

2021 Q1

## EXECUTIVE SUMMARY

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During the process of formalizing our organization and setting foundational priorities (after receiving the City's Vision Fund grant in 2020, and coming on board as DMA's part-time Executive Director) we have been working to identify opportunities that support and complement ongoing economic development strategies within our mission by identifying and building on our existing assets and partnerships.

One such partnership we want to highlight is our current effort partnering with the City of Medford's Parks & Recreation Dept, Travel Medford and Rogue Retreat, to fund a beautification and infrastructure improvement "Stabilization Plan" that will improve Downtown Medford by providing short-term projects for: cleaning, branding, vibrancy/celebration, & infrastructure improvement. This is our second attempt to secure funding, and we have also increased our scope and added bike corrals.

These short-term projects/initiatives will build confidence in the local economy, help increase local interest and commitment in the area, spur additional private investment and provide a vibrant experience for visitors and residents as we welcome Spring and tourism season. These projects support efforts to address homelessness, graffiti, trash accumulation, lack of resources and public safety concerns. Developing long-term, sustainable support for Rogue Retreat to grow as an organization & develop a downtown cleaning and maintenance program, as well as supporting our Parks & Recreation Department, allows us to imagine a more sustainable future for our Downtown parks and public spaces through strategic planning and investment.

Main Street Programs are historically underfunded and we appreciate the investment that the City has made in supporting our efforts. This level of partnership is vital to developing annual improvement projects, as well as marketing and promotions of our Downtown. DMA's approach following the Main Street Program framework mixes historic preservation and economic development in support of the City's strategic plan. Together, we are the voice for business, advocacy and change downtown--taking an active role to drive Medford's future.

I sincerely thank you for this opportunity and look forward to working with you in making our community a better place for all.

Sincerely,  


Renatta Tellez  
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Downtown Medford Association  
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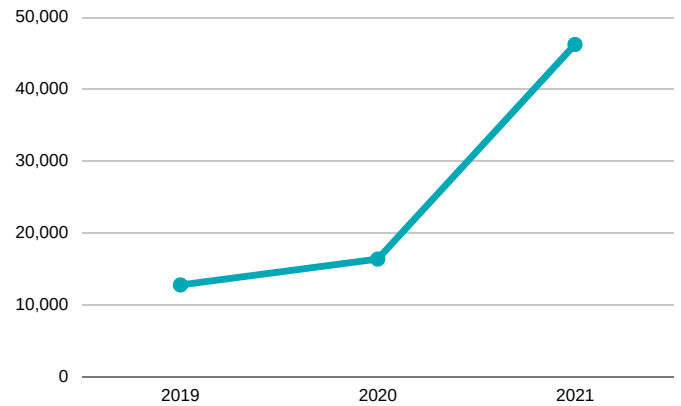
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## FINANCIAL MILESTONES

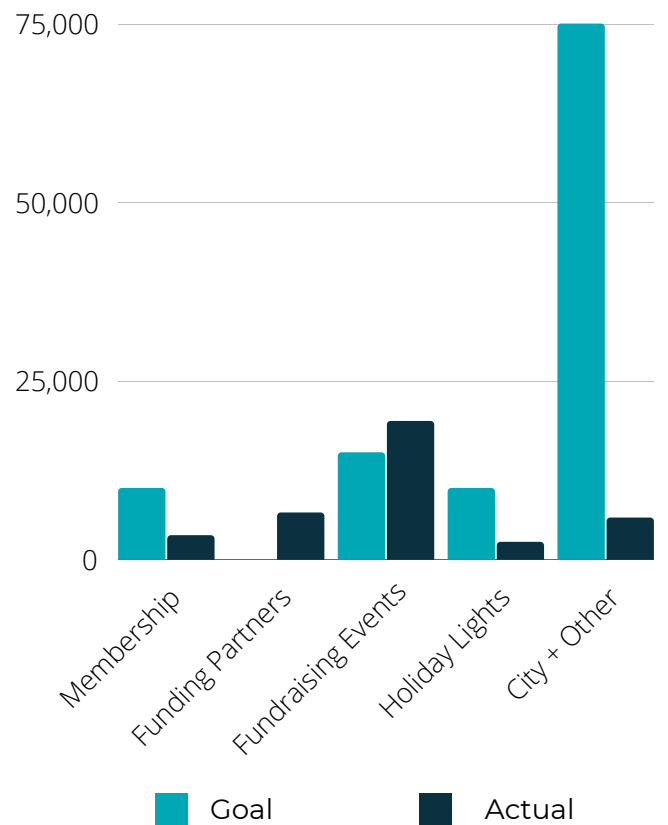
- DMA Membership has more than tripled in the first quarter of 2021 in comparison to previous years
- Special Events: DMA is providing support for the first Heart of the Rogue Festival in partnership with Travel Medford. The Bikes 'n Brews event has surpassed fundraising forecast by engaging community members, many outside the downtown core.
- Winter Lights Festival: 25% sponsorship currently secured for 2021 to bolster the Parks & Rec event and increase foot traffic and retail spending downtown.

### INCOME FOR Q1 (past 3 years)

- Income 2021 Q1 indicated without City Vision Fund of 50K



### GOALS AND ACTUALS FOR 2021



- Have yet to receive City Vision Fund 2021 of 50K

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## HIGHLIGHTS

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

- Monthly participation from Kelly Madding, Deputy City Manager with updates.
- February: Introduced our newly elected Mayor, Randy Sparacino.
- March: Sharing additional information and resources regarding PPP loans.
- April: Focusing on Historical Preservation with a presentation by Sam Barnum and Harry Weiss – Seismic Retrofit; change in code; sprinklers +City funding opportunities.

**ANNUAL PROJECTS:** Beautification Efforts are one of our largest expenditures, but this program is increasingly becoming well developed and self-sufficient.

- To date we have 120 baskets secured for May 2021.
- Holiday Lights & Decor on Main St brightens downtown through darkest months, November to February
- Volunteers also worked with groups to get Vogel Plaza and commercial spaces illuminated with Christmas trees and other holiday decorations.
- Led process to obtain another art mural installation on 1 West 6th st.

### ADDITIONAL HIGHLIGHTS:

- Participating in Wayfinding Advisory Committee with Medford Planning Dept. with focus on Downtown area.
- Obtained community partnership fund with Travel Medford for 2021 events
  - Initiated efforts for possible event in June 2021, if approved.
- Partnered with Travel Medford for Annual Heart of the Rogue Event: DMA providing Bikes n Brews aspect, coordinating vendor outreach & supporting management for event.
- Applied for Travel Oregon funding for Beautification and Cleaning efforts in downtown. Led partnership with Medford Parks Recreation and Rogue Retreat. *Currently working on 2nd attempt for a grant.*
- DMA is facilitating tours of vacant office and retail spaces.
- Facilitating conversations between downtown restaurants and City Planning.