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CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
New date: Wednesday, February 5, 2020
City Hall Third Floor Conference Room, 3:30 p.m.

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>*NOTE: It is up to each of you as Commissioners and Staff to let staff know before the day of the meeting if you will not be able to attend. Thank you.*<  
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AGENDA

I. CALL TO ORDER

II. ROLL CALL: Brian Prawitz, Chair Don Baglien Gary Leif
 Mickey Beach Angela Brown Misty Ross
 Michael Widmer Paul Zegers

III. APPROVAL OF MINUTES
A. October 8, 2019 – Economic Development Commission

IV. AUDIENCE PARTICIPATION: At this time, anyone wishing to address the Commission concerning items of interest not included in the agenda may do so. The person addressing the Commission shall, when recognized, give his/her name and address for the record. All remarks shall be directed to the whole Commission. The Commission reserves the right to delay any action, if required, until such time when they are fully informed on the matter.

V. ELECTION OF VICE-CHAIR

VI. DISCUSSION ITEMS:

A. Tourism Grant Applications

1. Wildlife Safari – Solar Powered Lanterns
2. Umpqua Valley Quilters Guild – 2020 Quilt Show
3. 2020 Vineyard Tour Bike Ride
4. N.U.T. Cracker Mountain Bike Event
5. Great Umpqua Food Trail
6. 3rd Annual Lavender Festival & Farm Tour
7. Hammer N’ Ales Brewfest
8. Roseburg Summer Steelhead Concert Series

B. Funding Request – Southern Oregon Medical Workforce Center

C. Funding Request – Umpqua Growth Talks/Umpqua Economic Development Partnership

VII. INFORMATIONAL

- A. Experience Roseburg/Anvil Northwest Report
- B. Partnership Report

VIII. BUSINESS FROM THE COMMISSION

IX. BUSINESS FROM STAFF

X. NEXT SCHEDULED MEETING – April 14, 2020

XI. ADJOURNMENT

* * * AMERICANS WITH DISABILITIES ACT NOTICE * * *

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470-3397 (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.

The agenda packet is available on-line at: <http://www.cityofroseburg.org/your-government/commissions/economic-development/>

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
October 8, 2019**

CALL TO ORDER

Chair Tom Ryan called the meeting of the Economic Development Commission to order at 3:30 p.m. in the City Hall Third Floor Conference Room at 900 SE Douglas Avenue, Roseburg, Oregon.

ROLL CALL

Present: Chair Tom Ryan, Commissioners Tim Allen, Don Baglien, Angela Brown, Gary Leif, Michael Widmer and Paul Zegers

Absent - excused: Commissioner Misty Ross

Absent - unexcused: Commissioner Mickey Beach

Others Present: City Manager Nikki Messenger, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman, Dani Raines, Kathy Heidt, Kristi Rifembark from Anvil Northwest, Kirk Blaine from Blue Zones, Susie Johnston-Forte from Downtown Roseburg Association, Michelle Martin from NeighborWorks Umpqua, Jessica Hand from Blue Zones and Wayne Patterson from Umpqua Economic Development Partnership.

APPROVAL OF MINUTES

Commissioner Allen moved to approve the minutes of the July 19, 2019 meeting as submitted. The motion was seconded by Commissioner Leif and approved with the following votes: Chair Ryan, Commissioners Allen, Baglien, Brown, Leif, Widmer and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

PRESENTATION & DISCUSSION ITEMS

Chair Ryan expressed being fortunate to work with Anvil Northwest on rebranding Roseburg; however, it is unfortunate the City wasn't able to continue their relationship with the Chamber of Commerce.

Mr. Cowie introduced Cam Campman, Dani Raines, Kristi Rifembark and Kathy Heidt from Anvil Northwest. The City entered into a contract with Anvil Northwest July 30, 2019 to provide Destination Marketing Services. Since that time, Anvil has been hard at work gathering content, collecting data, conducting stakeholder meetings, developing strategies, and determining design and messaging in order to roll out a future tourism promotional campaign for Roseburg. Their presentation is designed to show what they've been working on and provide a status update on the development process of the new campaign. Anvil brings a fresh new perspective to destination marketing services for our area.

Cam Campman General Manager/Creative Director Destination Marketing Organization with Anvil Northwest. Mr. Campman stated it is an honor to work with the City to rebrand Roseburg. He provided an abbreviated version of the branding style guide for the commissions' viewing. A full presentation can be obtained by emailing Mr. Campman.

Anvil's mission and vision campaign is all inclusive; no membership required. They want the thoughts of the community to create an active site and rebrand Roseburg as a destination and increase visitors in low seasons. Experience Roseburg was selected as the domain address. Other web domains were explored but were more expensive or unavailable for purchase. Mr. Campman described the detailed thought process and selection of font, and color palate for the Roseburg logo and webpage. The images selected of nature, solitude, adventure, and community will inspire exploration of our region. Mr. Campman shared that this is not a print campaign. A slide show of images Anvil has been working on was presented.

Commissioner Leif commented that the outdoor adventure images are great and cater to the outdoor enthusiasts; however, inquired about catering to other groups that are not outdoor explorers.

Mr. Campman acknowledged there are other groups to cater to and the website will be all inclusive. He shared that the outdoor images were captured to take full advantage of the weather for that time of year. Anvil will transition to restaurants, wineries, breweries, and other gateways to our area.

Stakeholder meetings were held for feedback to help market to appropriate audiences. Anvil will explore our area's strengths, drawbacks to our area, how to serve the stakeholders and draw people to the website with fresh content for each season and offer an experience every time. Anvil is working with AHM Brands and UV Life Magazine to be utilized as a visitor's guide with three issues distributed per year and to drive traffic to the Experience Roseburg website. The website is under construction but there is a link to Facebook in the interim.

Kristi Rifenburg with Anvil Northwest shared that they are utilizing the social media sites, Facebook and Instagram while the website is being constructed. They will monitor the social media sites and compare against other destination marketing organizations (DMO).

Mr. Campman shared the next report will be more "eye candy" and less of Anvil narrating the content. The new website will launch in March 2020.

The Commission expressed they were impressed with Anvil's presentation.

Blue Zones Project & DRA - Parklet Presentation

Mr. Cowie stated the parklet pilot project was presented to City Council a couple months ago and was approved to explore the option of how to develop the program to work for Roseburg.

The possible creation of a seasonal parklet program in the downtown area has been evaluated with downtown restaurants interested in providing outdoor seating as part of their dining experience. Parklets act as a sidewalk extension providing more space for outdoor seating beyond a typical sidewalk. They are installed in parallel parking spaces outside the adjacent business and extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space. Railings and or planter boxes are constructed to create separation from traffic. Restaurant owners provide seating for patrons looking for an outdoor dining experience. The purpose of these structures is to create a more active downtown area where people can relax and enjoy the city around them as they patron a local restaurant.

It is anticipated that if a parklet program is authorized by Council, construction and placement of a few parklets within the downtown area would occur in the spring/summer of 2020. A funding request to help assist with the construction cost of the parklet may come to the EDC during the January meeting.

Kirk Blaine, Project Manager of the Blue Zones Project, and Susie Johnston-Forte, Executive Director of the Downtown Roseburg Association, provided an informational presentation regarding the possibility of a parklet pilot project occurring in the downtown central business district.

Mr. Blaine described a parklet, its purpose and function. The parklets take away some right-of-way; however, a parklet is utilized seasonally. A few downtown businesses have shown some interest in participating and many businesses are neutral to the idea. A power point presentation was shown on cities that utilize the parklets like Great Falls, Montana, and Louisville, Colorado. Some areas reported an increase in business because of the parklets.

Mr. Blaine stated design standards and architect approval is required for parklets. North Forty prepared a rendering of a parklet and expressed a lot of interest from their patrons. Project leadership is being pursued through the Chamber of Commerce as well as seed money.

Commissioner Leif stated he is in favor of the concept and would like to see a reasonable cost for the parklets so it is obtainable for downtown businesses. Concerns of not enough downtown parking is an on-going issue.

A discussion ensued regarding downtown parking, the benefits of a parklet, and grant funding for parklets.

Mr. Blaine stated there are 350 parking spots in downtown and the parking garage is an option as well.

Blue Zones Project Food Policy Committee - Food Hub/Agri-tourism Model

Mr. Cowie introduced Michelle Martin, Director of Community and Economic Development at NeighborWorks Umpqua and a member of the Blue Zones Food Policy Committee and Jessica Hand, Community Program Manager of the Blue Zones Project, who will provide an informational presentation regarding the possibility of a local food hub/market and its impact on current agri-tourism efforts.

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 bicycling tourism (BaTS) efforts throughout Roseburg and an additional \$5,000 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. Ms. Hollister, 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 places to stop within our area to experience local products that are grown, raised or created within the Umpqua region. The Great Umpqua Food Trail video was shown.

The presentation will be a continuation of looking at how we may be able to provide additional agri-tourism opportunities. The Blue Zones Project in conjunction with the Partnership, NeighborWorks, and OSU Extension is looking to determine the feasibility of a food hub within our community.

Michelle Martin, stated food hubs offer a centrally located facility in which farmers can wholesale, store, process, distribute and/or market regionally produced food products. Food hubs can capitalize off of agri-tourism efforts when successfully paired with farmers' markets, farm to fork restaurant experiences, wineries, and other agri-tourism related events. She shared proposed ideas for a Local Food Hub Model, (food/beverage hall, food hub, commercial and teaching kitchens, and classroom/event space) and looked at successful models and next steps.

INFORMATIONAL

Partnership Report –

Mr. Patterson reported briefly on the following:

- The Great Umpqua Food Trail Travel Oregon is on the Partnership's website.
- The North Umpqua Trail (NUT) Race and the Umpqua Bash events were a success.
- The Partnership's final grant report for the completed events has a new format with photos and more information.
- Thanked the EDC for the grant funds awarded for the July 4th Food Truck Competition, North Umpqua Trail (NUT) Race and the Umpqua Bash events.

BUSINESS FROM COMMISSION - none

BUSINESS FROM STAFF – City Manager Nikki Messenger mentioned an interest in discussing the \$5,000 limit the Economic Development Commission is authorized to award and to explore more flexibility in awarding grant funding money.

ADJOURNMENT - Meeting adjourned at 5:05 p.m. The next meeting is scheduled for January 14, 2020.



Chrissy Matthews
Department Technician

**CITY OF ROSEBURG
MEMORANDUM**

DATE: FEBRUARY 5, 2020

TO: ECONOMIC DEVELOPMENT COMMISSION

FROM: STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: TOURISM GRANT APPLICATIONS

Eight grant applications were received for the Commission's consideration. The complete applications are attached for your review. The applicants have been notified of the meeting and are aware that they may not make a presentation; however, the Commission may pose questions regarding their applications. Funding for these requests will come from the Hotel/Motel Tax fund in which the balance for EDC tourism grant requests and proposals is \$80,504.

Wildlife Safari – Solar Powered Lanterns

Sponsor/Applicant: Wildlife Safari
Requested funding amount: \$3,899.50

The applicant is requesting \$3,899.50 to purchase 32 solar powered lanterns that will be placed in Safari Village. Currently lighting within the village is limited. The hope is that with additional lighting Wildlife Safari can offer additional activities and longer hours during the winter months after sunset within Safari Village.

Wildlife Safari serves approximately 200,000 people annually and is the largest single tourism provider in Douglas County. Capital improvement projects for locations such as the Wildlife Safari are consistent with Oregon Revised Statute 320.350, which enables the use of transient lodging tax dollars to be used for tourism-related facilities.

The Wildlife Safari plans to recognize the City's sponsorship through the Safari's Facebook, Twitter and Instagram pages. The City has historically funded tourism events and capital improvement projects at Wildlife Safari. The most recent contributions helped to construct the new events and educational center named after Cheryl Ford and also to purchase a portable stage, tent and generator for year round events at different locations at the park and around the community.

Recommendation: Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of \$3,899.50 to cover the costs associated with purchasing a portable stage and additional equipment.

