

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION**

Tuesday, April 12, 2022 at 3:30 p.m.

Electronic Meeting

Public Access – Facebook Live at www.Facebook.com/CityofRoseburg

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Brian Prawitz, Chair
Misty Ross

Don Baglien
Michael Widmer

Mickey Beach
Paul Zegers

Leah Jones

3. APPROVAL OF MINUTES

A. January 11, 2022 – Economic Development Commission

**4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.
See Information on the Reverse**

5. PRESENTATION

A. COVID-19 Emergency Small Business & Microenterprise Assistance Community Development Block Grant (CDBG) – Brian Sykes, Accounting Manager/Assistant Director CCD Business Development Corporation

6. INFORMATIONAL

- A. Partnership Report
- B. Experience Roseburg Report

7. BUSINESS FROM THE COMMISSION

8. BUSINESS FROM STAFF

9. NEXT MEETING – July 12, 2022

10. ADJOURNMENT

The agenda packet is available on-line at:

<http://www.cityofroseburg.org/your-government/commissions/economic-development/>

AMERICANS WITH DISABILITIES ACT NOTICE

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470 (Phone 541-492-6700) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

CITIZEN PARTICIPATION

Comments can be provided via email to the Commission at cdd@cityofroseburg.org or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on April 12, 2022. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

The Community Development Director will provide any comments received prior to 12:00 p.m. on the day of the meeting to the Commission and will be read into the record during the meeting.

For further details or information please contact the Community Development Department Monday through Friday, 8:00 a.m. to 5:00 p.m., at Roseburg City Hall, 900 SE Douglas Avenue, Third Floor, Roseburg OR 97470, phone number 541-492-6750, or e-mail cmatthews@cityofroseburg.org.

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
January 11, 2022**

CALL TO ORDER

Chair Brian Prawitz called the Zoom meeting of the Economic Development Commission to order at 3:30 p.m.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Mickey Beach, Don Baglien, Leah Jones, Misty Ross, Michael Widmer and Paul Zegers.

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman and Jessica Batchelor from Anvil Northwest and Wayne Patterson and Jessica Fehr from Umpqua Economic Development Partnership.

APPROVAL OF MINUTES

Commissioner Baglien moved to approve the minutes of the October 12, 2021 meeting as submitted. The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Prawitz, Commissioners Beach, Baglien, Jones, Ross, Widmer and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEMS

Mr. Cowie stated six grant applications were received for the Commission's consideration. Funding for these requests come from the Hotel/Motel Tax fund which has an expenditure line item of \$250,000. Tourism Promotion has been created in order to help fund the tourism grant program and other possible tourism efforts; however, not all \$250,000 is allotted to tourism grant applications. Mr. Cowie talked about the criteria as defined in ORS 320.300.

Tourism grant applications were evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350, which indicates that the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities.

The following applications were considered:

The 2022 Vineyard Tour Cycling Event, Umpqua VELO Club requested \$4,999 to help cover costs associated with marketing and advertising the Vineyard Tour Cycling Event. The ride is held the Sunday of Labor Day weekend. It includes five cycling routes that run throughout the Umpqua River valleys and showcase vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants and other cycling opportunities within our area.

Staff recommended funding in the amount of \$4,999 go to the Vineyard Tour Cycling Event toward the costs of marketing and advertising the event.

Paul Whitworth Umpqua Velo Club President was present to answer questions.

In response to Commissioner Zegers question, Mr. Whitworth stated attendance is approximately 160-170. The event will be held on Labor Day weekend to allow additional events to occur on Saturday and Sunday.

Commissioner Zegers moved to approve the request for 2022 Vineyard Tour Cycling Event in the amount of \$4,999 toward the costs of marketing and advertising the event. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Prawitz, Commissions Baglien, Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.

Umpqua Valley Quilters Guild – 2022 Quilt Show “On the Quilt Road Again” requested \$3,500 to cover marketing and advertising costs for their quilt show to be held April 22 – 24 at the Douglas County Fairgrounds. Marketing will consist of print media involving bookmarks distributed to quilt shops, guilds and related businesses throughout Oregon, Washington and California. In addition, funding will be utilized for radio and television advertisement in the Medford area market to capture specific areas of southern Oregon and northern California, as well as the coast.

This year will mark the 37th time in which this event has been held. The quilt show is the largest of its kind in southern Oregon and attracts participants from all over the state including Washington and California. The show offers multi-day activities and is a destination event where quilters stay within the area for the duration of the 3 day show. Previous reports show attendance of more than 1000 people for past events. The show continues to grow and the Quilters’ Guild anticipates 1,500 attendees for this year’s event.

Due to COVID, the 2020 event was cancelled and the remaining funds were returned to the City.

Shirley Pyle, Umpqua Valley Quilters Guild Co-Chair was present to answer questions.

In response to Commissioner Beach, Ms. Pyle shared they have had people from Washington, Idaho, northern California and other parts of Oregon.

Staff recommended funding in the amount of \$3,500 to the Umpqua Valley Quilters Guild – 2022 Quilt Show for out-of-area marketing and advertising.

Commissioner Ross moved to approve the request for the Umpqua Valley Quilters Guild in the amount of \$3,500 for out-of-area marketing and advertising. The motion was seconded by Commissioner Baglien and approved with the following votes: Chair Prawitz, Commissions Baglien, Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.

