

Merchant Validation Program for Downtown Parking

The City of Medford offers a Merchant Validation Program that allows merchants to validate their customer's parking fees in Downtown Medford. This is done through the Vehicle Plate Registration System (VPRS).



A merchant's cost for the first 50 validations per month is half the cost as for customers. This means two hours of parking would cost the merchant 50¢ where the customer would pay \$1.

Internet access is required to use VPRS and it is smart phone compatible. Once registered, the City will provide the merchant with a validation sticker to place in their store window and will provide training to the merchant on the system.

To sign up for the validation program or for more information you can call the City at (541) 774-2000 or go to the City's website at www.ci.medford.or.us. Under City Departments, select Administration and click on Downtown Parking and then Merchant Validation Program. You may also contact the City of Medford to request the registration form. Please allow 5 business days for processing.

Elvis Week set to Rock Downtown

"The Elvis Week event meets both criteria the HMA Promotions Committee has set for us to support an event," says Committee Chair Diane Raymond (Next Step Marketing). "The first criterion is

that it must bring people to downtown ('put feet on the street') and second it must help support the HMA's efforts financially," she continued. After a very successful Elvis Week promotion earlier this year (sold out show and nine Elvis Sightings), HMA was approached with the opportunity to take it on as a fundraising event. After careful consideration the Promotions Committee recommended to the HMA Board of Directors to go ahead with the event promotion. The Board voted unanimously to promote the event.



Elvis Week is a tribute to Elvis Presley, one of the most influential performers of all time, during his birthday week. Presley was born January 8, 1935 – he would have been 77 years old. Elvis week will culminate with a 7 pm concert at the Craterian Ginger Rogers Theater on Friday January 13, "Elvis by Clint – A Tribute to the King" featuring local Elvis Tribute artist Clint Ingbretson. The 2012 show will highlight two of Elvis' most memorable live shows – "Aloha from Hawaii" – 1973 and his last concert in 1977 from Rapid City, SD.

Elvis Sightings

Downtown merchants have the opportunity to have an "Elvis Sighting" at their store during Elvis Week (1/8-1/13/12). Clint will make a one hour appearance in full costume at the merchant's location to meet and greet customers, sign autographs and more. As of this writing, there are three (3) Elvis Sightings scheduled;

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Heart of Medford Association

Executive Director: Richard Barney

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Porters Dining at the Depot on Sunday, Jan. 8 at 6 pm (birthday dinner with the King), The Rogue Gallery and Art Center Tuesday, Jan. 10 at 3:30 pm (opening of the Elvis Emporium Show- 1/10-1/27) and Sunrise Café Tuesday, Jan. 10 at 6 pm (make a reservation for this one). Elvis Sighting locations will be promoted through all of our media partners; KMVU DT-FOX 26, KRWQ, KMED, KOOL and the Mail Tribune-Tempo.

Register to Win

Merchants also have another way to participate by being a location to win an Elvis Concert ticket package for six (6) that also includes pre-concert dinner at Sunrise Café! It’s only \$45 to participate and each business will be mentioned in the radio promotion. Registration is set to begin during December’s Third Fridays event (12/16) with the drawing scheduled to take place on Monday January 9. Our radio media partners will be helping by providing all the POP/registration materials (thanks Bicoastal Media).

Elvis Emporium at Rogue Gallery & Art Center

In conjunction with the Heart of Medford Associations’ “Elvis Week,” the Rogue Gallery & Art Center will host a non-juried art show of work inspired by “the King.” Artists of all ages are invited to bring in one work for display in our Community Gallery. Open to all 2 & 3-dimensional media. Display space is limited, however, so only the first 35 works to be dropped-off will be included in the display. Contact Jules Masterjohn at jules@roguegallery.org or 541-772-8118 for more information.

The Elvis Emporium will run from Tuesday, Jan. 10 through Friday, Jan. 27. The Rogue Gallery

& Art Center will also be hosting the sponsor pre-concert reception. For an Elvis Emporium entry form, visit the Gallery website, www.roguegallery.org.

Special thanks to the Elvis Week sub-committee made up of John LaVoie, Umpqua Bank; Ed Chun, Sunrise Café; Tammi Mendels, Visitors Information Center; Diane Raymond, Next Step Marketing; Suzanne Ajeto, Bicoastal Media and Richard Barney, HMA. There is one title sponsor position available as well. If you are interested in becoming the title sponsor, hosting an Elvis Sighting or being a register to win location please call or email the HMA office. The package outlines are also available on the HMA web site www.heartofmedford.com.

