



NEWS RELEASE

October 3, 2016

Beginning October 3, 2016 and ending at 5:00 p.m. on December 16, 2016, the City of Roseburg Economic Development Commission will be accepting applications for the funding of tourism related projects within the Roseburg area. All applications submitted must fulfill the objective to attract visitors to Roseburg. These funds are available from the Roseburg Hotel/Motel Tax.

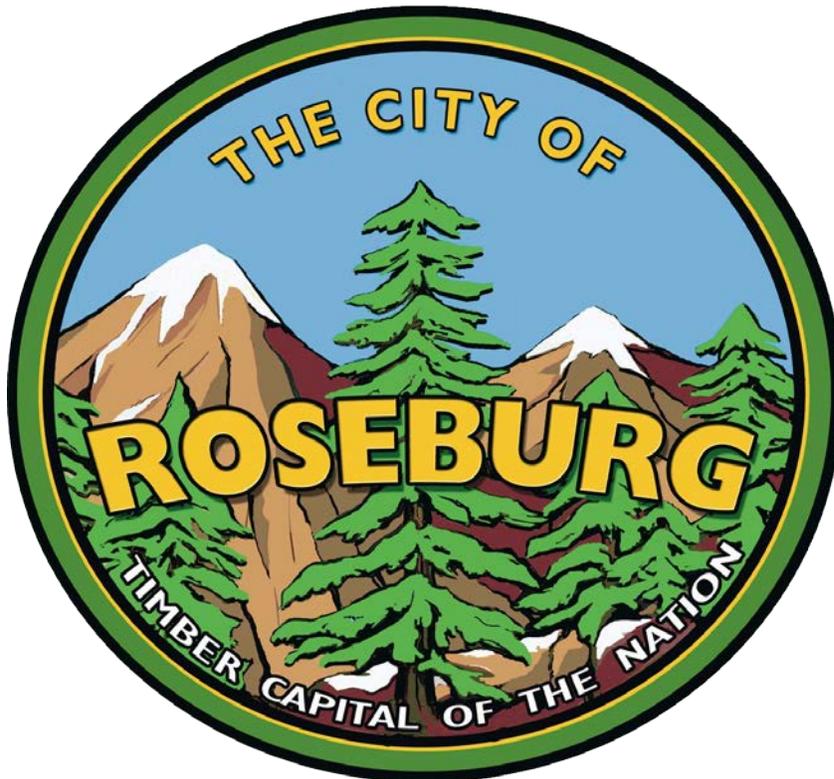
Preference will be given to grant applications seeking assistance with out-of-area marketing purposes and/or financing of capital projects related to tourism and given to projects which promote tourism from October to May.

Information may be obtained by downloading from the news feed on the City's website home page at www.cityofroseburg.org or by contacting City Administrative Offices at (541) 492-6866, Roseburg City Hall, 900 SE Douglas Avenue, Roseburg, OR 97470. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

TOURISM GRANT PROGRAM

APPLICATION PACKET

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION



PREPARED BY:

CITY OF ROSEBURG
900 SE DOUGLAS
ROSEBURG OR 97470

TOURISM GRANT PROGRAM

PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website, the Roseburg Visitors Bureau and local news media.
2. Applications must be submitted to the City Manager's Office located at City Hall, 900 SE Douglas, Roseburg, OR 97470 by 5:00 p.m. on the advertised submission closing date of December 16, 2016. Any application submitted after this date shall not be considered.
3. After the closing date, a review team shall evaluate all applications for compliance with the City's tourism goals.
4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their meeting on January 10, 2017.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a personal services agreement with the City of Roseburg. In most circumstances, insurances are required to comply with this agreement. Those are:
 - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
 - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant. Examples of reports are attached.
 9. In the event that awarded funds are not completely used for the project intended, it is at the discretion of the Economic Development Commission to request the funds be returned to the City of Roseburg or allocated to be used for seed money for a subsequent year's project.