5th Annual Lavender Festival & Farm Tour requested \$4,999 in order to pay for the costs associated with advertising and marketing the 5th Annual Lavender Festival & Farm Tour July 8 – 10th at the Growing Miracles Lavender Garden on Lower Garden Valley Rd.

The event has experienced rapid growth. In 2018, the first year of the event 3,000 people attended. In 2019, the event drew 9,500 visitors and in 2021, despite COVID, the event drew 15,000 visitors. This year the applicant is anticipating at least 15,000 attendees.

The event anticipates 50+ vendor booths, with wreath and lavender wand making classes, essential oil distillation demonstrations, and local food trucks. Funding will be utilized specifically to advertise and market the event, including magnets, postcards, posters, radio ads, and online social media and website content.

Staff recommended funding in the amount of \$4,999 to Growing Miracles Lavender Garden toward the costs of advertising and marketing the 5th Annual Lavender Festival & Farm Tour.

Keri Roid, Growing Miracles Lavender Garden owner was not present at the time her application was discussed but logged into the Zoom meeting later and Mr. Cowie shared her application was approved. Ms. Roid thanked the Commission.

Commissioner Ross shared her brother owns a food truck and participated in the event last year and was very successful. She was impressed with the large following and very effective advertising for their event.

Commissioner Zegers moved to approve the request for the 5th Annual Lavender Festival & Farm Tour in the amount of \$4,999 for the costs associated with advertising and marketing. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissions Baglien, Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.

2022 Oregon State United States Bowling Congress (USBC) Open Championship TenDown Bowling & Entertainment requested \$4,999 in order to fund marketing and special promotions to league bowlers and all 59 bowling centers within the state to encourage increased entries for the Oregon State USBC Open Championship to be held in Roseburg in the spring of 2022. The tournament will run over the course of an 8-week period in which tournament play will occur each weekend at TenDown Bowling. TenDown was due to host the tournament in 2020 and was awarded funding by the EDC, but the event was cancelled due to COVID and TenDown returned the money.

The tournament attracts participants from throughout the state. Prior to COVID, the last few years in which the tournament was held, an average of approximately 1,300 individuals participated. This does not include family members and friends that may also be traveling with those participating in the tournament. The Oregon State USBC has nearly 16,000 members and TenDown feels with proper advertising and promotions, Roseburg has the opportunity to attract many more participants.

Staff recommended funding in the amount of \$4,999 go to TenDown Bowling & Entertainment in order to help advertise and promote the 2022 Oregon State USBC Open Championship.

Mariah Smith, TenDown Bowling & Entertainment representative was present to answer questions and thanked the Commission for their consideration.

Commissioner Ross moved to approve the request for TenDown Bowling & Entertainment in the amount of \$4,999 for the costs associated with advertising and promoting 2022 Oregon State USBC Open Championship. The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Prawitz, Commissions Baglien, Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.

2022 Summer Arts Festival requested \$4,999 to pay for the costs associated with marketing the Summer Arts Festival held the last weekend of June. Marketing efforts will include ad design, coordinating ad placement, ads in art focused/travel magazines and social media.

The Summer Arts Festival is an annual event that has been occurring in Roseburg for the last 52 years. The objective of the Umpqua Valley Art Association (UVAA) in organizing this year's 3 day event is to attract a total of 130+ artist vendors, 12 local and regional food truck vendors, visiting musical and dance stage events, and 8,000 – 14,000 attendees.

UVAA plans to expand and intensify advertising and publicizing beyond Douglas County by focusing efforts on markets like the Oregon Coast, greater Eugene area, and greater Medford/Ashland area. The funding will be utilized to help rebrand the festival so that it is marketable to outside areas and becomes more recognizable as a regional event to tourists.

Staff recommended funding in the amount of \$4,999 to the Umpqua Valley Arts Association toward the costs of rebranding, marketing and advertising the 2022 Summer Arts Festival.

Emily Brant, UVAA Executive Director was present to answer questions.

Commissioner Beach abstained from voting because he intended to apply to be a vendor at the Arts Festival.

Commissioner Zegers moved to approve the request for the 2022 Summer Arts Festival in the amount of \$4,999 to the Umpqua Valley Arts Association toward the costs of rebranding, marketing and advertising the 2022 Summer Arts Festival. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissions Baglien, Jones, Ross, Widmer and Zegers voted yes. No one voted no. Commissioner Beach abstained.

2022 Umpqua Grown Guide requested \$4,999 to develop a comprehensive guide for locally grown and produced food and beverage resources. The guide will be similar to that of the food trail efforts completed by the Partnership, Travel Oregon and most recently Experience Roseburg. Creation of the 2022 Umpqua Grown Food Guide will be a collective effort between Thrive Umpqua, Rogue Food Unites, and Umpqua Valley Farm to School. The guide will point people to food and beverage-oriented businesses including farms and ranches, restaurants and caterers, food trucks, grocery specialty stores, farmers markets, events etc.

Once created, the Umpqua Grown Food Guide will be made available at tourism and visitor centers and will be promoted through print, radio and social media, as well as a dedicated website that will house a searchable directory and pdf of the print version.

Staff recommended funding in the amount of \$4,999 to Thrive Umpqua toward the costs of establishing the 2022 Umpqua Grown Food Guide.

Susie Johnston-Forte Thrive Umpqua representative was present to answer questions.

