

LW
7-6-2022

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, July 12, 2022 at 3:30 p.m.
Roseburg City Library, Deer Creek Room**

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

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL**

| | | | |
|----------------------|----------------|--------------|------------|
| Brian Prawitz, Chair | Don Baglien | Mickey Beach | Leah Jones |
| Misty Ross | Michael Widmer | Paul Zegers | |
- 3. APPROVAL OF MINUTES**
 - A. April 11, 2022 & June 6, 2022 – Economic Development Commission
- 4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered. See Information on the Reverse**
- 5. DISCUSSION ITEMS**
 - A. Tourism Grant Applications
 1. Wildlife Safari – The Barnyard (Renovation & Expansion of the Children’s Zoo)
 2. NeighborWorks Umpqua – Roseburg Sesquicentennial Blocktoberfest
 3. Buzz Collective Marketing – Roseburg Itinerary Generator
 4. City of Winston – We got Your 6 – Veteran Suicide Prevention Fundraiser
- 6. INFORMATIONAL**
 - A. Partnership Report
 - B. Experience Roseburg Report
- 7. BUSINESS FROM THE COMMISSION**
- 8. BUSINESS FROM STAFF**
- 9. NEXT MEETING – October 11, 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 July 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
April 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 and Paul Zegers.

Absent: Commissioners Leah Jones, Misty Ross and Michael Widmer.

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman and Jessica Batchelor from Anvil Northwest, Wayne Patterson and Jessica Fehr from Umpqua Economic Development Partnership and Brian Sykes from Coos Curry Douglas (CCD) Business Development Corporation.

APPROVAL OF MINUTES

Commissioner Beach moved to approve the minutes of the January 11, 2022 meeting as submitted. The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Prawitz, Commissioners Beach, Baglien and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

PRESENTATION

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

Mr. Sykes shared the Community Development Block Grant was created in 1974, administered by the Department of Housing and Urban Development at the federal level and the funds are dispersed down to the State of Oregon and administered by Business Oregon at the state level. Municipalities, counties, governmental entities and special districts can apply for the grants to the State. The beginning of the pandemic, the CARES Act allocated funding to the CCD Block Grant program for COVID response. Business Oregon started marketing the program in 2020 and CCD sought to be a potential resource and reached out to the local governments and the City of Roseburg stepped up as the lead applicant for the first round and dispersed about \$137,500 to 39 small business and micro enterprises in Douglas County.

CCD was invited back to pursue a second round in the grant cycle and the City of Roseburg stepped up to bring more resources to the area. \$275,000 was allocated in cash grants as well as technical assistance and work force development assistance in the grant funding. They are in the underwriter process for the program. The intake application was open from

March 21-31. Those eligible were invited back to submit full documentation by April 8th. The Program would then determine how much funding someone is eligible for. The funds range from \$2,500 to a maximum of \$25,000 for small businesses. Micro enterprises are eligible up to a flat \$10,000 in both direct cash and potential services.

The Program received approximately 77 completed applications in Douglas County, 33 of which were within Roseburg. The point of the program is to target low to moderate income business owners as well as businesses that employ low to moderate income individuals. The total grant is \$500,000, \$275,000 in direct cash and \$100,000 projected for technical assistance and \$90,000 in workforce development and the remaining is for administrative fees for administering the program.

Commissioner Beach asked if this was a match grant. Mr. Sykes stated this was fully funded through the CDBG Program.

Mr. Cowie shared that CCD is an amazing business to work with. They have an excellent reputation with Business Oregon. We are grateful for the CCD and the partnership the City has formed with them.

Mr. Sykes said they can come back to provide a final report on the program.

Commissioner Beach stated it would be helpful to know the final impact and how it served the community.

INFORMATIONAL

Partnership Report

Mr. Patterson provided a brief update on the Partnership Report and highlighted the following:

- New Business Registration 2020 & 2021 Douglas County. The new format shows the number of registrations for each city, as well the entity type of registration. 2021 shows an increase in growth.
- Focus on new business development. Bringing back Growth Talks and Pitch Night. Backside Brewing will host Pitch Night on June 1st focusing on small business with a giveaway of \$20,000. The other formats will feature Start-up events with a giveaway of \$1000 and Growth Talks events focusing on education networking.
- Working on Top 20 Employer list.
- Year-end presentation presented to City Council at the end of April.