HOTEL/MOTEL TOURISM GRANT PROGRAM

INSTRUCTIONS

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be typewritten and all portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the Applicant representative and any co-sponsors. The Applicant representative shall be responsible for executing the services agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
 - registered businesses (Roseburg registration may be filed after grant award);
 - registered 501(c)(3) organizations;
 - other 501(c) tax exempt organizations; or
 - governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
 - Funds to cover general administrative costs
 - Funds to cover operational expenses
 - Commercial or for-profit organizations requesting funds for capital improvements or projects
 - Projects/Events promoting tourism outside the Greater Roseburg area.
 - Projects/Events directed at the residents of Roseburg
 - Applicants who did not complete required reporting for any previously awarded grant.
6. The Commission typically receives \$40,000 annually for tourism purposes. Any grants of \$5,000 or more approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase during tourism the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6866
Session: Winter 2016

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

A. Objectives of the Project

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

C. Project Strategy

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

1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
2. Marketing special events and festivals designed to attract tourists.
3. Tourism related facility means a conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities.

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

- F. 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 in detail how the applicant intends to garner this information.
- G. Proposed Budget. The budget information on the following pages, must include total anticipated expenditures and revenues (from applicant, participants, fees, etc); detailed explanation of how requested tourism funds will be used.

AMOUNT REQUESTED: \$ _____

Grant Application _____

PROJECT/EVENT NAME _____

APPLICANT ORGANIZATION _____

_____ Governmental Entity _____ Non-Profit Organization _____ Business Enterprise

ADDRESS _____ PHONE _____

E-MAIL ADDRESS _____

RESPONSIBLE PARTY _____

CO-SPONSORS (if applicable) _____

DESCRIPTION OF PROJECT/EVENT _____

Have you previously applied for funding from the City?

Yes _____ No _____ If so, when? _____ How much was granted? _____

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 OF FUNDING REQUESTED: _____

PROJECT/EVENT NAME: _____

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)- Please List

TYPE	AMOUNT
_____	_____
_____	_____
_____	_____
_____	_____

Total Non-Tourism Funds _____

Estimated Expenses

Materials and Supplies _____

Labor Costs _____

Advertising _____

Capital Outlay _____

Total Expenditures _____

Net Income/(Loss) Without City Participation _____

City Funding Request _____

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

INTERNAL USE ONLY

*To be Completed by Review Team
Provided to Applicant for Informational Purposes Only*

**EVALUATION GUIDELINES
HOTEL/MOTEL TAX APPLICATION**

Project/Event Name: _____

Sponsor: _____

Amount Requested: _____

Date of Project/Event: _____

Based on the points noted, designate points earned for each individual criterion:

	<u>YES</u>	<u>NO</u>
1. Will this attract tourists for an overnight stay?	<u>30</u>	<u>0</u>
2. Will this attract tourists from more than 50 miles away?	<u>20</u>	<u>0</u>
3. Will this increase tourism revenues in the off season (Labor Day thru Memorial Day)?	<u>20</u>	<u>0</u>
4. Will tourist results be sufficiently tracked?	<u>20</u>	<u>0</u>
5. Is this the first request for funding for this event or project?	<u>10</u>	<u>0</u>
TOTAL POINTS		<u> </u>

EXTRA POINTS FOR LONG TERM CAPITAL INVESTMENT

If this is a capital project, does the project have a useful life of 10 years or more?	<u>10</u>	<u>0</u>
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Minimum points required to be **considered** for funding – 75
Note: Attaining minimum points does not guarantee grant award.

SAMPLE REPORT

MARKETING/PROMOTIONS – City of Roseburg Tourism Grant

Listed in the table below are the media resources we used to market (Event Name) 50 miles out of Roseburg.

We collected demographic statistics at the door for all participants. The results are:

Total numbers banded at the door (All of Douglas County except for Reedsport)	Central Douglas County	Coast	Other Oregon Locations	Out of State
1,209	1,079	5	86	39

NOTE -Numbers do not include our vendors which were from Bend, Portland, Washington, Northern California and other locations in Oregon outside of Douglas County. This would increase our out of area participants by approximately 20.

Both the Holiday Inn Express and the Windmill Inn offered special rates for the event. The Holiday Inn Express recorded 5 reservations for the weekend for Participants. The Windmill honored the rate but did not collect reservation statistics.