In response to Commissioner Beach on how marketing will reach outside Douglas County to promote tourism, Ms. Johnston-Forte shared, in 2020 the group underwent a five county food system assessment; exploring the food hub. A loose organization was formed called the Southern Oregon Food Alliance and one of their objectives is to cross promote local food products from the coast to the valley, as well as the Willamette Valley. Jessica Hand at Thrive Umpqua is working on the development of networks and connections with food systems in other communities to be able to promote through other networks, as well as have a dedicated website. Umpqua Grown Food Guide is modeled after the Rogue Flavor Guide and the Willamette Food Guide.

In the first year, printing of 7,500 food guides will be distributed mainly to visitor centers and eateries. The first year will be a learning experience to know who to market more broadly in the future.

In response to Commissioner Jones, Ms. Johnston-Forte stated she hopes the guide will bring tourism to the area to experience the farmers markets and local farms and will enhance visitor experience.

Mr. Cowie expanded by sharing the Rogue Flavor Guide's Table of Contents which lists events, farmers markets, farms & ranches. Having the guide available at the visitor center, hotels and eateries will draw tourism to the area to experience events, farmers markets, farms & ranches.

In response to Commissioner Ross, Ms. Johnston-Forte said the brochure will be an annual publication and will be distributed to Willamette and Rogue Valley. A big launch event is planned before the guide is distributed and anticipate to garner media coverage beyond our local area.

Chair Prawitz is encouraged the brochure will enhance tourism.

Commissioner Beach moved to approve the request for Thrive Umpqua in the amount of \$4,999 toward the costs of establishing the 2022 Umpqua Grown Food Guide. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissions Baglien, Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no

INFORMATIONAL Partnership Report

Mr. Patterson introduced Jessica Fehr, Executive Assistant & Office Manager, as well as submitted the Partnership report and provided a brief update on the following:

- Project Zanzibar - Business Oregon is working with a well-known institutionally backed private national data center developer who is actively evaluating investment and expansion. The company held a state-wide search and the Dixonville Site 174 was one of two properties selected to go to the next round of consideration.

- High School Pitch Night - Good meeting with Jared Cordon from Roseburg Public Schools to start pitch night at Roseburg High School (RHS). This may occur the first quarter of this year.
- A potential buyer for a Glendale mill is a national organization which will bring jobs back to the area.
- Dixonville Wetlands Mitigation Project - Currently working with Douglas County, U. S. Army Corps of Engineers, Department of State Land, and PBS Engineering on acquiring existing wetlands in Dixonville. This project is continuing to move forward and all initial credits are spoken for.
- Nine companies varying in sizes are moving to the area.

Discussion ensued regarding shortages of housing and workforce.

The Board is looking at what recovery means as COVID is ever evolving and the need for testing kits for employees as well as the need for rapid tests to help prevent the spread of COVID in the workplace.

Experience Roseburg/Anvil Northwest Report

Mr. Campman provided a presentation on the Quarterly Review and highlighted the following:

- Welcomed Jessica Batchelor, Destination Marketing Organization Development Coordinator to the Experience Roseburg team.
- Visitor Center remodel is underway. Budgeting roughly \$30,000 to outfit space, which includes wall treatments, fixtures, info graphics and artwork. Planning for a March soft opening, followed by full opening to the public in April.
- Formal request with the Economic Development Commission (EDC) additional funding for remodel costs for the visitor center.
- Destination Ready Program - Experience Roseburg has been chosen by Travel Oregon to partake in aiding in tourism recovery to our area. The process identifies product development opportunities and helps with creating competitive funding proposals.
- Experience Roseburg Newsletter is up over 500 subscribers.
- Planning stages for Roseburg's 150th anniversary this fall.
- Mural project for Downtown to coincide with Roseburg 150th anniversary.
- Planned regular engagements with community stakeholders - kicks off Feb. 7th.
- Web traffic for 2021 is up 86% over 2020 (folks are getting out).
- Web stats showing Portland as second largest group currently using the website.
- Top video is Skiing Mount Bailey, still gaining traffic based off seasonal searches.

Ms. Batchelor discussed the mural project and shared her strategic plan for community engagement and strategic goals for Experience Roseburg, and elevating community engagement to build tourism by having businesses actively promote tourism in their everyday business practices.

February 7th the first engagement best practices meeting will be held. The first Monday of every month tourism facing businesses and attractions come to Experience Roseburg to share and learn how to integrate tourism in our community.

Stakeholder meetings are held quarterly and will start up again February 28, 2022 to discuss tourism, how tourism works and how it can benefit our businesses. Bob Hackett, Travel Southern Oregon and Todd Davidson Travel Oregon will provide presentations.

Ms. Batchelor has been visiting different business sectors and received great feedback.

In response to Commissioner Ross, Ms. Batchelor said the meetings focus on businesses in the tourism sector but welcomes any business, public, EDC or the City who would like to attend. Two sessions will be held, each an hour long at 9:00 a.m. and 2:00 p.m. The meeting schedule will be provided to the City to be distributed to the Commission.

The Mural project for downtown is in the process of identifying dates, budget and locations for the murals. Art installation will provide a thought provoking experience in downtown and will pair well with the 150th anniversary celebration. There will be a lot of volunteer opportunities and community engagement around the mural project.

