

LA
1-26-2024

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Rescheduled - Thursday, February 1, 2024 at 3:30 p.m.
Roseburg City Hall, Council Chambers**

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

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
Patrice Sipos, Chair Mickey Beach Michael Widmer Paul Zegers
3. **APPROVAL OF MINUTES**
A. October 19, 2023 – 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
6. **BUSINESS FROM THE COMMISSION**
7. **BUSINESS FROM STAFF**
8. **NEXT MEETING – TBD**
9. **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 January 25, 2024. 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
October 19, 2023**

CALL TO ORDER

Chair Patrice Sipos called the meeting of the Economic Development Commission to order at 3:42 p.m. in the City Hall Council Chambers. Due to technical difficulties the meeting started late and was not recorded until 3:47 p.m. Video was not available.

ROLL CALL

Present: Chair Patrice Sipos, Commissioners Don Baglien, Mickey Beach and Michael Widmer.

Absent: Commissioners Leah Jones, Misty Dansky and Paul Zegers.

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Department Technician Kristin Martin and Executive Director Brian Prawitz - Umpqua Economic Development Partnership.

Cowie introduced and welcomed newly appointed Chair Patrice Sipos to the Commission, and Department Technician Kristin Martin who was recently hired with the Community Development Department.

Commissioner Beach moved to approve the minutes of the January 27, 2023 meeting as submitted. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Baglien, Beach, and Widmer voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

INFORMATIONAL

Umpqua Economic Development Partnership (UEDP) Update – Brian Prawitz, Executive Director

Cowie thanked Prawitz for providing an update to the Commission. The UEDP previously received funding from the City, in conjunction with the County on an annual basis to assist in effectively pursuing their economic development goals and objectives; however the contract was not renewed.

Commissioner Beach asked if there is a plan or strategy going forward to re-establish a relationship with UEDP. Cowie stated there is, and it would be beneficial to the City.

Prawitz disclosed Commissioner Widmer is on the UEDP Board of Directors. He stated his presentation is not a sales pitch but wanted an opportunity to provide an update and background information to the Commission; however, UEDP would like to re-establish a relationship with the City and County.

He provided the following presentation on Leadership Requirements, Partnership Implies, Partnerships Require, UEDP Arenas (Internal, City, County and State), New Executive Director Timeline, Bridge-Building - Personal Mission Statement, Value Proposition, Mission Statement, Vision Statement, and Collaboration – Duplication.

Discussion ensued regarding the new proposed Veteran's Hospital, Federal and State funding, and repurpose of the old Historical Veteran's Hospital.

Commissioner Beach asked how much funding was allocated for Allied College. Prawitz stated \$10 million contribution, \$5 million from the City.

Cowie stated Allied College is still moving forward. Umpqua Community College is committed to executing workforce training since they are aware of the need.

Prawitz stated Pitch Night will resume January 17, 2024 and they are looking for sponsors and applicants. On September 26, 2023, Seven Feathers hosted a career connect workforce event and had a large turnout.

Chair Sipos asked Prawitz to provide his presentation to City Council.

No further discussion.

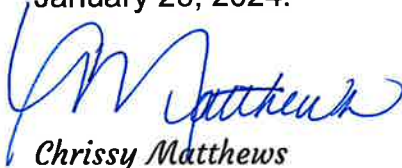
BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF –

Cowie asked the Commission to consider changing their regular meeting date to the 4th Thursday of months the commission meets in order to utilize the Roseburg City Hall Council Chambers. This will allow for a consistent meeting location that has audio/video electronics already setup. We have experienced audio and video difficulties in past meetings in the Library conference room.

Chair Sipos, and Commissioners Baglien, Beach and Widmer agreed to change the meeting location to the Roseburg City Hall Council Chambers and the date to the 4th Thursday in the months the commission meets.

ADJOURNMENT - Meeting adjourned at 4:31p.m. The next meeting is scheduled for January 25, 2024.



Chrissy Matthews
Department Technician

**CITY OF ROSEBURG
MEMORANDUM**



DATE: January 25, 2024
TO: Economic Development Commission
FROM: Stuart Cowie, Community Development Director

SUBJECT: FALL 2023/WINTER 2024 TOURISM GRANT APPLICATIONS

ISSUE STATEMENT AND SUMMARY

The City received a total of sixteen tourism grant applications. Three applicants withdrew their application after discussion with City staff. Of the remaining thirteen applications, all are requesting funding in the amount of \$4,999 or less. The issue for the Commission is whether to approve the request for each of these tourism grant applications.

BACKGROUND

The Tourism Grant Program is funded through collection of the City's Transient Lodging Tax (TLT). The City's TLT rate is 8%. The allocation of the City's TLT funds was set by ordinance in 2002 with 57.25% dedicated to tourism promotion, 32.89% dedicated to streetlights, sidewalks, and traffic signals, and 9.86% dedicated to economic development.

Organizations that qualify to apply for the City's grant program include registered businesses, registered 501(c)(3) non-profit organizations, other 501(c) tax exempt organizations, or governmental entities. The Commission can directly approve grants under \$5,000. Grant requests for \$5,000 and above require Council approval, after a recommendation from the Commission.

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.

FINANCIAL AND/OR RESOURCE CONSIDERATIONS

The current fiscal year budget includes \$75,000 for the tourism grant program. This is funding separate and in addition to the funding for the DMO contract with Experience Roseburg. To date, \$9,623.97 has been expended for the summer grant program. As such, adequate funding is available to fund the submitted grant requests, should the Commission choose to do so.

GRANT APPLICATIONS

Below is a brief synopsis taken from each application and staff's recommendation regarding whether to fund the request.

Thrive Umpqua – 2024 Umpqua Grown Guide

Requested funding amount: \$4,500

Total project budget: \$25,957

In January 2022, Thrive Umpqua received a \$4,999 tourism grant to develop the "Umpqua Grown Guide", a comprehensive guide of food resources in Douglas County including restaurants, food trucks, grocery stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries and more. The project is meant to complement and expand on the Great Umpqua Food Trail and Umpqua Home Grown by providing a comprehensive guide to all local food sources throughout the county. In the second year of the project 2023, Thrive Umpqua was awarded a \$1,500 grant to continue promotion of the guide. In its third year, Thrive Umpqua is requesting \$4,500 to help further production of the guide.

The applicant anticipates economic benefits from the Umpqua Grown Guide to be the following:

- 1) Drive traffic to tour area's retail markets and community food and nutrition programs;
- 2) Inform consumers about the history behind our produces and local food movement;
- 3) Cultivate a sense of pride for the community's agriculture and small businesses; and
- 4) Foster a regional identity for the goods produced in our county.

The project includes increased production of print copies of the guide from 7,500 to 10,000, and continued social media presence and website. The applicant has indicated the guide will be made available at tourism and community centers throughout Roseburg and Douglas County, as well as will increase its reach by being placed at strategic locations in Lane, Coos, Curry, Josephine, and Jackson counties.

Staff Recommendation: Staff recommends the EDC award a \$4,500 grant to Thrive Umpqua for the 2024 Umpqua Grown Guide and utilize the City's logo as helping to sponsor the guide.

Umpqua Valley Wine Growers Association – Roseburg Wine & Travel Influencer Tours

Requested funding amount \$4,999

Total project budget \$4,999

The applicant is requesting \$4,999 to help promote their Umpqua Valley Tasting Pass. This pass, which was created with the assistance of Travel Southern Oregon, provides complimentary tastings and exclusive discounts for wine enthusiasts visiting our area based

upon the length of their stay. Tasting passes come in one-day, three-day or seven-day options. If awarded this grant, UVWA plans to specifically market the three-day and seven-day passes by advertising through digital platforms such as Google, Facebook, Instagram and others to wine enthusiasts 50 miles away from Roseburg in Portland, Salem, Bend and coastal communities. The objective of the advertising is to increase traffic to the Umpqua Valley wineries from communities multiple hours away with the hope that these individuals will stay the night in Roseburg and utilize Roseburg amenities. Tracking of a tasting pass from purchase to use will inform UVWA regarding advertising success and where to invest in future promotion.

Staff Recommendation:

Given that these passes already exist through the assistance of funding with Travel Southern Oregon. That the advertising being proposed will emphasize three-day and seven-day passes that will necessitate the need for visitors to stay the night in Roseburg hotels and utilize Roseburg amenities. Plus, the advertising will be focused on areas more than 50 miles from our area in Portland, Salem, Bend and coastal communities, staff recommends that the EDC approve the request and authorize the grant funding to the Umpqua Valley Wine Growers Association in the amount of \$4,999. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on the UVWA website and through advertising and promotional materials.

Growing Miracles Lavender Garden – 6th Annual Lavender Festival & Farm Tour

Requested funding amount \$4,999
Total project budget \$17,920

This grant request is for financial support of the 7th Annual Lavender Festival & Farm Tour, which is planned for July 12-14, 2024. The EDC has previously supported the Lavender Festival in 2020, 2022, and 2023. The festival is a free family-friendly event that exposes people to agriculture and the farming culture with self-led tours to demonstrate the farm operation. The festival will include more than 80 local vendors and includes the participation of other local lavender farmers. In 2023, data collected indicated attendees came from many parts of Oregon as well as Washington, California, Idaho, New York, Oklahoma, and Hawaii.

The current funding request would be applied to 'Save the Date' handouts distributed through other events in Lane and Coos counties, Portland, Klamath Falls, Grants Pass and Medford. Advertising through digital platforms like Facebook, Instagram and the Growing Miracles Lavender Garden website. Additional advertising includes Experience Roseburg banner ad, and additional directional signage.

Staff Recommendation: Staff recommends the EDC award a grant for \$4,999 to Growing Miracles Lavender Garden for marketing the 7th Annual Lavender Festival, while utilizing the City's logo on advertising material and website as a sponsor of the event.

NeighborWorks Umpqua: Roseburg Blocktoberfest

Requested funding amount: \$4,999
Total project budget: \$33,500

In 2022, NeighborWorks Umpqua (NWU) received \$4,999 from the EDC for the Roseburg Blocktoberfest, an event held downtown as part of a series of events celebrating the City of Roseburg's sesquicentennial. After a successful event in 2022, NWU has decided to make this an annual event. NWU obtained additional funding for the event in 2023 and is now requesting \$4,999 to assist with funding the event in 2024. The purpose of the funding will be for marketing and advertising the event to potential tourists. Advertising will come in the form of social media and web marketing, targeted video, television, streaming, radio marketing, and billboards along the I-5 corridor. NWU indicates they will be working with Experience Roseburg, Buzz Collective, and Travel Southern Oregon on marketing efforts. Their budget indicates total advertising costs of \$16,000.

The event consists of a family-friendly celebration of Roseburg that will include a street fair with music, food, entertainment, vendors, beer and wine. The event will feature local businesses, nonprofits, artisans, and performers showcasing the richness of our local culture and economy.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to NeighborWorks Umpqua for marketing the Roseburg Blocktoberfest event, while utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship of the event.

Fly Fishing Veterans/Umpqua Valley Fly Fishers – Southern Oregon Fly Tying & Fly Fishing EXPO

Requested funding amount \$4,500
Total project budget \$10,550

The applicants are seeking \$4,500 to go toward advertising costs associated with their Southern Oregon Fly Tying & Fly Fishing EXPO scheduled for October 5, 2024. This is an annual event within the area that has been occurring for approximately the last 15 years. This will be the first year in which the event will be held at the Douglas County Fairgrounds. The event hopes to draw fishing enthusiasts from throughout the Northwest. The event will showcase experts in the field of fly tying, provide opportunity for demonstrations and instruction, and will include fly casting competitions.

Funding will be utilized for the creation of print flyers used to advertise the event that will then be mailed to retail shops and fly clubs in Oregon, Washington, Idaho and Northern California. Digital media is also anticipated.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to the Fly Fishing Veterans and Umpqua Valley Fly Fishers for advertising the Southern Oregon Fly Tying & Fly Fishing EXPO, while utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship of the event.

Umpqua Velo Club – The Vineyard Tour

Requested funding amount \$ 4,999
Total project budget \$14,000

The annual Vineyard Tour is a cycling event that draws riders from throughout the western states. The event includes five different route distances to cater to varying abilities. The ride

is scheduled for the weekend of Oct. 4-7, 2024, with the main event occurring on Sunday. An iteration of the Vineyard Tour has been occurring since the 1980's. The applicant indicates that 85% of participants are from out of the area, and about 30% of those are from out of state. The ride highlights the Umpqua Valley's attributes including vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants, etc. In 2024, the event organizers plan to link the event with Blocktoberfest that will be occurring the same weekend. Marketing efforts will include social media, informational flyers, word of mouth and flyer distribution to other northwest cycling events and link on/to the Experience Roseburg website. The EDC has previously supported this event in 2014, 2018, 2020, 2022 and 2023.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to the Umpqua Velo Club for marketing the Vineyard Tour, while utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship of the event.

Umpqua Valley Quilters Guild – Quilt Show; Follow the Stars

Requested funding amount \$4,700
Total project budget \$25,200

The Umpqua Valley Quilters Guild (UVQG) is hosting the 39th Annual Quilt Show April 26-28, 2024 at the Douglas County Fairgrounds. The show will feature 300 quilts and exhibits from all across Oregon. The show is bringing in judges from out of the area and will have local and out of area vendors. Typically over half of the attendees visiting the quilt show are from out of the area. This year increased attendance is anticipated from Jackson County and Northern California.

The funding for the current grant request would be used strictly for advertising the show outside of the area. Printing and postage of flyers to quilters' guilds outside the area, advertising in the Country Register, a popular publication for quilters, Google, radio, and KEZI. The EDC has supported the quilt show in the past with grants for the 2016, 2018, 2020, 2022 and 2023 shows.

Staff recommendation: Staff recommends the EDC award a grant to the Umpqua Valley Quilters Guild for \$4,700 for marketing the 39th Annual Quilt Show, while utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship of the event.

Umpqua Watersheds – Umpqua Outback Project (2nd Phase of Community Bandstand)

Requested funding amount \$4,999
Total project budget \$25,000 for 2nd phase covered stage - \$185,000 for total project

The applicant is requesting \$4,999 to construct the second phase of a multi-use covered community bandstand and patio area behind their building at 539 SE Main Street in downtown Roseburg. The application includes a preliminary drawing of the possible facility. The facility will be constructed in three phases. The first phase has already been completed and cost approximately \$15,000 to build. The second phase involves the stage cover/awning and mural. The applicant has estimated that it will cost \$20,000 to complete this work. The applicant hopes to use the tourism grant funding from the City with cash donations they have collected in order to complete this second phase of the project. The third phase would consist

of covered seating areas and is the most costly to complete based upon the applicant's estimation. Umpqua Watersheds will be seeking grant funding from the Oregon Community Foundation, a grant they have already applied for and future funding from the Ford Family Foundation in order to complete this portion of the project.

The application indicates that the covered stage and community space will contribute to tourism by providing engaging events, fostering community engagement, supporting local businesses and community groups, and enhancing overall visitor experience. The applicant indicates that the covered stage will offer a platform for hosting a variety of events, such as live music performances, presentations, cultural festivals and community gatherings.

ORS 320.300 defines tourism-related facility as other improved real property that has a useful life of 10 or more years and has substantial purpose of supporting tourism or accommodating tourist activities. If the EDC chooses to approve the grant funding, City staff recommends that the applicant show proof of funds in the way of a bank statement devoted to construction of the project. In addition, staff would also recommend that the applicant obtain an approved site review and building permit for the stage prior to issuance of the funding.

Staff recommendation: Umpqua Watersheds applied for a tourism grant for this project in the summer of 2023. The funding request at that time was \$20,000. At that time, the stage appeared to be speculative venture and needed further analysis if staff were to recommend the EDC recommend it go before City Council. The EDC denied the request, but encouraged the applicant to fine tune their applications and reapply.

Since that time, the applicant has obtained cash funding and has constructed the first phase of the project on their own. They have lowered their request in funding to \$4,999 and identified that this funding is only needed for the second phase of the project. Based upon these adjustments to the original application and the fact that the stage will be able to act as an area for future events that can help draw tourism to the downtown Roseburg area, staff recommends the EDC award the grant to the Umpqua Watersheds for \$4,999 for construction of the covered area of the stage. Approval of the grant should be subject to the following conditions: (1) Release of the funds should only occur upon proof of funds necessary for the construction of covered stage portion of the second phase of the project; and (2) Prior to the release of the funds the applicant must obtain an approved site review and building permit for construction of the project.

Rat Rod Round-Up – 9th Annual Rat Rod Round-Up

<i>Requested grant amount</i>	<i>\$2,000</i>
<i>Total project budget</i>	<i>\$7,800</i>

The applicant is requesting \$2,000 worth of funding in order to market and advertise the 9th Annual Rat Rod Round-Up. This is a hot rod car show along with burn-out and pinup competition that coincides with the Graffiti Weekend event. Advertising efforts capitalize on those coming from outside the area to attend Graffiti Weekend. The car show will be held on July 12, 2024 in Glide.