Umpqua Valley Quilters Guild – 2020 Quilt Show “Vintage Meets Modern”

Sponsor/Applicant: Umpqua Valley Quilters Guild
Requested funding amount: \$4,378

The applicant is requesting \$4,378 to cover marketing and advertising costs for their quilt show to be held April 24 – 26th at the Douglas County Fairgrounds. This year will mark the

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

Marketing for the event will consist of print media including postcards distributed to quilt shops, guilds and related business throughout Oregon, Washington and California. In addition, significant funding will be utilized for online advertising and radio and television advertisement.

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

Recommendation: Given the continued success of the quilt show and that attendance continues to grow, Staff recommends funding in the amount of \$4,378 for out-of-area marketing and advertising.

2020 Vineyard Tour Road Bike Ride

Sponsor/Applicant: Umpqua VELO Club

Requested funding amount: \$4,999

The applicant is requesting \$4,999 in order to cover costs associated with marketing and advertising the Vineyard Tour Bike Ride. The event is held in September and is organized by the Umpqua Velo Cycling Club. It includes five cycling routes that range in the number of miles ridden. Routes run throughout the Umpqua River valleys and showcase vineyards and wineries within our area.

One of the objectives of the bike ride is to increase overall bicycle tourism in the Roseburg area. This will be the tenth year, in which the event will occur. Within this time the event has grown and continues to include increased participants. Last year 152 people participated in the event. 72 percent of those individuals were from out-of-county and 12 percent were out-of-state riders.

The requested amount of \$4,999 will help to cover advertising costs associated with the event including rack cards, web placement, print ads in ORBike and post card printing and mailing. It is the hope that the Vineyard Tour Bike Ride in conjunction with other bicycling events like the NUT Cracker & Takelma Gravel Grinder, created as a result of momentum gained from the 2017 Travel Oregon Bicycle Tourism Studio will help continue to promote local bicycling tourism efforts. We anticipate that as they grow private sponsorship will further develop and that these can evolve into sustainable annual tourism events for our area.

Recognition of the City's sponsorship will be provided by including the City logo on all marketing materials and on the Vineyard Tour website which recognizes each sponsor.

Recommendation: Staff recommends funding in the amount of \$4,999 go to the Vineyard Tour Bike Ride toward the costs of marketing and advertising the event.

The N.U.T. Cracker Mountain Bike Event

Sponsor/Applicant: Cog Wild Mountain Bike Tours/Umpqua Economic Development Partnership

Requested funding amount: \$4,999

The applicants are requesting \$4,999 in order to assist in helping to advertise, market and promote the N.U.T. Cracker mountain bike event. This is the third year in which the mountain bike event will occur. As indicated previously this event spun out of efforts from the 2017 Travel Oregon Bicycle Tourism Studio. Funding provided by the City through the EDC helped the Partnership to work as the lead organization in creating the event. This year the Partnership will be handing off the event to Cog Wild who will be working with Mike Ripley, from Mudslinger Events. Mike has participated in the N.U.T. Cracker race the last two years and has a significant number of mountain bike followers that participate in other events he promotes like the High Cascades 100, the Oregon 24 hour race and the Sisters Stampede.

In order to reach a broader demographic and more sustainable model, the format of the event will be changing from a race to a two day guided mountain bike event for 60 experienced riders. The event will be held September 25 – 27th. The kick-off dinner will be held in Roseburg on Friday the 25th, meaning that most participants will be staying overnight in Roseburg. Cog Wild will then shuttle participants to Lemolo Lake for the beginning of the ride the following morning.

The N.U.T. Cracker will be promoted in three methods: online and social media, trade magazines, and promotional cards to participants of similar events. To reach a national audience the event will be promoted on pelotonmagazine.com and pinkbike.com; two significant cycling and mountain biking websites that reach an international audience. In addition, print marketing will also be used for the same audience in Bike Magazine.

Although the event caters to a smaller number of participants, it is the hope that promotion of this event will help others from outside our area to recognize the North Umpqua Trail as unique mountain biking venue in which Roseburg will be a launching point for their future ride. Pinkbike, Technical Editor, Mike Levy has been contacted and is looking into having a Pink Bike staff attend the event in order to produce a featured story on the event and trail itself.

In addition, to this funding Experience Roseburg is also providing \$2,500 worth of funding to help promote the event. Mountain biking, along the North Umpqua was a key tourism activity raised during their initial stakeholder meetings.

Recognition of the City's sponsorship will be provided by including the City logo on marketing materials recognizing each sponsor.

Recommendation: Staff recommends funding in the amount of \$4,999 go to Cog Wild Mountain Bike Tours and the Partnership toward the costs of marketing the N.U.T. Cracker Mountain Biking Event.

Great Umpqua Food Trail

Sponsor/Applicant: Experience Roseburg

Requested funding amount: \$3,742.50

The applicant is requesting \$3,742.50 in order to help cover the costs associated with updating the Great Umpqua Food Trail. The food trail is a collaborative effort between state (Travel Oregon), regional (Travel Southern Oregon) and local tourism operators in conjunction with local businesses in order to promote culinary and agritourism experiences in the Umpqua Valley region. The EDC was instrumental in helping to fund the Partnership as it worked to create the first iteration of the food trail two years ago. The food trail now, is in a state of transition. In order for it to be successful the content within the brochure must be updated every two years. The Partnership served the lead organization in the first iteration of the food trail, but will now be handing it over to Experience Roseburg, who has offered to be the lead organization in helping it to continue. The City was pleased to see Experience Roseburg step into this role and is excited to help assist in making the transfer of this program a smooth and successful transition.

The update will include a refresh of the brochure including photography, listings and itineraries; updating the listings with the Oregon Tourism Information System which is the content management system that powers TravelOregon.com; and restructuring the website landing page to move to the Experience Roseburg website. A project timeline located within the application indicates time frames in which the update will occur.

Costs associated with the update will come from Experience Roseburg, Travel Southern Oregon and if awarded, the City of Roseburg.

Recognition of the City's sponsorship will be provided by including the City's logo within information promoting the food trail.

Recommendation: Staff recommends funding in the amount of \$3,742.50 go to Experience Roseburg toward the costs of updating the Great Umpqua Food Trail.

3rd Annual Lavender Festival & Farm Tour

Sponsor/Applicant: Growing Miracles Lavender Garden

Requested funding amount: \$4,955

The applicant is requesting \$4,955 in order to pay for the costs associated with advertising and marketing the 3rd Annual Lavender Festival & Farm Tour happening July 10 – 12th at the Growing Miracles Lavender Garden on Lower Garden Valley Rd. near Cleveland Rapids park and boat launch. The event provides 35+ vendor booths, farm tours, oil distillation demonstrations and Advertising and marketing will include postcards, magnets, posters, brochures, online social media and website advertisement. See Exhibit #7 of the application material for a breakdown of the costs.

This will mark the 3rd year in which the lavender festival will occur at Growing Miracles Lavender Garden. The event has experienced rapid growth. In 2018, the first year of the event 3,500 people attended. Last year the event drew 9,500 visitors and based on figures presented by the applicant approximately \$75,000 passed through our area as a result of it. This year the applicant is anticipating 12,000 attendees.

Growing Miracles Lavender Garden is featured as one of 15 lavender farms within the state as part of the Oregon Lavender Destinations website/brochure as produced by the Oregon

Lavender Association. This type of exposure helps to draw people interested in lavender farms/events not only within our state but nationally and even internationally.

Recognition of the City's sponsorship will be provided by including the City's logo on the Growing Miracles Lavender Garden webpage in which the festival is advertised and other advertising and marketing material produced for the event.

Recommendation: Staff recommends funding in the amount of \$4,955 go to Growing Miracles Lavender Garden toward the costs of advertising and marketing the 3rd Annual Lavender Festival & Farm Tour.

Hammer N' Ales Brewfest

Sponsor/Applicant: Umpqua Valley Habitat for Humanity

Requested funding amount: \$4,000

The applicant is requesting \$4,000 in order to assist in paying for the costs associated with advertising the Hammer N' Ales Brewfest that will be happening Saturday, April 18th from 4:00 – 11:00pm at Backside Brewing Company. The Hammer N' Ales Brewfest features local and regional breweries, with craft food and regional live music. The brewfest event has occurred annually for the last six years. In 2019, it attracted over 500 participants. Funding made during the event goes to Habitat for Humanity to help build future homes for individuals in need. The event includes raffle and auction packages that feature local businesses and experiences unique to our community and region. These packages help to promote Roseburg and our area.

The applicant is in contact with local hoteliers to provide hotel packages or rooms at reduced rates for this event in an effort to promote overnight stays from visitors coming from outside the area.

Advertising efforts will include TV ads with KEZI that will reach audiences from Grants Pass to Albany and Coos Bay to Bend. It will also include poster design and distribution to the same areas. In addition, social media efforts to reach out to regional breweries to make social media posts and regional distribution of marketing and advertising material will occur.

Recognition of the City's sponsorship will be provided by including the City's logo on advertising material both printed and digital.

Recommendation: Staff recommends funding in the amount of \$4,000 go to the Umpqua Valley Habitat for Humanity toward the cost of advertising the 2020 Hammer N' Ales Brewfest.

Roseburg Summer Steelhead Concert Series

Sponsor/Applicant: Partnership for the Umpqua Rivers/Downtown Roseburg Association

Requested funding amount: \$21,500

The applicant is requesting \$21,500 in order to assist in advertising costs associated with holding three concerts in the downtown area during the annual steelhead salmon angling season from July to September. The applicant has indicated the events will be a mixture of music, street fair, brews and food.

The nature of the applicants request has changed slightly from that of the original application. I would direct you to the follow-up letter located at the end of the application material. The applicant recognizes this ask is outside the scope of normal EDC requests for tourism events and that authorization of funds in this amount would need to be authorized by City Council.

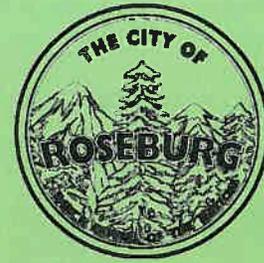
It is anticipated that advertising will consist of billboards, print, radio and social media. Experience Roseburg has provided a letter of support and will be adding \$2,500 worth of advertising and marketing design and promotion. Billboards are anticipated to be placed in the Salem/Portland area, while print advertising is anticipated in magazines such as 1859, Willamette Weekly, and the Portland Monthly. The objective of each event is to capture anglers and visitors during the steelhead season while promoting the Umpqua Rivers as a key steelhead angling destination.

The Partnership for the Umpqua Rivers is partnering with the Downtown Roseburg Association regarding the concert series as each concert will be held downtown, utilizing key businesses. The Downtown Roseburg Association works to increase regional and downtown patronage and is experienced in hosting downtown events.

Recognition of the City's sponsorship will be provided by including the City's logo on advertising material both printed and digital.

Recommendation: Staff has concerns surrounding the amount of this funding request, but recognizes it relates to three events rather than one. Staff also recognizes the benefits tourism promotion could have for the downtown area as a way to bolster revitalization efforts in downtown, but also showcase the new improvements within the area. Staff recommends the EDC carefully discuss the \$21,500 request prior to recommending whether it should or should not be evaluated by the City Council.

WILDLIFE SAFARI



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
ECONOMIC DEVELOPMENT
COMMISSION

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

RECEIVED
DEC 20 2019
City of Roseburg
Community Development Department

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

Amount Requested \$ 3,899.50

Project/Event Name: Increasing evening event options in Fall and Winter

Applicant Organization: Wildlife Safari

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 1600, Winston, OR 97496 Phone: 541-679-6761 x231

E-Mail Address: jschlueter@wildlifesafari.net

Responsible Party: Jacob Schlueter, Marketing Director

Co-Sponsors (if applicable): not applicable

Description of Project/Event: Wildlife Safari hosts many Fall and Winter events (e.g. Wildlights, Zoobilee, Boos and Brews). However, our Safari Village has limited lighting which limits the space we can utilize to offer evening event. This project will purchase 25 lanterns to expand usable space.

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 is a small capital project that will support the expansion of Safari's tourist activities that take place during the evening. We will be able to offer additional activities and longer hours by adding 32 solar powered lanterns to Safari Village that is currently without lighting.