Mr. Cowie asked how the numbers are obtained for the business registration list. Mr. Patterson stated the different entities are registered and obtained through the Secretary of State website.

Experience Roseburg (ER)/Anvil Northwest Report

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

- They had a roofing incident and the building received some water damage which is being repaired. Luckily the Visitor Center space was not damaged.

- Visitor Center space, for the most part, is done. Grand opening is April 21. Proud of the crew for pulling off the completion of the space and welcomes a tour of the space.
- Jessica Batchelor, Engagement Coordinator recognized by state tourism group.

NOTEWORTHY:

- Planning committee for Roseburg 150 anniversary has been making great progress for planning events for October. Preview of logo concepts for the 150 anniversary.
- Anvil Northwest currently in talks with the City, in preparation for renewal in July.
- Now securing artists for downtown mural project this summer on a series of walls. Five artists interested.
- Facebook engagement up 200% (2.1K total engagements for the quarter)
- Videos did well this quarter with 14.6K total YouTube views (coincides with paid campaign with YouTube).
- Total YouTube unique viewers was 11.9K (large amount of people viewing the content across the board).
- Website traffic from social referrals increased by 93% compared to the same period in 2021.

Mr. Campman stated social referrals increase means the content is driving people to the website. He provided the percentage breakdown by area.

Jessica Batchelor– Engagement

Ms. Batchelor stated her role has expanded to include relationship building opportunities.

Core projects she is leading or supporting include:

Destination Marketing Organization (DMO) Business to Business Engagements – 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.

Industry Stakeholder Convenings – Held quarterly. First engagement was on February 28th and 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.

Introductory Tourism Educational Trainings – Tourism Partner Meet Ups are the first Monday of every month at 2:00 pm for an hour to discuss one topic that educates our tourism facing businesses and provides more tools and resources. The trainings were created due to business owners having lost connections due to COVID.

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.

Collaborations and Strategic Partnerships – Collaborations and partnerships are a huge component to a robust tourism community. One example of partnerships created was Paul Whitworth of the Velo club expressed interest in partnering with the Vineyards to see what could be added to the vineyard tour. An All Call out to the membership of the Umpqua Valley Wine Association matched upwards of eight individual vineyards to the tour increasing experiences at each stop.

Promotional 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. More than 100 local events have been posted to our website since late November creating more exposure for our businesses and organizations doing the events, as well as giving our visitors an easy way to plan their experiences.

Signature Event: Roseburg Turns 150 - Working with the City’s committee led by City Councilor Shelley Briggs Loosley. 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 create buzz through town before the big day.

Mr. Cowie asked which speaker will attend the Tourism Stakeholder meeting on May 16th.

Ms. Batchelor stated she received confirmation that a representative from Travel Lane County and TrackTown USA will talk at the Stakeholder meeting. She believes it will be Andy from Travel Lane County and possibly another speaker. Andy has done many talks around our region and Oregon 2022. He works closely with TrackTown USA.

Mr. Cowie asked if the QR code on the tent cards placed in restaurants, retail, gas stations, and hotels can be tracked when scanned.

Mr. Campman stated they can be tracked with the unique QR code used.

Ms. Batchelor shared the Fred Meyer gas station was thrilled to have the tent cards displayed since they get many customers. Gas stations are important frontliners.

Chair Prawitz stated the work being done is top notch and high quality.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF –

Mr. Cowie stated the City is working with ER to renew their contract as the DMO. A special EDC meeting in May will be scheduled to discuss the renewal of the contract and for a recommendation to City Council. He is excited for everyone to see the Visitor Center.

Ms. Messenger shared she was invited to join the Coos Curry Douglas (CCD) Business Development Corporation Board which was approved by City Council. She said this is another connection in the economic development world and is helpful.

ADJOURNMENT - Meeting adjourned at 4:18 p.m. The next meeting is scheduled for July 12, 2022.



Chrissy Matthews
Department Technician

**CITY OF ROSEBURG
SPECIAL ECONOMIC DEVELOPMENT COMMISSION MINUTES
June 6, 2022**

CALL TO ORDER

Chair Brian Prawitz called the Zoom meeting of the Economic Development Commission to order at 3:04 p.m.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Don Baglien, Mickey Beach and Paul Zegers.

Absent: Commissioners Leah Jones, Misty Ross, and Michael Widmer.