In response to Chair Prawitz, Ms. Batchelor said they are at the beginning stages of engagement with business owners but have had businesses show interest in having their building used for the mural project.

Discussion ensued regarding additional costs to seal the mural, short and long term maintenance, who is responsible for maintaining the mural and how murals can draw interest to downtown.

There was no further discussion.

Mr. Cowie stated he wanted to revisit the additional \$30,000 for the Visitor Center remodel Mr. Campman mentioned earlier in the meeting. This was a topic of discussion in the beginning that the remodel for the Visitor Center may require additional funding since the costs were unknown in the beginning. Mr. Campman was directed to prepare a written proposal with cost break down to be presented to the EDC at a special meeting prior to the regular quarterly meeting to discuss a recommendation to the City Council.

BUSINESS FROM COMMISSION – None

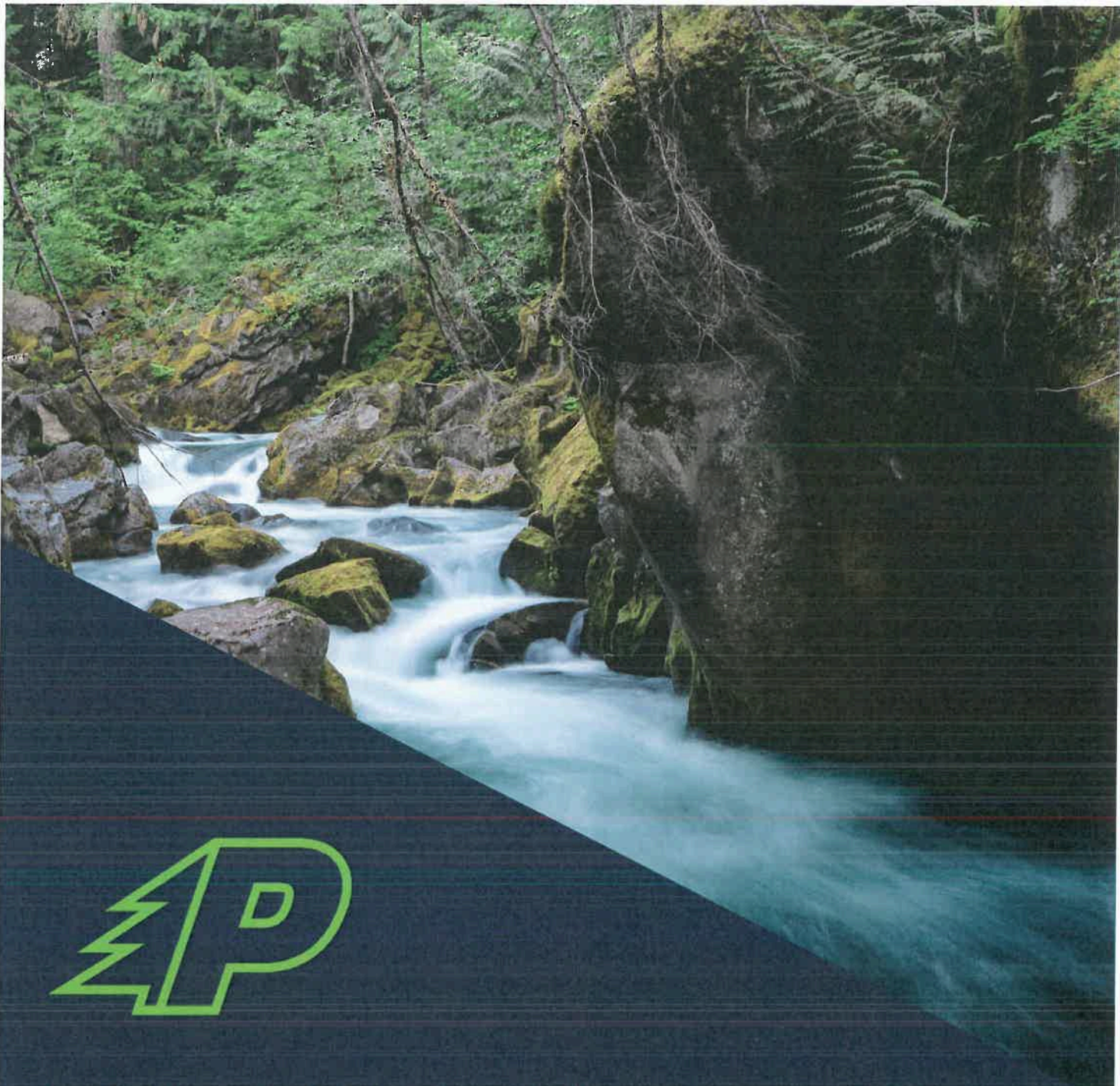
BUSINESS FROM STAFF –

Mr. Cowie thanked the Commission for their volunteer service and assistance with the reviewing the tourism grant applications.

ADJOURNMENT - Meeting adjourned at 4:49 p.m. The next meeting is scheduled for April 12, 2022.



Chrissy Matthews
Department Technician



UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

February - April 2022

From The Partnership

Happy Spring everyone!

As our social distancing guidelines relax we are excited to start ramping back up our GrowthTalks and Pitch Night Events. These events and more to come are focused on building our entrepreneurial ecosystem here in Douglas County. The goal is simple, get more businesses to start-up and smaller ones to grow. This year, we will be adding a larger prized Pitch Night for small businesses that will stack directly on top of our Startup Pitch Night. The Startup Pitch Night is where we award money based on how good your idea is and how you will use the funds.

