

# 2018 ACCOMPLISHMENTS

2018 was a year of transition for MDA. We made strategic decisions to streamline our operations, better document our institutional knowledge, and expand our capacity to add new member benefits & service.

stabilized financial infrastructure • outcome based committee restructuring • reformatted events to ensure continuity • new internships increased capacity • updated office systems

We are confident these and other adjustments will ensure MDA's work can continue for the next 32 years. Read on for a snapshot of our 2018 accomplishments.

MAC  
GIFT CARD BUCKS  
PUT YOUR \$  
WHERE  
YOUR ❤️ IS

## \$34,000

invested in local economy through gift card program  
(13% increase over 2017)

## 2,698

volunteer hours made our work possible  
(12% increase over 2017)



## GET SOCIAL

more than 9,366 people subscribe to downtown updates  
(20% increase over 2017)

## \$100,000

grant funds secured to support property redevelopment



Funded  
**400 HOURS**  
of additional Park Ranger patrol downtown



more than  
**88,650**  
potential customers at MDA events



## 6 GOALS | 12 MONTHS

Restructured committees infused new volunteers and energy with our long-time committee members to move the needle forward on downtown goals:

- Strengthen 'Buy Local' Economy •
- Increase Public Space & Play •
- Retain Historic Charm •
- Ensure a Clean & Safe Downtown •
- Foster Downtown Growth •
- Friends of Downtown •



business revenue increased on average during MDA events  
(above typical sales)  
**10%**

macdowntown.com attracted  
**14,200**  
sets of eyeballs  
(28% increase over 2017)

**65+** weekly vendors brought 96 local producers downtown during 24 farmers market



## DOWNTOWN IS FOR LOCALS

# 218,267

impressions made on local residents for non-event marketing





# NETWORK

continue  
industry  
round tables,  
add educational  
workshops

# 2019 GOALS & PLANNING

Over the last 32 years, MDA led the revitalization of downtown into the beautiful, thriving commercial district it is today. While many of our past goals have been achieved, significant new challenges are ahead. MDA's role as an advocate, support system, and liaison will be critical to ensure the magic of downtown is maintained in future years.

## Third Street Streetscape

This major construction project expected to break ground in 2021, resulting in the complete reconstruction of Third Street utilities, sidewalks, and infrastructure.

## Downtown Master Plan

Will guide future development & ensure our historic charm is maintained as downtown grows

# MADE WITH INTENTION

Founded in 1986, McMinnville Downtown Association works to sustain and enhance historic downtown McMinnville as the cultural, retail and professional heart of the community.

MDA is a historic preservation based economic development organization. We are supported by downtown champions including property owners, businesses, and local residents invested in the success of downtown.



# STRONGER TOGETHER

Downtown's success depends on an engaged community of property, business owners, and local residents. Shared values, clean aesthetics and strong priorities guide our work.

Every dollar MDA receives from business & property owners is leveraged by 4 additional dollars

# MARKETING

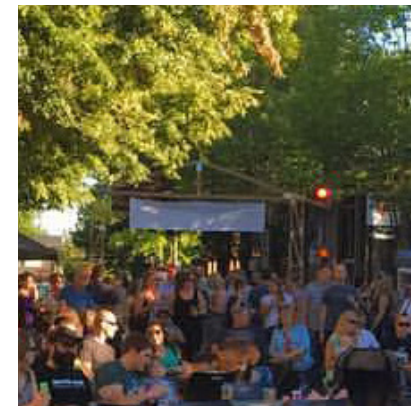
increase business  
traffic with  
stronger website,  
social media

# WAYFINDING

install new  
maps in & near  
downtown, upgrade  
walking tour for  
mobile-devices

# KEEP IT TIDY

create new clean  
team to help keep  
downtown clear of  
litter & debris



51 buildings on the  
**Historic Register**  
give downtown its character  
& charm