Committee reports

DESIGN COMMITTEE

Committee Chair: John David Duffie, Architect;
Members: Mark & Krissy Milner, Terra Firma Home;
Christina Apodaca, Cielo Salon.

Merchant “Day Banner” Program

Have you noticed? There’s a “Day Banner” hanging near the entrance of the Downtown Market Co. and folks are noticing!

Time to get one of your own! The vision of the Design Committee is to have as many of these banners lining the sidewalks of downtown as possible. Imagine the visible impact that 10, 15 even 20 of these banners would make in our downtown core!

Board of Directors

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

Sally Densmore (Vice President)
 Community Member (541) 770.1203

Donny Nickelson (Secretary)
 SOU @ HEC (541) 552.8100

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

Board Members:

George Schroeder

Dan Ebert

John LaVoie

Laurel Briggs

John David Duffie

Brad Hicks

Danny Jordan



The program is open to any merchant in the downtown corridor that meets a few criteria. The cost of the banner program is \$295 and includes all permits, banner production and installation. Interested businesses can contact the HMA office for an application at heartofmedford@gmail.com or download one from the HMA website www.heartofmedford.com.

Let's have folks notice that things are happening downtown...order your day banner today!

HMA PROMOTIONS COMMITTEE

Committee Chair: Diane Raymond, Next Step Marketing;

Members: Tami Abeloe, My Daughters Closet; Susan Fichtner, My Daughters Closet; Jeanne Stallman, SOU @ HEC; Karri Sundberg, Mail Tribune; Tammi Mendels, Medford Visitors & Convention Bureau; Margaret Dials, Arts Council of Southern Oregon; Michael Crane, Arts Council of Southern Oregon; Nora LaBrocca, Downtown Market Co.; Suzanne Ajeto, Bicoastal Media.

The Promotions Committee continues to focus on adding a new twist to each and every Third Friday in Downtown Medford. Each Third Friday celebrates another fun and interesting reason for shopping, dining and heading downtown. The committee just wrapped up the 1st ever Affordable Art & Holiday Gift sale held at the HEC building in

November. Feedback was positive from over 25 participating vendors and we look forward to learning from and improving this event for next year. Suggestions are

always welcome

December's Third Friday will remind us that this is the season for giving. Join us for a 3 hour holiday sale by our local merchants, Christmas music in Vogel Plaza and a chance to make a difference this holiday season. Bring your donation for our Access food drive. Give a little, get a lot! Mark your calendar for Dec.16th 5 - 8 PM

We're all shook up! On Friday, January 13, 2012, in recognition of the 77th anniversary of Elvis Presley's birth, Tribute Artist Clint Ingbreton will take the audience on a journey through the

Upcoming Events in the Heart of Medford

Third Fridays in Downtown Medford Dec. 16
5pm-8pm – various Downtown Locations –

theme: Three Hour Holiday Sale

Promotions Committee Meeting Wed. Dec. 7
8:30am Downtown Market Co.

Wed. Dec. 21
8:30am Downtown Market Co.

Design Committee Meeting Thurs. Dec. 8
8:30am Terra Firma Home

8:30am Terra Firma Home
2012 schedule TBA

Organization Committee Meeting ?Mon. Dec. 12
Noon Woolworth Conference Room

HMA Board Meeting TBA
8am Woolworth Conference Room

HMA General Meeting Wed. Jan. 4
8 am Jackson County Library

Elvis Week 2012

Tues. Jan. 8th 6 pm
Porters Dining at the Depot

Tues. Jan. 10th 3:30 pm
Rogue Gallery & Art Center

Tues. Jan. 10th 6 pm
Sunrise Cafe



unparalleled career of "The King of Rock n Roll!" The Heart of Medford Association will be promoting this very special show at the Ginger Rogers Craterian Theater in downtown Medford. The weeklong celebration will include Elvis "sightings" at various locations and several "register to win" locations. Tickets for the show are on sale now. Thanks to our media sponsors KMVU-DT Fox 26, Bicoastal Media and the Mail Tribune.

The Promotions Committee is also working on several other events and ideas to bring more people and vitality to downtown. If you would be interested in joining that committee please feel free to attend a meeting (upcoming meetings Wednesday, Dec. 7 & Wednesday, Dec. 21 - 8:30 am @ Downtown Market Co.).