We wanted to start our report to you this time, with information fresh off the press just this week directly from the State. Here are the numbers on how many new businesses were started here in Douglas County by business type and City. We have never seen a report from the State this detailed at the County level before, and we are working to get the same data for previous years. Much of this will be included in our 2021 Annual Report.

Continue to the next page for a sample of this exciting new data.



New Business Registration 2021

Douglas County Oregon

Douglas County Location	Number of registrations
AZALEA	21
CAMAS VALLEY	8
CANYONVILLE	16
DAYS CREEK	11
DILLARD	3
DRAIN	41
ELKTON	22
GARDINER	9
GLENDALE	43
GLIDE	39
IDLEYLD PARK	6
MYRTLE CREEK	129
OAKLAND	54
REEDSPORT	77
RIDDLE	41
ROSEBURG	862
SCOTTSBURG	5
SUTHERLIN	121
TENMILE	12
TILLER	5
UMPQUA	12
WINCHESTER	20
WINCHESTER BAY	10
WINSTON	105
YONCALLA	29
Grand Total!	1701

New Business Registration 2021 Douglas County Oregon

Entity Type	Number of registrations
ASSUMED BUSINESS NAME	579
DOMESTIC BUSINESS CORPORATION	93
DOMESTIC LIMITED LIABILITY COMPANY	951
DOMESTIC NONPROFIT CORPORATION	44
DOMESTIC PROFESSIONAL CORPORATION	6
FOREIGN BUSINESS CORPORATION	9
FOREIGN LIMITED LIABILITY COMPANY	18
FOREIGN NONPROFIT CORPORATION	1
Grand Total	1701

As this report shows, 2021 was a great year for new businesses....now we want to use this information as our baseline to grow from....here is to more new businesses in 2022! A good inspirational quote I have always appreciated:

You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust the dots will somehow connect your future this approach has never let me down, and it has made all the difference in my life.

-Steve Jobs



Membership Renewals

FEBRUARY - APRIL 2022

2022 UEDP BOARD DIRECTORS

Avista
Aviva Health
BP Media Solutions
CCD Business Development
CHI Mercy Health
City of Roseburg
City of Sutherlin
Con-Vey Keystone
Dave Sabala
Dole Coalwell Attorneys
Douglas County
Douglas County Industrial Development Board
Douglas ESD
Express Employment Professionals
Loggers Pizza
North River Boats
Rogue Credit Union
Roseburg Forest Products
Umpqua Community College

2022 UEDP MEMBERS

Allen Rental Equipment
Banner Bank
First Call Resolution
Pacific Power
SAIF
Umpqua Bank
Umpqua Dairy

RENEWING UEDP BOARD DIRECTORS

February - April 2022

RENEWING UEDP BOARD MEMBERS

February - April 2022

Allen Rental Equipment

Recruitment

The recruitment is a summary of current proposals The Partnership has submitted to Business Oregon for the purpose of connecting outside/new businesses to available industrial land located in Douglas County. Over the last couple of years, there has been a challenge in getting updates from Business Oregon on the status of these projects, as the companies that are receiving the proposals have had a lack of action due to covid regulations and economic uncertainty. Business Oregon has notified us that most of the projects in our pipeline have either gone silent and/or are considered dead. We have one live project (Project Zanzibar) at this time, of which we are awaiting more information in regard to its status.

OCTOBER 2021: PROJECT ZANZIBAR

Business Oregon is working with a well-known institutionally backed private national data center developer who is actively evaluating investment and expansion. *The company held a state-wide search and the Dixonville Site 114 was one of two properties selected to go to the next round of consideration.*

Project Summary

UCC COMMERCIAL KITCHEN

We are partnering with UCC, CCD, SBDC, and other local community members to create a plan for community use of the currently unused kitchen on the UCC campus. We have held a focus group and are planning to tour other commercial kitchens in surrounding cities.

HIGHSCHOOL PITCH NIGHT

The Partnership met with Jared Cordon and some of the team from Roseburg Public Schools to discuss the potential for a Roseburg Highschool Pitch Night. This discussion was met with much enthusiasm and we are looking forward to working together to create this event for our students.

GROWTH TALKS

After starting Growth Talks back up as a live event on Facebook, we were looking forward to getting Pitch Night up and running. We signed an agreement with SOWIB to provide \$20k in funding for Pitch Night prizes. We are also hopeful additional funding will come in to support a year-end finale. We will be announcing a whole new revised Pitch Night for Startups and Small Businesses shortly.

TOP 20 EMPLOYERS AND MORE

We are starting to see significant expanding movement within our top 20 employers. The specific projects cannot be made public at this time but more information will be available soon. At this time multiple new companies are moving into Douglas County and there are a couple of large acquisitions happening.

SUTHERLIN INDUSTRIAL PARK

DCIDB approved a purchase agreement. A site plan is underway with the first land purchaser. The Dixonville wetland mitigation credits will be used for this site. The Sutherlin Industrial Park Removal-Fill Permit Application is finished and out for signature, next the land use certification will need to be signed by County Planning. We are close to submitting the 30-day pre-application meeting request to DEQ. Once all signatures are in place, the application can be submitted to DSL then once the 30-day pre-application period has passed, it can be submitted to the Corps and DEQ.