Advertising will go toward print banners, mail postage, and social advertising. Print banners will be mailed out to most auto part store and car dealerships adjacent to I-5 starting from

Ashland to Portland. Advertisement on social media will involve reaching out to car groups throughout Oregon and sending out banner/information through social media or regular mail. Finally, organizers of the event plan to attend other car shows around Oregon prior to the event to help advertise.

Staff Recommendation: Given the success of Graffiti Weekend events in drawing car enthusiasts from outside the area, staff recommends the EDC approve the request to authorize grant funding to the Rat Rod Round-Up organization for their 9th Annual car show in the amount of \$2,000. Staff recommends the EDC require the City's logo be used on advertising and marketing material acknowledging the City's sponsorship of the event.

Umpqua Gem and Mineral Club (UGMC) – UGMC 52nd Annual Rock and Gem Show

Requested grant amount \$4,999
Total project budget \$15,325

The applicant is requesting \$4,999 worth of funding in order to increase advertising efforts for their 52nd Annual Rock and Gem Show held at the Douglas County Fairgrounds during May 4-5, 2024.

Historically, UGMC has utilized approximately \$1,930 toward traditional advertising of their event, which included providing details around the show through a mailing list of some Oregon rockhound clubs. This year, in addition to their traditional advertising efforts, they are requesting grant funding in order to hire the Lotus Media Group, a local media company, to assist them in providing digital marketing and advertising services to provide outreach beyond those rockhound clubs within Oregon they typically advertise too. This will include outreach to clubs in other parts of Oregon, Washington, Idaho, and Northern California, as well as an all-inclusive type of approach for those that may just be interested in the event or hobby.

Advertising will include digital banner ads of various sizes to advertise on people's desktops or mobile devices. Lotus Media Group will also be using search based advertising on Google to appear in related search results and reach people that may be expressing interest in the rockhound hobby. The funds from the grant will cover design and deployment costs.

Staff Recommendation: Staff appreciates the UGMC's efforts to market and advertise this long-standing event to a broader audience from further outside our area. Staff recommends the EDC authorize \$4,999 to the UGMC for additional marketing and advertising efforts to promote the 52nd Annual Rock and Gem Show. Staff recommends the EDC require the City's logo be used on advertising and marketing material acknowledging the City's sponsorship of the event.

Douglas County Cancer Services – 12th Annual “Get Tee’d Off At Cancer” Benefit Golf Tournament

Requested grant amount \$4,999
Total project budget \$13,000

The applicant is requesting \$4,999 in order to pay for advertising costs in promoting the 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament to be held May 11, 2024 at the Bar Run Golf Course and RV Resort.

Advertising efforts for the event will include social media and print ads targeted towards golfers on the west coast. The tournament will be posted on the Bar Run website and "save the date" cards will be displayed in golf cart visors.

Bar Run Golf is a new course that recently opened July of 2021. The objective of the Bar Run Golf and RV Resort is to provide an overall destination experience with the intent to reach golfers throughout the Pacific Northwest region and the nation.

The Bar Run Golf and RV Resort hopes to help bring tourism to the Roseburg area through continuous advertising showcasing the resort as a family oriented destination where there is entertainment for everyone and an attraction for all age groups.

Staff Recommendation: Staff recommends funding in the amount of \$4,999 go to the Douglas County Cancer Services organization toward the costs of advertising their 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament. Staff recommends the EDC require the City's logo be used on advertising and marketing material acknowledging the City's sponsorship of the event.

Elk Island Trading Group – Umpqua Valley Vino Ventures

<i>Requested grant amount</i>	\$4,990
<i>Total project budget</i>	\$65,000

The applicant is requesting \$4,990 in order to pay for advertising, publicizing and distributing information for the purpose of attracting customers to their touring shuttle business. The premise behind the application appears to be utilizing downtown Roseburg as the start and stopping point for tours to local vineyards, wineries, breweries and mead facilities.

It appears that the business is not actually operating as of yet, as the application states, "We believe our project on a regular Friday/Saturday/Sunday schedule can attract tourists into downtown." The application indicates that the organization has already purchased a 22 seat touring shuttle, but then goes onto lay out a project strategy indicating the need to purchase a touring vehicle that will work for large groups and work with local wineries and vineyards on touring options and routes. The application appears to contradict itself suggesting a Friday/Saturday/Sunday schedule as indicated above, but then stating daily tours starting from the Paul O'Brien Winery at 10AM, 1PM, and 4PM. The City has reached out to the owner of Paul O'Brien Winery to determine if coordination has occurred or permission to use his property for this purpose has happened, but has not heard back from the owner as of the completion of this memo.

The applicant includes the possibility of utilizing the tour to sight see Elk Island and the Pine Street Waterfront Overlay from Bellview Ct. The Pine Street Waterfront Overlay is a zoning area designation for a small section of properties adjacent to the north end of SE Pine St., north of SE Douglas Ave. This area has yet to re-develop based upon this new zoning overlay.

A similar type of business applied for a tourism grant for this same purpose in the fall of 2023. Like this application, the business had yet to become operational and required a number of different licenses and registrations prior to operating.

Staff Recommendation: As the applicant has yet to operate the possible business or obtain approval from the other wineries necessary to operate, staff recommends the EDC not fund this grant application.

Elk Island Trading Group – Fishing & Lodging Steelhead Season Adventure

Requested grant amount \$4,400
Total project budget \$55,000

The applicant is requesting \$4,400 in order to advertise, publicize and distribute information concerning Airbnb's that the Elk Island Trading Group owns along the north end of NE Pine Street, north of SE Douglas Ave. This area is located within the newly created Pine Street Waterfront Overlay. A zoning overlay adopted by the City to help facilitate re-development of this area along the South Umpqua River. This area has yet to re-develop based upon this new zoning overlay.

The applicant hopes to utilize his Airbnb's in the area to capitalize on the potential fishing opportunities in the South Umpqua River along Elk Island and NE Pine St. However, based upon a review of the City's business registrations, the Elk Island Trading Group does not currently operate a fishing guide service inside the City limits. The application indicates the desire to align the Elk Island Trading Group with more local guides, begin working with Airbnb to market Roseburg and Elk Island as a fishing destination, and then start setting up guided fishing trips.

Staff Recommendation: Staff feels the funding of this grant request would be premature, as the applicant has yet to begin operating a fishing guide service licensed through the City of Roseburg. Staff recommends the EDC not fund this grant application.

ATTACHMENTS

Grant applications

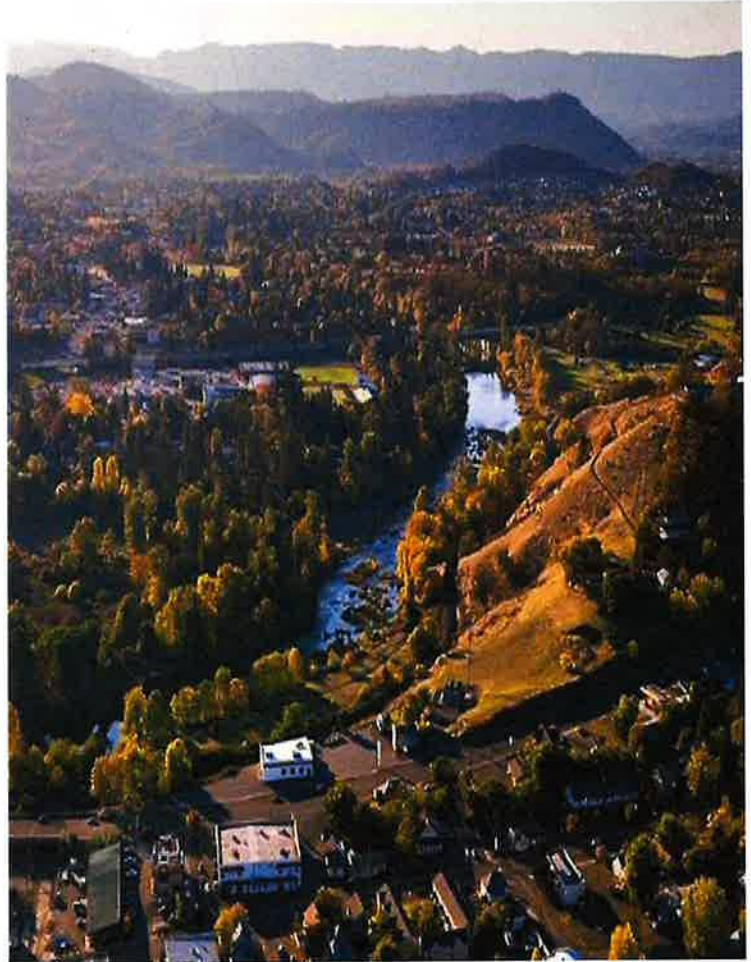
CITY OF ROSEBURG



TOURISM GRANT PROGRAM

FALL 2022

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.



APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.

ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,500

Project/Event Name: 2024 Umpqua Grown Guide

Applicant Organization: Thrive Umpqua

Governmental Entity Non-Profit Organization Business Enterprise

Address: 556 SE Jackson Street, Roseburg OR 97470 Phone: 541-816-1726

E-Mail Address: jessica@thriveumpqua.com

Responsible Party: Jessica Hand, Executive Director

Co-Sponsors (if applicable): Feeding Umpqua, Umpqua Valley Farm to School, Rogue Food Unites, OSU Extension and the Cow Creek Tribe

Description of Project/Event: This collaborative has developed a comprehensive guide of food resources in Douglas County, including restaurants, food trucks, grocery and convenience stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries, and more.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): The 2024 Umpqua Grown Guide will provide robust regional marketing and promotion of local foods in all retail sectors. 10,000 free copies of the guide will be made available to tourists and residents at central tourist locations and community centers starting in March 2024. Additionally, it will be made available on the dedicated Umpqua Grown website available.

Objectives of the Project: The Umpqua Grown Guide connects consumers with the stories behind our region's abundant farms, ranches, food- and beverage-oriented businesses, their locally grown and produced goods and the retailers, who support them. (Additional info enclosed)

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: 1) drive traffic to our area's full spectrum of retail markets and community food and nutrition programs; 2) inform consumers about the history behind our producers and our local food movement; 3) cultivate a sense of pride for our community's agriculture and small businesses; 4) and foster a regional identity for the goods produced in our county.

Target Market or Audience - How and where will this be promoted? The Umpqua Grown Guide targets both tourist and resident consumers alike.

10,000 copies of the guide will be available at tourism and community centers throughout Roseburg and Douglas County, as well as Lane, Coos, Curry, Josephine and Jackson Counties before the peak growing season begins in June. It will be promoted through print, radio, and social media, as well as a dedicated website with a searchable directory and a downloadable pdf of the Guide.

Project Strategy: With Thrive Umpqua Food Systems Committee's collaborative partnerships with Rogue Food Unites, Umpqua Valley Farm to School, OSU Extension, Feeding Umpqua, and local farmers' markets,

a full team of agency staff and volunteers are committed to systematically research and update the Umpqua Grown for Douglas County each year utilizing our collective network within the food system.

Affordable advertising spots and listings in the Guide are available to purchase for producers, local businesses, community groups and non-profits, and those wishing to promote local food and nutrition-related events, classes and services. (Additional info enclosed).

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The Guide provides free listings to over 120 local businesses and producers/makers

in greater Roseburg. In 2024 we will also add a print and online map that features a series of local bike route itineraries through farm and wine country in the Roseburg area.

Have you previously applied for funding from the City?

Yes No If so, when? 12/2022 Amount granted? \$1,500

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Jessica Hand Digitally signed by Jessica Hand
Date: 2022.12.21 22:10:19 -08'00' Date 12/20/23
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 4,500

Project/Event Name: 2024 Umpqua Grown Guide

Date of Project/Event: _____

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: _____ Expected attendance revenue: _____

Other Revenues (Without City funds):

Type	Amount
<u>Advertising Income</u>	<u>\$2,500</u>
<u>Sponsorships</u>	<u>\$6,000</u>
<u>Grant</u>	<u>\$15,000</u>
<u>In-Kind</u>	<u>\$1,400</u>
Total Non-Tourism Funds	<u>\$24,900</u>

Estimated Expenses:

Materials and Supplies	<u>\$1,200 (50% in kind)</u>
Labor Costs	<u>\$8,340 (17% In-kind; 35 x \$25 per hour)</u>
Advertising	<u>\$1,000</u>
Capital Outlay	<u>\$15,417</u>
Total Expenditures	<u>\$25,957</u>
Net Income/Loss Without City Participation	<u>-\$1,057</u>
City Funding Request	<u>\$4,500</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We are making this request as an invitation to the City of Roseburg to be a sponsor of the guide with all the publicity that will garner.

We are requesting \$5,000 to increase the quantity from 7,500 to 10,000 copies of the Guide due to high demand for the magazine each year.



A Certified Blue Zones Community®

TOURISM GRANT APPLICATION 2023

THRIVE UMPQUA SUPPORTING DOCUMENTATION

Amount Requested: \$4,500

Project/Event Name: 2024 Umpqua Grown Food Guide

Applicant Organization: Thrive Umpqua

Description of Project/Event:

A collaborative of agency representatives from Thrive Umpqua, Umpqua Valley Farm to School, Rogue Food Unites, OSU Extension, and Feeding Umpqua have produced the Umpqua Grown Guide for the last two years. This request is for the 2024 guide which comprises all locally grown and produced food and beverage-oriented resources in Douglas County's food system, including farms and ranches, restaurants and caterers, food trucks, grocery and specialty stores, farmers' markets and farm stands, community-supported agriculture (CSA's) and U-Pick, community and school gardens, food pantries and community kitchens, wineries, breweries and more.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.

This project continues to build collective momentum for regional agri-tourism and culinary marketing efforts that have been underway over the past decade. In July of 2017, the EDC approved funding in the amount of \$5,000 in order to provide "matching" funds to the Umpqua Basin Economic Alliance in conjunction with \$10,000 from Travel Oregon to promote local culinary and agri-tourism (CATS) in the Umpqua region as a result of the Bicycle and Agri-tourism Studio held at UCC in May of 2017. In April of 2018, the EDC authorized an additional \$5,000 in order to assist in funding a RARE (Resource Assistance for Rural Environments) intern, Maegan Hollister, who was housed and worked under the umbrella of the Partnership. Maegan under the direction of the Partnership with assistance from Travel Oregon helped to establish The Great Umpqua Food Trail. The food trail provides a local itinerary of select places to stop within our area to experience local products that are grown, raised or created within the Umpqua region. In June 2020, the City of Roseburg contributed \$3,000 in funding towards the 2020 Southwest Oregon Food Hub Feasibility Study in partnership with Ford Family Foundation, NeighborWorks Umpqua, and Thrive Umpqua (formerly Blue Zones Project-Umpqua). The study strongly recommended creating a regional brand and marketing strategy for local products in the Umpqua Valley as a short-term next step.

The 2024 Umpqua Grown Guide will provide robust regional marketing and promotion of local foods in all retail sectors. It will expand upon and complement the Great Umpqua Food Trail in collaboration with Experience Roseburg by serving as a comprehensive online and printed directory to all local food resources throughout the County, from Glendale to Curtin and Reedsport to Diamond Lake. 10,000 free copies of the guide will be made available to tourists and residents at central tourist locations and community centers starting in May 2024. Additionally, it will be made available on a dedicated Umpqua Grown website available to the public year-round. Since 2022, nearly 7,500 copies of the annual guide have been circulated throughout southwestern Oregon each year.

Objectives of the Project:

The Umpqua Grown Guide connects consumers with the stories behind our region's abundant farms, ranches, food- and beverage-oriented businesses, their locally grown and produced goods and the retailers who support them. It provides education and resources for obtaining fresh local foods on any budget, learning how to garden and cook with nutritionally dense foods and understanding our County's food and nutrition-related assistance programs and agricultural events.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

In addition to promoting tourism, this publication promotes education of the food systems in Douglas County so that residents are informed about all the places to access local food and nutrition programs regardless of income. Information on food pantries, community kitchens and other assistance programs for food insecure or low income households such as redemption sites for SNAP/EBT, WIC, FarmDirect and VeggieRx Vouchers are a central component featured in the Guide. Based on the success of these directories in other communities including Rogue Valley, Willamette Valley, and the High Desert region, we believe the benefits of the Umpqua Grown Guide are four-fold: 1) drive traffic to our area's full spectrum of retail markets and community food and nutrition programs, 2) inform consumers about the history behind our producers and our local food movement, 3) cultivate a sense of pride for our community's agriculture and small businesses, 4) and foster a regional identity for the goods produced in our County.

Target Market or Audience - How and where will this be promoted?

The Umpqua Grown Guide targets both tourist and resident consumers alike. 10,000 copies of the guide will be available at tourism and community centers throughout Roseburg and Douglas County, as well as Lane, Coos and Jackson Counties, before the peak growing season begins in June. Our team and contractors will be promoting it through print, radio, and social media, as well as a dedicated website that will house a searchable directory and a downloadable pdf of the print version.

