

ASHLAND

Living & Doing Business Guide 2018-19



Photo by Darren Campbell



Photo by Christopher Briscoe

In Ashland, people and place matter

We value our deep connections to the environment and to each other.

Our connections strengthen us, improve our personal and economic wellbeing and attract the attention of others looking for such a place.

Ashland is nestled at the base of the convergence of the Siskiyou and Cascade mountain ranges at an elevation of approximately 2,000 feet.

MSN recognized Ashland's quality of life in their 2016 list of the 25 Most Livable Cities in the US.

Home to Mt. Ashland, the only ski area in Southern Oregon, Trip Advisor listed Ashland in their 24 Most Beautiful Little Mountain Towns in 2016.

Fodor's Travel has designated Ashland as one of America's Best Small Towns.

As home of Southern Oregon University and the Oregon Shakespeare Festival, Ashland is rich with educational and cultural opportunities.

Welcome to Ashland

We invite you to use this guide to learn how to:
grow your business
raise your family
engage with the community to enhance your life...

The Ashland Chamber of Commerce is a non-profit, community-based business organization that works in collaboration with the City of Ashland and other community partners to strengthen our city and region. Travel Ashland is Ashland's Destination marketing organization welcoming over 400,000 visitors annually, Our staff, member businesses and City contacts are all here to help you.

Please review the contacts at the back of this publication for further assistance.



The Ashland Chamber and Travel Ashland Staff Welcomes You.

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Photo by Lindsay Bolling Photography



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Contents

This Place - Our Land

| | |
|--|----|
| Agriculture, Climate and Wine Production | 4 |
| Ashland Outdoors | 8 |
| Living with Wildlife | 10 |
| Stewardship and the Ashland Watershed | 12 |
| Water - Ashland's Treasured Resource | 15 |
| Climate Vision | 16 |
| Business: Connecting with our Community | 18 |
| Ashland's Sustainable Direction | 20 |

Our People

| | |
|--|----|
| Ashland's History | 22 |
| Chamber History | 24 |
| Chamber Leadership | 26 |
| Chamber Committees and Programs | 28 |
| Ashland's Culinary Scene | 30 |
| Specialty Retail | 32 |
| Community Events | 34 |
| Performing and Visual Arts | 36 |
| Retired in Ashland | 40 |
| World's Only Full-Service Wildlife Forensics Lab | 42 |
| Ashland's Historic Railroad District | 43 |
| Groups and Conventions | 47 |
| Education and Schools | 48 |
| Higher Education | 50 |
| Government | 53 |
| Ashland Street Map | 54 |
| Ashland Fire and Rescue | 56 |
| Fire Adapted Communities | 58 |
| Community - Ways to Engage | 60 |
| 50 Years of Friendship - Our Sister City Guanajuato .. | 62 |
| Health and Wellbeing Partnership | 64 |
| Ashland Citizens | 66 |
| Health Care | 68 |
| Business: Making a Difference in our Community | 72 |
| Housing & Real Estate | 74 |
| Demographics and Housing Data | 78 |
| Utilities | 80 |
| Financial | 81 |
| Transportation | 82 |
| Business Relocation: Why Choose Ashland? | 83 |

Our Economy

| | |
|--|----|
| Overview of the Economy | 85 |
| Tourism and Employment | 86 |
| Tourism Impact | 88 |
| Health Care | 90 |
| Total Manufacturing in Ashland | 91 |
| Food and Beverage Manufacturing and Technology | 92 |
| Specialty Retail | 93 |
| The Rogue Valley | 94 |
| City and Chamber | 96 |

Our Members

| | |
|--|-----|
| Ashland Marketplace | 98 |
| Member Directory (by category) | 99 |
| Member Directory (alphabetical) | 108 |
| Contacts, Service Clubs & Community Organizations and Religious & Spiritual Organizations | 112 |

THIS PLACE – OUR LAND

Long before the Cascade mountains rose above the surface of the sea, when its waters washed the foot of the Rocky Mountains, the Siskiyou Mountains stood, an island in this vast waste of waters.

It had volcanoes then that flashed their flames skyward; a beacon light to a ship less sea. This island was very extensive and extended to the Sacramento Valley on the south, comprising what is now called the Woolly Bully Mountains, Scotts Mountains and the Siskiyou. This cluster of mountains is termed by the U.S. Geological Department, “The Klamath Group,” and is described as an old Cretaceous island.

Ashland is situated directly on the shore line and this shore is easily traced for fifty miles each way. The records of its history are found in the sand stone that laps up on the foot of the island. The great sand stone cliffs in sight on the north side of Bear creek contain shells of fish and animals that are long since extinct. Four thousand feet above sea level, are cliffs of sand stone filled with trigonia, trilobit, amonite, oyster and many other shells that never lived outside of the ocean. Standing on the summit of Ashland Butte (now Mt. Ashland) then nothing but ocean could have been discerned within the limits of vision.

The Siskiyou Mountains were not formed like the Cascades. The existence of an old river bed coursing southwesterly through central eastern Oregon, is easily traceable to near the foot of the Cascade mountains on the east side and there, apparently being cut off by the uplift of that range, together with other evidence suggests it as the probable source of these great boulder beds, and that it had its mouth in a great delta where the Rogue River Valley now is. **(C.B. Watson. December 2, 1907)**

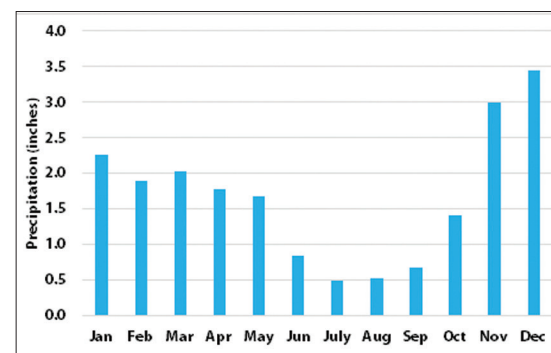
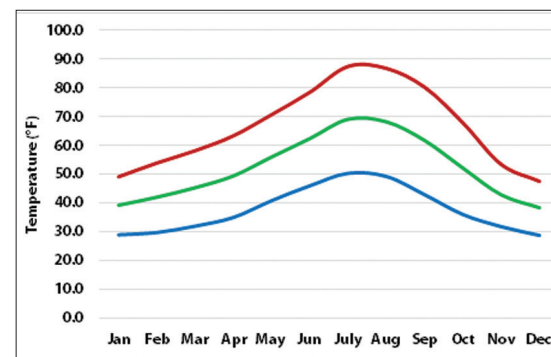
Climate and Growing Conditions

Ashland experiences a relatively mild climate with four distinct seasons that comes from its position on the west coast of North America and within the mountains of the region. Ashland is 365 miles to the north of San Francisco and 285 miles south of Portland. The town is just off of Interstate 5, 15 miles north of the California border, and at the southern end of the Rogue Valley at approximately 2000 feet above sea level. Mt Ashland, part of the Siskiyou Mountain Range, rises to 7500 feet above Ashland to the south, and the Cascades Range rises to the north and east. As a result of its location Ashland has a climate somewhat intermediate to central California and northern Oregon.

Despite Oregon’s reputation for rain, Ashland averages only 20 inches of rain per year due to being inland from the coast and in the rain shadow of the surrounding mountains. While the surrounding mountains receive plentiful snow, Ashland itself sees less than 10 inches annually. Ashland is in the USDA winter hardiness Zone 8a with relatively mild winters and Sunset Zone 7 with mild but pronounced winters and hot summers that supports plants and deciduous trees that require a marked seasonal pattern to do well—flower bulbs, peonies, lilacs, pears, apples, peaches, and cherries.



Photo by Christopher Briscoe



Data from the 1981-2010 climate normal for Ashland (NOAA) Data Sources: Western Region Climate Center (WRCC), Southern Oregon Wineries Association (SOWA), and the Southern Oregon University Research Center (SOURCE), United States Department of Agriculture (USDA), Sunset Climate Zones.

History of agriculture

A moderate climate, access to a water source and fertile land drew early pioneers to this special place creating not only a perfect location to establish their homes but allowed for abundant growing conditions. Many of those early settlers brought with them seeds or plants that produced the first orchards and by 1860, small orchards existed throughout the valley expanding through the years to include apples, pears, cherries, peaches, prunes and almonds. In the 1870’s, farmers grew wheat, grasses and corn and raised cattle and sheep. With the arrival of the railroad in 1884, came the opportunity to ship crops throughout the country. One of the most prominent of these early pioneers was Peter Britt (the namesake for Jacksonville’s Britt Festival), who arrived in late 1852, not for the gold but for a career in photography. However, Britt, a native of Switzerland, was also an amateur weather observer and horticulturalist, and he noted the wild grapevines, *Vitis californica*, growing profusely along the streams and believed that other domesticated grapes might thrive

as well. He obtained cuttings of the Mission grape from California and numerous other varieties and planted them near his home in 1855. By 1860, or so, Britt’s vineyard, named Valley View Vineyard, had thrived and started producing wine under that label until his death in 1906. Of course, prohibition followed and the fledgling wine industry was gone in the region replaced by orchards until the latter half of the twentieth century when it was rediscovered in 1967 when horticulturalist Porter Lombard not only demonstrated that wine varietals would flourish here, but also provided grape vine cuttings and consultations to local farmers willing to try viticulture. (excerpts taken from an article written by M.J. Daspit; author of *Rogue Valley Wine*, Arcadia Publishing, 2011)



Photo by Christopher Briscoe

Cannabis – is growing in southern Oregon

Southern Oregon has been known for decades as having excellent conditions for growing marijuana which, of course, was illegal until recently. Once it became legal in Oregon to grow and consume it, the industry for growing, producing and distributing cannabis-related products has really taken off. There are some who estimate an economic impact of one billion dollars a year in associated industries. In a recent article written by Damian Mann of The Mail Tribune, he articulates the economic importance and dynamic growth of this industry. The following are brief excerpts taken from his May 20, 2018 article:

According to the Oregon Employment Department, the local cannabis industry includes 37 farms and 19 retail stores employing 439 people with a total payroll of \$12.58 million. A pioneer in Jackson County’s cannabis industry, Brie Malarkey has watched market dynamics shift markedly in an increasingly competitive arena. “Our area’s just booming,” she said. Malarkey started with a farm and Breeze Botanicals in Gold Hill. Now she has another store in Ashland, along with a processing facility in Medford.

Legislative dynamics continue to shape this industry on a local, regional and national level with land use, taxation and regulatory changes.

CLIMATE FOR WINE PRODUCTION

'Ashland - Top 10 Best Wine Travel Destinations' *Wine Enthusiast, 2016*

Oregon's wine industry is ranked 4th in the country in production with Southern Oregon representing roughly 25% of the state's output. Wine production has become a strong sector of the regional economy in Southern Oregon producing numerous value-added products, promoting tourism and other related activities.

Climate and Growing Conditions of the Southern Oregon AVA

From a climate perspective, the Southern Oregon American Viticultural Area (AVA) offers the most diverse growing conditions in Oregon and arguably in the United States. Currently, the Southern Oregon AVA is home to just over 100 wineries, over 250 vineyards growing grapes on nearly 5000 acres that consist of over 70 varieties of red and white wine grapes that are made into wide range of wine styles.

The landscape of the Southern Oregon AVA is extremely diverse, coming from the joining of three mountain ranges of varying ages and structure: the Klamath and Siskiyou Mountains to the southwest to southeast, the Coastal Range to the west, and the Cascades to the east and north. The Rogue Valley AVA is drained mainly by the Rogue River and its major tributaries; the Applegate River, the Illinois River, and Bear Creek, while the Umpqua Valley AVA is drained by hundreds of smaller tributaries of the North and South Umpqua Rivers.

The agricultural landscape of the Southern Oregon AVA is mostly comprised of valley lowlands with some isolated hills, stream terraces or benches, and foot slopes of alluvial fans scattered by hilltops and ridges. Vineyards in the region are found on flat to very steep slopes (up to 40% or more) that are distributed along isolated hills, stream terraces or benches, and at the foot of alluvial fans.

Southern Oregon AVAs

The growing of grapes and the production of wine in the region occurs in six American Viticultural Areas (AVAs) that represent federally defined areas of wine origin which gives the region a solid geographic sense of place.



Photo courtesy Irvine & Roberts Vineyards

These areas include:

- Umpqua Valley AVA and its nested regions of the Elkton Oregon AVA and the Red Hills of Douglas County AVA
- Rogue Valley AVA and its nested region the Applegate Valley AVA.
- These areas are all within the broader Southern Oregon AVA

Types of Wines Produced

The cooler areas of Southern Oregon produce wonderful Pinot Noir, Pinot Gris, Riesling, Sauvignon Blanc, Chardonnay, and Gewürztraminer while the warmer, more arid regions ripen big reds such as Cabernet Sauvignon, Cabernet Franc, Tempranillo, Merlot, Malbec, Dolcetto, Zinfandel, Grenache and Syrah. Many other unique varieties such as Albariño, Pinot Blanc, Marsanne, Roussanne, Mourvèdre, Petite Sirah and Viognier are also grown.

The first modern winery in the Rogue Valley was established in 1972 in the beautiful Applegate Valley just nine miles from Jacksonville by the Wisnovsky family and named Valley View (not the same site as Peter Britt's Valley View). Then

in 1978, Frank Wisnovsky sold Ashlander John Weisinger grapevine cuttings for his own plantings. Those cuttings were the start of Ashland's first winery, Weisinger Family Winery, which is thriving today.

Excerpted from numerous articles written by Gregory V. Jones, including "Oregon Viticulture".

Gregory V. Jones is the Director of the Evenstad Center for Wine Education, Evenstad Chair in Wine Studies & Professor of Environmental Studies

at Linfield College in McMinnville.

Data Sources: Western Region Climate Center (WRCC), Southern Oregon Wineries Association (SOWA), and the Southern Oregon University Research Center (SOURCE), United States Department of Agriculture (USDA), Sunset Climate Zones.

Platt Anderson Cellars

www.ashlandwine.net

Ashland's First Urban Winery

Visit our Tasting Room in the
Ashland Art Center
357 E. Main St.

206-714-3345

www.ashlandwine.net

We live, work and play in Ashland!
Our wines are exclusively available
in our tasting room.



ASHLAND OUTDOORS

Outside Magazine recognized Ashland as one of the “Top 10 Best Outside Towns to Live”

Ashland’s lifestyle is embedded in the outdoors.

Both residents and visitors love Ashland for its natural beauty, scenic backdrop and amazing recreational opportunities. The outdoors are a part of life in Ashland, whether it be a stroll through 93-acre Lithia Park, a morning trail run up to White Rabbit Trailhead or a rigorous mountain bike ride down from Mt. Ashland at 7600'. Catering to the outdoor lifestyle, Ashland is home to 41 miles of trails, 18 parks, multiple open green spaces, Oak Knoll 9-hole Golf Course and many recreational facilities that are managed by an active Ashland Parks and Recreation Department. Ashland sits at the base of the 15,000 acre Ashland Watershed that provides miles of trails for all types of responsible recreation. It also welcomes endurance events such as the Spring Thaw, Mt. Ashland Hill Climb, the Siskiyou Challenge and the Ashland Mountain Challenge.

Each season offers easy access, family friendly adventures and challenging terrain, depending upon what you seek. From an easy bike ride on the Bear Creek Greenway, a 20-mile paved multi-use trail that links Ashland to Talent, Phoenix, Medford and Central Point to the 55 mile, 5000' climb for the adventure cyclist on the Cascade Siskiyou Scenic Bikeway, Ashland offers a variety of terrain for all types of skill levels to learn, grow and thrive. Ashland is within an hour's drive of ten lakes and five major rivers. From



Crater Lake National Park

Photo by Cornelius Matteo

the “splash and giggle” rafting trips for the entire family, to the Class V rapids for the guys or girls getaway, the Rogue and Upper Klamath Rivers offer boating, fishing, swimming and access (with a permitted guide) to one of the few Wild and Scenic portions of river in the country.

Culture isn’t just for the arts in Ashland

Are you a trailrunner, a tennis player or birder? There are many mini-cultures here in Ashland from the running culture that meets weekly, to run up into the Ashland Watershed, to the tennis scene with Big Al's annual Tennis Tournament or even the culture of pickleball.

Birders can enjoy an impressive count of 327 species of birds in Southern Oregon, noted by Rogue Valley Audubon Society, with the convergence of the Cascade and Siskiyou mountain ranges and Klamath Basin, only 60 miles to the east. The Klamath Basin is said to have the largest concentration of Bald Eagles in the lower 48 states. For the **rower** in your family, the Ashland Rowing Club is a non-profit organization, open to anyone 12

and older, offering recreational and competitive outdoor and indoor rowing to the broader Rogue Valley in Southern Oregon. ashlandrowing.org.

There are **ten golf courses** within an easy driving distance of Ashland, including a Championship 18-hole course, Centennial Golf Course located in Medford. Running Y Ranch Resort is honored in Golf Digest as one of “America’s 100 Greatest Public Golf Courses and one of the “Sweet 16” by Arnold Palmer and his design company. Ashland’s own, Oak Knoll Golf Course is open to the public and offers 9 holes with beautiful views.

The weather caters to golfers, where sometimes in January, you can ski on Mt. Ashland and enjoy 9 holes in the afternoon out on the course.

Enjoy the mountain culture? Mt. Ashland and the higher elevations offer snow lovers miles of terrain to enjoy in winter with an average annual snowfall of 250” above 3000'. Follow your passion and find your culture here in Ashland.

Ashland - One of the Top 10 Places to Visit based on “Geo-tourism” by National Geographic Adventure Magazine

8 Ashland Adventures

- 1 Hike Grizzly Peak
- 2 Ski or Ride Mt. Ashland at 7600' www.mtashland.com
- 3 Bike through the 15,000-acre Ashland Watershed
- 4 Camp at one of the Mountain Lakes www.ashlandchamber.com/mountainlakes
- 5 Day trip to Crater Lake National Park or fish the Rogue River
- 6 Hike the Pacific Crest Trail that is within 100 yards of Mt. Ashland summit.
- 7 Explore North Mountain Park Nature Center
- 8 Visit the waterfall at Oredson Todd Woods Trail

For details and wayfinding, request an
Ashland Map Guide @
travelashland.com



Photo by Al Case

LIVING WITH WILDLIFE



Photo by Graham Lewis

Ashland is in one of the thirteen most biodiverse regions in the world.

Living in proximity with wildlife is one of the treasured values of being surrounded by a beautiful natural environment but it also can pose some challenges. Keeping ourselves informed about living in the urban/wildlife interface is important to maintain a healthy respect for wildlife and a safe experience as we engage with the out-of-doors.

Many people love seeing deer roaming the yards and streets of Ashland while others find them pests that eat their flowers and have been a growing concern to many, both for public safety and the safety of the animals.

Bears raid garbage cans, bird feeders and gardens and can be destructive as well as potentially dangerous. Always keep an eye out hiking Ashland's trails for bears and the occasional cougar or while walking in the early morning or late hours of the day. We live in their environment. Don't approach a wild animal.

For starters, here are some simple guidelines created by Ashland Parks and Recreation Department to lessen conflicts and protect your property:

- Do not feed wildlife. Do not approach, no matter how cute and seemingly domesticated, these are wild creatures. Behaviors are unpredictable.
- Feeding can attract predators and groups of individuals may allow disease to spread.
- Animals losing their fear of humans can lead to incidents and possible extermination.

Protect Yards and Gardens by:

- Installing fencing/netting.
- Using deer resistant plants. Yes, that's a tricky one, but there are many.
- Using non toxic repellent sprays for plants (many products available containing garlic, putrescent egg solids, vinegar, etc.)
- Secure garbage containers.

- Do not leave pet food or feeding dishes outside
- Avoid deer when dog walking especially during fawning season
- Put bird feeders out of reach
- Pick up fallen fruit
- Cover compost or use container composting

Additional information can be found at other websites. Here are several links:

- dfw.state.or.us/wildlife/living_with
- audubonportland.org/backyardwildlife/brochures
- enviroliteracy.org/article.php/603.html

Ashland is a Tree City USA and a Bee City USA

As our nation's fifth Bee City USA, Ashland is recognizing and supporting one of its smallest, and most important, citizens. Ashland has also formally declared the value of pollinators in our ecosystems, our food production, and our lives. The Rogue Valley boasts a thriving agriculture and famous Grower's Markets. Ashland is home to the annual Oregon Honey Festival, and North Mountain Park's habitat gardens.

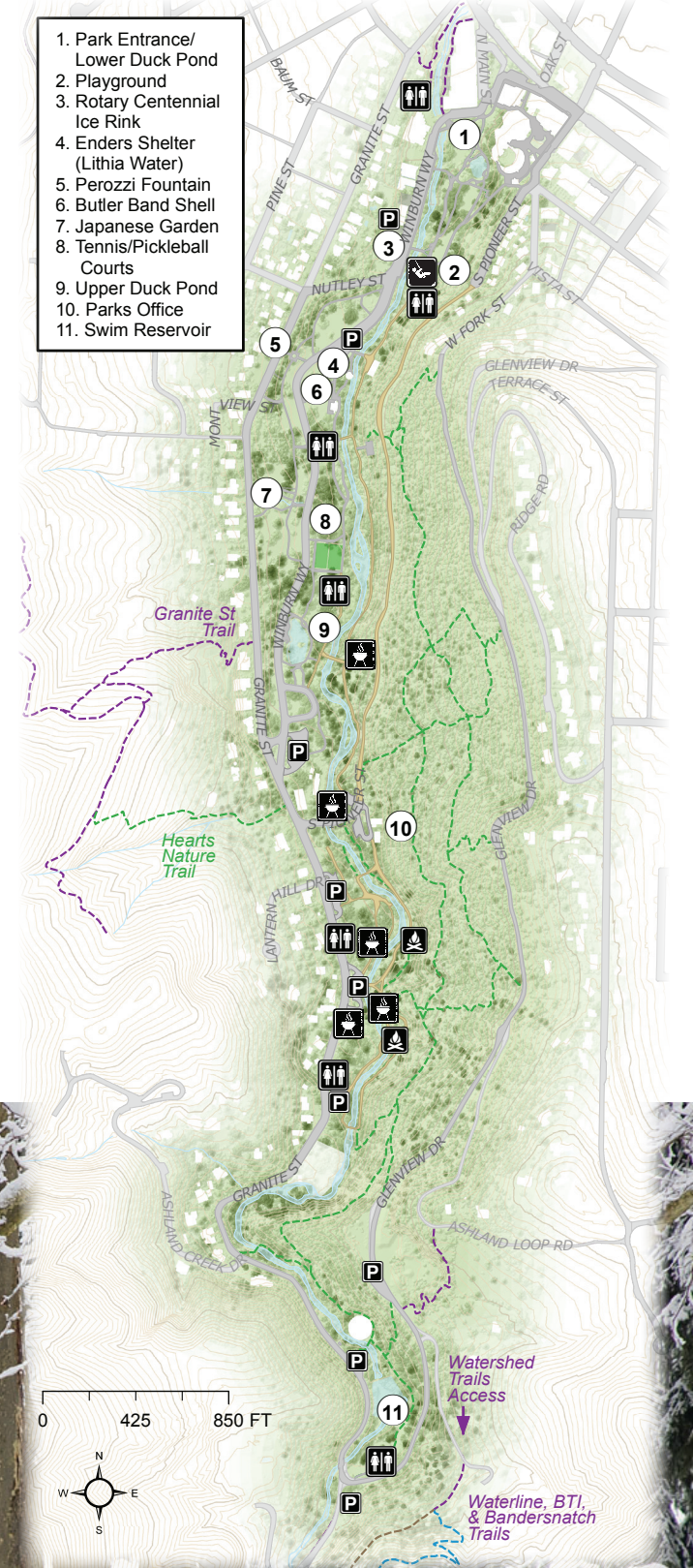
Outdoor Ice Rink in Lithia Park

In November, the Ashland Rotary Centennial Ice Rink in Lithia Park opens with First Frost a celebration including ice skating performances, a hockey exhibition and music. The Ice Rink is open through mid-February.



Photo by Sean Bagshaw

Lithia Park



THIS PLACE - OUR LAND

STEWARDSHIP AND THE ASHLAND WATERSHED

The forests surrounding Ashland provide life-sustaining drinking water and clean air, recreation, and a breathtaking backdrop for living and playing here. The Ashland Forest Resiliency Stewardship Project (AFR) is a collaboration striving to reduce the risk of severe wildfire across public and private land in and around the Ashland Watershed. We work to protect old trees, wildlife habitat, homes, trails, and our water source by thinning overcrowded forests and using controlled burns. The AFR partnership formed in 2010 between the Rogue River-Siskiyou National Forest, the City of Ashland, Lomakatsi Restoration Project and The Nature Conservancy. The partnership has attracted state and national acclaim as a model collaboration for forest restoration.

Why the Ashland Watershed?

- Recreation is important, with 50 miles of trails to explore by bike, foot, or horse!
- One billion gallons of drinking water per year flows to Ashland Creek from the Siskiyou Crest!
- The 15,000 acres is home to a diverse array of plants and animals!
- We value the quality of life the watershed provides for residents and visitors, alike!
- Ashland is an international destination which attracts 400,000 visitors each year!



Photo courtesy AFR

People and Place.

The northernmost band of the Shasta and Karok Native American People, the Ikirakutsum, along with other tribal people once occupied the southern stretches of Bear Creek Valley and its tributaries around present day Ashland. The Ikirakutsum and affiliated tribes used fire as a tool to sustain plants used for food and fiber, browse for game, keeping hunting trails open and providing clear water for salmon. By the late 1800's, natural fire was suppressed by settlers who prized the forests for lumber and the stream for irrigation and water power. Today, the Ashland Watershed is part of the Rogue River - Siskiyou National Forest— nearly 2 million acres of diverse public lands and waters stretching from the Cascades to the coast.

Frequent Fire: A Friend of the Forest

For millennia, frequent, low-intensity fires sustained healthy, thriving forests. A century of fire suppression has caused over-crowded forests and fuels to buildup, dramatically increasing wildfire risk. Ashland has chosen a proactive path: AFR partners are nursing our forests back to health and bringing mild fire back to the landscape, to support all of the values that make the Ashland Watershed important to us all.

To learn more about the AFR Project and to sign up for controlled burn alerts visit ashlandwatershed.org.

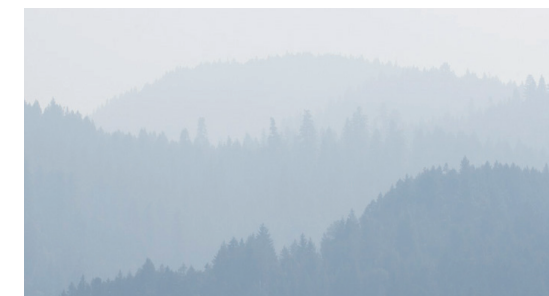


Photo courtesy AFR

SmokeWISE Ashland

SmokeWISE, like our Firewise USA program, is an educational effort to support safer and healthier living in a wildfire prone environment. Since the terrible summer of 2017 wildfire smoke, Ashland Fire & Rescue, the Ashland Chamber of Commerce, and Asante Ashland Community Hospital teamed up to bring the most up-to-date smoke and health information to our community. SmokeWISE is our call to action for citizens, organizations, and businesses to work together on this tough issue that affects us and many communities across the western U.S. Here's what SmokeWISE Ashland offers:

- Interpretation of the Air Quality Index (AQI) and where to get current readings
- Who's most at-risk and health recommendations



Summer Wildfire Smoke, Ashland 2017. Photo courtesy of The Nature Conservancy.

based on the AQI

- Description of filters and devices for maintaining healthy indoor air quality
- Strategies to avoid smoke exposure including how to select and fit an N95 or N100 facemask for those times you have to be outside
- Avenues for businesses/organizations to continue operations while providing for employee and customer health, including a fillable Smoke Awareness Guide
- Air Quality alerts that remind you to take protective actions

Go to SmokeWiseAshland.org to get yourself or your business ready for smoke

During the summer of 2017, Ashland residents suffered through 45 days of unhealthy air. Controlled burns reduce fire danger to firefighters, residents, homes, and nature, and release a fraction of the smoke that severe summer wildfires do.

The AFR partnership



ashlandwatershed.org



lomakatsi.org



fs.usda.gov/main/rogue-siskiyou/home



The Nature Conservancy
Protecting nature. Preserving life.

nature.org



ashland.or.us



Sign-up for alerts:
Text 97520 to 888777
or visit ashland.or.us/nixle



WATER – ASHLAND’S TREASURED RESOURCE

History of Ashland’s Water - Ashland Creek, which runs through Lithia Park, has sustained life in the upper Bear Creek Valley for thousands of years. It was the major water source for native peoples and later for early Ashland settlers. Its generous flow determined Native American habitation sites and eventually the location of Ashland itself. Initially called Mill Creek, the first Euro-American settlers took water for drinking and cooking, powered a sawmill and a flour mill, and irrigated crops. Residents drew water from the creek in buckets, from shallow wells, or received water through a series of ditches that ran through town.

As the population grew, water pollution, drought, and fires increased. By the turn of the 19th century, competing demands on Ashland Creek for domestic uses, fire protection, electric power generation, commerce, industry and agriculture frequently brought bitter conflict. By the mid-1920s, consistent seasonal water shortages frayed citizen’s nerves and plagued City officials. Following the construction of Hosler dam and Reeder reservoir in the Ashland Creek canyon in 1928, the City finally had enough water. Later in the 20th century, distribution, water quality, water shortages and environmental concerns again challenged municipal leaders. In more recent years, watershed management has grown more complex with the joint involvement of several state and federal agencies and regulatory bodies.

Ashland citizens have always wanted plenty of clean water, but often disagreed on how to obtain and pay for it. Changes came slowly as officials and residents wrestled to solve immediate needs and prepare for the future. The use and protection of its primary water source have always been critically important to Ashland. Most of the issues facing us today are not new. Cycles of debate over water quantity, quality, distribution, and disposal have repeated continually over the past 150 years. **Taken from: *Where Living Waters Flow: An Overview of Ashland’s Water Source* – Kay Atwood, 1998**

Water Today - On April 17, 2012, the City Council adopted a “new” 20-year water master plan. The plan provided a blue print that will help ensure adequate water supply, redundancy, improve fire flows, include water conservation components, address new water supply needs, recommends constructing a new water treatment plant away from Ashland Creek’s floodway and supported the need for an emergency water connection to Medford’s water delivery system. The conservation component of the plan includes water conservation targets that ensure an adequate water supply for the community through 2038.

Over the course of significant drought years in 2014 and 2015, the City of Ashland implemented a community wide, **Use water wisely** campaign,

increasing awareness and encouraging the responsible use of water for residents, businesses and visitors. Due to successful efforts, the Ashland community voluntarily reduced its water consumption by 30% in the summer of 2014 and again in 2015, thereby avoiding all stages of mandatory curtailment. Ashland’s extremely positive voluntary response during those drought years was unparalleled, and is a symbol of the community’s ability to work together to manage a challenging situation.

The City is completing the update to its 2012 Water Master Plan, which continues to develop the future water and infrastructure needs of our community. It will also include a detailed analysis of additional water conservation measures and will evaluate the impact of climate change on our water supply. Ashland continues to plan for all three of its water sources; raw water from both Reeder Reservoir and the Talent Irrigation District, and treated emergency supply from Medford Water through the Talent-Ashland-Phoenix pipeline.

For new and current residents of Ashland, there are many resources and programs the City provides for assistance in maintaining Ashland’s beautiful neighborhoods while conserving water. The Lawn Replacement Program offers rebates by the City of Ashland for removal of live, maintained and irrigated lawns that are replaced with climate appropriate low water use landscapes and efficient irrigation systems. The City’s Water Wise Landscaping website, www.ashlandsaveswater.org, helps people design landscapes with plants that use less water. The site is intended to inspire the creation of landscapes that incorporate native species and other water wise plants that are not only attractive, but are capable of using less water than traditional lawns. For customers with irrigation systems, the City offers free onsite irrigation evaluations to assist in efficiently managing outdoor water use.

In addition to outdoor programs, the City of Ashland also provides hardware for residences and businesses to reduce water consumption indoors, including low flow faucets aerators, shower heads and spray rinse valves for commercial dishwashing. There are also rebates available for installing high efficiency **WaterSense** labeled toilets and **Energy Star** labeled washing machines. Learn more about the City’s water conservation programs at www.ashlandsaveswater.org. The water conservation staff at the City are indeed true stewards of Ashland and invite you to engage in their programs and Love Your Water.



Welcome to your Public Works Department we take pride in managing public services

WATER QUALITY:

- Quality drinking water and adequate fire flow needs (treatment, storage, distribution)
- Hosler Dam, Reeder Reservoir and coordinate power generation
- Enhance successful conservation program

WASTEWATER:

- Collect, treat and safely release wastewater
- Resolve effluent temperature concerns; outfall relocation, water quality trading, wetlands, cold water releases

TRANSPORTATION:

- Safe and reliable coordinated transportation system: streets, sidewalks, bikes, and transit
- Parking strategies

AIRPORT: Ashland’s Sumner Parker Field

ENGINEERING AND GIS:

- Long range master planning; capital project development/execution and inspections
- GIS: Storybook links for all project work
- Assist with emergency preparedness
- Engagement: Transportation and Airport Commissions; Ad Hoc; public involvement

STORM WATER AND DRAINAGE:

- Resolve new regulatory requirements
- Enhance riparian solutions

FACILITIES:

- City Hall, civic center and all city facilities
- Partner with Parks for boulevards, grounds maintenance, park row and downtown assets

CEMETERY: Three historic cemeteries

FLEET MAINTENANCE: Continue fleet “greening”

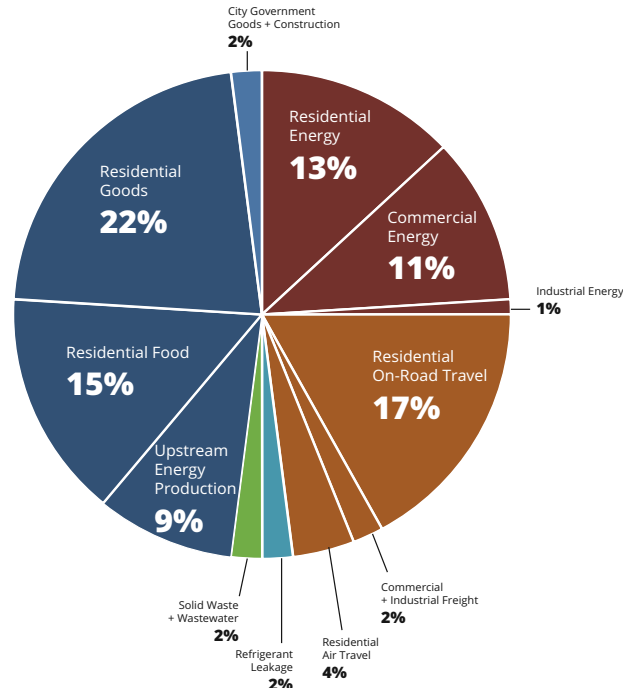
ASHLAND'S CLIMATE VISION FOR 2050 IS TO BE A RESILIENT COMMUNITY THAT HAS ZERO NET GREENHOUSE GAS EMISSIONS, EMBRACES EQUITY, PROTECTS HEALTHY ECOSYSTEMS, AND CREATES OPPORTUNITIES FOR FUTURE GENERATIONS.

WHY A CLIMATE AND ENERGY PLAN?

Climate change is already affecting Ashland and the surrounding region, and its impacts are projected to become much more severe in the coming decades. To minimize harmful impacts and play its part in curbing global carbon pollution, Ashland needs to take bold steps to reduce greenhouse gas emissions and build resiliency. This plan lays out a foundation for the City of Ashland to reduce its emissions and improve its resilience to future impacts of climate change on its environment, infrastructure, and people.

Greenhouse Gas Emissions

According to the City's 2015 greenhouse gas inventory, The vast majority (83%) of Ashland's emissions stem from five main sources: production of residential goods and food, residential travel, residential and commercial energy use, and upstream energy production. In 2015, Ashland's greenhouse gas (GHG) emissions footprint was approximately 300,000 metric tons of carbon dioxide equivalent (MT CO2e), representing 0.5% of Oregon's total emissions.



Climate Impacts

The impacts of climate change will have tangible effects on public health and quality of life for Ashland's residents and visitors. In addition to the direct dangers of wildfires, flooding, and extreme weather events made worse by climate change, secondary effects of more extreme temperatures, snowpack declines, and wildfire smoke include health and livelihood impacts to sensitive and exposed populations, heightened threats to species and habitats, and consequences for local natural resources and economies such as agriculture, outdoor recreation, and tourism.

BY THE 2080S,
ASHLAND WILL
LIKELY SEE...



An **86% decrease**
in winter snowpack



90 more days of
extreme heat annually
A 7 to 12°F increase
in temperature on the
hottest day of the year



More than 1" of
additional rainfall
during heavy storms



**More frequent and
severe** droughts, heat
waves, and wildfires

Source: Oregon State University, 2016

GOALS AND TARGETS

The plan's overarching goals and targets focus on addressing climate change risks by reducing Ashland's emissions of climate pollution ("climate mitigation") and preparing the city for unavoidable impacts ("climate adaptation"):

1 Reduce Ashland's contribution to global carbon pollution by reducing greenhouse gas emissions associated with City, residential, commercial, and industrial activities.

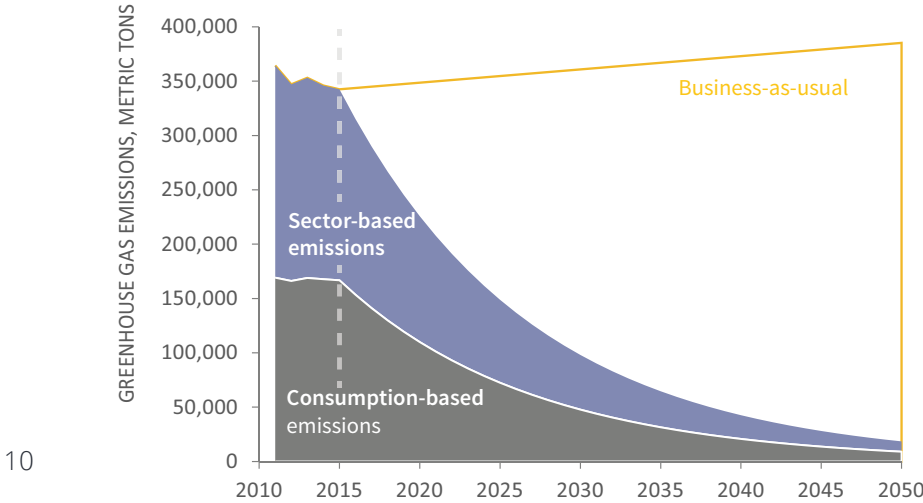
For the Ashland community:

Reduce overall Ashland community greenhouse gas emissions by 8% on average every year to 2050.

For City of Ashland operations:

Attain carbon neutrality in City operations by 2030, and reduce fossil fuel consumption by 50% by 2030 and 100% by 2050.

2 Prepare the city's communities, systems, and resources to be more resilient to climate change impacts.



STRATEGIES AND ACTIONS

The Climate and Energy Action Plan presents strategies, priority actions, and other potential actions for six focus areas:



**Buildings &
Energy**



**Urban Form,
Land Use &
Transportation**



**Consumption
& Waste**



**Natural
Systems**



**Public Health,
Safety &
Well-being**



**Cross-Cutting
Strategies**

STRATEGIC INITIATIVES

The following **overarching strategic initiatives** were identified to guide the strategies and actions presented in this plan. While the strategies and actions in this plan are organized by focus areas such as Buildings and Energy, Transportation and Land Use, and Natural Systems, these initiatives cut across these focus areas to emphasize synergistic and integrated solutions for addressing climate in Ashland.

- **Transition to clean energy.**
- **Maximize conservation of water and energy.**
- **Support climate-friendly land use and management.**
- **Reduce consumption of carbon-intensive goods and services.**
- **Inform and work with residents, organizations, and government.**
- **Lead by example.**



Photo courtesy City of Ashland

THIS PLACE - OUR LAND

RECOLOGY: CONNECTING WITH OUR COMMUNITY, ONE CART AT A TIME

Since 1935, with over half of our employees serving Ashland for 15 years or longer, we continue to feel committed to offering friendly, faithful and environmentally-responsible recycling, green debris and garbage service at the curb. In addition to seeing us weekly at the curb, we invite you to visit us at the Ashland Recycle Center on Water Street, or at our Transfer Station on Valley View Road.

Recology sees a world without waste. Zero Waste is more than just a goal that aligns with Ashland's Climate and Energy Action Plan (CEAP) – it's a goal for ourselves; especially in how we work and with whom we partner.

What you might consider trash, Recology calls resources – just a simple change in perspective. On average, Recology Ashland recovers 9,000 tons

of recyclables each year, and we're continuously researching ways to recycle more items to be made into new products.

Our employees often feel uniquely close to our customers. Over the years our drivers have waved and smiled at children watching us arrive, and we've continued to notice how they don't stay small for very long! Most importantly, we believe in personally and professionally giving back to our community and our environment by volunteering our time and resources. Coming to your house once a week is more than just our job, it feels personal, and we aim to meet all your expectations.

Recology is proud to be 100% employee owned, which means we have a heightened sense of commitment to the company, our goals, and to customer satisfaction in the communities in which we serve. How we perform is a direct reflection of us as individuals, and we take that very seriously. As employee-owners, we work hard and work together to rise to challenges and share ideas for improvement. We have a strong culture of teamwork and accountability, and our incentive for improvement comes from the inside, as we're not bound to external shareholders.

Thank you, Ashland, for allowing us to serve you!



Top 5 Ways to Have a Successful Experience at the Curb:

- 1 New to Ashland? Call our office to learn about your curbside account options!
- 2 Set your carts out by 7:00 am on your pickup day and when possible, space carts up to 3 feet apart.
- 3 Check the list of what should go into your recycle cart, and remember – when in doubt, keep it out.
- 4 To avoid extra charges, make sure the lid of your cart is completely closed and lies flat.
- 5 Avoid blocking access to carts with vehicles.



