



November 5, 2010

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

Pear Blossom Street Fair Moves to the Heart of Medford

After many months of research and discussion the Heart of Medford Association's (HMA) Board of Directors have voted to relocate the popular Pear Blossom Street Fair to the streets of downtown. For 25 years the post-parade event associated with the Pear Blossom Parade was held in Alba Park. In 2010 it was moved to Hawthorne Park. For 2011 and beyond, the fair is planned to be held on closed streets in the heart of downtown.

"The potential for a real disaster during inclement weather, parking, power and other factors lead us to look to downtown for a permanent home for the event," said HMA Executive Director, Richard Barney. "It also holds folks in our retail district, which will help to expose businesses to all those visitors," Barney said.

"We battle inclement weather about 50% of the time," said Pear Blossom President and 25-year board member Darcey Mann-Self. "Having a downpour and heavy winds in a park setting is much harder to deal with, moving the street fair to downtown, with the booths being protected by buildings, and streets built for rain to run off, it should be a much better event to work and attend in case of bad weather. The Festival Board completely supports the HMA decision and we are excited that all events will be kept in the same area, not only for our volunteers, but for all the spectators and participants that can enjoy and attend everything in one place."

Additionally, the power demand can be more centralized with a food court planned for the parking lot located south of the Premier West Bank location and on Bartlett Street. Plans also call for Kids Zone to be located in Vogel Plaza with music groups and presentations being offered from the entrance to the parking structure at Bartlett Street and Middleford Alley. The Pear a Fare, local wine, brew and artisan food event, will also be located within the scope of the HMA Street Fair.

The master plan calls for Main Street between Riverside and Central and Bartlett Street between 8th Street and Middleford Alley to be closed along with reducing Theater and Middleford Alley's to pedestrian traffic only.

The event will take place Friday evening April 8th from 5-9 pm and Saturday April 9th from 10 am-5 pm in 2011.

For more information, contact Richard Barney at heartofmedford@gmail.com or (541) 821-2169.

Funds are still available through the Medford Urban Renewal Agency Façade and Building Renovation Grant Program

The Medford Urban Renewal Agency's Façade and Building Renovation Program has recently been redesigned and still has funds available for the 2010-2011 budget year. In the past the program was used to rejuvenate the facades of over 60 downtown businesses. With a yearly budget in the past of \$150,000, this did not provide very many projects each year. The old program would give up to a maximum of \$37,500 per owner, and \$5,000 to the lessee.

For the 2010-2011 budget year, the annual budgeted amount for the Façade and Building Renovation Grant Program has tripled to a new budget amount of \$450,000. Compared to the \$150,000 previously budgeted, MURA is hoping to fund more projects. One of the major changes to this program is the amount of the matching grant; it has jumped from maximum of \$37,500 to \$100,000, for both the building owner and the building lessee. Another change is that the program not only assists in the building façade, but will also allow for renovations to the inside the building (as long as those renovations are completed in conjunction with a Façade Improvement.)

To date the Agency has awarded two grants; One to The Grand Apartments located at 202 N. Front Street in the amount of \$60,000; and the second to Victory Christian Fellowship at 143 N. Grape Street in the amount of approximately \$10,000. To date, the Agency has received additional applications from the Salvation Army and the Evelyn Apartments, both are going through the review process. "There were several applications receive right after the program was announced," said John Duffie, President of HMA. "We just want to remind people that there are still funds available" he continued. "And the application process is really easy as well," he concluded.



Heart of Medford Association

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If you are interested in applying for a Façade and Building Renovation Grant, you can pick up an application at City Hall in room 330.

Bruce Brown, Shenanigan's
By Richard Barney

MEMBER
SPOTLIGHT

A series of steps lead Bruce Brown to develop the multi-faceted dining and entertainment center that Shenanigan's has become. During a conversation with Bruce at his newly acquired Deli Down Restaurant, he revealed that there was no big plan to his phenomenal growth but simply one desire after another that "really just sort of fell into place."

A Nevada native, Bruce ran and sold several successful businesses in the Reno area in the 70s and 80s. By the mid-90's he had become an author of some note publishing "Experience Las Vegas," which he subsequently sold as well. Upon his parents move to retire in Medford several years ago, Bruce decided to relocate here and open some sort of small business. "Oh, I was thinking first about a wine bar, then maybe a coffee shop or a bar," Bruce explained. "Well, what I found was a closed 'Bozz's Blues & Jazz' location that had some possibilities," he went on. "one thing led to another..."

After opening the first Shenanigan's location at 17 South Riverside on Oct. 30, 2007 he decided that he would like access to the patio area out back. He found that the patio access was tied to the then closed Boneyard Barbecue location at 404 East Main. So Bruce leased and opened that operation in April 2008 and tied the two together through the newly acquired patio access. In December of that year he decided that it would be advantageous to add a full kitchen to his operation, so he leased the former Sloe's Bar & Grill/Sambuca location at 410 East Main. Then his need for additional restrooms to accommodate the growing patio population led him to taking over a section of the New Trend Carpet building where he has installed new restroom facilities and a 10,000 square foot night club. "No master plan, just one thing led to another..." said Bruce. His businesses now encompass 24,000 square feet of space.

In the meantime, he was building his business by constantly improving the patio area, offering live music, a game area, outside bars, comfortable seating and a General Manager, Lorrie Petersen. In addition to managing the employees, Lorrie is also in charge of the

Upcoming Events in the Heart of Medford

- Veteran's Day Parade** Thurs., Nov. 11
11 a.m. Main St. (Hawthorne-Oakdale)
- Third Friday Art Walk** Fri., Nov. 19
5-7 p.m. Woolworth Building
- 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** Jan. 8-14, 2011

design of the complex and as Bruce puts it to "add a touch of class" to the operation. Folks can also look forward to his opening at the former Spaghetti Emporium location,

Shenanigan's patio
(during Last Band Standing)



most recently Oxygen Night Club, in spring 2011 offering country music and fare.

His vision now includes offering an entertainment complex that will attract locals and tourists alike for a variety of reasons. Shenanigan's now has two chefs on staff with future plans of adding a Brew Pub and more.

Bottom line: Keep an eye on Bruce Brown – he's up to some real shenanigans!!!

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