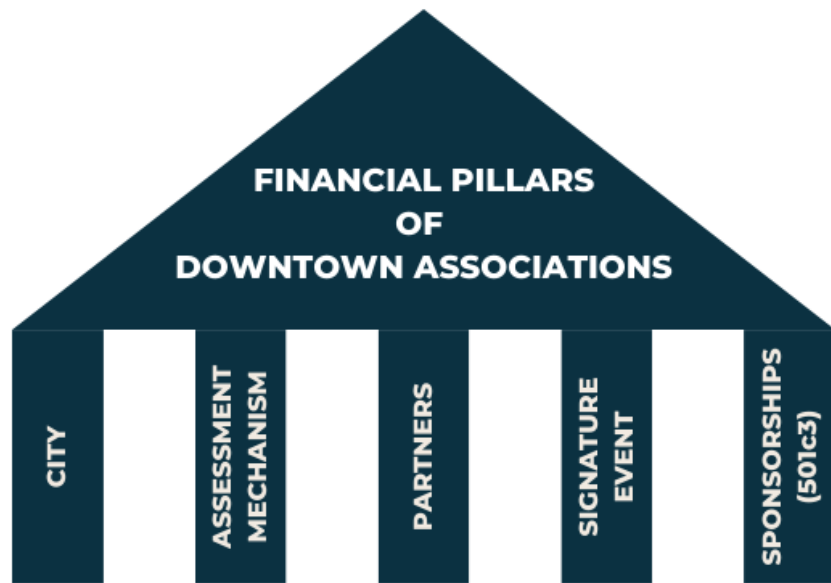
GRANTS

Oregon Main Street Revitalization Grant
 Travel Medford



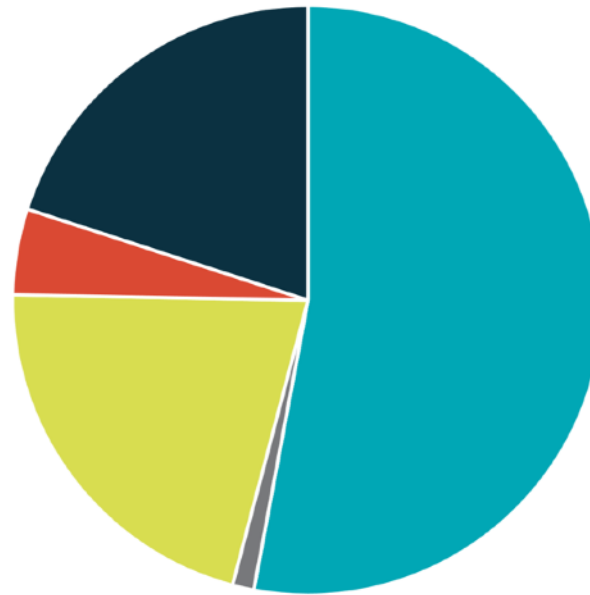
DOWNTOWN MEDFORD ASSOCIATION

2023 FUNDING MODELS IN OREGON



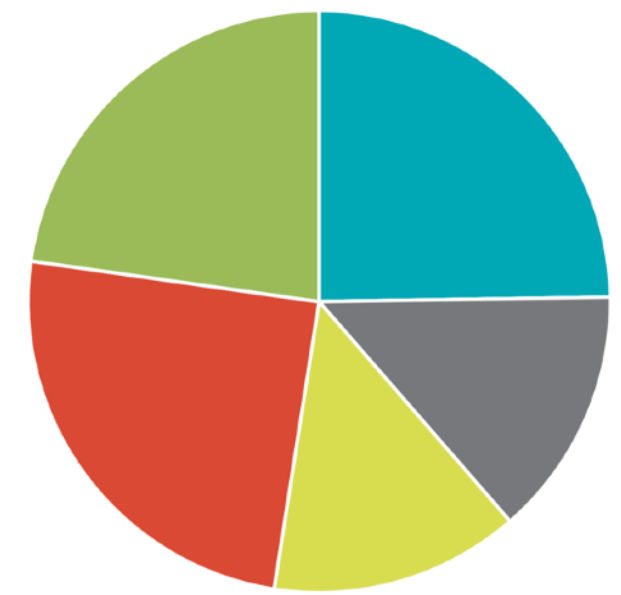
**Comparable towns
Beaverton + Hillsboro**
Ave Pop. 106,020 | Ave Budget \$272,725