Others Present: City Manager Nikki Messenger, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman, Kathy Heidt and Dani Raines from Anvil Northwest.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEM

Destination Marketing Organization (Experience Roseburg) Contract Renewal.

Mr. Cowie stated the City entered into a contract with Anvil Northwest on July 30, 2019 to provide Destination Marketing Services. Anvil has created a full-scale tourism promotional campaign referred to as Experience Roseburg. A new website has been developed, along with social media pages on Facebook and Instagram. The Between Two Rivers YouTube series is up and running with new monthly videos featuring our area and local attractions. A visitor guide and e-newsletter are available and a new Roseburg Visitor Center in the heart of downtown opened recently. Stakeholder meetings with Roseburg based tourism businesses and collaboration with local, regional, and state partners are helping to establish Roseburg as a tourism destination promoted throughout the northwest. All of this occurred during the midst of a pandemic that created worldwide impacts to the tourism industry.

The scope of the contract will remain unchanged; however, the fee structure will be adjusted in order to provide extra funding to produce additional brand and content development, provide more outreach, and utilize travel data software to better track the impact the campaign is having on local tourism.

The contract will change from a flat fee of \$450,000 a year to a base fee of \$500,000, plus 15 percent of the tourism promotion portion of the revenue from the hotel/motel tax, for a total annual fee not to exceed \$750,000. The fixed base fee will increase 3 percent annually and the renewal limits the hourly creative rate of Experience Roseburg to no more than 5 percent annually.

Staff recommended the Economic Development Commission (EDC) recommend City Council renew the contract with Experience Roseburg to act as the Destination Marketing Organization for the City of Roseburg.

Commissioner Baglien inquired if other bids were received. Mr. Cowie replied no other bids were entertained due to this being a contract renewal.

Commissioner Beach stated Experience Roseburg is an excellent provider and provides creativity in marketing Roseburg.

Commissioner Beach moved to recommend City Council renew the contract with Experience Roseburg to act as the Destination Marketing Organization for the City of Roseburg. The motion was seconded by Commission Baglien and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach and Zegers voted yes. No one voted no.

No further comments were received.

Mr. Cowie said the Economic Development Commission's recommendation for approval will be heard at the June 27th City Council meeting.

Mr. Campman expressed appreciation and stated it's an honor to represent the city through their work. It's a labor of love.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF –

Mr. Cowie stated the July 12th EDC meeting will be in person to discuss tourism grant applications received.

Ms. Messenger stated the hotel/motel tax revenue for this fiscal year was higher than anticipated during COVID and the fire season. It is unknown the exact cause of the increase; however, traveling nurses, National Guard and some fire victims staying in hotels may have been contributing factors. The hotel/motel tax dollars are allocated to the Economic Development and Sidewalk Street Light Funds. In order to transfer funds, a supplemental budget will be heard at the June 27th City Council meeting. The revenue increase also allows the Anvil Northwest/Experience Roseburg contract to be restructured. The flexibility and support in restructuring the contract is appreciated.

ADJOURNMENT - Meeting adjourned at 3:17 p.m. The next meeting is scheduled for July 12, 2022.


Chrissy Matthews
Department Technician

**CITY OF ROSEBURG
MEMORANDUM**

DATE: JULY 12, 2021

TO: ECONOMIC DEVELOPMENT COMMISSION

FROM: STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: TOURISM GRANT APPLICATIONS

Four grant applications were received for the Commission's consideration. The complete applications are attached for your review. The applicants have been notified of the meeting and are aware that they may not make a presentation, however, the Commission may pose questions regarding their applications. Funding for these requests will come from the Hotel/Motel Tax fund in which an expenditure line item of \$250,000, referred to as Tourism Promotion has been created in order to help fund the tourism grant program and other possible tourism efforts.

Tourism grant applications are 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 terms Tourism Promotion and Tourism Related Facilities are defined in ORS 320.300 to mean the following:

"Tourism promotion" means any of the following activities:

- (a) Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
- (b) Conducting strategic planning and research necessary to stimulate future tourism development;
- (c) Operating tourism promotion agencies; and
- (d) Marketing special events and festivals designed to attract tourists.

"Tourism-related facility" means:

- (a) A conference center, convention center or visitor information center; and
- (b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Below is a brief synopsis of each application and staff's recommendation concerning funding the request.

