



# 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

<b>60%</b>	District Development, Beautification, & Activation
<b>28%</b>	Advocacy
<b>6%</b>	Administration
<b>4%</b>	Contingency
<b>2-5%</b>	Collection

### ASSESSMENT RATE

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

### DISTRICT TERM

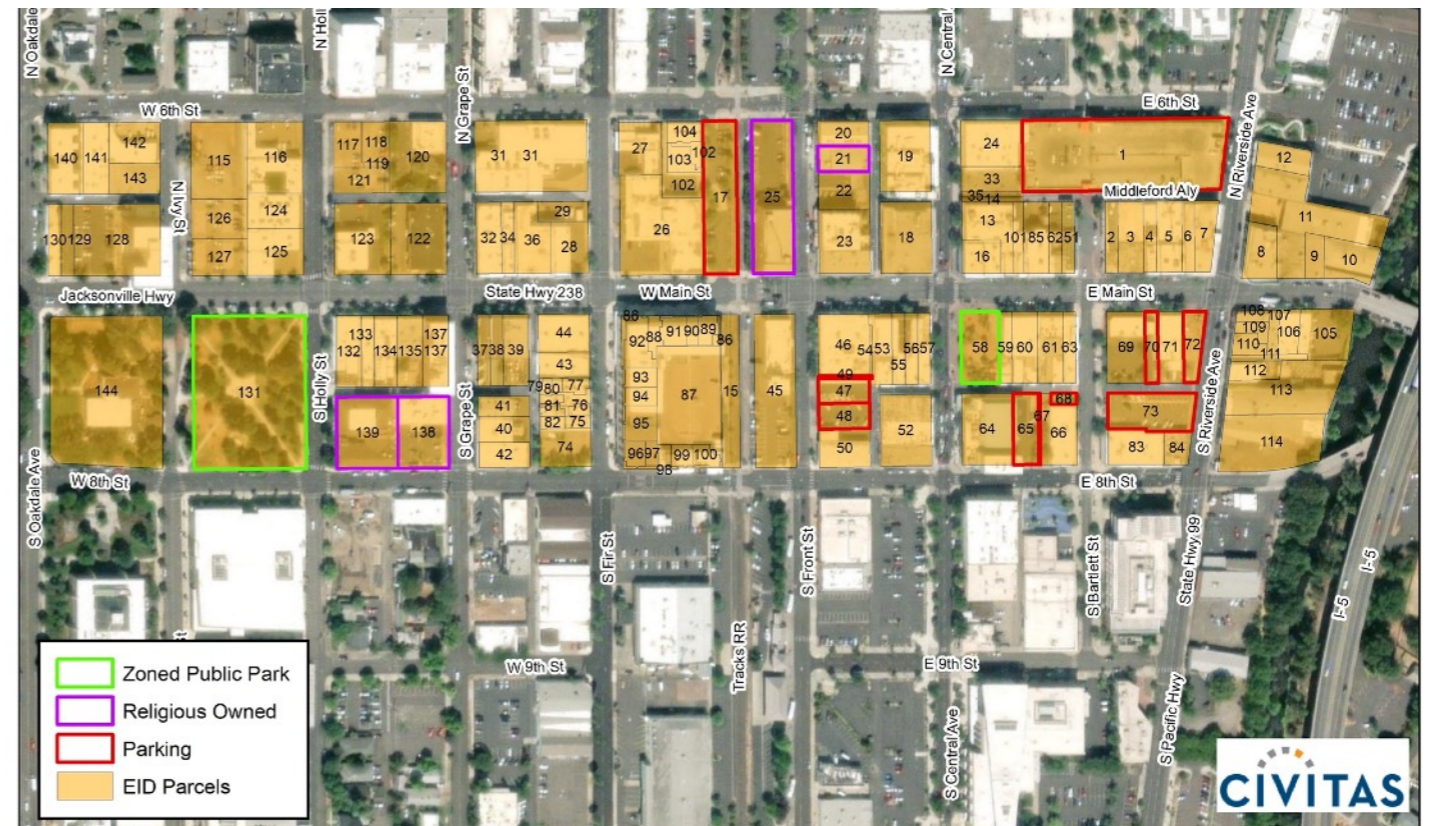
**3** year life and council may enact an ordinance that renews the EID

### PROPOSED ANNUAL BUDGET

**Est. \$90k**

### TIMELINE TO IMPLEMENTATION

Estimated 12 months



To provide inspired leadership and advocacy that encourages engagement to enhance the physical, cultural, and economic vitality of our downtown, so we are welcoming to locals and visitors alike.