170 Oak St.
Ashland OR 97520
541-482-1471
Recology.com/Recology-Ashland



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- Mailtribune.com and DailyTidings.com are the leaders in local website traffic with over 18,500 average daily unique visitors and 81,200 page views per day.
- Advertisers who utilize both the Mail Tribune and Mailtribune.com reach 7 in 10 shoppers - 105,000 local consumers. *
- Over 79,000 local adults read the Mail Tribune each week. More local adults choose the Mail Tribune to find local shopping information over internet, TV, radio or yellow page books.*

ASHLAND'S SUSTAINABLE DIRECTION

“We installed solar on our house. Net zero is the goal -- producing as much electricity as we consume.”
-Eric Hansen

Inspired by the urgencies of energy independence and ecological sustainability, Eric Hansen and Shawn Schreiner founded True South Solar in 2010. Their intention: empower as many Southern Oregon home and business owners as possible to transition to solar as soon as possible.

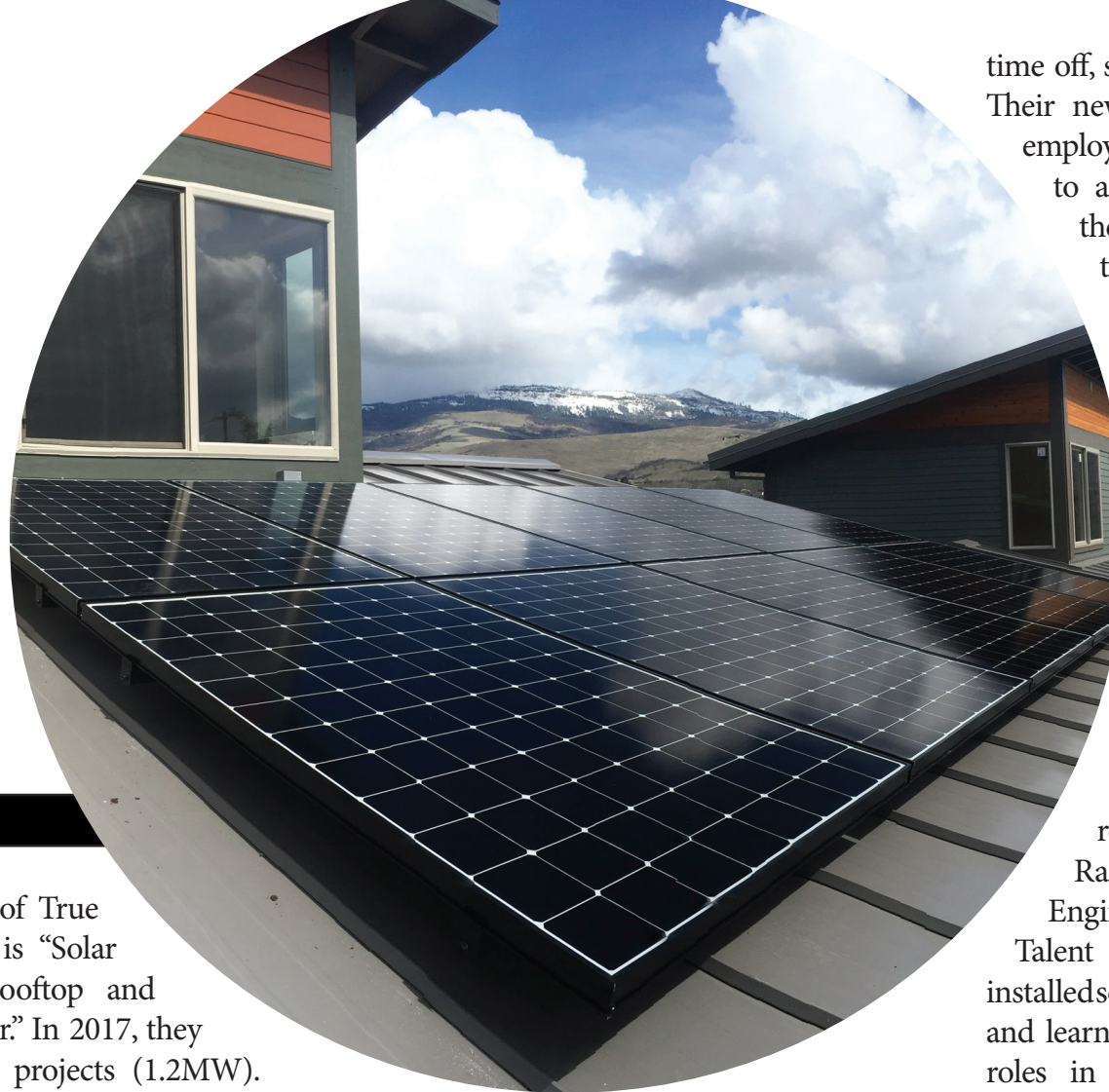
The mission of True South Solar is “Solar on Every Rooftop and Best Jobs Ever.” In 2017, they installed 163 projects (1.2MW). Their goal in 2018 is to install over 1.5 megawatts of solar in Southern Oregon, over 175 projects!

| True South Solar Installations | | |
|--------------------------------|----------|-----------|
| Year | Installs | Megawatts |
| 2015 | 100 | .661 |
| 2016 | 140 | .964 |
| 2017 | 163 | 1.218 |
| 2018E | 175+ | 1.500+ |

Referrals have been essential to the successful growth of True South Solar. Over half of their business last year came directly from referrals, neighbors and businesses within our community who have become solar advocates. Have a neighbor or business you think should go solar?



Photos courtesy True South Solar



time off, sick leave, and family leave. Their new volunteer policy allows employees to utilize work hours to a volunteer opportunity of their choice. Employees are taking solar seriously with many of them installing solar on their own homes. Currently, 5 employees have made the choice to switch to solar!

True South Solar's culture of empowerment extends beyond their employees and embraces the community. In collaboration with Talent Maker City, they recently co-chaired the Raising Innovative Solar Engineers (R.I.S.E.) workshop. Talent Middle School students installed solar along-side professionals and learned more about the diverse roles in the solar industry. This workshop is the first of its kind but absolutely not the last. Each year TSS participates in a variety of events and sponsorships like the Rogue Valley Farm to School's Siskiyou Challenge,

They reward folks with a \$500 dollar referral check for every installation.

They recognize their own diverse team of solar professionals as key to the organization's success, and their culture reflects this. The company has grown to 20 employees, including four Southern Oregon University alumni. They offer their employees living wages, health care, gym memberships, retirement, and profit sharing, as well as additional job training. True South Solar is a family driven organization, with paid

truesouth
S O L A R

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Oregon Shakespeare Festival, Ashland Independent Film Festival, Peace House, Southern Oregon Land Conservancy, and the Ashland Food Project. Recent commercial projects include Ashland Food Coop Barn, 12.42kW, 36 panels; SOS Plumbing 14.96kW, 44 panels; Ashland Supportive Housing, 14.38kW, 44 panels; Talent Community Center, 15.69kW, 48 panels; Schultz Wine, 11.77kW, 36 panels.

Will your home or business be next? If you haven't looked at solar for your home or business, now is a great time with federal tax credits and cash incentives available. Give them a call and find out what solar can do for you. To learn more visit: truesouthsolar.net



ASHLAND'S HISTORY



It is clear that the land we call home has long, varied and fascinating roots.

Much of what we know is not written — it is lore passed on by people who have passed on beliefs, traditions and a value system, through storytelling and legends. Much of their message resonates today. Estimates based on carbon dating show that various tribes lived in our region as far back as 6,000 BC. The early Southwestern Oregon Native Americans were highly mobile hunters and traders. Many of their food resources, such as salmon, acorns, seeds, and berries were seasonal. Other species, such as shellfish, elk, deer and smaller ground animals, were available year-round. The original Native American hunting and trading trails became the fur trading routes of early trappers and explorers, and later the wagon train routes that would lead eventually to our current system of roads, such as I-5 freeway. In the pioneer settlement of the area, as in much of the nation, there were intense conflicts and battles with the Native Americans. Many members of the tribes that existed in the Rogue Valley were taken to reservations to live. Even though many who came to Southern Oregon and specifically Ashland to strike it rich on gold (in the 1850's) found out that it wasn't as easy as it sounded to find it here. Two of those men, Abel Helman and Eber Emery, both from Ashland County, Ohio, had tried their

hands unsuccessfully. Helman, having crossed the Siskiyou Mountains remembered a creek that ran strong, sheltered by the mountains, in what looked to be a fertile valley. Upon his recommendation the two men decided to stake claims in that place. They decided that supplying miners would be far more lucrative than actually mining itself. They built a lumber mill first and did so well that they started a flour mill in 1854. Thus the town of Ashland Mills was born. The fledgling settlement gained some stability in 1855 when Helman donated twelve building sites around the mill to create a central business district. Wooden structures sprung up including a blacksmith, meat market, cabinet shop and livery. This gathering place soon became known as the Plaza. It is still called that today. The Plaza has always been an intersection and arena for civic activities and social gatherings. It was also a sought after meeting place for Ashland seniors, who gathered daily to soak up the sun, swap stories and sip the town's healing elixir, Lithia Water. Prior to the immigration of settlers, Native Americans used the mineral waters surrounding Ashland in the care of the sick and the aged. At one time, in the 1930's, there was hope that Ashland would become a renowned and profitable spa similar to those found in Europe. When the pipeline maintenance costs became prohibitive and with the advent of World War II, interest and enthusiasm waned.

After the town of Ashland was established with mills, blacksmiths, shops and schools, the most striking thread weaving through the town's past was its long-standing affinity for culture and education. Ashland College and Normal School was founded in 1872. The name has changed over time to include Southern Oregon College, Southern Oregon State College and now known as Southern Oregon University (SOU). Students, faculty and staff have contributed to the economy, culture, educational and intellectual development of Ashland and the region. SOU serves as a major draw for people and



businesses interested in moving here. The Chamber has had a strong, enduring and mutually beneficial partnership with the University. When needed to rally for funding support, the Chamber and community have stepped forward. First, in 1905, the Board of Trade (predecessor to the Chamber) agreed to raise money to keep the college afloat when the state cut all funding. In 1928, Fuller Athletic Field was named for the Ashland Chamber manager who was a key figure in the establishment of the school and raising funds. Throughout the decades, the Chamber has supported initiatives to further the University's goals and help raise funds for new buildings and developments, most recently with the support for the new Higher Education Center in Medford. Chamber leaders and staff serve on the advisory boards and the Foundation. Many faculty and administrators serve in leadership roles throughout the City including the Chamber Board and City Council.

The first glimmers of a library began in 1879 with the Ashland Library and Reading Room Association. In 1912, the Carnegie Library was built and is still standing as one of our beautifully renovated buildings in Ashland today. A major event in Ashland's cultural history was the arrival of Chautauqua, a nationwide traveling program of lectures, seminars and entertainment that began in New York and came to Ashland in 1893, drawing people from all over Southern Oregon. A dome-shaped building, the

"Chautauqua Tabernacle," was constructed to house the events, and is clearly visible in many old photographs of the town. The Elizabethan Stage of the Oregon Shakespeare Festival now stands on that site. Ashlanders heard such notables as William Jennings Bryant, John Phillip Sousa and William Taft, and saw many plays and other forms of entertainment at the "Tabernacle" during the Ashland Chautauqua's 10-day seasons. At the time of its construction in 1889, the Ganiard Opera House was said to be the finest opera house between San Francisco and Portland. As was the case with opera houses of that time, Ganiard was home to a variety of entertainment, including operas, plays and movies. It was also used for certain community events like graduations. In 1917 a round, dome-covered structure was erected in the place of the original Chautauqua building. The structure fell into disuse, however, when the Chautauqua movement died out in the early 1920s. The dome was torn down in 1933, but the cement walls remain standing today; covered with ivy, they surround the Elizabethan Stage.

In 1935, the first Annual Shakespearean Festival began during the Ashland 4th of July Celebration with a boxing match. Angus L. Bowmer, an enthusiastic young teacher from Southern Oregon Normal School (now Southern Oregon University), was struck by the

resemblance between the Chautauqua walls and some sketches he had seen of Elizabethan theatres. He proposed producing a "festival" of two plays within the walls, in conjunction with Ashland's Fourth of July celebration. The City cautiously advanced Bowmer a sum "not to exceed \$400" for the project. SERA (State Emergency Relief Administration) funds provided a construction crew to build the stage and improve the grounds. The Oregon Shakespearean Festival was officially born on July 2, 1935 with a production of Twelfth Night. The Festival presented The Merchant of Venice

on the 3rd and Twelfth Night again on the 4th. Reserved seats cost \$1, with general admission of \$.50 for adults and \$.25 for children. Even at these prices, the Festival covered its own expenses. The Festival also absorbed the losses of the daytime boxing match that the City, which feared that the plays would lose money, held onstage. The early and on-going support of the Festival by the Chamber has been evident throughout the years. During World War II, the Festival closed but the Chamber "urged" them to reopen in 1947. The Festival accepted the \$1,000 offer from the Chamber to reopen. In 1950, due to the efforts of the Oregon Shakespeare Festival and the Ashland Chamber of Commerce, "travel editors" from large California publications came to write about the event. — taken from the History of the Oregon Shakespeare Festival. Today, we have a strong and collaborative partnership in tourism promotion and community engagement. From the original three performances and two plays, the Festival has grown into a nine-month season encompassing more than 780 performances of 11 plays in repertory with approximately 400,000 tickets sold each year. Ashland's long cultural history leads directly into the spirit of the town today — cultured yet down to earth, progressive yet traditional. That spirit is one of Ashland's finest qualities.

If you're interested in local history, opportunities abound for you, primarily through the Southern Oregon Historical Society. The Society currently operates museums, a research library and public archives. sohs.org



CHAMBER HISTORY

The ASHLAND CHAMBER OF COMMERCE

Historically grounded since 1889, the Chamber, formerly the Ashland Board of Trade and Ashland Commercial Club, promotes business and tourism, creates events, maintains strong community partnerships and collaboratively solves problems through strong community leadership.

Business people working through the Chamber in large and small ways have provided the leadership in the Chamber to help guide major efforts whose legacy's we benefit from today. Many of these former Ashland "heroes" are unknown to many now, but without their efforts we would not enjoy the life we have today. The following are just a few of their accomplishments:

**The Early Years: The Ashland Watershed**

The Ashland Board of Trade met with the newly elected city council and mayor in December 1891 and agreed to petition to reserve the Ashland Watershed. The petition delivered to President Cleveland requested that a forest reserve be set aside on Ashland Creek from the public land to protect the water supply from "timber land speculators and other types of vandals". The proclamation for the Ashland Forest Reserve came in September 1893 with the express purpose of protecting the municipal watershed.

**Ashland Canyon Park – present day Lithia Park**

Chandler Bruer (C.B.) Watson, President of the Ashland Commercial Club, orchestrated the protection of "Ashland Canyon Park" by enlisting the political support of the Commercial Club. He helped the Club see the benefits of "boosting" tourism by converting industrial mill lands into a park. This effort exemplified the City Beautiful movement, converting blunt frontier utility to more aesthetically pleasing and cultured presentation, an ethic especially appealing to the women of town. Alongside his wife, Ella J. Chitwood Watson, he assisted at the organizational meeting of the Ashland Woman's Civic Improvement Club, where he shared his vision for a grand park, extending along Ashland Creek from the town's Plaza eight miles up to the summit of Ashland Butte (present day Mt. Ashland – a name change promoted by the Ashland Commercial Club to add 'grandeur'). At the Commercial Club, Watson gave his "well-known and pronounced views favoring every movement that will enhance the beauty of Ashland's natural surroundings", and the Club passed a resolution to establish the Ashland Canyon Park. The City Council rejected the Club proposal, opting instead to sell the industrial land keeping a postage stamp-sized park. Leaders of the Commercial Club gathered signatures from amongst themselves and neighbors to successfully place the initiative on the December 1908 ballot. Between the combined efforts of the Commercial Club and the Woman's Civic Improvement Club, voter support was assured, and the initiative passed by a famously wide margin.

Darren Borgias, The Nature Conservancy,
See http://oregonencyclopedia.org/entry/view/watson_c_b_1849_1930/

The City Beautiful Movement was further embraced by the Chamber. As time went on, every effort to beautify Ashland was either led by or supported by the Chamber such as when the Chamber worked to get rid of the dirt streets in the downtown by encouraging the paving of Main Street. Efforts were instituted to revitalize the downtown through economic downturns when passenger rail service ended and in the post-depression years. In the 1950's, the Chamber began clean-up, fix-up, paint-up campaigns to beautify the town. Included in this effort were the first street trees in the downtown core started by former Chamber President, Dave Fortmiller, who owned and operated Fortmiller's Department Store. The banners for the Oregon Shakespeare Festival were repaired and new Christmas decorations were purchased and installed. Community enhancement continues to be at the forefront of Chamber efforts with annual campaigns to raise money for decorations and close work with the City of Ashland to beautify the town instilling civic pride and visitor amenities.

The Chamber began creating promotional literature in the early 1900's encouraging visitors and new residents to come to Ashland through a variety of campaigns that continue today to showcase our beautiful town. "Where the Palm and the Pine Meet" promoted the mild climate in the early 1900's and "Ashland Grows while Lithia Flows" encouraged people to come to Ashland for the health of its waters.

Ashland's agriculture and, in particular, the fruit grown here was promoted to encourage people to move here and grow peaches, pears and apples. Campaigns and themes continue today that focus on Ashland as a destination for health and wellness, mild climate, exceptional produce, culinary offerings, beautiful surroundings, outdoor adventures and warm hospitality.



While always working to promote tourism, it wasn't until 1982 that the Chamber was able to formalize a Visitor and Convention Bureau with an annual grant from the City of Ashland which they continue to have today to promote the community. Those early "pioneers" of promoting Ashland recognized the economic importance of showcasing our community to potential visitors, thereby, not only promoting business, but increasing tax revenues and expanding the amenities that residents enjoy as well.

As early as the late 1800's, event coordination and promotion has existed with the Ashland Chamber. The longest standing events being the 4th of July and celebrations during the Christmas holidays –now called the Festival of Light. Mention is made in newspaper stories and minutes as far back as the late 1880's of community celebrations coordinated by the Chamber which has allowed them to grow and develop over the years. Ashland has always liked a parade. Even when the streets were dirt in the downtown, they raced horses to celebrate

the 4th of July and had a parade. Today, the celebration begins with a run organized by the Ashland Parks & Recreation Department, followed by a parade enjoyed by an estimated 20,000 spectators. After the parade is concluded, over one hundred booths in Lithia Park feature food, crafts and games while bands, including the Ashland City Band perform all day at the Butler Band shell. Spectacular fireworks and a performance by the American Band College on the Ashland High School campus conclude the day. For more information on the American Band College and tickets, visit bandworld.org/ABC.

During the holidays, there was always a decorated tree on the Plaza and the community gathered with food and song. Today, the event begins the day after Thanksgiving to kick off the holiday season with Plaza entertainment followed by Santa's parade at 5:00 pm and a Grand Illumination with a countdown led by Santa who officially turns on over one million lights all downtown. The town is lit until just after New Year's. The Festival of Light celebrating the 26th year in 2018 has grown to include throughout December celebrating the magic of the season showcasing the charm and delight of seasonal events, shopping, dining and staying in a small picturesque town for the holidays. Hundreds of volunteers plan both events. Their dedication to the Chamber and community of Ashland is apparent whether they are coordinating the long line of 4th of July parade entries, the craft and food booths or bands

in Lithia Park, or attaching garland to holiday decorations, these hardworking volunteers are truly committed to the spirit that is Ashland. This small town enjoyment by the community is treasured still by those who live here today.



CHAMBER LEADERSHIP

President's Message



"I have lived in Ashland for 32 years and marvel at the fact we are still here. My husband and I moved to the region for work and we both thought we would transfer and move again within a few years. It turns out we fell in love with this community, its people, the climate, and the wide variety of seasonal recreation opportunities. We opted to stay; to work and raise our family here.

For a small town you will find that Ashland has a lot to offer. There is access to many cultural activities in theatre, music and the visual arts, and an outstanding university that not only serves its traditional student population but also supports many other educational programs from Pre-college & Youth Programs to seniors with the Osher Lifelong Learning Institute.

Once you read the Living and Doing Business Guide I think you will discover why we have chosen to live here and how the Ashland Chamber of Commerce is a major contributor to Ashland's success. Serving on the Chamber Board I have seen firsthand how the Chamber is a leader in our community. How the Director and staff successfully work in collaboration with local businesses, our educational institutions, and the city, finding solutions to business problems and working to ensure their economic success. It is a pleasure being a part of this community and I hope you will take the opportunity to visit Ashland and explore all we have to offer."

Mary Gardiner

Chamber Board President (2017-19)
SOU International Programs

Chamber Board of Directors & Ex-Officio 2017-19



Left to Right: **Gary Blake** - Recology Ashland, **Mary Gardiner** (Board President) - Southern Oregon University, **Deena Branson** - Branson's Chocolates, **Julie Gurwell** - Hearsay Restaurant, Lounge and Garden, **Meiwen Richards** - Honorary Life Member, **Debra Ingram** - First Interstate Bank, **Jac Nickels** - Architectural Design Works, Inc., **Larry Steiner** - Edward Jones, **Elijah Katkin** - Brickroom, **Adam Hanks** - Interim City Administrator, City of Ashland (Ex-Officio), **Mayor John Stromberg** - City of Ashland (Ex-Officio), **Stefani Seffinger** - City Council Liaison (Ex-Officio), **Marie Lange** - Ashland Homes Real Estate. **Not Pictured:** **Sheila Clough** - Asante Ashland Community Hospital, **Kelly Raymond** - Superintendent, Ashland School District (Ex-Officio), **Cynthia Rider** - Oregon Shakespeare Festival (Ex-Officio), **Anne Robison** - The Crown Jewel, **Dr. Linda Schott** - President, Southern Oregon University (Ex-Officio) and **Eric Weisinger** - Weisinger Family Winery.

The Chamber is a membership-based organization run by an elected Board of Directors who set the policies for the organization.

Executive Director's Message



"The Ashland Chamber brings together business owners and community leaders to improve and enhance our economy and quality of life. Our inherent values of collaboration are reflective in everything we do from creating and managing projects, community events, programs, education and the promotion of Ashland and our region. Those who are involved have high aspirations and positive attitudes believing success is possible through working together and we have the results to show for it. Come join us – get involved and make a difference."

Sandra Slattery

Executive Director, Ashland Chamber of Commerce

Chamber Staff

(Left to Right, Back to Front):

Graham Lewis

Volunteer Coordinator/Staff Photographer

Dana Welsh

Operations Manager/Graphic Design/
Website Administration

Katharine Cato

Director Travel Ashland

Dana Preston

Membership & Business Development Director

Sandra Slattery

Executive Director

Kelsey Frantz

Projects & Special Events Coordinator



Past Presidents

(in attendance at the 2017 Ashland Chamber Annual Dinner)

(Left to Right, Back to Front): **Dana Welsh**, 2002/04, **Meiwen Richards**, 2009/10, **Ann Seltzer**, 1997/98, **Graham Lewis**, 2005/07, **Bob Rasmussen**, 1995/96, **Cindy Bernard**, 2013/15, **Marie Lange**, 2015/17, **Jac Nickels**, 1993/94 & **Dennis Slattery**, 1991/93.

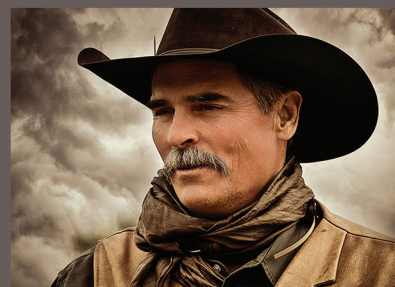
THE ASHLAND CHAMBER – COMMITTEES AND PROGRAMS

The **Ashland Chamber** improves the economy and enhances the quality of life in Ashland with its many engaging and dynamic programs and events.

As the lead economic development organization in Ashland, the Chamber has decades-long established relationships within the business sector and through broad community partnerships. The Chamber promotes businesses and the community by providing business education and resources, creating events, maintaining strong community partnerships, promoting tourism, conducting community issues discussions and collaborative problem solving while providing effective leadership. The Chamber serves as a first point of contact for new residents, businesses and visitors through online platforms (ashlandchamber.com & travelashland.com), phone calls and visits to the office or information booth.



photography by Cornelius Matteo



917.693.6475
cornelius@cmatteophotography.com

The Ashland Chamber has a dynamic, diverse group of over 700 business, non-profit and community members with a passion for enhancing the economy of Ashland. Whether creating new business contacts through one of the many networking events, such as the weekly Greeters meetings, or by contributing their time and resources, businesses expand their reach and realize greater impact from programs and projects. Local businesses and their employees are strengthened through a system of sharing and learning opportunities that help grow the



Photo by Graham Lewis

economy through enhancement of workforce education. Needs and trends in business are identified through one-on-one meetings, surveys and analysis. The community and businesses are promoted and marketed through the identification and communication of Ashland values, strengths and assets.

Legislative issues are addressed through Community Issues Forums on topics such as transportation, parking and water supply. The Chamber does not support candidates for office at any level, but provides opportunity for informational forums and open dialogue with our elected leaders and those seeking office. Monthly, the Chamber coordinates the Ashland Coalition providing community leaders an opportunity to discuss and partner to solve problems, build community health, economic well-being, and economic sustainability.

The websites ashlandchamber.com and travelashland.com provide visitors, residents and businesses with information on all aspects of the community including tourism amenities and attractions, relocation, community events, education, demographics, health care, business resources and much more.

Programs range from improving the health and wellbeing of employees to developing events and seminars in the area of international business, education and culture expanding the Chamber's reach and influence into tackling social issues. Business Education workshops focus on marketing tips, human resources and financial literacy.

Hundreds of Ashland residents volunteer their time for programs connected with the Ashland Chamber. This includes work on community events such as the 4th of July Celebration and Festival of Light but also in the daily greeting of visitors through our offices both at the Chamber and during the summer months on the Plaza at our Information Booth.

Travel Ashland (Ashland VCB) promotes tourism year-round showcasing each season and the cultural, culinary and outdoor experiences Ashland offers. Travel Ashland is Ashland's Destination Marketing Organization, welcoming leisure travelers, groups, tours and conferences. Follow us @TravelAshland.



Photo by Lindsay Bolling Photography

Travel Ashland (VCB) Committee 2018-19

Front Row: Don Anway - Neuman Hotel Group, Holly Harding - Bard's Inn, Comfort Inn & Suites, Holiday Inn Express & Suites and Windsor Inn, Graham Sheldon (Chair 2016-18) - Stay Ashland/Ashland Creek Inn, Julie Gurwell - Hearsay Restaurant, Lounge, and Garden. **Back Row:** Hiram Towle - Mt. Ashland, Pete Wallstrom - Momentum River Expeditions, Vicki Capp - Stay Ashland/The Iris Inn B&B. **Not Pictured:** Torrie Allen - Oregon Shakespeare Festival, Ariel Prescott - Weisinger Family Winery, Michael Stringer - Mt. Ashland and **Ex-Officio Members:** Brad Niva - Travel Southern Oregon and Bob Hackett - Travel Southern Oregon.



Photo by Graham Lewis

OUR PEOPLE

ASHLAND'S CULINARY SCENE

One of the greatest pleasures of living in Ashland is being a part of the local dining scene where you get to sample the creative array of culinary offerings with over 100 restaurants, bars and coffee houses.



Photo courtesy Peerless Restaurant and Bar



Photo by Lindsay Bolling Photography

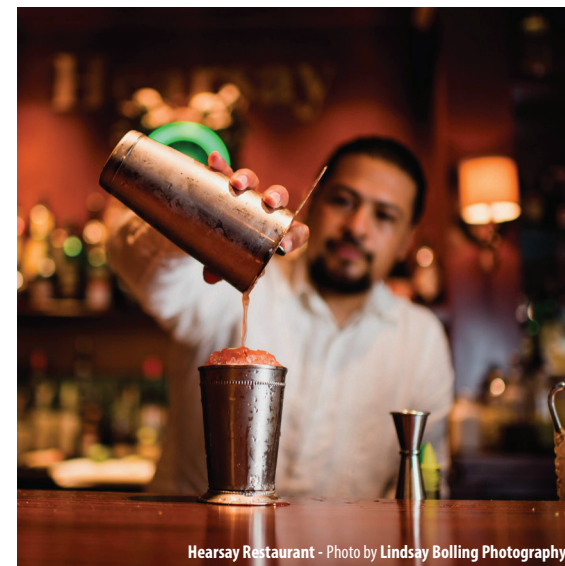
Competitor Dish at the 2017 Ashland Culinary Festival

Talented chefs showcase the flavors of each season from Oregon's farms, orchards and wineries. Delectable offerings include organic produce and meats to specialty cheeses and chocolate.

Talented artisans create handcrafted cocktails and the local wine and beer are award-winning.

Explore friendly, relaxed environments to intimate, elegant and contemporary establishments for whatever mood you are in.

Ashland offers al fresco dining in warmer months to fireside settings in the colder times.



Hearsay Restaurant - Photo by Lindsay Bolling Photography



- Ashland is home to four *Iron Chef Oregon* Winners
- Ashland - Top Ten Best Wine Travel Destinations' - Wine Enthusiast, 2016



Photo by Lindsay Bolling Photography

During the growing season, stroll through the Rogue Valley Farmers and Growers Markets on Tuesdays and Saturdays May through October.

In early November each year, attend the Ashland Culinary Festival, produced by Travel Ashland, that celebrates the food, drink, talent and creativity in Ashland and southern Oregon with a four-day event including a Top Chef Dinner, Mixology competition, a Junior Chef competition, culinary workshops, tours, tastings and the Top Chef competition with 12 local chefs competing for the Top Chef honor.

Ashland is also home to the Oregon Chocolate Festival, the Oregon Honey Festival, the Taste of Ashland and many more food, beer, spirit and wine events.

Ashland's restaurants give you the chance to experience the extraordinary culinary talents of our chefs, mixologists, wine makers and brewers then pat yourself on the back for choosing to live in Ashland – how lucky are we?

Ashland's Own
Shop'n Kart
www.ashlandshopnkart.com

Featuring over 10,000 organic and natural food items at the lowest everyday prices

Locally owned & operated for over 25 years

2268 Ashland Street • Ashland, Oregon
(541) 488-1579

SPECIALTY RETAIL... LOCAL BUSINESSES, LOCAL KNOWLEDGE, LOCAL EXPERIENCES.

Shopping local
creates an
experience
that you
cannot find
when shopping
online.

Specialty retail customers in Ashland are treated to exceptional service that can be hard to find these days. Knowledgeable staff help customers learn how to best use their products for ultimate satisfaction post sale. Whether that is in how to best select travel gear at Travel Essentials, to mastering a knitting technique at Web-sters while selecting from an amazing array of yarn, to the best way to tie a scarf at Paddington Station or how to select the best fly fishing gear at the Ashland Fly Shop to create a successful fishing experience, shopping in Ashland is a sensory experience. Feel, see, smell and taste incredible products that you can't experience online while you find that perfect gift – even if it is for yourself.



Photo by Graham Lewis



Photo by Graham Lewis

Ashland residents value shopping local and supporting small businesses. One of the things that make Ashland shops so special is that the owners of the retail businesses in Ashland are local and they carefully select their merchandise to offer their customers something different than can be found in chain store shopping. Pam Hammond of Paddington Station, The Paddington Jewel Box and Inspired by Oregon says, "Our stores carry a variety of products to fit the needs of our customers. We have our feet on the ground in our community and we listen and see trends. We love to surprise and delight our customers with our personal touches".

You will enjoy discovering boutique shops that carry home décor, cookware, gourmet foods and wines. There are independently owned bookstores, specialty clothing boutiques and shoe stores. Galleries and shops feature everything from local to internationally known artists, handcrafted jewelry, pottery, paintings, and sculpture.

Many retail businesses expand their market by taking advantage of the Ashland Fiber Network (AFN), and are able to do business worldwide. Since almost everything grows here, there are several nurseries as well as organic foods, herbs, homeopathic and

nutritional healing treatments that are readily available through retail grocers and shops. Ashland was designated as a Shop Small town honoring our entrepreneurs and underscoring our value system of giving back. Retail merchants support numerous local charities, youth sports and school groups throughout the year.

Remember to bring your reusable bag when shopping in Ashland. To encourage more sustainable business practices, Ashland implemented a plastic bag ban. To further encourage the transition to reusable bags, businesses are required to charge a ten cent fee for each paper bag used by the customer at check out. For more information to be a savvy shopper, go to ashland.or.us/bagban.



Photo by Graham Lewis

TOP 5 REASONS TO SHOP WITH SPECIALTY RETAILERS

- 1 Shopping local supports the local economy through employment and community investment.
- 2 Local businesses provide unique product offerings that are on-trend at the national level and specifically tailored to meet the needs and wants of our community.
- 3 It is more environmentally friendly.
- 4 Shopping local provides you with an incredible customer service experience that often extends beyond the sale with future tips and advice if needed.
- 5 Local retail businesses create and enhance the charm of the Ashland experience.

COMMUNITY EVENTS

CREATE MEMORIES & STRENGTHEN COMMUNITY TIES

Ashland loves
a parade, or
so the saying
goes . . .

But we also love community events both large and small. One of the best ways to experience small town life, connect with others and remember why you love living in Ashland is by attending or volunteering at one of Ashland's community events. There you will witness the civic pride and community spirit that is alive and well in Ashland.



Photo by Brandon Goldman

ANNUAL CHAMBER COMMUNITY EVENTS:

Ashland's Old-Fashioned 4th of July Celebration

Children's Halloween Celebration

Ashland Culinary Festival in November

Festival of Light Celebration
Thanksgiving -
New Year's

For the community that believes in itself, there's a bank that does, too.

At U.S. Bank, we're dedicated to helping improve the lives of those in our community, because when people come together with a common goal, the impossible suddenly becomes possible.

Proud to support the
Ashland area community.

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Ashland, OR 97520
541.482.1522



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In addition to the largest events of the 4th of July and Holiday Festival of Light, there are an abundance of festivals and fundraisers for non-profit organizations. Local events such as the Lithia Springs Rotary CrabFest, the Elks Club 4th of July Pancake Breakfast, the Kiwanis Halloween Monster Dash and ScienceWorks' Brews and Boogie are all examples of bringing residents together to have fun while raising money. Families enjoy taking part in school fundraisers, concerts and the Chamber sponsored Children's Halloween Celebration. Through the fall, be sure to take in an Ashland High School or SOU Football game or witness their homecoming parades through the downtown. The campus of Southern Oregon University hosts many events open to locals and visitors.

Multi-Cultural community events include celebrations of Martin Luther King Jr. in Medford and Ashland, a multi-cultural fair each year as well as a celebration of the tribes that originally settled our area at the Pow-Wow Celebration at SOU. Throughout the many parades

and events in Ashland, it is evident that creativity and diversity thrive here.

Events that celebrate music, film, art, food, wine and brews have gained name recognition and status throughout Oregon and the West Coast. The Chinese New Year Celebration occurs in February. Each October, Southern Oregon Pride organizes a parade and festivities. Don't miss the Chamber sponsored Merchant Fall and Spring Sidewalk Sales. For more information on events, visit ashlandchamber.com.



Photo by Graham Lewis

PERFORMING AND VISUAL ARTS

Ashland residents are engaged, highly-educated and innovative.

Historically, we embrace culture and education with Ashland being the home of Southern Oregon University and the Oregon Shakespeare Festival.

Living in Ashland is all about embracing the culture and expanding horizons. People visit and move to Ashland from all over the world coming from many different paths bringing their rich cultural experiences with them to share. Our personal creativity and expression drives our pursuits and our passions and opens up the world beyond the borders of the community.

In May 2017, Ashland officially joined 161 other cities around the world, as an International City of Peace initiated by the Ashland Culture of Peace Commission. The International Peace Flame on the SOU Campus sponsored by the Peace Commission will be unveiled in September 2018.

Opportunities abound for making donations of time, financial resources and personal attendance at numerous cultural offerings supporting and enhancing many organizations. Music, theatre, dance and visual arts all have occasions for involvement and participation.

Explore your own creative expression by taking a class in photography, ceramics or fiber arts, join one of the many singing groups located in Ashland and southern Oregon or try a new musical instrument. Develop a long-held dream, make new friends and expand your world.



Theatre

Oregon Shakespeare Festival

Founded in 1935, the Tony Award-winning Oregon Shakespeare Festival (OSF) is among the oldest and largest professional non-profit theatres in the nation. For over eight decades, they have fueled an economy based on creativity, inspiring individuals and businesses who are drawn to a culture based on innovation.

OSF underscores their economic and cultural leadership through their vision statement: "OSF will balance its roles as a major arts organization, national leader and preeminent resource for the theater field, with being nimbly responsive to challenges and opportunities, both artistic and economic. Anchored by an inspired company creating exceptional art, we will be guided by thoughtful resource stewardship and a deep commitment to education and audience engagement."

The Oregon Shakespeare Festival is among the leaders of the American Theatre in diversifying the acting company as well as the directors and designers. OSF invites and welcomes everyone.

They believe the inclusion of diverse people, ideas, cultures and traditions enriches both our insights into the work they present on stage and their relationships with each other. They are committed to diversity in all areas of their work and in their audiences.

This commitment to diversity not only greatly enhances the visitor experience, but adds to the quality of life for Ashland residents. Each year OSF presents a nine-month season of 11 plays in three theatres plus numerous ancillary activities and undertakes an extensive theatre education program. Operating on a budget exceeding \$37 million, OSF presents more than 780 performances annually with attendance of approximately 400,000. For tickets visit: osfashland.org. For more information on equity and inclusion please contact, Audience Development at culturalconnections@osfashland.org

The Green Show is the only venue in which they offer art free of charge to the public. Beginning in 2008, the Green Show programming is an ever-rotating bill of fare, representing a deliberately eclectic combination of local and out-of-town, professional and community-based, performance groups and individuals.

Theatre and Dance

The cornerstone of Ashland's cultural history, the Oregon Shakespeare Festival has paved the way for other theatre companies to grow and succeed. Ashland New Plays Festival, Oregon Cabaret Theatre, Ashland Contemporary Theatre, Livia Genise Productions, and Camelot Theatre, located in nearby Talent, collectively offer a vibrant community theatre for visitors and locals. SOU's Oregon Center for the Arts present award-winning drama, comedy, and musicals in the 300-seat Center



Photo courtesy Oregon Cabaret Theatre. Photo by Bryon Devore

Stage Theatre and the 100-seat Center Square Theatre located on the Southern Oregon University campus in Ashland. In Medford, the Craterian Theatre at the Collier Center for the Performing Arts hosts music, theatre and dance from around the world year-round and the Holly Theatre is currently undergoing a complete restoration and should add another exciting venue to southern Oregon in 2018.

Dance + Collective brings world-class dance performance and training to Southern Oregon.

dancepluscollective.org



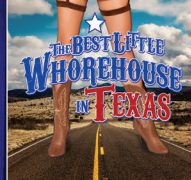




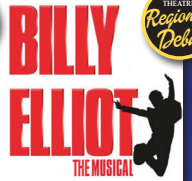
2018
AVENUE Q
 JULY 12TH - SEPT 9TH
PICASSO AT THE LAPIN AGILE
 SEPT 20TH - NOV 11TH
EVERY CHRISTMAS
STORY EVER TOLD
 NOV 20TH - DEC 31ST

2019
BEEHIVE
 JANUARY 31ST - MARCH 31ST, 2019
SHERLOCK HOLMES & THE SIGN OF THE FOUR
 APRIL 11TH - MAY 26TH, 2019
MAMMA MIA!
 JUNE 6TH - AUGUST 18TH, 2019
SWEENEY TODD
 AUGUST 29TH - NOVEMBER 10TH, 2019
MIRACLE ON 34TH ST
 NOVEMBER 21ST - DECEMBER 31ST, 2019

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CAMELOT THEATRE
Where Broadway meets Talent

**Just 5 minutes from Ashland,
 Broadway meets Talent
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|------|--|--|--|
| 2018 |  September 5 - 23 |  Sept. 27 - Oct. 14 |  Nov. 28 - Dec. 30 |
| |  Jan. 10 - Feb. 3 |  June 12 - July 14 |  Sept. 18 - Oct. 13 |

CamelotTheatre.org • 541.535.5250
 For a complete listing of shows, consult our website. 101 Talent Ave. & Main St. in Talent

OUR PEOPLE

PERFORMING AND VISUAL ARTS

Music

Ashland's music scene showcases local talent and welcomes nationally recognized artists. Whether it's bluegrass, opera, reggae, or an orchestra, you can enjoy it in Ashland. Historical Ashland roots show that SOU was instrumental in the creation of the nearby Britt Festival. John Trudeau, an assistant professor of music at Portland State College, visited Ashland and Jacksonville in the summer of 1963 and conceived the idea of presenting classical music concerts on a hill-side in Jacksonville's Britt Gardens. The Music Department hastened to assist, and the College employed Trudeau for the following eight summers to develop Britt Festivals. Today, Britt presents dozens of summer concerts, featuring world-class artists in classical music, jazz, blues, folk, bluegrass, world, pop and country music. Brittfest.org

Music venues in Ashland include many restaurants and bars, Live at the Armory, the Butler Bandshell where the Ashland City Band plays throughout the summer and the Southern Oregon University Music Recital Hall where the Southern Oregon Repertory Singers, Siskiyou Singers and the Chamber Music Concerts are held. Camelot Theatre in Talent is often rented out for the Brava! Opera Theater and James M. Collier Young Artist Program.



CHAMBER MUSIC CONCERTS
2018-2019 SEASON

Presenting world-class ensembles from October through April in the Southern Oregon University Music Recital Hall

Evening and matinee concerts, with discounts for full-time students and Oregon Trail Card holders

Buy tickets now:
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ChamberMusicConcerts.org



Chamber Music

Chamber Music Concerts (CMC) brings world-class chamber musicians in thrilling performances to the Rogue Valley. Founded in 1984, CMC presents twelve concerts from October through April in the Music Recital Hall at Southern Oregon University. The series features only the most distinguished chamber music performers in the world — household names and up-and-coming, younger groups. This season includes prestigious performers such as David Finckel, cello & Wu Han, piano; the Jerusalem String Quartet; the Russian String Orchestra; Michael Brown, piano; and ensemble 4.1 (oboe, clarinet, bassoon, horn, piano). In order to help those that may find ticket prices a barrier, CMC provides discounted tickets to full-time students and individuals with an Oregon Trail Card (through the SNAP food-stamp program). CMC presents engaging outreach programs by the artists to area schools, SOU, the youth orchestra, retirement communities, and social clubs, and all outreach events are free and open to the public.