Project Strategy:

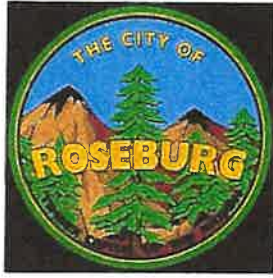
With Thrive Umpqua Food Policy Committee's collaborative partnerships with Rogue Food Unites, OSU Extension, Feeding Umpqua, Umpqua Valley Farm to School, and several local farmers' markets, a full team of agency staff and volunteers have committed to systematically research and update the Umpqua Grown Guide each year utilizing our vast networks in the food system. Affordable advertising spots and listings in the Guide are available to purchase for businesses or farmers markets, community groups and non-profits, and those wishing to promote local food and nutrition-related events, classes or services. The Guide's content is professionally edited and designed by a contracted graphic designer and website designer.

The collaborative is increasing the number of guides printed from 7,500 to 10,000 this year due to the popularity of the publication. Additionally, the format is being changed from a magazine type guide to a bound almanac style booklet for increased durability.

Reporting

In addition to tracking the circulation rate of the printed guides and the locations to which they were distributed, we will survey the visitor centers/locations to determine how many printed guides are remaining at the end of the calendar year. The website and social media account will provide us with analytics on the total number of online visitors, total engagement with content, and the geographical origin of website/social media traffic, which will be reported to the City.

CITY OF ROSEBURG



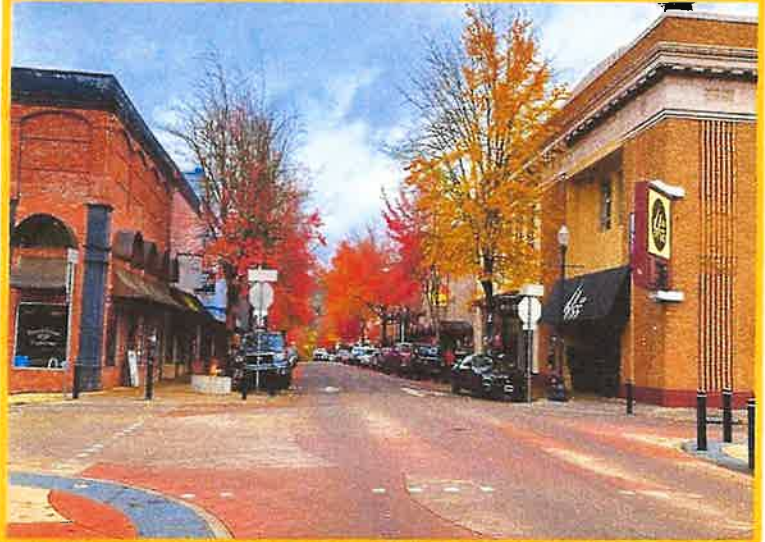
TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,999

Project/Event Name: Advertising the Umpqua Valley Wine Tasting Pass

Applicant Organization: Umqua Valley Winegrowers Association

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 447 | Roseburg, OR 97470 Phone: (541) 673-5323

E-Mail Address: info@umpquavalleywineries.org

Responsible Party: Chuck Knostman, UVWA Secretary

Co-Sponsors (if applicable): _____

Description of Project/Event: See Attachment

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): See Attachment

Objectives of the Project: See Attachment

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: See Attachment

Target Market or Audience - How and where will this be promoted? See Attachment

Project Strategy: See Attachment

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: _____

Have you previously applied for funding from the City?

Yes No If so, when? June 2023 Amount granted? \$0

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Chuck Knostman  Date 12/19/23
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 4,990

Project/Event Name: Advertising the Umpqua Valley Wine Tasting Pass

Date of Project/Event: 2/1/2024 - 12/31/2024

Do you charge for attendance? Yes No If yes, how much? NA

Expected attendance: NA Expected attendance revenue:

Other Revenues (Without City funds):

Type	Amount
_____	_____
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies	_____
Labor Costs	_____
Advertising	<u>\$4,999</u>
Capital Outlay	_____
Total Expenditures	<u>\$4,999</u>
Net Income/Loss Without City Participation	_____
City Funding Request	<u>\$4,999</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Advertising will be spread across digital platforms such as Google, Facebook, and Instagram targeting people greater than 50 miles from Roseburg. We will adjust advertising based on success of purchasing 3 and 7 day tasting passes and will be able to track fulfillment in our tasting rooms.

Description for Project/Event:

Today the Umpqua Valley wine appellation continues to evolve and now has over 30 wineries making over 40 grape varieties into some of America's most distinctive wines. Everyday more winemakers discover the area, bringing with them a passion for innovation and world-class wine. The function of the Umpqua Valley Winegrowers Association (UVWA) is to spread awareness of our wine and region to the wine loving public.

One of the ways the UVWA is increasing awareness is through a project, funded by Travel Southern Oregon to create Umpqua Valley digital tasting passes. These passes have been created (see attachment) and come in one, three, and seven day denominations that allow people to explore our wineries at an unbeatable value.

With this proposal the UVWA is seeking a grant from the City of Roseburg to help promote our Umpqua Valley Tasting Pass. We want to target metropolitan areas more than 50 miles away from Roseburg, which are a little too far for a day trip, so that those guests stay overnight in Roseburg, and make a weekend out of it. The metropolitan areas that we intend to target include Salem, Portland, Bend, and coastal communities.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.

Advertising the Umpqua Valley Tasting Pass in places such as Salem, Portland, and Bend will entice wine lovers to visit our wineries and region, increasing patrons at Roseburg's hotels, restaurants, and various attractions, and generate more awareness of the Umpqua Valley. With Roseburg being the hub of the Umpqua Valley, guests that come for 2 - 3 days can enjoy our many attractions during the morning, wine tasting in the afternoon, then eat & drink in Roseburg in the evening.

Objectives of the Project:

The objective of this advertising is to increase traffic to the Umpqua Valley wineries from communities multiple hours away. Given that Roseburg is the hub of the region, people traveling this distance will most likely stay, eat, and enjoy Roseburg.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

This advertising will entice wine lovers to explore the winery's and the many facets of the Umpqua Valley. Our wineries are fairly spread out throughout the valley so people will get a good feel for the beauty and depth of the area. They will see places to explore, fish, golf, hike, and be out of the crowded cities. Not to mention where to stay, eat, and enjoy Roseburg. Long term this recognition will drive repeat traffic to the Roseburg area and may help drive investment in real-estate and local businesses.

Target Market or Audience:

The target audience for this advertising are wine lovers who are looking for something new, adventurous, and different from wineries in the Willamette Valley. Advertising will target communities greater than 50 miles away from Roseburg such as Portland, Salem, Bend, as well as coastal communities. The advertising will feature the 3 and 7 day digital tasting passes encouraging people to come to the Umpqua Valley for the weekend or longer.

Project Strategy:

The creation of the Umpqua Valley Tasting Pass has already been funded through a grant from Travel Southern Oregon. The passes have been created (see attachment) and now it is time to advertise the Tasting Pass outside of our local region. The most efficient way to advertise the Tasting Pass is via digital platforms such as Google, Facebook, Instagram, and others. This will allow the UVWA to connect with wine lovers outside a 50 mile radius of

Roseburg including Portland, Salem, Bend, and coastal communities. These digital platforms will also allow the UVWA to monitor the success of the advertising and make adjustments to help drive traffic to the Umpqua Valley. The tracking of a tasting pass from purchase to use will inform the UVWA regarding advertising success and where to invest. Promoting the 3 and 7 day tasting passes will encourage buyers to not only visit our tasting rooms but stay, eat, and enjoy the many attractions in and around Roseburg.

Advertising on digital platforms: \$4,999



Tasting Pass

Planning a visit to the Umpqua Valley?

The Umpqua Valley is known for beautiful hillsides and river valleys, with the perfect climate for growing grapes. Not many wine regions can boast the variety of grapes that we grow here—from Pinot Noir and Tempranillo to Grüner Veltliner and Albariño. Or discover one of Oregon's best kept secrets that your friends haven't tried yet: Baco Noir.

You'll enjoy the slower pace of life as you travel around the Umpqua Valley—getting away from the crowds and discovering hidden gems around every turn. Located an easy 3 hour drive south of Portland, a trip to the Umpqua Valley makes the perfect weekend getaway.

Our new Tasting Pass is the perfect addition to your trip. Choose a pass based on the length of time that you'll be wine tasting, and enjoy complimentary tastings and exclusive discounts.



1 Day - Tasting Pass

- Your choice of tasting flights at up to 4 locations
- Up to \$65 value
- No apps to download
- Instantly delivered via text and email
- Explore the best wineries in the Umpqua Valley!
- Valid for one person up to 24 hours after first use

\$25.00

[Buy Now!](#)

[Learn More](#)



3 Day - Tasting Pass

- Your choice of tasting flights at up to 10 locations
- Up to \$130 value
- No apps to download
- Instantly delivered via text and email
- Explore the best wineries in the Umpqua Valley!
- Valid for one person up to 72 hours after first use

\$50.00

[Buy Now!](#)

[Learn More](#)



7 Day - Tasting Pass

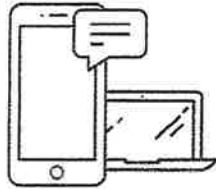
- Enjoy tasting flights from all participating Umpqua Valley wineries
- No apps to download
- Instantly delivered via text and email
- Explore the best wineries in the Umpqua Valley!
- Valid for one person up to 7 days after first use

\$75.00

[Buy Now!](#)

[Learn More](#)

How this Pass Works



Sign Up

Sign up and receive a text and e-mail with a link to your passport.



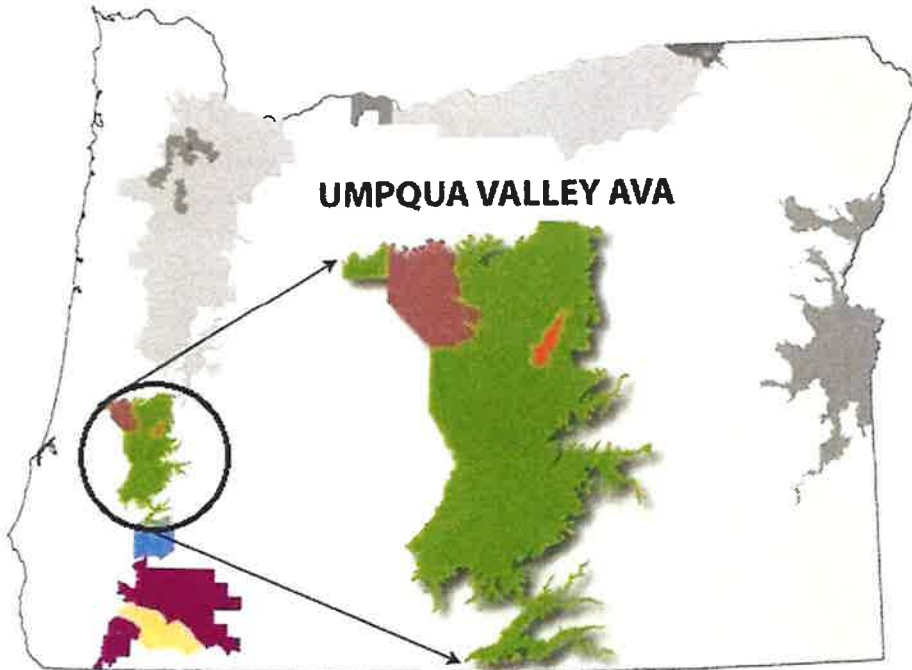
Access Your Pass

Browse exclusive tastings and beverage packages from participating locations.



Redeem

Present your phone to a staff member upon ordering to redeem your tasting flight or offer.



CITY OF ROSEBURG



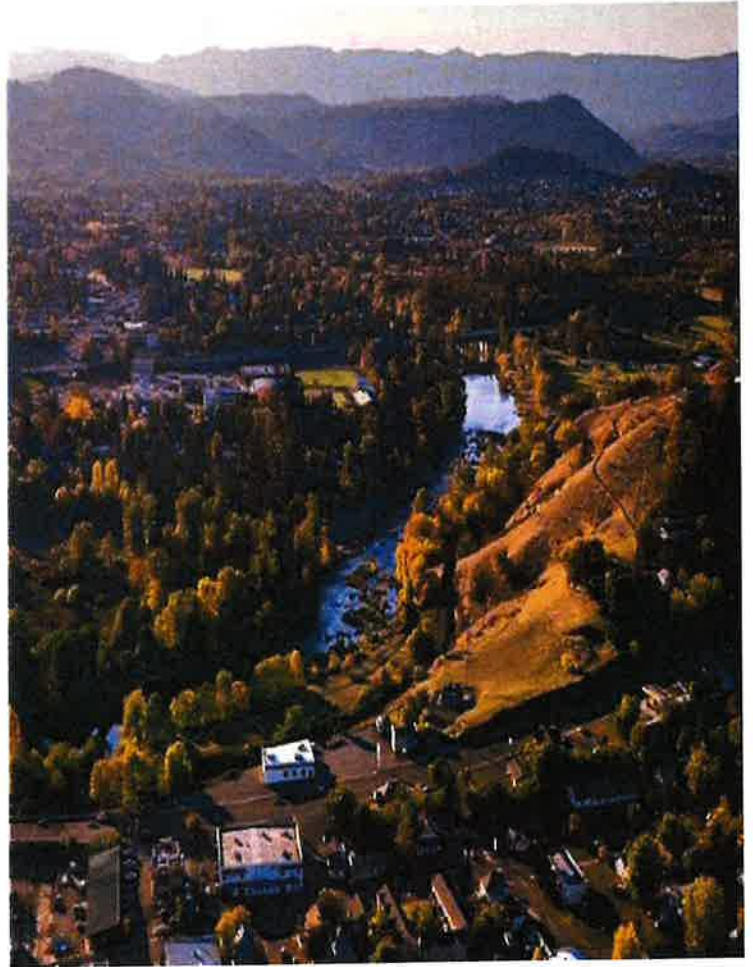
TOURISM GRANT PROGRAM

FALL 2022

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,999

Project/Event Name: 7th Annual Lavender Festival & Farm Tour

Applicant Organization: Growing Miracles Lavender Garden

Governmental Entity Non-Profit Organization Business Enterprise

Address: 508 Lower Garden Valley Rd, Roseburg 97471 Phone: 541-817-6111

E-Mail Address: keri@growingmiracleslavendergarden.com

Responsible Party: Keri Roid

Co-Sponsors (if applicable): _____

Description of Project/Event: See Exhibit #1. An amazingly fun weekend with happy people and families experiencing Agro-tourism, being exposed to the farm life and enjoying the beauty of our area!

Attendees can learn about essential oil distillation, debudding dried lavender, see our drying room pl

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Please see Exhibit #2

Objectives of the Project: Please see Exhibit #3

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Please see Exhibit #4

Target Market or Audience - How and where will this be promoted? Please see Exhibit #5

Project Strategy: Please see Exhibit #6

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Please see Exhibit #7

Have you previously applied for funding from the City?
Yes No If so, when? 2021, 2022, 2023 Amount granted? \$4999 each year

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Keri Boyd [Signature] Date 12/20/2023
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 4999

Project/Event Name: 7th Annual Lavender Festival & Farm Tour

Date of Project/Event: July 12-14, 2024

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: 15000 Expected attendance revenue: 250,000 in vendor sales

Other Revenues (Without City funds):

Type	Amount
<u>Anticipated vendor fees (80 x \$200)</u>	<u>16,000</u>
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies	<u>7,600</u>
Labor Costs	<u>2,500</u>
Advertising	<u>6,500</u>
Capital Outlay	<u>1,320</u>
Total Expenditures	<u>17,920</u>
Net Income/Loss Without City Participation	<u>(6,319)</u>
City Funding Request	<u>4,999</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Save the Date cards or magnets, posters, radio ads, Facebook Event Page boosted for 30 days, creation of digital billboard graphics, newspaper ads, Instagram ads, website promotion, Experience Roseburg banner ad, additional banners for fences around the area, Creation of graphics for Facebook Event and Instagram Event plus additional sizing for website (they're all different sizes and I have to hire that out!)
Thank you for the opportunity to apply again!!! This is an awesome program.

MURAL BUDGET PROPOSAL (if applicable to application)

Any grant application for a mural must be accompanied by a rendering of the proposed mural

Mural Location: I very much want to apply for this for next year!

Property Owner: _____

Estimated date of completion: _____

Other Revenues (*Without Tourism Funds*)

<u>TYPE</u>	<u>AMOUNT</u>
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies	_____
Labor Costs	_____
Other	_____
Total Expenditures	_____
Net Income/Loss Without Tourism Participation	_____

Tourism Funding Request _____

Explanation for requested amount: I have two ideas! Maybe at another time
we can talk about this.

Tourism Grant Application Exhibits # 1-8

EXHIBIT #1 – Description of Project/Event

Growing Miracles Lavender Garden is hosting the 7th Annual Lavender Festival & Farm Tour July 12-14 2024. This festival is free to attend thus allowing participation by all sectors of the population. The first festival drew a crowd of 3,000 attendees with an estimated \$30,000 passing through the local economy. The festival in 2019 drew 9,500 visitors and approximately \$75,000 in revenue passed through our area because of it. The 2021 festival was phenomenal with an attendance of approximately 15,000 visitors and \$90,000 in revenue. 2022 just blew every other year out of the water with considerably more visitors and an estimate of at least \$200,000 in sales. 2023 equaled those attendance and exceed the sales figures. Our estimate is \$215,000 in sales. This figure is garnered from a sample of vendors who participated. This does not include hotel/motel or restaurant revenue from the out of area visitors who came from all over the state and country. We anticipate drawing at least 15,000 attendees again in 2024 with a large portion of those coming from out of the local area.