DIXONVILLE WETLANDS MITIGATION PROJECT

We are currently working with Douglas County, U.S. Army Corps of Engineers, Department of State Land, and PBS Engineering on acquiring existing wetlands in Dixonville. This project is continuing to move forward and all initial credits are spoken for.

SOUTH UMPQUA VALLEY INDUSTRIAL PARK

We have had an interest in property here but COVID slowed down the site reviews. As the COVID fog lifts, we are seeing significant interest in many Douglas County and Roseburg locations.

DOUGLAS COUNTY CITY MANAGERS COALITIONS

With COVID restrictions relaxing this is now an action item that can be revisited.

Please review the meeting list for a variety of new project movements.

Education

Webinar - **NERDE - National Economic Resilience Data Explorer**

Webinar - **Rural Futures Round Table**

Webinar - **How to Win More Projects Using Federal Grants**

UCC Class - **Grant Writing for Non-Profits**

Meetings

Winston Economic Development Committee

Melony Marsh - All-Pro Realty Gala

Thrive Umpqua Steering Committee

Jack Hill - Bike Park in Douglas County

Douglas County Industrial Development Board Special Meeting

CCD Team Meet

Don Cook - Chair Agenda and Review

UEDP Board Meeting

Umpqua Bank Divisional Board Meeting

Aaron Larson - Growth Talks

Douglas County Childcare Coalition

John Moriarty - OCF Grant Meeting

Dave Larecy - Con-Vey Keystone, Inc.

SOWIB Board Meeting

Kristi Gilbert - City of Sutherlin Stearns Lane

UCC Kitchen Tour & Economic/Workforce Development

Jeff Ball - ORENCO

Bruce Roberts - Umpqua Stone

Meetings

Brent Hutchings - North River Boats

UVA Board Meeting

Chris Boice - Meeting

CCD Board Meeting

Kyle Stevens - SOWIB

CCD Team Meeting

UCC Commercial Kitchen Meeting

Mary Jander - Senior Analyst - Futuriom

SOWIB - Douglas Workgroup

Archie Creek Fire Recreation Recovery

KC Bolton - Meeting

Douglas County Industrial Development Board

UVA Board Meeting

Thrive Umpqua Steering Committee

ESD Learning Center Grand Opening

South Coast Umpqua Regional Solutions Advisory Committee

Juliete Palenshus - Thrive Umpqua

Umpqua Transportation Electrification Team Meeting

South Coast Regional Discussion

CCD/RST Meeting

GrowthTalks & Pitch Night Meeting

Food Hub Tour

Manufacturing Sector Partnership

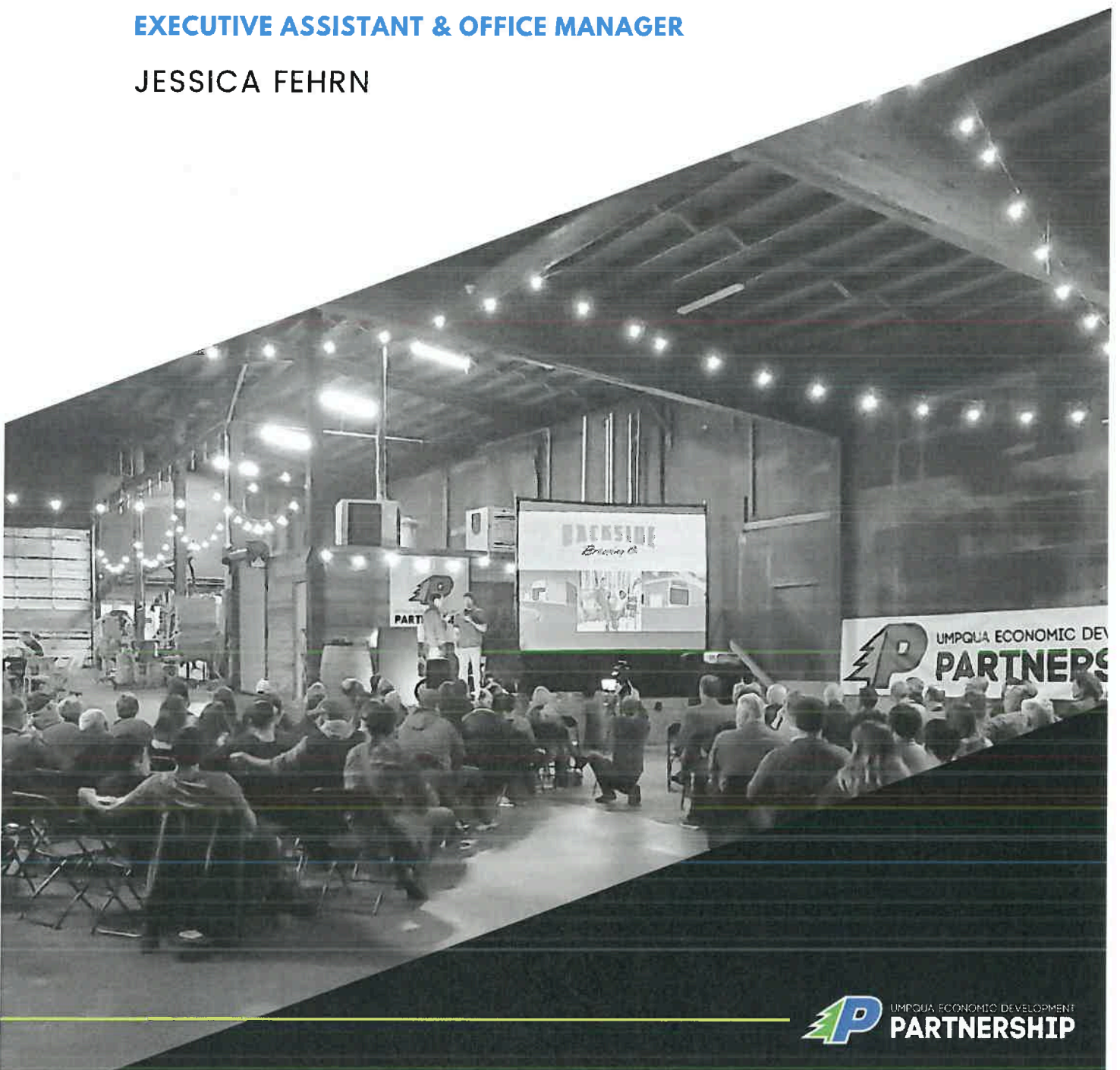
Thank You.