RV Symphony

The Rogue Valley Symphony, led by conductor and music director Martin Majkut, is the only professional orchestra in Southern Oregon offering a full subscription season of concerts. Founded in 1967, the Symphony celebrates its 51st year beginning in September of 2018. The Symphony will perform a six-concert Masterworks Series between September and May in the three major cities of Ashland, Medford, and Grants Pass. The 51st Season will feature two commissioned works by living composers in addition to beloved classics. Soloists during the 2018-19 season will include world-renowned pianist Peter Serkin, violinist Livia Sohn, pianist Lise de la Salle, violist Roberto Diaz, audience favorite, pianist Jeffrey Biegel and local pianist and gem, Alexander Tutunov. A holiday candlelight series will be performed in December. Now in his 9th season as Music Director, Martin Majkut has won the hearts of Rogue Valley audiences for his engaging and adventuresome programming, his entertaining pre-concert lectures, and the tremendous artistic growth of the orchestra during his tenure. The Symphony also has a multi-faceted education and community engagement program entitled Link Up, curriculum provided

by Carnegie Hall. This program is provided by RVS to the Phoenix Talent Elementary School District free of charge. Students and accompanying adults are able to attend Grants Pass performances through a free student voucher program, "Connecting with the Classics." For more information, visit www.rvsymphony.org. Season and single tickets are available at 541-708-6400. #myroguevalley

Film

AIFF

The Ashland Independent Film Festival (AIFF) is five days of the highest quality of independent film, enthusiastic audiences, and passionate filmmakers. AIFF was recently named one of the "Top 25 Coolest Festivals in the World" by MovieMaker Magazine. Now entering its 18th year, more than 7,000 film lovers gather each spring to watch more than 100 independent documentary, narrative, and short films. Filmmakers engage with audiences after screenings and at festival events such as the Opening Night Bash, After Lounges, and Awards Celebration. Special guests have included Chris Cooper, James Ivory, Dolores Huerta, Ty Burrell, Albert Maysles, Barbara Kopple, Morgan Spurlock, Helen Hunt, Julie Taymor, and Olympian Greg Louganis. Film festival membership passes are available year round and individual tickets go on sale in mid-March. Members receive early access to tickets and films.

Beyond the five-day festival, AIFF provides year-round screenings throughout the Rogue Valley and partners with Coming Attractions Theatres to present Varsity World Film Week each fall. This week-long celebration of international film offers a compelling and illuminating representation of world cinema, and often includes related live events. For more information on the festival and Varsity World Film Week, visit ashlandfilm.org.

Visual Arts

"Ashland's quality of life," writes John Villani, in his book, 100 Best Small Art Towns In America, "is the stuff that dreams are made of."

Ashland's thriving artist community welcomes you with art galleries, shops and museums offering a remarkably diverse range of fine arts and crafts. You can find representational as well as contemporary paintings and fine art prints, sculpture, hand-blown glass, Native American art, pottery and ceramics, jewelry and fine hand-crafted furniture. All within walking distance, galleries and museums can be found from the Historic Railroad District to Southern Oregon University's campus. Explore interactive art exhibits and activities for everyone in your family. Enjoy First Friday Art Walk each month sponsored by the Ashland Gallery Association (AGA). Each April AGA puts on A Taste of Ashland with 17 participating galleries that pair up with a winery and restaurant, merging Ashland's creative pursuits and culinary delights. Lithia Artisan's Market each weekend from March through November, showcases handcrafted art and more.

At the Schneider Museum of Art on the Southern Oregon University campus, visitors can see major exhibits from around the country with bimonthly exhibits focusing on contemporary visual arts. Originated in 2009, the Ashland Art Center is a visual arts organization based in Ashland that serves Southern Oregon citizens with art education, art exhibitions and art services. The center's focus is on artist support, arts education and artistic collaboration.

Public Art

Public art has been supported by the City and citizens of Ashland for many decades with installations of sculpture, fountains, mosaics and murals throughout the community underscoring our community values of creative expression and innovation. Public art welcomes individuals to our community creating memorable spaces that are accessible, meaningful and inspiring.



ROGUE VALLEY SYMPHONY

Concerts begin in September

2018-2019

rvsymphony.org 541-708-6400

OUR PEOPLE

RETIRED IN ASHLAND? CONGRATULATIONS!

As you choose to create your retirement or “second act” in Ashland, you may find yourself redefining what it means to be retired as you have the freedom to choose your path.

- **“Where to Retire,”** in *Modern Maturity Magazine*, **Ashland was ranked 2nd in the nation for having the amenities for healthy active retirees.**
- **Top 25 Best Towns to Retire** – *CNN Money Magazine*

Ashland retirees are dynamic, engaged, active community contributors who appreciate a lively arts environment and social interaction through their participation in hundreds of community organizations and small groups. From dinner and book clubs, to swim meets and hiking groups, people find themselves engaged in every imaginable activity throughout the city.

The Osher Lifelong Learning Institute’s classes are immensely popular and well-attended as are those offered through Ashland Parks and Recreation. Many people have turned hobbies such as photography, painting and writing into avocations and some small businesses. Highly educated and motivated, many retirees serve on city commissions and are indispensable volunteers for numerous organizations such as the Chamber of Commerce and Oregon Shakespeare Festival – just to name just two. Utilizing a lifetime of



Photo by Graham Lewis

Chamber Volunteers tour Ashland sites

experience and success, many use their skills to teach others and work to better society.

In the book, *Refire! Don't Retire: Make the Rest of Your Life the Best of Your Life*, co-authored by Ken Blanchard and Morton Shaevitz, they note that “Refiring is the opposite of retiring. Retiring is going from; refiring is going toward. Refire is to see each day as an opportunity for adventure and learning. The point is life is a very special

occasion. Don't miss it....Refiring is about changing your attitude and taking a few risks. Play, love, laugh—be spontaneous.”

Ashland is home to many businesses that support senior services. Retirement communities offer independent care to fully supported assisted living care. Businesses and organizations such as Ashland At Home exist to help support seniors living in their own homes as well. For more information about the services that are available, view the Membership Directory in the back of this guide.

Ashland Senior Services Division: The Ashland Senior Services Division provides a support system to the older residents of Ashland, helping to enable them to live more independently and to continue as contributing members of the community. The Division offers outreach, information and referral, preventative health care clinics, a discount on City of Ashland utilities for income eligible

residents, insurance counseling, weekday noon meals and home delivered meals provided by Rogue Valley Council of Governments **Food and Friends Program**. The Ashland Senior Services Division also offers a variety of recreational and social activities at the Ashland Senior Center, including yoga, tai chi, discussion groups, line dancing, computer instruction, educational seminars and workshops on topics of interest to older adults. The Ashland Senior Center is located in Hunter Park at 1699 Homes Avenue and is open Monday through Friday, 8:30am to 3:30pm. The Ashland Senior Services is a division of Ashland Parks and Recreation Commission. For more information, please visit AshlandSeniorCenter.org or call (541) 488-5342.



Photo by Graham Lewis



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THE WORLD'S ONLY FULL-SERVICE WILDLIFE FORENSICS LAB

Since 1988, the Clark R. Bavin National Fish and Wildlife Forensics Laboratory in Ashland, Oregon, has helped solve wildlife crimes around the world, resulting in convictions of caviar, ivory and rhino horn smugglers, poachers of rare animals and dealers of forbidden “cures.” In the process, the lab’s scientists have created much of the science of wildlife forensics. The wildlife lab is essential to the Fish and Wildlife Service’s conservation mission, said Service Director Dale Hall. “The Service’s law enforcement program protects fish, wildlife and plants throughout the nation and, in cooperation with international law enforcement agencies, throughout the world, and the lab is key to the work our agents and wildlife inspectors do,” Hall said. “The lab is helping address potentially devastating threats to wildlife resources while literally creating the field of wildlife forensics. There is no place like it in the world.” They provide forensic support to all 50-state fish and wildlife agencies. And by treaty, it is the official crime lab of the 182 signatory countries of the Convention

on International trade in Endangered Species (CITES) and the Wildlife Working Group of Interpol. With global illegal trade in wildlife and related products estimated at billions of dollars each year, the lab has no shortage of work to do. For example, DNA analysis done by the lab’s scientists led to the conviction of U.S. Caviar & Caviar, Ltd., in 2001 resulting in a \$10.4 million fine, the most ever in a wildlife trafficking case.

Among the many discoveries by the lab’s scientists is a means of distinguishing non-fossilized ancient mammoth and mastodon elephant ivory from modern African and Asian elephant ivory. After discovering that each species has its own hemoglobin molecules, lab scientists developed a species identification technique that takes 15 minutes instead of up to three days. They have discovered a way to identify where an animal is from thus confirming or contradicting the information on an import/export permit. And most recently, the lab developed protocols to identify the

species source of endangered and threatened trees after they have been cut into lumber. A special section on the website lab.fws.gov has been created for students and kids interested in wildlife forensics. The U.S. Fish & Wildlife Service is the principal Federal agency responsible for conserving, protecting and enhancing fish, wildlife and plants and their habitats for the continuing benefit of the American people.

Unfortunately, due to evidence security and safety concerns, the lab is unable to offer tours to the public.

Ken Goddard, Director of the U.S. Fish & Wildlife Forensics Lab. Department of the Interior. U.S. Fish & Wildlife Service. National Fish & Wildlife. Forensics Laboratory.
lab.fws.gov • (800) 344-9453



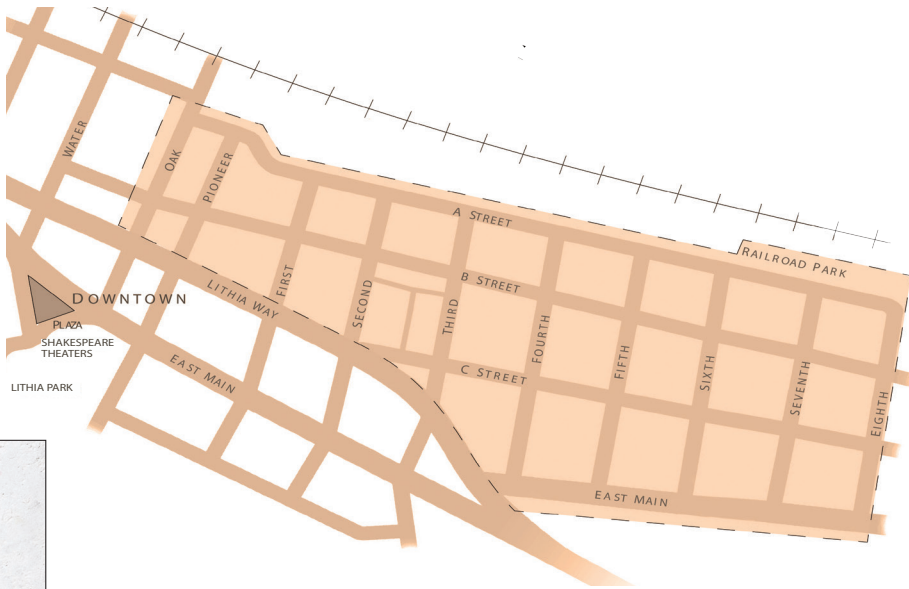
Photo by Graham Lewis



Photo by Graham Lewis

ASHLAND'S HISTORIC RAILROAD DISTRICT

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**Healthy
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EVERY DAY**

Breakfast • Lunch • Dinner

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Ashland's Historic Railroad District

Open daily 7AM to 9PM
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www.ashlandfood.coop

In 1887, when they drove the last spike on the rails along A Street in Ashland, they completed the railroad that encircled the nation. That Golden Spike marked the beginning of our connection to markets along the West Coast and far beyond.

Today Ashland’s Historic Railroad District is a thriving business community and is a place where many Ashlanders love to work and live. From historic homes to hardware stores, coffee shops to full service restaurants, retail businesses full of fun, unique products to galleries full of homewares or eyewear, just to name a few, Ashland’s Historic Railroad District is an exciting place to be. Ease of access to the bike path, parks and downtown, help maintain the vibrancy and walkability of this fun neighborhood.

Experience history, culture, food and art in Ashland’s Historic Railroad District.

OUR PEOPLE

Railroad District Design Hub:



Julie O Design – Interior & Building Designer
Julie O'Dwyer, 541-301-5234,
julieodwyerdesign@gmail.com
www.julieodwyerdesign.com



arkitek –
Design & Architecture
Christopher Brown, 541-591-9988,
arkitek@arkitek.us
www.arkitek.us



Coleman Creek Construction –
General Contractor
Michael Hodgkin, 541-482-2299,
colemancreek@gmail.com
www.ColemanCreek.com



Carlos Degado – Architect
Carlos Delgado, 541-552-9502,
carlos@CarlosDelgadoArchitect.com
www.CarlosDelgadoArchitect.com



KenCairn Landscape –
Landscape Architect
Kerry Kencairn, 541-488-3194,
Kerry@kencairnlandscape.com
www.kencairnlandscape.com



Jovick Construction –
Custom Home Builder
Dan Jovick, 541-535-3668,
info@jovickbuilt.com
www.jovickbuilt.com



True South Solar –
Solar Contractor
Shawn Schreiner, 800-947-1187,
shawn@truesouthsolar.net
www.truesouthsolar.net



Design Hub members, Chris Brown, Shawn Schreiner, Julie O'Dwyer, Micahel Hodgkin, Dan Jovick, Carlos Delgado, Kerry Kencairn

DESIGN HUB

For many visitors and locals the center of Ashland is the Plaza. But to find the hub of design and living you should travel just a little further north to 4th & A Streets and to the heart of the Historic Railroad District. Here a hub of design and building professionals have congregated to share resources, create collaboration, and enjoy this picturesque thriving neighborhood.

Once the commerce center of Ashland, with the traffic and business of the railroads, this area is now where many professionals and residents gather to enjoy a way of life that melds small town familiarity with forward thinking innovations. The building and design professionals have taken a special interest in locating their offices and studios here to take full advantage of all that this neighborhood has to offer. Carlos Delgado of Carlos Delgado Architect reminisces, "When I first moved to Ashland I lived in the Railroad District, my goal was to stay in this beautiful part of Ashland and build my design practice." Now 8 years later, Carlos and several other architects and designers have found a home for their studios amongst the historic homes and tree lined streets.

This Design Hub includes architects, designers, contractors and builders. Together they represent a depth of expertise for any homeowner or business that is looking to build something truly special. These building industry professionals have worked together on numerous projects and see the co-location of their offices as an irresistible benefit to their work and their clients. Julie O'Dwyer of

the Ashland Design Studio was determined to find the perfect place for her business, "When I opened my studio in 2014, I knew exactly where I wanted to be and I wanted to share my space with other professionals and the public." Her studio is also the business office for Michael Hodgkin of Coleman Creek Construction; "My primary focus in moving my office to the Railroad District was to get Coleman Creek Construction's design/build expertise in proximity to other designers and architects and to have a more collaborative approach that would get my clients the best possible product."

The neighborhood not only provides a beautiful setting to work in but it also



Kandau Ranch – Kandau Ranch Barn, Jovick Construction, Carlos Delgado Architect, True South Solar



Sweeney – Jovick Construction, Carlos Delgado Architect, JulieO Design



Kepler Ridge – Kepler Ridge Residence, Jovick Construction, Carlos Delgado Architect

provides unique resources, all in the neighborhood. Land survey services, a hardware store; real estate offices, and furniture stores are just a few businesses that help make this neighborhood a fit. With his office just above Ace Hardware, Dan Jovick of Jovick Construction knows first hand how valuable it is to have resources so close, "It's the high quality people that staff these local establishments that are such a value. If you need an answer about anything it is merely a step away."

Together, all of these design professionals have created a unique situation that propels their businesses and collectively serves their clients. Kerry Kencairn of KenCairn Landscape sums up the groups' sentiment perfectly, "I have had my office in this building since 1997 and can't imagine being anywhere else. The energy is great. It feels like the hub of Ashland."



Terrace – Terrace Street Residence, KenCairn Landscape Architect, Carlos Delgado Architect



Thalden Pavilion – SOU Thalden Pavilion, Arkitek



Valdick – Kitchen Remodel, Coleman Creek Construction, JulieO Design



| | | | | | |
|---------------------------------------|---------------------------------------|------------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| CHUCK REILING 541-301-5449 | GINA ALLEN 541-842-0197 | CORD ALLISON 541-660-2208 | JOE BRETT 541-621-7037 | PETE DELCASTRO 541-621-7036 | KAMI CARLSON 541-613-1959 |
| SHERYL CHAMBERLIN 541-944-5140 | JEFFREY NAGEL 541-414-7903 | KIM MCMURRY 541-538-8522 | DANINA GIBSON 541-890-4140 | BARBARA ALLEN 541-326-7707 | SUZANNE MIHOCKO 541-708-5775 |
| RUSS MANZONE 541-951-1202 | LINDA HAXTON 541-890-0032 | DEANNA SICKLER 541-494-5353 | DYAN LANE 541-494-5353 | PHYLLIS HALSTEAD 541-621-1996 | SCOTT LEWIS 541-821-8284 |
| JOANNE JOHNS 541-840-7333 | DAVID LIVELY 541-646-2111 | KIM LOCKLIN 541-488-8000 | MOLLY SANBORN 541-708-3975 | CATHERINE ROWE 541-708-3975 | GRAHAM THOMAS 541-708-3975 |
| PATIE MILLEN 541-301-3435 | ROB EDWARDS 541-840-0437 | ALLIE DICKSON 541-201-8983 | MARLA OWENS 541-727-8726 | DAN MAYMAR 541-292-0211 | SHANNON TOMES 541-941-7151 |
| ROBYNNE WHITAKER 541-840-7212 | DAVE HAGERT 541-890-3329 | TOM KOHAN 541-690-4614 | BRIAN DRUHEIT 541-613-3173 | CHELLE FOWLER 541-261-2175 | SUSAN MEAD 541-292-2651 |
| KENNY TAYLOR 541-606-8616 | BRECKKEN FARRAUTO 541-890-3329 | KATE HEIM 541-488-1311 | BOB FISCHER 707-217-8942 | NEAL HRIBAR 760-822-8690 | JEFF RODGERS 541-774-5623 |



#1

2017 ACTIVE LISTINGS & SALES

Our Ashland and Medford offices had more active listings and closed more transactions than any other real estate offices in Southern Oregon.

www.JLSAshland.com (541) 488-1311



Photo by Brandon Goldman

GROUPS & CONVENTIONS

Travel Ashland welcomes your group

Ashland is a highly desirable destination for not only for visitors but for industry gatherings, groups, tours, planners and conferences. With the largest conference space in Southern Oregon at the Ashland Hills, Hotel and Suites, Ashland has a variety of venue options for groups of any size but what sets it apart is access to the world-class culture of theatre and arts, award-winning wines right out your front door, an exciting culinary scene and being a short drive from Oregon's only National Park, Crater Lake National Park. www.neumanhotelgroup.com

Travel Ashland promotes, welcomes, supports, services and assists groups, the private sector and organizations in planning their trip or event. With the help of valuable partners such as the Neuman Hotel Group and the Oregon Shakespeare Festival, many groups return to Ashland as it is their favorite conference location. From government agencies and alumni associations to spiritual, youth and medical groups, Ashland's group business has grown significantly, contributing to Ashland's economy. Ashland is the complete destination for your group with amenities that surpass your expectations.

We invite you to choose Ashland for your next event. Connect with Travel Ashland today. www.travelashland.com



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EDUCATION

When people ask, why Ashland is such a special place, it doesn't take long for someone to answer that it is partly because we have people who chose to live here that hold educational attainment in high regard. It's true. Education is deeply valued by residents and supported through all levels from preschool to K-12, to higher education and life-long learning programs.

According to the 2012-2016 American Community Survey, Ashland's residents are highly-educated. The charts illustrate the distribution of the population over 25 years by education level completed and compares Ashland to Jackson County and Oregon.

In 2012-2016 survey, an estimated 96.9 percent of people in Ashland, 25 years and over had at least graduated from high school and 56.9 percent had a bachelor's degree or higher. Only 1.9 percent have never received a high school diploma. An estimated 86.8 percent of people in Jackson County, 25 years and over had at least graduated from high school and 18.6 percent had a bachelor's degree or higher. 7.3 percent have never received a high school diploma. And finally, an estimated 90.0 percent of people in Oregon, 25 years and over had at least graduated from high school and 31.4 percent had a bachelor's degree or higher. 6.2 percent have never received a high school diploma.

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates
Data Set: Educational Attainment

| EDUCATIONAL ATTAINMENT IN ASHLAND (2012-2016) | | |
|---|----------|---------|
| | Estimate | Percent |
| Population 25 years and over | 14,887 | |
| Less than 9th grade | 172 | 1.2% |
| 9th to 12th grade, no diploma | 285 | 1.9% |
| High school graduate (includes equivalency) | 1,823 | 12.2% |
| Some college, no degree | 3,176 | 21.3% |
| Associate's degree | 960 | 6.4% |
| Bachelor's degree | 4,393 | 29.5% |
| Graduate or professional degree | 4,078 | 27.4% |
| Percent high school graduate or higher | | 96.9% |
| Percent bachelor's degree or higher | | 56.9% |

Source: 2012-2016 American Community Survey 5-Year Estimates



Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates

| EDUCATIONAL ATTAINMENT IN JACKSON COUNTY (2012-2016) | | |
|--|----------|---------|
| | Estimate | Percent |
| Population 25 years and over | 149,411 | |
| Less than 9th grade | 5,621 | 3.8% |
| 9th to 12th grade, no diploma | 10,948 | 7.3% |
| High school graduate (includes equivalency) | 40,464 | 27.1% |
| Some college, no degree | 42,313 | 28.3% |
| Associate's degree | 11,127 | 7.4% |
| Bachelor's degree | 24,040 | 16.1% |
| Graduate or professional degree | 14,898 | 10.0% |
| Percent high school graduate or higher | | 88.9% |
| Percent bachelor's degree or higher | | 26.1% |

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates

| EDUCATIONAL ATTAINMENT IN OREGON (2012-2016) | | |
|--|-----------|---------|
| | Estimate | Percent |
| Population 25 years and over | 2,755,786 | |
| Less than 9th grade | 106,505 | 3.9% |
| 9th to 12th grade, no diploma | 169,993 | 6.2% |
| High school graduate (includes equivalency) | 657,520 | 23.9% |
| Some college, no degree | 721,059 | 26.2% |
| Associate's degree | 234,336 | 8.5% |
| Bachelor's degree | 538,977 | 19.6% |
| Graduate or professional degree | 327,396 | 11.9% |
| Percent high school graduate or higher | | 90.0% |
| Percent bachelor's degree or higher | | 31.4% |

Elementary, Middle and High Schools
www.ashland.k12.or.us

Three elementary schools, **Bellview**, **Helman**, and **Walker**, serve students in grades K-5. An average class size of 25 combined with outstanding teachers result in student success. Music and PE specialists, reading teachers, and Child Development Specialists provide additional support to ensure that students reach their highest potential.
Bellview Elementary – 1070 Tolman Creek Road, (541) 482-1310
Helman Elementary – 705 Helman Street, (541) 482-5620
Walker Elementary - 364 Walker Avenue, (541) 482-1516

John Muir is a K-8 magnet school that serves the entire school district. It has an emphasis on environmental science and art to teach the core curriculum. **John Muir School** – 100 Walker Avenue, (541) 482-8577

Willow Wind Community Learning Center is an alternative program that supports families that home school their children and also offers a full-time alternative program known as Parents as Partners that tailors the educational day to the needs of families. **Willow Wind Community Learning Center** – 1497 East Main Street, (541) 488-2684

Ashland Middle School serves students in grades 6-8. Small independent teaching teams are organized around the needs of emerging adolescent students. Teachers meet daily to discuss the academic program and student progress, ensuring that all students are well known and encouraged to achieve at a high level. **Ashland Middle School** – 100 Walker Avenue, (541) 482-1611

Ashland High School serves students in grades 9-12. Fully accredited by AdvancED, AHS students excel in academics, athletics, and the arts. AHS provides a full range of academic and elective classes to ensure the well-rounded development of each student. Ashland High has a drop-out rate of under 2%, and is consistently ranked at the top of all Oregon high schools. **Ashland High School** – 201 South Mountain Avenue, (541) 482-8771

The **Youth Activities and Academics Levy** is a local option levy passed by the residents of Ashland. This important funding source allows Ashland School District to fund both extra-curricular and athletic programs, along with supporting academics. Our generous community ensures that Ashland students have access to high quality education above the funding available from the State of Oregon.

SCHOOLS

One of Ashland's greatest treasures is its public school system. Ashland schools consistently score above the national average on state and national assessments and other measures of student achievement. Ashland High School has earned Silver Medals from US News and World Report in seven of the last ten years, which ranks it in the top 10% of all high schools in the United States. Ashland High School has one of the highest graduation rates in the state. This information points out what Ashlanders already know - quality schools enhance the strength of the community.

We are enriched by the many volunteers and community partnerships in our schools.

Asante Ashland Community Hospital provides school nurses in our middle and elementary schools, and Rogue Community Health operates a School Based Health Center at AHS. The Oregon Shakespeare Festival partners with the high school drama department, resulting in high quality theater and musical productions. The SMART program and the Rotary Club of Ashland make sure that elementary school students have support in mastering reading. These are just a few examples of how our community supports our schools.

Ashland Schools Foundation
The mission of the **Ashland Schools Foundation (ASF)** is to support quality education in Ashland public schools through fundraising in the community. ASF is an independent, non-profit, public benefit corporation, organized in 1989 exclusively for educational and charitable purposes. The committed volunteers at ASF work in our community to raise much needed funds to support the academic operations of the school district. ASF also funds classroom based grants to support enrichment activities across the curriculum.

Private & Alternative Schools
Ashland and the Rogue Valley have several private and alternative schools:

- Armadillo Technical Institute** – 106 N. Rose Street, Phoenix 97535, (541) 535-3287
- Children's World Montessori Pre-school & Kindergarten** – 320 Beach Street, (541) 482-1314
- Children's World Toddler Program** – 175 N. Main Street, (541) 488-3483
- Grace Christian Schools** – www.gracechristian.org
- Oregon Child Development Coalition - Head Start** – 265 N. Main Street #1, (541) 488-6919
- St. Mary's School** – 816 Black Oak Drive, Medford 97504, (541) 773-7877
- The Siskiyou School (Waldorf)** – 631 Clay Street, (541) 482-8223



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HIGHER EDUCATION

Southern Oregon University (SOU) is a regionally-engaged learning community committed to being the educational provider of choice for learners throughout their lives.

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- We achieve student success, professional preparation, and civic engagement through service excellence, evolving technologies, and innovative curriculum.
- We foster access, equity, inclusion and diversity in thought and practice.
- We prepare our learners to be responsible, engaged citizens in our democracy.
- We promote economic vitality, sustainability, cultural enrichment, and social well-being in our region, the state, the nation, and the world.

Theoretical and experiential learning programs taught by a host of exceptional faculty provide quality, innovative experiences for students. At SOU, about 6,100 students explore the arts, sciences, humanities, social sciences, and professional programs offered by SOU. North Campus Village provides gorgeous, comfortable residential facilities and a dining hall featuring home-style classics, ethnic cuisine and healthy entrees.

Southern Oregon University
1250 Siskiyou Boulevard
Ashland, OR 97520
sou.edu
800-482-7672

ATHLETICS

Don't forget to cheer for the fearless SOU Raiders as they compete in football, wrestling, basketball, soccer, volleyball and other valley sports.
souraiders.com

OREGON CENTER FOR THE ARTS

The Oregon Center for the Arts at SOU is an important pillar of the Ashland community, attracting distinguished luminaries to the Southern Oregon University campus as well as presenting their own highly acclaimed music, theatre, art exhibitions, and other public events. The Schneider Museum of Art, part of the Oregon Center for the Arts at Southern Oregon University, houses four galleries comprising of 4,000 square feet of exhibition space. The Museum is a vital force in the intellectual life of Southern Oregon University that promotes an understanding of the visual arts within a liberal arts education. Serving both an academic and community audience, it builds a challenging environment that engages with the visual arts through exhibitions and programs supporting interdisciplinary study, research, and discourse. Please check out their seasonal contemporary art exhibitions, free docent-led Tuesday Tours at noon, FREE Family Days, artist and curator lectures, and performances by visiting sma.sou.edu. The Museum is open Monday–Saturday, 10 am–4 pm. Free and open to the public.

The Center for Visual Arts (CVA) Galleries, located in the Art Building and the Marion Ady Building, give students and community artists the opportunity to exhibit their current work. Visit the CVA Galleries Monday–Friday. Their Theater and Music concert events feature faculty, students, alumni, and visiting artists. See events listing and purchase tickets online at oca.sou.edu or in person at their Box Office located in the Music Building.

oca.sou.edu • sma.sou.edu
sou.edu/art/galleries

Facebook: SchneiderMuseumofArt
Twitter: @SchneiderMofArt
Instagram: schneidermuseumofart
Tumblr: schneider-museum-of-art



THE JOURNEY TOWARD LEADERSHIP: The Honors College at SOU

Students of the Honors College of SOU experience an intensive education that provides challenges to help identify true passions and preparation for graduate school and rewarding careers. Their students begin making a difference the day they set foot on campus.

Small classes are taught by faculty who actively engage students and push them to exceed their own expectations. The Honors College at Southern Oregon University provides opportunities for students to transform themselves from learners into leaders. sou.edu/honorscollege

HANNON LIBRARY

Hannon Library is one of the cultural and intellectual centers of the university, advocating the advancement of knowledge by providing access to quality information and actively guiding the discovery process. In support of the diverse programs available at SOU, the library cultivates extensive resources in each area of study. Students can find a designated librarian that specializes in whatever subject they are studying and receive one-on-one research assistance. The library also provides numerous services ranging from tutoring, career advising, and special event venues. It is a dynamic institution that embraces new technologies and trends, responding to the evolving needs of the campus.

Photo by Al Case

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or visit us at
www.roguecc.edu



ROGUE COMMUNITY COLLEGE offers a full range of educational opportunities at convenient locations in Jackson and Josephine counties. A statewide leader in educational outcomes, the College plays a key role in the heart of downtown Medford, where the RCC Riverside Campus is located. Rogue Community College offers over 80 degree and certificate programs, including five two-year degrees, 39 professional/technical programs, a variety of workforce and short-term trainings, and small business development. In addition, the college offers academic skills classes, community education, GED classes, and services to local businesses.

The **Riverside Campus** is located at 117 S. Central Ave., Medford. (541) 245-7500. The **Table Rock Campus** is at 7800 Pacific Ave., White City.



Photo courtesy SOU Marketing



From left to right: City Councilors **Mike Morris**, **Dennis Slattery**, Mayor **John Stromberg**, City Councilors **Jackie Bachman**, **Stephen Jensen**, **Stefani Seffinger** and **Rich Rosenthal**.

GOVERNMENT

Ashland citizens take pride in their community and it is evident through the efforts of our community leaders. Dedicated volunteer citizens who take the work of government and civic engagement seriously. Ashland has a Mayor/City Council form of government.

The Mayor, who presides at the Council meetings, is elected for a four-year term and with the City Council meets four times monthly in meetings open to the public. For those who wish to view from their homes, the meetings are televised via Ashland's cable access channel (RVTV), as are Planning Commission and Parks Commission meetings. These meetings are also available online at www.rvtv.sou.edu. The City Council is advised in part by over 20 different advisory boards and commissions comprised of volunteer citizens. The City is always looking for interested citizens to volunteer their time and experience by serving on one of these boards or commissions. The Ashland Parks and Recreation Department is governed by an elected five-person commission. Contact the City to determine available openings and opportunities at www.ashland.or.us.

FORM OF GOVERNMENT

Ashland has a Mayor/City Council form of government.

Council Goals and Objectives:

The Mayor and Council are in the midst of developing a set of strategic goals and objectives to update the adopted 2015-17 list. Many of the goals and objectives from the 2015-17 list shown below have either been completed or are in progress towards completion. To view a complete list of goals and objectives, visit www.ashland.or.us/goals.

Mission Statement

To support a resilient, sustainable community that lives within its means and maintains the distinctive quality of life for which it has become known - in the face of external change and internal development - via direct delivery of basic services and leveraged enablement of enhanced services.

Government

- Leverage our regional and state relationships to increase effectiveness in relevant policy arenas

- Promote effective citizen communication and engagement
- Support and empower our community partners

Organization

- Evaluate real property and facility assets to strategically support city mission and goals
- Identify and evaluate underperforming assets
- Cultivate external funding opportunities
- Examine city hall replacement and other facility needs
- Examine long term use of Imperatrice property

People

- Seek opportunities to enable all citizens to meet basic needs
- Examine means and methods by which to improve access to mental health services for Ashland citizens who need them
- Support and promote, through policy, programs that make the City affordable to live in
- Pursue affordable housing opportunities, especially workforce housing. Identify specific incentives for developers to build more affordable housing.
- Leverage partnerships with non-profit and private entities to build social equity programming
- Encourage the ongoing effectiveness of the Resource Center
- Develop supports to enable citizens to age in Ashland
- Keep Ashland a family-friendly community

Environment

- Protect the integrity and safety of the watershed
- Implement and maintain the Ashland Forest Resiliency project
- Educate and engage the community in watershed stewardship
- Declare a "year of the watershed" and coordinate activities around it
- Maintain current Firewise communities and implement the Fire Adapted Communities model
- Complete the expansion of the city's wild fire hazard zone to accurately reflect risk

- Fund the AFR & AIR programs
- Continue to engage state and federal representatives on the AFR project
- Weed abatement on County land within the UGB (exotic species)
- Enhance and expand natural and recreational resources
- Support local micro-agriculture and food production
- Prepare the community for natural and human-made disasters
- Update the Comprehensive Plan
- Develop and support land use and transportation policies to achieve sustainable development
- Encourage and/or develop public spaces that build community and promote interaction

Economy

- Seek opportunities to diversify the economy in coordination with the Economic Development Strategy
- Nurture emerging new technologies
- Market and further develop the Ashland Fiber Network
- Complete and implement the AFN business plan
- Diversify transportation and shipping options
- Ensure that commercial and industrial areas are available for development
- Embrace and plan ahead for emerging social trends that might impact the economy and vitality of the community

Energy and Infrastructure

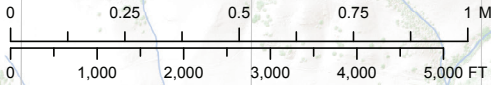
- Be proactive in using best practices in infrastructure management and modernization
- Prepare for the impact of climate change on the community
- Develop and implement a community climate change and energy plan

