

2022 Semi-Annual Report

## EXECUTIVE SUMMARY

October 2022

Dear Mayor and City Council Members,

We had the privilege of sharing our progress with you in April, when our former Executive Director Renata Tellez presented to you. Since that date we have been actively working on our goals for each of the four committees. From preparing for a successful Bikes n Brews to engaging the community in a survey rating their top priorities to attracting new businesses. Each of the goals in the Main Street Program 4-point committee structure DMA has activated.

- Design
- Economic Vitality
- Promotion
- Organization

Each of the committees houses additional working groups that tackle projects within our mission.


- Bikes n Brews
- Flower Baskets
- Holiday Lights
- Third Fridays
- Newsletter/Communication

We are excited that this year we were able to restart Third Friday and finalize the Founding Partners Campaign, which raised an additional \$15,300 in 2022. Our total for the Campaign was \$87,800 in cash and an additional \$22,500 in-kind contributions. We are now in the process of finalizing our 5-year plan for membership, which will raise an estimate of \$50k in its fifth year, for and 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 and building together towards the goals in front of us to build a vibrant community. We believe in transparency and collaboration and understand that small business owners are the catalysts for change.

We are very thankful for our partnership with the City and look forward to continuing to build a stronger and ever growing vibrant community with you.

Sincerely,



Annie Jenkins, Interim Executive Director

## Fast Facts

In 2021

98 Oregon Main Street Cities

509 New jobs created by Oregon Main Street Cities

Oregon Main Street

\$266 Million in additional sales revenue in the State of Oregon between 2011-2021

40% of Main Streets Facilitate Networking & Mentorship Opportunities for Businesses

1 out of every 4 Main Streets in Oregon Connect their Businesses with Resources

70% of Oregon's Main Streets include specific programmatic and intentional efforts to retain the local businesses in their communities.

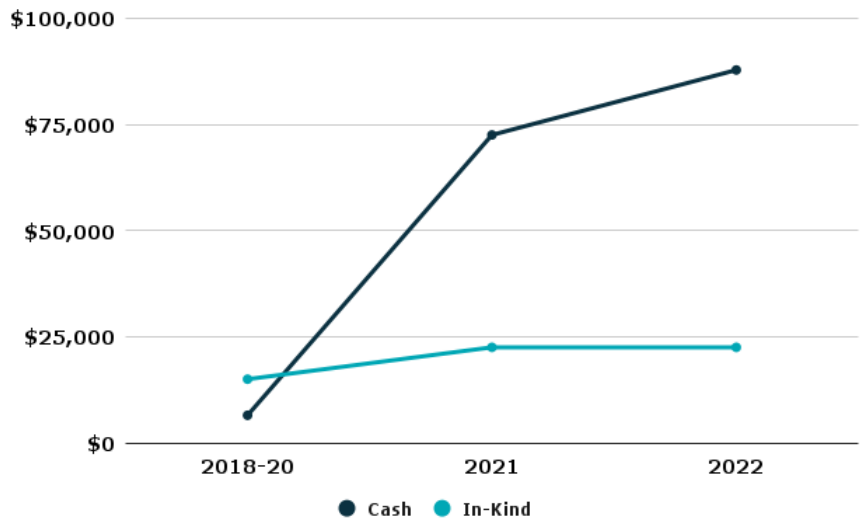
*"The work of creating a vibrant city is never done." ~ Quint Studer*