Objectives of the Project: The objective adding 32 lanterns to Safari Village is to increase the length of tourist stays at the park (and in the area) by being able to offer more events, especially events that occur in the evening during the holiday season (October to December).

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This lighting project will showcase Roseburg by: increasing outdoor activity options after sunset; increasing tourist safety in the park's Safari Village; and demonstrating our commitment to the environment by installing solar powered LED lanterns.

Target Market or Audience - How and where will this be promoted? Wildlife Safari's holiday events are promoted on our social media accounts, Groupon, newspapers, radios, magazines and more.
About 3,200 people from all over, especially Portland to Sacramento, come to these events.

Project Strategy: This project strategy is to expand the number of usable spaces in Safari Village after sunset. This will expand the number of activities we can offer during evening events. We may add a cookie decorating station, a wine and beer garden, and/or photo booth to holiday events.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: By expanding the usable space during evening events, we anticipate being able to host other Roseburg area vendors at our holiday events.
There will be room for organizations like wineries, artists, corporate sponsors, and other nonprofits.

Have you previously applied for funding from the City?

Yes No If so, when? 1/2019 Amount granted? 4,900

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.

Dan Van Slyke



Date 12/19/2019

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: \$ 4,991.36

Project/Event Name: Increasing evening event options in Fall and Winter

Date of Project/Event: October to December 2020

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

Expected attendance: 3,200 Expected attendance revenue: 19,425

Other Revenues (Without City funds):

Type	Amount
<u>Wildlife Safari's in-kind labor</u>	<u>500.00</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>

Total Non-Tourism Funds

Estimated Expenses:

Materials and Supplies	<u> </u>
Labor Costs	<u>500.00</u>
Advertising	<u> </u>
Capital Outlay	<u> </u>

Total Expenditures 5,491.36

Net Income/Loss Without City Participation -5,491.36

City Funding Request 4,991.36

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:

32 Gama Sonic Baytown Solar Powered 17" tall 3100k/6000k LED Outdoor Wall Sconce at \$139.99 each = \$4,479.68 (source: www.build.com)

32 Portfolio 1-Watt 80-in Bronze Traditional Pole at \$15.99 each = \$511.68

Labor - Wildlife Safari's staff provides in-kind labor to install lanterns and poles in Safari Village.



Shipping to: Salem, OR

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Lighting > Outdoor Lighting > Outdoor Wall Sconces > Gama Sonic 106333

Item # bc3821266

Gama Sonic Baytown Solar Powered 17" Tall 3100K / 6000K LED Outdoor Wall Sconce

Model: 106333

from the Baytown Collection

[Write a Review](#)

\$139.99

Finish: Weathered Bronze



GAMA
SONIC



Weathered Bronze
\$139.99
161 In Stock

Select

Free Shipping!

Leaves the Warehouse in 2 to 3 weeks

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Portfolio 1-Watt 80-in Bronze Traditional Pole

7 Ratings
★★★★★
4.9 Average

100%
Recommend
this
product


Community
Q&A
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CLEARANCE

\$15.99 Was \$39.98

SAVE 60% thru 03/11/2020

Hurry! Low in stock.

- Outdoor lamp post
- Works in conjunction with outdoor light kit (not included)



FREE Store Pickup

✓ 1 available today at Salem Lowe's!



Delivery

✓ Delivery available

Aisle 13 , Bay 16



Get 5% OFF* Every Day or 6 Months Special Financing**

****Offer subject to credit approval and can't be combined with other credit offers. Minimum purchase required. Exclusions apply.**

[GET DETAILS](#)

SUMMARY: Wildlife Safari's new events and education center, the Cheryl Ford Center, is open for business. The center is the culmination of 3 years of hard work, fundraising and construction. The park thanks all of its supporters in making the project possible, and welcomes the public to make their next event with up to 200 indoor guests, or up to 300 in an indoor/ outdoor setup more wild, by hosting it at Wildlife Safari.

Wildlife Safari's new Cheryl Ford Center is open for Business!

Immediate Release

Winston, Oregon

Looking for a way to make your next gathering a little more wild? Wildlife Safari has you covered.

"Reconstructing our old theatre space into the new Cheryl Ford Center was a real undertaking," explains Dan Van Slyke, the park's executive director. "With the help of our Ladies Auxiliary of Wildlife Safari's annual auction and fundraiser, a lot of foundations and donors, and special input from Cheryl Ford, we raised over \$500,000 to complete this project."

The newly completed education and events center means more space for the community to come together to celebrate, learn and share in their passion for wildlife.

"We took out the sloped floor and lecture-hall style seating, and replaced it with a beautiful banquet room," Van Slyke says, "we knocked out the far wall and replaced it with glass to allow you to see up into the park, and created a beautiful covered patio with an added manicured lawn. Not only is the space a great one for rentals or educational classes, but even makes for a great new view as drive through guests enter the park."

With seating for up to 200 banquet style, and more if you utilize the natural indoor/ outdoor space, the Cheryl Ford Center is ready to welcome guests and classes of all kinds.

"We built the center with the idea that we would be providing the community with a new space for rentals for anything from holiday Christmas parties, to weddings to whatever else, but the Cheryl Ford Center also represents the creation of a new educational hub for Safari camps and classes," explained Jacob Schlueter, the park's marketing director. "We will be able to host educational overnights year-round, bigger and more frequent classes for children of all ages, and really continue in our goal to create lasting connections between wildlife and nature lovers of every age."

The Cheryl Ford Center is booking for the coming seasons quickly, so Wildlife Safari suggests anyone interested in hosting an event in the new area contact the park right way.

“We know the community needed the new space, because the response has been incredible. We are already booking the center to help people create even cooler memories at Wildlife Safari,” says Van Slyke, “and it made the most sense to name the new center after Cheryl Ford, because she is the epitome of passion for wildlife, hands-on support for Wildlife Safari, and the park’s ultimate booster.”

To help reach the end goal of connecting people and wildlife, each rental comes equipped with built in animal interactions, access to the park’s 600 acre drive through, and other unique to Wildlife Safari options.

The Cheryl Ford Center was made possible by Cheryl & Allyn Ford, and The Ford Family Foundation as well as Lynn Engle, Jeff & Amber Leaptrott, Michael & Barbara Coen, Roseburg Honda, Lauren & Dena Young, Starfire Lumber Co., the Cow Creek Band of Umpqua Tribe of Indians, Toby & Christina Luther, Dr. Stewart & Sharon Wilson, and countless other community supporters.

The project was also funded by the Ben Serafin Fund of OCF, the Autzen Foundation, the OCF Community Foundation, the City of Roseburg, the Woodard Family Foundation, M.J.Murdock Trust, the Olsrud Fund of the OCF, and the Wildlife Safari board of directors.

Press contact:

Jacob C Schlueter | **Marketing Director** | Wildlife Safari
o: 541.679.6761 | c: 701.630.2669 | pr@wildlifesafari.net



To: The City of Roseburg's Economic Development Commission

From: Dan Van Slyke, Executive Director, Wildlife Safari

Re: Education Center Renovation Update

Date: December 3, 2019

In early 2018, the City of Roseburg's Economic Development Commission generously granted \$4,900 towards Wildlife Safari's Education Center Renovation. We provided an interim report in November 2018. We are happy to submit this final report and inform you that the construction has been completed and our grand opening of the Cheryl Ford Center is December 12th. See attached invitation. Representatives from the Economic Development Commission are invited to attend. (Please note that Wildlife Safari's final report for early 2019 grant in support of the tent and generator will be submitted by December 20th.)

This project transformed Wildlife Safari's 180-person fixed seat theater (built in 1984) into a 320+ person capacity event center that will host educational events by Wildlife Safari and community events like spelling bees, weddings, reunions, free community movies, company meetings and community college classes.

The renovation is now complete and has been named the Cheryl Ford Center, in honor of board member Cheryl Ford and her family's long-standing investment in the park.

Project Success and Impact:

The objectives of this new space include:

- (1) Provide an international gathering place to advance the protection of endangered species;
- (2) Increase our community's understanding of the environment;
- (3) Bolster secondary and post-secondary science education; and
- (4) Offer expanded, flexible, low-cost, community meeting facilities in our community.

Based on the rate of community groups that we must currently turn down due to lack of flexible space, we expect the new Education Center to host 200 education programs, community meetings or events and reach an estimated 32,000 people in its first year of operation.

This project will increase collaboration through the schools, colleges and universities that plan to use the space for educational workshops and classes, including the training of the next generation of veterinarians led by our Head Veterinarian.

The main way that Wildlife Safari has been changed as a result of this project is that we are starting to plan how to recruit new types of groups to utilize the space. Our Development Coordinator and Events Coordinator are developing a plan to reach out to community groups and corporations as soon as the building is functional in order to share the exciting news, offer tours and book events. The Education Center is located in Wildlife Safari's free admission area, Safari Village, and we are proud of our role as a community gathering place, this new Education Center will expand and enhance our community's engagement at the park.

Project Revenue:

This project has generated excitement from foundations, corporations, the City, local donors and our community.

- LAWS 2018 Special Event (individual donors) \$130,220
- Ford Family Foundation \$130,000
- Murdock Trust \$115,000

PO Box 1600, Winston, OR 97496

www.WildlifeSafari.net

541-679-6761

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**



- Board Fund \$68,000
- Board Members \$39,000
- Woodard Foundation \$20,000
- Oregon Community Foundation \$15,000
- Karen Schroth Foundation \$7,000
- Ben Serafin \$5,000
- City of Roseburg \$4,900
- Olsrud Family Fund \$5,000
- TOTAL Revenue: \$554,120

Project Overview:

Renovation tasks included: grading the floor to provide a flat surface that will offer flexible space to hold educational workshops, lectures, or classes; upgrading the building's electrical systems; creating a patio that extends the meeting space to an indoor/outdoor facility; upgrading the roofing; installing concrete stairs and landing that improves access to the Education Center; installing commercial doors; making acoustical improvements; creating ADA-compliant restrooms; renovating the caterer prep kitchen; installing new lighting; purchasing new furniture (e.g. tables, chairs, linens); upgrading the heating/air conditioning units to serve the new rooms; installing new audio-visual equipment (Wi-Fi, soundboard, speakers) and performing other related tasks (e.g. paint gutters, wainscot, etc.).

Project Success:

The main factor that has made this project a success is the commitment of Wildlife Safari's board of directors and fundraising committee, the Ladies Auxiliary of Wildlife Safari. When the project was delayed, it was these two groups that set their sights on completing it, by personally committing resources to the project and generating excitement from their peers. Without their determination and the community's response, this project would not have been complete.

Future Project Evaluation:

Now that Wildlife Safari has a flexible meeting space, able to hold over 300 people in an indoor/outdoor venue, we are excited to expand the types of educational workshops and classes we can offer as well as expand the partnerships the park has with community organizations and businesses. Wildlife Safari is excited to be able to offer this space to a community that has been asking for more gathering places for many years. Once the building is open and operational, we will use data regarding community rentals and educational events to build a robust offering of events in future years. Wildlife Safari's Marketing Director, Education Director, Development Coordinator, and Events Coordinator will work together as a team to analyze data (e.g. usage data, group qualitative feedback, unmet meeting requests) and create a plan for the future.

Grand Opening Event:

We will hold a grand opening for the Cheryl Ford Event Center on December 12th. Representatives from the Economic Development Commission are invited to attend.

Contact Information:

If you have any questions or require further documentation, please contact Kayla Basson, at 541-679-6761 x223 or kbasson@wildlifesafari.net.

