

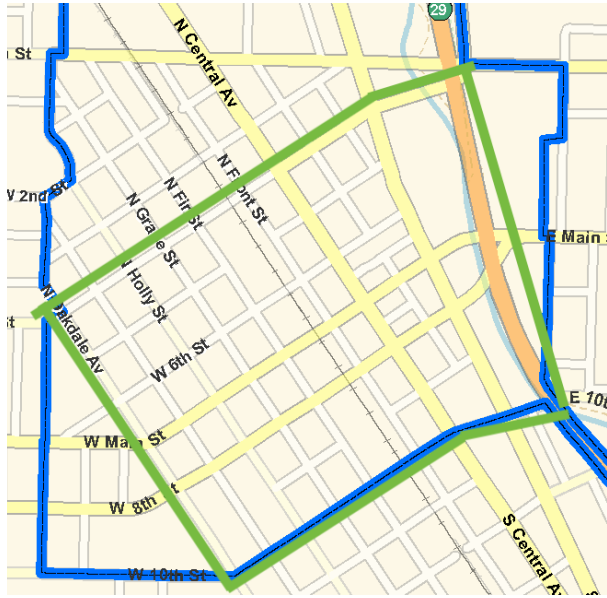


DOWNTOWN

DMA BOUNDARIES

DMA Boundaries

MURA Boundaries



EID

Economic Improvement Districts (“EIDs”) are public-private partnerships in which local property and business owners elect to make a collective contribution to the maintenance, development, and promotion of their property. EIDs provide a unique and straightforward economic and community development tool for municipalities, developers, and property owners because they allow targeted control, financing, and development of projects without creating an additional financing burden on taxing units. Oregon EIDs were established under ORS 223.114.

Three (3) Phase process

Phase 1

Feasibility Study – 4 steps (see attachment) 4-6 months

Phase 2

Legal Process 1-3 months

Phase 3

Implementation + defining the governing body 3+Ongoing

TIMELINE

2023

- Grow membership + 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 Membership + advocate for downtown businesses
- Build membership + 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

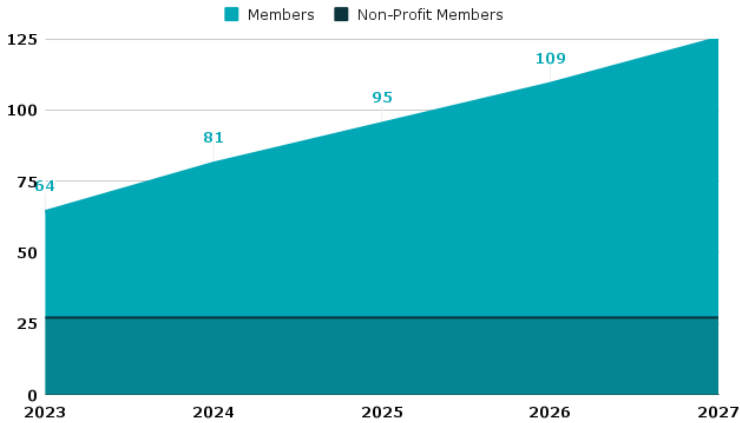
- Work with stakeholders and continue to create a vibrant downtown.
- Develop sponsorship + Sustainability Fund

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

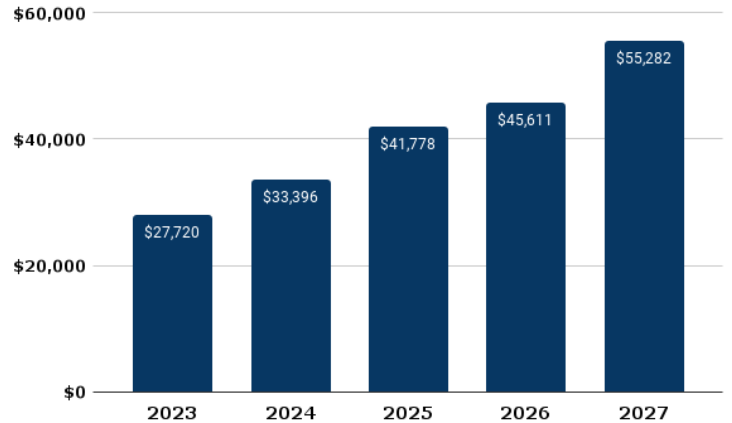


MEMBERSHIP FORECAST

MEMBERSHIP BREAKDOWN



PROJECTED INCOME



DMA COMMITTEES + PARTNER ALIGNMENT

DESIGN

Encouraging design improvements and property activity.

PARTNER ALIGNMENT

- 2040 Visioning Enhancing Hometown
 - 13.3 Promote & invest in public art that reflects the diverse community. (Lead)
- Support Roles
 - Connecting Community (17.1)

Council Goals

- Public Infrastructure
 - Bear Creek Master Plan
 - City Wayfinding Program

City Comprehensive Plan

- Environmental Element - Archaeological & Historic Resources - Goal 11
- Parks - Partnerships - Goal 5 & 6

ECONOMIC VITALITY

Align with government economic development strategies and coordinate projects when possible.

PARTNER ALIGNMENT

- 2040 Visioning Support Roles
 - Fostering Economic Growth & Resiliency (9.2 & 9.3)
 - Connecting Community (16.1, 18.5)
 - Promoting Recreation Opportunity (26.4 & 27.3)

Council Goals

- City Center Revitalization
 - Building Rehabilitation Program
 - Economic Incentive Program

Economic Development

- Develop a Comprehensive Economic Development Program

City Comprehensive Plan

- Transportation System Plan Element - Goal 2
- Economic Element - Economic Opportunities - Goal 1

ORGANIZATION

Raises funds for the ongoing operation of the Main Street program.

PARTNER ALIGNMENT

- 2040 Visioning Connecting Community
 - 16.7 Form an Economic Improvement District (or similar) to encourage economic vitality in a clean & safe urban environment. (Lead)(2022-24)
- Support Roles
 - Connecting Community (18.3)
 - Promoting Recreation Opportunity (28.2)

Council Goals

- City Center Revitalization
 - Downtown

Community Engagement

- Medford 2040
- Access, Diversity, Equity, and Inclusion

PROMOTIONS

Develop direct retail promotional activity, traffic-building activity, and image improvement activity for the business district.

PARTNER ALIGNMENT

- 2040 Visioning Enhancing Hometown
 - 3.2 Establish festivals & cultural events that highlight Medford's diverse community. (Lead)

Connecting Community

- 16.2 Develop incentives for extended business hours downtown including nights & weekends. (Lead)(2025-2028)
- 16.3 Organize & sponsor many downtown events, including subsidized performances in private bars & restaurants. (Lead)(2022-24)
- 16.6 Establish regular downtown street fairs and/or markets that promote local businesses. (Lead)(2022-24)

Support Roles

- Connecting Community (17.2, 18.1, 18.4, 19.2)
- Promoting Recreation Opportunity (28.1, 28.2)

Council Goals

- Community Engagement
 - Create social connections through public festivals, concerts, and events
 - Medford Government & Non-profit Partnership Engagement

Health & Safety

- Address Livability Issues
- Livability Team