NAME	PHONE	E-MAIL	NOTES
The Oregon Growler	541-871-1242	oregonbeergrowler.com sales@oregonbeergrowler.com	Discounted rate of \$750 for three months
Rachel Miller, Manager - Destination Marketing and Branding, Roseburg Area Chamber of Commerce	541-672-9731 x24	sales@visitroseburg.com	No cost: Put on on-line calendar as well as community calendar
Southern Oregon Magazine - Leslee Ryerson	541-840-4450	leslee@southernoregonmag.com	Discounted rate of \$750 for three months press release and calendar Banner ads and Facebook opportunities at a cost
1859 Magazine - Fletcher Beck	541-915-6219	fletcher@1859magazine.com	\$250 for three months of banner ads on their website. No cost: <ul style="list-style-type: none"> • Explorer Guide in Print Magazine • On-Line Press release - put on calendar on website
NPR - Jefferson Pubic Radio - Soleil Rowan Audience Services Coordinator		rowans@sou.edu jprinfo@sou.edu	No cost: JPR Community Calendar - online community calendar on website at

Jefferson Public Radio NPR - KLCC			ijpr.org where all events can be posted and accessed by the public. Not-for-profit events are sometimes selected from the community calendar
Community Calendars: KMTR KVAL KPIC			No cost
Oregon Habitat for Humanity		jolynn@habitatoregon.org	No cost: Put in Newsletter and on Website
Radio Medford: Jim Rose Eric Swanson Brian Fraser Director of Sales Opus Broadcasting KROG-KCNA-KRVC-KRTA-KEZX	541-772-0322 (f) 541-772-4233 511 Rossanley Drive Medford, OR 97501	Brian@OpusRadio.com	\$500 package deal for a full week of radio spots.
Coos Bay Radio: Lee Taft	541-267-2121		\$250 package deal for a full week of radio spots

SAMPLE REPORT



MEMORANDUM

TO: Visitors & Convention Commission

FROM: Barbara Taylor, Parks & Recreation Program Manager

SUBJECT: 'Discover Roseburg' Geocache Series – Event Report

On Saturday, February 7, 2015, Roseburg Parks & Recreation held their fifth annual geocache event. The event was the initial 'kick off' for people to begin the 'Discover Roseburg / Land of Umpqua' geocache challenge which involves locating 20 sites (using a hand-held GPS unit), then correctly answering a question related to each site. After locating the sites and answering each question, participants return their completed 'passport' and are awarded a 'Discover Roseburg / Land of Umpqua' geo-coin.

The Roseburg Visitors and Convention Commission awarded the Parks & Recreation Division a \$1,400 grant for the geocache program. Most of the \$1,400 grant award funds went to the cost of having 200 geo-coins minted. The objectives of the geocache series are to increase the number of visitors to Roseburg, particularly through the winter months, and also to provide a healthy recreational opportunity.

All of the previous years have seen an attendance of about 125 participants, other than one year when a bad snowstorm kept visitors from the northern part of the state from attending. This year's event drew approximately 128 attendees. As of June 15th, 137 passports have been returned. From the passports received up to this time, key notes include:

- Participants came from more than 27 cities located further than 50 miles from Roseburg.
- The participants who traveled the farthest were from Kennewick, WA.
- There have been at least 48 nights of stay in local hotels (90+ individuals).
- 68% of participants learned of the event on the internet (geocaching.com).
- More than 130 individual comments have been posted on the *geocaching.com* event page.
- Age range of participants was fairly evenly distributed, except slightly higher in the 41-50 and the 61-70 age groups.

Considering the lodging, fuel, and restaurant / snack sales associated with the visitors, it's estimated the 2015 geocaching event has brought more than \$10,000 to Roseburg. It is also important to note that many geocachers will continue to come to Roseburg to complete the challenge and earn a geo-coin, and will do so until the coins are gone.

The Roseburg Parks & Recreation Division is grateful for the grant funding awarded by the Visitors & Convention Commission, without which the geocache event would not be possible. Thanks also go to: The Windmill Inn of Roseburg and the Roseburg Visitor Center for their continued support of the program.