Source | The Impact of Oregon's Main Streets

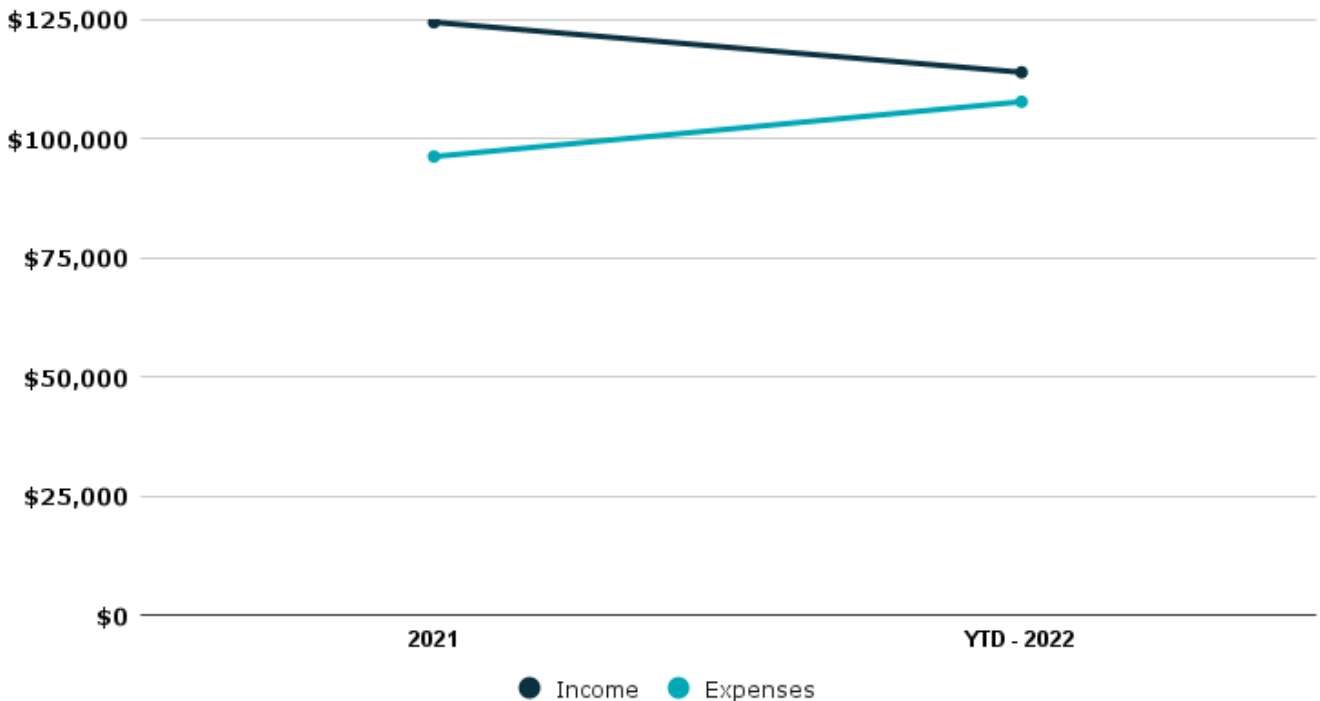
## FINANCIAL MILESTONES

- DMA Membership in 2022 had a 15% increase in comparison to previous year
- Switched all accounting to QuickBooks
- Developed a 5-year forecast for a sustainable membership model
- Finalized our Founding Partners Campaign with cash donations of \$87,800 and in-kind donations of \$22,500
- We had a 138% rate of return since the city's initial \$100k investment in DMA Funds

**FOUNDERS CAMPAIGN**



**DMA INCOME & EXPENSES**  
(This excludes the \$50k from the city)





## COMMITTEES RESPONSIBILITIES

### DESIGN

Encouraging design improvements and property activity.

#### ACCOMPLISHMENTS

1. Continuation of seasonal beautification projects (Holiday Lights & Flower Baskets)
2. Public Art Murals funded by public-private partnerships (ex. Bartlett St, Middleford Alley, Evergreen St)

#### PARTNER ALIGNMENT

- a. **City Center Revitalization - Downtown**  
The City will support development and re-development opportunities within its downtown core area
- b. **City Wayfinding Plan** | Downtown core

### ECONOMIC VITALITY

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

#### ACCOMPLISHMENTS

1. Community Survey to establish priorities within downtown
2. Agreed community role and responsibilities as partner within the Medford 2040 Community Vision Plan.

#### PARTNER ALIGNMENT

- a. **Medford 2040 Community Vision**
- b. **Medford Government & Non-Profit Partnership Engagement** | Seek to expand partnerships with state and local government agencies to further Council goals and policies.

### ORGANIZATION

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

#### ACCOMPLISHMENTS

1. **Fundraiser Downtown Event** | Bikes n Brews
2. **Partnership Campaign** | Cash contributions of **81K+** since 2021 & in-kind total **\$22.5K**
3. **Annual Membership** | Dues towards development of a program that establishes benefits for the downtown community.

#### PARTNER ALIGNMENT

- a. **Economic Incentive Plan** | Create a comprehensive economic development strategy supporting development & redevelopment throughout the City Center area.
- b. **2040 Vision Task Initiative** | Explore a consultative process to discuss the paths and possibilities of a downtown economic improvement district or similar program(s).