Wildlife Safari – The Barnyard (Renovation & Expansion of the Children's Zoo)

Sponsor/Applicant: Wildlife Safari

Requested funding amount: \$4,900

The applicant is requesting \$4,900 to help fund construction of "The Barnyard", a renovation and expansion project involving the children's zoo exhibit. This is one of the parks most popular attractions and is available for the public to view free of charge inside the Safari Village. Planned additions include:

- Creating a new animal interaction yard that will offer visitors the opportunity to interact directly with goats and other animals.
- Building a chicken coop which will educate children about chickens and the process of egg production and egg incubation, and will house silky chickens.
- Installing a display outhouse that has educational components about animal fecal identification as well as the benefits of composting animal waste.
- Building a barn owl exhibit to educate children on the importance of predators to control rodents.

The project will also make improvements to our current park, including:

- Expanding our kitchen, where we prepare our animals' daily diets. This is crucial to the park's ability to expand the number of animals we can have at the park. Our 10-year Master Plan includes the addition of eight species. All of which require specialized diets specific to the needs of each species.
- The new kitchen will also consolidate much of the park's food storage. By consolidating the storage, it will reduce our power consumption as we will be reducing the number of individual refrigerators and freezers located throughout the park. It will also conserve staff time as they will have all their supplies necessary at one convenient location under the same roof.

Wildlife Safari serves approximately 300,000 people annually and is the largest single tourism provider in Douglas County. Capital improvement projects for locations such as the Wildlife Safari are consistent with Oregon Revised Statute 320.350, which enables the use of transient lodging tax dollars to be used for tourism-related facilities.

The total cost of the construction project is approximately \$277,530. Additional funding sources include the Ford Family Foundation, revenue from the parks annual benefit dinner, and Wildlife Safari itself.

The Wildlife Safari plans to recognize the City's sponsorship through the Safari's Facebook, Twitter and Instagram pages. The City has historically funded tourism events and capital improvement projects at Wildlife Safari. Recent contributions have aided in constructing the new events and educational center, purchasing a portable stage, tent and generator for year round events at different locations at the park and around the community, new solar powered lanterns in the Safari Village, and construction of a new giraffe viewing platform.

Recommendation: Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of \$4,900.00 to assist in the renovation and expansion of the Barnyard at the Wildlife Safari.

Roseburg Sesquicentennial Blocktoberfest

Sponsor/Applicant: NeighborWorks Umpqua

Requested funding amount: \$4,999

The applicant is requesting \$4,999 to cover marketing and advertising costs associated with this family-friendly event. This year marks the City of Roseburg's 150th birthday. The Roseburg Sesquicentennial Blocktoberfest will be held downtown over the weekend of October 8-9th. The event will include a street fair with music, food, entertainment, vendors, beer and wine, intended to honor Roseburg's 150th birthday and highlight local businesses and Roseburg's homegrown

beer and wine industry. The event will feature many local businesses, non-profits, craftsmen, and performers showcasing the richness of our local culture and economy.

If awarded, grant funds will be utilized to help cover costs associated with marketing the event including a website, digital advertising, banners/posters, local guide, etc.

Additional funding for the event is anticipated through NeighborWorks Umpqua and other local sponsors.

Recognition of the City's sponsorship will be provided via website and other advertising material.

Recommendation: Staff recommends funding in the amount of \$4,999 go to NeighborWorks Umpqua toward the costs of advertising and marketing the Roseburg Sesquicentennial Blocktoberfest event.

Roseburg Itinerary Generator

Sponsor/Applicant: Buzz Collective Marketing

Requested funding amount: \$4,800

The applicant is requesting \$4,800 in order to pay for the costs associated with creating a web based application that can generate suggested itineraries for day trips within the Roseburg area based upon users interests, budget, and other preferences. Coordination with Experience Roseburg will be key, as points of interest already identified by our local destination marketing organization, will be utilized in order to generate locations and attractions for possible itineraries.

The future website will provide a single location built to generate ideas of what to do for a day in Roseburg and the Umpqua Valley. Itineraries will be based on user input including age, interests, budgets, and hobbies providing a customized number of ideas for a day trip factoring things like time spent, physical demand, and budget.

The web based application will be developed using simplified data and an outsourced developer with experience in procedural generations. Once the core application is developed, work to implement available points of interest from Experience Roseburg, Google Maps, and other sources will occur. When completed work to establish a home for the application with either a standalone site or supporting organization will occur.