Public Safety

- Support innovative programs that protect the community

ASHLAND STREET MAP

| | | | | | | | |
|-------------------------|------------------|---------------------|--------------|---------------------|------------|---------------------|------------------|
| A ST | D3, D4-E4 | EIGHTH ST | E4 | LYNN ST | E3 | ROCK ST | C3 |
| ABBOTT AV | H5 | ELIZABETH AV | C2 | MADRONE ST | F6 | ROGUE PL | E3-E4 |
| ACORN CR | I6 | ELKADER ST | E6-E7, F5-F7 | MAE ST | G6-H6 | ROGUE VALLEY HWY 99 | A0-A1, B1-B2 |
| ALASKA ST | E5 | ELMS ST | F6 | MALLARD ST | F4 | ROMEO DR | F4 |
| ALDER LN | D2 | EMERICK ST | E4 | MANZANITA ST | C3 | ROSIE LN | F4 |
| ALICIA AV | D3-E3 | EMIGRANT CREEK RD | J5 | MAPLE ST | C3 | ROSS LN | G7 |
| ALIDA ST | E4-E5 | EMMA ST | E6-F6 | MAPLE WY | C3 | RUSSELL ST | F4 |
| ALLISON ST | D4, D5-E5 | ENDERS ALLEY | D4 | MARIPOSA CT | E2 | S FIRST ST | D4 |
| ALMEDA DR | D2 | ENGLE ST | H5 | MARY JANE AV | H6-H7 | S LAUREL ST | C3-C4 |
| ALMOND ST | C3-C4 | EUCUID AV | E5 | MAYWOOD WY | J6 | S MOUNTAIN AV | E4-E6 |
| ALNUTT ST | C4 | EUREKA ST | F4 | MC BRIDE LN | G2-H2 | S PIONEER ST | C5, D4-D5 |
| ALTA AV | C3-C4 | EVAN LN | E4 | MC CALL DR | H5 | S SECOND ST | D4 |
| ALTAMONT ST | E5 | EVERGREEN LN | F4 | MCKENZIE CANYON RD | A1-A2, B2 | S VALLEY VIEW RD | A0-A1 |
| ANN ST | E3 | EXIT 14 | I5-I6 | MEADE ST | D4-D5 | SALISHAN CT | J7 |
| APPLE WY | H8 | EXIT 19 | A0-B0 | MEADOW DR | G5-H5 | SAM EVANS PL | H6 |
| APPLEGATE WY | J6 | FAIR OAKS AV | E2 | MEADOW LARK WY | E3 | SARATOGA LN | H8 |
| ASHLAND ACRES RD | G2-G3 | FAIR OAKS CT | E2 | MERILL CR | E2 | SATSUMA CT | E2-E3 |
| ASHLAND CREEK DR | C6 | FAIRVIEW ST | D5-E5 | MERRILL ST | D5 | SCENIC DR | C3-C5 |
| ASHLAND LOOP RD | D6-D7, E6-E8 | FAIRWAY CT | I6 | MICHELLE AV | D2 | SCHOFFEL ST | B2-C2 |
| ASHLAND MINER DR | A3, B2-B3 | FATH AV | G6 | MICKELSON WY | H6 | SEENA LN | F4 |
| ASHLAND ST | D5-E5, G6-H6 | FERN ST | E6-F6 | MILL POND RD | F4 | SEVENTH ST | F4 |
| AUBURN ST | D5 | FERNWOOD DR | B3 | MISTLETOE RD | H6, I6-I7 | SHAMROCK LN | G5-G6 |
| AUDRY CR | H5 | FELDER ST | F6 | MOHAWK ST | G7-H7 | SHERIDAN ST | B2-C2 |
| AUDUBON WY | D3 | FIFTH ST | E4 | MONROE ST | F6 | SHERMAN ST | E4-E5 |
| AUGUSTA CT | J7 | FORDYCE ST | F4 | MONTE VISTA ST | B2 | SHERWOOD AV | G6 |
| AVERY ST | F5 | FOREST ST | E6 | MONTVIEW ST | C4-C5 | SISKIYOU BL | D4, E4-E5, F5-F6 |
| B ST | D4-E4 | FORST ST | D4 | MORADA LN | H7 | SIXTH ST | E4 |
| BARBARA ST | H6 | FOURTH ST | D4-E4 | MORSE AV | E4-E5 | SKIDMORE ST | C3 |
| BARRINGTON CR | J7 | FOX ST | B2 | MORTON ST | D6, E4-E6 | SKYCREST DR | B3, C3-C4 |
| BAUM ST | C4-D4 | FRANCES LN | F6 | MOUNTAIN MEADOWS CR | E2 | SLEEPY HOLLOW DR | D3-E3 |
| BEACH AV | D4 | FRANK HILL RD | A1-A2, B2 | MOUNTAIN VIEW DR | E2-E3 | SPRING CREEK DR | H6 |
| BEACH ST | E5-E6 | FREMONT ST | G6 | MOUNTAIN VIEW DR | D3 | SPRING HILL DR | H6 |
| BEAVER CLODE | D4 | FRIENDSHIP ST | D5 | MUNSON DR | F4 | SPRING WY | H6-H7 |
| BELLVIEW AV | H7 | FRYBUSH ST | H2-H2 | GAFFNEY CREEK RD | C3, D2, D3 | ST ANDREWS CR | J7 |
| BENJAMIN CT | B3 | GARDEN WY | G6-G7 | GARFIELD ST | F4-F5 | STADIUM ST | F5 |
| BENSON WY | I7 | GARFIELD ST | H6 | GLENDALE AV | D2 | STARFLOWER LN | E3-E4 |
| BERRY LN | H6 | GLENDALE AV | F4 | N MOUNTAIN AV | E1-E4 | STARLITE PL | F7 |
| BESWICK WY | G6-G7 | GLENDALE WY | D2 | N PIONEER ST | D4 | STARLITE PL | E2 |
| BIRCHWOOD LN | H5 | GLEN ST | C3 | N SECOND ST | D4 | STARLITE PL | E2 |
| BIRSONG LN | C4 | GLENVIEW DR | D4-D6 | N WIGHTMAN ST | F4 | STONY PT | C4 |
| BIRNAM WOOD RD | B3-B4 | GLENWOOD DR | E5-E6 | NANDINA ST | E2 | STRAWBERRY LN | B4, C4-C5 |
| BLACK OAK WY | H7 | GOLDEN ASPEN PL | E2 | NEPENTHE RD | E3-F3 | SUMMIT ST | D5 |
| BLACKBERRY LN | H6-H7 | GOLDEN SPIKE WY | E4 | NEZLA ST | G7-H7 | SUNNYSIDE ST | B3-B4, D4 |
| BLAINE ST | E5 | GRANDVIEW DR | B3-C3, C4 | NINTH ST ALLEY | E4 | SUNNYSIDE ST | B3-B4, D4 |
| BLUE HERON LN | F4 | GRANITE ST | C4-C6, D4-D6 | NOB HILL ST | C4 | SUNRISE ST | F6 |
| BLUE SKY LN | H8 | GRANT ST | C2 | NORMAL AV | G4-G6 | SUNSET AV | G6 |
| BOULDER CREEK LN | E2 | GREAT OAKS DR | E3 | NORTON ST | C3 | SUNSHINE CR | B3 |
| BRIDGE ST | F5 | GREENSPRINGS HWY 66 | J6-J7 | NOVA DR | H6 | SUTTON PL | I5-I6 |
| BRISCOE PL | E3 | GREENHURST ST | C2 | NUBERTY ST | C3 | SUTTON PL | I5-I6 |
| BROOK ST | C7 | GREENMEADOWS WY | H7-H8 | NUTLEY ST | C4-D4 | SYLVA ST | E3 |
| BROOKS LN | H5 | GREENHAM ST | D4-D5 | NYLA LN | B4 | TAKELMA WY | C3 |
| BUSH ST | C4, D3-D4 | GRIZZLY DR | H6 | OAK HILL CR | H6 | TAMARACK PL | G7 |
| BUTLER CREEK RD | B0 | GROVER ST | C2 | OAK KNOLL DR | I6-I7, J6 | TAYLOR ST | D5-D6 |
| C ST | D4-F4 | GUTHRIE ST | D5 | OAK LAWN AV | D3-E3 | TERRA AV | G6-G7 |
| CALIFORNIA ST | F4-F5 | HARGADINE ST | D4 | OAK MEADOWS PL | D3 | TERRACE ST | D4-D6 |
| CALLE GUANAJUATO WY | D4 | HARMONY CR | G6 | OAK ST | D1-D4 | TESSA LN | B4 |
| CALYPSO CT | F4 | HARMONY LN | G6-G7 | OAKWAY CR | G6 | THIMBLEBERRY LN | E4 |
| CAMBRIDGE ST | C2-D2 | HARRISON ST | E5 | OAKWOOD DR | B3 | THIRD ST | D4 |
| CAMELOT DR | E2 | HEATHER ST | D5 | OHO ST | D3 | THORNTON WY | B2-B3 |
| CAMPUS WY | F4 | HELMAN ST | D2-D4 | OLD MILL WY | H6 | TIMBERLINE TR | F7 |
| CANYON PARK DR | H7 | HEMLOCK LN | E3-E4 | OLD WILLOW LN | F4 | TOLLIVER LN | D3 |
| CAPELLA CR | H6 | HENLEY WY | D6 | ONIDA CR | F7 | TOLMAN CREEK RD | H4-H8 |
| CAROL ST | E3 | HENRY ST | C3-D3 | ORANGE AV | C3-D3 | TUCKER ST | B2-C2 |
| CASCADE ST | E6 | HERBERT ST | D5 | ORCHARD LN | B0 | TUDOR CR | I2 |
| CATALINA DR | C3 | HAWATHA PL | F7-G7 | ORCHARD ST | B3-B4, C3 | TUDOR ST | C2-D2 |
| CELANO WY | B2 | HIDDEN LN | I6-I7 | OREGON ST | F6-G6 | TWIN PINES CR | D4 |
| CENTRAL AV | C3, D3-D4 | HIGH ST | C3-C4, D4 | OTIS ST | C2 | UNION ST | D5, E4-E5 |
| CHAPMAN LN | H7 | HIGHWOOD DR | F7 | OTS ST | C2-D2 | UNIVERSITY WY | F5 |
| CHEERY LN | C2 | HILLCREST ST | D4-D5 | OVERLOOK DR | E2 | VAN NESS AV | C3-D3 |
| CHESTNUT ST | C2-C3 | HILLENDALE DR | J6 | OXFORD ST | C2-D2 | VAN SANT ST | C2 |
| CHITWOOD LN | H7 | HILLYWOOD DR | G6-G7 | PALM AV | F5 | VENTURA CR | G6 |
| CHURCH ST | C4-D4 | HITTL RD | C4-C5 | PALMER DR | F6 | VERDIA ST | G6-G7 |
| CLARENCE LN | E6 | HOLLY ST | D5-E5 | PAPE ST | B3 | VILLAGE GREEN DR | E4-F4 |
| CLARK AV | G6 | HOMES AV | G5 | PARADISE LN | G7 | VILLAGE PARK DR | F4 |
| CLAY CREEK WY | H6 | HOPKINS ST | G7 | PARK RIDGE PL | E3 | VILLAGE SQUARE DR | F4 |
| CLAY ST | G6, H4-H7 | HORN CREEK RD | A8-B8, C6-D7 | PARK ST | G6-G7 | VILLARD ST | H5 |
| CLEAR CREEK DR | D3, D4, E4 | HUNTER CT | G5 | PARKER ST | G5 | VISTA ST | D4 |
| CLINTON ST | E3 | IDAHO ST | E5 | PARKSIDE DR | D2-D3 | VORIS AV | D2 |
| CLOVER LN | I5-I6 | INDIANA ST | F5-F6 | PATRICK LN | A2-B2 | W FORK ST | D4-D5 |
| COBBLESTONE CT | E2 | INOWA ST | D5-G5 | PATTERSON ST | D3-E3 | W HERSEY ST | C3-D3 |
| COOLIDGE ST | C3 | IRISH LN | C0 | PATTON LN | E2 | W JACKSON RD | B1-B2 |
| COURTNEY ST | D5 | IVY LN | E6 | PAVILION PL | E2 | W NEVADA ST | C2-D2 |
| COVENTRY PL | C2-D2 | JACKSON RD | A0-A1 | PEACHER DR | G7 | W PEBBLE BEACH DR | I6 |
| CREEK DR | G5-H5 | JACQUELYN ST | H6-H7 | PEARL ST | D5 | WALKER AV | G4-G7 |
| CREEK STONE WY | E3 | JEFFERSON AV | I6 | PENNSYLVANIA AV | E5 | WALNUT ST | C2-C3 |
| CREEKSIDE RD | A4-B4 | JENNIFER ST | D5 | PENNY DR | F6 | WASHINGTON ST | I6 |
| CRESSVIEW DR | G7-H7 | JENSEN LN | G2-G3 | PEROZZI ST | D2 | WATER ST | D3-D4 |
| CROPPIN ST | D3 | JESSICA LN | D3-E3 | PHILIPS ST | E3 | WATERLINE RD | D6-G6 |
| CROCKER ST | H5 | JOY AV | G6 | PILOT VIEW DR | H2-H2 | WEDGWOOD LN | J6 |
| CROWSON RD | I7-I7 | JULIAN CT | E2 | PINE ST | C4-D4 | WEDGWOOD WY | F6 |
| CUB CR | H6 | KEARNEY ST | E5 | PINE ST | C4-D4 | WELLER LN | E5-E6 |
| CYPRESS CR | D2 | KENT ST | C2-D2 | PINECREST TR | F6-F7, G7 | WEST ST | C3 |
| CYPRESS POINT LP | J6-J7 | KESTREL PW | E2 | PLAZA AV | B4 | WESTWOOD ST | B4-C4 |
| DEAD INDIAN MEMORIAL RD | J4-J6 | KIRK LN | F4 | PLAZA LP | D7 | WIGHTMAN ST | F4-F5 |
| DEWNEY ST | E4-E5 | KNOLL CREST DR | I5 | PLEASANT WY | E6 | WILCOX LN | A1, B1-B2 |
| DIANE ST | H6 | LAKOTA WY | B2 | PLEASANT WY | E6 | WILLOW WY | E6 |
| DITCH RD | C3-C4 | LARKIN LN | E5 | PLUM RIDGE CT | E2-E3 | WILEY ST | B3-C3 |
| DOGWOOD WY | B3 | LARKSPUR LN | E3 | PLUM RIDGE DR | E2-E3 | WILLIAMS WY | D4 |
| DOLLARWOOD WY | H5 | LEES ST | F5 | POMPADOUR DR | H1-H2, I2 | WILLIAMS WY | D4 |
| DOVER AV | G7 | LEONARD ST | F6 | POPULAR PL | D3 | WILLOW ST | D2-D3 |
| DRAGON ST | D2-D3 | LIBERTY ST | E5-E6 | PRACHT ST | E3 | WIMMER ST | B3-C3 |
| DRAGONFLY LN | G7 | LILAC CR | F6-G6 | PRATHER ST | B3 | WINBURN WY | C4-C5, D4 |
| DREW LN | H7 | LINCOLN ST | F4-F5 | PRIM ST | B2-B3 | WINDSOR ST | F6-G6 |
| EASHLAND LN | C0 | LINDA AV | G7-H7 | PROSPECT ST | E6-F6 | WINE ST | G6-H6 |
| EHLERS DR | D3-E3 | LINDSAY LN | C2 | QUINT ST | C2 | WINTER DR | C6 |
| EHILLS DR | I4-I5 | USA LN | E6 | QUINCY ST | F2 | WOODLAND DR | F6-G6 |
| EJEFFERSON AV | I6 | LITWY | G6-G6 | QUINN LN | E5 | WOOLEN WY | C3 |
| EMAIN ST | D4-H4, H5-I5, J6 | LITHIA WY | D4 | RANCH RD | H8 | WRIGHTS CREEK DR | H6 |
| ENEVADA ST | D2-G2, H1, H2 | LONG WY | C4 | RAY LN | C2-D2 | YORK ST | C2 |
| EPEBBLE BEACH DR | I6-I6 | LOWE RD | A0 | RAY LN | C3 | | |
| EAGLE CREEK LN | H7 | LUNA VISTA ST | C3 | | | | |
| EAGLE MILL RD | C3 | LUPINE DR | H8 | | | | |
| EASTBROOK WY | | | | | | | |
| EASTERLING LN | | | | | | | |



- Map Key**
- Public Restrooms
 - Parking Locations
 - Electric Vehicle Charging Unit
 - Gate
 - Library
 - Fire
 - Police
 - Hospital
 - High School
 - Middle School
 - Elementary School
 - Bike Routes
 - RVTD Route #10
 - Creek to Crest Trail Route
 - Streets
 - Railroad Tracks
 - Dog Friendly Park
 - City Park
 - Ponds
 - Stream
 - Irrigation Ditch
 - City Limits
 - Southern Oregon University campus
 - Southern Oregon University
 - Oregon Shakespeare Festival
 - Chamber of Commerce
- Existing Trails**
- Hike Only Trail
 - Hike/Equestrian Only Trail
 - Multi User Trail
 - Bike Only Trail
 - Hike/Bike Only Trail
- Trails to be constructed**
- Hike Only Trail
 - Hike/Equestrian Only Trail
 - Bike Only Trail
 - Hike/Bike Only Trail

OUR PEOPLE

ASHLAND FIRE & RESCUE

is dedicated to protecting lives, property, and the environment. By delivering fire suppression, emergency medical, disaster management, fire prevention and public education services by professionally trained, dedicated personnel, we strive to achieve the highest quality of public service to our customers.



All photos courtesy Ashland Fire & Rescue

FIRE AND LIFE SAFETY DIVISION:



The **Fire and Life Safety Division of Ashland Fire and Rescue** is committed to protecting the community through Community Risk Reduction policies. Inspecting our commercial businesses to reduce the risk of fire events and promote a cooperative work experience with the inspection programs. Provide open dialog with our community partners and enforce the fire code equally for the protection of our beautiful community. For our business partners please visit www.ashland.or.us/Files/Fire%20Inspection%20Checklist%20-%20general.pdf for a list of common fire code violations our inspectors look for.



Want to Save a Life.....Get the App... Ashland Fire and Rescue proudly supports PulsePoint. Early CPR and defibrillation can make a significant difference in survival rates in sudden cardiac arrest. In the United States, 57% of adults have been

trained in CPR, but only 11% have ever utilized this skill. Get the Pulse Point App and help change that number for a safer community. www.pulsepoint.org



Fire protection in the City of Ashland began with Ashland Hose Company No. 1 in 1886.

Today Ashland Fire and Rescue responds to emergencies with highly specialized equipment and extremely well-trained personnel.

The members of the Ashland Fire & Rescue Department are honored to be of service to the community. We strive at every level to provide excellent customer service and professional, compassionate care.



ASHLAND'S COMMUNITY EMERGENCY RESPONSE TEAM

(CERT) continues to highlight civic engagement with well-trained, highly prepared volunteers willing and capable of supporting Ashland Fire & Rescue's response missions and other response agencies. CERT volunteers receive baseline training in specific areas of response to align with emergency response agencies and provide critical support where and when needed. Ashland is proud to parent one of the most robust CERT programs in the Rogue Valley with over 200 active members.

What can CERT do for you?

Basic Training is free and open to the public. The Ashland CERT training program includes fire suppression, disaster medical operations, search and rescue, emergency response organizational structure, termed Incident Command System, disaster psychology, two-way radio operations, and hazardous response procedures.



Map Your Neighborhood. The Map Your Neighborhood (MYN) program provides community outreach. It encompasses small neighborhood disaster planning and response, incorporating the individual neighbors' skills and expertise and equipment inventory into planning for a catastrophic event. The MYN program attempts to promote readiness and action among neighbors through the response planning process. Neighbors taking advantage of the planning program identify individual needs of families with small children, pets, elderly and infirm and what appropriate actions are necessary to respond to these neighbors in a disaster.



The **Emergency Prepared Business Program (EPB)** continues to strengthen the community through free training sessions providing area businesses the necessary steps and assistance to become better prepared. The EPB program aims to create resiliency countering local businesses suffering a major disaster to enable them to stay in business and thrive in terms of financial stability.



OPERATIONS & EMERGENCY SERVICES

2017 Statistics

4183

CALLS FOR
SERVICE

82

FIRES

2931

MEDICAL CALLS

2138

PATIENTS
TRANSPORTED

11,800

TOTAL
TRAINING
HOURS
COMPLETED

What other preparedness tools can Ashland Fire & Rescue offer you?

Ashland Fire & Rescue

Michael D'Orazi, Fire Chief
455 Siskiyou Boulevard
Ashland, Oregon 97520
Phone: (541) 482-2770

CERT

Terri Eubanks, Coordinator
Phone: (541) 552-2226

OUR PEOPLE

FIRE ADAPTED COMMUNITIES



The City of Ashland is dedicated to providing residents the tools to create fire safe landscaping and use fire-resistant construction materials to protect lives, property and firefighters in the event of a wildfire. One of the main tools provided is a FREE Firewise Assessment provided by the Fire Adapted Communities Coordinator at Ashland Fire & Rescue. This one hour comprehensive assessment includes a walk around your home and property where specific recommendations are provided for the landowner. Call (541) 482-2770 for your Firewise Assessment!

Community preparedness is also a part of being firewise. The program gives residents the essential tools for safe evacuation during a wildfire.



FIREWISE USA™
Residents reducing wildfire risks



Photo by Graham Lewis

Alison Lerch, Fire Adapted Communities Coordinator

FireWISE USA

Ashland is a beautiful city that rests on the foothills of the Siskiyou Mountains and is surrounded by generous amounts of open space and forestland. These qualities are some of the reasons that people love to live here,

but they pose a significant wildfire threat to the city. After the Oak Knoll fire of 2010, the city started working with the Firewise USA program to encourage residents to take proactive actions to reduce the wildfire risk around their homes and neighborhoods.

The City of Ashland is also a leader in the Firewise USA program which provides residents with the knowledge and skill necessary to reduce impacts from wildfire. To date, Ashland has 28 recognized Firewise USA neighborhoods, with some of them in the program for 8 years. The Firewise USA recognition program enables communities in all parts of the United States to achieve a high level of protection against wildfire as well as sustainable ecosystem balance. Find out how today by visiting firewise.org, or by calling Ashland Fire & Rescue and asking for more information about how your neighborhood can become Firewise!

10 Easy Steps to help reduce a home's wildfire risk

- 1 Clean your roof/gutters of leaves and needles
- 2 Clear the view of your house number so it can be easily seen from the street
- 3 Trim all tree branches overhanging your house and within 10 feet of your chimney
- 4 Rake debris accumulation away from your house 3-5 feet
- 5 Cut back trees & shrubs from shoulder of driveway
- 6 Familiarize yourself with Ashland's Weed Abatement Ordinance, found at www.ashland.or.us/weeds
- 7 Prune lower branches of trees 6-10 feet off the ground within 30 feet of home
- 8 Clear dead wood and dense flammable vegetation within defensible space
- 9 Remove any wood/flammable materials from underneath decks and balconies
- 10 Relocate woodpile at least 30 feet from structures

Want more information?

Visit www.ashlandfirewise.org
Be aware of Ashland's Wildfire Hotline (541-552-2490), 1700 AM radio broadcasts and www.ashland.or.us for wildfire information

COMMUNITY — WAYS TO ENGAGE

Ashland affords many opportunities to utilize extensive community resources to expand your horizons, entertain your kids or yourself and give back to others through volunteering.

Numerous organizations need and value your time, expertise, and financial resources to help build community programs to enhance society and the world.

Giving back to the community where you live gives immense satisfaction gained from time spent with others of like interest on causes and issues that are important to you. From the Ashland Garden Club to the American Legion, from two Rotary Clubs to Soroptimist International of Ashland, hundreds of organizations and thousands of citizens give back every day. They welcome your participation. For a complete list of clubs and organizations, go to ashlandchamber.com/local

All ages have access to a robust and vibrant YMCA. Kids can engage in sports throughout their entire upbringing from Little League to soccer, basketball and football. Mt. Ashland Ski Area provides a ski school for ages 3 and up along with race training, free style programs and local, outdoor fun for all ages. ScienceWorks Hands-on Museum is a fun, engaging science center with over 100 interactive exhibits for children and adults alike offering life science shows, educational programs for students and teachers, as well as, public programs. Girl Scouts and Boy Scouts have very active troops in Ashland giving back through their community engagement.



Photo by Graham Lewis

Ashland Public Library

Learn. Connect. Grow.
with your LIBRARY

The Ashland Public Library is a branch of Jackson County Library Services. It is a popular community center, serving over 700 visitors daily.

With your library card, you have access to one of Oregon's largest library systems—fifteen branches countywide, as well as Rogue Community College's three library sites. These free libraries are a treasure for lifelong learners. Each branch offers:

- all types of books (including downloadable ebooks and audiobooks), magazines, and popular DVDs
- free wireless service, and hotspots you can borrow
- friendly staff to assist with your information needs
- public Internet workstations and printers
- attractive, comfortable public meeting rooms for use by groups and businesses.
- an impressive array of programming for adults, teens and children

Ashland Public Library events include free movies, teen gaming days, author visits, writing workshops, book discussion groups and a monthly local history lecture series. Our digital services staff can be scheduled for one-on-one help sessions to assist with technology questions.

For young families, there are children's story times and programs including "Toddlerobics." For all new parents (and grandparents) there are special "Babies" and "Wobblers" programs to introduce and promote early literacy skills.

Schoolagers have access to a world of resources from books and computers to friendly librarians ready to help with homework assignments. There are also weekly programs to enjoy throughout the summer.

Many of the online "subscription only" databases can also be accessed from home, using your JCLS library card. And lifelong learners can easily access the library's website to find a new CD, DVD, or book.

Access to so much is easy. Logon to our web site: www.jcls.org or call us at 541-774-6996 with your questions—whether they're about the library or anything else in your new hometown. Better yet, come in for a visit. We look forward to meeting you.

The Friends of the Ashland Public Library is an active volunteer group who support the library through volunteering, fundraising, and advocacy. The Friends hold an ongoing book sale in the library lobby, where you can purchase good quality used books any time the library is open. Book donations to the book sale are always welcome at the circulation desk. To learn more or to join, visit www.AshlandFriends.org. Membership forms are also available at the library. We hope you will join us.

Ashland Emergency Food Bank

For over 45 years, Ashland Emergency Food Bank (AEFB) has provided food, free of charge, to residents of Ashland, Talent and surrounding rural areas in those zip codes. Each month, AEFB serves approximately 650 families, representing about 1,700 children and adults. Customers include the under-employed, working poor, unemployed, students, seniors, families, chronically ill, those with disabilities and the un-housed. Thirty five percent of those receiving food are children under the age of 18. Their goal is to provide each individual or family enough groceries for breakfast, lunch and dinner for two to three days. AEFB also distributes food to other community organizations serving those in need, including Uncle Foods Diner, St. Vincent de Paul, and the Catalyst Program and Maslow Programs at Ashland High School. As an Emergency Food Bank, people can shop one time per month for themselves or their families. Visit www.ashlandemergencyfoodbank.org for more information.

YOUR Ashland REALTOR



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PRINCIPAL BROKER/OWNER



POKII ROBERTS
BROKER/OWNER



VICTORIA SHEADEL
BROKER



CAMILLA CASSITY
BROKER



HELEN WHITCOMB
BROKER



JOHN STEINBERGS
PRINCIPAL BROKER



MARY LOU GROSS
BROKER



JOHN WIECZORCEK
BROKER



GRETSKI LIEBERMAN
BROKER



ANNA HOUPPERMANS
BROKER



LISA NORVELL
BROKER



ANNETTE PUGH
BROKER



JULIE DOWNEY
BROKER



RHONDA LEWIS
BROKER



TRACY PEDDICORD
BROKER



SHELLY COX
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www.AshlandFriends.org

www.JCLS.org

Friends of the Ashland Public Library

Ashland Public Library
Phone 541-774-6996
410 Siskiyou Blvd.
Mon 10a-8p;
Tues & Wed 10a-6p;
Thurs & Sat 12-5p;
Fri Closed; Sun 12-4p

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Children's Storytelling.
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Programs. Author Nights.
Community Film Program.
Library Book Sales. Volunteerism.
Special Book Purchases.



Ashland Public Library.
The Heart of the Community.
Start your Ashland Experience Here.

50 YEARS OF FRIENDSHIP — OUR SISTER CITY — GUANAJUATO, MEXICO



Photo courtesy Amigo Club

Cultural exchanges have occurred for many decades in Ashland due to the international connections in education first created by Southern Oregon University with faculty and student exchanges. Today, we experience an expansion of global connections through businesses conducting international business, theatre and music exchanges and as the home US Fish and Wildlife Forensic Lab.



Photo by Graham Lewis

In 2019, we will be celebrating the 50th year of our official Sister City relationship with Guanajuato, Mexico of this much-beloved cultural partnership. In the late 1960's, a Southern Oregon University language professor rented a bus and took some students to Mexico over Christmas vacation. The idea caught on and the professor, Graciela "Señora Chela" Tapp-Kocks, began leading students and community members on annual visits. The featured destination was Guanajuato, a colonial mining town and

cultural center in the mountains of the Sierra de Guanajuato in Central Mexico. Inspired by their people-to-people contacts, Sra. Chela and a group of enthusiastic community boosters became the support network for the exchange of students, academics, professionals, city officials and common citizens between the two cities. The Amigo Club grew out of that group in 1969. The Amigos pushed hard for the Sister City affiliation, and its academic members encouraged the founding of the Amistad student-exchange program between Southern Oregon University and the Universidad de Guanajuato that is still thriving today. This association has been of great benefit to students, faculty and administrators from the two institutions, and residents of both cities. The Ashland Chamber shares a business and cultural exchange with Guanajuato. The Amigo Club remains the key support group that has helped keep alive Ashland's enthusiasm for the Sister City relationship with Guanajuato.

There are many reasons that Ashland, Guanajuato and our respective schools are such logical and successful choices as Sister Cities and Universities. Both cities are the home to Universities. Both cities have beautiful parks and tourism plays a major role in both economies. Both have central plazas and are known cultural centers in their respective regions valuing historic and architectural preservation.

As a World Heritage site, and stated in their publication, "Guanajuato is nestled in a narrow gorge of the Sierra Madre in the heart of Mexico, and is one of those post-Columbian towns hewn out of rock that seem to spring straight from the mountains. The town lies above a network of subterranean streets. Its majestic old mansions, baroque and neo-classical churches, palaces, convents and hospital have all the charm of a bygone era."

Guanajuato's counterpart to the Oregon Shakespeare Festival is the International Cervantes Festival (Festival Internacional Cervantino), an annual three-week celebration in October that features artists from around the world. The festival is considered one of Latin America's most important cultural events. Guanajuato is home to many artists and galleries. It is the birthplace in 1886 of Diego Rivera, the muralist credited with single-handedly changing the course of a country's art. Founded in the early 16th century, Guanajuato became the world's leading silver-extraction center in the 18th century. It played a major role in the War of Independence led by the rebel priest Miguel Hidalgo in 1810.

Lions and Rotary Clubs work to make their international aspects have local meaning as they work with their counterparts in Guanajuato. They cooperate in projects such as housing, medical supplies, and emergency equipment. Lion, Leo VanDijk, was honored for his work during the 40th anniversary Celebration.

The people-to-people relationship is most prized on both sides of the sister city relationship having formed hundreds of friendships and over eighty marriages!

Ashland residents, Barry and Kathryn Thalden, through their philanthropy envisioned and coordinated the idea of having

two murals, one in each city, symbolizing not only the sister city relationship but the shared appreciation of the arts and culture fostering tourism and creating community pride. In Ashland, the mural is on Calle Guanajuato, located behind the downtown Plaza buildings, entitled "Streets of Guanajuato" by mural painter, Laura "Loreta" Rangel Villasenor. Laura was in residence in Ashland while painting the mural, worked with selected SOU

art students and received technical support from local Ashland artist and muralist, Denise Baxter. The second mural, "Where Culture Meets Nature" incorporating highlights of Ashland scenes is located near the entrance to the City of Guanajuato and near Calle Ashland. Ashland artist, Denise Baxter, designed and painted the mural with the assistance of art students from the University of Guanajuato.

Two Murals connect two cities

Both Guanajuato and Ashland have a strong relationship with art. Guanajuato is home to many artists and museums. It is the birthplace in 1886 of Diego Rivera, the muralist that single-handedly changed the course of his country's art.

As both cities plan for the 50th Celebration in 2019, all are hoping to continue this exchange for at least another 50 years.



Photo by Brandon Goldman



Photo courtesy Barry Thalden

OUR PEOPLE

HEALTH AND WELLBEING PARTNERSHIP

The **Ashland Health and Wellbeing Partnership** was developed by the Chamber with funding support provided by Asante Ashland Community Hospital. This partnership includes individual business, organizations, the City of Ashland, Southern Oregon University, the Ashland School District, the Oregon Shakespeare Festival, United Way of Jackson County, Asante Ashland Community Hospital among others.

We believe health and wellbeing is a community issue defined by our quality of life. We believe health is more than healthcare. Health is a state of physical, mental, spiritual and social wellbeing and not merely the absence of illness.

We believe in creating a healthy environment that is life sustaining for future generations. Epidemiology tells us that the health of one generation impacts the next. We want a community that supports wellbeing for our children's children.



Photo by Darren Campbell

Overall wellbeing is measured by success in 5 key categories



- 1. Physical:** Having good health and enough energy to get things done daily
- 2. Purpose:** Liking what you do each day and being motivated to achieve goals
- 3. Social:** Having supportive relationships in your life
- 4. Financial:** Managing your economic life to reduce stress and increase security. This includes food security, managing money and living within means, and stress and worry associated with money.
- 5. Community:** Liking where you live, feeling safe, and having pride in your community

People thriving in all five categories (versus just physical) are:

- 36% more likely to report full recovery after hardship
- Over 2x more likely to exhibit adaptability to change
- 23% more likely to have donated to charity
- 43% more likely to have volunteered

Mission: The Ashland Wellbeing Partnership exists to inspire, entice, promote and support behavior, knowledge and environmental changes that make it easier for people who live, learn, work and/or play in Ashland to achieve their greatest wellbeing.

Vision: Our Vision is to create an environment that entices, engages and supports our community with equitable opportunities to strive for an achieve our greatest wellbeing.



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Photo by Graham Lewis

OUR PEOPLE

ASHLAND
CITIZENS
TURN
DREAMS INTO
REALITY TO
MAKE THE
WORLD A
BETTER PLACE



Photo courtesy Ashland Culture of Peace Commission

The **Ashland Culture of Peace Commission**, established in 2015 by the Ashland City Council, joined cities around the world to build community through respect for diversity, liberty and compassion.

The Ashland Culture of Peace Commission's mission is "to inspire, activate and model a culture of peace which will serve as a beacon of light for all humanity". The recognition as an International City of Peace is an official acknowledgment of a culture that has long existed in this community built on a tradition that has been carried forward by institutions such as Peace House, along with the thousands of individual citizens who understand the power of peace in effecting positive change in the world.

The Commission has been designated as Keeper of the Flame, for the World Peace Flame Monument at the Thalden Pavilion, Sustainability Center on the Southern Oregon University Campus on Walker Avenue will be lit on September 21, 2018. The lighting ceremony will be live-streamed through Peace Day Global Broadcast to over one million people as an international broadcast highlighting special activity on the United Nation's International Day of Peace. The World Peace Flame is a symbol of peace, unity, freedom and celebration. ACPC maintains the flame to inspire the flames in everyone's heart. Irene Kai and David Wick are the individuals who have envisioned this effort and keep it alive with support and engagement by hundreds of Ashland residents. They are the ones who encouraged the establishment of the Ashland Culture of Peace Commission. For more information: ashlandcpc.org

The **Emigrant Lake Outdoor Center** is a \$3.5m project to design and build a new Outdoor Center at Emigrant Lake to be used by all non-motorized sports including rowing, kayaking, standup paddle board and sailing. The Center will be a magnet in the Rogue Valley for competitive athletes and for those who wish to experience firsthand the natural beauty of the area. Ashland resident, James Adams, envisioned the concept of this outdoor center and has spearheaded to project.

The Center will be sited on the lake shore inside the park which is run by Jackson County. The design and development of the project is being spearheaded by Rogue Rowing with the enthusiastic support of Jackson County, the Bureau of Reclamation, the National Parks Service and the Oregon Marine Board.

Rogue Rowing was originally the Ashland Rowing Club and was founded 15 years ago and run by a group of passionate amateurs. Today, with professional leadership and

coaching, the membership has grown and now includes high school students from around the valley, an SOU crew team, an Adaptive program, Veterans program and a Masters program. Each summer Rogue Rowing has hosted 70 athletes from the Junior Nationals program who train on Emigrant Lake. As recognition of this progress, US Rowing named Rogue Rowing the national 2017 Club of the Year against competition from 1,300 other clubs.

The current boathouse, which is not located on the lake, is at maximum capacity and a new facility is needed urgently. The new Center is expected to be around 25,000 sq.ft and will be large enough to host Rogue Rowing and other members of the non-motorized sports community who enjoy the lake. Rogue Rowing will run the facility and will make available to visitors and the community kayaks, SUPs and sailboats. It will be a gathering place for the Rogue Valley community and the regattas will bring hundreds of new visitors each year. It will be a showcase to young people, their parents and other visitors of the stunning environment and great outdoor opportunities that the Rogue Valley has to offer. Plans are to complete architectural plans by May 2019, groundbreaking in Fall 2019, completion in Summer of 2020. For more information go to roguerowing.org.



Photo courtesy Rogue Rowing



Photo courtesy Rogue Rowing

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HEALTH CARE

Health Care is one of the largest industries in the country and is projected to continue to expand. Advances in technology and greater emphasis on cost-effectiveness have led to changes in the structure, organization and delivery of health care services. For example, while hospitals traditionally were the primary providers of acute care, advances in technology, along with cost controls, have shifted much care from inpatient settings to ambulatory or community based settings, nursing facilities and home health care settings. Three key health care industry trends are apparent in Oregon: (1) Technological advances and innovative practices will improve delivery of health care services and the high demand for health care workers will remain. (2) The shift from inpatient, institutionalized care to outpatient services and preventive care continues to move along the continuum as alternative, holistic approaches to health care develop. Unlike other states, Oregon spends more Medicaid dollars on home and community based services than on institutional care provided in nursing homes. (3) The greatest challenge to U.S. health care in the 21st century is the aging population of Baby Boomers who will require increased medical care and services.

The Employment Department expects private health care employment to continue to grow 22% from 2014 to 2024, adding 39,500 jobs in Oregon. Job opportunities within the health care industry are not limited to just traditional health care occupations. Health care institutions will need many accountants, personnel specialists, file clerks, secretaries, food service staff, housekeepers and others. Demand for workers not only depends on the needs of the population but also on how providers, hospitals, nursing homes, clinics, home health and others decide to use health workers in delivering care. Demographic pressures associated with an aging population are expected to both increase demand for health care services as well as the number of job openings from workers retiring.

The health care and social assistance industry in Ashland is strong and growing with 152 firms, an average annual pay of \$43,235 and total payroll of \$57,199,607 in 2016.

Source: Oregon Employment Department

Complementary and Alternative Medicine

Ashland has attracted a wide variety of alternative and complementary health care practitioners as well as a large percentage of residents who value them. Not only are there the allopathic health care facilities mentioned in this section, there is also an abundance of Chiropractic and Naturopathic Physicians, Acupuncturists, Homeopaths, and Massage Therapists. Many find Ashland to be a safe and healthy community to raise their families by virtue of the options regarding complementary and alternative medicine in conjunction with their allopathic medical care choices. With massage therapists who practice everything from Reiki to Roling, pediatric to orthopedic chiropractic care, acupuncturists specialized from fertility to sports medicine, and naturopathic physicians in private practices, hospitals, and community health centers, Ashland invites people interested in proactive prevention and comprehensive healthcare.

Rogue Community Health / Ashland

Rogue Community Health (formerly Community Health Center) was founded in 1972 as the result of concerned community residents in Ashland, Oregon, coming together to solve a problem. Today, the nonprofit organization provides affordable primary and preventive health care services for people of all ages and backgrounds through clinics in Ashland, Butte Falls, Medford, Prospect and White City. The mission remains to promote the health of low-income, working uninsured, and other vulnerable adults and children in Jackson County, Oregon.

Rogue Community Health best serves lower income uninsured or underinsured individuals and families. Their vision is to be a leader in reducing barriers to achieving optimal health and to support workforce development. They offer an integrated health model of care that considers all medical and social aspects to patients' lives to achieve wellness. A generous sliding-fee scale is available to assist those qualified.

**For information, (541) 773-3863 or roguecommunityhealth.org
Find them on FaceBook at:
facebook.com/chcoregon**



Photo courtesy Asante

Asante Ashland Community Hospital

Over the past 100 years, the hospital has grown from its grassroots of caring for the sick and injured into a vital community partner. The most notable partnerships focus on educating and training the next generation of caregivers.

Asante provides Ashland High School students with opportunities in the hospital setting to learn about health care careers. The hospital also co-hosts an annual career day with the high school and Rogue Community College for students to learn about programs that will help them land health care jobs that are in high demand.

Also at Ashland High School, Asante funds the athletic trainer position. "Our support to the athletic program is about injury prevention and keeping athletes healthy through sports medicine initiatives," said Sheila Clough, CEO of Asante Ashland Community Hospital.

In 2017, more than 200 college students from Southern Oregon University, Rogue Community College and Oregon Institute of Technology who were seeking health care credentials did internships and course studies at the hospital.

These opportunities are ongoing for students studying to become doctors, physician assistants, nurse practitioners, registered nurses, radiology technologists and phlebotomists. School partnerships are just

"We feel strongly about the need to improve the overall health of the community."

- Sheila Clough, CEO
Asante Ashland Community Hospital

one aspect of Asante Ashland's commitment to the people it serves. "We feel strongly about the need to improve the overall health of the community," Clough said.

Asante Ashland is a five-star hospital, the highest rating awarded by the Centers for Medicare & Medicaid Services. As an Asante hospital, it is part of a Watson Health designated 15 Top Health Systems in the nation.

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PROVIDENCE MEDFORD MEDICAL CENTER



Photo courtesy Providence Medford Medical Center



Photo courtesy Providence Medford Medical Center

For more than a century, **Providence Medford Medical Center** has provided exceptional health care to people throughout southern Oregon and northern California with the backing of the third largest health care system in the country. Providence Medford's team of physicians, nurses and caregivers fulfill the promise of our Mission and work to improve health in all our communities.

Providence's excellence is built on a foundation of programs and services including:

- **Primary care and specialty medical services:** Providence Medical Group is southern Oregon's largest multi-specialty medical group, providing integrated services for family practice, internal medicine, urgent care, cardiology, obstetrics, gynecology, pedi-

atrics, radiology, neurology, and general and vascular surgery. We have convenient locations throughout the valley, including our new Providence Stewart Meadows Medical Plaza, which opened in early 2018 (pictured above).

- **Virtual visits:** Skip the wait and see a provider from wherever you are with a secure, real-time virtual visit via your smartphone, tablet or laptop with Providence Express Care Virtual. Available seven days a week with extended hours, a visit is \$49 or less and many insurance plans are accepted.
- **Heart care:** A full range of diagnostic, treatment and cardiovascular disease management services is available through Providence. Providence Medford is the only location in the valley providing the "radial first" approach to heart catheterization. Providence has been consistently recognized for excellence in heart care by the American Heart Association.
- **BirthPlace:** The only Baby-Friendly™ designated hospital in Jackson County, Providence BirthPlace offers complimentary doula services to enhance every mother's birthing experience. Providence BirthPlace also serves as a breast milk depot for the community, offering nursing mothers the opportunity to donate their breast milk to newborns in need.
- **Minimally invasive surgery:** Providence Medford has the most advanced minimally invasive surgery program in southern Oregon. We offer general surgery, urological, gynecological and orthopedic surgery using minimally invasive robotic techniques. These procedures minimize incisions and surgical scarring.
- **Sports medicine:** Our comprehensive sports medicine program helps athletes and weekend warriors of all ages. Certified athletic trainers work with athletes at local high schools, sports medicine physicians use the

latest technology to keep you at the top of your game and Providence's physical therapy program takes advantage of the AlterG anti-gravity treadmill and a sports simulator to get you back in action.

- **Stroke care:** Designated as a nationally accredited stroke center for the treatment and care of stroke patients, Providence is the only hospital in southern Oregon able to perform lifesaving mechanical thrombectomies. Providence's stroke services have received the highest possible recognition by the American Heart Association six years in a row.
- **3D mammography:** The Leila J. Eisenstein Breast Center is southern Oregon's only center of excellence for breast imaging and the first in the Rogue Valley to offer all patients advanced 3D mammography technology. 3D mammography results in fewer callbacks, a 40 percent increase in the diagnosis of invasive breast cancers and produces less radiation than a traditional mammogram.
- **Spine and joint care:** Providence provides a comprehensive, multidisciplinary approach for the treatment of spine, back and joint injuries. From physical therapy and noninvasive techniques to the latest in surgical technology, Providence offers everything you need to continue living life in motion.

For information, call 541-732-5000 or visit us at www.providence.org/medford.



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Robotic-assisted surgery • General and vascular surgery • Sports medicine

For more information, call us at 541-732-5000 or visit us at Providence.org/medford.



OUR PEOPLE

BUSINESS: MAKING A DIFFERENCE IN OUR COMMUNITY

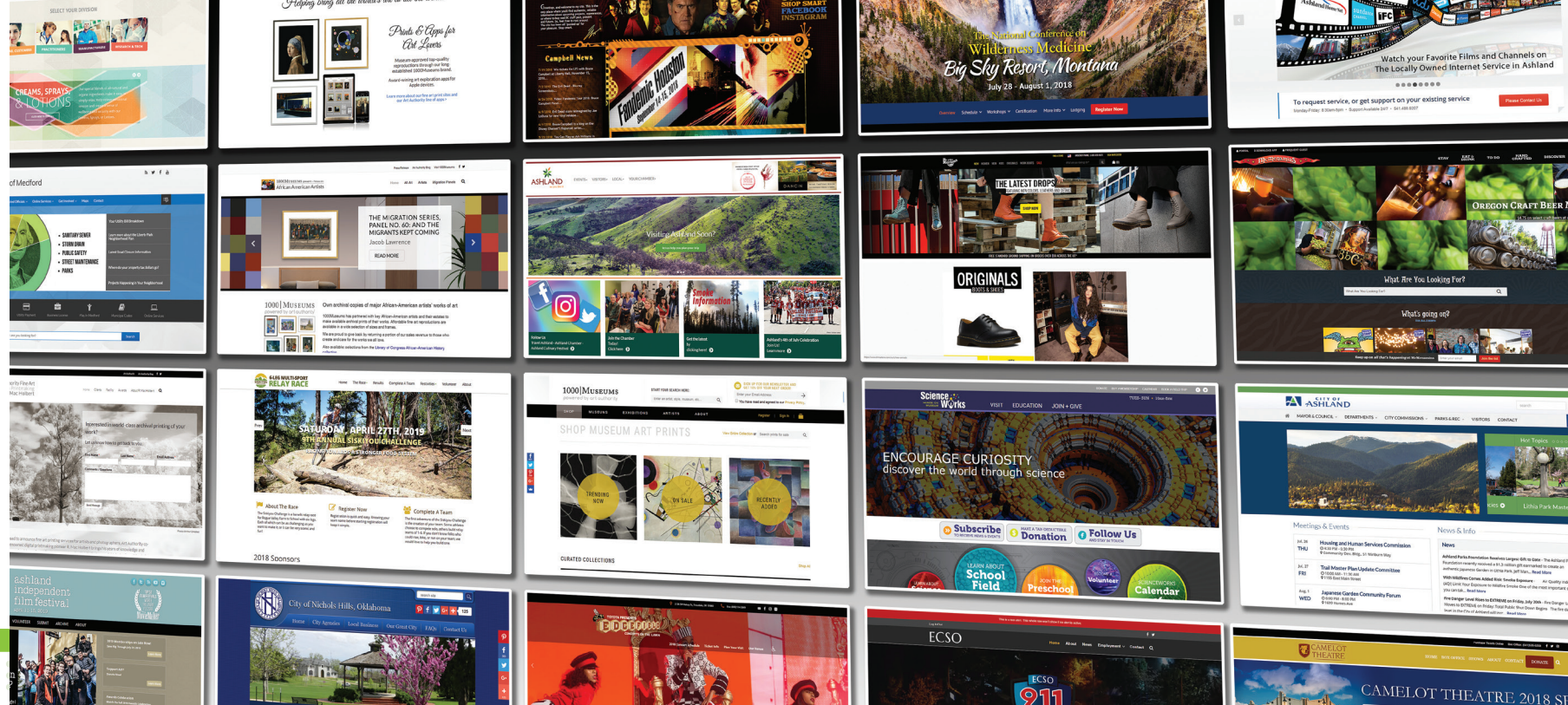


Photo courtesy Project A

Schools and global enterprises like Dr. Martens and Oregon based corporations such as McMenemy's.

Jim was instrumental in the design and implementation of the Ashland Fiber Network and volunteered his time to provide classes to the business community so that they would be able to take advantage of the internet immediately.