GeoCache Event Statistics

Passport Information June 2015

Location

Washington – 8
Michigan- 1
Douglas County-51
Other Oregon Locations – 76
International - 1

Age Range

0-10	5
11-20	7
21-30	12
31-40	22
41-50	27
51-60	25
61-70	27
71-80	10
Didn't Answer	2

How Found Out About Event

Internet	92
Friend	32
Other	13

Total Number of Passports Returned

137 Passports
(as of June 15, 2015)

	Hometown Zip Code	Hometown	How did you hear	Other Defined	Nights Stayed	Age Range
1	97322	Albany, OR	Internet		1	41-50
2	97321	Albany, OR	Internet		-	51-60
3	97321	Albany, OR	Internet		1	41-50
4	97321	Albany, OR	Friend		1	41-50
5	97078	Beaverton, OR	Internet		-	31-40
6	97007	Beaverton, OR	Friend		-	21-30
7	97006	Beaverton, OR	Friend		2	61-70
8	97006	Beaverton, OR	Internet		2	61-70
9	97005	Beaverton, OR	Internet		1	51-60
10	97003	Beaverton, OR	Internet		1	41-50
11	97417	Canyonville, OR	Other	Newspaper	-	41-50
12	97417	Canyonville, OR	Other	Newspaper	-	21-30
13	98611	Castle Rock, WA	Internet		1	61-70
14	97502	Central Point, OR	Internet		2	71 +
15	97015	Clackamas, OR	Other	Newsletter	2	71 +
16	97015	Clackamas, OR	Friend		1	41-50
17	97420	Coos Bay, OR	Internet		-	41-50
18	97420	Coos Bay, OR	Internet		-	71 +
19	97420	Coos Bay, OR	Internet		-	31-40
20	97420	Coos Bay, OR	Internet		-	41-50
21	97420	Coos Bay, OR	Internet		-	41-50
22	97420	Coos Bay, OR	Internet		-	51-60
23	97420	Coos Bay, OR	Internet		-	31-40
24	97420	Coos Bay, OR	Internet		-	51-60
25	97330	Corvallis, OR	Internet		1	61-70
26	97424	Cottage Grove, OR	Internet		-	71 +
27	97424	Cottage Grove, OR	Internet		-	61-70
28	97426	Creswell, OR	Internet		-	51-60
29	97089	Damascus, OR	Internet		3	61-70
30	97089	Damascus, OR	Internet		2	41-50
31	97089	Damascus, OR	Other	Family	2	11--20
32	97432	Dillard, OR	Internet		-	41-50
33	97432	Dillard, OR	Internet		-	21-30
34	BS20 7DB	England	Friend		7	31-40
35	97402	Eugene, OR	Internet		-	41-50
36	98208	Everett, WA	Friend		2	11--20
37	97024	Fairview, OR	Friend		2	11--20
38	97439	Florence, OR	Friend		-	61-70
39	97439	Florence, OR	Friend		2	51-60
40	97439	Florence, OR	Friend		2	51-60
41	97439	Florence, OR	Internet		2	51-60
42	97443	Glide, OR	Friend		-	61-70

