

Scottsburg McDonald's to celebrate 30th year with fun, prizes

Written by Marty Randall

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It's hard to imagine a business being successful year after year, despite economic ups and downs, but the Scottsburg McDonald's has continually grown over the years and will celebrate its 30th anniversary this May.

The popular dine-in and drive-thru restaurant opened on May 8, 1979, in the spot it remains, nestled between other fast food restaurants on the north side of State Road 56 and on the west side of the Scottsburg I-65 interchange. Owners Mark and Jan Hieb started the business with his mom and dad, Clayton and Mardell Hieb. At that time, the McDonald's had 70 parking spaces with one drive-thru window and 85 seats for customers. Staff consisted of the Hiebs plus six managers and 50 employees.

Thirty years later, McDonald's has 90 crew employees and ten managers. Anita Petty has been with McDonald's the longest, 27 years, 13 of those as store manager. Mark and Jan Hieb also bought the business from the older Hiebs 13 years ago.

Nine remodelings later, the restaurant has an attractive, welcoming feeling and still serves the great selection of McDonald's food items as well as the new McCafe coffee products.

The first remodeling came quickly, recalled Mark Hieb. "We did that in 1980 with the addition of a new fryer area to start selling Chicken McNuggets. McNuggets have proved to be a great success," he said.

Two years later, a second drive-thru window was added for customer convenience. In 1983, an outdoor playland was constructed featuring some of the classic McDonaldland characters. Many young adults in Scott County can recall riding the small merry-go-round or crawling around on the McDonaldland tree. Those traditional playground pieces can be seen today at Lake Lola in Scottsburg, all donated to the city by McDonald's.

Another remodeling was done in 1994, this time of the dining room, lobby and restrooms. This was in preparation for the most ambitious remodeling, the addition of the cube-shaped, indoor, multi-level Playplace and sitting area a year later. "Our Playplace is a lot of fun for children, and their parents can enjoy the fun sitting in the addition, which gave us another 65 seats," related Hieb.

The Hiebs weren't done, though. They added an east side patio with 18 seats in 2003. The patio also eliminated parking in that area, which helped to improve the drive-thru lane for customers in a hurry.

In 2005, more parking was added to the rear of the restaurant along with a back exit.

A modern upgrading of the dining area was completed in 2007, and a self-service beverage area was added. Finally, in 2008, the Hiebs made the drive-thru area a little larger, added an outdoor freezer to keep up with the demands of their business. It was also this year that the McCafe coffee line was first included in the menu.

Through that span of years, the Hiebs have generously helped many community causes. It's payback, explained Mark Hieb. "We have been truly blessed and are very thankful for our community support over the years," he said.

To celebrate the 30th anniversary, the Hiebs are inviting their many customers and friends to a three-day event, Tuesday through Thursday, May 5, 6 and 7. The staff will be offering 30 cent specials, such as hash browns, cookies, apple dippers and small coffees, with a limit of five of each item per order. There will also be \$1.30 specials, an All-American Meal consisting of a hamburger, small fry and small drink or six of those delicious Chicken McNuggets or one of the newer brownie melts.

From 5 to 7 p.m. each of those days, special events are planned. I105.3 FM staff will be visiting on Tuesday. Hamburgers will be sold for 30 cents on Wednesday during those two

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hours. On Thursday, everybody's favorite clown, Ronald McDonald, will be visiting from 5 to 7 p.m., and there'll be a drawing for a new bicycle.

“We planned this fun with families in mind, and we hope a lot of folks will come out and join us,” stated Hieb.