

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION**

**Monday, June 6, 2022 at 3:00 p.m.**

**Electronic Meeting**

**Public Access – Facebook Live at [www.Facebook.com/CityofRoseburg](http://www.Facebook.com/CityofRoseburg)**

**AGENDA**

1. **CALL TO ORDER**
2. **ROLL CALL**  
Brian Prawitz, Chair                      Don Baglien                      Mickey Beach                      Leah Jones  
Misty Ross                                      Michael Widmer                      Paul Zegers
3. **AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered. See Information on the Reverse**
4. **DISCUSSION ITEM**  
Destination Marketing Organization (Experience Roseburg) Contract Renewal
5. **BUSINESS FROM THE COMMISSION**
6. **BUSINESS FROM STAFF**
7. **NEXT MEETING – July 12, 2022**
8. **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](mailto:cdd@cityofroseburg.org) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on June 6, 2022. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.**

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

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

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY

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Date: June 6, 2022

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Experience Roseburg – Destination Marketing Organization Contract Renewal

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## **SUMMARY**

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

All of this of course has occurred during the midst of a pandemic that created worldwide impacts to the tourism industry. The good news is we've weathered the storm and are excited about the work Experience Roseburg continues to produce and their plans to take us on into the future.

The current contract is set to expire June 30, 2022, but a renewal option exists for an additional three-year period if agreed upon by both the City and Experience Roseburg. The purpose of this memo is to ask the EDC to recommend that City Council authorize the renewal of the contract with Experience Roseburg for an additional three years.

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

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

**COMMISSION OPTIONS**

1. Recommend that City Council renew the contract with Experience Roseburg to act as the Destination Marketing Organization for the City of Roseburg.
2. Do not recommend approval.

**STAFF RECOMMENDATION**

Staff recommends that the EDC make a motion to recommend City Council renew the contract with Experience Roseburg to act as the Destination Marketing Organization for the City of Roseburg.

**SUGGESTED MOTION**

I move to recommend City Council renew the contract with Experience Roseburg to act as the Destination Marketing Organization for the City of Roseburg.

**ATTACHMENT**

Renewal of Professional/Personal Services Contract Destination Marketing Organization

**RENEWAL OF PROFESSIONAL/PERSONAL SERVICES CONTRACT  
DESTINATION MARKETING ORGANIZATION**

**BETWEEN:** City of Roseburg, an Oregon Municipal Corporation (CITY)

**AND:** Umpqua Creative Services Corporation  
Dbas Anvil Northwest  
an independent contractor (CONTRACTOR)

**EFFECTIVE DATE:** July 1, 2022

**RECITALS**

**A. WHEREAS,** Anvil Northwest (CONTRACTOR) entered into a professional/personal services contract (CONTRACT) dated July 30, 2019, with the City of Roseburg (CITY) to provide destination marketing and tourism services as requested by the CITY; and

**B. WHEREAS,** CITY and CONTRACTOR desire to renew this contract in compliance with Roseburg Municipal Code Section 3.06.025 and OAR 137-047-0800, and Subsection 1.2 of the original CONTRACT.

**NOW THEREFORE, THE PARTIES HEREBY AGREE AS FOLLOWS:**

**SECTION 1** Effective July 1, 2022, the following subsections of Section 1 of the CONTRACT shall be amended to read as follows:

**SECTION 1.1 Term.** Beginning July 1, 2022 and continuing thereafter until June 30, 2025, CONTRACTOR shall perform the services required by the CONTRACT unless earlier terminated in accordance with the provisions of this CONTRACT or by mutual consent of the parties.

**SECTION 1.4 Fees.** CONTRACTOR agrees to provide the services defined in this CONTRACT for a fixed base fee of \$500,000 plus 15% of the tourism promotion portion of the revenues collected by CITY from the hotel/motel lodging tax, with a combined not-to-exceed maximum amount of \$750,000. CONTRACTOR agrees to limit the increase to the hourly creative rate to 5% annually.

**SECTION 2.** Effective July 1, 2022, the following subsection of Section 2 of the CONTRACT shall be amended to read as follows:

**SECTION 2.1 Fee.** In consideration for the services outlined in Exhibits B and C of this CONTRACT, CITY shall pay CONTRACTOR a fixed base fee of \$500,000 plus 15% of the tourism promotion portion of the revenues collected by CITY from the hotel/motel lodging tax, with a combined not-to-exceed amount of \$750,000. The fixed base fee shall increase 3% annually. CONTRACTOR shall limit the increase to the hourly creative rate to 5% annually.

**SECTION 2.** The CITY and the CONTRACTOR hereby affirm that all other terms and conditions of the CONTRACT shall remain in full force and effect as written.

**CITY OF ROSEBURG**

**UMPQUA CREATIVE SERVICES CORP  
DBA ANVIL NORTHWEST**

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**Nicole Messenger, City Manager**  
Dated: \_\_\_\_\_

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**Cam Campman, Creative Director**  
Dated: \_\_\_\_\_

**ATTEST:**

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**Amy L. Sowa, Assistant City Manager/Recorder**