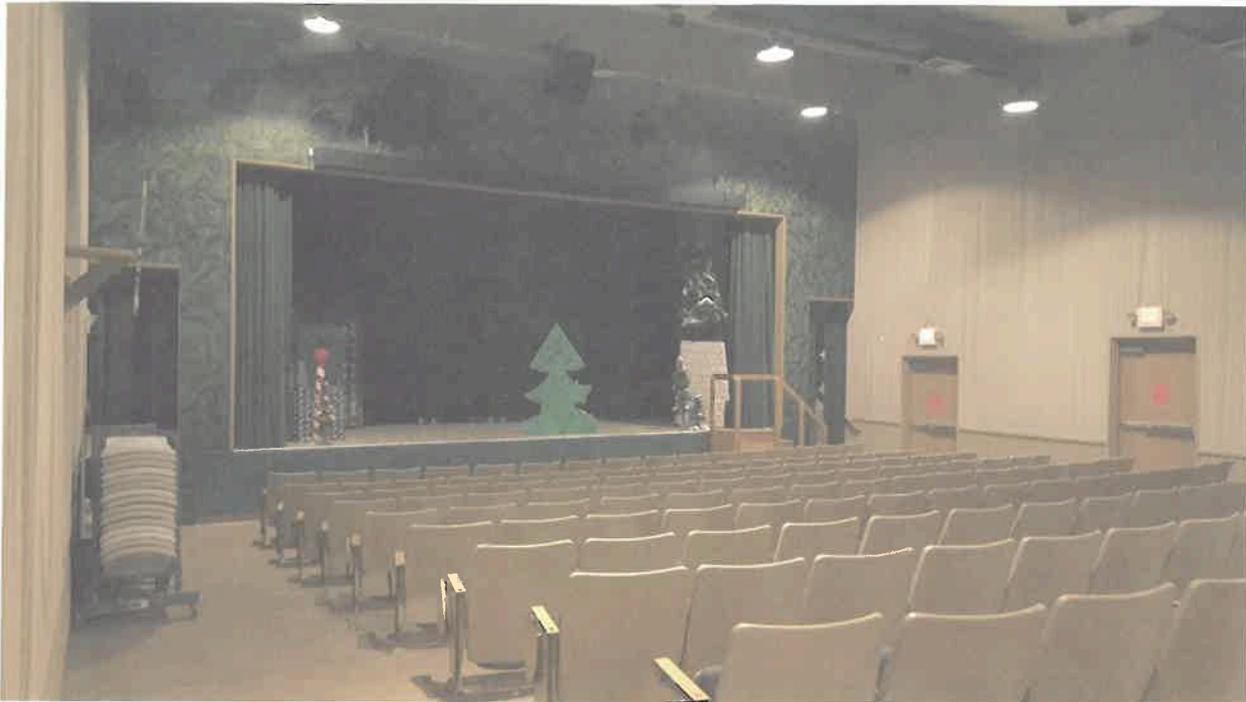
Thank you again for your support!

PO Box 1600, Winston, OR 97496
www.WildlifeSafari.net
541-679-6761

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BEFORE INTERIOR



BEFORE EXTERIOR



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DURING INTERIOR



AFTER INTERIOR



AFTER EXTERIOR

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541-679-6761

ACCREDITED BY THE
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OF ZOOS &
AQUARIUMS**



To: The City of Roseburg's Economic Development Commission

From: Dan Van Slyke, Executive Director, Wildlife Safari

Re: Final report for Portable Stage, Canvas Tent and Generator for Safari's year-round event grant

Date: December 11, 2019

In early 2019, the City of Roseburg's Economic Development Commission generously granted \$4,900 towards Wildlife Safari's project to purchase a portable stage, canvas tent and generator to expand our year-round events. We are happy to submit this final report and inform you the stage, tent and generator have been purchased and will be used during this upcoming holiday season!

Project Overview:

The main objective of this project was to expand the number and type of events that Wildlife Safari can offer at its 600+ acre park. This project purchased a portable stage, canvas tent and generator that can be used year-round for a variety of events. With the winter season just beginning, we expect to use the tent this weekend at our Elephant Elves, Breakfast with Santa and a Cheetah and Wildlights. During these holiday events, the stage will offer an additional venue for animal presentations and/or live music. This will attract more visitors and offer guests an additional experience that will encourage them to stay longer in the area. This will also encourage repeat visitors as Wildlife Safari strives to offer new features to events every year to keep tourists returning to events annually. Throughout the year, private groups can rent the stage for family reunions, outdoor weddings, and the like. For all of our events, this equipment offers portable power for sound systems, additional space for animal conservation education, and additional covered space for events in wet weather. Pictures of the new stage, generator and tent are on the next page.

Project Evaluation:

The park's holiday events (e.g. Elephant Elves, Breakfast with a Cheetah and Santa and Wildlights) during the weekend of December 13 to 15, 2019 will utilize the new stage, generator and tent. These events are expected to have 2,000 visitors, with an estimated 78% coming to the park from outside of Douglas County.

Contact Information:

If you have any questions or require further documentation, please contact Kayla Basson, at 541-679-6761 x223 or kbasson@wildlifesafari.net.

Thank you again for your support!



Thank you to the Economic Development Commission for Wildlife Safari's new portable stage, tent and generator!



Figure 1 Portable Stage under the covered area by the Wetlands



Figure 2 Tent and generator near the Wetlands



Figure 3 Close up of generator

PO Box 1600, Winston, OR 97496
www.WildlifeSafari.net
541-679-6761

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Tourism Grant Application

Prepared for the

City of Roseburg

Economic Development Commission

From:



Umpqua Valley Quilters' Guild

P. O. Box 2125
Roseburg, OR 97470

Regarding the 2020 Quilt Show:

"*Vintage* Meets **MODERN**"

Umpqua Valley Quilters' Guild
PO Box 2125
Roseburg, OR 97470
www.uvquilters.com

December 30, 2019

City of Roseburg
Economic Development Commission
900 SE Douglas Ave
Roseburg, OR 97470

We are pleased to submit our Tourism Grant application in support of the Umpqua Valley Quilters' Guild annual quilt show.

The 2020 Quilt show, "Vintage meets MODERN" will be held April 24-26, 2020 at the Douglas County Fairgrounds. The show has expanded from previous years into multi halls at the fairgrounds. We continue our outreach to all quilters as well as other craft artisans in Oregon, Southern Washington, Northern California and beyond. The show features quilting experts from throughout the west coast. The experts will be providing lectures, educational sessions and hands-on classes.

Another feature of the annual quilt show is the "Quilts of Valor" presentation. The UVQG honors military veterans by awarding them a quilt during a moving ceremony held at the opening of the annual quilt show. The quilt guild honored over 40 veterans in 2019.

A copy of our sponsorship letter is enclosed as it further describes the activities of the guild and the quilt show.

The UVQG would like to expand our ability to market the show, our sponsors and other local activities to potential visitors to the Roseburg area. This grant will allow us to promote the show using multiple platforms. It will also include the ability to track attendee demographics.

We appreciate your time and thank you for considering our application. For any questions, please contact me by phone or email.

Sincerely,

Shirley Pyle
UVQG 2020 Quilt Show Co-Chair
541-430-2566
shirleyquilts2@gmail.com

We are pleased to report the Hampton Inn provided a generous in-kind sponsorship.

2019-2020 Quilt Show Budget				
	Income	Income	Expense	Expense
	Budget	Actual	Budget	Actual
Item				
Admissions	6,000		0	
Sponsors	1,000	1,350	0	
Vendors	3,700	1965	0	
Advertising			1,000	195
Stitch & Sew Emporium	2,500		400	
Entries	900		0	
Individual raffles	200		50	
Douglas Hall classes	500		0	
Cascade classes	1,500		1000	
Misc supplies	0		700	
Banners & Signs	0		125	70.86
Posters & Flyers	0		50	
Postage	0		250	
Ribbons	0		400	
Door prizes	0		0	
Featured Quilter	0		1,500	
judges	0		1,500	
Building rent	0		6,700	
Cash Awards	0		550	
Equipment	0		50	
Totals	16,300	3,315	14,275	265.86



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
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 \$ \$4,378

Project/Event Name: Umpqua Valley Quilters' Guild annual quilt show "Vintage meets MODERN"

Applicant Organization: Umpqua Valley Quilters' Guild (UVQG)

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 2125, Roseburg, OR 97470 Phone: Shirley - 541-430-2566

E-Mail Address: Shirleyquilts2@gmail.com

Responsible Party: Shirley Pyle, quilt show co-chair, 2020

Co-Sponsors (if applicable): N/A

Description of Project/Event: UVQG's 37th annual quilt show "Vintage meets MODERN" will be held April 24, 25, & 26 2020. The show continues to grow with anticipated 1500 attendees this year. We are one of the few judged shows in the state, have a featured quilter from Utah, and new activities.

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): Each year visitors from around Oregon and beyond attend our show. Our featured quilter, additional classes, and free lectures are geared to bring more attendees. We plan to coordinate with other local attractions encouraging people to visit, stay for the weekend.

Objectives of the Project: To have the best quilt show in Southern Oregon. To have so many activities & quilts that visitors want to attend more than one day. To share the JOY of quilting by having great quilts, instructors, and providing inspiration. It's healthy to be crafty.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This show has a reputation for being friendly, with quality vendors, quality quilts, quality classes and returning visitors. An efficient website, welcoming and co-ordinating local activities signify this community is open to business.

Target Market or Audience - How and where will this be promoted? On-line, by mailings, advertising in Northern California and Southern Washington. We advertise on line, at other quilts shows, Country Register. Flyers will be sent to all quilt guilds, and quilt/fabric stores throughout OR.

Project Strategy: We would like our website to have a list of other local attractions, to encourage visitors to stay longer. Examples: Glide Wildflower show, wineries, and Wildlife Safari.

As quilters bring family & friends, they may be interested in these local activities.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: It showcases local talent, and provides a reason to visit our area. Provides an opportunity to learn about the Roseburg and the surrounding areas. Visitors are potential neighbors and a catalyst for community growth.

Have you previously applied for funding from the City?

Yes No If so, when? 2015 Amount granted? \$3849.73

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.

Shirley Pyle Shirley Pyle Date 12-30-19
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: \$ 4,378

Project/Event Name: "Vintage meets MODERN" Annual Quilt Show

Date of Project/Event: April 24, 25, 26, 2020

Do you charge for attendance? Yes No If yes, how much? \$8.00 per day

Expected attendance: 1500 Expected attendance revenue: \$6000

Other Revenues (Without City funds):

Type	Amount
<u>vendors</u>	<u>\$3700</u>
<u>Class enrollees</u>	<u>\$2000</u>
<u>Guild booth sales</u>	<u>\$2500</u>
<u>Sponsors</u>	<u>\$2500</u>
Total Non-Tourism Funds	<u>\$16,300 (total budgeted)</u>

16,700

Estimated Expenses:

Materials and Supplies	# 2,575
Labor Costs	# 4000 (instructors, judges, etc)
Advertising	# 4378 1000
Capital Outlay	# 7,990 \$6,700 rent

Total Expenditures # 18,943 \$14,275 (budgeted)

Net Income/Loss Without City Participation # 2,243 \$2,025

City Funding Request \$4,200 # 2,243

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:
 flyers (postcards) - \$278; Postage - \$100; Website development for our online advertising, including links to other area attractions, \$2,000; Television and radio - \$2000;
Total \$4,378

Note: our budget was prepared May, 2019. At this time, our rent is now expected to be \$7,990.

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: N/A

Property Owner: N/A

Estimated date of completion: N/A

Other Revenues (Without Tourism Funds)

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

Estimated Expenses:

Materials and Supplies	<hr/>
Labor Costs	<hr/>
Other	<hr/>
Total Expenditures	<hr/>
Net Income/Loss Without Tourism Participation	<hr/>
Tourism Funding Request	<hr/>

Explanation for requested amount:

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 10 2019**

UMPQUA VALLEY QUILTERS GUILD
PO BOX 2125
ROSEBURG, OR 97470

Employer Identification Number:
05-0590045
DLN:
17053296323038
Contact Person:
JAMIE N HEITBRINK ID# 31644
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
October 18, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Your exemption under IRC Section 501(c)(3) is effective as of the date listed at the top of this letter. You were exempt under Section 501(c)(4) prior to this date.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities,

Letter 947



Umpqua Valley Quilters' Guild

P. O. Box 2125
Roseburg, OR 97470

Greetings,

The Umpqua Valley Quilters' Guild (UVQG) is preparing for our 37th Annual Quilt Show, “**Vintage Meets Modern**” to be held April 24-26, 2020. It was with the support of sponsors like you our quilt show has grown to be the largest judged quilt show in Southern Oregon. We would like to invite you to once again be a sponsor for this amazing destination event filled with local and regional quilt related art, history and talent. Your sponsorship demonstrates your support of UVQG’s developing, educating, enhancing and enriching all levels of quilters. Get more exposure by securing your sponsorship early so your listing/logo name is included in all promotional materials. That can equal months of visibility for your organization. For additional information about the guild click on the following link:

<https://uvquilters.com/>.