Ten years ago they acquired Ashland Home Net and grew it into the largest Internet Service Provider in Ashland by focusing on delivering world class customer service to it's Ashland only customer base. Ashland Home Net is now the only local choice for Cable TV, High Speed Internet and Phone Service in Ashland.

Five years ago they launched RogueBroadband.com, delivering high speed wireless internet to rural homes and businesses throughout Jackson County. They have expanded into Roseburg under the UmpquaBroadband.com brand.

Two years ago they launched with 3 other Ashland Entrepreneurs, ArtAuthority.Net. An Ashland based printing company that sells licensed museum art to customers all over the world via the website 1000Museums.com.

Since moving to Ashland they have also made a reputation for themselves as LocalHeroes. This isn't just because of the countless volunteer hours they both give annually to worthwhile causes in Southern Oregon, but also because they work with local municipalities, school districts, non-profit groups and small businesses to make sure they are future proofing themselves.

Jim has served on the Ashland Chamber of Commerce board (Past President) and has served for many years on the Ashland Chamber's Business Retention & Expansion Task Force and Economic Sustainability Committee, chairing both at different times. He currently serves on

SOU's foundation board, People's Bank of Commerce Board, The Northwest Telecommunications Association board(chair) and the Jackson County Fair/Expo Board (past chair).

Dena serves as president of the Hope Equestrian Board and a 4H club leader.

The list of accomplishments and involvement is too long to print here and you need to visit JimTeece.com for the full picture.

They have enjoyed decades of successfully living and doing business in Ashland and have recently re-committed to an idea they had a couple of years ago.

Be.ALocalHero.com - They created a website to encourage and inspire others to commit to doing as much business as they can locally, Connect to as many local non-profits as they can and to record each time a person takes local action. You earn points for everything you do inside the local ecosystem, from signing up to volunteering your time. Their goal is to add 10,000 local Heroes to the list in the next year.

Ashland's Entrepreneurial Ecosystem works best when the business owners give back as a core part of their mission and values. Jim and Dena are great examples of entrepreneurs that grow world class businesses and also make sure they give back.

Companies owned by Jim & Dena

Project A
Custom software, apps and websites.
[Project A.com](http://ProjectA.com)

Ashland Home Net
Cable TV, High Speed Internet, Phone
AshlandHome.Net

ROGUE BROADBAND
Rogue Broadband
High Speed wireless internet for Rural Jackson County.
RogueBroadband.com

Art Authority (Partner)
High Quality, Licensed, Museum Art Prints.
ArtAuthority.Net

Jim's Top 5 places to get involved in Ashland and **Be.alocalhero.com**

- 1 Ashland Chamber of Commerce**
Volunteer to help with one of the many events they put on a year.
AshlandChamber.com
- 2 City of Ashland**
Volunteer to serve on a committee.
Ashland.OR.US
- 3 Ashland School District**
Volunteer (Adopt) a school or classroom.
Ashland.K12.OR.US
- 4 Southern Oregon University**
Volunteer to serve on one of several non-profits that support the University.
<https://giving.sou.edu/>
- 5 Ashland Independent Film Festival**
Join hundreds of others in Southern Oregon that volunteer every year to pull off this world class festival.
AshlandFilm.org

Jim Teece and Dena Matthews moved to Ashland in 1992 with one employee. Their software company, Project A, was founded in 1990 in Glendale, Arizona while Dena was getting her masters degree in international management and they relocated to Ashland for quality of life reasons. In the beginning they developed customer software for Apple Computer, Taco Bell Corp and CB Richard Ellis. Today they develop custom websites, apps and backend systems for Chambers, Cities,

HOUSING & REAL ESTATE



Photo courtesy Coleman Creek Construction

Ashland Conservation Programs

The City of Ashland is committed to green building practices as well, from new construction to small remodels to individual appliance purchases. **The Ashland Conservation Division** was established more than 30 years ago and is responsible for operating water, recycling, air quality and energy conservation programs. The division works with Ashland residents, businesses,

the **Ashland School District, Southern Oregon University, Asante Ashland Community Hospital** and other community groups, to increase the efficiency of their resource usage. The Conservation Division offers energy and water expertise, programs and guidance to Ashland residents and contractors. Zero interest loans or cash incentives are available to both residential and business customers for implementing the efficient use of electric energy in both new construction and existing homes. Solar electric system and solar water heating incentives are also available.

The Conservation Staff conducts free on-site energy and water analysis reviews to identify ways to increase efficiency.

For more information on resource efficiency and conservation in Ashland, or to get started building your green home, please contact the City of Ashland's Conservation Division at 541-488-5306 or visit www.ashland.or.us/conserve.

In addition to the City of Ashland's green building policies, there are also environmentally friendly companies that offer remodeling and commercial development. **D.A. Boldt Construction** is a certified green builder who offers both residential and commercial new construction and remodeling. And, Mike Neely, president of **Ken Krumdieck Inc.**, is a Certified Green Professional in the industry.

Ashland has companies like **Adroit Construction**, which focus primarily on large commercial development and construction throughout our region and beyond, in addition to smaller builders, contractors and developers whose focus is also on building quality projects. Communities such as **Mountain Meadows Retirement Community**, which has won national acclaim, are architecturally designed around Ashland's beautiful natural setting.

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Broker, CRS

Barbara Allen
Broker, CRS, GRI, CRB

Suzanne Mihocko
Broker

Kim McMurtey
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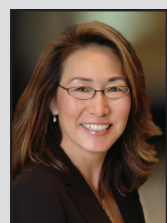


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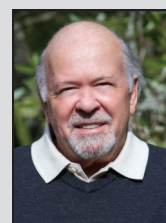
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Greg Williams
541-261-2712



Pam Lorange
541-301-4994



Bruce Lorange
541-301-6869



Karen Larsen
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Dale Verger
541-944-6707



Catherine Hatfield
541-261-1797



Jed Latvala
541-951-6898



Michael Engelstein
541-621-7870



Marilyn Stewart
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Residential New Construction Program

The City's "SmartBuild" program also incorporates Earth Advantage certification along with high efficiency heating systems and water heating to help builders and homeowners to push beyond standard energy efficiency in their projects, by incorporating to incorporate air quality improvements, reduction in use of potentially harmful or unsustainable products and materials while and reducing their physical impact on the surrounding property. The home must pass diagnostic tests which demonstrate that the house and duct system are tight and energy efficient, as well as demonstrate that approved products and materials were incorporated into the construction of the structure. WaterSense certification incentives provide water conservation solutions to the SmartBuild package. For homeowners and builders wanting to seek the most sustainable home possible, SmartBuild also has incentives for "Net Zero" construction, the combination of ultra-high efficiency and on-site solar system that results in a home with an annual energy consumption of zero. For more information on determining how the SmartBuild program options fit with your new construction plans visit the Conservation Division website at www.ashland.or.us/smartBuild.

For more information on residential energy conservation programs, call (541) 552-2063.

Water

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Conservation Division

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David Sprague
Principal Broker
Owner
541-944-7187



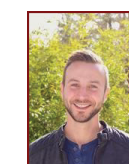
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Broker
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Sara Walker
Broker
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Susan Gabrielle
Broker
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Joan Roberts
Broker
541-727-8806

DEMOGRAPHICS & HOUSING DATA

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates

| DEMOGRAPHIC AND HOUSING ESTIMATES (2012 TO 2016) | | |
|--|----------|---------|
| | Estimate | Percent |
| Total population | 21,002 | |
| Male | 9,438 | 44.9% |
| Female | 11,564 | 55.1% |
| Under 5 years | 612 | 2.9% |
| 5 to 9 years | 1,105 | 5.3% |
| 10 to 14 years | 1,043 | 5.0% |
| 15 to 19 years | 1,467 | 7.0% |
| 20 to 24 years | 1,888 | 9.0% |
| 25 to 34 years | 2,398 | 11.4% |
| 35 to 44 years | 2,254 | 10.7% |
| 45 to 54 years | 2,082 | 9.9% |
| 55 to 59 years | 1,683 | 8.0% |
| 60 to 64 years | 1,985 | 9.5% |
| 65 to 74 years | 2,731 | 13.0% |
| 75 to 84 years | 1,103 | 5.3% |
| 85 years and over | 651 | 3.1% |
| Median age (years) | 44.5 | |

Population: In the 2012-2016 American Community 5-Year Survey, Ashland had a total estimated population of 21,002 – 9,438 (44.9 percent) males and 11,564 (55.1 percent) females. The median age was 44.5 years. 83.5 percent of the population was over 18 years of age and 21.4 percent were 65 years and older. For people reporting one race alone, 91.5 percent were White; 1.7 percent were Black or African American; 0.1 percent were American Indian and Alaska Native; 2.2 percent were Asian; less than 0.5 percent were Native Hawaiian and Other Pacific Islander; and 1.0 percent were some other race. 3.5 percent reported two or more races. 5.1 percent of the people in Ashland city were Hispanic or Latino (of any race). 87.5 percent of the people in Ashland were White non-Hispanic. People of Hispanic origin may be of any race.

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates - Data Set: Demographic and Housing Estimates

Ashland Housing Information

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates

Households and Families: In 2012-2016 there were an estimated 9,621 occupied households in Ashland. The average estimated household size was 2.10 people.

Families made up 50 percent of the households in Ashland. This figure includes married-couple families (36.5 percent). Nonfamily households made up 50 percent of all households in Ashland. Most of the nonfamily households were people living alone (39.4 percent).

Housing Characteristics: In 2012-2016, Ashland had an estimated total of 10,534 housing units, 8.7 percent of which were vacant. Of the total housing units, 63.6 percent were in single-unit structures with 1-unit detached, 32.9 percent were in 1-unit attached and multi-unit structures, and 2.8 percent were mobile homes. 31.8 percent of the housing units were built since 1990.

Occupied Housing Characteristics: In 2012-2016, Ashland had an estimated 9,621 occupied housing units – 5,200 (54 percent) owner occupied and 4,421 (46 percent) renter occupied. 2.8 percent of the households did not have telephone service and 8.2 percent of the households did not have access to a vehicle for private use. 42.4 percent had access to one vehicle, 35.6 percent had two vehicles available and 13.7 percent had three or more.

Housing Costs: In 2012-2016, the median monthly estimated housing costs for mortgaged owners was \$1,700, non-mortgage owners \$562 and renters \$983. 58.6 percent of owner occupied units have owners with mortgages and 41.4 percent are owners without mortgages. 43.9 percent of owners and 61.9 percent of renters in Ashland spend 30 percent or more of their household income on rent (excluding units where SMOCAPI and GRAPI cannot be computed).

To Buy: Ashland has a wide variety of housing available including historic homes, modern developments and condominiums. Please contact a local real estate office for current listings (see [Membership Directory](#)).

To Rent: Residential home, apartments, condos and townhouse rentals run from \$800 to \$3500 per month.

As of May 2017, commercial space in Ashland's Downtown currently leases (new leases) for \$2.00-\$2.70 per square foot. The market has shifted in favor of Landlords as there are virtually no vacant spaces available downtown, this has resulted in most new leases requiring tenants to

| HOUSEHOLD INCOME AND BENEFITS (In 2016 inflation-adjusted dollars) | | |
|--|----------|---------|
| | Estimate | Percent |
| Total households | 9,621 | |
| Less than \$10,000 | 1,042 | 11.0% |
| Less than \$10,000 | 935 | 9.7% |
| \$10,000 to \$14,999 | 801 | 8.3% |
| \$15,000 to \$24,999 | 993 | 10.3% |
| \$25,000 to \$34,999 | 1,048 | 10.9% |
| \$35,000 to \$49,999 | 1,274 | 13.2% |
| \$50,000 to \$74,999 | 1,610 | 16.7% |
| \$75,000 to \$99,999 | 1,054 | 11.0% |
| \$100,000 to \$149,999 | 979 | 10.2% |
| \$150,000 to \$199,999 | 492 | 5.1% |
| \$200,000 or more | 435 | 4.5% |
| Median household income (dollars) | 47,314 | |
| Mean household income (dollars) | 67,270 | |
| With earnings | 6,757 | 70.2% |
| Mean earnings (dollars) | 58,845 | |
| With Social Security | 3,471 | 36.1% |
| Mean Social Security income (dollars) | 16,637 | |
| With retirement income | 2,243 | 23.3% |
| Mean retirement income (dollars) | 33,451 | |
| With Supplemental Security Income | 292 | 3.0% |
| Mean Supplemental Security Income (dollars) | 11,057 | |
| With cash public assistance income | 224 | 2.3% |
| Mean cash public assistance income (dollars) | 2,449 | |
| With Food Stamp/SNAP benefits in the past 12 months | 1,692 | 17.6% |

Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates

| MEDIAN COST OF PURCHASING A HOME IN ASHLAND (2000-2017) | | |
|---|-----------|---------------------------------------|
| Year: | Median: | Percentage Change over time (Median): |
| 2000 | \$220,000 | 25% increase |
| 2001 | \$247,000 | 12.3% increase |
| 2002 | \$259,000 | 4.9% increase |
| 2003 | \$285,000 | 10% increase |
| 2004 | \$349,000 | 22.5% increase |
| 2005 | \$420,000 | 20.3% increase |
| 2006 | \$447,000 | 6.4% increase |
| 2007 | \$439,500 | 1.7% decrease |
| 2008 | \$377,500 | 14% decrease |
| 2009 | \$325,000 | 13.9% decrease |
| 2010 | \$285,000 | 12.3% decrease |
| 2011 | \$284,000 | 0.4% decrease |
| 2012 | \$298,000 | 4.9% increase |
| 2013 | \$325,000 | 9.1% increase |
| 2014 | \$362,000 | 11.4% increase |
| 2015 | \$359,000 | 0.8% decrease |
| 2016 | \$394,000 | 9.7% increase |
| 2017 | \$421,500 | 6.98% increase |

Source: Rogue Valley Association of REALTORS®

Property Taxes (for tax year 2017-18)

Property taxes for Ashland residents are calculated by assessed value derived from Jackson County tax records. The increase in maximum assessed value is regulated by previous state-wide ballot measures and cannot increase more than 3% per year, unless there are changes to the property such as additions, remodeling or other construction. Additionally, a voter approved levy or bond measure can increase the tax rate. Consequently, slight variations may occur in property taxes assessed depending upon election results. Due to Oregon tax laws, a property's assessed value and its percentage of market value can fluctuate greatly, even for neighboring properties. The following explains the elements that make up the Ashland tax bill based on a house that was assessed for \$250,000, for tax year 2017-18.

Education Total: \$6.3153 per \$1,000 assessed value

Ashland School District, Ashland School District Local Levy, Education Service District, Rogue Community College

General Government Total: \$7.2132 per \$1,000 assessed value

City of Ashland, Jackson County, Jackson County Agricultural Extension, Jackson County Library District, Jackson County Soil and Water District, Jackson County Vector Control, Rogue Valley Transit District, Rogue Valley Transit District Levy

Bonds Total: \$2.4062 per \$1,000 assessed value

Ashland School District Bonds, City of Ashland Bonds, Jackson County Bonds, Rogue Community College Bonds

Total: \$15.9347 per \$1,000 assessed value

Example: For a house with a value of \$500,000 which is assessed at \$250,000: multiply \$250 by \$15.9347 = **\$3983.68 in taxes**

Note: These rates are before any Measure 5 compression; therefore they may not apply to every property.


For additional property tax information, please contact the Jackson County Assessor's office at (541) 774-6059.

pay Triple Net or CAM (common area maintenance) charges on top of base rent. When a space does come available, there are typically waiting lists. As you progress south in Ashland to approximately Mountain Avenue, rents generally decrease to the \$1.50 to \$1.75 per square foot price range, and further south towards South I-5 interchange they are generally even lower (with the exception of the busy Tolman Creek Shopping Center, which is generally over \$2.00 + per square foot plus NNN charges). All commercial spaces must be viewed for location, condition, the proposed use, strength of tenant and length of term.


Source: John L. Scott Real Estate-Ashland.

These figures are only estimates. Please contact a local real estate office or property management company for more information (see [Membership Directory](#)).

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UTILITIES

The City of Ashland continuously strives to manage the community’s water and energy utility resources as efficiently as possible, using industry best practices and a variety of conservation programs and technical assistance to help its customers do the same.

The City of Ashland owns and manages the local electric, water and wastewater (sewer) utilities within the City limits of Ashland. This provides the community with a high level of engagement and input into the management of these important community resources.

Utility Rates for Ashland

The following utility rates are based on a single family residential home within the city limits of Ashland from rate resolutions effective July 2018. Rates are subject to change. For current utility rates, check the City of Ashland’s website ashland.or.us/rates.



Whatever you need, no matter the size of the job, we have the equipment, the bins and the service to assist you.

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- * Confidential

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In an age of privacy concerns, new laws and identity theft, it's more important than ever to have a document destruction plan on board for your business. That is where Rogue Shred comes in.

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or visit: rogueshredonline.com





FINANCIAL

Electric Rates

| Basic Rate & Energy Charges | |
|-----------------------------|---------|
| Monthly Base Fee: | \$12.50 |

| Energy Charges/kWh | |
|--------------------|-----------|
| FFirst 500 kWh | \$0.07216 |
| 500 kWh-5000 kWh | \$0.08726 |
| Over 5000 kWh | \$0.12500 |

*A 25% electric utility users tax is added to all electric accounts. These funds are placed in the City’s General Fund to support other city services, such as public safety and community development. All other electric charges stay in the Electric Fund and support wholesale power purchases, energy conservation and the local distribution system.

| Charge per Cubic Foot Used (Oct–May) | |
|--------------------------------------|------------------|
| Cubic Feet | Monthly Rate/Cfu |
| 0-300 | \$0.0296 |
| 301-1000 | \$0.0335 |
| 1001-2500 | \$0.0454 |
| Over 2500 | \$0.0586 |

Water Rates

| Monthly Base Fee | |
|---------------------|-------------------|
| Meter Size (inches) | Basic Rate/month: |
| 0.75 | \$15.02 |
| 1.0 | \$15.66 |

Waste Water (sewer) Rates

| Monthly Service Charge | Quantity Charge per Cubic Foot |
|------------------------|--------------------------------|
| \$32.63 | \$0.04869 * |

*Based on water consumption monthly average of Jan/Feb/March

Storm Drainage Fee

- \$4.90/month

Transportation Utility Fee

- \$9.14/month

Natural Gas

For natural gas utilities, contact Avista Utilities at 1-800-227-9187 or www.avistautilities.com.

The financial needs of Ashland residents and businesses are well served by a variety of financial institutions. As of current FDIC data, the city has ten bank (or thrift) branches located downtown and in other commercial areas of town. Two of these are Oregon-based institutions, catering to the business and consumer needs of Oregonians. There are five large national institutions included in those ten banks- Wells Fargo, JP Morgan Chase Bank, Key Bank, US Bank and Washington Federal. Ashland is also home to Rogue Credit Union, an Ashland Chamber Member.

The broad range of banking options assures borrowing need, including mortgage and business borrowing that can be met without leaving town.

These are the banks and where they are headquartered in order by Local Market Share:

| Banks | State (Hqtrd) | # Offices outside of Market | Deposits outside of Market (\$000's) | # Local Offices | Local Deposits (\$000's) | Local Market Share | Ashland Chamber Member |
|--|---------------|-----------------------------|--------------------------------------|-----------------|--------------------------|--------------------|------------------------|
| Umpqua Bank | OR | 303 | 19,431,823 | 2 | 134,779 | 22.38% | NO |
| Wells Fargo Bank, National Association | SD | 6,086 | 1,237,663,453 | 1 | 127,547 | 21.18% | YES |
| JPMorgan Chase Bank, National Association | OH | 5,283 | 1,270,029,983 | 1 | 87,014 | 14.45% | NO |
| U.S. Bank National Association | OH | 3,172 | 329,382,156 | 1 | 86,097 | 14.30% | YES |
| KeyBank National Association | OH | 1,234 | 105,289,415 | 1 | 54,799 | 9.10% | YES |
| People's Bank of Commerce | OR | 4 | 200,388 | 1 | 51,666 | 8.58% | YES |
| Bank of the Cascades (now First Interstate Bank) | OR | 46 | 2,714,997 | 1 | 36,827 | 6.12% | YES |
| Banner Bank | WA | 186 | 8,328,249 | 1 | 16,178 | 2.69% | YES |
| Washington Federal, National Association | WA | 236 | 10,660,284 | 1 | 7,248 | 1.20% | YES |
| TOTAL | | 16,550 | 2,983,700,748 | 10 | 602,155 | 100% | |

Source: Federal Deposit Insurance Corporation (FDIC.gov) – June 30, 2017

To serve our growing population, Ashland has many talented and well qualified Financial Planners and CPAs who combine top notch professional expertise with small town service. Whether you are relocating your business, thinking of a start-up, buying a vacation home or looking to retire to Ashland, make sure to visit these categories in our **Membership Directory** to find that special person to handle all of your financial questions.

- At time of publish, Umpqua Bank has consolidated to one branch though not reflected in FDIC data yet.

TRANSPORTATION

Ashland is centrally located halfway between Portland, Oregon and San Francisco, California on Interstate 5. Ashland welcomes over 400,000 visitors each year and is primarily a drive destination, though international airport access is located 15 miles north of town. Ashland supports and encourages a multi-modal transportation system. Once you arrive, we invite you to enjoy navigating Ashland as a driver, pedestrian or cyclist, exploring Ashland, as you like it. For trails and bike routes request an Ashland Map Guide at travelashland.com.

BY AIR –

Aviation: The Rogue Valley International – Medford Airport is the 3rd largest commercial service airport in Oregon, serving the Southern Oregon region from the mountains to the coast and our California neighbors from the south. Located in Medford, just 15 miles north of Ashland, it is the region's only commercial airport. Air transportation is provided by **Alaska, Allegiant Air, American, Delta Connections, United, and United Express**. These carriers operate non-stop flights to/from San Francisco, Phoenix, Portland, Seattle, Los Angeles, Denver, Las Vegas and Salt Lake City, as well as Mesa as a seasonal destination. Ground transportation is available through several shuttles and taxi providers. We have shuttle service available between Klamath Falls and Brookings through Southwest Point Bus. For travelers wanting to explore on their own, five rental car agencies operate directly at the terminal. These include Alamo, Budget, Hertz, National and Enterprise. General and corporate aviation is supported by two fixed base operators; Jet Center and Million Air. A vintage KC-97 aircraft and a rendition of the Oval Office offer two unique spaces for meetings, as well as two standard conference rooms available for rental. Visit jacksoncounty.org or [facebook.com/JacksonCountyAirportAuthority](https://www.facebook.com/JacksonCountyAirportAuthority).

General aviation is provided by our city-owned **Ashland Municipal Airport** at **Sumner Parker Field** located three miles from downtown Ashland. The airport has a 3,600 X 75-foot lighted runway and a SUPERAWOS weather station. Skinner Aviation, the fixed base operator (FBO), provides full services, from fueling and maintenance to tie-downs and hangar rentals, as well as aircraft rental and instruction. There are 80 aircrafts and three aviation businesses based onsite. This airport is also looking to expand through the private development of new rental and business hangars. Interested individuals should contact Skinner Aviation at (541) 482-7675 for more information.

BY GROUND –

Several transportation options are available in Ashland, including I-5 and multiple State highways, **Central Oregon** and **Pacific Railroad** and the **Rogue Valley Transit System**.

Ashland has excellent automotive access. Ashland is located along I-5, the primary north-south transportation corridor on the West Coast linking Ashland to domestic markets in the United States and international markets via West Coast ports. In addition, Highway 99 runs through Ashland, connecting the City to nearby cities in Jackson County.

Potential traffic congestion can occur on I-5 and several of the State highways due to construction or weather due to the 4,000' elevation that the Siskiyou pass rises to. Oregon Department of Transportation works with local agencies to increase capacity on the roads near Ashland by replacing or upgrading highway interchanges, widening roads and bridges, and building new roads. Visit tripcheck.org for road and weather conditions.

BY GREYHOUND OR TRAIN –

AmTrak's stations are 70 miles East in Klamath Falls, OR and 75 miles south in Dunsmuir, CA. Daily bus service provided by **Greyhound-Traillways** and **The Shuttle, Inc./Southwest POINT** from Klamath Falls to Ashland's Siskiyou Blvd. - amtrak.com or oregon-point.com, (541) 883-2609. The bus leaves the parking lot on the corner of Siskiyou Blvd. and Sherman Street in Ashland late afternoons and arrives in Klamath Falls to connect with trains to points beyond Sacramento (including San Francisco) and ending in Los Angeles. Tickets for the Southwest Point shuttle must be purchased through Amtrak or at the station. The Southwest Point Shuttle does not take reservations. For more information, call (800) USA-RAIL, or visit amtrak.com and oregon-point.com.

Rogue Valley Transportation District (RVTD) provides public transit service Monday through Saturday within Ashland with connecting service to Medford and other Rogue Valley communities. Buses operate Monday through Friday every 20 minutes from 5:00am to 8:00pm and on Saturday's every 30 minutes from 7:00am to 6:00pm. RVTD is the first transit district in Oregon to operate buses powered solely by clean-burning, compressed natural gas. You can pick up local maps and bus routes at the Ashland Chamber office. Bus passes can be purchased at Ashland City Hall, 20 E. Main St. Visit rvtd.org, call (541) 779-2877 before 5:30pm or (541) 608-2400 after hours for route and schedule information. RVTD also offers **Valley Lift** which provides transportation services to eligible Oregon Health Plan and eligible Medicaid clients traveling to authorized medical services. Valley Lift is a shared ride, curb-to-curb, wheelchair accessible transportation service for people whose disabilities prevent them from using RVTD's lift-equipped buses. For more information, call Valley Lift at (541) 842-2080.

BUSINESS RELOCATION: WHY CHOOSE ASHLAND?



Wholesale Solar empowers the Do-It-Yourself crowd to switch to solar and achieve complete energy independence.

We design and sell solar energy systems to residential customers, electricians, contractors and professional solar installers. Our systems are tested, pre-wired and shipped from our 20,000-square-foot distribution center in Mount Shasta, CA.

We are 100% employee owned via our Employee Stock Ownership Program



(ESOP). As employee-owners, every last one of us is personally invested in making sure each project is a rousing success. Our team cares deeply about educating and supporting people through the install process. We don't just sell parts – we pass on the knowledge and confidence to turn our DIY customers into solar experts.

As our team grows beyond 60 employees, we are thrilled to expand into our new office in Ashland.

When we set out to decide where to open our newest office, Ashland was an obvious fit. The Rogue Valley is a natural haven that caters to what we value most as individuals: leading a sustainable, active and healthy lifestyle. We care deeply about the world and how we treat it.

After touring the region and meeting some of the locals, it's clear we're among like-minded people here. Though we're brand new to the area, the Rogue Valley already feels like home.

Ashland itself is a vibrant environment that will enable us to maintain a competitive edge through sourcing high caliber talent locally and nationwide. As we grow and push to make new hires, it's crucial to be able to attract the best talent available. Ashland's lively artistic culture – paired with ready access to the great outdoors – makes it an appealing destination for the type of candidate we want to attract.

This is the ideal place for us to pursue our commitment to sustainable living and achieve our lofty goal: to make solar energy simple and affordable for everyone.

Thank you for having us, Ashland!

-The Wholesale Solar Team

Wholesale Solar
1661 Siskiyou Blvd.
Ashland, OR 97520
800-472-1142

**Are you interested in
relocating your business
to Ashland? Let the
Ashland Chamber help!
(541) 482-3486**



Photos courtesy Wholesale Solar



This good news travels fast.

The City's fiber network makes high speed internet available to Ashland residents and businesses.

How Ashland Connects: A Proud History

Ashland has a proud history of connecting residents and businesses by means of the latest in industry and technology.

On December 17, 1887, Ashland was the site of a ceremony at which magnate Charles Crocker, founder of the Central Pacific Railroad, pounded a golden spike with a silver hammer – celebrating the final connection that completed freight and passenger service around the nation.

More than one hundred years later, in 2000, Ashland completed another significant means of connecting: the Ashland Fiber Network (AFN). The City of Ashland launched the municipal broadband utility to enhance quality of life for residents and increase the vitality of the local economy.

Remarkably Fast Upload & Download Speed

Today AFN connects Ashland residents and businesses to the Internet with extremely fast upload and download speed. AFN's expert local partners – Ashland Home Net, InfoStructure, Computer Country and JeffNet – provide customers with TV, phone and business services tailored to their requirements.

Integral to Ashland's Infrastructure

AFN is also integral to the City of Ashland's operational infrastructure. The network is utilized daily to facilitate mission-critical operations including emergency services, the police and fire departments, and the Ashland School District. In a broad range of ways, AFN enhances the cost-effectiveness of City operations and service delivery.

"AFN has been providing fast, reliable Internet for our coffee shop and patrons for several years. The service is so great that we signed up for home service too. With multiple users always needing to be online, it's been a perfect Internet service for the whole family."

—DUSTIN WAY, OWNER, ROGUE VALLEY ROASTING COMPANY

"AFN has played a crucial role in allowing us to pursue Internet-based technologies and tools that truly enhance learning outcomes while improving the quality and effectiveness of teaching and learning."

—STEVE MITZEL, IT DIRECTOR, ASHLAND SCHOOL DISTRICT

How to Get Started

To get started with service from AFN, call 541-552-2222 or visit ashlandfiber.net.



A Service of the City of Ashland
541-552-2222 | ashlandfiber.net



OUR ECONOMY

An established higher education core, vibrant tourism sector and innovative small businesses form the base of Ashland's economy.

While national trends in population, consumer demand and general market forces affect our economy, there are specific niches that stand out and are showing strength above and beyond national influences.

In addition to higher education and tourism, Ashland has a strong and growing health care community. High-performing businesses, many who are leaders in their respective industries range from technology innovators and filmmakers to specialty manufacturers, food and beverage producers and artisans. Many incorporate green and sustainable practices and have received statewide accolades for their accomplishments. Light manufacturing firms operate global businesses while hundreds of home-based businesses continue to grow with the support of excellent locally provided fiber connectivity giving Ashland a reputation for cultivating successful, dynamic and leading-edge companies.

Southern Oregon University, with 6,100 students, plus faculty, staff, and administration numbering over 750, creates more than \$195 million per year in overall economic activity for Southern Oregon. This sets the stage for a highly educated workforce and population, an engaged citizenry, and knowledgeable public.

The City of Ashland has over 250 employees and a total annual payroll of just under \$20 million. Employees of the City manage and maintain key electric, fiber, water and transportation infrastructure essential to the success of the local economy as well as public safety and parks and recreation services that maintain an outstanding quality of life for the residents. Citizen surveys consistently rank the quality of services they receive from the City as excellent.

For more specific information on the economy, visit ashlandchamber.com

TOURISM AND EMPLOYMENT

Tourism in Oregon is an \$11.8 billion industry that directly generates more than 112,000 jobs in Oregon with secondary impacts that create another 56,900 jobs. An estimated 28.8 million overnight visitors traveled to Oregon destinations in 2017. Travel Spending, employment and earnings continue to expand. The Oregon travel industry continued to exhibit strong growth in 2017, as all measures of travel activity were up over 2016. As the key driver to Oregon's economy, 2017 marked record visitor spending in our state with eight consecutive years of growth. Southern Oregon surpassed the \$1 Billion revenue mark in 2017, within its five county region fueling over 11,000 tourism related jobs.

Tourism and travel continue to grow not only regionally and statewide but also in Ashland. Travel Ashland serves as Ashland's official destination marketing organization promoting Ashland as a unique travel destination each season with rich culture, epic outdoors and an award-winning culinary scene through a strategic marketing plan. Ashland welcomes approximately 400,000 visitors annually.

Visitor spending helps support the rich and diverse cultural, recreational, retail and dining opportunities. Visitors supplement local demand for goods and services which leads to more and varied kinds of businesses, from specialty boutiques and day spas to sporting goods and river-rafting companies. Visitor spending on lodging and food also contributes financially to key city services that they impact, lightening the load to some degree on locals.

Employment

The Arts, Entertainment & Recreation (AE&R) industry represents 40 firms and 831 jobs in Ashland. Average annual pay is \$34,637 in visitor-related sectors in Ashland. This exceeds industry averages statewide. Source: Oregon Employment Department, 2016. Ashland's higher-paying jobs reflect its rich cultural, historical and recreational offerings. In fact, it is likely that worker pay is understated in Ashland's AE&R industry for several reasons. Similar to the Retail Trade sector, the AE&R sector likely has numerous small businesses whose owners and their pay are not reported here. Additionally, the average wage of Ashland's AE&R sector is further dampened by the volume of part-time workers hired seasonally.

Ashland Employment & Payroll, 2016

| | Ave. Payroll | As of % of state ave. | Jobs | % Ashland Jobs | Total payroll |
|-------------------------|--------------|-----------------------|--------|----------------|---------------|
| Average Ashland payroll | \$36,260 | 73% of state average | 10,689 | | \$387,579,825 |
| Arts, Ent, Rec | \$34,637 | 135% of state average | 831 | 8% | \$28,783,356 |
| Accomm/Food sector | \$18,711 | 97% of state average | 2,256 | 21% | \$42,380,319 |
| Retail | \$33,292 | 112% of state average | 1,502 | 14% | \$50,005,260 |

Source: Oregon Employment Department

The labor force in any market consists of the adult population (16 and over) who are working or actively seeking work and includes both employed and unemployed workers. Children, retirees, students, and people who are not actively seeking work are not counted as part of the labor force. According to the 2012-2016 American Community Survey, an estimated 57.9 percent of the city's population over 16 years and over (17,971) is in the labor force. The Ashland labor force accounts for 18.2 percent of the 98,962 people in the county's labor force. One of the attractions of living in Ashland is the ease with which residents travel to work, whether by walking, biking, driving city roads, or by accessing Interstate 5. An estimated 62.9 percent of Ashland city workers drove

GEOGRAPHIC MOBILITY OF RESIDENTS, ASHLAND (2012-2016)

| RESIDENCE 1 YEAR AGO | Estimate | Percent |
|-----------------------------|----------|---------|
| Population 1 year and over | 20,847 | 20,847 |
| Same house | 15,123 | 72.5% |
| Different house in the U.S. | 5,632 | 27.0% |
| Same county | 3,570 | 17.1% |
| Different county | 2,062 | 9.9% |
| Same state | 401 | 1.9% |
| Different state | 1,661 | 8.0% |
| Abroad | 92 | 0.4% |

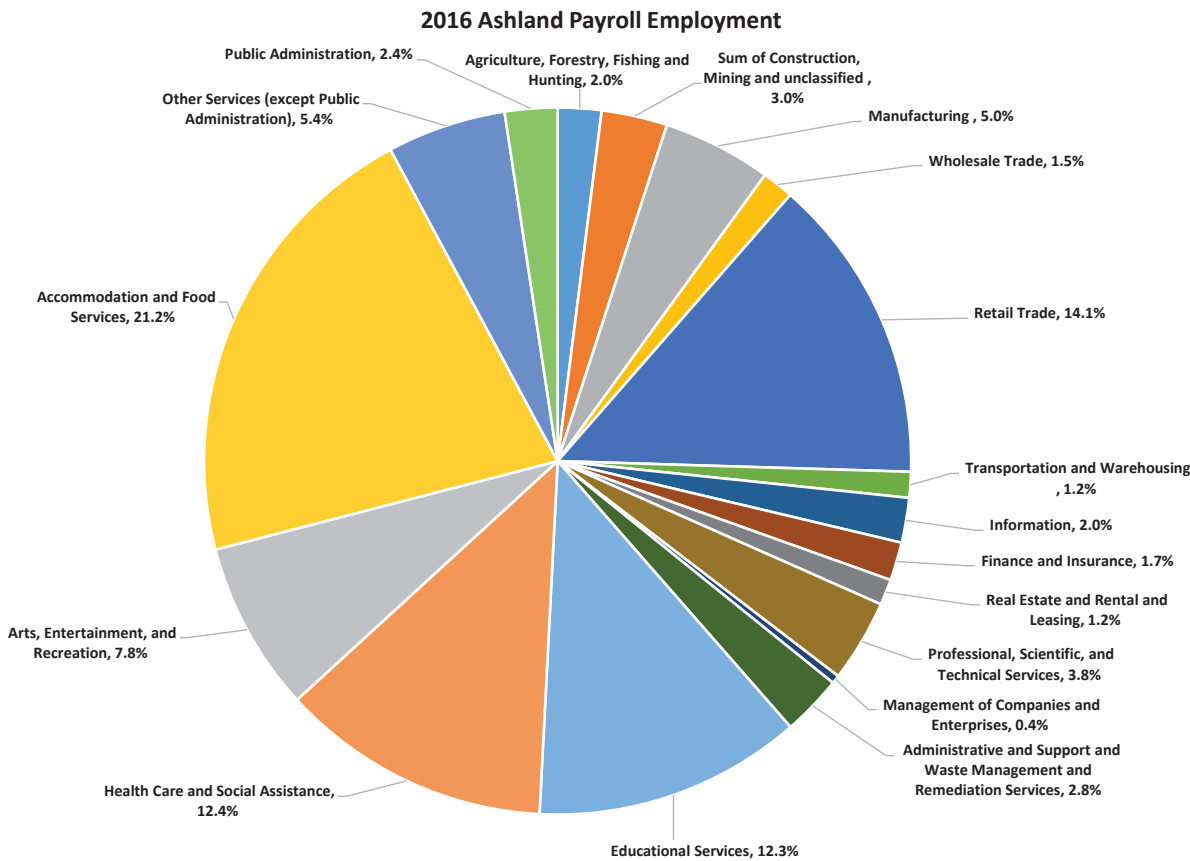
Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimate

Each year OSF presents an eight-month season of up to 11 plays in three theatres plus numerous engagement activities and undertakes an extensive theatre education program. Operating on a budget of approximately \$40 million, OSF presents nearly 800 performances annually with attendance of approximately 400,000. In 2017, OSF recorded a total attendance of 381,978, or 82% of capacity in all three theatres. Patrons see an average of three shows, making the total number of visitors to the Festival each year approximately 125,000. Eighty-five percent of audience members travel more than 100 miles to attend the Festival. In 2018, OSF is presenting performances between mid-February and late October. The outdoor Allen Elizabethan Theatre runs mid-June through mid-October and seats 1200. The Festival employs over 550 people with approximately 100 in the acting company. OSF is organized into administrative, artistic and production staffs.

Income: 46% of OSF ticket-buyers have incomes over \$100,000; 58% are from a two-income household. Southern Oregon visitors: 32% have incomes over \$100,000; American households: 20% over \$100,000

Ashland visitors to OSF are highly educated with 89% college or graduate degrees (3 times higher than the US 29% average). In 1991, 41% had a graduate or professional degree which has increased to 56% in 2013 (national average is 10.5%).

Active retirees represent the majority of Ashland visitors to OSF with the largest group (55-74) reflecting higher incomes, fewer dependents at home, with more leisure time. Visitors from California, Oregon and Washington continue to dominate, representing 90% of OSF visitors.



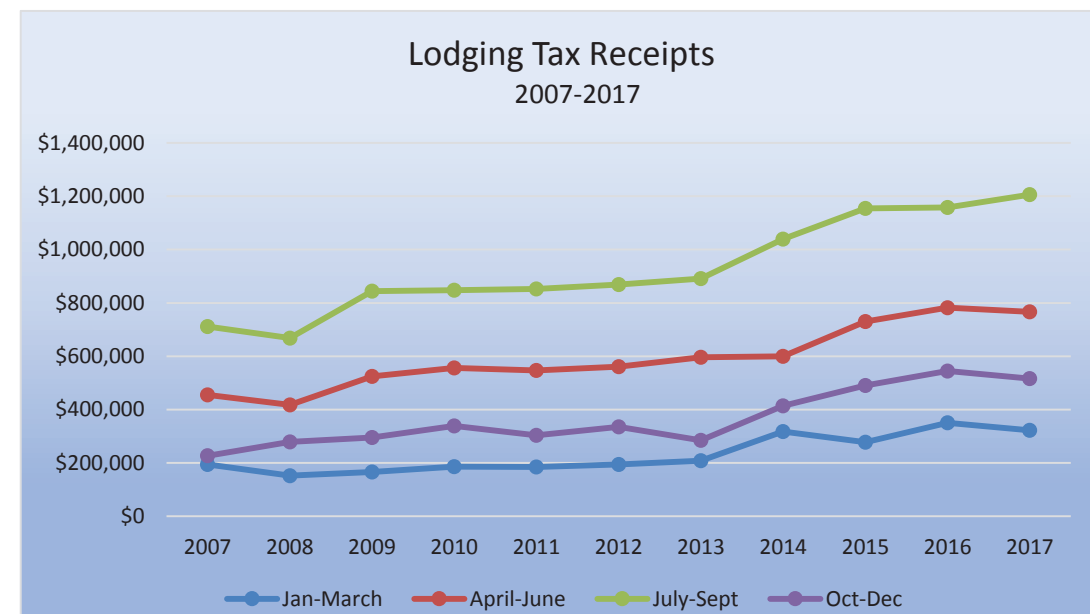
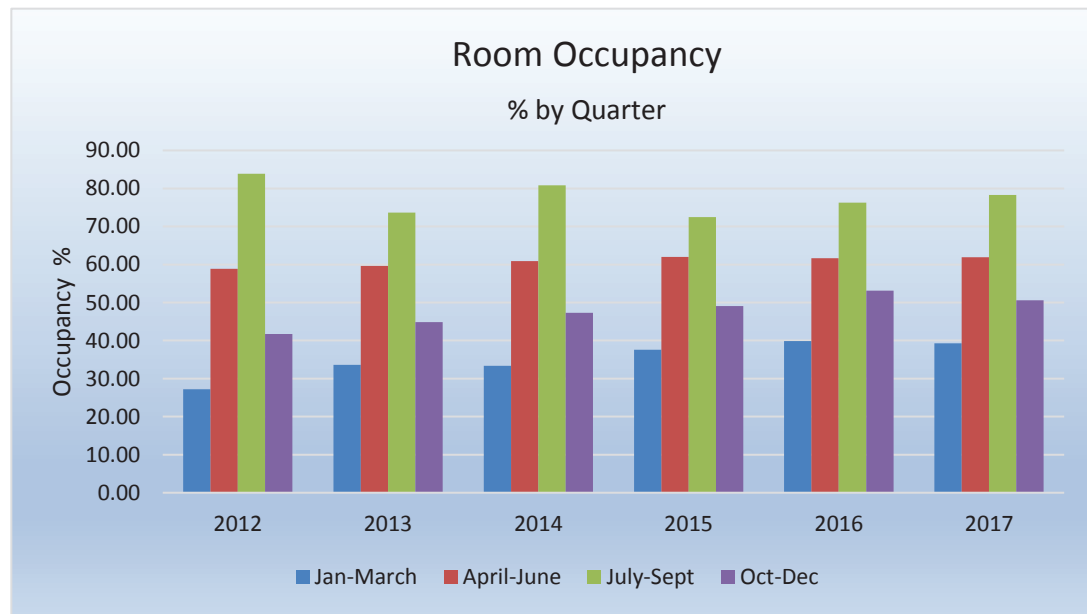
Source: Oregon Employment Department

TOURISM IMPACT

Estimates of visitors to Ashland are based on the number of rooms rented in motels, hotels, bed and breakfast inns and other commercial lodging places that are reported to the City when these businesses pay their quarterly Transient Occupancy Tax. Quarterly room counts combined with estimates of nights stayed and party size yield the quarterly and annual visitor estimates. Approximately, 400,000 people visit Ashland year-round.