Each day, we offered 72 local vendor booths, and anticipate 80 for 2024. We will have lavender wand making classes, essential oil distillation demonstrations, lavender de-budding demonstrations, and yoga in the lavender field classes. Local food trucks will provide food and refreshments.

We provide free booth spaces for local nonprofits. Saving Grace participates with Field Trips with Fido to promote pet adoption. Douglas County Bee Association will be invited again to set up a booth with a hive and literature to educate the public on honeybees.

We have also partner with a local FFA chapter to facilitate parking, and to sell Lavender Lemonade with all proceeds donated to that chapter. In the past six festival seasons, this has allowed us to donate \$23,972 to help support FFA.

EXHIBIT #2 – Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion:

This festival draws attendees from our local population, statewide population and nationwide. There have been a handful of attendees who have come from out of the country. The request for this Tourism Grant will fund an advertising campaign that will target a wide reach thus promoting tourism to our area from both within and outside our area. Many attendees utilize hotel/motel lodging, local restaurants, local attractions, local shopping, winery tours plus more while in our area. By increasing our advertising reach, attendance will increase. Many attendees return each year.

In 2022, we used what we called 'Capture Cards' as entry to a drawing each day for a giant gift basket of goods donated by the vendors. In 2023, 487 entries were received and analyzed. Most of these cards indicated Roseburg and the surrounding areas. Southern Oregon was represented as were the Portland

areas, north coast, Oregon's Bay Area, Eugene/Springfield plus more. We had attendees from Washington, California, New York, Oklahoma, Hawaii, Arizona, Salem, Seaside.

For the second year of using the Capture Cards, word of mouth was most indicated as how the attendees learned of the festival which includes us talking about it beginning the day after the last festival and all of the Save the Date cards we hand out, Facebook/Instagram is next, and signage has been effective. Online/website/internet/Google gathered mentions and posters too. News Review ads and stories radio ads are indicated as well. This year I am including a spreadsheet so data can be more easily sorted and analyzed if you would like a deeper dive.

EXHIBIT #3 – Objectives of the Project:

The objectives of the 7th Annual Lavender Festival & Farm Tour are to provide a family-friendly event that is free to attend. This exposes people to Agriculture and the farming culture; a self-led tour occurs through each day to demonstrate the farm operation. More than 80 local vendors are expected to vend at the festival which provides the attendees with a wide range of products and services to experience. It creates income for us all. Other local lavender farmers participate in the festival so there is a local collaborative effort to draw visitors to our area. Growing Miracles Lavender Garden has a strong desire to help make our area a tourist destination during the lavender season. We are helping other local lavender farms get established with the end goal of other lavender farms opening for the festival weekend. This will create an opportunity here similar to the Applegate Trail lavender season where many visitors come to tour 4-5 lavender farms.

Specifically, the grant request is focusing on advertising so it will allow us to widen our reach thus increasing out of area tourist attendance.

EXHIBIT #4 – Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

Aside from tourism, increased attendance of the Lavender Festival & Farm Tour provides income to local small businesses who vend at this event. Last year, as in previous years, vendors who also participate in the Art Festival reported higher sales at this festival than they had at the Art Festival. Funds running through our community make for a stronger local economy. EXHIBIT #1 explores this more fully.

As mentioned in EXHIBIT #3, showcasing the Roseburg Area with a larger Lavender Festival Weekend that includes other lavender farms provides no to low-cost family events, it encourages stops at other businesses such as local wineries which are located along the Lavender Festival Tour Route.

EXHIBIT # 5 – Target Market or Audience:

We will target local, statewide, and a nationwide audience. We want to provide a great experience for our local population but want to continue to draw tourists into our area. This festival is fun and

educational to all ages. From children to the elderly; there is something here to enjoy. While these visitors are in our area, they also take advantage of other attractions and activities.

EXHIBIT #6 – Project Strategy:

This advertising campaign will be all encompassing. We start with an enormous amount of word-of-mouth advertising that literally begins the day after the previous festival. Beginning in January we distribute 1,000 festival Save the Date handouts throughout our local area but also in events in Lane and Coos Counties. This year will include distribution at shows in Portland, Klamath Falls, Grants Pass and Medford so the personal reach is widening to a whole new audience. All local vendors who participate in the festival hand out fliers too allowing us to get them into the hands of people we would not otherwise reach.

Festival Posters are placed in businesses around this area, Coos County and any other community that we can reach. Each year, this has been incredibly successful in bringing awareness to the festival and is widely commented on so we know the posters are raising awareness. Our festival vendors are also asked to distribute some of these 500 posters, so they end up in locations we would not otherwise reach. I am including our concept of what the poster and advertising campaign will look like for 2024. We have a few tweaks to make but you will get the general idea. This photo was my winner in a contest I ran on Facebook and Instagram from photos taken during last year's festival. Kevin Eckerman is the winner.

We will have professional social media promotions through Facebook, Instagram and our website. The Facebook Event last year reached over 12,000 people.

Our website will have a Featured Event Page promoting the festival. Last year the page was just on the website. This year, there will be a focused campaign to draw people to that page to expose them to the festival.

We place 45 signs around the area advertising the festival and marking the route to the festival and now have seven 4x4 signs for greater visibility. I am also planning on purchasing 3 banners to hang in areas we have not had signage previously.

In addition, but outside of the scope of what we are asking to be funded through this grant, Growing Miracles Lavender Garden has been featured each year on a radio interview with Kyle Bailey. Again this year, we will reach out to Anvil Northwest to ensure the festival is included in all the available marketing of our area. We utilize the Calendar of Events that are available to us. Two years running now we have been gifted a giant digital billboard along I-5 in Salem by Anvil Northwest. Our only cost has been to have the image designed.

EXHIBIT #7--Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism

In addition to the information provided in EXHIBIT #4, benefits to the community aside from tourism include this: The booth sales of each individual vendor have been outstanding and have grown each year. This is how many of these vendors make their living so every dollar spent here at the festival circulates again through the economy whether it be what puts the next meal on the table for that vendor or whether it pays utility bills. For other vendors, their booth is their 'side hustle' and the income they generate goes to their family's luxuries such as attending movies, bowling, meals eaten out, Wildlife Safari and the like. In my case, my luxury every year after festival is a new pair of shoes—generally because I've walked through the soles of my current pair when the festival ends. Last year, I actually rented a golf cart!

The Lavender Festival showcases the Roseburg area in a couple of ways: first, the drive to the festival takes visitors past many wineries, by productive farms and businesses—including the hazelnut orchards in our little valley, and through some of the amazing natural scenery. They pass golf courses, the beautiful Umpqua river and mountain views. A day here reminds people that agriculture is critical and thriving and fun and it supports the heartbeat of our area.

EXHIBIT #8 – Describe how the applicant intends to garner this information (how many people visited Roseburg as part of this event)

We will continue with a repeat of the drawings using the existing Capture Cards with each card including location information upon submitting the card for drawings for various donated prizes. The FFA students keep a clicker count of cars but somehow I've misplaced that number this year.

Growing
Miracles



Seventh Annual

Lavender Festival & Farm Tour

July 12th-14th, 2024

9am - 5pm **9am - 4pm**

Friday & Saturday Sunday

508 Lower Garden Valley Road • Roseburg, Oregon



Follow us on:

Photograph by Kevin Eckerman

70+ Artisan Booths • U-Pick Lavender • Food • Essential Oil Distillation
Music • 8 am Yoga In The Lavender • Lavender Wreaths & Wand Booth

growingmiracleslavendergarden.com



CITY OF ROSEBURG



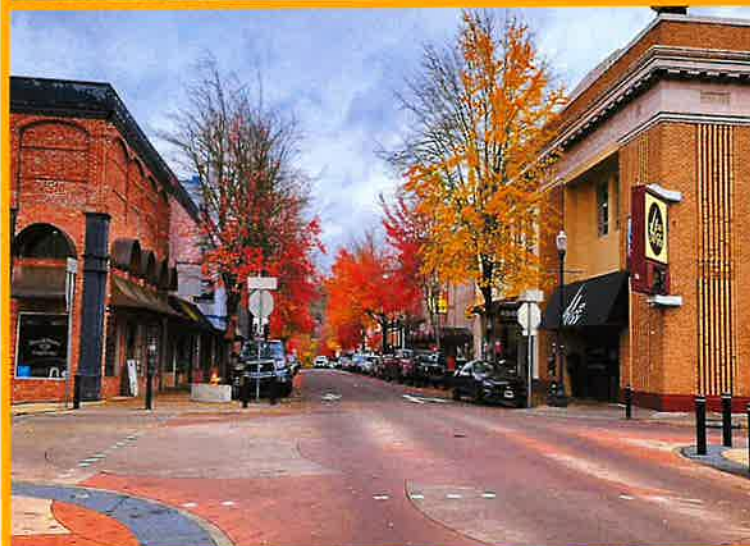
TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,999.00

Project/Event Name: 2024 Downtown Roseburg Blocktober Fest

Applicant Organization: NeighborWorks Umpqua

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 605 SE Kane St, Roseburg, OR 97470 Phone: 541-673-4909

E-Mail Address: emills@nwumpqua.org

Responsible Party: Erica Mills

Co-Sponsors (if applicable): _____

Description of Project/Event: This event is a family-friendly street-fair celebration of the downtown and greater Roseburg area. Including music, food, entertainment, vendors, beer & wine, this event is intended to highlight Roseburg's downtown businesses and local beer/wine industry.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Experience Roseburg, Buzz Collective, and Travel Oregon will again partner in supporting marketing and advertising to potential tourists. This will include: social media and web marketing, targeted video, television, streaming, and radio marketing, and billboards along the I-5 corridor.

Objectives of the Project: This event is intended to highlight the local beer/wine industry and downtown Roseburg businesses, through a well-marketed family-friendly event. We expect marketing to attract locals, as well as regional and state-wide tourists to enjoy the event.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This event will drive traffic downtown, and increase market exposure for local businesses, non-profits, artisans, agencies, and entertainers, showcasing the richness of our local culture and economy. The event doubles as both a community celebration and a major marketing opportunity.

Target Market or Audience - How and where will this be promoted? We will be targeting local and regional residents through social media, posters, and collaborative marketing. Tourists from the I-5 corridor, and nearby metro markets will be targeted through press-releases, video, radio, print, and billboard marketing efforts.

Project Strategy: This family-friendly event will attract tourists to come to downtown Roseburg to eat, drink, play, and stay. The event will also draw local and regional residents to come downtown to explore the great fun and rich opportunity available within our dear City.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The entire event is designed to celebrate downtown Roseburg and the abundant industry, culture, services, and opportunity within the Roseburg area. We will showcase local vendors, performers and agencies, encouraging locals to shop local, and tourists to continue visiting.

Have you previously applied for funding from the City?

Yes No If so, when? 2022, 2023 Amount granted? \$4,999

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Erica Mills

Date 12/18/2023

Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Date _____

Co-Sponsor Typed Name and Signature

Date _____

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: 2024 Downtown Roseburg Blocktober Fest

Date of Project/Event: 10/15/2024

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: 10,000+ Expected attendance revenue:

Other Revenues (Without City funds):

Type	Amount
<u>Sponsorships</u>	<u>\$10,000</u>
<u>Travel Oregon</u>	<u>\$10,000</u>
<u>The Ford Family Foundation</u>	<u>\$7,500</u>
Total Non-Tourism Funds	<u>\$27,500</u>

Estimated Expenses:

Materials and Supplies	<u>\$12,500</u>
Labor Costs	<u>\$5,000</u>
Advertising	<u>\$16,000</u>
Capital Outlay	
Total Expenditures	<u>33,500</u>
Net Income/Loss Without City Participation	<u>(\$5,000)</u>
City Funding Request	

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

All grant revenues are an optimistic guess. These Economic Development Tourism funds from the City represent an important seed fund to attract matching dollars from other funding sources. Based on conservative estimates, we plan to build on existing marketing platforms including print, radio, internet, and television outlets. Social Media marketing will be bundled with the planning and coordination contract. Additional expenses include stage equipment rental and entertainer fees, and critical logistical expenses such as security and toilets.

12/13/2023

CITY OF ROSEBURG

Southern Oregon Fly Tying & Fly Fishing EXPO



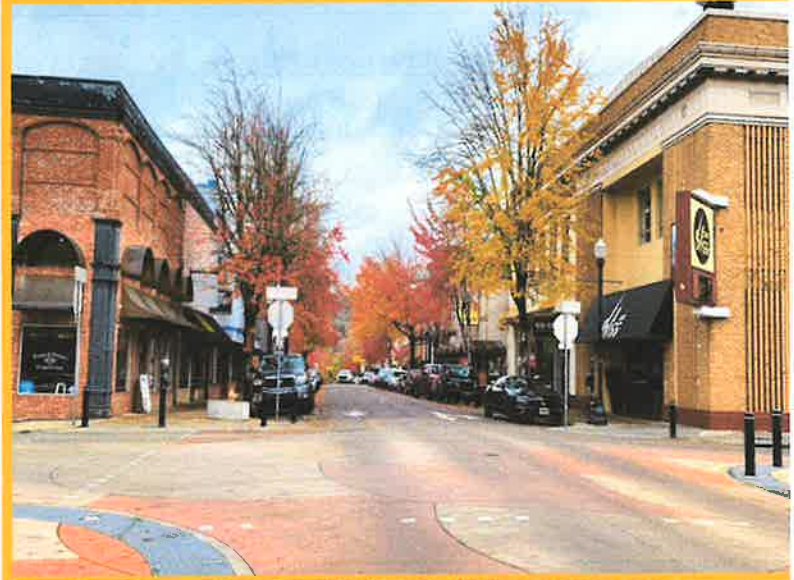
TOURISM GRANT PROGRAM

FALL 2023

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APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

City of Roseburg

Tourism Grant Program

Submission:

**Fly Fishing Veterans
Umpqua Valley Fly Fishers**

Event: Southern Oregon Fly Tying & Fly Fishing EXPO



TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4500

Project/Event Name: Southern Oregon Fly Tying and Fly Fishing EXPO

Applicant Organization: flyfishingveterans.org and umpquavalleyflyfishers.org

Governmental Entity Non-Profit Organization Business Enterprise

Address: _____ Phone: 541-517-5820

E-Mail Address: mikemccoy@dcwisp.net

Responsible Party: Mike McCoy, Umpqua Valley Fly Fishers, President

Co-Sponsors (if applicable): Doug Myers, Fly Fishing Veterans, Director

Description of Project/Event: Held at Douglas County Fairgrounds on Oct. 5th 2024 --
A gathering of fly fishing enthusiasts from across the Pacific Northwest region for a day of
showcasing skills, teaching opportunities, and fly casting competition.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This event typically brings in people from four states who often extend their
stay to take advantage of winery tours, fishing opportunities and extended outdoor opportunities
our beautiful setting provides.

Objectives of the Project: Showcase experts in the field of fly tying and fishing from the region for
demonstrations, instruction and competition. Truly an annual event that promoting interest locally
and regionally in our area and the outdoor community.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Advertising in print, signage and electronic
platforms raises outside interest in the scenic and recreational opportunities of the Douglas
County area.

BUDGET PROPOSAL

Amount Requested: \$ 4500.00

Project/Event Name: Southern Oregon Fly tying and Fly Fishing EXPO

Date of Project/Event: October 5th, 2024

Do you charge for attendance? Yes No If yes, how much? \$5 FAMILY ORV
\$5.00 family or non perishable food item (which we donate to local food center)

Expected attendance: 500 Expected attendance revenue: \$250

Other Revenues (Without City funds):

Type	Amount
<u>Local Business Sponsorships</u>	<u>\$ 2950 (2023), \$4000 goal for 2024</u>
<u>self funding, FFV and UVFF</u>	<u>\$4280 (2023), \$1000 for 2024</u>
<u>Individual donations</u>	<u>\$100, different each year, not significant</u>
<u>attendance revenue</u>	<u>\$ 0 (2023) \$250</u>
Total Non-Tourism Funds	<u>\$7330 (2023), \$5250 goal for 2024</u>

Estimated Expenses:

Materials and Supplies	<u>\$ 500</u>
Labor Costs	<u>volunteer labor</u>
Advertising	<u>\$2500 \$4,500 banners, flyers, print, postage</u>
Capital Outlay	<u>\$5550 Site Fees, Trophy, site set up materials,</u>
Total Expenditures	<u>\$8550 10,500 \$10,550</u>
Net Income/Loss Without City Participation	<u>\$4000 (in 2023), Goal to break even</u>
City Funding Request	<u>\$4500</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

This is the major fundraising event for both clubs. Exhibitor booths, raffles and silent auctions held throughout the event provide funding for monthly meetings, member outings, education/outreach and community involvement during the year. Having to supply organizational funds to organize and run this annual event limits the amount available for both clubs yearly functioning. As the event to continues to grow in our second year at the fairgrounds we believe the assistance provided by the city through this grant will allow our clubs to remain healthy and serve more members of our community.