New this year, the UVQG is a not-for-profit organization 501(c)3 (EIN 05-0590045) which means your sponsorship is tax deductible. Our annual quilt show helps funding efforts for a number of community outreach projects such as:

- Quilt of Valor, quilts for Douglas County Veterans, presented over 40 quilts this past year
- Sleep in Heavenly Peace
- Mercy Newborn*
- Early Intervention ESD*
- Family Development Center*
- Battered Persons Advocacy
- Safe Haven Maternity Home
- Douglas County Cancer Services
- Healthy Families (formerly Healthy Start)

*Over 100 children’s quilts provided to these three charities annually.

If you don’t see a sponsorship that you think will meet your marketing goals and objectives, let us know and we will work with you to create one that will.

Benefits	Bronze \$100+	Silver \$250+	Gold \$500+	Platinum \$1,000+
Listing in Quilt Show Program	x	x	x	x
Quilt Show - one day pass	3	6	9	12
Business Marketing Material on Display at Quilt Show Information Table	x	x	x	x
Link to Your Website from the UVQG Webpage		x	x	x
Listing on Quilt Show Sponsor Webpage		x	x	x
Issue \$50 Sponsor Quilt Award*			x	
½ Page Ad in Quilt Show Program			x	
Logo in Quilt Show Program				x
Logo on Quilt Show Sponsor Webpage				x
Issue \$100 Sponsor Quilt Award*				x
Full Page Ad in Quilt Show Program				x
Social Media Promotion				x
Banner With Company Logo (Fairgrounds Grandstand, facing I-5) Two Weeks Prior to Quilt Show				x

UVQG Sponsorship Letter
Page Two

* Sponsor may choose or request Quilt Show Chair to choose winner. See sponsorship details below for additional information on each sponsorship.

Production deadlines begin January 15, 2020. A 50% deposit is due at the time of your sponsorship commitment. The remaining balance must be paid in full by March 1, 2020. Not all sponsorship benefits can be guaranteed after February 15, 2020 due to publication constraints and deadlines.

We appreciate your consideration in being a sponsor for the 2020 Quilt Show. If you have any questions, please call Joanne at 602.820.9288 or uvqg.sponsors@gmail.com

Sincerely,

Joanne Longie, UVQG Quilt Show Sponsor Committee Member
Shirley Pyle, UVQG Quilt Show Chair

This is additional information on sponsorships.

PLATINUM SPONSORSHIPS

\$1,000 plus

Major Sponsor – As a major sponsor your organization will contribute to the overall success of the 2020 Quilt Show.

Wi-Fi Sponsorship – As the quilt show Wi-Fi sponsor, your organization will be recognized as the provider of complimentary wireless high-speed Internet throughout the show.

Featured Quilter – As a sponsor of the featured quilter, your organization will be recognized at the featured quilter's booth throughout the show. You will have the privilege of introducing the featured quilter, choose from one of the sessions:

- Friday Lecture
- Saturday Lecture
- Sunday Class

Show Judges – As a sponsor of the show judges, your organization will be recognized in the quilt show materials and signage.

Printing – As the sponsor of the printed materials, your organization's name will appear on all printed marketing materials.

Advertising – As the sponsor of advertising your organization will be recognized in various mediums such as the newspaper, radio and the *Country Register*.

GOLD SPONSORSHIPS

\$500 plus

Quilt of Valor Ceremony – As the sponsor of the Quilt of Valor Ceremony, your organization will have a signage at the ceremony. The ceremony area will be provided all three days of the show and will be a meeting/resting place throughout the show.

Audio Visual – The audio visual sponsor will be acknowledged through signage in the areas requiring audio visual.

Awards – The awards sponsorship provides ribbons, cash award and gifts for the following categories: Best of Show, People's Choice, Mayor's Choice and The UVQG President's Choice.

Instructors – As a sponsor of the instructors your organization will be recognized with signage at the classroom.

SILVER SPONSORSHIPS

\$250 plus

Women's Suffrage Quilt Challenge (100 Amendment) – As a sponsor your the recipient their ribbon and a cash award.



Year Anniversary, Passing of the Nineteenth organization will select a Suffrage Quilt and award

Classroom – As the sponsor of the classroom your organizations name will be on signage at each of the classrooms.

Quilt Setup – The quilt setup sponsorship provides funding to setup and tear down over 300 quilts for the show.

Children Classes – As sponsor of the children's classes your organizations name with signage at each of the classrooms.



Umpqua Valley Quilters' Guild

P. O. Box 2125
Roseburg, OR 97470

SPONSORSHIP APPLICATION

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Sponsorship

Amount: _____

Sponsor Level:

- Platinum (\$1,000+)
- Gold (\$500+)
- Silver (\$250+)
- Bronze (\$100+)
- Other (please list in sponsorship item)

Sponsorship Item: _____

Payment (all fees are payable in U.S. funds drawn on U.S. banks)

- Cash
- Check (payable to Umpqua Valley Quilters' Guild)

In Kind Donation: Value: \$ _____

Description: _____

- Visa
- Master Card
- American Express

Amount: _____ Name (as it appears on card): _____

Debit/Credit Card Number: _____ Expiration Date: _____ CVV: _____

Visa and MC: CVV is the last 3-digits on the signature area of your debit/credit card. AMEX: CVV is the 4-digit number above the embossed name on the front of the card. All debit/credit card information will be shredded once amount has been processed and cleared.

Billing Address: _____

City: _____ State: _____ Zip: _____

VINEYARD TOUR BIKE RIDE



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
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 \$ 4999

Project/Event Name: The Vineyard Tour Road Bike Rides

Applicant Organization: Umpqua Velo Club

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 2538 Roseburg, OR 97470 Phone: 541 672-1757

E-Mail Address: dolgonas@msn.com me@ronhilbert.com

Responsible Party: Dick Dolgonas, Ron Hilbert

Co-Sponsors (if applicable): N/A

Description of Project/Event: The Vineyard Tour is a bicycling event held each year by the Umpqua Velo Club, the Roseburg-based bicycle club established in 1978. The event offers 5 routes along scenic lightly traveled roads to appeal to riders of all ages and abilities. The ride capitalizes on assets of the region to attract riders from throughout the west coast.

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 objective is to increase bicycle tourism in the Roseburg Area. After ten years of running the event, we have a track record of conducting a very successful event. However, to grow the event and attract more riders from out of the area, we need to market out of the area. Furthermore, by increasing marketing, it helps to make the region an attractive place for riders to visit throughout the year. The Vineyard Tour web site www.thevineyardtour.com averages 2690 visits a month up from 1800 in the prior year, with 5075 page views per month, up from 3455. The www.cycleumpqua.com website, has about 800 visits per month. The Umpqua Velo Club web site www.umpquavelo.org averages 1790 visits per month and 6398 page views per month.

This type of project is well supported by the Oregon Department of Parks and Recreation and Travel Oregon (<http://industry.traveloregon.com/>, and <http://rideoregonride.com/>); it has been successful in many parts of the state and the Northwest and many web-based and print media are available for

distributing information at little or no cost. Oregon was first in the Nation in the designation of Scenic Bikeways, one of which the Umpqua Basin Economic Alliance proposed for our area. Another informative website about the benefits of bicycle tourism is <http://pathlesspedaled.com/bike-tourism-101/>. Our efforts are a continuation of a strategic plan for bicycle promotion developed with a technical assistance grant from the Ford Family Foundation (copies available upon request)

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This project will showcase the bicycling opportunities available in the Roseburg area and, along with those, many wine, beer, food, and lodging opportunities. By packaging bicycling with other opportunities and events, visitors will be attracted for multi-day stays. Visitors, including professionals, business owners and retirees, will be encouraged to relocate here after seeing first-hand the desirable qualities of life and recreational opportunities in the Roseburg Area. We showcase our scenic rural bike routes in Douglas County.

Target Market or Audience - How and where will this be promoted? The target market is bicycle riders from Oregon and the Pacific Northwest (Washington, California and Idaho) who we attract to ride in Roseburg and Douglas County. Riders of many skill levels and all-age families of riders, 2018 average age of rider was 56. In 2019, only 15% of the riders were from Roseburg and the local area, 13% were from out of state, and 72% were from Oregon, but out of the area.

Promotions will be on-site promotions at other rides and organizations' websites; distribution of rack cards throughout the west coast at bike shops, hotels, and visitor information and transportation hubs; increased web advertising; listings and ads in regional cycling publications and bicycle club newsletters; complimentary trips for media and bike club representatives; limited giveaways and prizes for out-of-area event participants; and possibly the use of a marketing organization or promotor.

Project Strategy: 1) Connect to people with bicycling interests in the geographic area extending from San Francisco to Seattle, 2) Package opportunities to include bicycling (Vineyard Tour or more dispersed year-round rides based on the Vineyard Tour and the 25 rides advertised on the Cycle Umpqua website as well as the N.U.T. Cracker Race) with hotels and motels, wine and beer tastings, restaurants and food events, and other activities such as viewing wildlife, antiquing, fishing, rafting/kayaking, swimming, and hiking, 3) Provide opportunities on our web site for information to interested people and organizations throughout the target area, and 4) Promote the State's "Bike Friendly" business and community program and Roseburg's League of American Bicyclists' bronze Bike Friendly Community award with visitors, Roseburg leaders, and interested communities nearby.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This project will showcase the bicycling opportunities available in the Roseburg Area and, along with those, many wine, beer, food, and lodging opportunities. By packaging bicycling with other opportunities and events, visitors will be attracted for multi-day stays. Visitors, including business owners and retirees, will be encouraged to relocate here because of the desirable qualities of life and recreational opportunities in the Roseburg Area. We showcase our scenic rural bike routes in Douglas County.

Have you previously applied for funding from the City?

Yes No If so, when? 2014, 2018 Amount granted? \$3000, \$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.

Dick Dolgonas for the Umpqua Velo Club Date 12/30/19
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: \$4999

Project/Event Name: The Vineyard Tour

Date of Project/Event: Sunday, September 6th

Do you charge for attendance? Yes No If yes, how much? \$20 - \$65

Expected attendance: 150 Expected attendance revenue: \$6500

Other Revenues (Without City funds):

Type	Amount
<u>Sponsorships</u>	<u>\$2500</u>
Total Non-Tourism Funds	<u>\$9000</u>
Estimated Expenses:	
Materials and Supplies	<u>\$7100</u>
Labor Costs	<u> </u>
Advertising	<u>\$6900</u>
Capital Outlay	<u> </u>
Total Expenditures	<u>\$14,000</u>
Net Income/Loss Without City Participation	<u>(\$5000)</u>
City Funding Request	<u>\$4999</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:

M & S includes fees & permits, office supplies, postage, porta-potties, route arrows.

Catering of the finish meal is \$1700; food and supplies for rest stops is \$1500.

Marketing includes advertising, promotion, and apparel to promote the event. Included will be rack cards, flyers, maps, jerseys for volunteers at other events to promote our event, promotional items and prizes, web ad placement, reimbursements for volunteers traveling to promote the event, and print ads.

Stuart I. Cowie

From: DICK DOLGONAS <dolgonas@msn.com>
Sent: Thursday, January 9, 2020 7:25 AM
To: Stuart I. Cowie
Cc: Richard O'neill; Ron Hilbert
Subject: Vineyard Tour budget

After talking to our treasurer last night, we decide to make it easy, especially since we will spend more than just the amount we get from the EDC on marketing and promotion. So this is pretty easy since this is pretty much what we've done before. Keep in mind we won't really be starting this until probably March.

Rack cards	1,350.00
Web placement	1,000.00
Print ads in ORBike	2,000.00
Post card printing & mailing	649.00
	4,999.00

Hope this is what you need.