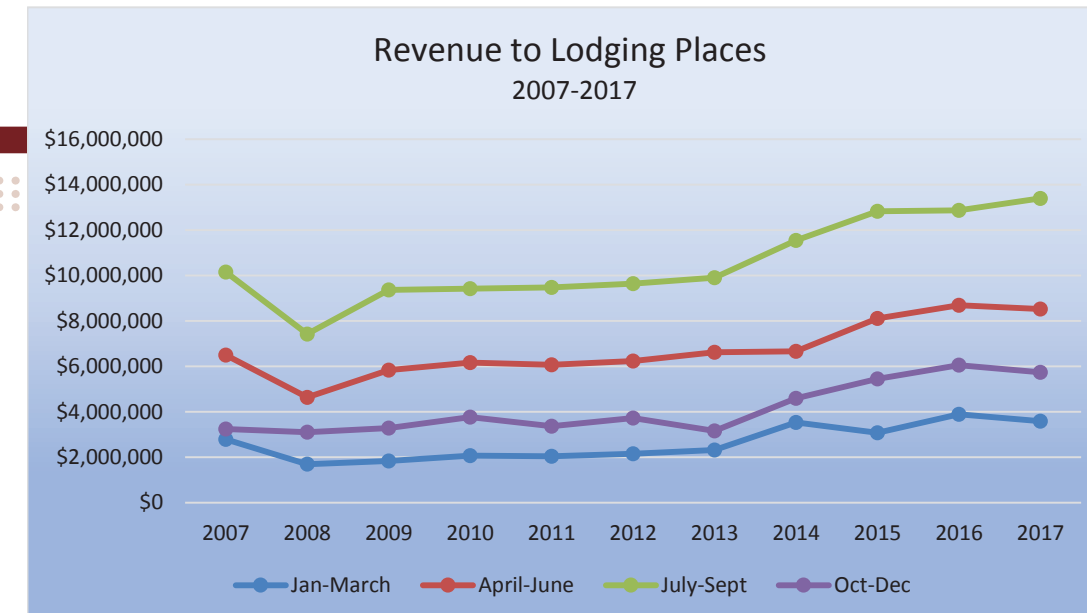
Supply & Demand for Rooms:

Since 1994, the supply of available rooms has generally kept pace with room demand. Annual average occupancy rates have ranged from 45% to 56% over the past ten years. However, rates have fluctuated more in the summer quarters and less in the winter quarters.



Visitor-Related Taxes:

In addition to purchases of Ashland's goods and services, visitors also contribute to the City's tax revenues by paying for surcharges on expenditures for accommodations, food and beverages through Ashland's Transient Room Tax and its Food and Beverage Tax. In 2017 (calendar year), the City collected over \$4 million from the two visitor-oriented taxes. Transient Room Tax receipts average \$97 per resident, which is nearly 4 times greater than statewide average.



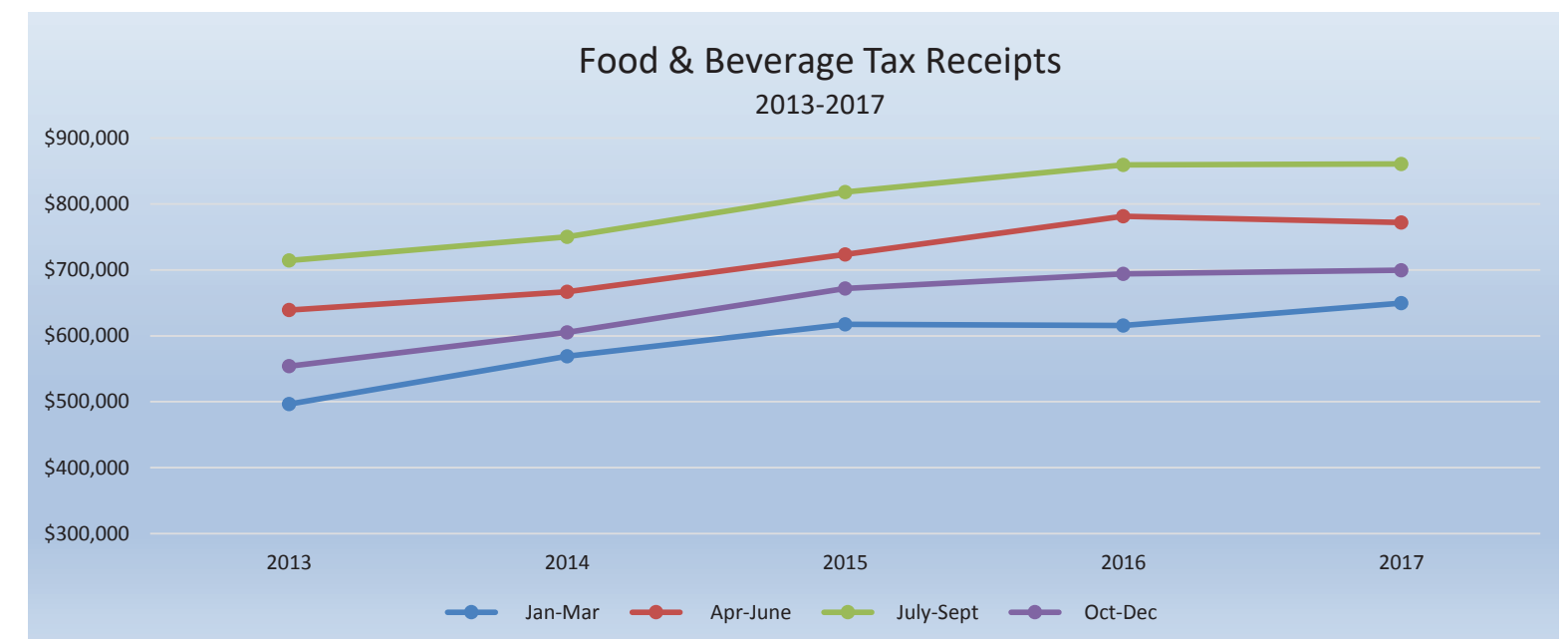
Trends in Revenues to Lodging Places

Between 1995 and 2013, revenues earned by lodging places rose steadily, increasing 58% in inflation-adjusted terms. However, between 2007 and 2010 lodging revenues declined by 21% to their lowest level since 2001, but by 2013 revenues regained all that loss. Overall, since 1995 revenues to Ashland lodging establishments have increased significantly.

Food and Beverage Tax Receipts and Revenues

Ashland has levied a 5% tax on all prepared food and served beverages sold (excluding alcohol) within the City's boundaries since July 1994. While principally, visitors and business travelers pay the City's lodging tax, both local and out-of-town customers of restaurants and bars contribute to its Food and Beverage Tax.

Growth in Food and Beverage Tax receipts mirrors the growth in sales of prepared food and beverages in Ashland over a time frame in which the City's population grew by 13%. While Ashland residents may have been spending more on prepared food, it is more likely that much of the increase relates to increased consumption of locally-prepared food by out-of-towners. This likelihood is consistent with the decisive increase in lodging tax receipts, which are up significantly since 1995.



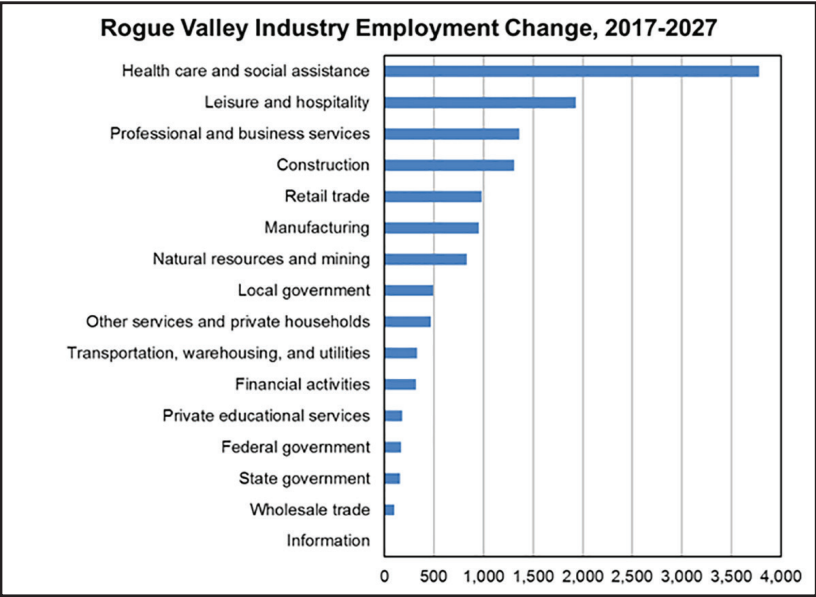
HEALTH CARE

Health Care in Ashland and the Rogue Valley is strong and growing. In Ashland alone, there are 152 firms, an average annual pay of \$43,235 and total payroll of \$57,199,607 in 2016.

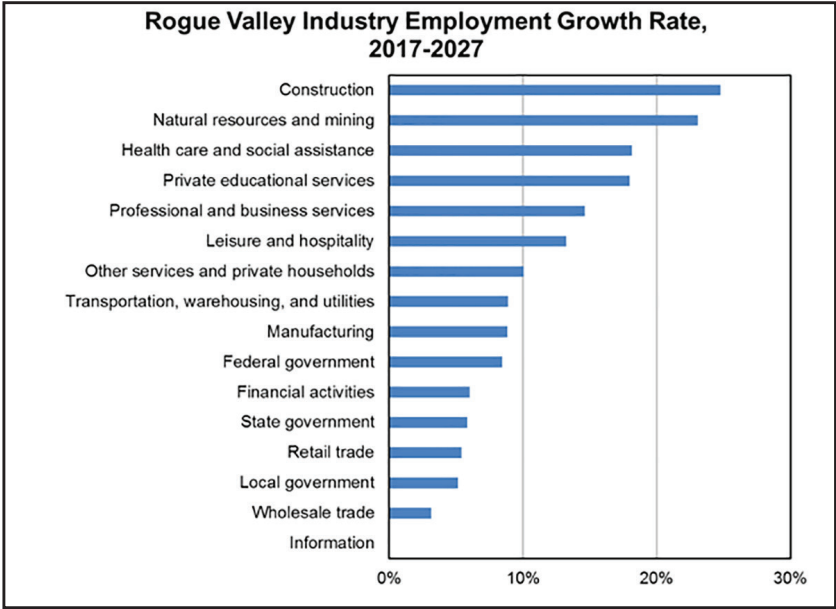
Source: Oregon Employment Department

- Nationally, health care accounts for 8% of the GDP; in Jackson County it is almost 14% Healthcare is one of the largest industries in southern Oregon with employment projected to grow 22% across the state from 2012 – 2024 creating continued high demand for health care workers.
- The economic impact of health care in the region is \$1.2 billion and likely is understated as the figures do not include construction of medical facilities, insurance, retail pharmaceuticals, health care education or related industries.
- Technological advances and innovations are improving the delivery of health care affording opportunities for business investment and economic development.
- Holistic trends continue to grow as there is a shift from inpatient to outpatient and preventative care.
- Aging Baby Boomers require increased care and will demand new products and services creating economic opportunities.
- Asante Ashland Community Hospital has over 300 employees paying the largest average wage in the City with total wages over \$17 million annually.

Guy Tauer, a regional economist for the Oregon Employment Department states, “Relative to all other industries, there is a greater concentration here in terms of percentage of employment. If it means one in six jobs in the U.S., it’s closer to one in five in Jackson County.” Health care’s contribution to the local economy is expected to expand through the remainder of this decade.



over 800 jobs between 2017 and 2027. The increase is related to continued expected growth in the marijuana industry as well as support activity for forestry job gains. Slower-growing industries adding relatively few jobs include federal government, state government, and wholesale trade. No industries are expected to lose jobs over the forecast period, but federal government post office and information are predicted to have unchanged employment.



es, which includes a diverse blend of industries including temporary help, management of companies, professional and technical services and the like, is expected to grow just slightly faster than average, with a 14.6 percent increase. Leisure and hospitality is forecast to grow about the same as the all-industry average during the forecast period.

Manufacturing is expected to grow, but only about 9 percent over those 10 years. Retail trade, accounting for about one out of seven Rogue Valley payroll jobs in 2017, is forecast to only grow by 5 percent by 2027. Labor saving technologies such as the ever increasing number of businesses with self-checkout stations, automated inventory management systems, along with growth in online retail sales are just some of the headwinds the retail trade industry faces.

Even within industries that don’t have as much expected job growth between 2017 and 2027, there will be ample opportunities for job seekers to fill positions that open up as workers leave the labor force due to retirement, illness, family obligations, or simply change from one occupation to another in the course of their careers. More information about Oregon and regional long-term employment projections can be found on the publications page of qualityinfo.org.



TOTAL MANUFACTURING IN ASHLAND

represents 54 firms, 532 employees with an average payroll of \$37,497 and a total payroll of \$19,948,214.

Source: Oregon Employment Department 2016

Manufacturing in Ashland is represented by a variety of firms, including companies from Food & Beverage Manufacturing to Product Manufacturing. This industry has companies such as Darex which designs and manufactures the Drill Doctor® brand of high quality drill bit sharpeners and Cropper Medical that manufactures a full line of patented orthopedic and sports bracing from their Bio Skin product line. Included in this important category is Ashland’s oldest company, Oak Street Tank and Steel. These businesses are traditionally Traded Sector businesses that primarily export outside of the area. Many have a global reach, both in their customer base and their supply and distribution chains.



Photo by Graham Lewis



Photo courtesy Caldera Brewing Company

ASHLAND'S FOOD AND BEVERAGE MANUFACTURING

Well-established food and beverage businesses include innovative breweries, wholesale bakers, wineries producing award-winning wines and other food manufacturers create a variety of products, many that are sold locally. Businesses in these industries often export goods out of the area as well and are supported by a dynamic supply chain and

transportation system. Food manufacturing accounts for 11 established firms and 99 employees with an average payroll of \$26,203 and a total payroll of \$2,594,060. Beverage manufacturing in Ashland is represented by 6 firms with 60 employees, an average payroll of \$25,528 and a total payroll of \$1,531,691.

TECHNOLOGY

In May 2013, Google named Ashland as Oregon's First Google e-city and Ashland was again awarded the honor in 2014. Ashland is home to several software companies developing world-class software solutions for customers internationally. There are now multi-million dollar eCommerce operations for retailers from around the world located right here. Companies such as Project A Software among many others are adding jobs and expanding their reach globally.

Growth in the high tech sector in the last ten years reveals an industry with great potential for expansion and development of highly skilled, well-paying jobs in Ashland and the Rogue Valley.

Our area attracts high tech entrepreneurs who value our quality of life and a highly educated workforce. Total high-tech employment in Ashland was 314 in 2016 with 69 firms with a total payroll of \$23,374,453. The sub cluster of high-tech and computer systems design and related

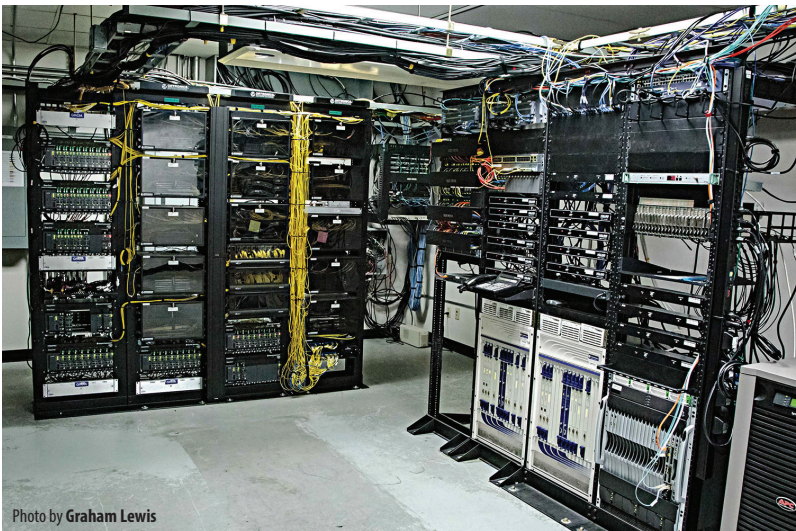


Photo by Graham Lewis

services employment has 75 firms in Jackson County with 24 of them in Ashland underscoring a hub of activity. Not only does Ashland have one-third of the firms in this industry, but the payroll of these jobs is substantially higher than in the rest of the county at \$107,666 annually compared to \$82,198 in Jackson County. Its clean energy and family wage jobs are in line with the community's values and are critical to future economic vitality. Technology businesses by their very nature are not place bound but have the flexibility to be located anywhere and we are fortunate they have chosen Ashland and the Rogue Valley as their home.

Source: Oregon Employment Department, 2016

MovieMaker Magazine has honored Ashland, Oregon five years in a row as one of the top towns to Live and Work as a Moviemaker based on a number of factors including the frequency and quality of filmmaking, the established infrastructure for the industry, community support for filmmaking, and overall arts scene, cost of living and quality of life. Ashland has successfully created a top environment and economic platform for film and video production and media education. Beyond the actual filming of movies, documentaries and video production, the potential for an active economy in post-production also exists and is beginning to thrive in Ashland. Ashland has been the site location for films such as Calvin Marshall and in 2013, the filming of major motion picture, Wild, starring Academy Award Winner, Reese Witherspoon. With Ashland's broadband capacity, moviemakers are able to conduct modern post production here while enjoying the quality of life. Documentarians and students develop their technical skills at the EMDA (Emerging Media and Digital Arts) program at SOU or at DMC (Digital Media Center and Rogue Valley Television).

SPECIALTY RETAIL IN ASHLAND

Specialty retail in Ashland is comprised of primarily independently-owned businesses. Ashland merchants provide specialized service to their customers hand-selecting merchandise to offer unique products both in-store and online. Retail merchants support numerous local charities, youth sports and school groups throughout the year and are engaged in the community.

The most recent data shows that there are 158 retail firms in Ashland employing 1,493 people and the average payroll is 106% of the statewide average. Our retailers provide full time, part time and seasonal employment. The retail industry interacts with and supports other local industries as well. For example, many local Ashland retailers support our local artisan community be selling their products in their stores, providing them a retail outlet. This is best said by Web-sters store owner, Dona Zimmerman, who says "Our business is a circular part of the arts community in southern Oregon. We support artists by showcasing their products here and we create artists by teaching them a new craft."

The size and the buying power of Ashland's markets impact the types of businesses that choose to locate in Ashland. The chart illustrates consumer and retail expenditures by category for total \$000's. The categories with the largest expenditures included shelter, transportation and food and beverages.

| Ashland's Consumer Expenditures Data collected as of June 2018 | | |
|---|------------------|---------------|
| Category | \$ Per Household | Total \$000's |
| Shelter | \$ 12,778 | \$ 124,041 |
| Transportation | \$ 11,455 | \$ 111,195 |
| Food and Beverages | \$ 8,978 | \$ 87,157 |
| Health Care | \$ 4,955 | \$ 48,105 |
| Utilities | \$ 4,602 | \$ 44,676 |
| Entertainment | \$ 3,444 | \$ 33,434 |
| Education | \$ 2,361 | \$ 22,927 |
| Apparel | \$ 2,152 | \$ 20,891 |
| Household Furnishings | \$ 2,120 | \$ 20,588 |
| Household Operations | \$ 1,778 | \$ 17,261 |
| Gifts | \$ 1,582 | \$ 15,360 |
| Miscellaneous Expenses | \$ 908 | \$ 8,819 |
| Personal Care | \$ 799 | \$ 7,762 |
| Tobacco | \$ 371 | \$ 3,608 |
| Reading | \$ 138 | \$ 1,345 |
| Contributions | | \$ 2,830 |
| Personal Insurance | | \$ 468 |
| TOTAL | \$ 58,421 | \$ 570,467 |

Source: Applied Geographic Solutions - OregonProspector.com. 10 mile radius around Ashland, Oregon



Photo by Fred Stockwell

THE ROGUE VALLEY

The Rogue Valley is comprised of Jackson and Josephine counties (Region 8). According an article written by Guy Tauer from the Oregon Employment Department (July 3, 2018 - qualityinfo.org), "Total industry employment in the Rogue Valley is predicted to grow from 123,190 in 2017 to reach 137,610 by 2027, a gain of 12 percent and matching Oregon's overall growth rate. Total private-sector employment, representing 82.6 percent of total employment, is expected to also grow by 12 percent during the decade. Government employment, accounting for 11.6 percent of total employment, is forecast to grow by just 6 percent." Southern Oregon Regional Economic Development Inc. (SORED) is the designated Economic Development District for Jackson and Josephine Counties (soredi.org).

Region 8: Industry Employment Forecast, 2017-2027 Jackson and Josephine Counties

| | 2017 | 2027 | Change | % Change |
|--|----------------|----------------|---------------|------------|
| Total employment | 123,190 | 137,610 | 14,420 | 12% |
| Total payroll employment | 116,030 | 129,390 | 13,360 | 12% |
| Total private | 101,750 | 114,290 | 12,540 | 12% |
| Natural resources and mining | 3,600 | 4,430 | 830 | 23% |
| Mining and logging | 550 | 570 | 20 | 4% |
| Construction | 5,290 | 6,600 | 1,310 | 25% |
| Manufacturing | 10,740 | 11,690 | 950 | 9% |
| Durable goods | 7,170 | 7,500 | 330 | 5% |
| Wood product manufacturing | 2,610 | 2,670 | 60 | 2% |
| Trade, transportation, and utilities | 25,020 | 26,430 | 1,410 | 6% |
| Wholesale trade | 3,190 | 3,290 | 100 | 3% |
| Retail trade | 18,110 | 19,090 | 980 | 5% |
| Transportation, warehousing, and utilities | 3,720 | 4,050 | 330 | 9% |
| Information | 1,410 | 1,410 | 0 | 0% |
| Financial activities | 5,310 | 5,630 | 320 | 6% |
| Professional and business services | 9,290 | 10,650 | 1,360 | 15% |
| Private educational and health services | 21,830 | 25,790 | 3,960 | 18% |
| Private educational services | 1,000 | 1,180 | 180 | 18% |
| Health care and social assistance | 20,830 | 24,610 | 3,780 | 18% |
| Health care | 18,480 | 21,710 | 3,230 | 17% |
| Leisure and hospitality | 14,580 | 16,510 | 1,930 | 13% |
| Accommodation and food services | 12,700 | 14,290 | 1,590 | 13% |
| Other services and private households | 4,680 | 5,150 | 470 | 10% |
| Government | 14,280 | 15,100 | 820 | 6% |
| Federal government | 2,010 | 2,180 | 170 | 8% |
| Federal government post office | 450 | 450 | 0 | 0% |
| State government | 2,750 | 2,910 | 160 | 6% |
| Local government | 9,520 | 10,010 | 490 | 5% |
| Local education | 6,790 | 7,160 | 370 | 5% |
| Self-employment | 7,160 | 8,220 | 1,060 | 15% |

Note: Industry and occupational employment totals are not equal due to rounding.

Source: Oregon Employment Department, 2018. Published June 26, 2018

CITY AND
CHAMBER

The **City of Ashland** and the **Ashland Chamber** have partnered on so many important topics supporting and contributing to the community's economic success that it is almost second nature. The combined resources, diverse perspectives and ability to leverage relationships and collaboration opportunities enhances the bottom line; providing support wherever needed to our local business community to meet their own goals.

The City of Ashland has embraced a plan since 2011 to support and encourage economic development which continues today. The strategy represents the community's commitment to the creation, retention, and expansion of businesses and other ventures that enrich Ashland by creating goods and services that provide employment opportunities while maintaining and enhancing the overall quality of life.

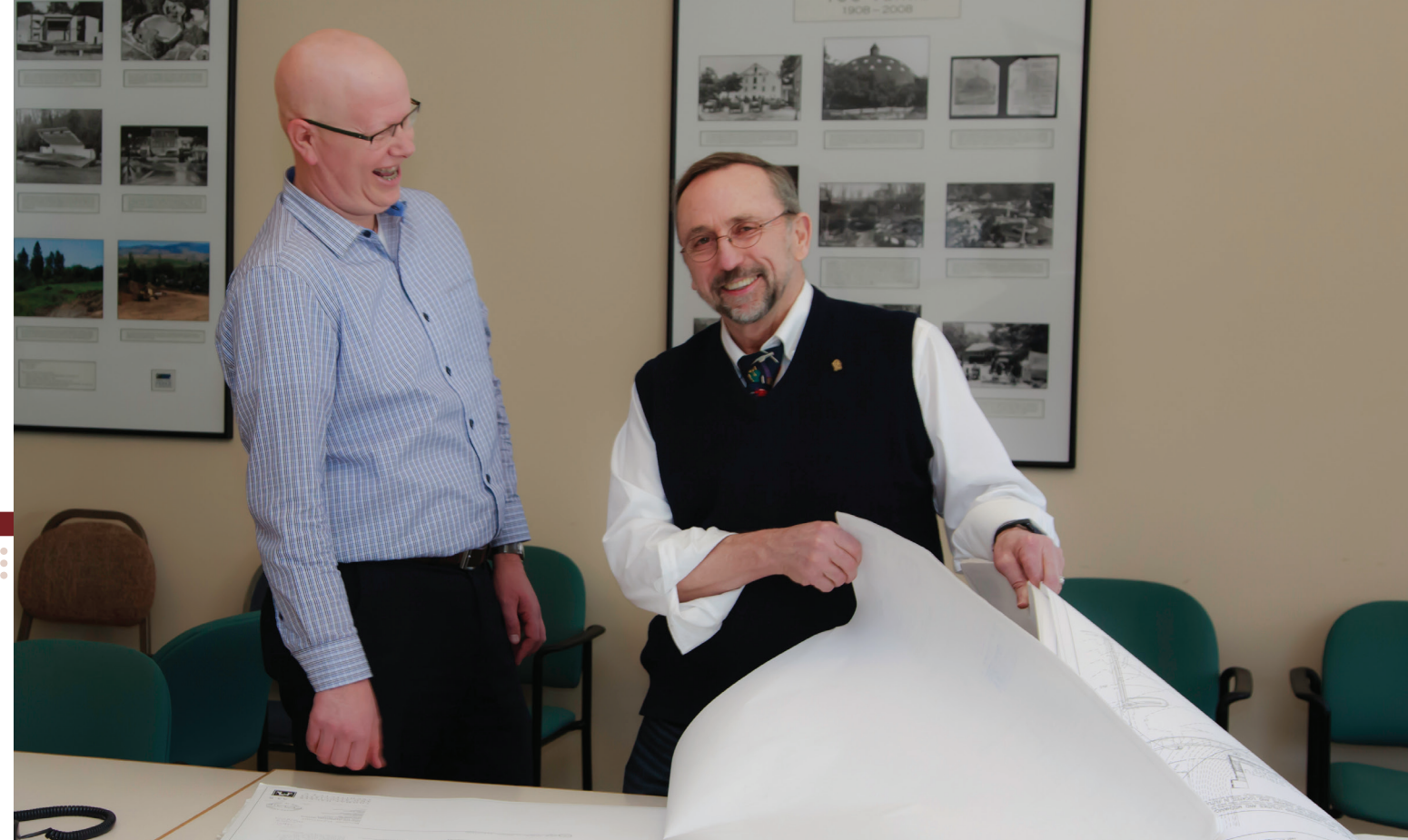
The Ashland Chamber's mission is to improve the economy while maintaining and advancing the quality of life. As the lead economic development arm for the City, utilizing long-established relationships within the business sector and through extensive community partnerships, this role is critical. The Chamber promotes businesses and the community by providing business resources, creating education programs, business networking opportunities and collaborative problem solving. The collection and analysis of data over time of local economic sectors provides information to guide programs, promotions and assists businesses with growth and expansion.



HOME-BASED BUSINESSES

A significant amount of economic activity occurs in the form of home based businesses throughout the city. Many of Ashland's most successful firms began as home-based businesses, and when they outgrew their homes, moved to larger facilities. According to the 2012-2016 American Community Survey 5-Year estimates, over 1,100 employees were located in residential zones (12.5 percent).

At 16.7 percent, Ashland has a high percentage of self-employed workers (2012-2016 American Community Survey 5-Year estimates). In Jackson County as a whole, 10.3 percent of workers are self-employed, while 7.6 percent of workers across Oregon fall into that category. Ashland's higher percentage is attributed, in part, to strong residential bandwidth provided by AFN.



Adam Hanks, City of Ashland and Jac Nickels, Owner, Architectural Design Works Inc.; Chair Economic Sustainability Committee, Ashland Chamber

Photo by Graham Lewis

"The good quality of life in Jackson County may account for the high level of self-employed people," said Guy Tauer, regional economist for the Oregon Employment Department. "People who can run their business anywhere can choose to live here," he said. "People can work over the Internet and there is good access to airports. It really lets people decide where they want to live. They can pick where they want their business, versus if they worked for someone else and had to live where their job was."

In collaboration with the City of Ashland, the Chamber creates conferences that generate important conversations on Ashland's place in the international market, have highlighted important industries in Ashland's complex economy and showcased opportunities for job creation and growth. The goals are to identify strengths in the economy to help local businesses expand, stimulate investment, create connections for new business, encourage entrepreneurship and identify education and job training opportunities.

"The relationship between the Ashland Chamber and the City of Ashland is a highly effective mutually beneficial partnership that has served Ashland very well over many decades. The collaboration helps leverage our combined resources with the assistance of multiple stakeholders. As we coordinate our efforts, we help businesses overcome obstacles in order to grow and identify opportunities for new programs."

- Adam Hanks, City of Ashland

One of the most effective approaches to economic development encourages the survival and growth of businesses already located in an area. Existing businesses are more likely to have linkages with other area businesses, be familiar with the area's labor force, regulations, and its institutions. They are more likely to employ residents and be invested in the broader business and social community. Improving the efficiency of existing businesses enhances the area's competitive advantage. Some consider existing businesses the engine of local economic growth.

In this regard, the Chamber and the City of Ashland first partnered over fifteen years ago in conducting the Business Retention and Expansion Survey of key businesses in Ashland. The survey has been conducted five times during that period and each time has unveiled substantive information that has helped both the City and the Chamber to tackle challenges identified in the confidential survey as well as generate new and creative initiatives to help foster business growth.

In addition to conferences and economic analysis, the Chamber in co-sponsorship with the City, produces on-going workshops to provide educational opportunities for business growth. These hands-on workshops are geared towards the specific needs of the business community and provides business owners opportunities for learning that they might not be able to receive on their own. Topics such as the changing Oregon laws that impact business to utilizing social media for business growth have been presented. Most recently, a program was created on smoke awareness in collaboration with the Ashland Fire & Rescue to create tools for businesses and residents to mitigate the issues of smoke from possible wildfires in the region. A workshop was conducted and a complete on-line tool kit was created with recommendations for product purchase and videos to guide people on best practices.

The partnership between the City and the Ashland Chamber in supporting our local economy has always been excellent and has only grown more interconnected. In addition to the partnership with the City, the Chamber continues has strong and innovative partnerships with the Southern Oregon University and other government and business partners to help grow the economy.



For more information on economic data, resources and assistance, go to ashlandchamber.com

MEMBERSHIP



Photo by Christopher Briscoe

ASHLAND MARKETPLACE

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“Membership with the Ashland Chamber affords your business the opportunity to grow in the community you call home. Join the Chamber today and take full advantage of the benefits of membership.”

~ **Dana Preston**

Membership & Business Development Director, Ashland Chamber of Commerce

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medfordrogues.com

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Oregon Center for the Arts
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PO Box 970 • Grants Pass 97526 • 541-476-7717 • grantspasschamber.org

Jacksonville Chamber
PO Box 33 • Jacksonville 97530 • 541-899-8118 • jacksonvilleoregon.org

Mt Shasta Chamber of Commerce Visitors Bureau
300 Pine St. • Mt Shasta CA 96067 • 530-926-3696 • mtshastachamber.com

Phoenix Chamber of Commerce
205 Fern Valley Rd., Ste. M-1 • Phoenix 97535 • 541-535-6956

Travel Ashland
110 E. Main St. • 541-482-3486 • travelashland.com

Civic

Ashland Business Connections (BNI)
PO Box 625 • 541-414-7903 • ashlandbni.com

Dean Fortmiller
541-601-0741

Michael T Mahar
815 Alder Creek Dr. • Medford 97504 • 541-776-1200 • maharhomes.com

Peter Buckley
541-488-9180 • southernoregonsuccess.org

Thalden Foundation
702-860-5000

Disability Services

Ashland Supportive Housing & Community Outreach
693B Washington St. • 541-488-2870 • ashlandash.org

Living Opportunities, Inc.
861 Valley View Dr. • Medford 97504 • 541-772-1503 • livingopps.org

Human Services

ACCESS
PO Box 4666 • Medford 97501 • 541-779-6691 • accesshelps.org

American Red Cross
1174 Progress Dr. #102 • Medford 97504 • 541-842-4705 • RedCrossBlood.org

Ashland Emergency Food Bank
560 Clover Ln. • 541-488-9544 • ashlandemergencyfoodbank.org

Jackson County Fuel Committee
120 W. Second St. • Phoenix 97535 • 541-488-2905

OnTrack Rogue Valley
300 W. Main St. • Medford 97501 • 541-772-1777 • ontrackroguevalley.org

Oregon Child Development Coalition- Head Start
265 N. Main St. #1 • 541-488-6919 x2801 • ocdc.net

Riding Beyond
541-482-6210 • ridingbeyond.org

Non-Profit Organization

Addictions Recovery Center
1025 E. Main St. • Medford 97504 • 541-779-1282 • AddictionsRecovery.org

Amigo Club of Ashland, Oregon, Inc.
PO Box 1161 • 541-482-3095 • Ashlandamigoclub.org

Ashland Community Hospital Foundation
280 Maple St. • 541-201-4014 • ACHFoundation.org

Ashland Culture of Peace Comission
33 First St., Ste. 1 • 541-552-1061 • ashlandcpc.org

The Ashland Food Project
PO Box 1089 • 541-488-6976 • ashlandfoodproject.com

Ashland Tiny House Village
541-708-3557 • ijpr.org/post/ashland-works-toward-tiny-house-village#stream

Bear Creek Greenway Foundation
PO Box 4561 • Medford 97501 • 541-944-7185 • bearcreekgreenway.com

The Boys & Girls Clubs of the Rogue Valley- Talent Branch
Talent Elementary School • Talent 97540 • 541-941-3604 • begreat4kids.com

CASA of Jackson County
613 Market St. • Medford 97504 • 541-734-2272

Equamore Foundation
4723 Hwy 66 • 541-482-5550 • equamore.org

Family Solutions
201 W. Main St., Ste. 4B • Medford 97501 • 541-414-1720 • familysolutionsoregon.com

Friends of Cascade-Siskiyou National Monument
Cascade-Siskiyou National Monument • 971-237-1115 • cascadesiskiyou.org

Friends of the Animal Shelter
5595 S. Pacific Hwy • Phoenix 97535 • 541-774-6651 • fotas.org

Habitat for Humanity Rogue Valley
2233 S. Pacific Hwy • Medford 97501 • 541-779-1983 • roguevalleyhabitat.org

The Hearth
541-261-4398 • thehearthcommunity.com

Jean Houston Foundation
PO Box 3330 • 541-482-4240 • jeanhoustonfoundation.org

Maslow Project
500 Monroe St. • Medford 97501 • 541-608-6868 • maslowproject.com

NeighborGood.me
1949 Crestview Dr. • 541-324-4924 • neighborgood.me

Rogue Valley Farm to School
223 Fifth St. • 541-778-7356 • rvfarm2school.org

Rogue Valley Mentoring
295 E. Main St., Ste. 6 • 541-708-6688 • therosecircle.org

Rogue Valley Metaphysical Library & Media Exchange
2321 Ashland St. #2 • 541-552-9119 • RVML.org

Rogue Valley SHRM
PO Box 1501 • Medford 97501 • 541-482-8938 • shrmroguevalley.shrm.org

SoHumane
2910 Table Rock Rd. • Medford 97501 • 541-773-3215 • sohumane.org

Southern Oregon Historical Society
106 N. Central Ave. • Medford 97501 • 541-773-6536 ext. 1004 • sohs.org

Southern Oregon Pride
541-890-3548 • sopride.org

Women Entrepreneurs of Southern Oregon (WESO)
PO Box 1662 • Medford 97501 • wesoweb.org

Service Clubs

American Association of University Women (AAUW)
541-326-9102 • ashland-or.aauw.net

Ashland Elks Lodge #944
PO Box 569 • 541-482-3911 • ashlandelks.org

Ashland Kiwanis Club
PO Box 449 • 541-488-0532 • ashlandkiwanis.org

Ashland Lions Club
PO Box 3340 • 541-324-1515 • ashlandoregonlions.org

Ashland Masonic Lodge #23
570 Clover Ln. • 541-301-7649 • roguevalleymasons.org/a/roguevalleymasons.org/www/ldoges/_ashland-lodge-23

Bellview Grange #759
1050 Tolman Creek Rd. 805-636-5526 • grange.org/bellviewor759

Soroptimist International of Ashland
PO Box 544 • soroptimistrv.org/siashland.html

Computers, Service, Networking:

Computers

Dr. Networking
485 E. Main St., Ste. 5 • 541-488-8765 • drnetworking.net

Software

Flowjo, LLC
385 Williamson Way 541-201-0022 • flowjo.com
2017 Manufacturing Business of the Year

Norris & Peterson LLC
993 Siskiyou Blvd. #4 541-488-9700 • ashlandaccountants.com

Polymath LLC, DBA: Ashland Bookkeeping Services
1701 Siskiyou Blvd., Ste. 3 • 541-482-4849 • Polymath.com

Reid, Hanna, Johnson & Company CPAs LLC
1101 Siskiyou Blvd. • 541-482-3711 • reidhanna.com

Banks & Financial Institutions

Banner Bank
2235 Hwy 66 • 541-282-5311 • bannerbank.com

First Interstate Bank
2305 Ashland St., Ste. B • 541-482-5411 • botc.com

Key Bank of Oregon
183 E. Main St. 541-482-2451 • key.com

People's Bank of Commerce
1500 Siskiyou Blvd. • 541-482-3886 • peoplesbankofcommerce.com

Rogue Credit Union
415 Lithia Way 541-858-7328 • roguefcu.org

US Bank
30 N. Second St. 541-482-1522 • usbank.com

See our ad on Page 34

Washington Federal
175 Lithia Way, Ste. 100 • 541-488-6977 • washingtonfederal.com

Wells Fargo Bank
67 E. Main St. 541-488-0436 • wellsfargo.com

Financial • Investment

Edward Jones - Larry Steiner
850 Siskiyou Blvd. #4 • 541-482-4116 • edwardjones.com

Edward Jones & Co. - Todd Montgomery
526 Washington St., Ste. 2 • 541-488-1411 • edwardjones.com

Fortress Financial Group
180 Lithia Way, Ste. 102 • 541-488-3600 • fortress-financial.com

MRL Wealth Strategies
541-488-0085

Raymond James Financial Services
108 E. Hersey St., Ste 3 • 541-488-6768 • raymondjames.com/8gs

Retirement Planning Specialists, Inc.
645 A St. • 541-482-0138

Insurance and Estate Services

Allstate Insurance
1908 Ashland St. #C • 541-488-2516 • allstate.com/Rbuckmister

American Family Insurance- Barbara DeForest Agency
665 A St. • 541-488-0301 • barbaradeforestagency.com

Ashland Insurance Inc.
585 A St., #1 541-482-0831 • ashlandinsurance.com

Jon Snowden Insurance Agency
420 Bridge St. • 541-482-4957 • jonsnowden.com

Reinholdt & O'Harra Insurance
1756 Ashland St. • 541-482-1921 • reinholdtins.com
See our ad on Page 76

The Zebra
98 San Jacinto Blvd., #2000 • Austin TX 78701 • 512-981-8514 • thezebra.com/oregon-car-insurance

Mortgage • Lending

Caliber Home Loans
146 Clear Creek Dr., Ste. 101 • 541-708-7805 • caliberhomeloans.com/msallee

loanDepot
344 E. Main St. 541-708-4000 • loandepot.com/branches/ashland-or

Government and Education:

Education

Ashland Institute of Massage
280 E. Hersey St. A-8 • 541-482-5134 • aimashland.com

Ashland Public Schools
885 Siskiyou Blvd. 541-482-2811 • ashland.k12.or.us

Ashland Schools Foundation
100 Walker Ave. • 541-482-8197 • ashlandschoolsfoundation.org

Logos Public Charter School
400 Earhart St. • Medford 97501 • 541-842-3658 • Logoscharter.com

Osher Lifelong Learning Institute (OLLI) at SOU
655 Frances Ln. • 541-552-6048 • sou.edu/olli

Rogue Community College
3345 Redwood Hwy, Building H • Grants Pass 97527 • 541-956-7133 • roguecc.edu

See our ad on Page 52

The Siskiyou School
631 Clay St. • 541-482-8223 • siskiyouschool.org

Southern Oregon University
1250 Siskiyou Blvd. • 541-552-7672 • sou.edu
See our ad on Page 50

Southern Oregon University Division of Business, Communication and the Environment
1250 Siskiyou Blvd. • 541-552-6484 • sou.edu/business

Southern Oregon University Foundation
1250 Siskiyou Blvd. • 541-552-6129 • soufoundation.org

St. Mary's High School
816 Black Oak Dr. • Medford 97504 • 541-773-7877 • smschool.us

Government

Ashland Fire and Rescue
455 Siskiyou Blvd. 541-482-2770 • ashland.or.us/fire
See our ad stories on Pages 12-13 & 56-59

City of Ashland
20 E. Main St. • 541-552-2100 • ashland.or.us
See our ad story on Pages 14-17 & ad on Page 77

Jackson County Sheriff's Office Search and Rescue
620 Antelope Rd. • White City 97503 • 541-864-8830

Libraries

Friends of the Ashland Public Library
PO Box 91 • 541-774-6996 • ashlandfriends.org
See our ad on Page 60

Rogue Valley Genealogical Society, Inc.
3405 S. Pacific Hwy • Medford 97501 • 541-512-2340 • rvgsociety.org

Museums

Crater Rock Museum
2002 Scenic Ave. • Central Point 97502 • 541-664-6081 • craterrock.com

Schneider Museum of Art, SOU
1250 Siskiyou Blvd. • 541-552-6245 • sou.edu/sma

ScienceWorks Hands-On Museum
1500 E. Main St. • 541-482-6767 • scienceworksmuseum.org

Health & Wellness:

Body • Mind • Spirit

Prime My Body
847-226-7736 • lauraderocher.primemybody.com

Chiropractic

Blue Giraffe Day Spa Salon
51 Water St. • 541-488-3335 • bluegiraffespa.com
Dr. J.C Morris combines eight years of chiropractic experience and post graduate studies in nutrition and sports related injuries. His techniques are diversified and include manual adjusting, gentle chiropractic care, massage, trigger point therapy, Ultra-sound and Muscle Stimulation. His goal is to eliminate the cause of your pain, and ensure you are able to stay fit and active throughout your lifetime. Most insurance is accepted.

