

**City of Medford
2012 Comprehensive Plan Update**

Element: Economic Development

Description: Economic development is about working together to maintain a strong local economy by creating and retaining desirable jobs, which provide a good standard of living for its residents. Increased personal income and wealth increases the tax base, so the City can provide the level of services residents expect.

Committee Members: Chair Gary Stanton, Gene Knoll, Jeff Miller, Gregg Olsen, Mike Riggle, and Matt Selke.

Element Committee Update: January 16, 2012, February 20, 2012

Oversight Committee Review: May 15, 2012 Reviewed: 9-16-13

Council Approval of Update: July 17, 2012 Reviewed: 9-23-13

Short Term Plan Suggestions (0 to 5 Years)

Suggestion	Responsibility	Completed	In Progress	Comment(s)
Define Medford’s vision. Establish who does what, when, how, and be able to change directions to grow our community.		x		
1. Create a Taylor County/Medford brand for job retention and future growth similar to what was done in Marathon County. We want the Taylor County/Medford brand to help potential residents and companies match their needs with what we offer.			x	Creating a new City logo.
2. Need to create a Brand/Marketing identity process.		x		Completed the “Viewpoints with Terry Bradshaw” to market the Medford community.
(a) Economic Development Foundation to work up a concept by fall of 2012. Show projected targeted benefits of our Brand versus other counties and communities. (List our competitive advantages, i.e., like our educated, dedicated workforce.)		x		
(b) The Economic Development Foundation, Taylor County, and the City need to partner on this project to determine actions & funding to implement the branding/marketing process.		x		
Plan for systematic growth of revenue sources, and increase capitalization of the Medford Development Foundation.			x	Increased City and County funding requests.
“Stay in Touch with Local Industry” by retaining industry, providing more skill in our area youth by creating a technical skill coalition between schools and manufactures. This could include:				
1. Conduct formal discussions with local businesses.				
2. Conduct round table discussions where heads of industry would meet for open discussions and ask for assistance with grants.				
3. Work with Northcentral Technical College.		x		Successfully integrated Northcentral Technical college personnel into the community.
4. Work with the Economic Development Foundation to provide assistance to grow.				
5. Offer adjustments to meet changing economy while leveraging the City’s local industrial diversity.				
“Job Enrichment by Job Growth & Awareness in Medford”. Suggestions included:				
1. Create a “Current Opportunities” web site.				
2. Target Medford graduates for future employment or business growth opportunities. Create a communication process (letter, Facebook, tweeter) that can be a resource and sell what we are doing, how we are growing, and how they should discover Medford “all over again”.				
Identify and bring back experienced workers whom when asked, would move back to Medford. (Build a list of part-time work for retirees and job line for employees).				

Medium Term Plan Suggestions (6 to 10 Years)

Suggestion
Define what Medford should be to continue to grow and for residents to prosper.
Build or maintain a network with schools, manufacturing, and businesses to enhance employee skills.
Establish local enterprise partnerships, i.e., local business incubator.
1. Create formal partnerships with people and resource budgets.
Develop new markets for Medford.
1. Innovate and sell what people who work in Medford on advantages to live in Medford.
2. Be involved and aggressive to preserve businesses in Medford and guard against taking our resources for granted.

Long Term Plan Suggestions (11 Years Plus)

Suggestion
Grow Medford’s business base.
1. Tax incentive/job creation.
2. Business friendly.
Retain Industry.
1. Encourage change to allow for growth.
Expand white-collar diverse jobs.
Expand retail.