City, 45% | Grants, 17% | Events, 18% | Projects, 4%
Membership, 1% | EID, 0% | Other, 0%



Medford
Ave Pop. 90,887 | Ave Budget \$96,000

City, 25% | Other, 23% | Events, 14% | Projects, 25%
Membership, 14% | EID, 0% | Grants, 0%



ACCOMPLISHMENTS





DOWNTOWN MEDFORD ASSOCIATION

ECONOMIC IMPROVEMENT DISTRICT (EID)

WHAT IS AN EID

Public-private partnerships in which local property owners elect to make a collective contribution to the maintenance, development, and promotion of their property.

SERVICE PLAN

- 60%** District Development, Beautification, & Activation
- 28%** Advocacy
- 6%** Administration
- 4%** Contingency
- 2-5%** Collection

ASSESSMENT RATE

\$.10 per square foot, annual based on parcel size

DISTRICT TERM

3 year life and council may enact an ordinance that renews the EID

PROPOSED ANNUAL BUDGET

Est. \$90k

TIMELINE TO IMPLEMENTATION

Estimated 12 months





DOWNTOWN MEDFORD ASSOCIATION

EID SERVICE PLAN OVERVIEW

The EID Service Plan will only affect properties within the EID District.

60% DISTRICT DEVELOPMENT, BEAUTIFICATION, AND ACTIVATION

Focus on positioning the district as a vibrant commercial center through services aimed at increasing commercial activity and investment appeal.

Implement infrastructure and facade improvement programs to enhance street-facing properties, attract customers, and enhance the downtown Medford streetscape.

Landscape Improvements | Tree Wells - Removal of Debris - Pressure Washing

Support and educate businesses, start-ups, and property owners in locating buildings, filling vacancies, and ensuring business plans are viable and sustainable.

Resource for Vacancies

Support events within the assessed district which may attract increased visitation and time spent.

Support Events Marketing

28% ADVOCACY

A unified voice to represent the district's best interests to government agencies, as well as provided property owner educational services, advocate for economic development decisions.

Grant writing to acquire institutional funding of large projects that enhance assessed properties and the overall assessed district.

Ability to apply for grants such as the one we received for the Holly

Collaborate with other non-governmental organizations whose missions and interests overlap with the interests of the assessed property owners.

Partner with Econ. Dev Agency + Travel Medford + Chamber, etc

Bringing urban planners, visual designers, or community builders from across the nation to Medford to speak to the Medford community.

Speakers to educate merchants and property

11%* ADMINISTRATION, CONTINGENCY, COLLECTION

ADMINISTRATION | Costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, and other general office expenses and administration costs.

CONTINGENCY | An account for annual operating surplus or uncollected assessments.

COLLECTION | City shall be responsible for the collection of assessments and the Finance Department shall treat each assessment as an account payable. The assessment may be paid in quarterly-annual installments including any interest. The City shall be reimbursed with EID funds for the costs of administering and operating the EID.

*This percentage could change depending on how much the city collects for admin fee.



DOWNTOWN MEDFORD ASSOCIATION

EID COMPARABLE MARKETS

BEND, OREGON

Population 103,254 | EID Budget \$310,000

Established in 2021

Renewed in 2024 to run through June 2027

PROJECT PLAN

The economic improvement project will generally consist of **beautification and maintenance services**, including planters, graffiti removal, snow removal, sidewalk cleaning, tree lights, holiday decorations, and banners; marketing downtown events and businesses; **planning and executing events**; and as further provided in an agreement between the City and the Downtown Bend Business Association. Beautification projects and maintenance services will be provided equally throughout the district. Marketing efforts, to include advertising through social media, newsletters, and media coverage, will be executed to promote and highlight events within the district, and to obtain maximum exposure and benefit for all downtown businesses. These efforts will keep downtown a central gathering place for the community, keep it vibrant, and stimulate economic improvement.