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## 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.

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# 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**.”



# ECONOMIC IMPROVEMENT DISTRICT

## QUICK FACTS

### OUR 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.

### WHAT IS AN EID?

Economic Improvement Districts ("EIDs") are public-private partnerships in which local property 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.

### ARE THERE EIDS ELSEWHERE?

Yes! There are over 1,000 EIDs throughout North America, many concentrated in downtown areas. Nearby cities such as Bend, McMinnville, Albany, and Astoria have long-standing and successful EIDs in their downtowns.

“In 2019, ORW Architecture, Inc. acquired a building in the downtown area, making it our headquarters and relocating over 10 staff members to the heart of the city. Our goal was to be part of a growing and vibrant community. Observing the post-pandemic resurgence of various communities, we have come to understand the importance of investing in our downtown. The Economic Improvement District (EID) offers a consistent way for property owners to contribute to the vibrancy our entire community deserves. We stand in full support of the EID initiative.”

**David Wilkerson, property owner (29 S Grape St)**

“I spend most of my working days with a second story window looking out on Main Street. As an individual invested in the economic and social prosperity of our community, I believe that the establishment of an EID will bring significant benefits and positive changes for property owners, businesses, and residents alike. This will allow us to be competitive with other cities in Oregon or even the Rogue Valley.”

**Christian Nelson, property owner (228 E Main St)**

“As a property owner and a retailer on Main Street with a store front, we are in favor of the EID. This will bring a consistent funding source to help with beautification, advocacy, and economic vitality. This is an opportunity to bring renewed energy and elevate downtown.” **Cindi Hickey, property owner & retailer (231 E Main St)**

### WHY SUPPORT THE EID?

Supporting the EID enables the district properties to receive services above and beyond what the City provides. The assessments collected go entirely to the district, with the sole focus of improving Downtown. The City may contract with any entity to administer the EID. This entity's board of directors, made up of a wide variety of property and business owners in the district, make budget decisions which ensures direct accountability for these enhanced services. Lastly, EIDs have a track record of success. Nationally, they have a renewal rate of 99%, and there are studies that show they have a positive effect on property values, sales, and occupancies.

### PROPOSED BUDGET

Activity Category	Annual Percentages
District Development, Beautification, and Activation	60%
Advocacy	28%
Administration	6%
Contingency	4%
Collection	2-5%
<b>TOTAL</b>	<b>100%</b>

“As a retailer and property owner with over 20 years of experience, we have witnessed our downtown and community struggle while other towns and cities in Oregon have thrived by leveraging their Main Streets through Economic Improvement Districts (EIDs) and city support. We are strongly in favor of the EID because it's time for change and for us to become competitive within Oregon. Revitalizing downtown Medford and Main Street will benefit the entire community. We recognize that the EID is only one piece of the puzzle, but it is a crucial step toward creating the vibrancy that our community deserves.”

**Krissy & Mark Millner, property owner & retailer (309 E Main St)**

## WHO MANAGES THE EID?

The City is responsible for administering and operating the EID; however, the City may contract other entities to carry out the administration and operation of the EID. Additionally, the Council may authorize agreement(s) with an Advisory Committee to provide all or part of the economic improvements.

## WHAT DOES IT COST?

The cost is based on parcel size - \$0.10 per square foot, annually.

## HOW MANY NONPROFIT OWNED PROPERTIES ARE IN THE EID DISTRICT?

13 properties are owned by non-profits organizations

## HOW MANY BUILDING OWNERS ARE FROM OUTSIDE OF THE AREA?

11 properties owners are from out of the area.