Elements of Being Family Chiropractic
415-497-4546 • elementsofbeing.com

Renaissance Chiropractic
1745 Ashland St. • 541-482-3362 • renchiroclinic.com

Rise: Reorganizational Healing
598 E. Main St. • 541-301-3379 • riseashland.org

Spark Chiropractic & Acupuncture
258 A St., Ste. 8 • 541-324-9736 • Sparkashland.com

Wellspring Centre for Body Balance
518 Washington St. • 541-482-2021 • wellspringbodybalance.com

Complementary and Alternative Health Care

Active Acupuncture of Ashland
1701 Siskiyou Blvd. #2 • 541-482-5483 • activeacupunctureofashland.com

Ashland Alternative Health
180 Clear Creek Dr. #103 • 541-488-2202 • ashlandalthhealth.com

Mederi Foundation
478 Russell St. # 101 541-488-3133 • mederifoundation.org

Counseling Services

Phoenix Counseling Center
149 S. Main St. • Phoenix 97535 • 541-535-4133 • phoenixcounseling.org

Summers Therapy
545 A St., Ste. 202 • 541-930-1100 • summerstherapy.com

Stillwaters Peace Counseling
1745 Ashland St. • 541-482-6237

Dentists

Ashland Dental & Oral Health
277 Fifth St. • 541-482-1744 • ashlanddentalhealth.com

Ashland Family Dentistry, LLC
574 Washington St. • 541-482-1991 • ashlandfamilydentists.com

Jones Family Dental
325 A St., Ste. 2 541-488-5088 • jonesfamilydental.net

Soulsmile
1144 Iowa St. 541-482-4995 • soulsmile.com

White Dental Studio, PC
727 N. Main St. • 541-708-6288 • mywhitedental.com
2017 Green Business of the Year

Dispensary

Breeze Botanicals
1526 Siskiyou Blvd. • 541-708-6446 • breezebotanicals.com

House of Leaves
488 N. Main St. 541-488-6776 • houseofleavesllc.com

Healing Arts Practitioners

Be Pain Free
801 Forest St. • 541-552-0108 • bepainfree.us

Energetic Arts, Sita Flammer
541-232-3635 • Sitaflammer.com

Rogue Valley Aroma Reflexology
320 E. Main St. • 541-621-4660

Tail of the Sun Network Care
567 Fair Oaks Ave. • 541-816-1911 • tailofthesunnsa.com

Health & Fitness

Anne Herrick Diemel - Optimal Ageing Inc.
541-621-9337 • anneherrick.com

Anytime Fitness Ashland
1505 Siskiyou Blvd. • 541-708-0136 • anytimefitness.com

Ashland Family YMCA
540 YMCA Way • 541-482-9622 • ashlandymca.org

Ashland Physical Therapy
275 Lithia Way • 541-482-6743

Golden Way Acupuncture
108 E. Hersey St., Ste. 2A • 530-859-3839 • goldenwayacupuncture.com

Lasting Wellness
541-292-0775 • lastingwellness.com

Natura Health Products
478 Russell St., Ste. 103 • naturahealthproducts.com

Southern Oregon True Health
635 Lit Way • 541-708-2088 • sotruehealth.com

Hospitals

Asante Ashland Community Hospital
280 Maple St. • 541-201-4000 • asante.org/about-us/our-hospitals/ashland
See our ad on Page 69

Asante Rogue Regional Medical Center
2825 E. Barnett Rd. • Medford 97504 • 541-789-7000 • asante.org

Providence Health & Services
1111 Crater Lake Ave. • Medford 97504 • 541-732-5138 • providence.org/southernor
See our ad on Page 71

Medical

Artisan Eye Works
215 Fourth St. • 541-708-5350 • artisaneyeworks.com

Ashland Optometric Clinic
933 Siskiyou Blvd. • 541-482-3466 • ashlandoptometric.com

Direct Physical Therapy, LLP
108 E. Hersey St., Ste. 2B • 541-482-5525 • directphysicaltherapy.net

Elizabeth Institute LLC
638 N. Main St., Ste. C • 541-708-5433 • elizabethinstitute.com

Linda Vista Rehabilitation & Care Center
135 Maple St. • 541-482-2341 • prestigecare.com/location/linda-vista-nursing-rehab-center

Rogue Community Health
99 Central Ave. • 541-773-3863 • roguecommunityhealth.org

Siskiyou Eye Center • Siskiyou Optical
648 N. Main St. • 541-482-8100 • siskiyoueeye.com

Southern Oregon Orthopedics
1661 Hwy 99 N. • 541-779-6250 • oregonortho.com
See our ad on Page 67

Valley Immediate Care
1401 Siskiyou Blvd. • 541-488-6848 • valley-ic.com

Home and Garden:

Arborist

Canopy, LLC
157 Max Loop • Talent 97540 • 541-631-8000 • canopyarborcare.com

Flower Garden

Le Mera Gardens
8657 Wagner Creek Rd. • Talent 97540 • 541-857-8223 • lemeragardens.com

Home Décor

Bestow & Bloom
149 N. Pioneer St. • 541-708-1135 • bestowandbloom.com

PG Long Floor Cover
1799 Sage Rd. • Medford 97501 • 541-630-2191 • Pglongfloorcovering.com

Home Security

Virtual Inventory Protection, LLC
1010 Clay St. • 541-708-0497 • Virtualinventoryprotection.biz

Landscape & Garden

Ashland Garden Club
370 Courtney St. • 541-482-2950 • ashlandorgardenclub.org

Banyan Tree Landscape Construction, LLC
303 Mowetza Dr. • 541-944-0943 • banyantreelandscape.com

Carols Colors and Landscaping
4161 Colman Creek Rd. • Medford 97501 • 541-535-7074 • carolscolors.net

KenCairn Landscape Architecture
545 A St., Ste. 3 • 541-488-3194 • kencairnlandscape.com
See our ad story on Pages 44-45

Leave Your Mark
4631 S. Pacific Hwy • Phoenix 97535 • 541-535-3445 • leaveyourmark.com

Innovative Manufacturing:

Manufacturing

Cropper Medical Inc
240 E. Hersey St., Ste. 2 • 541-488-0600 • bioskin.com

Darex, LLC
210 E. Hersey St. 541-552-1301 • about.darex.com

Oak Street Tank & Steel
PO Box 850 • 541-482-1536 • oakstreettank.com

The Organic Alcohol Company
650 Mistletoe Rd. • 541-201-1050 • organicalcohol.com

Lodging, Travel and Tourism:

Bed & Breakfasts

A Midsummer's Dream
496 Beach St. 541-552-0605 • amidsummer.com

Abigail's Bed & Breakfast Inn
451 N. Main St. • 541-482-4563 • abigailsbandb.com

Arden Forest Inn
261 W. Hersey 541-488-1496 • afinn.com

Ashland Chanticleer Inn
120 Gresham St. • 541-482-1919 • ashland-bed-breakfast.com

Ashland Creek Inn
70 Water St. • 541-482-3315 • ashlandcreekinn.com

Bayberry Inn
438 N. Main St. 541-488-1252 • bayberryinn.com

Blue Moon
312 Helman St. 877-411-5545 • bookairhop.com

Coolidge House B&B
137 N. Main St. 541-482-4721 • coolidgehouse.com

Country Willows B&B
1313 Clay St. 541-488-1590 • countrywillowsinn.com

Iris Inn
59 Manzanita St. 541-488-2286 • irisinnashland.com

Jacksonville Inn
PO Box 359 • Jacksonville 97530 • 541-899-1900 • jacksonvilleinn.com

McCall House
153 Oak St. • 800-808-9749 • mccallhouse.com

Oak Hill Bed & Breakfast
2190 Siskiyou Blvd. • 541-482-1554 • oakhillbb.com

Oak Street Station B&B
239 Oak St. • 541-482-1726 • oakstreetstation.com

Peerless Hotel
243 Fourth St. 541-488-1082 • peerlesshotel.com

Romeo Inn Bed and Breakfast
295 Idaho St. • 800-915-8899 • romeoinn.com

Winchester Inn
35 S. Second St. 541-488-1113 • winchesterinn.com

Country Inns, Lodges & Retreats

Buckhorn Springs Inn
2200 Buckhorn Springs Rd. • 541-488-2200 • buckhornsprings.org

Callahan's Siskiyou Lodge
7100 Old Hwy 99 S. • 541-482-1299 • callahanslodge.com

Circle of Trust Retreat Center
3300 Butler Creek Rd. • 541-601-6163 • circleoftrustcenter.com

Friends of the Oregon Caves & Chateau
2000 Caves Hwy • Cave Junction 97522 • 541-944-1139 • friendsOCAC.org

Green Springs Inn & Cabins
11470 Hwy 66

Columbia Hotel
262 1 • 2 E. Main St. 541-482-3726 • columbiahotel.com

Comfort Inn & Suites
434 S. Valley View Rd. • 541-482-6932 • <https://www.choicehotels.com/oregon/ashland/comfort-inn-hotels/or258?source=lb>

Holiday Inn Express & Suites
565 Clover Ln. • 541-201-0202 • hiexpress.com/hotels/us/en/ashland/hsaor/hoteldetail

Loon Lake Lodge & RV Resort
9011 Loon Lake Rd. • Reedsport 97467 • 541-599-2244 • loonlakerv.com

The Manor Motel
476 N. Main St. 541-482-2246 • manormotel.net

Palm Cottages
1065 Siskiyou Blvd. 541-482-2636 • palmcottages.com

Plaza Inn & Suites at Ashland Creek
98 Central Ave. • 541-488-8900 • plazainnashland.com

Prospect Historic Hotel-Motel and Dinner House
391 Mill Creek Dr. • Prospect 97536 • 541-560-3664 • prospecthotel.com

Super 8 Motel
2350 Ashland St. 541-482-8887 • super8.com

Windsor Inn
2520 Ashland St. • 541-488-2330 • bestwestern.com/windsorinnashland

Reservation Services

AirHop, LLC ‘Vacation Reservation Management’
478 Russell St #201 • 877-411-5545 • bookairhop.com

Stay Ashland - Ashland’s Bed & Breakfast Network
PO Box 1051 • StayAshland.com

Travel Agents

Custom Travel Escapes
2695 Mickelson Way 541-854-5618 • customtravelescapes.net

Journey To and Fro Travel
541-708-1570 • journeytoandfro.com

Tom Smith Travel
PO Box 28134 • Portland 97228 • 877-604-3107 • tomsmithtravel.com

Vacation Rentals

1900 The Guest Houses
56 N. Third St. • 541-821-4287 • thecyclehostel.com

2nd Street Cottages
144 N. Second St. 541-488-0888 • 2ndstreetcottages.com

Ashland Cottages High St. & TCI
58 Wimer St. & 358 High St. • 541-482-3610 • vrbo.com/65608

Abbott’s Cottages
464 N. Main St. 541-482-7515 • abbottscottages.com

Ashland Guest Cottages
172 Skidmore St. 206-650-3000 • ashlandguestcottages.com

Ashland Haus Retreat
74 N. Third St. 541-292 3457 • <https://www.airbnb.com/rooms/20800480>

Ashland’s Main Street Inn
142 N. Main St. • 541-488-0969 • ashlandsmainstreetinn.com

Carlisle Garden Suites
637 E. Main St. 541-482-1428 • carlislegardensuites.com

DeLaunay House
185 Pioneer St. 541-621-5409 • delaunayhouse.com

Oak Street Cottages
171 Oak St. • 541-488-3778 • oakstreetcottages.com

Pioneer Street Vacation Homes
150 N. Pioneer St. • 877-411-5545 • www.bookairhop.com/vacation-properties/the-pioneer-homes

RedTail Inn
550 E. Main St. 541-227-4999 • redtailinn.com

Personal Services and Care:

Beauty Salons • Nail Care

Abbinito
50 N. Third St. • 541-552-0228 • abbinito.com

Be Cherished LLC. An AVEDA Salon & Retail Store for Women & Men
393 E. Main St. • 541-482-4900 • becherishedashland.com

Blue Giraffe Day Spa Salon
51 Water St. • 541-488-3335 • bluegiraffespa.com
Treat yourself to a luxurious manicure or pedicure in our beautiful nail salon, overlooking Ashland Creek. We feature Side by side, state of the art, whirlpool pedicure chairs with built in massage. Gel Nails, Shellac, and beautiful Essie colors will enhance your relaxing experience.

Imani Institute of Cosmetology
2425 Siskiyou Blvd. • 541-488-6766 • lmanicos.com

Facials • Skin Care

Blue Giraffe Day Spa Salon
51 Water St. • (541) 488-3335 • www.bluegiraffespa.com
Our facials are customized to meet each individuals skincare needs, correcting any imbalance while respecting the delicate structure of the skin. Our facials offer the perfect blend of relaxation and results, utilizing the finest, most effective products in the esthetics industry including Intracuticals, Glotherapeutics, Naturopathica, and Comfort Zone.

Posh Organics
253 E. Main St. 541-488-4418 • poshorganicsashland.com

Massage

Blue Giraffe Day Spa Salon
51 Water St. • 541-488-3335 • bluegiraffespa.com
Our massage therapists are highly trained in a number of massage and bodywork modalities. Each massage treatment is individualized to meet our clients specific needs, whether they be deep and targeted work or tranquil relaxation. Combined with a relaxing steam or soak in our hydrotherapy tub, a massage with us will leave you feeling relaxed, rejuvenated and refreshed.

Emerald Boutique Spa
300 E. Hersey St. #14 541-890-3414 • emeraldboutiquespa.com

Siskiyou Massage
550 Siskiyou Blvd. • 541-488-6757 • SiskiyouMassage.com

Spas

Blue Giraffe Day Spa Salon
51 Water St. • 541-488-3335 • bluegiraffespa.com
Relax and rejuvenate in our luxurious full service spa --- escape into a tranquil world of pleasure, beauty and health. Offering massage, facial, body treatments, bath, steam, hair and nail salon, as well as medi-spa services. Rated "Excellent" NY Times. Paradise is within, let us take you there.

Chozu Bath and Tea Gardens
832 A St. 541-552-0202 • chozugardens.com

Plaza Salon & Spa
60 N. Main St. 541-482-9470 • ashlandplazaspa.com

Waterstone Spa and Salon
236 E. Main St. • 541-488-0325 • WaterstoneSpa.com
Located in downtown Ashland Waterstone Spa offers massages, facials, spa treatments, foot soaks, scrubs & reflexology. Products used at the spa are organic, many of which are sourced locally. Spa's relaxing interiors includes five private treatment rooms, naturally lit Solarium, Japanese Ofuro soaking tub, steam and saunas, as well as couples' favorite, the Duet Suite. Waterstone Spa invites you to their second location at the Lithia Springs Resort.

See our ad on Page 47

Zagorska Oasis Eco-Luxe Spa & Apothecary
111 E. Main St. • 541-810-8877 • zagorskaooasis.com

Yoga

Ashland Yoga Center
2455 Siskiyou Blvd. & 485 A St. • 541-601-3501 • ashlandyogacenter.com

Public Utilities and Environment:

Environmental

Geos Institute
84 Fourth St. • 541-482-4459 • geosinstitute.org

Klamath Bird Observatory
320 Beach St. • 541-201-0866 • klamathbird.org

KS Wild (Klamath Siskiyou Wildlands Center)
PO Box 102 • 541-488-5789 • kswild.org

Lomakatsi Restoration Project
645 Washington St. • 541-488-0208 • lomakatsi.org

Southern Oregon Climate Action Now (SOCAN)
541-324-4501 • socan.info

Southern Oregon Land Conservancy
84 Fourth St. • 541-482-3069 • landconserve.org

Solar Electric

Sharpe Energy Solutions
557 Fordyce St. • 541-531-3436 • sharpenergy.net

True South Solar
125 Clear Creek Dr. • 800-947-1187 • truesouthsolar.net
See our ad stories on Pages 20-21 & 44-45

Wholesale Solar
1661 Siskiyou Blvd. • 800-472-1142 • wholesalesolar.com
See our ad story on Page 83

Utilities

AVISTA Corp.
580 Business Park Dr. • Medford 97504 • 800-227-9187 • avistautilities.com

City of Ashland Electric Department
20 E. Main St. • 541-488-5357 • ashland.or.us

Recology Ashland
170 Oak St. • 541-482-1471 • recology.com/recology-ashland/

See our ad story on Page 18

Real Estate and Construction:

Architects • Home Designers

Architectural Design Works Inc.
518 Washington St., Ste. 4 • 541-488-0719 • adwarchitect.com

DEI Engineers at the Ashland Design Studio
696 Mistletoe Road • 541-708-0586 • deiengineers.com

JulieO Design at Ashland Design Studio
287 Fourth St. • 541-301-5234 • julieodwyerdesign.com
See our ad story on Pages 44-45

Kistler Small + White, Architects
66 Water St., Ste. 101 • 541-488-8200 • kistlersmallwhite.com

Construction • Building Materials • Developers

Adroit Construction Co
PO Box 609 • 541-482-4098 • adroitbuilt.com

Coleman Creek Construction
695 Washington St. • 541-482-2299

See our ad story on Pages 44-45

Morris Construction
541-621-9406

New Horizons Woodworks, Inc.
278 Helman St. • 541-482-0653 • newhorizonswoodworks.com

Southern Oregon Builders Association
1006 E. Jackson St. • Medford 97504 • 541-773-2872

Contractors

Clavin Construction Company CCB #205888
918 Cypress Point Loop • 310-926-5713 • clavinconstruction.com

Ken Krumdieck Inc
300 Helman St. 541-482-4566 • kenkrumdieck.com

Hardware • Electrical • Plumbing • Lumber

Ashland Hardware
249 A St. • 541-482-3476 • ashlandgeneralhardware.com

Scott Ploss Electrical Excellence
541-517-6565

Painting, Dry Wall, Wall Paper

Edmunds Uptown Paint and Paste
107 Foss Rd. • Talent 97540 • 541-890-8582

Miller Paint Co. - Ashland
2205 Ashland St., Ste. 201 • 541-482-4002 • millerpaint.com

Sherwin-Williams
2220 Ashland St. 541-488-6238 • sherwin-williams.com

Property Management

AlleNorth Property Management
340 A St., Ste. 6 • 541-201-8881 • allenorth.com

Asurent Property Management
1081 E. Main St. • 541-708-0357 • asurent.com

Classic Property Management
541-482-8076 • classicalashland.com

CPM Real Estate Services
1875 Hwy 99 N., Ste. B • 541-482-0326 • cpmrealestateservices.com

Golden Fields Construction & Design, Ltd.
845 Oak St. • 541-482-8442 • golden-fields.net

Rogue Real Estate Sales & Property Management
256 N. Pioneer St. • 541-482-3451 • rogue realestate.com

Sterling West Property Management, LLC
871 Medford Center • Medford 97504 • 541-708-6164 • sterlingwestrentals.com

Real Estate

Adam Bogle, Ten Realty Group (Powered by eXp Realty)
541-708-3630 • tenrealtygroup.com

Ashland Homes Real Estate
150 E. Main St. • 541-482-0044 • ashland-homes.com
See our ad on Page 74

Coldwell Banker Pro West Ashland
190 Oak St., Ste. 1 • 541-482-5590 • AshlandProWest.com

DeAnna Sickler & Dyan Lane Real Estate Brokers
320 E. Main St. • 541-494-5353 • livinginsouthernoregon.com
See our ad on Page 64

Full Circle Real Estate
240 E. Main St. • 541-482-6868 • fullcircleal.com

Gateway Real Estate
5 N. Main St. • 541-482-1040 • gateway-realestate.com
See our ad on Page 61

Gibson Real Estate Group
320 E. Main St. • 541-708-5775 • thegibsongrp.com
See our ad on Page 75

Joan Roberts- Agent- Patricia Sprague Real Estate
99 N. Main St. • 541-727-8806

John L Scott
320 E. Main St. • 541-488-1311 • johnlscott.com
See our ad on Page 46

Marilyn Stewart Real Estate, Windermere Van Vleet
375 Lithia Way • 541-951-6368 • marilynstewartrealestate.com

NW Real Estate Group at John L Scott
320 E. Main St. • 541-414-7903 • jnelgel.johnlscott.com

Patricia Sprague Real Estate
99 N. Main St. • 541-482-2905 • SpragueRealEstate.com
See our ad on Page 77

RE • MAX PLATINUM
2594 E. Barnett Rd., Ste. B • Medford 97504 • 541-734-5500 • platinumbrokers.com

Rogue Valley Assoc of Realtors
629 Franquette St. • Medford 97501 • 541-770-7060 • somls.com

Royce Real Estate
145 E. Main St. #E 541-482-3814 • roycerealestate.net
See our ad on Page 79

San George Estates, LLC
10 E. South Stage Rd. • Medford 97501 • 541-512-2220 • sangeorgeestates.com

Windermere Van Vleet & Associates
375 Lithia Way • 541-482-3786 • vanvleet.com
See our ad on Page 76

Tile & Stone

The Tile & Stone Design Center, Inc.
552 "A" St. • 541-708-6464 • tilestonedesign.com

Title Companies

First American Title
370 Lithia Way • 541-488-6840 • firstam.com

Ticor Title
180 Lithia Way, Ste. 101 • 541-488-2240 • ticortitle.com

Religious Organizations:

Churches • Synagogues

1st Presbyterian Church of Ashland
1615 Clark Ave. • 541-482-3536 • firstpresashland.org

Archangel Gabriel Orthodox Church (OCA)
PO Box 823 • 541-690-8822 • stgabrielashland.org

First United Methodist Church
175 N. Main St. • 541-482-3647 • ashlandmethodist.org

Havurah Shir Hadash Synagogue
185 N. Mountain Ave. • 541-488-7716 • havurahshirhadash.org

Our Lady of the Mountain Catholic Church
987 Hillview Dr. • 541-482-1146 ext 0 • ourladymt.org

Temple Emek Shalom
1800 E. Main St. 541-488-2909 • emekshalom.org

Trinity Episcopal Church
44 N. Second St. • 541-201-3418 • trinitychurchashland.org

Restaurants, Food and Beverage:

Bakeries

Gluten Free Paradise
2345 Ashland St., Ste 201 • 541-631-1502 • glutenfreeparadise.vpweb.com

Breweries

Caldera Brewery & Restaurant
590 Clover Ln. 541-482-4677 • calderabrewing.com

Catering • Concessionaires

abc kitchen
300 E. Hersey St. #18 • 541-292-4412 • abckitchencatering.com

Chocolate

Branson’s Chocolates, LLC
1662 Siskiyou Blvd. • 541-488-7493 • bransonschocolates.com

Dagoba Organic Chocolate
1105 Benson Way • 541-482-2001 • dagobachocolate.com

Coffee

Boulevard Coffee at the Stratford Inn
555 Siskiyou Blvd., Ste. 2 • 541-482-0456 • boulevard-coffee.com

Mix Bakeshop
57 N. Main St. 541-488-9885 • mixashland.com

Noble Coffee Roasting
281 Fourth St. 541-488-3288 • noblecoffeeroasting.com

Pony Espresso Coffee House & Café
175 Lithia Way • 541-482-2583 • ponyexpressojville.com

Rogue Valley Roasting Co.
917 E. Main St. • 541-488-5902 • ashlandcoffee.com

Starbucks Coffee Company
120 E. Main St. • 541-488-1195 • starbucks.com/store/11639

Storyville Coffee
206-979-1963 • storyville.com

Drink, Wine & Liquor

Ashland Wine Cellar
38 Lithia Way • 541-488-2111 • ashlandwinecellar.com

Pepsi Cola Bottling Co.
510 Airport Rd. • Medford 97504 • 541-858-7086 •

El Tapatio
1633 N. Hwy 99 541-488-2276 • [eltapatioashland.com](#)

Flip
92 N. Main St. 541-488-3547 • [flipashland.com](#)

Great American Pizza Co
1448 Ashland St. • 541-488-7742 • [greatamericanpizzacompany.com](#)

Greenleaf Restaurant
49 N. Main St. • 541-482-2808 • [greenleafrestaurant.com](#)
local favorite since 1985. A diverse menu of fresh, healthy, delicious & affordable- breakfast, lunch & dinner. Family & vegetarian friendly. Daily specials, desserts, espresso drinks, northwest beers & wines. Fast to-go service. Catering, picnics & boxed lunches for large & small groups. Creekside dining. Open daily.

Harvey's Place
50 E. Main St. 541-488-9511 • [harveysplaceashland.com](#)

Hearsay Restaurant, Lounge and Garden
40 S. First St. • 541-625-0505 • [hearsayashland.com](#)

Kobe Restaurant, Sushi & Sake Bar
96 N. Main St. • 541-488-8058 • [kobeashland.com](#)

Larks Home Kitchen Cuisine
212 E. Main St. • 541-488-5558 • [LarksAshland.com](#)
Larks — Home Kitchen Cuisine celebrates Oregon: its farms, orchards, creameries and wineries. Restaurant Chef is a master in showcasing opulent seasonal ingredients delivered daily from local farms, delighting visitors with the flavors of this amazing region. Enjoy the elegant simplicity of comfort food made from scratch, daily cocktail specials, and a relaxed, inviting atmosphere. Serving lunch and dinner. Now at two locations — at the historic Ashland Springs Hotel and in Medford inside Inn at the Commons.

See our ad on Page 47
Ashland Culinary Festival — Top Chef 2009 & 2011

Liquid Assets
96 N. Main St. #201 541-482-9463 • [liquidassetswinebar.com](#)

Loft Brasserie & Carpe Noctem Bar
18 Calle Guanajuato • 541-482-1116 • [loftashland.com](#)

Louie's Bar & Grill
41 N. Main St. 541-482-9701 • [louiesofashland.com](#)

Luna Café
2525 Ashland St. • 541-482-3372 • [lunacafeashland.com](#)
Luna Cafe and Mercantile is a farm-to-counter eatery with great tastes and treats for the whole family! Located at the gateway to southern Oregon in the Ashland Hills Hotel & Suites, this creative eatery offers food cooked from scratch with a focus on farm-fresh and local. Luna's specialty is rotisserie chicken and meats and also offers gourmet pizza, burgers, vegetarian options, artisan coffee, house-made pastries, micro brews, cocktails, and the region's best local wines and cheeses. Eat on the deck overlooking the Ashland hills, or under umbrellas on the animal friendly patio or sip on a craft cocktail inside a rattan and retro settees and tables. Traveler-friendly, with grab-n-go picnic and road trip provisions, we even have doggie treats and souvenirs. So when you're orbiting Ashland, land at Luna!

See our ad on Page 47

Martino's and Macaroni's Ristorante
58 E. Main St. • 541-488-3359 • [martinosashland.com](#)

Martolli's Hand Tossed Pizza
38 E. Main St. • 541-482-1918 • [martollis.com](#)

MÄS
141 Will Dodge Way • 541-581-0090 • [masashland.com](#)
Ashland Culinary Festival Top Chef 2015 & 2016

NW Raw
370 E. Main St. 541-708-6363 • [nwrw.com](#)

Oberon's Restaurant and Bar
45 N. Main St. • 541-708-6652 • [OberonsAshland.com](#)

Omar's Fresh Seafood and Steaks
1380 Siskiyou Blvd. • 541-482-1281 • [omarsrestaurant.com](#)
Ashland Culinary Festival — Top Chef 2014

Ostras! Tapas & Bottle Shop
47 N. Main St. • 541-708-0528 • [Ostrasashland.com](#)

Pangea
272 E. Main St. 541-552-1630 • [pangeaashland.com](#)

Peerless Restaurant & Bar
265 Fourth St. • 541-488-6067 • [peerlessrestaurant.com](#)

Pie + Vine
358 E. Main St. 541-488-5493 • [pieandvine.co](#)

Plancha
165 E. Main St. 541-708-0883 • [planchamex.com](#)

Porters - Dining at the Depot
147 N. Front St. • Medford 97501 • 541-857-1910 • [PortersTrainStation.com](#)
Ashland Culinary Festival — Top Chef 2013

Ruby's Restaurant
163 N. Pioneer St. 541-488-7717 • [rubysofashland.com](#)

Sammich
424 Bridge St. 541-708-6055 • [sammichashland.com](#)
2017 Emerging Business of the Year

Sesame Asian Kitchen
21 Winburn Way 541-482-0119 • [sesameasiankitchen.com](#)

Simple Café
249 A St. • 541-973-3763 • [simple.cafe](#)

Smithfields
36 S. Second St. 541-488-9948 • [smithfieldsashland.com](#)
Ashland Culinary Festival — Top Chef 2008 & 2008

Standing Stone Brewing Co.
101 Oak St. • 541-482-2448 • [standingstonebrewing.com](#)

Taj Indian Cuisine
31 Water St. • 541-488-5900 • [taj-indiancuisine.com](#)

Taqueria Picaro
76 N. Pioneer St. 541-708-6565 • [roguetacoshop.com](#)

Thai Pepper
84 N. Main St. 541-482-8058 • [thaipepperashland.com](#)

The Top
23 N. Main St. 541-708-5055 • [granitetaphouse.com](#)

Umami Sushi & Asian Cuisine
62 E. Main St. • 541-488-7108 • [tarokoashland.com](#)

Wild Goose
2365 Ashland St. 541-488-4103 • [wildgoosecafe.com](#)

Yogurt Hut
140 Lithia Way 541-482 0111 • [yogurthut.net/locations/ashland](#)

Zoey's Cafe & All Natural Ice Cream
199 E. Main St. • 541-482-4794

Specialty Foods

Harry & David
2500 S. Pacific Hwy • Medford 97501 • 541-864-2278 • [HarryandDavid.com](#)

MaraNatha
710 Jefferson Ave. 541-708-6508 • [Maranathafoods.com](#)

Oregon Artisan Foods
PO Box 3401 • 541-488-4826 • [oregonartisanfoods.com](#)

Rogue Creamery
311 N. Front St. • Central Point 97502 • 866-396-4704 • [roguecreamery.com](#)

The Spice & Tea Exchange of Ashland
88 N. Main St. • 541-708-5306 • [spiceandtea.com](#)

Sysco Food Services
541-773-8060 • [syscoportland.com](#)

Tea

Dobrá Tea
75 N. Main St. • 541-708-0264 • [dobrateaashland.com](#)

Wineries • Vineyards

Applegate Valley Vintners Association
PO Box 1215 • Jacksonville 97530 • 541-555-1234 • [applegatewinetrail.com](#)

Bear Creek Wine Trail
7112 Rapp Ln. • Talent 97540 • 541-488-5989 • [bearcreekwineries.com](#)

Belle Fiore Winery, LLC
100 Belle Fiore Ln. • 541-488-9765 • [bellefiorewinery.com](#)

DANCIN Vineyards
4554 S. Stage Rd. • Medford 97501 • 541-245-1133 • [dancinvineyards.com](#)

EdenVale Winery's Enoteca
17 N. Main St. • 541-482-3377 • [edenvalleyorchards.com](#)

Grizzly Peak Winery
1600 E. Nevada St. 541-482-5700 • [grizzlypeakwinery.com](#)

Irvine & Roberts Vineyards
1614 Emigrant Creek Rd. • 541-482-9383 • [irvinerobertsvineyards.com](#)

Kriselle Cellars
12956 Modoc Rd. • White City 97503 • 541-830-8466 • [krisellecellars.com](#)

Ledger David Cellars
245 N. Front St. • Central Point 97502 • 541-664-2218 • [ledgerdavid.com](#)

Paschal Winery and Vineyard
1122 Suncrest Rd. • Talent 97540 • 541-535-7957 • [paschalwinery.com](#)

Platt Anderson Cellars
357 E. Main St. • 541-708-0951 • [ashlandwine.net](#)
See our ad on Page 7

RoxyAnn Winery
3285 Hillcrest Rd. • Medford 97504 • 541-776-2315 • [roxyann.com](#)

South Stage Cellars
125 S. Third St. • Jacksonville 97530 • 541-899-9120 • [southstagecellars.com](#)

Upper Rogue Wine Trail
541-830-3050 • [upperroguewinetrail.com](#)

Valley View Winery, Inc.
1000 Upper Applegate Rd. • Jacksonville 97530 • 800-781-9463 • [valleyviewwinery.com](#)

Weisinger Family Winery
3150 Siskiyou Blvd. • 541-488-5989 • [weisingers.com](#)

Senior Living:

Retirement

Mountain Meadows
857 Mountain Meadows Dr. • 800-337-1301 • [mtmeadows.com](#)
You Deserve the Best...Ashland's only 55+ resort community invites you to experience the best! Call for a no obligation tour.
See our ad on Page 41

Mountain Meadows Owners' Association
855 Mountain Meadows Dr. • 541-482-1806 • [MountainMeadowsAshland.com](#)

Oxford Gardens Senior Care Home, LLC
714 & 751 Glendale Ave. • 541-488-2540 • [oxfordgardens.org](#)

Rogue Valley Manor
1200 Mira Mar St. • Medford 97504 • 541-857-7214 • [roguevalleymanor.org](#)

Skylark Assisted Living & Memory Care
900 Skylark Place • 541-552-1713 • [skylarkassistedliving.net](#)

Suncrest Place - Senior Living
300 Suncrest Rd. • Talent 97540 • 541-512-9474 • [enlivant.com](#) • [communities.oregon](#) • [suncrest-place-talent](#)

Twin Creeks Retirement
888 Twin Creeks Crossing • Central Point 97502 • 541-664-8880 • [twincreeksretirement.com](#)

Senior Services

Ashland At Home
541-613-6985 • [ashlandathome.org](#)

Ashland Senior Services Division
1699 Homes Ave. • 541-488-5342 • [AshlandSeniorCenter.org](#)
Ashland Senior Services is a division of the Ashland Parks & Recreation Commission. The Division has a mission to provide a support system to the older residents of Ashland by helping live more independently and continue as contributing members of the community. The Ashland Senior Services Division provides a venue for social interaction through recreational and health related activities and educational opportunities. For more information please visit [AshlandSeniorCenter.org](#)

Brookdale Ashland
548 N. Main St. 541-482-3292 • [brookdale.com/communities/emeritus-mountain-view](#)

Home Instead Senior Care
81 Freeman Ct. • Central Point 97502 • 541-734-2700 • [homeinstead.com](#)

Village at Valley View
1071 W. Jackson Rd. 541-482-0888 • [VillageValleyView.com](#)

Whole Heart Elder Care
238 E. Main St., Ste. E • 541-843-0681 • [wholehearteldercare.com](#)

Awnings

Deluxe Awning
260 Fourth St. • 541-488-1575 • [deluxeawning.com](#)

Quality Awning Care
541-816-7678 • [qualityawningcare.com](#)

Book Binder

Sun Book Arts
541-282-4370 • [sunbookarts.com](#)

Child Care

Siskiyou Sitters
541-708-3791

Cleaning

GraceWorks Ecofriendly Housecleaning Services
3427 Ford Ave. • Medford 97504 • 541-292-3895 • [graceworkscleaning.com](#)

Sergio Gonzalez White Wing Carpet Cleaning
1736 Joy Ave. • 541-482-2333
See our ad on Page 98

SI Professional Cleaners
555 Siskiyou Blvd., Ste. 4 • 541-840-6929 • [sicleaners.com](#)

Funeral Homes

Litwiller-Simonsen Funeral
1811 Ashland St. • 541-482-2816 • [litwillersimonsen.com](#)

Locksmith and Key Services

Bear Creek Lock & Safe
1650 Ashland St. 541-482-4070 • [bearcreeklock.com](#)

Nursery & Garden Centers

Ashland Greenhouses
650 E. Ashland Ln. • 541-482-2866 • [AshlandGreenhouses.com](#)
2017 Retail Business of the Year

Moving

Medford Moving & Storage, Inc.
6461 Crater Lake Hwy • Central Point 97502 • 541-831-0064 • [medfordmovingstorage.com](#)

Professional Organizing Services

All Points Organized
503-332-0026 • [Allpointsorganized.com](#)

simplifize ™ life
541-604-8644 • [pamlott.com](#)

Storage

Ashland Secure Storage
2855 Hwy 66 • 541-482-2855 • [ashlandsecurestorage.com](#)

Mistletoe Road Self Storage
700 Mistletoe Rd., Ste. 106 • 541-482-3034 • [mistletoestorage.com](#)

Window Cleaning

Warrior Window Cleaning
776 W. Valley View Rd. • 541-944-6450

Shopping and Specialty Retail:

Antiques

J. Austin Coin & Jewelry
1632 Ashland St. • 541-488-4312 • [jaustinbrokers.com](#)

Book Stores

Ashland Book Exchange
90 N. Pioneer St. • 541-482-1765 • [ashlandbookexchange.com](#)

Bloomsbury Books
290 E. Main St. 541-488-0029 • [bloomsburyashland.com](#)

Bookwagon New & Used Books
1654 Ashland St. • 541-488-4477 • [bookwagon.com](#)

TreeHouse Books
15 N. Main St. 541-482-9616 • [thesecretbookclub.org](#)

Camera & Photo Supplies • Digital Imaging

Advanced Photo and Imaging
650 Tolman Creek Rd. • 541-482-1972 • [nwphotolab.com](#)

Drug Stores

Ashland Drug
53 N. Second St. • 541-482-3366

Fabric & Supplies

Sew Creative
115 E. Main St. • 541-482-1665 • [sewcreativeashland.com](#)

Florists • Nurseries

Enchanted Florist
250 Oak St., Ste. 1 • 541-488-9173 • [chicfloral.com](#)

Judy's Ashland Flower Shop (Central Point Florist)
337 E. Pine St. • Central Point 97502 • 541-664-1878 • [judysflorist.com](#)

Jewelry

Art FX
45 E. Main St. 541-482-1499 • [artfxjewelry.com](#)

Gold & Gems Fine Jewelry
25 N. Main St. • 541-488-2753 • [goldandgems.com](#)

Specialty Retail

The Crown Jewel
266 E. Main St. • 541-488-2401 • [thecrownjewel.net](#)

Chief Gratitude Officer
818-324-1707 • [chiefgratitudeofficer.com](#)

The Culinarium
270 E. Main St. 541-708-6262 • [ashlandculinarium.com](#)

Heart & Hands
255 E. Main St. 541-488-3576 • [elisepetersdesign.com](#)

KIXX
264-C E. Main St. • 541-488-4435

Manzanita on the Plaza
55 N. Main St. 541-488-1588 • [flowertyme.com](#)
MaskIT LLC
700 Mistletoe Rd., Ste. 101 • 541-613-8891 • [maskit.us](#)

Massif
498 Oak St. • 541-488-0801 • [massif.com](#)

Mountain Provisions
27 N. Main St. 541-708-6350 • [mountainprovisions.com](#)

Nest Ashland
77 N. Main St. 541-973-6378 • [nestashland.com](#)

Nimbus Enterprises, Inc.
25 E. Main St. • 541-482-3621 • [clubnimbus.net](#)

Northwest Nature Shop
154 Oak St. • 541-482-3241 • [northwestnatureshop.com](#)

The Paddington Jewel Box
180 E. Main St. • 541-488-1715 • [paddingtonstationashland.com](#)

Paddington Station & Inspired by Oregon
125 E. Main St. • 541-482-1343 • [paddingtonstationashland.com](#)

Rogue Valley Runners
161 E. Main St. 541-201-0014 • [roguevalleyrunners.com](#)

Shepherd's Dream
42 E. Main St. 541-708-5439 • [shepherdsdream.com](#)

Soundpeace
199 E. Main St. 541-482-3633 • [soundpeace.com](#)

Sunday Afternoons Outlet Store
167 E. Main St. • 541-488-6155 • [sundayafternoons.com](#)

Three Penny Mercantile
101 E. Main St. 541-482-3760 • [threepennymercantile.com](#)

Travel Essentials
252 E. Main St. • 541-482-7383 • [travelessentials.com](#)

Tudor Guild
15 S. Pioneer St. 541-482-0940 • [tudorguild.org](#)

Stoves & Fireplaces

Home Comfort Hearth and Patio
166 S. Main • Phoenix 97535 • 541-535-3080 • [homecomforthearth.net](#)

