



August 13, 2010

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

New businesses popping up in Downtown Medford

The face of Downtown Medford is changing with the recent addition of several new businesses, re-branding and location moves. Since the end of May there has been a proliferation of positive business moves in the downtown core. Beginning with the opening of the Downtown Market Co. on May 21, there have been an additional five new businesses open their doors in the district.

Downtown Market Co., 231 E. Main St., (541) 973-2233. www.downtownmarketco.com. "Ignite your passion for food & cooking!" – like organic produce and more.

Hems Alterations & Boutique, 22 S. Central Ave., (541) 773-9799. hemsbyzionna@hotmail.com. "A fitting place for your alteration needs" - Hems in a Day! *Opened June 1*

Euphoria Salon Hair & Nails, 44 S. Central Ave. (541) 772-3365. euphoria.salon@live.com. Hair Design, Custom Color and cuts! *Opened June 1*

Rosso's Trattoria, 31 S. Grape St., (541) 779-0460. Previously an office furniture store - now a spacious Trattoria! *Opened June 20.*

Quality Consignment 330 N. Fir St., (541) 690-1678. New and exciting things every week! *Opened July 23.*

Mamma Mia Gelateria 42 S. Central, (541) 776-5252. Expanding from their very successful Jacksonville location. *Opened August 11.*

Additionally, the restaurant formerly known as **Grilla Bites** re-branded themselves on May 28 as **Organico's Natural Cafe**, now featuring local organic products and all things healthy to eat. Organico's is located at 226 E. Main St. – (541) 245-9802.

In the beginning of June, **Phat Kat Tattoo & Piercing** studio relocated to 36 S. Riverside after an extensive remodel and facelift. Phat Kat's phone number is (541) 772-7557. They were formerly located at 44 S. Central.

On July 6, **My Daughter's Closet** opened in the

former Molly Reed location at 237 East Main St. That business had been located a few doors down Bartlett St. next to Lawrence's Jewelers.

Earlier in the year, two new restaurants opened in downtown – **Gaetano Ristorante Italiano** opened at 35 N. Central in the former **Oh's Osaka** location and **Sunrise Café** at 130 E. Main St., opened in the former Sweetwater Café location.

And that's not all! Within the next few weeks, **Downtown Market Co.** will be adding deli service and the **Craterian Ginger Rogers Theater** will move their box office to the previous My Daughter's Closet location on Bartlett next to **Lawrence's Jewelers**.

"We're really excited to see all this positive business activity in our core," said John David Duffie, Heart of Medford Association President. "And this is just the beginning," he continued, "we have every reason to believe that business in downtown Medford is on the upswing."

Got your bus pass?

Check out the FREE downtown Medford worker bus pass program.

Each eligible individual participating in "The Downtown Workforce Bus Pass Program" receives one complimentary 20-ride punch card (\$40 value) per month, valid for 20 trips anywhere RVTB buses operate, while supply lasts.

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 at heartofmedford@gmail.com.

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



Heart of Medford Association

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HMA selected to review MURA applications

The Medford Urban Renewal Agency has contracted with the Heart of Medford Association to review applications for proposed renovation projects. The program that has spruced up the facades of about 60 downtown businesses has tripled the budget and nearly tripled the amount available to renovate a building. The annual budget now is \$450,000, compared with \$150,000 previously. The amount a particular business can receive from a matching grant jumped from \$37,500 to \$100,000.

HMA's Main Street Design Committee will be reviewing applications after they have been received by the city. A \$12,000 annual contract will help offset HMA's expenses in reviewing the projects.

John Duffie, president of the HMA board of directors, said the city saved about \$300,000 when it took over administration of MURA. That savings, he said, has been plowed back into the facade and building renovation program. Duffie said he didn't think it would be difficult to find building owners who would tap into the renovation grants.

"History has shown that they have pretty much exhausted the money every year," he said.

Currently there are 3 applications under review.

Have you made sure your information is accurate on our website? Please let us know if you have any updates.

Upcoming Events in the Heart of Medford

3rd Friday Art Walk Aug. 20
5 p.m.-8 p.m. Various Downtown locations

Board of Directors Meeting Aug. 24
8 a.m. 2nd Floor Conference Room,
Woolworth Bldg.

General Meeting Wed., Sept. 1
8 a.m. Jackson County Library

Adopt a Block Sat., Sept. 11
10 a.m.-4 p.m. Main St. – Central
to Front

Adopt a Block Sun., Sept. 12
11 a.m.-3 p.m. Main St. – Central
to Front



Have photos of downtown events? Please E-mail them with descriptions to Larissa Owens at Bizwithheart91@aol.com for future issues.

Photo at left is of a recent Adopt a Block.

Board of Directors

John David Duffie (President)
John David Duffie, Architect (541) 734.2027

Sally Densmore (Secretary)
Community Member (541) 840.7015

Laz Ayala (Vice President)
Ayala Properties, LLC (541) 772.4198

Trish Pelzel (Treasurer)
The Arc of Jackson County (541) 779.4520

Board Members:

George Schroeder, Schroeder's (541) 779.9991

Dan Ebert, Central Art Supply (541) 773.1444

Dawn Hartley, Umpqua Bank (541) 773.6661

Laurel Briggs, Creative Design (541) 261.8294

Donny Nickelson, SOU Medford Campus (541) 552.8118

Brad Hicks, Medford/Jackson County Chamber (541) 779.4847

Danny Jordan, Jackson County Administrator (541) 774.6116