



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

- 60%** District Development, Beautification, & Activation
- 28%** Advocacy
- 6%** Administration
- 4%** Contingency
- 2%** Collection

DISTRICT TERM

3 year term, potentially renewable for a second three-year term.

ASSESSMENT RATE

FOR PROFIT OWNED

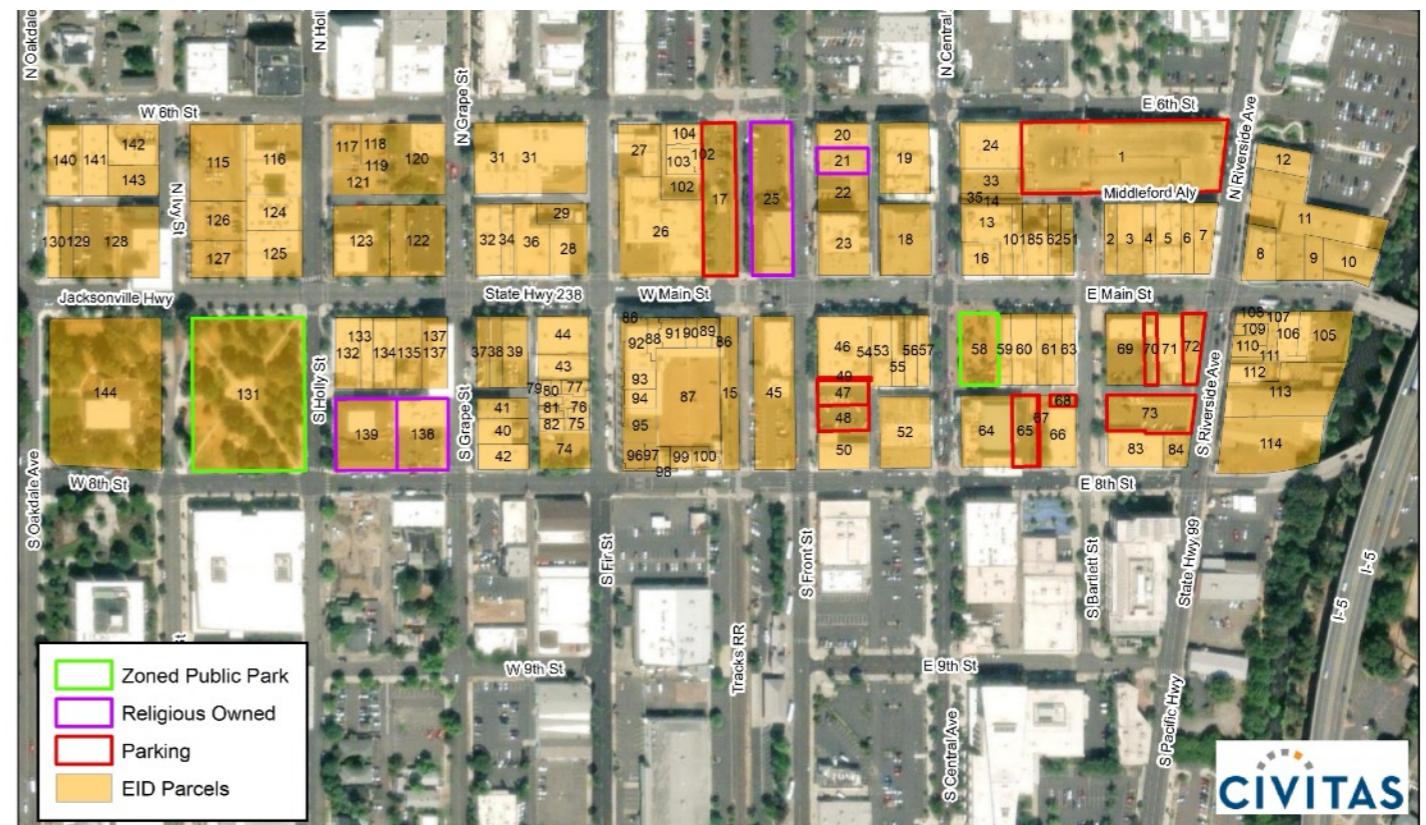
\$.10 per square foot, annual
based on parcel size

NONPROFIT & GOV OWNED

\$.075 per square foot, annual
based on parcel size

PROPOSED ANNUAL BUDGET

Est. \$90k



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.



DOWNTOWN MEDFORD ASSOCIATION

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

12% 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.

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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

Updated January 2026

The DMA EID committee has contacted all 125 property owners within the proposed EID District. This includes reaching out to 66 property owners, holding 48 one-on-one meetings, and sending three letters, plus a certified letter, to those property owners who have not responded in an effort to initiate discussions.

WHY TIERED MODEL

Due to the number of nonprofits agencies who own properties and hearing their feedback, we realized that a one-size-fits-all approach to an Economic Improvement District (EID) might not effectively address the diverse needs and capabilities of property owners within the district. Nonprofits, in particular, often have unique challenges and financial constraints that differ from for profit property owners or private businesses.

By adopting a two-tiered EID structure, we can create a system that considers these differences.