## DOES THE CITY REDUCE ITS EXISTING SERVICES DOWNTOWN?

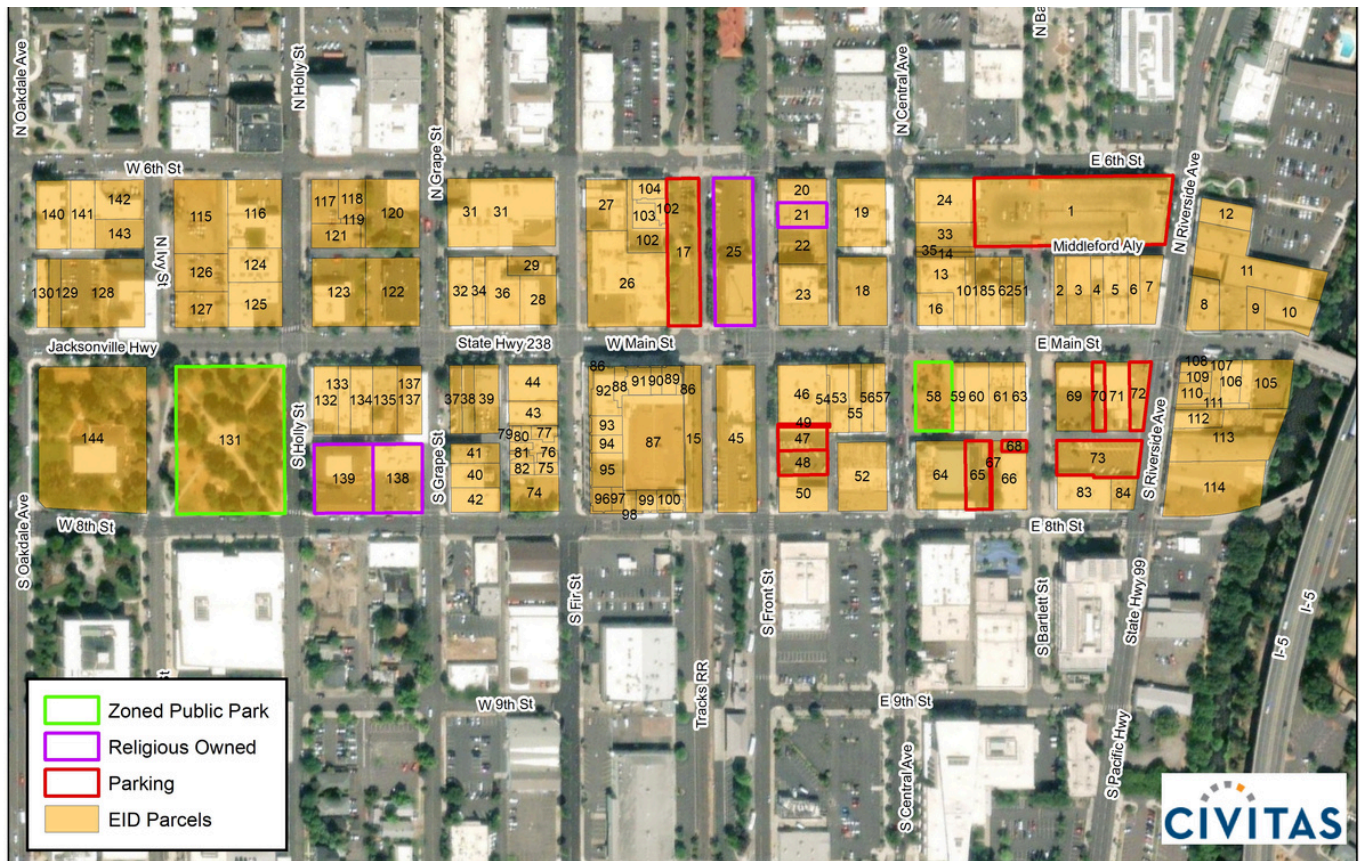
The law is silent if the City may reduce existing services. However, the EID Plan may include language that baselines services won't be reduced, subject to City approval.

## WILL THE EID LAST FOREVER?

No, the statute allows for a three-year term which may be renewed if Council passes an ordinance to renew the EID, three years at a time.

## ADDITIONAL FAQ'S

Additional FAQ's here  
<https://downtownmedford.org/invest/>



**DOWNTOWN MEDFORD**  
ASSOCIATION

ECONOMIC  
IMPROVEMENT  
DISTRICT

# QUESTIONS?

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