It is anticipated that \$3,000 of grant funding will go toward approximately 40 hours of paid development of the application. \$600 will be utilized to act as the server hosting the site for a year and the remaining \$1,200 will be used for social media advertising.

Recognition of the City's sponsorship would be provided via the new website referencing the use of hotel/motel tax funds to partner with private business in order to better promote tourism efforts within the area. In addition, cross-promotional opportunities with Experience Roseburg is anticipated as the web application is further created.

Creation of the application is anticipated at the end of summer with beta testing occurring during the fall of 2022. If additional funding is necessary beyond the \$4,800, in order to complete the project and provide the application, Buzz Collective is prepared to cover these costs.

Recommendation: Staff recommends funding in the amount of \$4,800 go to Buzz Collective Marketing in order to create a web based application that can generate suggested itineraries for day trips within the Roseburg area based upon users interests, budget, and other preferences.

We've Got Your 6 – Veteran Suicide Prevention Fundraiser

Sponsor/Applicant: City of Winston

Requested funding amount: \$4,800

The City of Winston is requesting \$4,800 in order to advertise and market an Oktoberfest event to be held in Winston September 30th – October 2nd. Proceeds from the event will be used to go toward the K9s for Warriors organization and help assist in veteran suicide prevention.

The Oktoberfest event will consist of a single elimination tournament that includes events like keg rolling, stein holding, pretzel eating, hammerschlagen, etc. Teams wanting to participate, register through the City of Winston, pay an entry fee of \$200 and have the chance to win a \$10,000 cash prize. The event will appeal to three target markets: military supporters, Oktoberfest enthusiasts, and competitors trying to win a large cash prize.

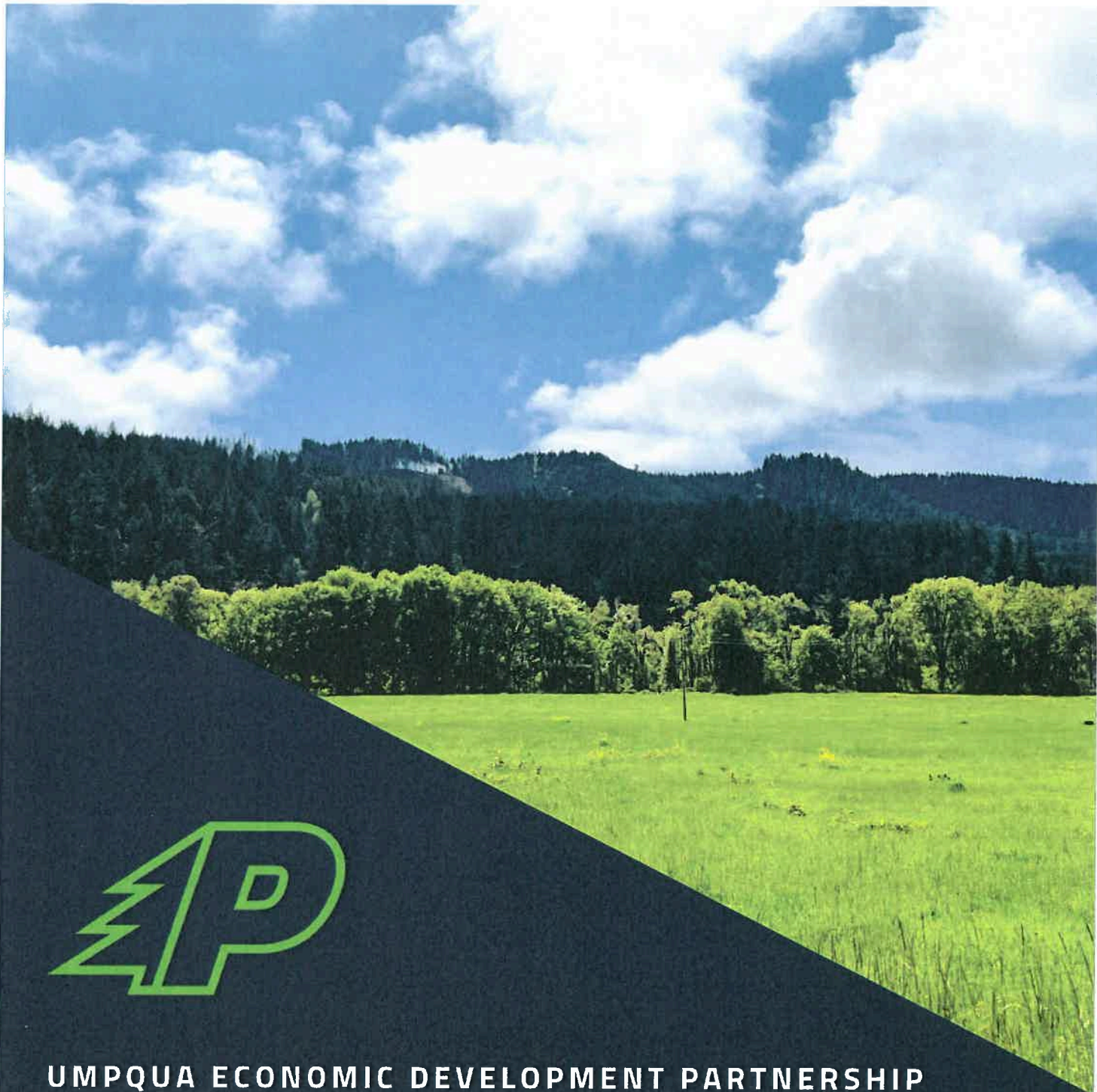
It is anticipated that the event will cost approximately \$45,500 in order to host. If awarded, the applicant is requesting to use the \$4,800 from the City of Roseburg for digital billboard advertising along I-5.