### PROMOTIONS

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

#### ACCOMPLISHMENTS

1. Reactivated Third Fridays & expanded community engagement
2. Led community discussion & awareness to support Medford Police Livability Team
3. Financially supported Rogue Retreat through the Clean Sweep initiative

#### PARTNER ALIGNMENT

- a. **Health & Safety** | Livability Team & Neighborhood Livability Partnership
- b. **Travel Medford** | Heart of the Rogue Festival - Promotion and Event Engagement



# HIGHLIGHTS

**COMMUNICATION AND MONTHLY MEETINGS** | Regularly connecting City representatives and other resources with business/property owners in downtown.

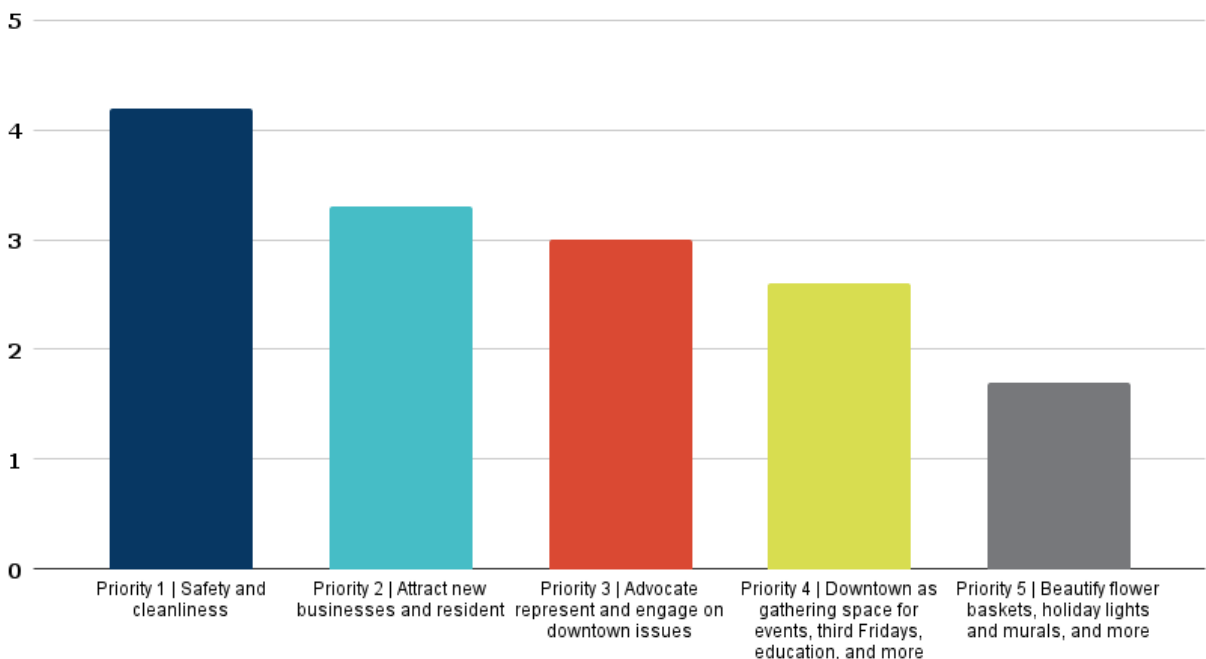
- Committees meet monthly or as needed.
- Meet Monthly through DMA General Meetings inviting business and property owners.
- Monthly participation from Kelly Madding, Deputy City Manager with City updates
- Newsletters to over 400 contacts each month.
- Main Street to Main Street: Sharing Best Practices | Darin Rutledge, Executive Director, Klamath Falls Downtown Association
- Regular Livability Team update | DJ Graham, MPD
- Downtown Street Information, Riverside, Central, Main Multimodal Study | Karl MacNair, City of Medford Transportation Manager

**PROJECTS** | Monthly and annual projects

- Secured 110 flower baskets for downtown
- Partnered with Travel Medford & the City to design, print, and install 186 banners in the downtown core

## ADDITIONAL HIGHLIGHTS

- Partnering with Travel Medford for the inaugural Heart of the Rogue festival via encouraging downtown businesses to stay open and offer specials to leverage the foot traffic and exposure from a festival downtown.
- Preparing to launch new DMA website in late October, improving user experience and archiving of the resources and articles DMA has shared and compiled.
- DMA continues to facilitate tours of vacant office and retail spaces.
- Facilitating conversations between downtown restaurants and City Planning regarding the Parklet program as the downtown prepares to look beyond the pandemic.



This graph represents Priorities rated from 1-5 by approximately 100 community members in order of importance. We are going to continue to collect surveys over the next month.