EXECUTIVE DIRECTOR

WAYNE PATTERSON

EXECUTIVE ASSISTANT & OFFICE MANAGER

JESSICA FEHRN



EXPERIENCE ROSEBURG QUARTERLY LATEST:

•LATEST:

- *Visitor center space is for the most part done! Super excited to announce our grand opening of April 21!*
- *Jessica, our engagement coordinator recognized by state tourism group*

•NOTEWORTHY:

- *Planning committee for Roseburg 150 has been making great progress for planning events for that month in October*
- *Currently in talks with city, in preparation for renewal in July*
- *Now securing artists for downtown mural project this summer*
- *Facebook engagement up 200% (2.1k total engagements for the quarter)*
- *Videos killed it this quarter with 14.6k total Youtube views (began paid campaign)*
- *Total Youtube unique viewers was 11.9k*
- *Website traffic from social referrals increased by 93% compared to the same period in 2021*

It has been a busy quarter in the destination development world!

As the initial community engagements have begun, my role is expanding to include relationship building opportunities. Not only does this expand industry awareness of tools, resources, and opportunities to support Roseburg businesses and attractions, but it enhances the trust and familiarity of the community with Experience Roseburg.

The core projects I am leading or supporting include:

- DMO Business to Business Engagements
- Industry Stakeholder Convenings
- Introductory Tourism Educational Trainings
- Destination Ready
- Collaborations and Strategic Partnerships
- Promotional Collateral
- Signature Event: Roseburg Turns 150

A common thread through all these projects is the connection and engagement with tourism businesses and the greater Roseburg community - on-going, critical pieces that support having new & growing visitor experiences to include in world-class destination marketing campaigns and initiatives.

When thinking of tourism, one usually thinks of historical 'promotional marketing' - basically getting the word out to the potential travelers outside our area - to maximize visitation & draw in "heads in beds."

One foundational building block that is often overlooked is supporting the development of a consistent funnel of thriving new and expanding businesses, experiences, and the tourism assets that can then be included into media channels that keeps us fresh & interesting while also being an economic driver for the area.

This is why Destination Development is a necessary component and a priority for Experience Roseburg. Destination Development is a foundation piece to the tourism puzzle that cannot be ignored because it grows our workforce, supports our local businesses and enhances our community as a destination both for livability & economic resiliency.

By creating and optimizing visitor spending in our community, we can provide more quality experiences, robust infrastructure, and remarkable services to entice repeat visitation that also supports Roseburg as an exceptional place for people to live.

Focus in this area also ensures we fulfill on our brand promise as a community.

Having a beautiful, far-reaching campaign that reaches visitors far and wide is great - but must represent an accurate representation of what the visitor can expect when they arrive here.

Imagine, a visitor that saw the campaign and was inspired to travel to our area, makes the plans, books the stay, gets excited and is on their way! The destination marketing campaign was a success - but getting the visitor here is only the first part of the experience.

Now, the ball is in the court of our community. Does the front-line staff at a restaurant or coffee shop know about the new destination brochure? Or the visitors center? What do they say if a visitor asks? Do they know about another place to refer them to visit or to learn more?

Additionally, are tourism businesses working together? Are we supporting the creation of new experiences that keep people visiting here longer - and eating in our restaurants, shopping in our downtown, and staying overnight - which all create considerable economic impact?

These are the next steps in creating and fostering those potential experiences, utilizing our community to guide the visitor to a full and robust experience that brings them back to our area to explore again and again.

DMO BUSINESS TO BUSINESS ENGAGEMENTS

Tourism is a series of successful partnerships with its community at the core. The outcome of this effort is to support product development, educate industry leaders on tourism business practices, create partnership opportunities, enhance experiences for visitors, and create a connected tourism infrastructure and network amongst local stakeholders. Engaging the community stakeholders is done in a face-to-face fashion, after introductions were done, and needs were assessed.

INDUSTRY STAKEHOLDER CONVENINGS

Back from the pandemic, stakeholder convenings are held quarterly. On February 28th, our first engagement we welcomed Todd Davidson, CEO of Travel Oregon, and Bob Hackett, Executive Director of Travel Southern Oregon, to feature a program filled with tourism education and resources related to the regional and state DMO partners.

