



April 2011

A monthly newsletter, released around the 4th Tuesday of the month, except holidays. Submissions are due Tuesday before the release date.

## Entertainment Line-up Set for Pear Blossom Street Fair

A diverse line-up of entertainment is scheduled for the PacificSource Health Plan Street Fair during Rogue Federal Credit Union Pear Blossom Festival Weekend Friday, April 8<sup>th</sup> and Saturday, April 9<sup>th</sup> in downtown Medford. Folks will enjoy entertainment offerings from Standards to Smooth Jazz and Bluegrass to Swing Dance on the Shenanigan's Community Stage.

The popular Street Fair event is held each year in conjunction with the Pear Blossom Festival, which includes the run and Parade (the 58th annual) on Saturday, April 9.

This year's event will feature a kick-off celebration on Friday at 5:30 pm with Mayor Wheeler, County Commissioner CW Smith and other dignitaries making remarks, along with a ribbon cutting by the Chamber of Commerce Ambassadors.

The Heart of Medford Association (HMA) which organizes the Street Fair has relocated the popular event to the closed streets of downtown. The plan calls for Main Street between Riverside and Central and Bartlett Street between 8<sup>th</sup> Street and Middleford Alley to be closed along with reducing Theater and Middleford Alley's to pedestrian traffic only.

The Shenanigan's Community Stage will be located at the intersection of Bartlett Street and Middleford Alley at the entrance to the parking structure. The local entertainment line-up is as follows:

### Friday, April 8

5:30 pm Opening Ceremonies

5:45 pm - Tribute Artist Clint Ingbreton (40's, 50's & 60's)

6:45 pm - The Syndicate (Pop & Smooth Jazz)

### Saturday, April 9

11:00 am - Pete Herzog (Blues Guitarist)

12:00 - David Christian (Folk Music)

1:00 pm - Bear Creek Ramblers (Bluegrass)

2:00 pm - Follow My Lead Dance Group (Ballroom Dance)

3:00 pm - Muskadine Blues Band (Blues & Classic Rock)

4:00 pm - Frank Ricci (Standards)

Along with the PacificSource Health Plan Street Fair, the third annual Pear a Fare sponsored by Southern Oregon Subaru will be offering samples of local wine, brew and artisan foods in the heated tent located on Main Street just East of Bartlett Street. What's the Smudge Pot Stroll? Check [www.pear-a-fare.com](http://www.pear-a-fare.com) for more information.

The events will take place Friday evening, April 8<sup>th</sup> from 5-9 pm and Saturday, April 9<sup>th</sup> from 10 am-5 pm.

## HELP WANTED

The Heart of Medford Association's annual fundraiser, the Pear Blossom Street Fair, is coming Friday and Saturday, April 8 and 9.

**Heart of Medford Association**

Executive Director: Richard Barney

33 N. Central Ave., Suite 408 • Medford, OR 97501

www.heartofmedford.com • E-mail: heartofmedford@gmail.com • Phone/FAX: 541-245-3673



Monies generated through vendor booth sales helps to fund the workings of HMA, the organization charged with implementing the Main Street Four Point Program.



Sally Wise,  
Pear Blossom Street  
Fair coordinator

Volunteers are needed to help with load-in/load-out procedures for vendors, along with traffic control, crowd control, parking, vendor liaison and more. Let's really put the "Heart" in Heart of Medford by pulling together to help make this year's PacificSource Health Plan Street Fair a big fundraising success.

**CONTACT SALLY WISE AND VOLUNTEER FOR THE HMA STREET FAIR TODAY!!!**

*(See volunteer form on the last page of this newsletter)*

### **MURA Study Session Set**

Immediately following the Medford Urban Renewal Agency's monthly Board Meeting at **noon on Thursday, March 31st**, there is a study session set with the MURA Board to consider funding a marketing proposal for the next two fiscal years. The marketing proposal has been developed by Heart of Medford Association members and the OldTown Marketing Group. Defining and promoting the district's image, conducting events and activities that build or reinforce that image through; special events, retail promotions and image/marketing campaigns is the charge of the Promotions Committee, one of the four legs of the Main Street Program.

After many years of investment by MURA and private funds to revitalize our downtown core, the proposal suggests that it is time now to let our citizens know about the exciting changes and invite them to enjoy all that downtown Medford has to offer ("**put feet on the street**"). The proposal calls for the HMA Promotions Committee to assist in administering the program that includes developing a brand, creating new signage and brochures, utilizing traditional media advertising, along with social media, promoting special events and more.

Please mark your calendar to attend this very

## **Upcoming Events in the Heart of Medford**

**General Meeting** Wed., April 6  
8 a.m. Jackson County Library

**3rd Annual Dare to Pear Challenge**  
Various downtown restaurants

**PacificSource Health Care Pear Blossom Street Fair** Fri., April 8 from 5 pm - 9 pm  
and Sat., April 9 from 10 am - 5 pm

**Pear Blossom Opening Ceremonies –**



Fri. 4/8, 5:30 pm –  
Bartlett & Middleford

**3rd Annual Pear a Fare wine, brew and artisan food tent –** Fri. 4/8 & Sat. 4/9

**Pear Blossom Run –** Sat. 4/9  
7am City Hall

**Lithia Motors Pear Blossom Parade –**  
Sat. 4/9 11am – downtown Medford

**Third Friday Art Walk** Fri., April 15  
5-8 p.m. Various downtown locations

important MURA study session. Your show of support will let the MURA Board know how important this step is in the revitalization of downtown Medford. The study session will be held in the **Medford Room on the third floor of City Hall.**

### **Energy saving article links from Pacific Power**

**Unloading Your "Plug Load"**

<http://members.questline.com/Article.aspx?articleID=18681&accountID=1281&nl=10708&userID=1620920>

**The Difference Between kW Demand and kWh Usage:**

<http://members.questline.com/Article.aspx?articleID=18766&accountID=1281&nl=10708&userID=1620920>



## ***Volunteers Needed:***

2011 Pear Blossom Festival

Friday, April 8<sup>th</sup> and Saturday, April 9<sup>th</sup>, 2011 / Downtown Medford

Duties to include: Set Up and Tear Down / Traffic Control – Crowd Control

Friday 5 am to 2 pm.... 4 hour shifts

Saturday 4 pm-8 pm ... 4 hour shifts

Some light lifting and some standing required.

Also needed during the festival:

Lead Volunteers, Traffic -Pedestrian Flow /Stage Hands/and much more...

Student Organizations-Clubs, Non-Profits Agencies, Civic Clubs, etc...

Volunteer for Pear Blossom Street Fair and we will make a donation to your cause...

Pear Blossom Festival Volunteer Form / Friday April 8<sup>th</sup> and Saturday April 9<sup>th</sup>, 2011

Name: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes! I am interested in volunteering for the 2011 festival. My areas of interest are:

Circle one or more:

Traffic Control    Crowd Control    Parking    Vendor Liaison    Other \_\_\_\_\_

Set up (Friday, April 8 begins @ 5am requires light lifting) /

Tear Down (Sat., April 9 begins @ 6 pm – requires lifting)

Circle one or more:

Times I am available Fri., 4/8/11: 5 am-9 am / 8:30 am-12:30 pm / 12:00 pm -4 pm /

3:30 pm-7:30 pm / 6:30 pm-9 pm

Times I am available Sat., 4/9/11: 9:30 am-12:30 pm / 12:00 pm -4 pm / 3:30 pm-7:30 pm / 6:30 pm- 9 pm

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Please return this form to: 33 North Central, Medford, Oregon 97501 Attn: Sally Wise OR call @ (541) 245-3673.*

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