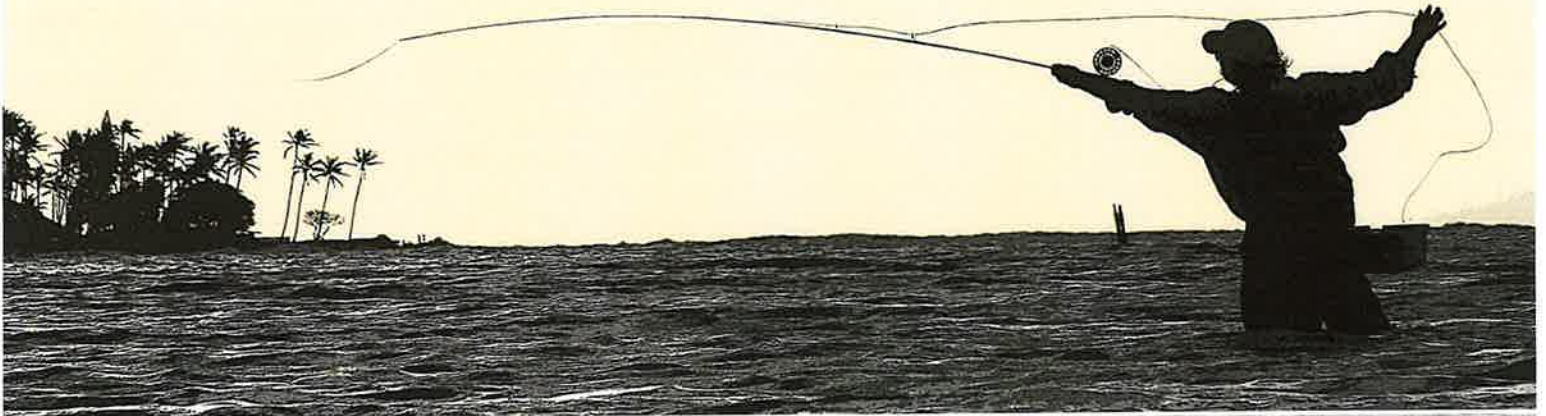
Both clubs are registered 501c nonprofit organizations and charter members of *Fly Fishing International*. Insurance for outings and events is provided through our national organization.

Southern Oregon Fly Tying & Fly Fishing EXPO

Douglas County Fairgrounds

Roseburg, Oregon

October 5th, 2024 Saturday 9:00 to 4:00



Fly Tyers from Oregon, Washington, California and Idaho

Casting, Demonstrations/Instruction/Competition

Raffles and Silent Auction

Exhibitors

DRAFT

Sponsors :



Hosted by



Info: Doug Myers, dmyers@flyfishingveterans or Mike McCoy, mikemccoy@dcwisp.net
541-671-1080 541-517-5820

Pacific Northwest Fly Shop and Fly Club Casting Championship

2024 Bug Launcher Classic

Southern Oregon Fly Tying & Fly Fishing EXPO

October 5th, 2024 Douglas County Fairgrounds
Roseburg, OR



Eligibility: all participants need be members of registered Fly Fishing Club or sponsored by a Fly Shop.

Team Entry: two person teams, \$50 team entry fee, limited to 24 teams

Preregistration required to: Umpqua Valley Fly Fishers, % Mike McCoy
P.O. Box 2374
Roseburg, OR 97470

Further Details: buglauncher.com mikemccoy@dcwisp.net, 541-517-5820

*Run CONCURRENTLY
OUTDOORS ON SITE*

A Chance To:

- :: test and celebrate skills of a sport we all love
- :: enhance and develop a network of outdoor enthusiasts among like groups
- :: discuss water/fish issues from around the region
- :: enjoy a fly fishing expo on site...PNW tyers gathering, raffles, silent auctions
- :: fish local waters for an extended stay



Southern Oregon Fly Tying & Fly Fishing EXPO

October 5th, Douglas County Fairgrounds



CITY OF ROSEBURG



TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470

(541) 492-6750

Amount Requested: **\$4999**
 Project/Event Name: **The Vineyard Tour (an Umpqua Velo Club Cycling Event)**
 Applicant Organization: **Umpqua Velo Club**

Governmental Entity Non-Profit Organization Business Enterprise

Address: **PO Box 2538, Roseburg, OR 97470**

Phone: **541.672.6303**

E-Mail Address: **whitworthpd@gmail.com**

Responsible Party: **Paul Whitworth**

Co-Sponsors (if applicable): **N/A**

Description of Project/Event:

The Vineyard Tour is an annual cycling event that draws riders throughout the western states. The event consists of four different route distances in order to cater to varying abilities. The routes try to highlight the beauty of our area. Rest stops are provided to refuel riders. The stops are often at local wineries in order to showcase the Umpqua winery community. The first version of this event dates back to the 1980's. We encourage feedback from participants, and try to improve the event for future editions.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities):

The Vineyard Tour is showcasing the Umpqua Valley as a cycling destination. Over the years, the event routes have changed. Doing this shows participants that we have a variety of routes to ride so they will be enticed to come back again and again. We feel that this also shows them that there is reason to visit our area at other times other than just the event day. More recently, the event has become a weekend long event. Having a weekend of events gives us the opportunity to expand our event offerings and get participants to stay longer in the Roseburg area. With that expansion, we have a better chance to showcase the Umpqua Valley's other attributes, including the vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants, etc. The weekend has provided us the chance to have both social and cycling events over four days. 2022 was our first time with this expansion, and it was a big hit with visitors. This past event year, riders were given a food voucher and a list of participating local restaurants. The voucher was an effort to get participants into our community and explore a bit. We now have local restaurants asking to be on the list. The Vineyard Tour website is linked to the Experience Roseburg site to further aid visitors. By exposing Vineyard Tour participants to our wonderful community, we increase the likelihood of them returning and maybe telling their friends. Hopefully, they come again to see the other wonderful things we have to offer in our area...or at least do more cycling beyond the actual event day.

Objectives of the Project:

The objectives we have for the Vineyard Tour include; increasing the recognition of the Umpqua basin as a great place to ride, visit, and potentially relocate. Particularly now that the event is over a full weekend, we are creating even more opportunities for riders from out of the area. Creating a weekend event with other options in addition to cycling requires increased marketing. We will capitalize on the state's bicycle tourism efforts, plus the City's bronze Bike Friendly Business award. Consistently, we are able to attract about 85% of our participants from outside of our area. Of those visitors, about 30% are usually from out of state. Overwhelmingly, riders told us that the area was wonderful and that they would return again. We note that this type of project is well supported by the Oregon Department of Parks and Recreation, Travel Oregon (<http://industry.traveloregon.com>, and <http://rideoregonride.com>), Travel Southern Oregon (<https://www.southernoregon.org>), as well as Experience Roseburg. Bicycle tourism and event rides have been successful in many parts of the state and the Northwest.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

Bicycling brings people into our community not only to ride but to enjoy many cultural, food, and historic resources that Douglas County has to offer. For 2024, we are moving our event date until October. This should help us miss the fire season that has been plaguing us for several years. It also gives us the chance to be involved with Blocktoberfest. Many riders not only spend money for lodging, food, and drink, but also shop for souvenirs of their visit to our locale. It is rewarding to hear of riders being so pleased with our event that they intend to return and ride independently of the Vineyard Tour. While we tend to focus on each year's Vineyard Tour as a single event, we expect long-term benefits via our efforts and word-of-mouth. The positive experience of participating in the Vineyard Tour can result in future visits to our county, as well as potential relocations. We do know folks who have moved here due, in part, the fine cycling on our rural roads.

Target Market or Audience - How and where will this be promoted?

Based on prior years' ridership, our target market is bicycle riders in the Pacific Northwest. With 4 different routes and distances, the ride is perfect for groups or families. The road rides tend to attract an older crowd. The average age is about 57. Adding the gravel event, and possibly a mountain bike event in 2024, we aim to attract a wider variety of ages to the area. We use a variety of means to promote the rides. Word of mouth and social media seem to be our best ways to advertise. In 2024, we plan to send club members to other events in the Northwest. This will give us a chance to share our information flyers and as well as provide an opportunity to ride with others and talk up our event while wearing our event kit. Flyers and digital media will be shared with other cycling clubs and bike shops around the Northwest. We also plan to do even more social media based advertising on platforms such as Facebook, Instagram and YouTube.

Project Strategy:

The strategy of the Vineyard Tour is to provide an enjoyable weekend adventure for bicycle riders in the Pacific Northwest. Our social events introduce visitors to local friendly folks and great food and drink. Our voucher program gives participants the option to visit local restaurants in order to further showcase what our area has to offer. There will also be enough information about the area and its many attractions that the riders will recognize the benefits of travel to the Umpqua region.

The Vineyard Tour website has a link to the Experience Roseburg website which is a perfect complement so potential riders can see all of the attributes of the area.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

Our weekend of events covers quite a range of area around the Roseburg area. This will show visitors a wide range of landscapes. In 2024, we plan to link our event with Blocktoberfest so visitors can see many of the best of what Roseburg has to offer in a compact and festive atmosphere. The link to Experience Roseburg on the Vineyard Tour web site will show what our area has to offer and provide many options for visitors to stay to visit the wineries they have ridden past, hit local breweries, try our local restaurants, and encourage people to consider additional visits or relocating to the area.

Have you previously applied for funding from the City?

Yes No

If so, when? 2014, 2018, 2020, 2022, 2023

Amount granted? \$3000, \$4999 (cancelled), \$2500 (shortened period in which to apply prior to the event), \$4999, \$4999

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information. Registration materials indicate where riders live, and we also do a post-ride survey to gather more information about the riders and their thoughts on the ride and the area.



Paul Whitworth, President, Umpqua Velo Club

Date: December 10, 2023

BUDGET PROPOSAL

Amount Requested: \$4999

Project/Event Name: The Vineyard Tour (a weekend of cycling), an Umpqua Velo Club event

Date of Project/Event: Weekend of October 4-7, 2024, with main event on Sunday

Do you charge for attendance? Yes No

If yes, how much? Varies, \$30-75

Expected attendance: 150

Expected attendance revenue: \$6500

BUDGET	
Expected attendance revenue:	\$6500
Other Revenues (Without City funds):	
Sponsorships	\$2500
Total Non-Tourism Funds	\$9000
Estimated Expenses:	
Materials and Supplies	\$7100
Labor Costs	\$0
Advertising	\$6900
Capital Outlay	\$0
Total Expenditures	\$14,000
Net Income / Loss Without City Participation	(\$5000)
City Funding Request	\$4999

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Our rider surveys show the effectiveness of the various marketing used, so we increased spending on social media in 2022 as well as adding heavy advertising in a California cycling magazine. In 2023, we also added radio spots at KLCC and JPR. This next year our spending will target our known markets, and use a larger variety of marketing techniques in order to find more riders that need to come and experience our wonderful area.

CITY OF ROSEBURG



TOURISM GRANT PROGRAM

FALL 2023

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APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4700

Project/Event Name: Umpqua Valley Quilters' Guild 2024 39th Annual Quilt Show "Follow the Stars"

Applicant Organization: Umpqua Valley Quilters Guild (UVQG)

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 2125, Roseburg, OR 97470 Phone: Tammie Hunt 541-391-9354

E-Mail Address: tammieahunt@gmail.com

Responsible Party: Tammie Hunt, 2024 Quilt Show Co-Chair for UVQG

Co-Sponsors (if applicable): n/a at this time

Description of Project/Event: UVQG's Annual Quilt Show, "Follow the Stars" April 26 - 28, 2024 at the Douglas County Fairgrounds
Event will feature over 300 quilts and exhibits from all across Oregon. Nationally recognized featured
quilter from Indiana. Judges from Portland area. Vendors are local and from out of area.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): UVQG continues to expand our attendees and participants by partnering with Experience Roseburg in print, digital, radio & TV advertising. Over 50% of the 2023 attendees came from outside Roseburg. This year we plan on increased attendance from Jackson County and Northern California. Many of these out of the area attendees will stay over night and frequent local establishments.

Objectives of the Project: To promote the JOY of quilting as a creative expression and as an art form. Continue to obtain nationally recognized quilters and judges for this professionally judged quilt show. Provide intriguing classes to the public, encourage multiple day attendance and have returning visitors.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Providing a professional show may spark an attendee to relocate to the Roseburg area either through residence and/or commercial business. Through our UVQG website, we are able to feature local sponsors and attractive features of our community.

Target Market or Audience - How and where will this be promoted? Save the Date cards are mailed to all quilt stores and quilt guilds in Oregon. Advertisement in the Country Register (Dec - March - delivered to western states), along with digital marketing, TV, radio, UVQG website, Facebook and Instagram.

Project Strategy: We have many returning committee members which improves the success of the previous year, UVQG will have a new website platform for easier quilt entries and ticket purchases. New vendors and sponsors are expected to participate this year along with expanded marketing and signage.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: After attending this event at the Douglas County Fairgrounds, visitors will be familiar with the area and return for future events at the Fairgrounds - fair, RV park, dirt track races, craft fairs, Sportsman's Show, RV sales shows, fuel/gas, local purchases from stores, or downtown shopping.

Have you previously applied for funding from the City?

Yes No If so, when? 2023, 2022 Amount granted? \$4800, \$3500

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Tammie Hunt Tammie Hunt Date 12/04/2023
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)
for UVQG

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 4700

Project/Event Name: Umpqua Valley Quilters' Guild 2024 39th Annual Quilt Show "Follow the Stars"

Date of Project/Event: April 26 - 28, 2024

Do you charge for attendance? Yes No If yes, how much? \$10/day

Expected attendance: 1650 Expected attendance revenue: \$8000

Other Revenues (Without City funds):

Type	Amount
<u>Sponsors/vendors</u>	<u>\$ 9,500</u>
<u>Admissions</u>	<u>\$ 8,000</u>
<u>Classes/entry fees/raffles/Guild booth sales</u>	<u>\$ 7,500</u>
<u>Other: In-kind</u>	<u>\$ 5,000</u>
Total Non-Tourism Funds	<u>\$30,000</u>

Estimated Expenses:

Materials and Supplies	<u>\$ 4,200</u>
Labor Costs	<u>\$ 6,500</u>
Advertising	<u>\$ 5,500</u>
Capital Outlay	<u>\$ 9,000 (rental - fairgrounds)</u>
Total Expenditures	<u>\$25,200</u>
Net Income/Loss Without City Participation	<u>\$ 4,800</u>
City Funding Request	<u>\$ 4,700</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

The requested amount is strictly for advertising the UVQG Show 2024 outside of the Roseburg area.

Estimated costs: Printing and Postage - \$575; Country Register - \$260; Google (Lotus Media) - \$600; Radio - \$765;

KEZI - \$2500. Because of our non-profit status, we are able to negotiate matching advertising costs as a donation or sponsorship by the companies where we advertised.

CITY OF ROSEBURG



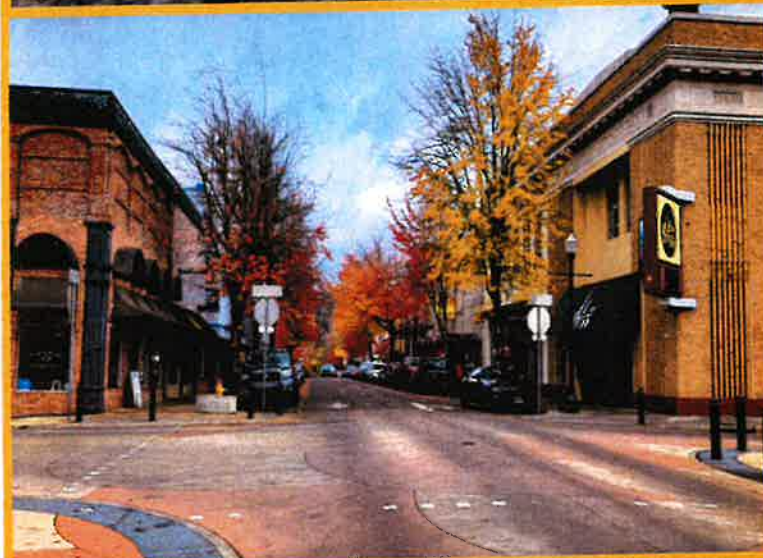
TOURISM GRANT PROGRAM

FALL 2023

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APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,999

Project/Event Name: Umpqua Outback Project

Applicant Organization: Umpqua Watersheds

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 539 SE Main Street

Phone: 541-671-6578

E-Mail Address: kasey@umpquawatersheds.org

Responsible Party: Umpqua Watersheds

Co-Sponsors (if applicable): _____

Description of Project/Event: The Umpqua Outback Stage and Community Space will create a multi-use covered community bandstand and patio area behind our building at 539 SE Main Street.

It will consist of 3 Phases: #1- New Stage, #2- Stage Cover and mural, #3- Covered Seating areas.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): The Umpqua Outback Covered Stage and Community Space will contribute to tourism by providing engaging events, fostering community engagement, supporting local businesses and community groups, and enhancing the overall visitor experience.

