



## LANE COUNTY ADMINISTRATION | POLICY DIVISION

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PUBLIC SERVICE BUILDING / 125 EAST 8<sup>TH</sup> AVENUE / EUGENE, OR 97401 / (541) 682-4203 / FAX (541) 682-4616

### MEMO

**Date:** July 25, 2023  
**To:** Oregon Solutions Blue River Workgroup  
**From:** Matt McRae, Lane County Disaster Recovery Manager  
Marianne Nolte, Holiday Farm Fire Permit Navigator  
**Subject:** Summary of fire-affected brick and mortar businesses seeking to rebuild

### Background:

The September 2020 Holiday Farm Fire destroyed numerous businesses in the McKenzie River Valley. As Lane County and recovery partners contemplate actions to support the recovery of businesses, it's important to understand how many brick-and-mortar businesses existed and how many are interested in rebuilding.

Table 1 below provides a summary of those businesses that a) existed before the fire, b) are owned by the person who owned the business at the time of the fire, and c) have a dedicated building for the business (in contrast to home-based businesses).

Table 2 is a summary of brick-and-mortar businesses that have completed recovery, aren't interested in rebuilding, or have changed ownership since the time of the fire.



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Table 1

Fire impact	Business Name	Location	Rebuild Status/Notes	Ownership
Destroyed	Meyers General Store	Blue River	Plan to rebuild	Original Owner
Destroyed	McKenzie River Mountain Resort	Blue River	Plan to rebuild	Original Owner
Destroyed	Wayfarer	Goodpasture	Plan to rebuild	Original Owner
Destroyed	Blue River Grass Station	Blue River	Unknown. No inquiries made to Lane County Land Management since the fire	Original Owner
Destroyed	White Water Cafe	Blue River	Owner uninterested in running a café, may do some kind of business, but not sure what	Original Owner
Destroyed	Illuzion Glass Galleries	Blue River	Unknown	
Destroyed	Christmas Treasures (store and warehouse)	Rainbow and Blue River	Unknown	Original Owner
Destroyed	Vern's Blue River Service Station	Finn Rock	Unknown	



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Table 2

Fire impact	Business Name	Location	Rebuild Status/Notes	Ownership
Destroyed	McKenzie Mist	Finn Rock	Rebuild completed	Original Owner
Destroyed	McKenzie River Inn/Bert's Guide Service	Nimrod	Rebuild completed	Original Owner
Destroyed	Cliff House Resort	Nimrod	Rebuild completed	Original Owner
Destroyed	Orchid Health McKenzie River Clinic	Blue River	Non-profit rebuilding with public financial support	Original Owner
Destroyed	Frances O'Brien Memorial Library	Blue River	Non-profit rebuilding with public financial support	Original Owner
Destroyed	Lazy Days Mobile Home Park and RV park	Lazy Days	Non-profit rebuilding with public financial support	New Owner, Public Entity
Destroyed	Vida McKenzie Community Center	Vida	Non-profit rebuilding with public financial support	Original Owner
Destroyed	Finn Rock Grill	Finn Rock	Plan to rebuild	New Owner
Destroyed	US Cavalry and American Indian Museum	Lazy Days	Will not rebuild	Original Owner
Unknown	TJ's Glass	Vida	Not interested in re-opening the business	Original Owner
N/A	Iron Forest	Nimrod	Not a rebuild. Brewery didn't exist pre-fire	