Thanks.

Sent from Mail for Windows 10



Umpqua Velo Club

December, 2019

Report on 2019 City of Roseburg Economic Development Commission Tourism Grant Application

2019 VINEYARD TOUR

The Umpqua Velo Club has conducted the Vineyard Tour annually since 2009. The event began at the request of the Umpqua Wine Growers, hence the name, and we continue to emphasize the vineyards and wineries of the region. In response to demand, we have expanded the ride to encompass five different routes. We have seen the ride grow and have been careful to ensure riders enjoy a well-run event that highlights the region.

To help promote local products, we now offer to shuttle any wine purchases to the starting/ending point at the Discovery Garden next to River Forks Park. We also serve local beer and wine at the finish bar-be-que. Holding the event at the Discovery Garden has been very successful as it allows riders and their guests to relax and wander through the beautiful garden and helps distinguish our ride from other rides.

While we have encouraged local ridership, we also know that the success of an event such as ours needs to draw in folks from outside of the area. As the event has grown, we have made more efforts to reach out to other bike clubs and placed rack cards in bike shops throughout the west coast and offered special deals to other bike clubs.

However, prior to receipt of the \$4999 funding from the Commission, our marketing efforts were necessarily limited primarily to what members could perform, distributing rack cards as we traveled, handing them out at other rides, etc. While we are proud of the steadily increasing local support from our sponsors, the funds from the Commission have enabled us to increase our marketing throughout the west coast, using well-established publications and marketing efforts which showcase the event. We should note, historically the club has supported the community in a variety of ways, such as volunteering with efforts to promote safe cycling, including the Roseburg High School Step-

up program, now transitioned to Rose School, for which we purchasing 20 bikes. We expect to continue our community involvement.

We changed the date of the event to the Sunday of Labor Day week-end to coincide with the N.U.T.Cracker mountain bike race on the same week-end. We also joined the promotors of the N.U.T.Cracker at the Bash in Stewart Park to promote the Vineyard Tour and highlight the bicycling options in the region. As it turns out, having our event on the three-day weekend makes it more accessible for riders to travel to the area, and encourages them to stay and enjoy other activities and features. We worked with a local motel to offer special deals and were also able to hire a local bar-be-que trailer to provide the after-event food which was another way to promote local business.

We have been pleased to see the event grow and evolve, and are particularly proud of the comments we receive from riders (please refer to Vineyard Tour Testimonies). With continued support from the community and the Economic Development Commission, we anticipate many more years of successful events, and a wider recognition of the region as an excellent destination for bike tourists of all kinds, bringing more folks to Roseburg hotels, restaurants and businesses.

Please contact us if you have any questions at all.

Thank you.

Online registrations 130
Paper registrations 20 (plus two day of 18 +2)
Voucher registrations 2 (invitations to bike clubs)
TOTAL: 152

From Roseburg and local area = 23

From Oregon out of area = 110

From out of state = 19

TOTAL 152

Planned to dine out = 101

Planned lodging in motel = 66

RV/Camping = 29

44% planned to stay in local motels.

73% planned to dine out in local restaurants

**VINEYARD TOUR
SUMMARY**

Categories	Credit	Debit	Profit/Loss
Advertising	\$0.00	(\$3,754.00)	(\$3,754.00)
Apparel	\$0.00	(\$2,001.34)	(\$2,001.34)
Catering	\$0.00	(\$1,657.50)	(\$1,657.50)
Fees, licenses, and permits	\$0.00	(\$75.00)	(\$75.00)
Food & related Supplies	\$0.00	(\$173.85)	(\$173.85)
Grant	\$4,999.00	\$0.00	\$4,999.00
Infrastructure	\$0.00	\$0.00	\$0.00
Insurance	\$0.00	(\$267.00)	(\$267.00)
Office Supplies	\$0.00	(\$72.41)	(\$72.41)
Permits	\$0.00	\$0.00	\$0.00
Postage	\$0.00	(\$504.85)	(\$504.85)
Promotional materials	\$0.00	(\$1,095.78)	(\$1,095.78)
Registration	\$6,314.67	(\$386.30)	\$5,928.37
Rest Stop food/supplies	\$0.00	(\$915.78)	(\$915.78)
Septic	\$0.00	(\$150.00)	(\$150.00)
Sponsorship	\$2,800.00	\$0.00	\$2,800.00
Total	\$14,113.67	(\$11,053.81)	\$3,059.86

Unknown

7. The course, the rest stops were GREAT!

Betsy Latfer - Redding California

8. Loved, loved, loved the color coordinated arrows! Food was amazing! Rest stops over the top! Massage at the end was SUPER! Volunteers were very helpful! The 3P's Price, price, price! Bike mechanic super guy!

Debi Allen & Evelyn Atkins - Roseburg Oregon

9. Amazing route - rolling hills with beautiful views. The rest stops were will stocked with great snacks and beverages! Load of fresh fruit! It was well marked and a low traffic ride. We also loved that there were a virety of distances to choose from. It truly was a great ride. We hope to be back next yeat!

Angela Stackkin - Portland Oregon

10. Great organization, low traffic roads, labor day weekend good choice.

Arnie Abrams - Ashland Oregon

11. People were friendly, Rest stops well manned and stocked.

real rest rooms were good for us. Most of the ride was good, good route for 50 mile ride.

Gordon & Mellissa Barret - Salem Oregon

12. Well organized - Everyone very friendly - Great BBQ at the end!

Valerie Anderson - Lake Oswego Oregon

13. It was well organized, Volunteers were very nice and friendly - Food at the rest stops was good!

John Armoskus - Bend Oregon

14. We liked basically everything! Beautiful route, great organization, perfect road markings, lots of choices at the rest stops, friendly volunteers. It was a great experience. I do a lot of organized rides and this is one of the best in the Northwest!

Rob May - Philomath Oregon

15. We liked the people, the views, the food, the rest stops especially Melrose. Clear road signage.

Craig & Megan Markus - Portland Oregon

16. Great Scenery, Low Traffic, Good Rest stops and good food (Loved the Oreos, M & M's, Grapes and Chocolate Milk at the end) Very clear signage, Friendly wineries, friendly people at the rest stops very available SAG and support.

Jen Lockwood - Beaverton Oregon

17. Beautiful route, great support, nice party afterwards!

Sandra Young - Turner Oregon

18. Beautiful route, well organized, great start and finish location.

Chris Duley - Turner Oregon

19. Well organized, well marked roads, good weather, good food and beer. Beautiful countryside!

Curt Lind - Eugene Oregon

20. Weather great, post ride feed, rest stops, food and staff wonderful, course markings were very good!

John Hart - Portland Oregon

21. Great ride with beautiful scenery and well marked roads. Plenty of food at the rest stops and friendly support. Post party with a massage, win and music was GREAT! You have a great ride and you should have 1000 participants.

Dennis & Heather Peneyra - Beaverton Oregon

22. Well supported and friendly staff.

Monique Robichaud - Portland Oregon (Bike Club Voucher)

23. Great route, well provisioned rest stops at convenient intervals. Very affordable.

Unknown

24. A great opportunity for a beginning cyclist! Good scenery, we will start earlier next year because darn, it was hot...

Lara Mac Connell - Springfield Oregon

25. Support was fantastic, rest stops were placed close together and evenly throughout the course (75 mile route). Volunteers were friendly and welcoming. The scenery was beautiful!

Diane Mosher - Salem Oregon

26. The friendly people, the beautiful day, the scenery,. The routes were perfect, although I should have trained better...

Good combination of ascents and descents (Lookingglass Hill - toxic)...

Roger Whitcomb - Roseburg Oregon

27. Best marked course we've ridden. Excellent support and food! Lovely scenery and very few cars. (75 miles)

Jeff Nagel & Hedi Napier - Grants Pass Oregon

28. 50 mile route was great - people are terrific. Love the date! Couldn't have been better!!!

Lori Davidson - Portland Oregon

29. Great weather, beautiful routes! I will be back next year.

Unknown

30. Great weather, great route, river views, nice people, nothing to WINE about except the wine itself - all good!!! The support of local wineries and breweries gave us a refreshing light at the end of the 50 mile ride!

Rich - Roseburg Oregon

31. Route was stunning, well marked, great rest stops and volunteers! Not sure you could make it any better...

Marlene Storey - Idleyld Park Oregon

32. I'm from Chico California - So the weather was beautiful, people on the ride, volunteers and snacks were A-1!! The BEST! i loved the relocated paradisiens! (people relocated from Paradise California)

Karen Kushner - Chico California

33. The views, having a rest stop every 10 miles was AWESOME!

Pennie Baxter - Chico California

34. Love the support, rest stops and food! I had 2 rest stops on the 30 mile and I needed shoes. VERY nice people, the wine service/delivery is a great idea.

Teresa Gisske - Chico California

35. The varied landscape, the Melrose rest stop - beautiful! Friendly support, well marked routes, low key traffic, just a beautiful ride and great end of summer ride. Beer and BBQ food great!

Kris Skodg & Jenny Deluca - Eugene Oregon

36. The friendly people organizing the event, the beautiful scenery, the amazing BBQ meal and spending time with my family.

Kathy Knehlthan - Portland Oregon

37. Our family did the 15 mile, we all liked it. Nice route, weather was perfect, food supper, nice ride all around, very well organized. Everyone SUPER friendly!!!

David Linderman - Rogue River Oregon

38. The weather, routes fairly easy...

Erin Alcantor - Roseburg Oregon

39. Weather, route, rest stops...

Holly Slater - Glide Oregon

40. Food was excellent! Good bike support.

John Peterson - Medford Oregon

N.U.T. CRACKER



2020

TOURISM GRANT PROGRAM



**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT
COMMISSION**

CITY OF ROSEBURG ECONOMIC DEVELOPMENT
COMMISSION

TOURISM GRANT PROGRAM
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: The N.U.T Cracker

Applicant Organization: Cog Wild Mountain Bike Tours

Governmental Entity Non-Profit Organization Business Enterprise

Address: 19221 SW Century drive, Bend OR 97702

Phone: 541-385-7002

E-Mail Address: lev@cogwild.com

Responsible Party: Lev Stryker, owner of Cog Wild Mountain Bike Tours

Co-Sponsors (if applicable): _____

Description of Project/Event: The N.U.T Cracker is a two day guided mountain bike event for sixty experienced riders on the North Umpqua Trail in September, 2020. The kick off dinner for the event will take place in Roseburg on Friday, September 25, 2020, which means the majority of the participants will stay overnight in Roseburg. After enjoying local food and drink, guests will prepare for two exhilarating days on the North Umpqua trail featuring 25 miles per day of mountain biking and including one timed competitive Nutcracker segment each day of racing to spice things up. Early on the morning of Saturday September 26, Cog Wild will shuttle the group to the east terminus of the trail (near Lemolo Lake), people will ride the eastern half of the North Umpqua Trail to the group camp at Horseshoe Bend Campground where they will stay overnight then ride the western half of the trail on Sunday, September 27, finishing at Swiftwater Trailhead. While some participants will drive home on Sunday evening, many will stay overnight in Roseburg.

If the event is successful, Cog Wild intends to make it an annual event into the future.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. The N.U.T Cracker project fulfills Roseburg's objective to increase tourism through marketing the event and the region to mountain bike riders nationally and in the Pacific Northwest Region. In the short term, the grant funds provided to market The The N.U.T Cracker will increase tourist revenues to Roseburg by filling hotel beds and vacation rentals, buying fuel for vehicles, eating at restaurants and purchasing groceries in the town. In the long term, the Great Umpqua Brand points out that events (such as the N.U.T Cracker) bring tourists back to the region. Cog Wild's owners know this through experience, we've mountain biked the North Umpqua Trail for nearly 20 years, returning year after year to observe changes to the landscape and try our luck again on the tougher sections of trail. We are confident that once the riders participate in this event, they will be inspired to return for future visits to the region. Increased visits to the region will allow for continual economic benefits to the community, successive years to re-ride the trail (perhaps at a more leisurely pace), camp with their families, try fly fishing and the other draws to the region that are missed by bike. As these people return, they'll spend their tourist dollars in Roseburg and greater Douglas County.