Objectives of the Project: To create a vibrant, multi-use community space in downtown Roseburg to support local nonprofits and businesses. We have had tremendous community support and interest for this project. The Umpqua Outback will be a catalyst for community events.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The covered stage offers a platform for hosting a variety of events, such as live music performances, presentations, cultural festivals, and community gatherings.

By hosting diverse events, the Umpqua Outback Covered Stage and Community Space celebrates the local culture and arts scene.

Target Market or Audience - How and where will this be promoted? The Umpqua Outback and Community Space will become a popular gathering space for nonprofits, community groups and local businesses to bring people together to inform an celebrate community.

Project Strategy: We have letters of support from ten different community organizations and have an experienced project team which will manage the project and donate significantly with labor and materials. We have finished Phase 1, and have raised \$30,000 and have \$50,000 pledged in time and materials.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: We co-hosted second annual Blocktober Fest, featuring the 11th annual Umpqua Brew Fest, and utilized the new stage. Over 8,000 people participated. It was a proof-of-concept for many types of events which will be used by the community to host local arts and entertainment events.

Have you previously applied for funding from the City?

Yes No If so, when? 2015 Amount granted? \$2,750 (Umpqua Brew Fest VI)

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Kasey Hovik

Digitally signed by Kasey Hovik
DN: cn=Kasey Hovik, o=US, ou=Umpqua Watersheds, email=kasey@umpquawatersheds.org
Reason: I signed to the accuracy and integrity of this document
Location: Umpqua Watersheds
Date: 2023.12.20 13:48:04 -08'00'

Date 12/18/23

Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Date _____

Co-Sponsor Typed Name and Signature

Date _____

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: Umpqua Outback Stage and Community Space Project

Date of Project/Event: Phase I (Stage) completed 10/1/23 Phase II (Stage Cover and mural) 5/1/24, Phase III, (Covered Patios) 10/1/24

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: _____ Expected attendance revenue: _____

Other Revenues (Without City funds):

Type	Amount
<u>Cash from Capital Campaign</u>	<u>\$50,000</u>
<u>In-Kind Labor and Materials</u>	<u>\$50,000</u>
<u>Ford Family Foundation Grant</u>	<u>\$50,000</u>
<u>Other grant funding and/or community funding</u>	<u>\$30,000</u>
Total Non-Tourism Funds	<u>\$180,000</u>

Estimated Expenses:

Materials and Supplies	<u>\$80,000</u>
Labor Costs	<u>\$55,000</u>
Advertising	<u>\$5,000</u>
Capital Outlay	<u>\$44,999 (permits, engineering, etc.)</u>
Total Expenditures	<u>\$185,000</u>
Net Income/Loss Without City Participation	<u>-\$4,999</u>
City Funding Request	<u>\$4,999</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We estimate the cost of building the covered stage to be \$80,000 and the cost of building the covered patio space to be \$100,000
We have in-kind pledges for material and labor for \$50,000 and have raised \$25,000 cash and pledges in our capital
campaign to-date. We have met with the Ford Family Foundation and are working with Roseburg CCD Business
Development Corporation to submit a grant to them in January, 2024 for \$50,000.



Dedicated to the protection and restoration of the ecosystems of the Umpqua watershed and beyond through, education, training, advocacy and ecologically sound stewardship.

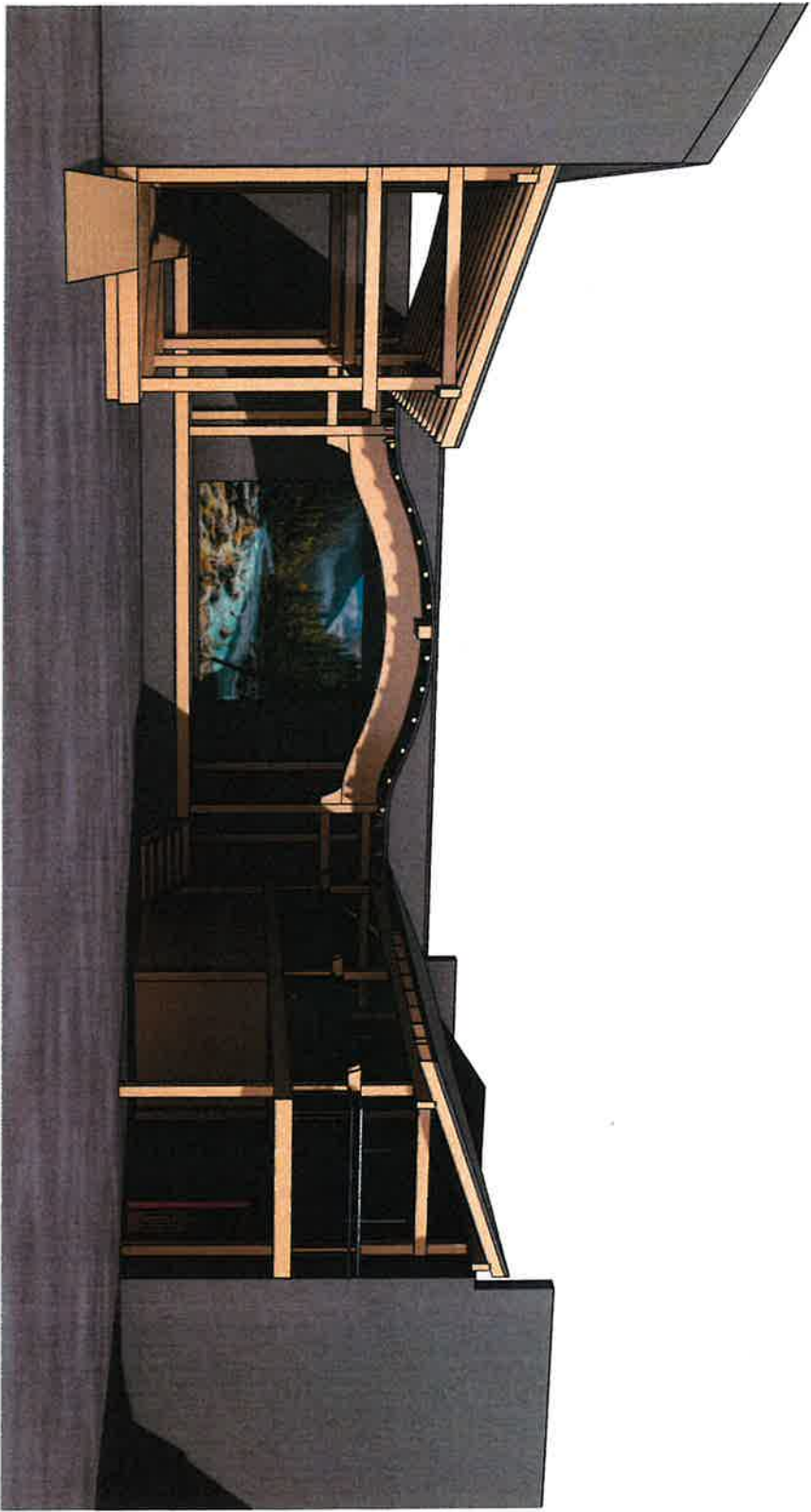
The Umpqua Outback Stage and Community Space in downtown Roseburg will provide a variety of community benefits beyond just being a space for community events. Here is an overview of some potential benefits:

1. **Community Engagement:** It will provide a public space for community events, such as concerts, festivals, and theatrical performances, encouraging engagement and promoting a sense of community.
2. **Educational Opportunities:** It will be used for educational events and activities, such as science fairs, historical reenactments, and other educational events. It will help foster a sense of curiosity and learning in the community and contribute to the overall education and enrichment of our community.
3. **Economic Development:** It will attract tourists and visitors to the area, boosting local businesses and promoting economic growth. It will provide a much-needed outdoor venue for downtown events and activities.
4. **Cultural Preservation:** It will provide a venue for local artists and performers to showcase their talents, preserving the cultural heritage of the community.
5. **Youth Development:** It will provide opportunities for youth to participate in theater, music, and other performance arts, encouraging creativity and promoting personal development.
6. **Accessibility:** It will offer a safe and accessible venue for people with disabilities and older adults to participate in cultural and recreational activities.
7. **Environmental Stewardship:** It will promote sustainable practices and environmental stewardship, by minimizing energy use, promoting recycling and waste reduction, and incorporating sustainable design features.
8. **Increased Collaboration Among Nonprofits and Community Organizations:** It will provide an affordable space for local nonprofits and community organizations to host their own events, such as fundraisers, awareness campaigns, and educational events.
9. **Improved Quality of Life:** It will enhance quality of life by bringing people together for community events, increasing a sense of social kinship and fostering pride in being part of a vibrant downtown community.

Budget for the project is \$185,000. We will provide \$50,000 in cash and have pledges for \$50,000 in in-kind contributions of labor and materials.

CONCEPTUAL DESIGN + BUILDING PLANNING

PUBLIC BANDSTAND AND PEOPLE SPACE
UMPOQUA WATERSHEDS
ROSEBURG, OREGON





March 1, 2023

RE: Letter of Support for Umpqua Outback Stage and Community Space

Dear Grant Approval Committee,

Experience Roseburg is pleased to support Umpqua Watersheds effort to proceed with the Umpqua Outback Project. The goal of this project is to build the Umpqua Outback Stage and Community Space which will be located in Downtown Roseburg.

We believe the impact of this project could be multifold. It may not only be important for community engagement and educational opportunities, but also for the economic development of Roseburg by drawing tourists and visitors to the area. No outdoor venue currently exists downtown, and this project could draw concerts, festivals, and musical/theatrical performances to the area.

As the destination marketing organization for Roseburg, we are dedicated to increasing visitor expenditures and enjoyment of Douglas County and its artistic and educational spaces. We offer our support and encourage your positive response to Umpqua Watersheds grant application.

We sincerely thank you for helping accentuate the adventures, attractions, and outdoor community/visitor spaces in Roseburg and throughout the beautiful state of Oregon.

Best regards,

A handwritten signature in blue ink, appearing to read "Cam Campman", written over a light blue horizontal line.

Cam Campman

Experience Roseburg



March 8, 2023

RE: Umpqua Outback Project

The North Umpqua Foundation (TNUF) Board of Directors are pleased to offer support for the Umpqua Outback Project to be constructed in downtown Roseburg, Oregon.

Umpqua Watersheds and TNUF currently are partners in two groups involved within the North Umpqua basin. The relationship between the two organizations has been built on respect for the other's involvement in the basin and the way concerns are addressed.

The Outdoor Stage and Community Space would enable groups to meet in-person and present information about important activities affecting the Roseburg community. Currently, there are no outdoor venues in the heart of the city, or for that matter in the larger area, which provide an opportunity for non-profits to host events, making the Outback Project even more needed.

TNUF looks forward to seeing this project come to fruition and applauds Umpqua Watersheds for recognizing the need and developing the project.

Sincerely,

Becky

Becky McRae

President, TNUF

DIRECTORS

Dave Archambault
Sierra Pacific Industries.
Devon Johnson
Roseburg Resources
Jeremy Stoffal
Umpqua Sand and Gravel
Kasey Hovik
Umpqua Watersheds, President
M. A. Hansen
Landowner, Secretary
Darin McMichael
Manulife Investment Management
Tom Kress
County Commissioner
Walt Barton
Conservation Districts
Rusty Lininger
Source One Serenity
Marwood Hallett
D.C. Livestock Association
Dave Grosjacques
Umpqua Fishermen's Assoc.
Bryan Benz
Umpqua Community College
Travis Mackie
Cow Cr Band of Ump Tribe of Indians

STAFF

Phone: 541-673-5756

Kevin Keller
Executive Director
Kevin@UmpquaRivers.org

Sandy Lyon
Monitoring Coordinator
Sandy@UmpquaRivers.org

Gilaine Wright
Fiscal Manager
Gilaine@UmpquaRivers.org

Joe Carnes
Asst. Monitoring
Coordinator/ IT
Joe@UmpquaRivers.org

Patrick Quinn
Project Manager
patrick@UmpquaRivers.org

PARTNERSHIP FOR THE UMPQUA RIVERS



March 20, 2023

Subject: Letter of Support for Umpqua Watersheds' Proposed Umpqua Outback Project

The purpose of this letter is to express our support of the Umpqua Watersheds' project to construct the Outback Stage and Community Space in downtown Roseburg.

The proposed building will provide an accessible and much-needed space in downtown Roseburg for the community to use for various events, including fundraisers, meetings, presentations, and educational experiences. The site offers additional value by providing space for other non-profit organizations, like the Partnership for the Umpqua Rivers, to conduct partner meetings and conferences, enabling us to build relationships with other conservation organizations in the community. We look forward to the benefits the Outback Stage will bring to the downtown Roseburg area.

////Original Signed///

Kevin Keller
Executive Director
Partnership for the Umpqua Rivers



February 28, 2023

Subject: Support for Umpqua Watersheds' Proposed Umpqua Outback Project

The Steamboaters is a 57 – year old river and fishery conservation group on the North Umpqua River in Douglas County Oregon. We enthusiastically support Umpqua Watersheds' efforts to construct the Outback Stage and Community Space in downtown Roseburg that will also be available to other organizations.

This proposed building will provide a much-needed safe, accessible space in the heart of the city for many community events including meetings, informational presentations, and educational opportunities. It will be all the more valuable because it will provide a venue for other non-profit organizations like Steamboaters to host events such as fundraisers, press conferences, and meetings with public officials and agencies, and to build relationships with other conservation groups.

Joe Ferguson, Secretary

The Steamboaters



Letter of Support for Umpqua Watersheds' Proposed Umpqua Outback Project

March 16, 2023

To whom it may concern,

On behalf of United Communities AmeriCorps (UCA), I wholeheartedly offer our support for the Umpqua Outback Project to be constructed in downtown Roseburg, Oregon.

Umpqua Watersheds & United Communities AmeriCorps have partnered together since 2009 to host AmeriCorps members & bring quality environmental education learning opportunities to our Douglas County communities. The relationship we have built over the years, seven of which I have been a part of, has been based on a strong foundation of trust and mutual respect for the importance of environmental education, each other's organizational goals and the responsible stewardship of our federally funded program.

The increased access of educational and community engagement opportunities that would be created by this project cannot be understated. This project will allow for people of all ages to engage with meaningful learning opportunities and provide a space to celebrate our communities cultural heritage. Our community, specifically youth and their families, will greatly benefit from a fun and safe space to engage with local events and that is accessible to folks with disabilities. This initiative will be a model for environmental stewardship through demonstrating the benefits of building new construction with a focus on sustainable design. Additionally it can function as space to educate through practice by highlighting the importance of optimizing energy use & reducing waste through sustainable practices.

Lastly, this project will greatly benefit local organizations and businesses by creating a space to host events and by giving people more reasons to engage with our historic downtown district. Doing so will create stronger connections and will provide meaningful opportunities to engage with people as a vibrant community.

UCA looks forward to seeing this project realized and I commend Umpqua Watersheds for taking the lead in working to provide such a wonderful opportunity for our community.

Erik Wood (*he/him*)

Program Manager

United Communities AmeriCorps

United Community Action Network

280 Kenneth Ford Drive Roseburg, OR 97470

Email: erik.wood@ucanap.org

Work Cell: 458-803-6653

Office: 1-800-301-UCAN (8226) Ext: 3919



To whom it may concern,

My business, Old Soul Pizza has operated in a space directly adjacent to Umpqua Watersheds for almost 7 years. I have been impressed with the mission and direction they have taken in supporting not just the watershed concerns of Douglas County but also their involvement in making our community more vibrant and inviting. From the utilization of AmeriCorps workers to supporting local and regional musicians, Umpqua Watersheds has been a leader in promoting downtown Roseburg. I wholeheartedly support their efforts in building an outdoor stage that will benefit downtown and attract talented acts, introducing them to the beauty of our area. I have a team of volunteers ready to step up and help with making this vision a reality. If you have any questions, please reach out to me.

Best,

Ray Bartram 541-643-0554
ray@oldsoulpizza.com
Old Soul Pizza



Umpqua Valley Audubon Society

March 22, 2023

Re: Letter of Support for Umpqua Watersheds Outback Stage Project

Dear Grant Committee,

Umpqua Valley Audubon Society would like to express our support for Umpqua Watersheds' proposal to construct an Outback Stage and Community space at its downtown Roseburg facility.

Gathering spaces of this type are currently non-existent in downtown Roseburg. Umpqua Watersheds' Outback Stage and Community Space, if funding is approved, would greatly enhance the entire community. In addition to Umpqua Watersheds' use of the proposed space for meetings, fund raising, educational opportunities, etc., the space will also be available to other community organizations' events. The proposed stage will be a welcome addition and a valuable tool to help bring the community together for various types of educational and cultural opportunities.

We appreciate Umpqua Watersheds for initiating this project and your committee for considering Umpqua Watersheds' request for funding.

Sincerely,

Diana Wales

Diana Wales
President, UVAS

MAKING HEALTHY CHOICES, EASIER.