MCMINNVILLE, OREGON

Population 34,530 | EID Budget \$67,648.50

Established in 1986

Renewed in 2022 to run through August 2025

STATED PURPOSE IN LIEU OF SERVICE PLAN

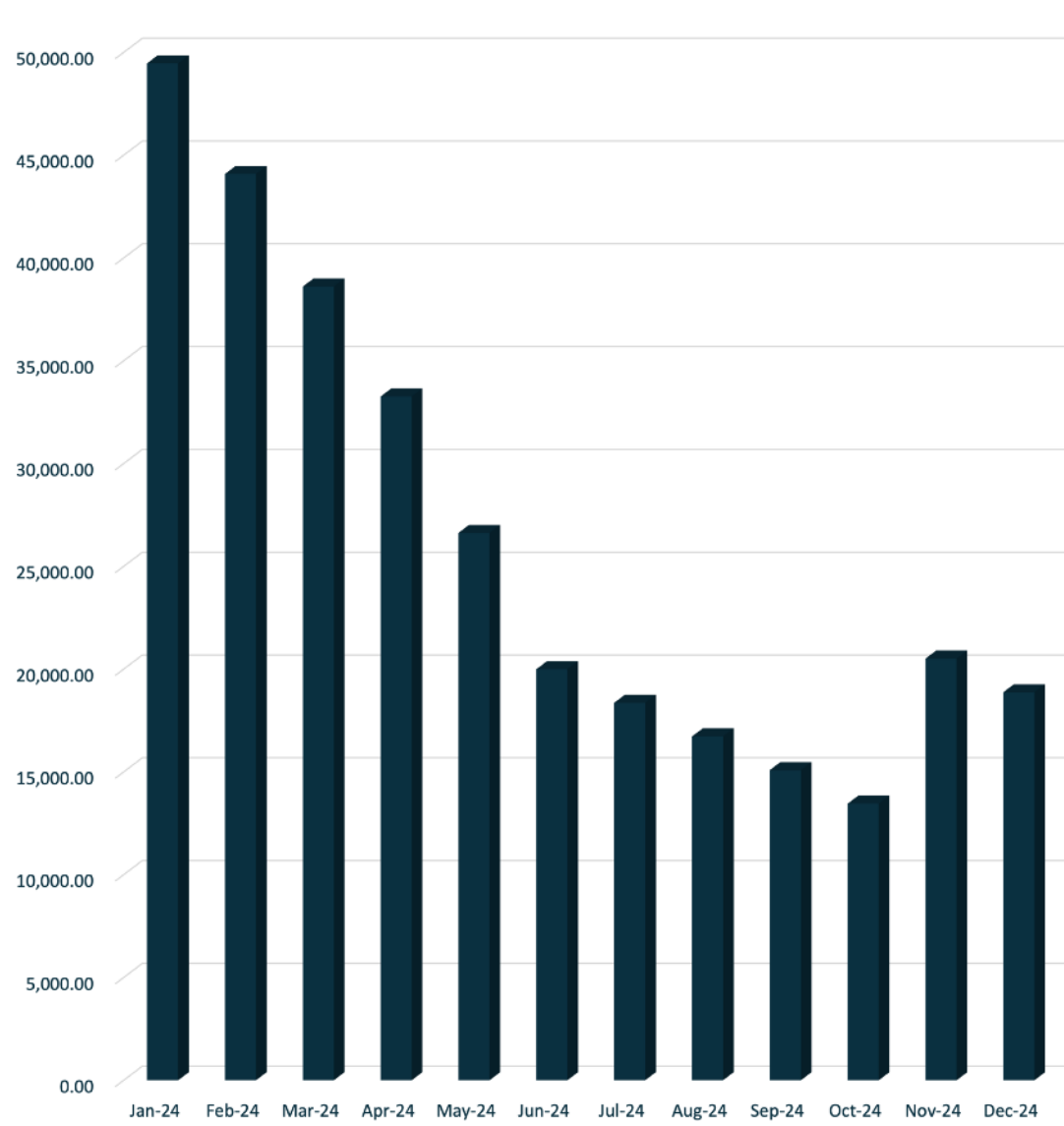
“To promote within the district economic improvement by **planning or management of development or improvement activities**, by **landscaping or other maintenance of public areas**, by **promotion of commercial activity or public events**, by **activities in support of business recruitment and development**, and by **improvements in parking systems or parking enforcement.**”