43	97527	Grants Pass, OR	Internet		-	61-70
44	97526	Grants Pass, OR	Friend		-	51-60
45	97526	Grants Pass, OR	Internet		-	51-60
46	99337	Kennewick, WA	Internet		3	61-70
47	97603	Klamath Falls, OR	Other	Family	-	11--20
48	97449	Lakeside, OR	Internet		-	11--20
49		Longview, WA	Other	Geocachers	1	61-70
50		Longview, WA	Internet		1	41-50
51	97501	Medford, OR	Internet		2	71 +
52	97501	Medford, OR	Internet		-	
53	97456	Monroe, OR	Internet		-	31-40
54	97456	Monroe, OR	Internet		-	31-40
55	97456	Monroe, OR	Internet		-	0-10
56	97457	Myrtle Creek , OR	Other	Newspaper	-	61-70
57	97495	Myrtle Creek, OR	Internet		-	41-50
58	97458	Myrtle Point, OR	Internet		1	61-70
59	97458	Myrtle Point, OR	Internet		-	61-70
60	97459	North Bend, OR	Internet		-	31-40
61	97459	North Bend, OR	Internet		-	61-70
62	97459	North Bend, OR	Internet		1	61-70
63		Oregon City, OR	Internet		2	61-70
64	97370	Philomath, OR	Friend		1	51-60
65	97222	Portland, OR	Internet		2	61-70
66	97222	Portland, OR	Internet		2	61-70
67	97206	Portland, OR	Friend		-	41-50
68	97206	Portland, OR	Internet		1	21-30
69	97206	Portland, OR	Internet		1	0-10
70	97206	Portland, OR	Internet		1	41-50
71	97206	Portland, OR	Internet		1	0-10
72		Portland, OR	Internet		1	51-60
73	97471	Roseburg, OR	Friend		-	71 +
74	97471	Roseburg, OR	Internet		-	61-70
75	97471	Roseburg, OR	Internet		-	61-70
76	97471	Roseburg, OR	Friend		-	61-70
77	97471	Roseburg, OR	Internet		-	61-70
78	97471	Roseburg, OR	Other	Family	-	11--20
79	97471	Roseburg, OR	Friend		-	21-30
80	97471	Roseburg, OR	Internet		-	21-30
81	97471	Roseburg, OR	Friend		-	51-60
82	97470	Roseburg, OR	Other	Radio	-	71 +
83	97470	Roseburg, OR	Internet		-	61-70
84	97470	Roseburg, OR	Friend		-	51-60
85	97470	Roseburg, OR	Internet		-	51-60
86	97470	Roseburg, OR	Internet		-	31-40
87	97470	Roseburg, OR	Friend		-	21-30

88	97470	Roseburg, OR	Other	Facebook	-	51-60
89	97470	Roseburg, OR	Other	Facebook	-	41-50
90	97470	Roseburg, OR	Other	Facebook	-	41-50
91	97470	Roseburg, OR	Internet		-	21-30
92	97470	Roseburg, OR	Friend		-	31-40
93	97470	Roseburg, OR	Other	Phone App	-	-
94	97470	Roseburg, OR	Other	Staff	-	41-50
95	97470	Roseburg, OR	Internet		-	51-60
96	97470	Roseburg, OR	Internet		-	51-60
97	97470	Roseburg, OR	Internet		-	21-30
98	97470	Roseburg, OR	Internet		-	41-50
99	97470	Roseburg, OR	Internet		-	31-40
100	97470	Roseburg, OR	Other	Newspaper	-	51-60
101	97401	Roseburg, OR	Friend		-	21-30
102	97470	Roseburg, OR	Internet		-	71 +
103	97470	Roseburg, OR	Internet		-	71 +
104	97470	Roseburg, OR	Other	Family	-	0-10
105	97471	Roseburg, OR	Other	Family	-	31-40
106	97051	Saint Helens, OR	Internet		1	71 +
107	97304	Salem, OR	Internet		-	31-40
108	97304	Salem, OR	Internet		-	31-40
109	97304	Salem, OR	Internet		-	41-50
110	97304	Salem, OR	Friend		-	31-40
111	97301	Salem, OR	Internet		-	41-50
112	97301	Salem, OR	Other	Family	-	61-70
113	97056	Scappoose, OR	Internet		1	31-40
114	99224	Spokane, WA	Friend		2	41-50
115	97478	Springfield, OR	Internet		-	41-50
116	97478	Springfield, OR	Internet		-	41-50
117	97477	Springfield, OR	Internet		-	51-60
118	97477	Springfield, OR	Internet		-	31-40
119	97479	Sutherlin, OR	Internet		-	41-50
120	97479	Sutherlin, OR	Friend		-	21-30
121	97481	Tenmile, OR	Internet		-	31-40
122	97481	Tenmile, OR	Internet		-	31-40
123	49684	Traverse City, MI	Internet		1	31-40
124	97060	Troutdale, OR	Friend		1	51-60
125	97062	Tualatin, OR	Internet		2	61-70
126	97062	Tualatin, OR	Friend		2	51-60
127	97062	Tualatin, OR	Friend		1	31-40
128	97486	Umpqua, OR	Other	News Review	-	51-60
129		Vancouver, WA	Friend		1	21-30
130	99037	Varadale, WA	Friend		2	61-70
131	97495	Winchester, OR	Internet		-	41-50