Objectives of the Project:

December 2019:

- finalize dates for the event, submit Roseburg EDC grant

February 2020:

- Collaborate with Mudslinger Events, Great Umpqua Brand and City of Roseburg to design marketing material for the event including website and print ads, rack cards
- Add the event to Cog Wild's website and online registration page, Great Umpqua Brand's page and City of Roseburg's event calendar

March 2020:

- submit marketing material to Peleton and Bike Magazines and Pinkbike.com
- Block hotel rooms and select event space in Roseburg for the kick off party

Summer 2020:

- distribute rack card promotional materials Mudslinger Events: Sisters Stampede, Oregon 24 race and High Cascades 100 events.
- Coordinate with the Umpqua National Forest, City of Roseburg, Great Umpqua and Mudslinger Events as needed.

August 2020:

- secure guides and drivers for the event
- Secure Umpqua Valley Vendors

September 2020:

- final details for the event

October 2020:

- Submit Roseburg EDC grant report

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

The N.U.T Cracker project showcases the outdoor recreation opportunities and scenic attractions along Highway 138, east of Roseburg. Mike Ripley, of Mudslinger Events (promoted this event the past two years) has a significant amount of drone footage and photo content that showcases the Umpqua Valley that can be leveraged in the promotional material.

Cog Wild intends to feature Umpqua Valley products and will look to Great Umpqua & City of Roseburg to help us build relationships with local vendors for food and drink, a venue for the kick off event and bike friendly hotels for Friday and Sunday nights.

Target Market or Audience

The target market for the N.U.T Cracker is experienced mountain bikers in Oregon and across the USA. The North Umpqua Trail is a choice destination for mountain bikers around the world! However, riding the entire trail is challenging and far more approachable with the support of a tour company and fellow riders.

The N.U.T Cracker will be promoted in three methods: online and social media, in trade magazines and promotional cards to participants of similar events. To reach a national and regional audience, the event will be promoted on <https://pelotonmagazine.com/> and <https://www.pinkbike.com/> two popular websites for mountain bikers. Print marketing will also be used for the same audience via Bike Magazine and rack-card inserts to participants at Mudslinger events including the High Cascades 100 race and the Oregon 24 hour race and the Sister's Stampede. Cog Wild Mountain Bike Tours will partner with Mudslinger Events to time the race segments and promote the event to its 13,000 subscribers and build on the effort made for the past two years of the Nutcracker. Cog Wild Mountain Bike Tours currently has 8500 subscribers and this event will be featured not only via our newsletter but on-site in Bend and Oakridge to our shuttle & tour clients. Each year Cog Wild hosts nearly 8000 clients, and we look forward to featuring the Great Umpqua nationally but reinforce this through our local efforts in Bend and Oakridge for the best possible coverage and marketing efforts.

Cog Wild intends to partner with the Great Umpqua Brand and the City of Roseburg and will include logos and links on marketing material. We welcome pictures that highlight the region and strategy wording & phrasing suggestions.

Cog Wild intends to begin marketing the event in March 2020 and will continue the effort up until we reach our goal of 60 participants. It would be great if the City of Roseburg would be willing to add the event to the calendar on their website and rack cards can be distributed locally at the Visitor Center, bike shops and hotels.

Project Strategy: Cog Wild Mountain Bike Tours operates on special-use permits through the Umpqua National Forest and will take care of all permitting responsibilities with the forest. Cog Wild has offered multi-day trips on the Umpqua for the past fourteen years and has the experience to make this proposed event a reality. We have the capacity for 60 riders to participate in the N.U.T Cracker with one 25 passenger van and three 15 passenger vans. Cog Wild will provide the guides, drivers, reserve hotel rooms, choose a venue for the kickoff dinner and will market packages to the

clients that include hotel stays in Roseburg on Friday and / or Sunday evening prior and post event. Cog Wild carries the commercial general liability, automobile liability and will secure liquor insurance to cover the City for the kickoff party. If any unused grant funds remain, we request they be kept as seed money for advertising the event for 2021.

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.

Lev Stryker _____ Date 12/31/2019 _____

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: \$5,000

Project/Event Name: The N.U.T Cracker

Date of Project/Event: Friday, September 25, 2020 through Sunday, September 27, 2020

Do you charge for attendance? Yes No If yes, how much? \$285

Expected attendance: 60 riders Expected attendance revenue: \$17100

Other Revenues (Without City funds):

Experience Roseburg is contributing \$2500 cash. This money will also be used for marketing and promotion, for the event, but also to promote Roseburg and the Umpqua region

Cog Wild has product sponsors (Picky Bar, Humm Kombucha and Deschutes Brewery) that will provide beverages and snacks for the event.

Estimated Expenses:

Materials, food and Supplies \$4,000

Labor Costs \$8,600

Advertising \$8500

Capital Outlay \$3,500

Total Expenditures \$24600

Net Income/Loss Without City Participation: -\$7500

City Funding Request \$5000

Explanation for requested amount

Materials and supplies \$2000: fuel costs for four vans round trip from Bend to Roseburg and shuttles on the N.U.T, Friday and Saturday night dinners, Sunday morning breakfast & lunch

Labor \$8600: payroll (includes associated payroll costs): four drivers for three days at \$300 per driver, six guides for two days at \$350 per guide, ongoing administrative costs for Cog's office staff to work on pre-event advertising, webpage creation, registration support and other unanticipated needs.

Advertising \$5000: see primary ask above. Print and online advertisements for six months, rack card graphic design, printing and distribution.

Capital Outlay \$2,500: wear and tear on four vans, camping equipment: pop up tent, camp stoves, pots & pans/ camp plates & silverware, camp chairs and tables, sleeping bags, tents.



January 6, 2020

Mr. Stu Cowie
Community Development Director
City of Roseburg
900 SE Douglas Ave
Roseburg, OR 97470

Re: N.U.T.Cracker Event Summary/Support Letter for Cog Wild City of Roseburg EDC Grant Application

Dear Stu and EDC,

The N.U.T.Cracker Mountain Bike Race event kicked off in 2018 with the primary goal of spotlighting one of the county's greatest attractions – the North Umpqua Trail – to visitors. In addition to the race, The Great Umpqua Outdoor Days provided a weekend of county-wide activities, including the Bash (post-race event) at Stewart Park with the mission of getting these race participants and their traveling partners to experience Roseburg and stay overnight.

Although both events did bring tourism to our area, the 2019 event did not grow from its previous year. The Partnership, along with race coordinator, Mudslinger Events, collected the 2019 event data and decided there was a need to reshape the event in order to better meet the goals of the Partnership, Mudslinger Events, and the City of Roseburg.

For 2020, the Partnership and Mudslinger Events would like to partner with Cog Wild Mountain Bike Tours, a highly esteemed tour organization, to manage a guided mountain bike tour on the North Umpqua Trail. Doing so would allow us to exceed our goals by: 1) Attracting more participants and a broader demographic of participants to the event 2) Creating a more sustainable event with much more growth potential 3) Providing a better event itinerary for the weekend with more participants experiencing and staying in Roseburg. Additionally, the event which has been held on Labor Day weekend in the past will be moved to the weekend of Sept. 25, 2020 based on a much higher likelihood of participant availability. Mudslinger Events will remain as an active partner in the coordination of this event, as will the Partnership, to ensure the event remains aligned with the tourism and economic development efforts of the City of Roseburg.

The Partnership fully supports the 2020 N.U.T.Cracker event and the Cog Wild tourism grant application that was submitted on Dec. 31, 2019. The Partnership feels strongly that in order for The Great Umpqua brand to grow, this event needs to be handed off to a group that is not only far better equipped in terms coordinating this type of event, but also has the time and resources to pour into the event in order to make it successful. The Partnership is very excited about the future of this event and appreciates all the City of Roseburg has done to support it.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Wayne Patterson', written over a light blue circular stamp.

Wayne Patterson, Executive Director

Founding Partners: Douglas County Industrial Development Board, City of Roseburg, CCD Business Development
Sustaining Sponsors: Cow Creek Band of Umpqua Tribe of Indians, CHI Mercy Health, Avista, North River Boats,
Jordan Cove LNG, Douglas ESD, Con-Vey, Roseburg Forest Products, Aviva Health, Dole Coalwell Attorneys, Rogue Credit Union
Vision Sponsors: Pacific Power, Umpqua Bank, First Call Resolution



December 17, 2019

Umpqua Economic Development Partnership
522 South East Washington Avenue
Roseburg, Oregon 97470

Dear Wayne,

Experience Roseburg is pleased to support the Umpqua Economic Development Partnership / The Great Umpqua for the 2020 NUT Cracker Race. We pledge to give \$2500 support to the third annual race.

We are also in agreeance with the event moving to the end of September versus Labor Day Weekend and should help increase race participation, bystander counts and community involvement.

We are pleased and proud to promote experiences in and around Roseburg. Thank you again for helping accentuate our adventures, attractions, and culinary delights in the Roseburg area.

Kind Regards,

A handwritten signature in blue ink, appearing to read "Cam Campman".

Cam Campman
Experience Roseburg



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
ECONOMIC DEVELOPMENT
COMMISSION

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

Amount Requested **\$3742.50**

Project/Event Name: **Great Umpqua Food Trail Program 2.0**

Applicant Organization: **Experience Roseburg**

Governmental Entity Non-Profit Organization Business Enterprise

Address: 2042 NE Airport Rd, Roseburg, OR 97470

Phone: 541-672-9731

E-Mail Address: info@experienceroseburg.com

Responsible Party: Experience Roseburg, Dani Raines-Media Specialist

Description of Project/Event:

The Great Umpqua Food Trail is part of the Oregon Food Trails program. The program is a partnership between Travel Oregon, Roseburg, and Umpqua Valley as a tourism destination with basic requirements and community commitment for the lead organization. The Great Umpqua Food Trail was born out of the Travel Oregon Rural Tourism Studio on culinary and agritourism in 2017. The Great Umpqua Food Trail Program is intended to be an ongoing program for communities to engage and highlight key culinary and agritourism experiences.

The initial asset and map development period (Great Umpqua Food Trail 1.0) was coordinated by Umpqua Economic Development Partnership (UEDP) between 2017-18. In October 2019 Experience Roseburg offered to be the lead organization for the continuation of the Great Umpqua Food Trail. The lead organization is required to review the trail and revisit the businesses along their trail at least every two years. As the newly appointed Roseburg Destination Marketing Organization (DMO), Experience Roseburg saw the opportunity as a great fit to be the lead organization for the Great

Umpqua Food Trail 2.0 program as a way to build relationships with the participating businesses, and further strengthen the tourism economy of the greater Roseburg area. The food trail promotes an atmosphere essential for a memorable travel experience, which is linking visitors with our local culture, landscape, culinary, and agricultural products, and food, wine, and beer.

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) :*

- Increase visitor stays by publicizing and distributing information to visitors about local agritourism and culinary tourism businesses
- Drive visitation to agricultural and culinary businesses that offer high-quality and locally sourced consumable products
- Deliver excellent visitor experiences by increasing business engagement and collaboration
- Inspire visitors to explore businesses they might not find on their own
- Encourage visitors to stay in destinations longer, visit in shoulder seasons and consider repeat visitation

Objectives of the Project:

The food trail program aims to cultivate innovative partnerships between culinary and agricultural businesses, strengthen local food economies, and create unique experiences for visitors and locals alike.

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

- Build awareness that the Roseburg area grows quality crops, livestock, poultry, and products.
- Drive innovations in culinary and agriculture industries.
- Build awareness of industrial development possibilities.
- Increase business to business engagement and collaboration.
- Increased visitation

- Increase visitation to local farms in the short-term causing increase investment in the total number of farms owned in the long term.
- Increase in market share and brand recognition of products sold outside the Roseburg area.

Target Market or Audience:

The target audience of Great Umpqua Food Trail are culinary tourists who are motivated to travel for the taste of food, wine, and beer. The highways of I-5, 138, 42, 38 are the main transportation arteries throughout the Umpqua Valley so distributing within the area and the Southern Oregon Coast makes the most sense.