- **Tier One** consists of for-profit properties.
For-profit property owners = \$.10/sq ft of parcel size
- **Tier Two** includes nonprofit property owners, which would be assessed at a lower rate in recognition of their limited budgets and distinct contributions to the community.

Non-profit property owners = \$.075/sq ft of parcel size

Implementing a two-tiered system demonstrates that we have listened to the feedback from property owners and are responding with a considerate approach. This builds trust and ensures that the district is a collaborative effort.

PROPOSED ANNUAL BUDGET + SERVICE PLAN

Estimated Annually \$90,000

60%	District Development, Beautification & Activation
28%	Advocacy
6%	Administration
4%	Contingency
2%	Collection

OUR MISSION

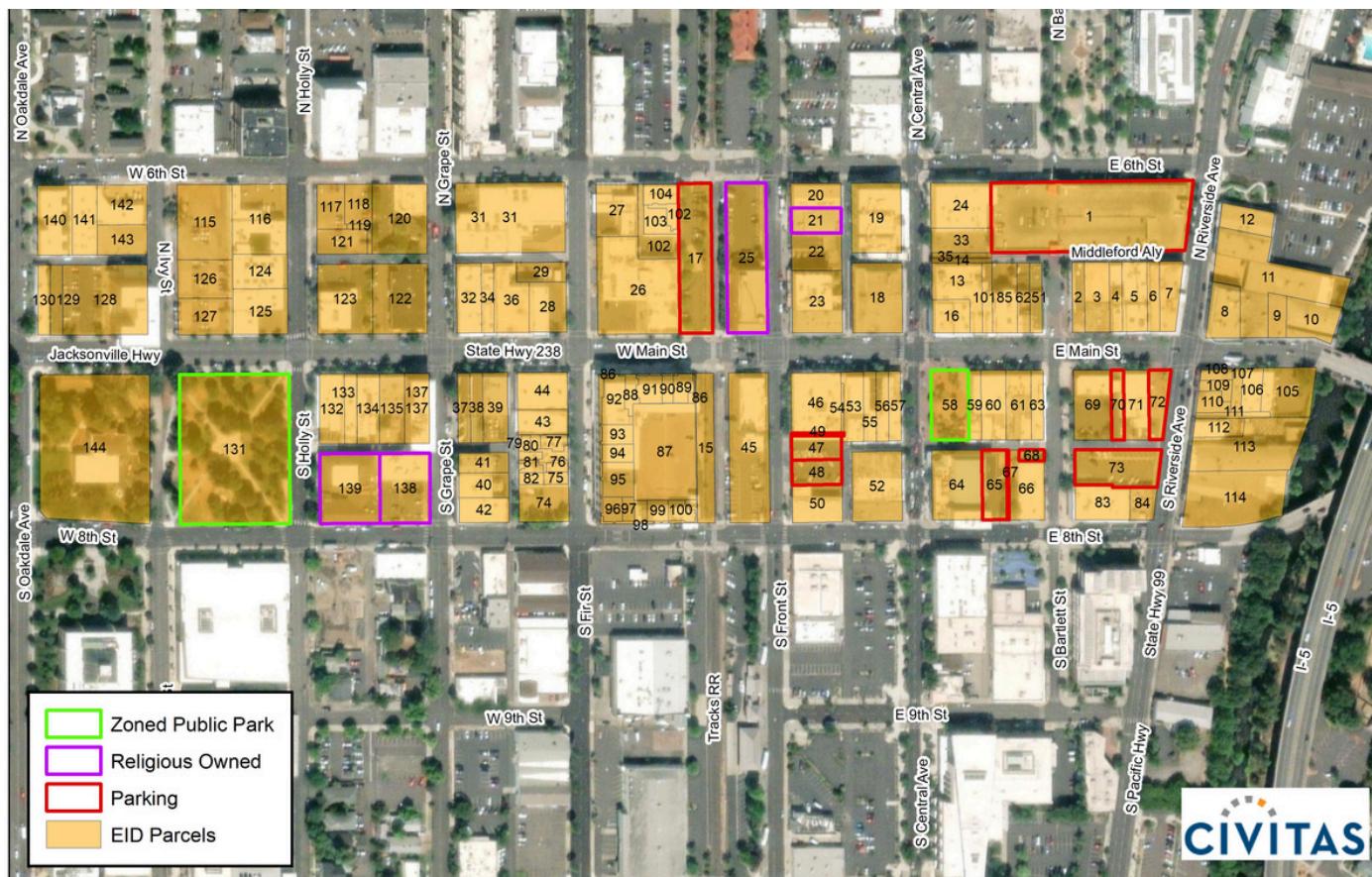
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WHY SUPPORT THE EID?

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.

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.



HOW MANY BUILDING OWNERS ARE FROM OUTSIDE OF THE AREA?

Est. 11 properties owners are from out of the area.

HOW MANY NONPROFIT OWNED PROPERTIES ARE IN THE EID DISTRICT?

Est. 16 properties are owned by non-profits organizations

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

<https://downtownmedford.org/economic-improvement-district>