



2023 Semi-Annual Report – December

EXECUTIVE SUMMARY

Honorable Mayor and City Council,

Over the last eight months, DMA has managed to remain remarkably busy and achieve success with its **operating budget of \$96,192**. Our connection with downtown businesses, building owners, and community members has grown immensely this past seven months, and we continue to work towards our two goals:

Boosting Downtown Businesses + Establishing Financial Stability

DMA partnered with the **Holly Theatre on the Oregon Main Street Revitalization Grant** and secured **\$200,000** towards electrical work, allowing them to be one step closer to raising the curtain. This grant is a success for the Medford Community and downtown. This is the first time a Medford entity received an Oregon Main Street Revitalization Grant.

DMA hosted a dinner with **33 community members, building owners, merchants, elected officials and city staff** to educate our community leaders about the opportunities of an **Economic Improvement District (EID)** for the downtown core, and to embark on a fundraising initiative to secure \$26,000 to support this vision. We raised \$26,000 in one evening with the support of **28 individuals / businesses plus DMA Board fully vested**.

We have engaged Civitas to begin work on an Economic Improvement District Feasibility Study!

With the restructuring of our **Partnership Program** early last year we have been able to increase our Partnerships and the awareness of Downtown Medford Association. We currently have **67 Partners and Friends of Downtown**. This does not include our partners for **Beautification Projects** (64 partners), **Medford Third Friday Partners** (15-24 partners), **Bikes n Brews Sponsors** (36 sponsors), **Reimagine Tour participants** (20 participants), **Founding Partners** (24 partners), **Power Hours** (20-48 attendees), and the individuals who attended in person **DMA Socials** (25-35 individuals).

DMA's signature event which is planned along with Heart of the Rogue Festival, **Bikes n Brews-Ride for a Cause** raised over **\$14,000!** Over \$7,000 will go towards DMA's operating budget and the other \$7,000 will be divided up among five nonprofits who helped ensure the event was a huge success! We had **132 riders** on five different rides, 36 sponsors and are planning the 3rd Annual.

The **Reimagine Downtown Medford Tour** was a success with the 25 community members who walked Main Street to do an on the ground SWOT analysis of downtown and vacant buildings.

DMA continues to work towards **purposeful planning, getting money off the sidelines, implementation, and programming**. We are committed to working with the city on the Medford 2040 Community Vision Plan to build a vibrant community. We believe in transparency and collaboration and understand that small business owners are the catalysts for change.

We are grateful for our invaluable partnership with the City, recognizing that a vibrant community is a collective effort.

Sincerely,
Annie Jenkins, Interim Executive Director

HIGHLIGHTS (April-November 2023)

Raised \$26,000 for EID Feasibility Study.

Submitted all paperwork needed for a **Downtown Medford Foundation (501c3)**.

Advocated for the Livability Team expansion as **public safety** is #1 primary concern for downtown businesses/building owners per our 2022 & 2023 census.

Raised over **\$51,500** for **seasonal beautification** projects to help brighten downtown.

Worked with **six (6) city departments** on a variety of projects from **bike lanes, striping, safety, parking, beautification and streets**.

Hosted 2nd signature event, Bikes n Brews and raised **\$14,000**.

Hosted **Four DMA Socials** in downtown restaurants: residents, building owners, merchants, city staff, and elected officials participating.

Expanded our social media engagement.

Launched a successful **Reimagine Downtown Medford Tour** and planning for second one.

Received a grant for organization management software used across the nation.

Board Member received **state recognition** for being **Volunteer of the Year with Oregon Main Street**.

Hosted 12 Monthly Power Hours - **honored 12 merchants / businesses** + brought in **7 national recognized speakers** on building a vibrant community.

Created a one page **How to do Business** guide, ensuring every business receives essential information.

Partnered with the Library on two **Shop Small Downtown Quest Programs** working with over 25 different businesses.

DMA became the designated **Neighborhood Champion for the Shop Small American Express National Program**.

Between 20-25 businesses stay open late on Medford Third Fridays.

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



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.

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 financial burden on taxing units. Oregon EIDs were established under ORS 223.114.

Three (3) Phase process

Phase 1

Feasibility Study – 4 steps 4 months

Cost \$26,000 – PAID

Phase 2

Legal Process 1-3 months

Cost \$50,000-75,000 (includes Phase 2 & 3)

Phase 3

Implementation + defining the governing body 3+On-going

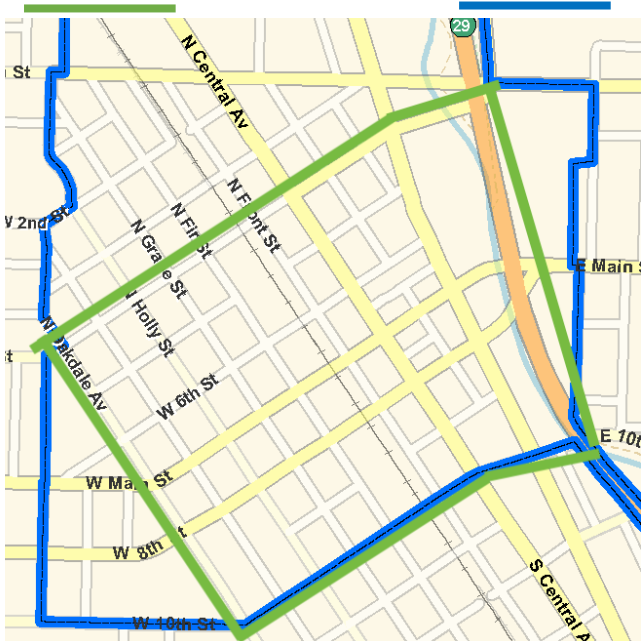
Cost \$50,000-75,000 (includes Phase 2 & 3)

CURRENT DMA BOUNDARIES

Bear Creek Bridge to Oakdale & 4TH to 10TH

DMA Boundaries

MURA Boundaries



EID FEASIBILITY TIMELINE

2023

APRIL-OCTOBER

- Oregon Main Street research for EID resources
- Build partnership + continue to engage community.

NOVEMBER

- Secured funding for EID Feasibility Study (4 step process)

DECEMBER

- Engaged with Civitas for EID Feasibility Study

2024

JANUARY

- DMA Strategic Board Retreat

JANUARY-MARCH/APRIL

- Feasibility Study
 - Step 1 | Initiation & Infrastructure
 - Step 2 | Local Government & Community Consensus Building
 - Step 3 | Funding Plan
 - Step 4 | Presentation

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