Jessica Hand, MPH
Executive Director
Thrive Umpqua

May 4, 2023

541.816.1726

jessica@thriveumpqua.com
556 SE Jackson Street
Roseburg, OH 97470

SUBJECT: LETTER OF SUPPORT FOR UMPQUA WATERSHEDS' PROPOSED UMPQUA OUTBACK PROJECT

Dear Grant Review Committee,

Thrive Umpqua is writing to express our enthusiastic support for the Umpqua Outback Project, an initiative spearheaded by Umpqua Watersheds to construct an outdoor covered stage and community space in downtown Roseburg. We understand that your organization is committed to supporting projects that improve the quality of life in rural Oregon, and we believe that the Umpqua Outback Project aligns perfectly with this mission.

As a nonprofit organization dedicated to promoting the health and well-being of Douglas County residents, we believe that this project has the potential to make a significant positive impact on the community and in revitalizing downtown Roseburg. By creating a space for community gatherings, cultural events, and outdoor recreational activities, the Umpqua Outback Project represents an opportunity to promote health and wellness, foster social connectedness and community pride, and enhance quality of life for all residents of Douglas County.

The Umpqua Outback Project will provide a much-needed space for community members to come together, enjoy the outdoors, and engage in activities that promote physical and mental health. This project aligns perfectly with our mission to create a healthy, thriving community in Douglas County, and we believe that it has the potential to become a vital community hub, promoting health, wellness, and cultural vibrancy in downtown Roseburg for years to come.

Thrive Umpqua is proud to offer our full support for the Umpqua Outback Project and we believe that it would be an excellent investment for your organization. We thank you for considering this project for funding and encourage you to support Umpqua Watersheds in their efforts to bring this exciting initiative to fruition.

Sincerely,

Jessica Hand
Jessica Hand, MPH



Stuart I. Cowie

From: Kasey Hovik <kasey@umpquawatersheds.org>
Sent: Wednesday, January 17, 2024 12:45 PM
To: Stuart I. Cowie
Subject: Roseburg Tourism Grant - Umpqua Outback Project

Stewart,

Per our conversation here are some of the details you requested:

- The money we are submitting the grant for is related to Phase II of the project in which we finish the stage, construct an awning to cover the stage and create a mural for behind the stage. The mural will likely be a panel attached to the back of the stage.
- To date, we have allocated approximately \$8,000 in cash, \$3,000 in in-kind materials, \$4,000 in-kind labor to the project in Phase I (\$15,000)
- We anticipate the awning, material and labor for Phase II to total approximately \$25,000.
- We understand the \$4,999 we are requesting will not be allocated until we obtain the required permits for Phase II discussed above.
- We are in the process of seeking other grants for Phase III of the project and will be utilizing our work in Phase I and II as proof of concept for the project. We will also be continuing our Capital Campaign to secure the additional cash to complete the project
- I am attaching our most recent financial report which shows we have \$24,134 on hand for the Umpqua Outback Project.

Please let me know if you have any questions. Thanks for your support!

--

Kasey

Kasey Hovik (*he, him, his*)
Executive Director
Umpqua Watersheds
539 SE Main Street
Roseburg, OR 97470
Office: 541-672-7065
Cell: [541-671-6578](tel:541-671-6578)
Email: Kasey@umpquawatersheds.org





Dedicated to the protection and restoration of the ecosystems of the Umpqua watershed and beyond through, education, training, advocacy, and ecologically sound stewardship.

**Umpqua Watersheds Inc
Financials at a Glance
AS of 01/14/24**

Cascade Checking		Funds/Class (Restricted)	
Main	\$49,483	Conservation	
		General	-\$62
		Rosso Family Foundation 2k-EDU Director	\$183
Facilities	\$31,653	Burning Grant (2500.00 outreach)	\$4,602
		Restoration	
		General	\$0
Total Funds	\$81,136	Education	
		General	\$1,963
		Roundhouse	\$0
		Clif Family Foundation	\$0
		C. Giles Hunt Charitable Trust(EDU Director)	\$0
Less Restricted Funds (Active)	\$55,698	Americorp	\$0
Less Security Deposits (Estimated)	\$1,100	Outreach	\$0
Total General Operation Dollars	\$24,338	General	\$10,654
		RAD	final (\$1,707)
		UBF	final \$7,707
		2023 Banquet(Prelim)	final \$16,079
		KQUA	\$4,310
		Wilderness	
		General	\$9,912
		Main Street Project(Community Space)	\$24,134
		Total Restricted Funds (Active)	\$55,698

CITY OF ROSEBURG



TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

12/5/2023

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 2,000.00

Project/Event Name: 9th Annual Rat Rod Round-Up

Applicant Organization: Rat Rod Round-Up

Governmental Entity Non-Profit Organization Business Enterprise

Address: 372 Osage Drive Phone: 541-391-9888

E-Mail Address: ratrodroundup@gmail.com

Responsible Party: Rat Rod Round-Up

Co-Sponsors (if applicable): _____

Description of Project/Event: The 9th Annual Rat Rod Round-Up is a Graffiti Weekend event which holds a car show along with a Burn-out and Pin Up competition

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Advertising through social media and print (Banners and Graffiti Booklet). Our show is well known around Oregon and attracts many groups.

Objectives of the Project: Earning funds to provide scholarships for Senior High School Students going into the Trade Industry after graduation.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Our show brings individuals from all over to Roseburg but also it brings in more funds to help local students with scholarships.

Target Market or Audience - How and where will this be promoted? Target market is any individual. Our information is promoted through, radio, social media and print (Graffiti Booklet / Banners)

Project Strategy: Bringing the community together to enjoy all types of vehicles and to raise funds for future trade workers.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Our event gives local vendors (craft / food) a space to showcase their talents / earn funds.

Have you previously applied for funding from the City?

Yes No If so, when? _____ Amount granted? _____

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Whitney Williams Whitney Williams Date 12/01/2023
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 2000

Project/Event Name: 9th Annual Rat Rod Round-Up

Date of Project/Event: July 12, 2024

Do you charge for attendance? Yes No If yes, how much? \$5 for Parking

Expected attendance: 2,000 Expected attendance revenue: \$8,000.00

Other Revenues (Without City funds):

Type	Amount
<u>Sponsors</u>	<u>6,000</u>
<u>Raffle Sales</u>	<u>2,000</u>
<u>Car Show/ Burn Out Entry</u>	<u>6,000</u>
<u>Merchandise</u>	<u>3,500</u>
Total Non-Tourism Funds	<u>17,500</u>

Estimated Expenses:

Materials and Supplies	<u>5,800</u>
Labor Costs	<u>0</u>
Advertising	<u>2,000</u>
Capital Outlay	<u>0</u>
Total Expenditures	<u>7,800</u>
Net Income/Loss Without City Participation	<u>9,700</u>
City Funding Request	<u>2,000</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Requested funds would go towards banner prints, mail postage and social advertising. We plan to mail out our banners to most auto part store and car dealerships adjacent to I-5 starting from Ashland to Portland. Kicking up our advertisement on social media and reaching out to other car groups around Oregon and sending our banner/information either through social or mail. Lastly, we plan to travel to other car shows around Oregon before our event to advertise and sale raffle ticket.



TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 5000.00

Project/Event Name: Umpqua Gem and Mineral Club 52nd Annual Rock and Gem Show

Applicant Organization: Umpqua Gem and Mineral Club (UGMC)

Governmental Entity Non-Profit Organization Business Enterprise

Address: P.O. Box 1264, Roseburg, Oregon 97470 Phone: 451-580-7584

E-Mail Address: Rockandwool@gmail.com

Responsible Party: Jason Jakubos

Co-Sponsors (if applicable): Kenneth Prescott 310 254 8349 Grant Writer

Description of Project/Event: UGMC 52nd Annual Rock and Gem Show is a community benefit hos lapidary related vendors and educational information about gems and minerals. Vendors include local club members who display their work and demonstrate jewelry making techniques.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Past shows UGMC has relied on our mailing list to rockhounding clubs from Oregon. UGMC will continue and expand its outreach to clubs in Washington, Idaho and California. UGMC would like to increase to an all inclusive coverage to the same area.

Objectives of the Project: UGMC will partner with Lotus Media Group tp deliver digital advertising to an audience outside of the Douglas County area in an effort to increase event attendance and bring more indiviudals and families to Douglas County.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: UGMC is seeking to expand advertising to individuals and families outside of Douglas County. Individuals and families that decide to attend will travel to Roseburg to attend the show increasing business for hotels, restuarants, & small business.

Target Market or Audience - How and where will this be promoted? Lotus Media Groups will target individuals and families outside the Douglas County area that are interested in lapidary work, as well as family activities. This will include jewelry, rocks, gems, minerals, and education.

Project Strategy: UGMC is partnering with Lotus Media Group to utilize digital advertising that will reach people in the areas of Washington, Idaho, Northern California & parts of Oregon.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Individuals and families who travel to the Roseburg to attend the show, from the digital advertising will have to make overnight arrangements. This will increase tourism in Douglas County.

Have you previously applied for funding from the City?
Yes No If so, when? _____ Amount granted? _____

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Applicant Typed Name and Signature (This person shall be responsible for contract execution.) Date _____

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 5000.00

Project/Event Name: Umpqua Gem and Mineral Club, 52nd Annual Rock and Gem Show

Date of Project/Event: May 4 - 5, 2024

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: 4000 Expected attendance revenue: _____

Other Revenues (Without City funds):

Type	Amount
<u>Vendor Payments</u>	<u>\$8,000.00</u>
<u>UGMC Club Fundraising Efforts</u>	<u>\$4460</u>
_____	_____
_____	_____
Total Non-Tourism Funds	<u>\$12,460.00</u>

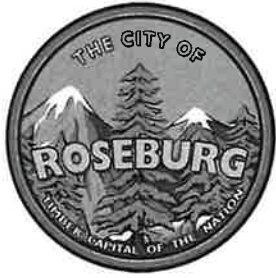
Estimated Expenses:

Materials and Supplies	<u>\$3020.00</u>
Labor Costs	<u>\$875.00</u>
Advertising	<u>\$1930.00 6930.00 KP</u>
Capital Outlay	<u>\$4500.00</u>
Total Expenditures	<u>\$10,325.00 15,325.00</u>
Net Income/Loss Without City Participation	_____
City Funding Request	<u>\$5,000.00</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Lotus Media Group will provide digital services to assist UGMC in its outreach to areas 50 miles outside of the local Douglas County area. This will include parts of Oregon, Washington, Idaho, and Northern California. Advertising will be on the digital ad exchange using banner ads of various sizes to advertise to people on desktops and mobile devices. Lotus Media Group will also be using search based advertising on Google to appear in related search results and reach people interested in the event or hobby. The funds from this grant will cover design and deployment costs.

CITY OF ROSEBURG



TOURISM GRANT PROGRAM

FALL 2023

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

APPLICATIONS DUE

December 20, 2023 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 5,000

Project/Event Name: 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament

Applicant Organization: Douglas County Cancer Services (DCCS)

Governmental Entity Non-Profit Organization Business Enterprise

Address: 2880 NW Stewart Parkway Phone: 541-440-9409

E-Mail Address: dccancerservices@hotmail.com

Responsible Party: Jackie Barnett

Co-Sponsors (if applicable): _____

Description of Project/Event: A fundraiser for financial assistance for Douglas County residents dealing with a cancer diagnosis and treatment.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): To attract golfers from outside of the Roseburg area to view and enjoy the beauty, entertainment and amenities the area offers. Marketing will be conducted throughout the west coast to entice golfers to join in this fundraiser and experience the challenge of the Bar Run Golf and RV Resort where this fundraiser is held.

Objectives of the Project: The objective of the project is to raise funds to assist financially, Douglas County residents dealing with a cancer diagnosis and treatment through enticing West Coast golfers to participate in the 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament and visit the Roseburg area.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The tournament is held at the Bar Run Golf & RV Resort which is Roseburg's newest destination golf and RV Resort and a prestigious golf course. The out of area golfers will be able to benefit from the lodging facilities available at the resort or stay at one of the community motels and enjoy the many benefits of the area.

Target Market or Audience - How and where will this be promoted? The event will be marketed to a targeted audience through social media and print ads throughout the West Coast. The tournament will be posted on the Bar Run website as well as the DCCS website. "Save The Date" cards will be isplayed in the golf cart visors

Project Strategy: The project strategy is to market the golf tournament to golfers on the West Coast as a win-win to showcase the Roseburg area and to raise more funds for cancer patients in Douglas County through an increased number of golfers participating in the event.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: With increased visibility of the amenities the Roseburg area offers, more golfers will come to stay and play and perhaps consider moving to the area once they are exposed to everything the area offers. Business owners may also consider moving their business here.

Have you previously applied for funding from the City?

Yes No If so, when? _____ Amount granted? _____

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Jackie Barnett 12/11/2023

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 5,000

Project/Event Name: 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament

Date of Project/Event: May 11, 2024

Do you charge for attendance? Yes No If yes, how much? _____

Expected attendance: 150 Expected attendance revenue: \$27,000

Other Revenues (Without City funds):

Type	Amount
<u>Raffle</u>	<u>\$ 2,800</u>
<u>Games on the course while golfing</u>	<u>\$1,500</u>
_____	_____
_____	_____
Total Non-Tourism Funds	<u>\$31,300</u>

Estimated Expenses:

Materials and Supplies	<u>\$12,000</u>
Labor Costs	<u>0 (Volunteers In-Kind \$1,800)</u>
Advertising	<u>\$5,000</u>
Capital Outlay	_____
Total Expenditures	<u>\$17,000</u>
Net Income/Loss Without City Participation	<u>\$14,300</u>
City Funding Request	<u>\$ 5,000</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

With increased funding from the grant which will be used exclusively for marketing, more sponsorships and golfers will be approached to participate in the fundraising event and possibly once exposed to the event and the area, will return year after year. In order to garner information on how many golfers visited from out of the area, registration forms for participation in the event, will have a space to complete "Hometown".

CITY OF ROSEBURG



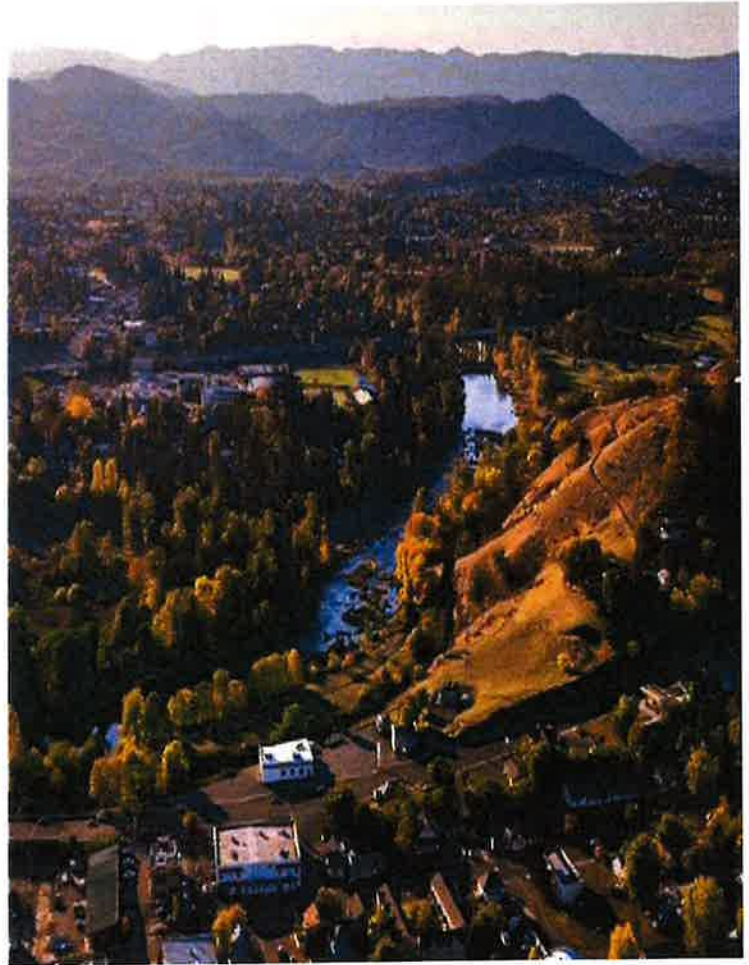
TOURISM GRANT PROGRAM

FALL 2022

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APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$4,990.00

Project/Event Name: Umpqua Valley Vino Ventures

Applicant Organization: Elk Island Trading Group, LLC

Governmental Entity Non-Profit Organization Business Enterprise

Address: 3261 NE Follett St, Roseburg, OR 97470 Phone: 541-232-3520

E-Mail Address: BernieWoodard58@gmail.com

Responsible Party: Bernard Woodard Operations Manager

Co-Sponsors (if applicable): _____

Description of Project/Event: Timely and consistent wine tasting and sight seeing tours daily starting at Paul O'Brien Winery, or other venues, at downtown Roseburg then off to visit the Umpqua Valley vineyards, wineries, and other Umpqua Valley sights then return. Tours 10AM, 1PM and 4PM

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This grant project will be advertising, publicizing and distributing information about our regular tour schedules and the vineyards and wineries to the 50,000+/- vehicles travelling on Interstate 5 through Roseburg daily. We believe our project on a regular Friday/Saturday/Sunday schedule can attract tourists into downtown.