Thrift Stores

Hospice Unique Boutique (Southern Oregon Friends of Hospice)
1618 Ashland St. • 541-488-7805 • [hospiceuniqueboutique.com](#)

Southern Oregon Goodwill
639 Tolman Creek Rd. • 541-482-1363 • [sogoodwill.org](#)

Yarn

Web-sters Handspinners & Weavers
11 N. Main St. • 541-482-9801 • [yarnatwebsters.com/ store](#)

Sports and Recreation:

Adventures

House of Mystery at the Oregon Vortex
4303 Sardine Creek Rd. Left Fork • Gold Hill 97525 • 541-855-1543 • [oregonvortex.com](#)

Rogue Jet Boat Adventures
131 N. Front St. • Central Point 97502 • 541-414-4182 • [roguejetadventures.com](#)

Travel Dream West Tours
1713 Talent Ave. • Talent 97540 • 877-538-5353 • [traveldreamwest.com](#)

Bicycle Shops & Rentals

Ashland Electric Bikes
1678 Ashland St. • 541-951-3034 • [ashlandelectricbikes.com](#)

Piccadilly Cycles
525 A St., Ste. 1 541-482-9500 • [piccadillycycles.com](#)

Bowling

Roxy Ann Lanes
2375 S. Pacific Hwy. • Medford 97501 • 541-772-7171 • [roxyannlanes.com](#)

Camping • RV Parks • Resorts

Jackson WellSprings
2253 Hwy 99 N. • 541-482-3776 • jacksonwellsprings.com

Lake of the Woods
14700 W. Hwy 140 • Lake of the Woods 97601 • 866-201-4194 • lakeofthewoodsresort.com

Union Creek Resort-Beckie's
56484 Hwy 62 • Prospect 97536 • 541-560-3565 • unioncreekoregon.com

Rafting • River Guides • Fishing

Indigo Creek Outfitters
130 A St. • 541-282-4535 • indigocreekoutfitters.com

Momentum River Expeditions
3195 E. Main St. #2 • 541-488-2525 • momentumriverexpeditions.com

Morrisons Rogue Wilderness Adventures
PO Box 1110 • Merlin 97532 • 800-336-1647 • wildrogue.com

Noah's River Adventures
53 N. Main St. • 800-858-2811 • noahsrafting.com

O.A.R.S. Rogue River Rafting
Merlin 97532 • 209-753-4794 • oars.com • oregon

Roe Outfitters, LLC
5901 Running Y Rd. • Klamath Falls 97601 • 541-884-3825 • roefoutfitters.com

Recreation • Outdoors

The Ashland Fly Shop
399 E. Main St. • 541-488-6454 • theashlandflyshop.com

Ashland Outdoor Store
37 Third St. • 541-488-1202 • outdoorstore.com

Ashland Parks & Recreation Commission
1195 E. Main St. • 541-488-5340 • ashland.or.us/parks
The Ashland Parks & Recreation Commission has a mission to provide and promote recreational opportunities and to preserve and maintain public lands. The Commission manages 18 17 parks within the Ashland City limits, which equates to nearly 767 over 772 acres of park land and 48 miles of trails! For more information about the Ashland Parks & Recreation Commission and to register for a program, please visit AshlandParksandRec.org – LIKE us on Facebook at Facebook.com/AshlandParksandRec

Ashland Tennis & Fitness Club
735 Jefferson Ave • 541-482-4073

Crater Lake Zipline – Just. Let. Go!
29840 Hwy 140 W. • Klamath Falls 97601 • 541-892-9477 • craterlakezipline.com

Forest Bathing Ashland
2279 Siskiyou Blvd. 541-482-4095 • Forestbathingashland.com

Hellgate Jetboat Excursions
966 SW Sixth St. • Grants Pass 97526 • 800-648-4874 • hellgate.com

Mt. Ashland
PO Box 220 • 541-482-2897 • mtashland.com

Oak Knoll Golf Course
3070 Hwy 66 • 541-482-4311 • oakknollgolf.org

Rogue Valley ZipLine Adventure LLC
9450 Old Stage Rd. (Shuttle Location) • Gold Hill 97525 • 541-821-9476 • RVZipLine.com

Segway® of Jacksonville
360 N. Oregon St. • Jacksonville 97530 • 541-899-5269 • segwayofjacksonville.com

ALPHABETICAL MEMBER LISTINGS

1900 The Guest Houses • 541-821-4287
1st Presbyterian Church of Ashland • 541-482-3536
2nd Street Cottages • 541-488-0888

A
A Midsummer's Dream • 541-552-0605
Abbinito • 541-552-0228
Abbott's Cottages • 541-482-7515
abc kitchen • 541-292-4412
Abigail's Bed & Breakfast Inn • 541-482-4563
ACCESS • 541-779-6691
Active Acupuncture of Ashland • 541-482-5483
Adam Bogle, Ten Realty Group
(Powered by eXp Realty) • 541-708-3630
Addictions Recovery Center • 541-779-1282
Adroit Construction Co • 541-482-4098
Advanced Photo and Imaging • 541-482-1972
AFN - Ashland Fiber Network • 541-552-2222
AirHop, LLC 'Vacation Reservation Management' • bookairhop.com

Alchemy Restaurant & Bar at the Winchester Inn • 541-488-1115
All Points Organized • 503-332-0026
AlleNorth Property Management • 541-201-8881
Allstate Insurance • 541-488-2516
American Association of University Women
(AAUW) • 541-326-9102

American Family Insurance- Barbara DeForest Agency • 541-488-0301

American Red Cross • **541-842-4705**
Amigo Club of Ashland, Oregon, Inc. • 541-482-3095
Amuse Restaurant • 541-488-9000
Anderson Auto Body & Paint • 541-488-3635
Anne Herrick Diemel - Optimal Ageing Inc. • 541-621-9337
Anytime Fitness Ashland • 541-708-0136
Apex Business Forms, LLC • 541-830-5128
Applegate Valley Vintners Association • 541-555-1234
Archangel Gabriel Orthodox Church (OCA) • 541-690-8822
Architectural Design Works Inc. • 541-488-0719
Arden Forest Inn • 541-488-1496
Art FX • 541-482-1499
Artisan Eye Works • 541-708-5350
As You Dream It • 541-631-1946
Asante Ashland Community Hospital • 541-201-4000
Asante Rogue Regional Medical Center • 541-789-7000
Ashland Accounting & Tax Service • 541-482-3221
Ashland Alternative Health • 541-488-2202
Ashland Art Center • 541-482-2772
Ashland Art Works • 541-488-4735
Ashland At Home • 541-613-6985

Ashland Automotive Inc. • 541-482-4042
Ashland Book Exchange • 541-482-1765
Ashland Business Connections (BNI) • 541-414-7903
Ashland Chanticleer Inn • **541-482-1919**
Ashland City Airport- Sumner Parker Field • 541-482-7675
Ashland Commons - Groups, Families, Hostel • 541-482-6753
Ashland Community Hospital Foundation • 541-201-4014
Ashland Contemporary Theatre • 541-488-9391
Ashland Cottages High St. & TCI • 541-482-3610
Ashland Creek Inn • 541-482-3315
Ashland Culture of Peace Commission • 541-552-1061
Ashland Dental & Oral Health • 541-482-1744
Ashland Directory • 541-482-2542
Ashland Drug • 541-482-3366
Ashland Econo Lodge & RV Park • 541-482-4700
Ashland Electric Bikes • 541-951-3034
Ashland Elks Lodge #944 • 541-482-3911
Ashland Emergency Food Bank • 541-488-9544

Ashland Family Dentistry, LLC • 541-482-1991
Ashland Family YMCA • 541-482-9622
Ashland Fire and Rescue • 541-482-2770
The Ashland Fly Shop • 541-488-6454
Ashland Food Cooperative • 541-482-2237
The Ashland Food Project • 541-488-6976
Ashland Gallery Association • 541-488-8430
Ashland Garden Club • 541-482-2950
Ashland Greenhouses • 541-482-2866
Ashland Guest Cottages • 206-650-3000
Ashland Hardware • 541-482-3476
Ashland Haus Retreat • 541-292-3457
Ashland Hills Hotel & Suites • 541-482-8310
Ashland Home Net • 541-488-9207
Ashland Homes Real Estate • 541-482-0044
The Ashland Hostel • 541-482-9217
Ashland Independent Film Festival • 541-488-3823
Ashland Institute of Massage • 541-482-5134
Ashland Insurance Inc. • 541-482-0831
Ashland Kiwanis Club • 541-488-0532
Ashland Lions Club • 541-324-1515
Ashland Masonic Lodge #23 • 541-301-7649
Ashland New Plays Festival Inc. • 541-488-7995
Ashland Optometric Clinic • 541-482-3466
Ashland Oregon LocalsGuide Community Newspaper & Local Guide App • 541-482-4713

Ashland Outdoor Store • 541-488-1202
Ashland Parks & Recreation Commission • 541-488-5340
Ashland Physical Therapy • 541-482-6743
Ashland Public Schools • 541-482-2811
Ashland Schools Foundation • 541-482-8197
Ashland Secure Storage • 541-482-2855
Ashland Senior Center • 541-488-5342
Ashland Springs Hotel • 541-488-1700
Ashland Supportive Housing & Community Outreach • 541-488-2870

Ashland Tennis & Fitness Club • 541-482-4073
Ashland Tiny House Village • 541-708-3557
Ashland Websites • 541-292-1042
Ashland Wine Cellar • 541-488-2111
Ashland Yoga Center • 541-601-3501
Ashland's Main Street Inn • 541-488-0969
Ashland's Timbers Motel • 541-482-4242
Asurent Property Management • 541-708-0357
AVISTA Corp. • 800-227-9187

B
Bacchus Winery Tours • 541-414-5274
Backroad Riders • 541-261-4757
Banner Bank • 541-282-5311
Banyan Tree Landscape Construction, LLC • 541-944-0943
Barbara Tricarico Photography- The Ashland Book • 541-708-0808
Bard's Inn • 541-444-3016
Barrett Business Services, Inc. (BBSI) • 541-772-5469
Bayberry Inn • 541-488-1252
Be Cherished LLC. An Aveda Salon & Retail Store for Women & Men • 541-482-4900
Be Pain Free • 541-552-0108
Bear Creek Greenway Foundation • 541-944-7185
Bear Creek Lock & Safe • 541-482-4070
Bear Creek Wine Trail • 541-488-5989
Beasy's on the Creek • 541-488-5009
Bella Union • 541-899-1770
Belle Fiore Winery, LLC • 541-488-9765
Bellview Grange #759 • 805-636-5526
Bestow & Bloom • 541-708-1135
Bicoastal Media • 541-772-4170
Bill's Glass and Windshields - Ashland • 541-488-2500
Black Sheep Pub & Restaurant • 541-482-6414
Bloomsbury Books • 541-488-0029
Blue Giraffe Day Spa Salon • 541-488-3335
Blue Moon • 877-411-5545
Bookwagon New & Used Books • 541-488-4477

Boulevard Coffee at the Stratford Inn • 541-482-0456
The Boys & Girls Clubs of the Rogue Valley- Talent Branch • 541-941-3604
Branson's Chocolates, LLC • 541-488-7493
Brava! Opera Theater and James M. Collier Young Artist Program • 541-261-5776
Bravo Outings • 541-690-9393
Breeze Botanicals • 541-708-6446
Brickroom • 541-708-6030
Britt Music & Arts Festival • 800-882-7488
Brookdale Ashland • 541-482-3292
Brothers' Restaurant & Deli • brothersrestaurant.net
Buckhorn Springs Inn • 541-488-2200
Business Success Solution (Loren Fogelman) • 541-708-3933
Butler Automotive Group • 541-482-2521

C
Café 116 • 541-488-6414
Caldera Brewery & Restaurant • 541-482-4677
Caliber Home Loans • 541-708-7805
Callahan's Siskiyou Lodge • 541-482-1299
Camelot Theatre • 541-535-5250
Canopy, LLC • 541-631-8000
Carlisle Garden Suites • 541-482-1428
Carols Colors and Landscaping • 541-535-7074
CASA of Jackson County • 541-734-2272
Cascade Airport Shuttle • 541-488-1998
CDS Publications, an RR Donnelley Company • 541-773-7575
Central Payment Corporation • 541-261-1995
The Chamber of Medford/Jackson County • 541-779-4847
Chamber Music Concerts • 541-552-6154
Chief Gratitude Officer • 818-324-1707
Chozu Bath and Tea Gardens • 541-552-0202
Christopher Briscoe Photography • 541-488-2005
Circle of Trust Retreat Center • 541-601-6163
Circus Play • 808-937-7793
City of Ashland • 541-552-2100
City of Ashland Electric Department • 541-488-5357
City of Talent Chamber • 541-535-3837
Classic Property Management • 541-482-8076
Clavin Construction Company CCB #205888 • 310-926-5713
Coldwell Banker Pro West Ashland • 541-482-5590
Coleman Creek Construction • 541-482-2299
Columbia Hotel • 541-482-3726
Comfort Inn & Suites • 541-482-6932
Coolidge House B&B • 541-482-4721
Coquina Restaurant • 541-488-0521
Cornelius Matteo Photography • 917-693-6475
Country Willows B&B • 541-488-1590
CPM Real Estate Services • 541-488-0326
Crater Lake Trolley, operated by "The Shuttle, Inc." • 541-882-1896
Crater Lake Zipline – Just. Let. Go! • 541-892-9477
Crater Rock Museum • 541-664-6081
Craterian Theatre at the Collier Center for the Performing Arts • 541-779-3000

Creekside Pizza • 541-482-4131
Cropper Medical Inc • 541-488-0600
The Crown Jewel • 541-488-2401
Cucina Biazzi • 541-488-3739
The Culinarium • 541-708-6262
Custom Travel Escapes • 541-854-5618

D
Dagoba Organic Chocolate • 541-482-2001
DANCIN Vineyards • 541-245-1133
Darco and Associates • 541-482-2531
Darex, LLC • 541-552-1301
Darren Campbell • 541-531-5641
Davis, Hearn, Anderson & Turner • 541-482-3111
DAWSON P.C. Certified Public Accountant • 541-482-0120
Dean Fortmiller • 541-601-0741
DeAnna Sickler & Dyan Lane Real Estate Brokers • 541-494-5353
DEI Engineers at the Ashland Design Studio • 541-708-0586

DeLaunay House • 541-621-5409
Deluxe Awning • 541-488-1575
Direct Physical Therapy, LLP • 541-482-5525
Dobrá Tea • 541-708-0264
Dr. Networking • 541-488-8765
Drescher Elson Sperber, P.C. • 541-482-4935

E
EdenVale Winery's Enoteca • 541-482-3377
Edmands Uptown Paint and Paste • 541-890-8582
Edward Jones - Larry Steiner • 541-482-4116
Brothers' Restaurant & Deli • 541-488-1411
El Paraiso Mexican Cuisine • 541-488-5877
El Tapatio • 541-488-2276
Elements of Being Family Chiropractic • 415-497-4546
Elizabeth Institute LLC • 541-708-5433
Emerald Boutique Spa • 541-890-3414
EMyth • 541-552-4600
Enchanted Florist • 541-488-9173
Energetic Arts, Sita Flammer • 541-232-3635
The Entrepreneurial Ear (Gary Einhorn) • 541-292-6177
Eqamore Foundation • 541-482-5550
Erndo • 541-217-0785
Escape Ashland • 541-324-8573

F
Family Solutions • 541-414-1720
First American Title • 541-488-6840
First Interstate Bank • 541-482-5411
First United Methodist Church • 541-482-3647
Flip • 541-488-3547
Flowjo, LLC • 541-201-0022
Forest Bathing Ashland • 541-482-4095
Fortress Financial Group • 541-488-3600
Friends of Cascade-Siskiyou National Monument • 971-237-1115
Friends of the Animal Shelter • 541-774-6651
Friends of the Ashland Public Library • 541-774-6996
Friends of the Oregon Caves & Chateau • 541-944-1139
Full Circle Real Estate • 541-482-6868

G
Gateway Real Estate • 541-482-1040
Gathering Glass Studio • 541-488-4738
Geos Institute • 541-482-4459
Get Rico Designs • 541-821-3125
Gibson Real Estate Group • 541-708-5775
Gluten Free Paradise • 541-631-1502
Golden Fields Construction & Design, Ltd. • 541-482-8442
Golden Way Acupuncture • 530-859-3839
Gold & Gems Fine Jewelry • 541-488-2753
Graham Lewis Fine Photography • 541-292-0776
Grants Pass/Josephine County Chamber • 541-476-7717
Great American Pizza Co • 541-488-7742
Green Springs Inn & Cabins • 541-890-6435
Greenleaf Restaurant • 541-482-2808
Grizzly Peak Winery • 541-482-5700

H
Habitat for Humanity Rogue Valley • 541-779-1983
Hanson Howard Gallery • 541-488-2562
Harry & David • 541-864-2278
Harvey's Place • 541-488-9511
Havurah Shir Hadash Synagogue • 541-488-7716
Hearsay Restaurant, Lounge and Garden • 541-625-0505
Heart & Hands • **541-488-3576**
The Hearth • **541-261-4398**
Hellgate Jetboat Excursions • 800-648-4874
High Siskiyou Tours • 541-350-7181
Historic Ashland Armory • 541-482-1271
Holiday Inn Express & Suites • 541-201-0202
Home Comfort Hearth and Patio • 541-535-3080
Home Instead Senior Care • 541-734-2700

Hospice Unique Boutique (Southern Oregon Friends of Hospice) • 541-488-7805
House of Leaves • 541-488-6776
House of Mystery at the Oregon Vortex • 541-855-1543
Huycke O'Connor Jarvis, LLP • 541-482-8491

I
Imani Institute of Cosmetology • 541-488-6766
Indigo Creek Outfitters • 541-282-4535
Iris Inn • 541-488-2286
Irvine & Roberts Vineyards • 541-482-9383
iWrite • iwritetforbusiness.com

J
J. Austin Coin & Jewelry • 541-488-4312
Jackson County Fuel Committee • 541-488-2905
Jackson County Sheriff's Office Search and Rescue • 541-864-8830
Jackson WellSprings • 541-482-3776
Jacksonville Chamber • 541-899-8118
Jacksonville Inn • 541-899-1900
Jean Houston Foundation • 541-482-4240
Jefferson Public Radio • 541-552-6301
Joan Roberts- Agent- Patricia Sprague Real Estate • 541-727-8806
John L Scott • 541-488-1311
Jon Snowden Insurance Agency • 541-482-4957
Jones Family Dental • 541-488-5088
Joseph Linaschke Photography, LLC • 541-782-8542
Journal Graphics • 503-790-9100
Journey To and Fro Travel • 541-708-1570
Judy's Ashland Flower Shop (Central Point Florist) • 541-664-1878
JulieO Design at Ashland Design Studio • 541-301-5234

K
Kamenski & Co • 541-625-0020
Kathy Kali Financial & Business Coaching • 541-450-0781
KDRV TV • 541-773-1212
Ken Krumdieck Inc • 541-482-4566
KenCairn Landscape Architecture • 541-488-3194
Key Bank of Oregon • 541-482-2451
Kistler Small + White, Architects • 541-488-8200
KIXX • 541-488-4435
Klamath Bird Observatory • 541-201-0866
Kobe Restaurant, Sushi & Sake Bar • **541-488-8058**
Kriselle Cellars • 541-830-8466
KS Wild (Klamath Siskiyou Wildlands Center) • 541-488-5789
KSKQ Community Radio • 541-482-3999
KSYS/Southern Oregon Public Television • 541-779-0808

L
Lake of the Woods • 866-201-4194
Larks Home Kitchen Cuisine • 541-488-5558
Lasting Wellness • 541-292-0775
Law Offices of Robert Pippel, LLC • 907-355-1884
Le Mera Gardens • 541-857-8223
Leave Your Mark • 541-535-3445
Ledger David Cellars • 541-664-2218
Legal Shield- Steve Wilson • 541-941-9207
Les Schwab Tire Centers • 541-482-4181
Linda Vista Rehabilitation & Care Center • 541-482-2341
Liquid Assets • 541-482-9463
Lithia Artisans Market of Ashland • 888-303-2826
Lithia Auto Stores • 541-776-6401
Lithia Springs Resort • 541-482-7128
Litwiller-Simonsen Funeral • 541-482-2816
Live At The Armory • 541-488-7001
Livia Genise Productions • 541-951-3492
Living Opportunities, Inc. • 541-772-1503
loanDepot • 541-708-4000
Loft Brasserie & Carpe Noctem Bar • 541-482-1116
Logos Public Charter School • 541-842-3658
Lomakatsi Restoration Project • 541-488-0208
Loon Lake Lodge & RV Resort • 541-599-2244
Louie's Bar & Grill • 541-482-9701

M Luna Café + Mercantile • 541-482-3372

Main Street Tours • 541-625-9845
The Manor Motel • 541-482-2246
Manzanita on the Plaza • 541-488-1588
MaraNatha • 541-708-6508
Marilyn Stewart Real Estate,
 Windermere Van Vleet • 541-951-6368
Market of Choice • 541-488-2773
Martino's and Macaroni's Ristorante • 541-488-3359
Martolli's Hand Tossed Pizza • 541-482-1918
MÄS • 541-581-0090
MaskIT LLC • 541-613-8891
Maslow Project • 541-608-6868
Massif • 541-488-0801
McCall House • 800-808-9749
Mederi Foundation • 541-488-3133
Medford Moving & Storage, Inc. • 541-831-0064
Medford Rogues Baseball Club • 541-973-2883
Mejia & Associates • 541-821-8525
Michael T Mahar • 541-776-1200
Miller Paint Co. – Ashland • 541-482-4002
Mistletoe Road Self Storage • 541-482-3034
Mix Bakeshop • 541-488-9885
Momentum River Expeditions • 541-488-2525
Morris Construction • 541-621-9406
Morrison's Rogue Wilderness Adventures • 800-336-1647
Mountain Man & City Girl Productions • 541-951-0111
Mountain Meadows • 800-337-1301
Mountain Meadows Owners' Association • 541-482-1806
Mountain Provisions • 541-708-6350
MRL Wealth Strategies • 541-488-0085
Mt Shasta Chamber of Commerce Visitors Bureau • 530-926-3696
Mt. Ashland • 541-482-2897
Musica Matrix • 541-482-9757
Mustard Press, Inc. • 541-773-2939

N Nagel & Padilla, LLC • 541-488-1551
Natura Health Products • 541-488-0210
NeighborGood.me • 541-324-4924
Nest Ashland • 541-973-6378
New Horizons Woodworks, Inc. • 541-482-0653
Nimbus Enterprises, Inc. • 541-482-3621
Noah's River Adventures • 800-858-2811
Noble Coffee Roasting • 541-488-3288
Norris & Peterson LLC • 541-488-9700
Northwest Nature Shop • 541-482-3241
Northwest Registered Agent, LLC • 509-768-2249
NW Raw • 541-708-6363
NW Real Estate Group at John L Scott • 541-414-7903

O O.A.R.S. Rogue River Rafting • 209-753-4794
Oak Hill Bed & Breakfast • 541-482-1554
Oak Knoll Golf Course • 541-482-4311
Oak Street Cottages • 541-488-3778
Oak Street Station B&B • 541-482-1726
Oak Street Tank & Steel • 541-482-1536
Oberon's Restaurant and Bar • 541-708-6652
Omar's Fresh Seafood and Steaks • 541-482-1281
One Voice Associates, LLC • 541-482-3095
OnTrack Rogue Valley • 541-772-1777
Oregon Artisan Foods • 541-488-4826
Oregon Cabaret Theatre • 541-488-2902
Oregon Center for the Arts • 541-552-6346
Oregon Child Development Coalition-
 Head Start • 541-488-6919 x2801
Oregon Honey Festival • 541-951-5595
Oregon Restaurant and Lodging Association • 800-462-0619
Oregon Shakespeare Festival • 541-482-4331
The Organic Alcohol Company • 541-201-1050

Osher Lifelong Learning Institute (OLLI) at SOU • 541-552-6048
Ostras! Tapas & Bottle Shop • 541-708-0528
Our Lady of the Mountain Catholic Church • 541-482-1146
Outdoor Exposure Photography, LLC • 541-840-9237
Oxford Gardens Senior Care Home, LLC • 541-488-2540

P The Paddington Jewel Box • 541-488-1715
Paddington Station • 541-482-1343
Palm Cottages • 541-482-2636
Pangea • 541-552-1630
Paschal Winery and Vineyard • 541-535-7957
Patricia Sprague Real Estate • 541-482-2905
Peerless Hotel • 541-488-1082
Peerless Restaurant & Bar • 541-488-6067
People's Bank of Commerce • 541-482-3886
Pepsi Cola Bottling Co. • 541-858-7086
Peter Buckley • 541-488-9180
PG Long Floor Cover • 541-630-2191
Phoenix Chamber of Commerce • 541-535-6956
Phoenix Counseling Center • 541-535-4133
Piccadilly Cycles • 541-482-9500
Pie + Vine • 541-488-5493
Pioneer Street Vacation Homes • 877-411-5545
Plancha • 541-708-0883
Platinum Xcursions • 541-200-9898
Platt Anderson Cellars • 541-708-0951
Plaza Inn & Suites at Ashland Creek • 541-488-8900
Plaza Salon & Spa • 541-482-9470
Polymath LLC, DBA: Ashland Bookkeeping Services • 541-482-4849
Pony Espresso Coffee House & Café • 541-482-2583
Porters - Dining at the Depot • 541-857-1910
Posh Organics • 541-488-4418
Prime My Body • 847-226-7736
Project A, Inc. • 541-488-1702
Prospect Historic Hotel-Motel and Dinner House • 541-560-3664
Providence Health & Services • 541-732-5138
Quality Awning Care • 541-816-7678

R Ram Offset Lithographers • 541-826-3155
Raymond James Financial Services • 541-488-6768
RE/MAX PLATINUM • 541-734-5500
Recology Ashland • 541-482-1471
RedTail Inn • 541-227-4999
Reel House Films • 541-201-8911
Reid, Hanna, Johnson & Company CPAs LLC • 541-482-3711
Reinholdt & O'Harra Insurance • 541-482-1921
Renaissance Chiropractic • 541-482-3362
Retirement Planning Specialists, Inc. • 541-482-0138
Riddle Routes • 541-801-3500
Riding Beyond • 541-482-6210
Rise: Reorganizational Healing • 541-301-3379
Rob Werfel Marketing Service • 541-821-8767
Rock Island Design • 541-708-0445
Roe Outfitters, LLC • 541-884-3825
Rogue Community College • 541-956-7133
Rogue Community Health • 541-773-3863
Rogue Creamery • 866-396-4704
Rogue Credit Union • 541-858-7328
Rogue Frameworks • 541-488-5227
Rogue Jet Boat Adventures • 541-414-4182
Rogue Real Estate Sales & Property Management • 541-482-3451
Rogue Shred, LLC • 541-779-4161
Rogue Valley Assoc of Realtors • 541-770-7060
Rogue Valley Farm to School • 541-778-7356
Rogue Valley Genealogical Society, Inc. • 541-512-2340
Rogue Valley Growers & Crafters Market • 541-261-5045
Rogue Valley Manor • 541-857-7214
Rogue Valley Mentoring • 541-708-6688
Rogue Valley Metaphysical Library
 & Media Exchange • 541-552-9119
Rogue Valley Reflexology • 541-621-4660

Rogue Valley Roasting Co. • 541-488-5902
Rogue Valley Runners • 541-201-0014
Rogue Valley SHRM • 541-482-8938
Rogue Valley Symphony • 541-708-6400
Rogue Valley Transit District • 541-779-2877
Rogue Valley ZipLine Adventure LLC • 541-821-9476
Rogue Workforce Partnership • 541-776-5100
Romeo Inn Bed and Breakfast • 800-915-8899
Rosebud Multimedia • 541-776-4411
Roxy Ann Lanes • 541-772-7171
RoxyAnn Winery • 541-776-2315
Royce Real Estate • 541-482-3814
Ruby's Restaurant • 541-488-7717

S Saint Germain Foundation-Shasta Springs • 530-235-2994
Sammich • 541-708-6055
San George Estates, LLC • 541-512-2220
Schneider Museum of Art, SOU • 541-552-6245
ScienceWorks Hands-On Museum • 541-482-6767
Scott Ploss Electrical Excellence • 541-517-6565
Segway® of Jacksonville • 541-899-5269
Selectemp Employment Service • 541-773-5733
Sergio Gonzalez White Wing Carpet Cleaning • 541-482-2333
Sesame Asian Kitchen • 541-482-0119
Sew Creative • 541-482-1665
Sharpe Energy Solutions • 541-531-3436
Shepherd's Dream • 541-708-5439
Sherwin-Williams • 541-488-6238
Shop-N-Kart • 541-488-1579
SI Professional Cleaners • 541-840-6929
Signs Now • 541-608-6800
Silver Pages • 541-482-2542
Simple Café • 541-973-3763
simplifize ™ Life • 541-604-8644
Siskiyou Eye Center/ Siskiyou Optical • 541-482-8100
Southern Oregon Orthopedics • 541-779-6250
Siskiyou Massage • 541-488-6757
The Siskiyou School • 541-482-8223
Siskiyou Singers • 541-482-5290
Siskiyou Sitters • 541-708-3791
GraceWorks Ecofriendly Housecleaning Services • 541-292-3895
Sis-Q Cellular LLC • 541-488-0028
Skylark Assisted Living & Memory Care • 541-552-1713
SmithBates Printing & Design, LLC • 541-884-3714
Smithfields • 541-488-9948
Sneak Preview • 541-482-0368
SoHumane • 541-773-3215
Soroptimist International
 of Ashland • soroptimistrv.org/slashland.html
Soulsmile • 541-482-4995
Soundpeace • 541-482-3633
South Stage Cellars • 541-899-9120
Southern Oregon Audio Visual • 541-479-8020
Southern Oregon Builders Association • 541-773-2872
Southern Oregon Climate Action Now (SOCAN) • 541-324-4501
Southern Oregon Film and Media (SOFAM) • 877-434-5676
Southern Oregon Goodwill • 541-482-1363
Southern Oregon Historical Society • 541-773-6536 ext. 1004
Southern Oregon Land Conservancy • 541-482-3069
Southern Oregon Pride • 541-890-3548
Southern Oregon Printing • 541-779-0544
Southern Oregon Regional Economic Development • 541-773-8946
Southern Oregon Repertory Singers • 541-552-0900
Southern Oregon True Health • 541-708-2088
Southern Oregon University • 541-552-7672
Southern Oregon University Division of Business,
 Communication and the Environment • 541-552-6484
Southern Oregon University Foundation • 541-552-6129
Southern Oregon Wine Scene –
 The Jacksonville Review • 541-601-1878
Spark Chiropractic & Acupuncture • 541-324-9736
Spears Screenprinting • 541-734-3701

Spectrum Business • 541-613-4878
The Spice & Tea Exchange of Ashland • 541-708-5306
St. Mary's High School • 541-773-7877
Standing Stone Brewing Co. • 541-482-2448
Star Body Works • 541-200-7945
Starbucks Coffee Company • 541-488-1195
Stay Ashland - Ashland's Bed &
 Breakfast Network • stayashland.com
Sterling West Property Management, LLC • 541-708-6164
Stillwaters Peace Counseling • 541-482-6237
Storyville Coffee • 206-979-1963
Strategic Communication, LLC • 541-951-0490
Summers Therapy • 541-930-1100
Summit Media Development • 541-622-4883
Sun Book Arts • 541-282-4370
Suncrest Place - Senior Living • 541-512-9474
Sunday Afternoons Outlet Store • 541-488-6155
Super 8 Motel • 541-482-8887
Super Saver Rent-a-Car • 800-351-8059
Superkid Power, Inc. • 541-708-0549
Sysco Food Services • 541-773-8060

T Tail of the Sun Network Care • 541-816-1911
Taj Indian Cuisine • 541-488-5900
Taqueria Picaro • 541-708-6565
TC Chevy- Ashland • 541-482-2411
Temple Emek Shalom • 541-488-2909
Thai Pepper • 541-482-8058
Thalden Foundation • 702-860-5000
Three Penny Mercantile • 541-482-3760

Ticor Title • 541-488-2240
The Tile & Stone Design Center, Inc. • 541-708-6464
Tom Smith Travel • 877-604-3107
The Top • 541-708-5055
Travel Ashland • 541-482-3486
Travel Dream West Tours • 877-538-5353
Travel Essentials • 541-482-7383
TreeHouse Books • 541-482-9616
Trinity Episcopal Church • 541-201-3418
True South Solar • 800-947-1187
Tudor Guild • 541-482-0940
Twin Creeks Retirement • 541-664-8880

U Uncle Bill's Pet Grooming in Your Home • 206-427-2511
Umami Sushi & Asian Cuisine • 541-488-7108
Union Creek Resort-Beckie's • 541-560-3565
Upper Rogue Wine Trail • 541-830-3050
US Bank • 541-482-1522

V Valley Immediate Care • 541-488-6848
Valley View Orchard • 541-488-2840
Valley View Winery, Inc. • 800-781-9463
Village at Valley View • 541-482-0888
Virtual Inventory Protection, LLC • 541-708-0497

W WalkAshland.com • 541-778-1299
Warrior Window Cleaning • 541-944-6450
Washington Federal • 541-488-6977

Waterstone Spa and Salon • 541-488-0325
Web-sters Handspinners & Weavers • 541-482-9801
Weisinger Family Winery • 541-488-5989
Wellness Pet Supplies, LLC • 541-930-2576
Wells Fargo Bank • 541-488-0436
Wellspring Centre for Body Balance • 541-482-2021
White Dental Studio, PC • 541-708-6288
Whole Heart Elder Care • 541-843-0681
Wholesale Solar • 800-472-1142
Wild Goose • 541-488-4103
Wildlife Images Rehabilitation & Education Center • 541-476-0222
Willow Witt Ranch • 541-890-1998
Winchester Inn • 541-488-1113
Windermere Van Vleet & Associates • 541-482-3786
Windor Inn • 541-488-2330
Wine Hopper Tours • 855-550-9463
Women Entrepreneurs of Southern Oregon (WESO) • wesoweb.org
Work Source Oregon Employment Department • 541-776-6070

Y Yogurt Hut • 541-482 0111
Youth Symphony of Southern Oregon • 541-858-8859

Z Zagorska Oasis Eco-Luxe Spa & Apothecary • 541-810-8877
The Zebra • 512-981-8514
Zoey's Cafe & All Natural Ice Cream • 541-482-4794



Photo by Graham Lewis

CONTACTS

ASHLAND CHAMBER OF COMMERCE & TRAVEL ASHLAND

Sandra Slattery - Executive Director
(541) 482-3486 ext. 105
Katharine Cato - Travel Ashland Director
(541) 482-3486 ext. 106
Dana Preston - Membership & Business Development Director
(541) 482-3486 ext. 107
Dana Welsh - Operations Manager/Graphic Design/ Web Administration
(541) 482-3486 ext. 100
Kelsey Frantz - Projects & Special Events Coordinator
(541) 482-3486 ext. 104
Graham Lewis - Volunteer Coordinator/Staff Photographer
(541) 482-3486 ext. 103

ECONOMIC DEVELOPMENT - ASHLAND

Ashland Chamber of Commerce - ashlandbusinessresource.com, (541) 482-3486
City of Ashland - ashland.or.us, (541) 552-2046

CITY OF ASHLAND - ashland.or.us

Kelly Madding - City Administrator, (541) 488-6002
Melissa Huhtala - City Recorder, (541) 552-2084
Ashland Fire & Rescue, (541) 482-2770
Ashland Police Department, (541) 488-2211
Ashland Fiber Network (AFN), (541) 552-2222
Community Development:
 Building & Planning Division, (541) 488-5305
Business Licenses, (541) 488-6004
Utility Billing - Electric, Water and Sewer, (541) 488-6004
Conservation, (541) 488-5306

MAYOR

John Stromberg - Mayor, (541) 552-2104
john@council.ashland.or.us

CITY COUNCIL

Jackie Bachman, jackie@council.ashland.or.us
Stephen Jensen, stephen@council.ashland.or.us
Michael Morris, mike@council.ashland.or.us
Rich Rosenthal, rich@council.ashland.or.us
Stefani Seffinger, stefani@council.ashland.or.us
Dennis Slattery, dennis@council.ashland.or.us

ASANTE ASHLAND COMMUNITY HOSPITAL

280 Maple St., (541) 201-4000

ASHLAND PARKS & RECREATION

Michael Black – Director, (541) 488-5340

ASHLAND PUBLIC SCHOOLS

School District & Superintendent’s Office, (541) 482-2811

POSTAL SERVICE - (541) 552-1622 or (800) 275-8777

ASHLAND CITY AIRPORT

Ashland City Airport - Sumner Parker Field, (541) 482-7675

STATE OF OREGON EMPLOYMENT DEPARTMENT

Medford Office, (541) 776-6060

SOUTHERN OREGON REGIONAL ECONOMIC DEVELOPMENT, INC. (SOREDI)

Colleen Padilla - Director, (541) 773-8946

TRAVEL SOUTHERN OREGON

southernoregon.org

SOU SMALL BUSINESS DEVELOPMENT CENTER

(541) 552-8300

SOUTHERN OREGON UNIVERSITY

Campus Directory, (541) 552-7672

ASHLAND SCHOOL DISTRICT

Bellview Elementary, (541) 482-1310
Helman Elementary, (541) 482-5620
Walker Elementary, (541) 482-1516
John Muir School, (541) 482-8577
Willow Wind Community Learning Center, (541) 488-2684
Ashland Middle School, (541) 482-1611
Ashland High School, (541) 482-8771
Ashland School District, (541) 482-2811

UTILITIES

Electricity:

City of Ashland, (541) 488-6004
Pacific Power & Light Co. (outside Ashland City limits) - (888) 221-7070

Natural Gas:

Avista Utilities, (800) 227-9187

Water Service:

City of Ashland, (541) 488-6004

Trash Collection:

Recology Ashland, (541) 482-1471

Telephone:

Ashland Home Net, (541) 488-9207
Century Link, (800) 244-1111
Spectrum Business, (888) 438-2427

Cable TV:

Ashland Home Net, (541) 488-9207

JACKSON COUNTY - jacksoncounty.or.gov

Airport Office/Admin., (541) 776-7222
Assessors Office, (541) 774-6059
Health & Human Services, (541) 774-8200
Building Department, (541) 774-6927
Planning Department, (541) 774-6907
Sheriff’s Department, (541) 774-6800
Veterans’ Service Office, (541) 774-8214
Watermaster, (541) 774-6880

GOVERNMENT REPRESENTATIVES

Jackson County Commissioners:

Rick Dyer, (541) 774-6118, DyerRR@jacksoncounty.org
Colleen Roberts, (541) 774-6117, RobertCL@jacksoncounty.org
Bob Strosser, (541) 774-6119, StrossRJ@jacksoncounty.org

State Representatives

Senator Alan DeBoer, (503) 986-1703
sen.AlanDeBoer@oregonlegislature.gov

Representative Pam Marsh, (503) 986-1405
Rep.PamMarsh@oregonlegislature.gov

Governor Kate Brown, (503) 378-4582

U.S. Representative (Medford office number)

Rep. Greg Walden, (541) 776-4646

U.S. Senators (Medford office numbers)

Senator Ron Wyden, (541) 858-5122
Senator Jeff Merkley, (541) 608-9102

Rotary Club of Ashland, ashlandrotary.org

Rotary Club of Ashland-Lithia Springs, lithiaspringsrotary.org

Soroptimist International of Ashland, soroptimisttrv.org/siashland.html

Kingdom Hall of Jehovah’s Witnesses, (541) 482-5125

LDS Institute of Religion, (541) 482-3628

Living Waters Ashland, lwrv.org/ashland

Rivergate & House of Prayer, (541) 482-2546

Rogue Valley Church, (541) 708-1278

Rogue Valley Unitarian Universalist Fellowship, (541) 482-4755

Seventh-Day Adventist Church, (541) 482-2226

SGI-USA (Buddhist), (541) 613-2248

South Mountain Friends Meeting, (541) 482-0814

Tashi Choling (Buddhist), (541) 488-9660



Photo by Brandon Goldman

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- Become an **Ashland steward** and learn more about Ashland’s natural beauty.
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 - To Request an **Ashland Map Guide** or **Donate**: ashlandchamber.com/mapguide

- Request an **Ashland Visitor Guide** that includes an events calendar, itineraries, maps and visitor information: ashlandchamber.com/AVG



We look forward to welcoming and working with you!

SERVICE CLUBS & COMMUNITY ORGANIZATIONS

For a complete list of clubs and organizations please go to ashlandchamber.com/local

American Association of University Women (AAUW), (541) 326-9102

BPOE Elks Club 944, (541) 482-3911

Kiwanis Club of Ashland, (541) 488-0532

Ashland Lions Club, ashlandoregonlions.org

Ashland Masonic Lodge #23, (541) 301-7649

OLLI (Osher Lifelong Learning Institute), (541) 552-6048

RELIGIOUS & SPIRITUAL ORGANIZATIONS

ASHLAND CHAMBER MEMBERS:

- * **1st Presbyterian Church of Ashland**, (541) 482-3536
- * **Archangel Gabriel Orthodox Church (OCA)**, (541) 690-8822
- * **First United Methodist Church**, (541) 482-3647
- * **Havurah Shir Hadash Synagogue**, (541) 488-7716
- * **Our Lady of the Mountain Catholic Church**, (541) 482-1146
- * **Temple Emek Shalom**, (541) 488-2909
- * **Trinity Episcopal Church**, (541) 201-3418

NON-ASHLAND CHAMBER MEMBERS:

Ashland Bible Church, (541) 482-8644

Ashland Christian Fellowship, (541) 482-8539

Ashland Grace Point Nazarene, (541) 482-1784

Ashland Zen Center, (541) 201-1160

Chabad Jewish Center of Southern Oregon, (541) 482-2778

Christian Church of Ashland, (541) 482-1561

Christian Science Reading Room, (541) 482-2802

Congregational Church, (541) 482-1981

Dechen Ling - Buddhist Meditation Center, (541) 488-2308

First Baptist Church of Ashland, (541) 482-3836

Grace Lutheran Church, (541) 482-1661

Kagyu Sukha Choling, (541) 552-1769



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