Finding the need of the community through discussion with our businesses found an immediate need for tourism education, an early assessment as I met our area's businesses was shown as primary need to introduce them to Experience Roseburg, their DMO. Creating trust, defining available resources, and connecting them to each other and industry partners was the first order of business, Stakeholder meetings keep them informed and educated about the DMO as well as

ongoing partnerships, continuing education and best business practices. May 16, 2022 is our next scheduled stakeholder meeting where we will welcome Andy from Travel Lane County and a representative from Track Town USA to do a deeper dive for our stakeholders of Oregon22 and how we can best partner with Lane County to bring our visitors the best experiences as they stay in our hotels during the nine day event, pre-sold to over 100,000 attendees.

INTRODUCTORY TOURISM EDUCATIONAL TRAININGS

With a large amount of our business owners having lost connections due to COVID, I created the Tourism Partner Meet Ups which include educational trainings. Tourism Partner Meet Ups are the first Monday of every month at 2pm. These casual meet ups are an hour in length, with one topic to discuss that educates our tourism facing businesses and gives more tools and resources. We just completed our third meet up on April 4th. The topic was Google Business Profile and was presented by guest speaker Thomas Moser of Travel Southern Oregon, our businesses learned of the partnership with Travel Oregon and Google Business Profile platform Local and the Free Subscription that EVERY Tourism Facing Business in Oregon can take advantage of. Our businesses were thrilled with this opportunity, and I quickly started work on getting as many of our area's businesses set up with Local, Past tourism meet up topics include, The Art of Networking, and Introduction to Experience Roseburg Resources.

DESTINATION READY

Our destination was selected as one of eleven in the state to work with the state DMO, Travel Oregon, to create a strategic action plan and undergo an assessment which would define, with community input, priority action areas that would enhance our destination. Working with Industry partners such as Travel Oregon, and receiving community programs such as Destination Ready, gives our community greater opportunities to access funding as well as participate in quick wins, collaborations, and the betterment of our area.

With eight identified possible projects coming out of the program, a selected prioritized few will be chosen based on capacity, funded by TO (Travel Oregon) or other statewide funders by way of competitive grants or direct funds. Experience Roseburg will act as the lead and will work with individual project teams to fulfill each project. This program will help move the needle on enhanced visitor experiences that support the tourism economy and funnel into marketing priorities.

COLLABORATIONS AND STRATEGIC PARTNERSHIPS

Collaborations and partnerships are a huge component to a robust tourism community.

An local example of this is the partnership created with the Umpqua Velo Club and the Vineyards. Paul Whitworth of the Velo club expressed interest in partnering with the Vineyards to see what could be added to his vineyard tour, an All Call out to the membership of the Umpqua Valley Wine Association matched upwards of 8 individual vineyards to Paul's tour increasing experiences at each stop. Similarly, Ten Down Bowling was matched with Wildlife Safari, several local vineyards, and several local hotels, to create experiences and giveaways to attendees of their State Bowling Championships.

Regionally, partnerships for the good of the destination are made with nearby industry leaders like Jeff Malik of Travel Lane County who helped a partnership form with our vineyards and a possible joint Wine Festival with Cottage Grove and the Rogue Valley.

Impactful partnerships and collaborations aren't always with Tourism Facing Businesses - a partnership with Mercy Hospital physician recruitment creates a collaboration through suggested itineraries for optimal experiences while the recruit is visiting as well as Experience Roseburg Gift Baskets created with ER Merchandise and features local gifts like locally made olive oil, local wine and coffee to highlight our area.

The partnership the community and Experience Roseburg is creating also has benefits of receiving words of grant opportunities, continuing education webinars, conferences, future collaborations, resources, toolkits, new industry partners and more...

PROOTIONAL COLLATERAL

Creating collateral for Destination readiness is a partnership as well, Small counter tents were created with the Experience Roseburg QR Code to direct visitors to "What's Happening Locally" this QR code lands them on our Events page, showcasing our area's fun, open to the public events. The tents were placed in restaurants, retail, gas stations, and hotels. As our community does events, they are posted to the website, with more than 100 local events posted to our website since my hiring in Late November, this creates more exposure for our businesses and organizations doing the events as well as giving our visitors an easy way to plan their experiences while they visit. The tents are in all major hotels in the lobby and individual rooms in 3 of the largest hotels, the gas stations are an important location as well, this reaches the casual visitor as they may be just pulling in to fill up before getting back on the road.

SIGNATURE EVENTS: ROSEBURG TURNS 150

Working with the city's committee, led by City Councilwoman Shelley Briggs-Loosly, the partnership with Experience Roseburg and the City of Roseburg strengthens as we work together to build a celebration for

Roseburg and its beloved community. Experience Roseburg has committed to supporting the downtown development efforts around new murals and evergreen banner flags to greet and buzz through town before the big day!

CLOSING THOUGHTS

The possibilities of Roseburg becoming a viable destination rest on collaboration, connectivity and community. The DMO must work alongside and with the community in a transparent, encouraging, and mutually supportive way. We are excited to continue developing new product and experiences through development and marketing to support economic growth, job creation, and Roseburg being an exceptional place to call home.

Thank you.