

**Pear Blossom:**

Attendance:	Approximately 30,000 people
Increased sponsorships	120%
Increased gross income	112%
Increased vendor income	33%
Decreased obligation to PB Foundation	from 40% of net to \$2500 flat fee
Increased net income by	214% (paid \$1000 over prior budget on people)
Decreased number of tickets issued to vendors	from 75 to 0
Received 85 vendor surveys fir future input	
Volunteers	from unknown to 50 (first ever volunteer party)
Committee Development	from 0 to 6 people

**Other Special Events:**

Sidewalk Sale:	Supported the Jazz Jubilee and Medford Cruise
Art in Bloom	
Halloween:	
Increased merchant participation by:	34%
Increase attendance by:	332%
Increase volunteer base by	25
Supported Taste of History:	provided volunteers, balloons, gift for giveaway Provided seed money and encouraged merchant participation
Supported Winter Lights:	paid outstanding bills Assisted with legal requirements

**Main Street Program:**

Signed a letter of intent for State Sponsored program	
Completed survey of properties along Main Street	Compiled data from Marketing survey
Committee Development	13 Members and growing
Attended 2 workshops by the State (one application workshop, one training workshop)	
Working on application	pending

**General Meeting:**

Went from 7-9 attendees to 40-50  
 Developed monthly programs such as "Around Our Neighborhood" and Advertising educational pieces, economic updates, and others

**Marketing Committee:**

Developed a Marketing Committee	12 members
Developed a prototype of a brochure piece	
Developed a tag line for HMA	
Developed and collected a survey	184 surveys compiled
Developed and produced an ad for Southern Oregon Magazine – good fro one year	

**Administrative:**

Grown the newsletter from 4 pages to 10 pages	
Added 19 new members	
Started compiling special event manuals for records	
Developed or enhanced partnerships with MURA, the VCB, Medford PD, and the Pear Blossom Foundation	
Obtained \$10,000 from MURA	Engineered a deal with Clearwire for free Internet Service
First ever Retail Roundup	Paid taxes for the first time
Brian developed a historic walking tour	Facilitated a meeting between Mark Milner and the Growers
Market site design committee	Working on a parking presentation for the 10 <sup>th</sup> and 15 <sup>th</sup> of Dec
Explored the development of a Downtown Day	Painted and cleaned the office –shredded lots of old documents