Objectives of the Project: We have already purchased a 22 seat touring shuttle and currently working on mailings to the various vineyards, wineries, breweries and mead facilities to create various tours throughout.

We also intend to utilize these tours for site seeing such as the view of Elk Island & PSWO from Belly

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: By utilizing a downtown Roseburg start and stop point it will encourage our customers to shop downtown before tours and after tours on the weekends which will bring economic benefits to downtown merchants and not just the wine industry.

Target Market or Audience - How and where will this be promoted? Internet and travel based magazines
showing potential tourists and even local folks to come downtown to start and finish the tour.

We are also going to showcase it as an AIRBNB Experience so that every AIRBNB guest to Roseburg sees the tour.

Project Strategy: 1) Purchase touring vehicle that can work for large groups; 2) Work with local wineries and vineyards on the best tour routes with some tours offering lunch or dinner; 3) Marketing those plans via internet web sites and Oregon travel networks as well as our Airbnb Experience platform. 4) Start setting up regular tours.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: After starting at downtown Roseburg our tour will swing up to Belleview Court so customers can see and hear about Elk Island and the Pine Street Waterfront Overlay opportunities in Roseburg as well as how historic Elk Island was created in 1861 ArkFlood.

Have you previously applied for funding from the City?
Yes No If so, when? 2015 Amount granted? 0

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Bernard J. Woodard Bernard J. Woodard Date 12-20-2023
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

_____ Date _____
Co-Sponsor Typed Name and Signature

_____ Date _____
Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 4,990.00

Project/Event Name: Umpqua Valley Vino Ventures' Tours

Date of Project/Event: 2024

Do you charge for attendance? Yes No If yes, how much? \$ 30.00

Expected attendance: 3000 Expected attendance revenue: 90,000

Other Revenues (Without City funds):

Type	Amount
<u>Charges to tour guest at \$15.00 per person</u>	<u>45,000.00</u>
<u>Charges to Wineries and Vineyards \$15.00 per tour</u>	<u>45,000.00</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>90,000.00</u>

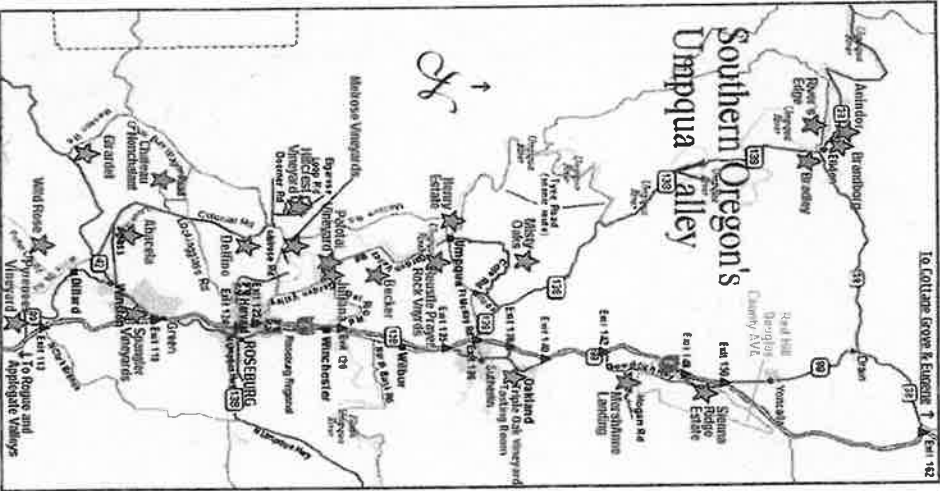
Estimated Expenses:

Materials and Supplies	<u>20,000.00</u>
Labor Costs	<u>25,000.00</u>
Advertising	<u>8,000.00</u>
Capital Outlay	<u>12,000.00</u>
Total Expenditures	<u>65,000.00</u>
Net Income/Loss Without City Participation	<u>25,000.00</u>
City Funding Request	<u>4,990.00</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We need assistance with the Advertising, publicizing or distributing information for the purpose of attracting customers to our touring shuttle and various. We have the vehicle and experienced guides, Umpqua Valley and the Roseburg area have the great wineries and vineyards...so we just need assistance in getting the marketing out and this will work. The \$4,990.00 will be spent strictly on Advertising and publicizing our tours of the Roseburg area and on creating and distributing informaton.

The Umpqua Valley AVA is 60 miles by 25 miles in and around the Roseburg Area and Vino Ventures is the premier way to visit.



*Umpqua Valley
VINO VENTURES*

**Tours of Oregon's
Umpqua Valley
Wineries**

Travel in Air Conditioned comfort and leave the mapping of locations to US!



Included in the price is a 4 glass flight, lunch and transportation to and from our downtown location convenient to hotels and restaurants in the Roseburg area.

Flight graphic

Wineries available for touring

Sample the outstanding wines available within the Umpqua Valley AVA

Abacela

Pinot Noir

Bradley Vineyards

Malbec

Brandborg Winery

Chardonnay

Cooper Ridge Vineyards

Delfino

Falk Estate

Freed Estate Winery

Girardet Vineyards

HillCrest Winery

Josephlane Winery

Knoll Vineyards

Knostman Family Winery

Lexème

Meadow Estate Winery

Melrose Vineyards

Paul O'Brien Winery

Reustle-Prayer Rock

Vineyards

River's Edge Winery

Spangler Vineyards

Spire Mountain Cellars

Trella Vineyards

Triple Oak Vineyard

Whitetaji Ridge

Per Person pricing



Date of Mailing

*** Winery ****

Address

City, St, Zip

Dear GM

This letter is to inform you and ask your assistance in an effort by our small group to expand exposure of the Umpqua Valley for tourist trade by providing a local service to bring customers to the members of the Umpqua Valley AVA. We are very big fans of your work and have seen firsthand how these services can add to your business and are fully conscious of some of the pitfalls that if it is done incorrectly can be avoided. We are fully aware that prevailing thoughts on providing a local service

there isn't enough of a population to support the service. We do not subscribe to that thought as we know from the 2022 ODOT traffic count measured 50K in north/south passing I-5 and Garden Valley and we feel with Covid becoming less of a national health issue this is an opportune time to start this

service. Gas prices are coming ever so slightly down, tourism is anticipated to be up with a projected El Nino to be mild for the NW combined with our location proximity to the Coast and Crater Lake should be good indicators of a good season.

The assistance we are requesting is to have you complete the attached form which we believe is public information but if completed by you we can insure accuracy to your wishes when it concerns your business. We thank you in advance for your cooperation and hope that it adds to your business in a positive manner.

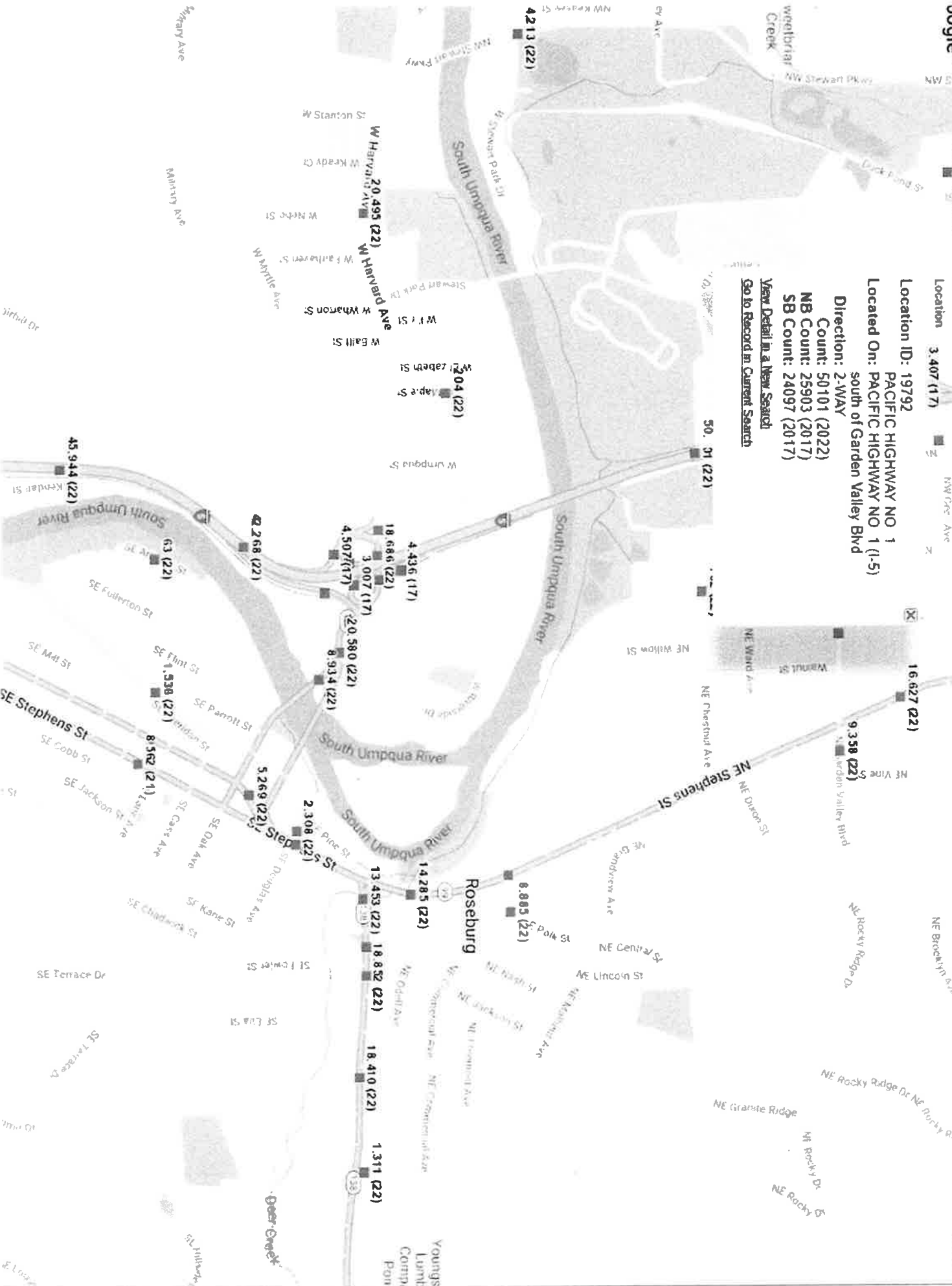
We have secured a passenger van :



We envision our service initially be limited to no more than 16 customers, a CDL licensed driver and our company representative hereafter referred to as ambassador. Any monies required by your establishment for tastings or flights, lunch if you indicate on the questionnaire that your wish to be a provider will be collected by our company and paid upon arrival, EFT or your choice for payment. Any additional purchases of membership, souvenirs, or product will be the sole responsibility of your representatives to collect directly from the customer. Oregon Law prohibits open containers so we would ask that the establishment be aware and assists in compliance. We envision that once we have compiled your data, we can set our pricing, complete our website and begin this venture. We are measuring time and distance from downtown Roseburg with the idea that we could off 3-4 wineries per trip and build to customized trips; multiple vans all things that would indicate we are making the endeavor worth your input.

Again thank you for your cooperation and we wish you great success in the coming year.

Sincerely



CITY OF ROSEBURG



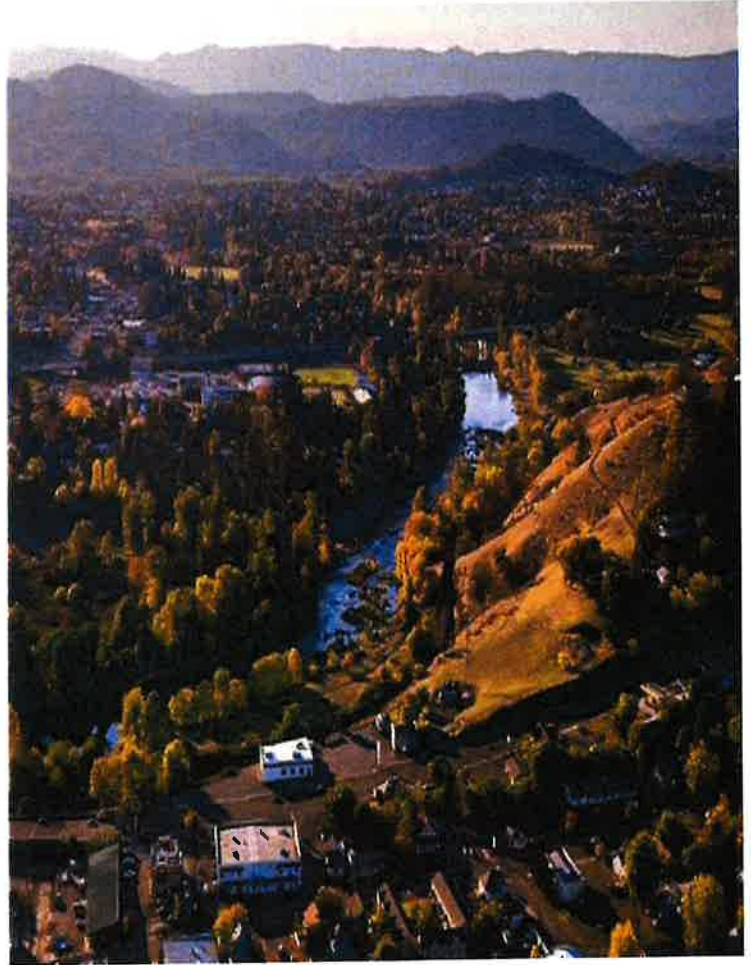
TOURISM GRANT PROGRAM

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CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

Attach additional material as deemed necessary to provide full information regarding your project/event.

Amount Requested \$ 4,400.00

Project/Event Name: Fishing & Lodging Steelhead Season Adventure

Applicant Organization: Elk Island Trading Group, LLC

Governmental Entity Non-Profit Organization Business Enterprise

Address: 3261 NE Follett St, Roseburg, OR 97470 Phone: 541-232-3520

E-Mail Address: BernieWoodard58@gmail.com

Responsible Party: Bernard Woodard Operations Manager

Co-Sponsors (if applicable): _____

Description of Project/Event: Offering a Fishing and Lodging Experience to Steelhead Fishermen whereby they can either fish with guide service or off the popular north end of Elk Island in downtown Roseburg and stay in our AIRBNB units in the Pine Street Waterfront Overlay.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This grant project will be advertising, publicizing and distributing information about our popular Steelhead run from January to April! Also work to connect the 50,000+/- vehicles travelling on Interstate 5 through Roseburg daily to stop and stay for a trip so we can attract tourists into downtown.

Objectives of the Project: We have already purchased several homes on the waterfront in the new Pine Street Waterfront Overlay that are operated as AIRBNB units now the plan is to capitalize on the incredible winter steelhead fishery we have January to April and bring in tourists.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: By utilizing a downtown Roseburg's PSWO for the lodging it will encourage our customers to shop and eat downtown before fishing and after.

Target Market or Audience - How and where will this be promoted? Internet and travel based magazines
showing potential fishermen from all over the United States. We are also going to
showcase this fishing/lodging package as an AIRBNB Experience so it is marketed worldwide.

Project Strategy: 1) Align more local guides to work with us; 2) Work with Airbnb to
to create this fishing and lodging experience in Roseburg for the world to see 3) Marketing those plans via
internet web sites and Oregon travel networks as well as our Airbnb Experience platform. 4) Start setting up trips.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Our plan is to market these
Fishing and Lodging trips worldwide through the Airbnb system and other platforms
to encourage family groups to come to Roseburg where some can fish and others sightsee or shop locally.

Have you previously applied for funding from the City?

Yes No If so, when? 2015 Amount granted? 0

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Bernard Woodard, Operations Manager, Bernard Woodard Date 12-20-2023
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

_____ Date _____
Co-Sponsor Typed Name and Signature

_____ Date _____
Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 4,400.00

Project/Event Name: Steelhead Fishing & Lodging January through April 2024

Date of Project/Event: 2024

Do you charge for attendance? Yes No If yes, how much? 350

Expected attendance: 200 Expected attendance revenue: 70,000

Other Revenues (Without City funds):

Type	Amount
<u>Charges for Lodging on Pine Street AIRBNB in PSWO</u>	<u>30,000.00</u>
<u>Charges for Steelhead Guide 200 customers x \$200</u>	<u>40,000.00</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>70,000.00</u>

Estimated Expenses:

Materials and Supplies	<u>15,000.00</u>
Labor Costs	<u>20,000.00</u>
Advertising	<u>8,000.00</u>
Capital Outlay	<u>12,000.00</u>
Total Expenditures	<u>55,000.00</u>
Net Income/Loss Without City Participation	<u>15,000.00</u>
City Funding Request	<u>4,400.00</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We need assistance with the Advertising, publicizing or distributing information for the purpose of attracting customers to downtown Roseburg's waterfront and specific lodging in Airbnb homes along the Pine Street Waterfront Overlay so fisherman and their families can enjoy steelhead fishing on the South Umpqua, waterfront and historic downtown restaurants and shops The \$4,400.00 will be spent strictly on Advertising and publicizing our fishing and lodging trips of the Roseburg area and on creating and distributing informaton.