The applicant is expecting attendance to be around 5,000 people. Winston will organize a shuttle service to bring people back and forth from Winston to Roseburg, recognizing that people from out of the area will need to utilize Roseburg hotels if they plan to stay multiple days.

This is the first year the event will be held. The hope is to turn it into an annual event based on its success. If approved, acknowledgement of the City's sponsorship will occur by including the City's logo on advertising and promotional material.

Recommendation: Staff has reservations in recommending that the EDC award this grant as it is a City of Winston event. We understand that the City of Winston has utilized some of its hotel/motel tax revenue to assist in promoting the event, but we are concerned in using our funding for this purpose as this is the first year the event will occur, it will be held entirely within Winston city parks, and is organized by the City of Winston.

We recognize that if estimates are accurate surrounding the number of people proposed to attend, that naturally some of these individuals will be utilizing Roseburg hotels and businesses, but we are uneasy about the use of Roseburg hotel/motel tax dollars being used by another City entity that already has, albeit a smaller hotel/motel tax revenue stream. Staff recommends the EDC carefully discuss the \$4,800 request prior to determining whether it should or should not be awarded to the City of Winston.



UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

**ROSEBURG ECONOMIC DEVELOPMENT
COMMISSION**

April - July 2022

From The Partnership

Hello everyone!

The June 1st Pitch Night for Small Businesses was an event like no other. SOWIB (Southern Oregon Workforce Investment Board) granted The Partnership \$20,000 in prize funds for this event. The Best Pitch Winners were:

1st Place Winner of \$10,000

Georgie Pulman-Olzaski, K9-CRACK

2nd Place Winner of \$5,000

Delbert Gibson, JR's Against The Grain BBQ Sauce

3rd Place Winner of \$2,500

Keri Roid, Growing Miracles Lavender Garden

Audience Favorite Winner of \$2,500

Georgie Pulman-Olzaski, K9-CRACK



We had a total of 32 Small Businesses submit applications to be considered for Pitch Night. We are saving the applications not selected this round for future Pitch Nights. There were about 125 people in the audience. 85 people pre-registered to attend and of those, we had a handful pre-register from as far as Portland and Bend.

We are grateful to have had such great help to put this event on. If you enjoyed this event you can thank the following individuals for all of their great efforts!

Brian Prawitz from **BP Media**

Kem Todd from **CCD Business Development Corporation**

KC McKillip from **Backside Brewing Company**

Aaron Larsen from **Swiftrock LLC**

Steve Goforth from **High Performance AV**

From The Partnership

We are offering Partnership Packages for those who would like to help support these events and their future. If you have any questions about getting involved, please reach out!

These events could not be what they are without the support of our Partners. Here are the Annual Partners for 2022 - 2023 GrowthTalks Events.