DOWNTOWN MEDFORD ASSOCIATION

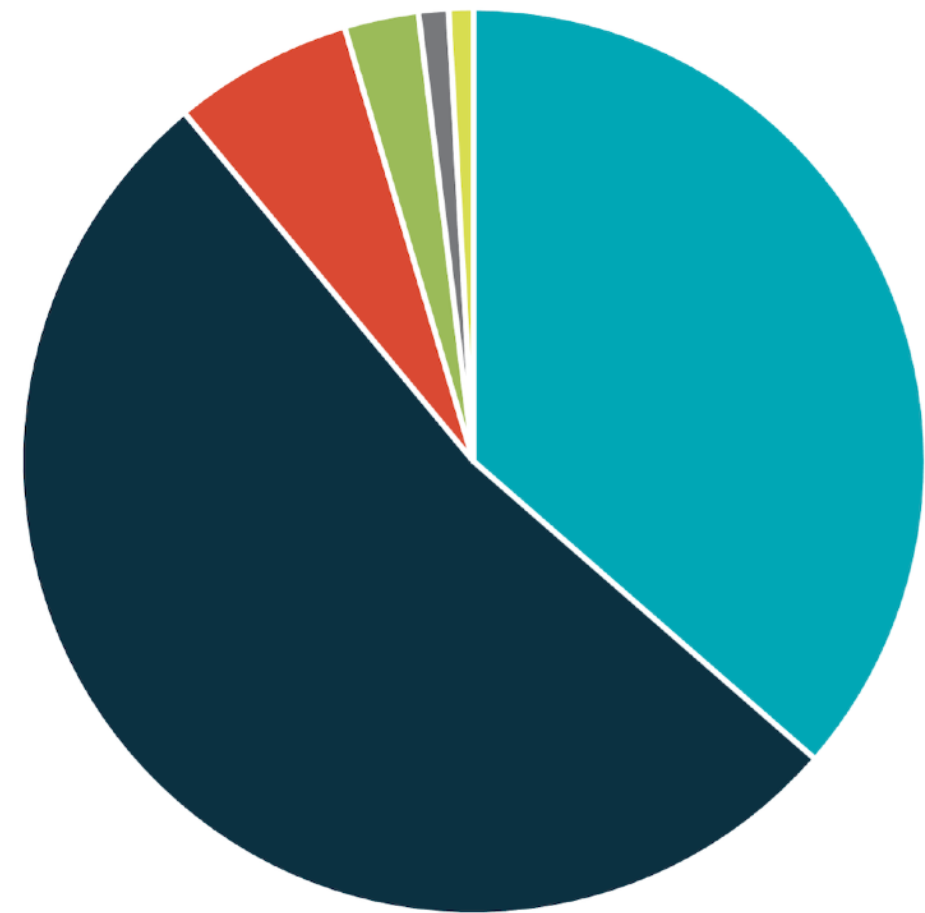
FORECAST BUDGET

CURRENT PROJECTED CASH POSITION GENERAL FUND



PROJECTED BUDGET WITH CITY PARTNERSHIP

Operational, 53% Event Programming, 36% Marketing, 6%
Other, 3% Operations Office/Facilities, 1% Fees, 1%



NOTE: This annual budget is built on a 3-year commitment of \$375,000 from the city.