

Economic Improvement District

McMinnville Downtown Association Quick Facts



Revenue

Economic Improvement District	\$58,000
Business Membership	\$30,000
City Partnership Contribution	\$14,000
Event Income	\$101,000
Gift Card Program	\$30,000
Community Projects	\$20,000
Cozine House Rent	\$11,800
Grant Admin & Other Income	\$15,000
Total	\$279,800

Expenses

Events	\$100,000
Marketing	\$5,000
Personnel	\$110,000
Cozine House	\$11,200
Gift Card Program	\$33,600
Community Projects	\$20,000
Total	\$279,800

A Stable Foundation Since 1986

The Economic Improvement District (EID) provides the foundation for all the work MDA does. For every \$1 received from the EID, we leverage \$4 additional to support our work. The success of downtown would not be possible without the support of our property owners.

What Is an EID?

EIDs are designated commercial districts where property owners agree to self-assess a fee that funds a higher level of service than otherwise provided by a municipality. Since its creation in 1986, our vacancy rate has decreased from more than 20%, to less than 3% and on average, property values have increased **X%**. Today, the nature of the work has shifted, but the need is still great. See our attached Annual Report for details on the major challenges and goals facing downtown over the next 3 years.

The Future Is Downtown

The future of the American economy is about a unique sense of place, and quality of life. People choose where they want to live first, and identify work second. By 2020, 40% of the work will be done remotely. Large companies are relocating to communities with robust downtowns, citing talent retention as the biggest factor. Millennials & retirees (60% of the work force) prefer to live near active, walkable downtowns. In short, the success of a city's future is determined by the success of downtown. Your support is critical to that success.

Nationally Proven, McMinnville Tested : The Main Street Approach*

Economic Vitality focuses on capital, incentives, and other economic & financial tools to assist new & existing businesses, catalyze property development, & create a supportive environment for entrepreneurs & innovators that drive local economies.

Design supports a community's transformation by enhancing the physical & visual assets that set the commercial district apart.

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

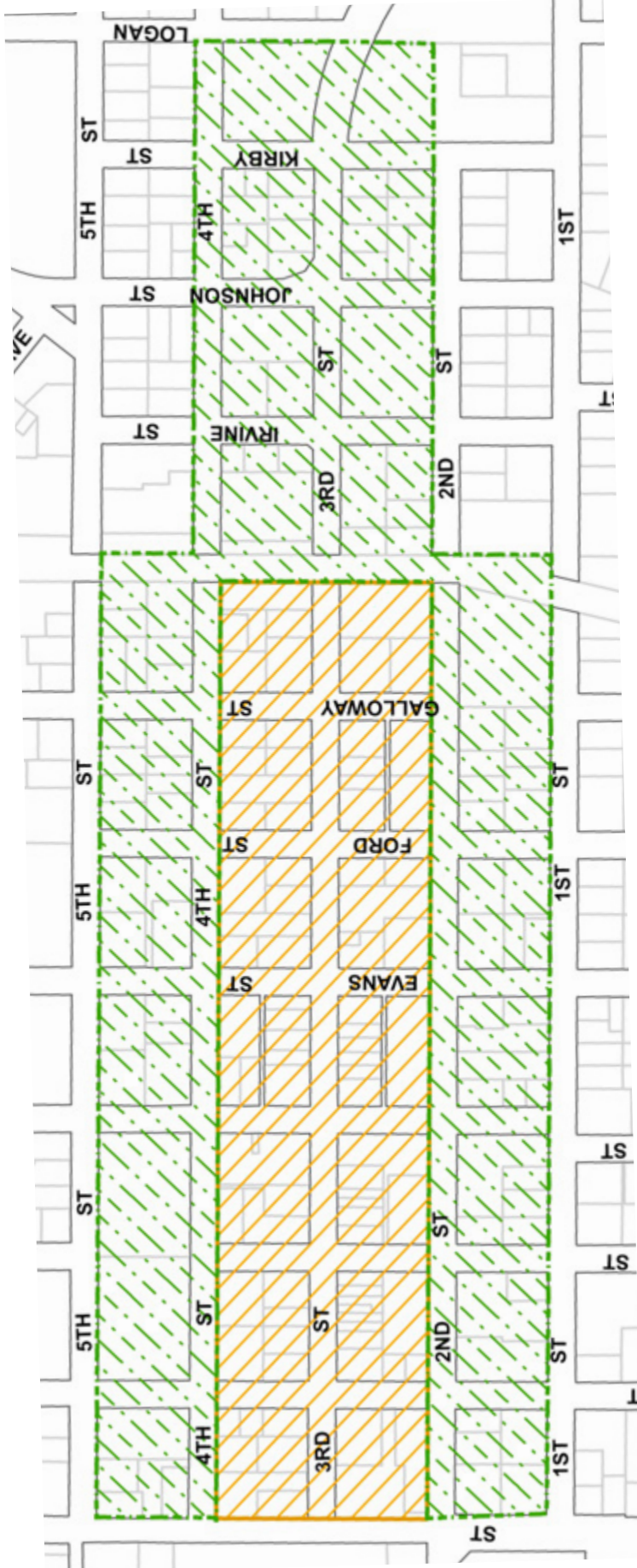
Promotion positions downtown as the center of the community and hub of economic activity while creating a positive image that showcases a community's unique characteristics.



*since 1980, this model has helped more than 2,000 communities strengthen their downtown economies. Together, they have facilitated \$74.73 billion in physical improvements, 276,790 building rehabs, 614,716 net new jobs, 138,303 net new businesses.

Economic Improvement District

Boundaries & Rates



EID Purpose & Intent

The EID was formed in 1986 with the stated purpose:

"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."

Fiscally Responsible

Unlike many similar districts, the EID supporting downtown McMinnville has not increased in the past decade (2007). We not proposing any rate changes or automatic annual increases. Dollar for dollar, economic improvement districts have been shown to have the highest return on investment. The rates of 7.5 and 3.75 cents per square foot will remain the same through June 30, 2022. See map for the boundaries of each rate.



Zone 1 = 7.5 cents per square foot



Zone 2 = 3.75 cents per square foot

EID Rate History

	Zone 1 \$ per sq. ft	Zone 2 \$ per sq. ft	Zone 3 \$ per sq. ft
1986-89	.04	.02	.01
1989-92	.04	.02	.01
1992-95	.05	.025	.0125
1998-01	.05	.025	.0125
2001-04	.06	.03	.015
2004-07	.06	.03	.015
2007-10	.075	.0375	.0
2010-13	.075	.0375	.0
2013-16	.075	.0375	.0
2016-19	.075	.0375	.0