ANNUAL TITLE PARTNERS



ANNUAL SUPPORTING PARTNERS



JUNE 1ST EVENT PARTNER



RAFFLE PRIZE DONORS

- The Parrot House
- Level-Up
- True Kitchen + Bar
- Backside Brewing Company
- Staples
- Catch 22
- Ten Down Bowling
- Old Soul Pizza
- Loggers Pizza





Membership Renewals

APRIL - JULY 2022

2022 UEDP BOARD DIRECTORS

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

2022 UEDP MEMBERS

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

RENEWING UEDP BOARD DIRECTORS

April - July 2022

City of Roseburg
Con-Vey
Douglas County Industrial Development Board

RENEWING UEDP BOARD MEMBERS

April - July 2022

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 toured the other commercial kitchens in surrounding cities.

UCC TRADES - UEDP WORKGROUP

We have scheduled a workgroup to discuss the trades that UCC offers and if there are any additional potential opportunities needed.

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

We are happy to announce that Pitch Night is back up and running. We have started a newly revised Pitch Night format which encompasses both Startups and Small Businesses. Additionally, we will host a GrowthTalks Event with a guest speaker. These events will happen Bi-Monthly on the first Wednesday of those months. Backside Brewery has signed an agreement with us to secure this location for our future events. Our first Pitch Night was June 1st, and the event had great success. \$20,000 in prize funds made it into the handles of some very deserving Small Businesses. Our next GrowthTalks event will be on August 3rd. More to be released about that event soon.

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 - Rural America's tech Employment Landscape:
How to increase tech talent and tech employment

