



November 19, 2010

A bi-monthly newsletter, released the 2nd and 4th Fridays of the month except holidays. Submissions are due Friday before the release date.



Holiday lights!!!

Be watching for a couple of new attractions on several buildings and trees in downtown Medford this holiday season. The Goldy Building (Casa Bellissimo and Revolutions) and the Palm-Goldy Building next door (Elements), along with Porter's Dining at the Depot Building will be decked out with holiday lights! Plus, the huge Redwood Tree near the entrance of Porter's will also be fully lighted.

Plans call for those building lights to be illuminated by Thanksgiving weekend.

Also, the HMA Design Committee is putting the final details together to purchase and install LED lights in every tree along Main Street from the bridge over Bear Creek to the Railroad tracks. In fact, the City of Medford Parks Department will be doing the "heavy lifting" with the help of HMA and Community Volunteers. Future plans call for the Committee to add lights on Main to Oakdale Street and side streets as well, depending on funding.

In addition to the upcoming holiday season, it is the committee's intention to have the lights in the trees permanently lighted year-round. The City has contracted for the power in the tree wells to be upgraded so that Public Works will be able to maintain them. That work has just been completed.

Each merchant is being asked to contribute a one-time \$50 per tree in front of their business to help underwrite the cost of purchasing the much more energy efficient LED lights. Some details regarding switching and power usage need to be worked out in order for the year-round lighting idea to become a reality.

Due to the commitment of building owners and tenants, downtown lights will be shining bright this holiday season.

Breaking News

This office has it on good authority that the building located on the corner of Riverside and Main

(formerly Hubbard's Hardware) has been leased to a new tenant. It was reported earlier that Bruce Brown of Shenanigan's has leased the upper floor for a night club scheduled to open in spring 2011.

HMA Design Committee in Action

The HMA Design Committee, chaired by HMA President John Duffie, have installed 11 new powder-coated trash receptacles along Main Street. The funds to purchase the receptacles were provided by the City through the Medford Urban Renewal Agency. We also want to recognize Rogue Disposal and Recycling for agreeing to collect the trash from the additional receptacles for no additional cost.

Free Worker Bus Passes Still Available

Folks who work or volunteer at a downtown Medford business can still receive a free bus pass! The very successful "Free Worker Bus Pass Program" was extended in October when an additional 80 passes were made available for the program.

At last report there are still a number of passes available through this program. Eligible workers receive one complimentary 20-ride punch card (\$40 value); valid for 20 trips anywhere RVTD buses operate, while supplies last.

The Downtown Workforce Bus Pass Program request form is available to download on the HMA web site www.heartofmedford.com or by contacting the HMA office heartofmedford@gmail.com.

This program is part of a Transportation Management Association partnership operated by the HMA and RVTD with funding from a one-time federal grant.



Happy Thanksgiving!

Heart of Medford Association

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Community Resource Guides

Keep checking www.heartofmedford.com for a complete bilingual community resource guide. The guide lists essential services to help those in need, compliments of the City of Medford.

Investing in Downtown

MEMBER
SPOTLIGHT

A new Bistro has opened in downtown Medford! It's Dulce ("sweet" in Spanish) inside Cielo Salon at 1 West 6th Street. Christina Apodaca added the 1,500 square foot area adjacent to her successful salon that has operated at that location since 2005. "I am excited to have you experience Cielo's new Bistro," says Apodaca. "It's yours to enjoy."

Dulce provides Cielo clients with a chic bistro atmosphere where customers enjoy a variety of pastries, bagels, salads, sandwiches, beverages and more...all provided by local chefs. Dulce also features local art. In fact, you can hold your own fashion shoot in Dulce, along with business meetings or social gatherings. Dulce is available to all clients of Cielo Salon.



Upon opening 5 years ago, Cielo Salon (heaven in Spanish) was dubbed as the Premier Salon between Seattle and San Francisco by *Affluent Magazine*. Apodaca has created a culture of success in the salon through continuing education, community involvement and more. That commitment to excellence includes the salon underwriting the cost of sending the salon's independent contractor stylists to New York City to learn the latest fashion trends. The Cielo Artistic Team donates many hours giving

Upcoming Events in the Heart of Medford

- Third Friday Art Walk** Fri., Nov. 19
5-7 p.m. Bartlett Street
- HMA Board Meeting** Tues., Nov. 30
8 a.m. Woolworth Building
- Install Tree Lights on Main St.** TBA
- Winter Lights (Medford Parks & Rec.)**
9 am-7 pm Sat., Dec. 11
- General Meeting** Wed., Jan. 5, 2011
8 a.m. Jackson County Library
- Elvis Week in Medford**
January 8-14, 2011

back to the community, most recently providing all the hair care, makeup and photo shoots for *Southern Oregon's Got Talent* contestants.

Attention, Men! Did you know that Cielo also caters to men? Yes, Guapos (handsome in Spanish) Barber Shop located on Cielo's Mezzanine level is exclusively for men featuring outstanding stylists, sports on TV, a variety of magazines and beverages.

And there's more expansion in the future plan for Cielo Salon as well. Keep an eye on the Acme Building for more good things to happen. You can visit the salon at www.cielosalon.com – phone number (541) 772-4110. Cielo Salon – "The difference between ordinary and extraordinary!"

"The horn of plenty is ... a symbol of fertility, fortune and abundance." Some accounts say it originated as long ago as 5 B.C. ~www.wikipedia.org



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