Meetings

Oregon Incentives Workshop

Deanna Schafer, City Manager - City of Reedsport

Umpqua Economic Development Partnership Board Meeting

Justin Deedon, Buzz Collective

Umpqua Valley Arts Board Meeting

Kathleen Flanagan, Ford Family Foundation

Chris Boice, County Commissioner

Stu Cowie, City of Roseburg

Aaron Larsen, Swiftrock LLC

Katie Reedy, Umpqua Bank

Glide Revitalization

UCC Campus Kitchen Tour

John McCaffery, Umpqua Indian Development Corp

City Council - Year-End Presentation

Umpqua Bank Board Meeting

Kyle Stevens, Southern Oregon Workforce Development Board

Jake Long, CCD - CEDS Project

Rachelle Carter, The News Review

Umpqua Bank Board Meeting

Don Cook, UEDP Board Chair

Analicia Nicholson, Douglas ESD

Jeff Ball, ORENCO

Meetings

Douglas County Child Care Coalition

Southern Oregon Workforce Development Board Meeting

Reedsport - OCVA

Matt Kowal, Banner Bank

City of Winston

Small Business Development Center Advisory Board Meeting

Brittany Arnold

Manufacturing Sector Partnership Meeting

Douglas County Industrial Development Board Meeting

Wildlife Safari

Thrive Umpqua Steering Committee

Kyle Bailey, KQEN - GrowthTalks Pitch Night Interview

UEDP Work Group Topic - UCC Trades

Marty Weaver, Umpqua Dairy - GrowthTalks

Greg Henderson, Southern Oregon Business Journal

Kem Todd, CCD

GrowthTalks event Pitch Night for Small Businesses

Bryan Sykes, CCD

Amy Jermain, Executive Director XXcelerate UBC Meeting

XXcelerate Roseburg Meeting

Brian Prawitz, BP Media

Kelly Morgan, CHI Mercy Medical Center

Logan Bennett, Small Farms Program Coordinator, University of Oregon

Nic Glazer

Hans Rempel

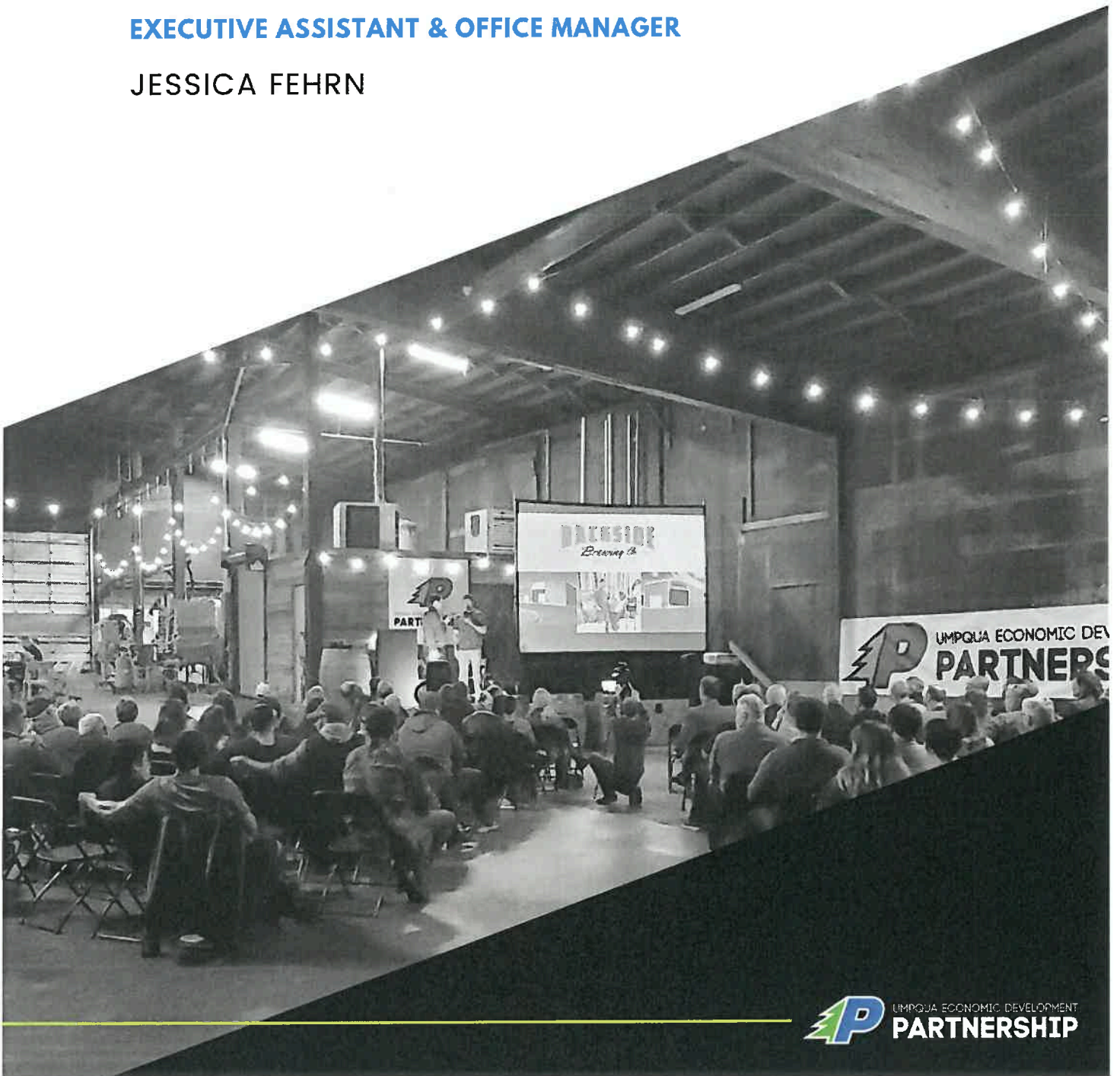
Thank You.

EXECUTIVE DIRECTOR

WAYNE PATTERSON

EXECUTIVE ASSISTANT & OFFICE MANAGER

JESSICA FEHRN



experience
Roseburg
Oregon

QUARTERLY REVIEW / JUL 2022

PRESENTED A N V I L (NW)
BY:

LATEST:

- 2022/2023 Visitor Guide

Currently jamming on new content & layouts.

- New Graphic Assets

Designers have just finished creating new graphic and layout styles for 2023/2024 collateral.

- Frisbee Golf Tournament

ER will be sponsoring an upcoming frisbee golf tournament at Whistler's Bend. Camping sponsor with a branded "chill" and retail spot. Unveiling new ER branded golf discs.

- Mural Project

Currently working with several artists, comping up approved walls downtown.



experience
Roseburg
Oregon



NOTEWORTHY:

- Facebook post engagements increased by over 100% from previous quarter, with 80 average engagements per post
- Targeted Youtube advertising continues to generate views with Facebook referrals the leading source of views – 8,041 views across a number of our videos, with 4,000 of those unique viewers
- The website was viewed 17,140, from 13,206 total users – Portland and Seattle now 2nd and 3rd for users outside of Douglas County area