The Certified Folder Distribution of the food trail brochure will be in 60 locations throughout Roseburg/Sutherlin/Rice Hill/Oakland/Myrtle Creek/Winston/Canyonville, 107 locations throughout the Southern Oregon Coast, and 8 state-wide Oregon Welcome Centers.

Online content of the food trail 2.0 will be added to ExperienceRoseburg.com and social media posts on Experience Roseburg Facebook and Instagram pages. Currently the Great Umpqua Food Trail 1.0 resides at bounty.thegreatumpqua.com while the food trail 2.0 revisions are in development.

Project Strategy:

- Update food trail program brochure including photography, listings and itineraries;
- Update listings within the Oregon Tourism Information System (OTIS), which is a content management system (CMS) that powers TravelOregon.com;
- Restructure website landing page of the Great Umpqua Food Trail 1.0 from Bounty.TheGreatUmpqua.com to ExperienceRoseburg.com as a Great Umpqua Food Trail 2.0.

The responsibilities of the lead organization of the food trail are required to perform an annual audit, find new businesses to vet, update the brochure & online content, and reprint brochures as needed. Other potential opportunities of the program are business engagement familiarization tours, media influencer tours, media familiarization tours,

events, and festivals. Upon completion of updating the content, the lead organization of the food trail will coordinate a workshop to connect and support participating businesses on the food trail; and serving as the lead trainers of the workshop with Travel Oregon.

Project timeline:

January-February 2020

- Begin audit of existing businesses and find new businesses to include. Provide application and survey of existing participants and solicit new businesses to apply.

February-March 2020

- Vet applications and visit businesses. Gather photographic content.

April 2020

- Provide content and photography to Travel Oregon for brochure production.

May/June 2020

- Host Food Trail Workshop, distribute signage and brochures to participating businesses.
- Once workshop is held begin monthly social media posts.

June 2020

- Begin Certified Folder Distribution.
- Discontinue Great Umpqua Food Trail 1.0 landing page and add link to 2.0.
- Debut Great Umpqua Food Trail 2.0 landing page on ExperienceRoseburg.com.

July 2020

- Promote Great Umpqua Food Trail 2.0 in UV Magazine

Have you previously applied for funding from the City? No

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.

- Request data collection from participating businesses. Data to request: did the visitor purchase from the business; what was the approximate spend; did the visitor stay

overnight; where did they stay; what else on the food trail have they visited; and does the visitor have more food trail stops planned.

- Request information from lodging partners regarding overnight stays linked to Great Umpqua Food Trail 2.0.
- Measure how often brochures need to be replenished. Compare replenishment rates between Roseburg area, Southern Oregon Coast, and Welcome Centers.
- Share survey results of Food Trail 1.0 businesses.
- Share survey results of Food Trail 2.0 businesses, unless substitution method developed by Travel Oregon.

<i>Dani Raines</i>	12/31/19
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Dani Raines, Media Specialist -- Signature

Date

BUDGET PROPOSAL

Amount Requested	\$	3,742.50
Project / Event Name		Great Umpqua Food Trail Program
Date of Project / Event		June 2020
Do you charge for attendance?	YES	<input checked="" type="checkbox"/> NO
<u>Estimated Revenue (without City funding)</u>		
TYPE		AMOUNT
100 hours labor - Travel Southern Oregon In-kind*	\$	2,500.00
Experience Roseburg funding	\$	3,000.00
Total Non-Tourism Funds	\$	5,500.00
<u>Estimated Expenses</u>		
Materials and Supplies - travel mileage & lodging	\$	1,000.00
Labor Costs - research, audit, photography, administration	\$	4,500.00
Advertising - brochure distribution (12 months)	\$	2,962.50
Advertising - social media posts (minimum 1 per month, 12 months)	\$	780.00
Capital Outlay	\$	-
Total Expenditures	\$	9,242.50
Net Loss Without City Participation	\$	(3,742.50)
City Funding Request	\$	3,742.50

*Travel Southern Oregon letter of support attached.



December 30, 2019

Stuart Cowie
Community Development Director
City of Roseburg
900 SE Douglas Ave
Roseburg, OR 97470

Dear Stuart,

As the regional tourism office for Southern Oregon we're excited to support the request from Experience Roseburg for funds to update the Umpqua Valley Food Trail program. Our office is supporting this project as well with 100 hours of staff time to support Experience Roseburg's efforts in making this one of the best food trails in Oregon.

Tourism in Southern Oregon is strong and we continue to see positive growth in our future. I am personally excited to see tourism as a pillar of economic development in Roseburg and the Umpqua Valley.

We expect this project to be a catalyst for future tourism efforts for the City of Roseburg. We're very happy the Economic Development Committee considers tourism a valuable commodity for your community.

All the best,

A handwritten signature in black ink, appearing to read "Brad Niva", written in a cursive style.

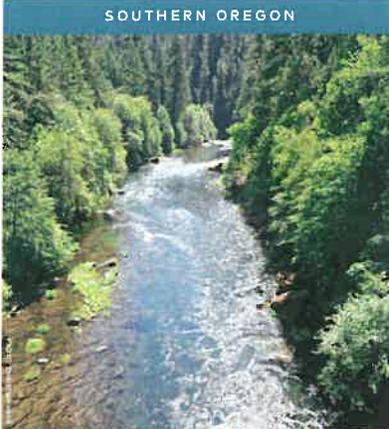
Brad Niva
Executive Director
Travel Southern Oregon
Brad@southernoregon.org
541-287-3047

Food Trail 1.0



Great Umpqua FOOD TRAIL

SOUTHERN OREGON



FARMERS MARKETS, RIVERSCAPES, BOUTIQUE WINE



TRAVEL TIPS

The Great Umpqua Food Trail is open to visitors throughout the year and is designed to explore at your own pace—you are welcome to start and finish wherever you like. To ensure a positive experience, please check the hours of operation for each business online or by phone and note when advance reservations or appointments are required.

Before setting out along the Great Umpqua Food Trail, plan ahead by mapping your route to make it easy to navigate remote areas without cell service.

High season varies per business, but is typically June - Oct. Seasonality of key products is listed below:

- Cherries are often available June through Aug.
- Blueberries and peaches are usually at their best July through Aug.
- Pumpkin patches are often open Sept. through Oct.

The working farms along this trail provide some of the most unique and engaging experiences. We ask that you respect the invitation to enter each property and be cautious around farm animals and equipment. Children must be supervised at all times and you should be prepared to follow all site-specific rules. For your safety and comfort, be prepared with appropriate footwear, sun protection and water.

Annual wine events in the Umpqua Valley include the Greatest of the Grape for the first Saturday of March and the Barrel Tour on the first Saturday of May. Visit umpquavalleywineries.org for more information.

We hope your experience along the Great Umpqua Food Trail doesn't end when you leave the area. We encourage you to bring a taste of your journey back home to share with friends and family as a reminder of the bounty available in the Great Umpqua region.

Learn more at thegreatumpqua.com.



6/19

RAMBLING RIVERS ITINERARY ROSEBURG TO IDLEYLD PARK

A wild river leads through the woods to a variety of local culinary delights.

Start the morning right with fresh coffee and sandwiches at **Darkroom Espresso** (46), also an art gallery, and stock up on locally made treats for the road. Head north to U.S. 99, where outdoor escapades await along the North Umpqua Wild and Scenic River at the **Winchester Dam Fish Ladder**, on forested hiking trails and in **Colliding Rivers Park**, where two mighty rivers converge.

Arrange a tasting at **River Ranch Oregon Olive Oil** (25), where riverside orchards yield aromatic olive varieties that are masterfully captured in liquid form.

A short jaunt to **Susan Creek Falls** is well worth the detour, rewarded by a satisfying lunch and Oregon spirits at the historic **Steamboat Inn** (26) in **Idlewild Park**. Save room for a slice of warm berry pie, with enough time to admire the rushing river from the patio.

Follow the currents west to Roseburg for a slew of tasty dinner options. At **Backside Brewing** (39), comfort food complements a sizable selection of craft beers, including special brews with notes of coffee or peach. The wood-fired pizza is one of a kind at **Old Soul Pizza** (43), with creative toppings and cozy digs in downtown. Raise a glass to the day with wine and charcuterie at **Cooper Ridge Vineyard** (30), arguably one of the best views of the Umpqua Valley, perched high above the river.

The numbers adjacent to business names indicate their listing on the map.

SIP TO THE SEA ITINERARY ELKTON TO REEDSPORT

Travelers reap the rewards of this river route known for wine, berries and seafood.

Your journey begins in the enchanting butterfly pavilion at **Elkton Community Education Center**. The student-operated **Outpost Cafe** (9) has smoothies and pastries to fuel your day. A hand-hewn replica of historic Fort Umpqua is just steps away, down the trail through the native plant park.

Cool coastal mountain valleys make the **Elkton AVA** a distinctive wine region. Sip estate wines at **Bradley Vineyards** (14), the town's longest-standing, family-owned vineyard, and **Brandtburg Vineyard & Winery** (11), where pours can be enjoyed with a downtown patio view. Across the street, **Tomaselli's Pastry Mill & Cafe** (12) reinvents homestyle cooking with specialty pizzas and sandwiches, plus mouthwatering baked goods like elk claw, a local favorite.

Continue west to **River's Edge Winery** (10) for small-batch pinot noir and a glimpse of the winemaking process taking place just behind the tasting bar. The Umpqua River Scenic Byway shows the way to **Grilled Berry Cafe** (6), tucked into the Riverbanks Speedy Market, featuring fresh takes on southern Cajun classics. Enjoy the food at **Scottsburg Park's** serene picnic area overlooking the river.

Just before the Pacific peaks over the horizon, stop at **Dean Creek Elk Viewing Area** and marvel at displays of Roosevelt elk before dusk. As the ocean air saturates your senses, head to dinner at **Harbor Light Restaurant** (4), serving local seafood as well as hearty steaks and pot pies. End the evening at the copper bar of **Defeat River Brewery** (5) in the heart of Reedsport.



CAFÉS & BAKERIES

- Village Roastery**
140 Coho Point Loop, Winchester Bay
(541) 234-4979 • villageroastery.com
House-roasted coffee, teas, gift shop
- Outpost Cafe**
15850 Hwy 38, Elkton
(541) 584-2692 • elktonbutterflies.com
Breakfast, coffee, lunch, farm stand, education center
- The Darkroom Espresso**
742 SE Jackson St., Roseburg
(541) 799-4246
Coffee, local bagels, sandwiches, breakfast, lunch
- SOCO Coffee Company**
411 N Main St., Myrtle Creek
(541) 860-5555 • facebook.com/sococoffee
Local pastries, coffee, sandwiches
- Oregon Sunshine Espresso**
340 N Main St., Canyonville
(541) 839-6622
facebook.com/oregonsunshineespresso
Baked goods, coffee, local arts and crafts

LODGING

- Daybreak Haven B&B**
395 Burchard Dr., Scottsburg
(541) 587-4205 • daybreakhaven.com
By reservation only • Locally sourced breakfast, patio, river access
- The Big K Guest Ranch**
20029 Hwy 138 West, Elkton
(541) 584-2230 • thebigk.com
By reservation only • Hunting and fishing excursions, family atmosphere, home-cooked meals
- Steamboat Inn**
42705 N Umpqua Hwy, Idlewild Park
(541) 498-2230 • thesteamboatinn.com
By reservation only • Fine dining, café, river views, breakfast, lunch, dinner
- The Painted Lady Bed & Breakfast and Tea Room**
231 Third Ave., Myrtle Creek
(541) 733-7646 • thepaintedladybbtearoom.com
Gift shop, breakfast, lunch, tea

Business listings are continued on the reverse side.

UMPQUA-GROWN ITINERARY ROSEBURG TO WINSTON

Farm-fresh feasts await on this scenic journey through the heart of Umpqua Valley.

Greet the day with a rainbow of produce at **Umpqua Valley Farmers Market** (40). Ready-to-eat options include savory dips from **Blue Nile Authentic Hummus**, organic kombucha from **Omgrown Family Farm** and jerky from **North Buffalo Ranch**.

Venture west of Roseburg to the farms and fields of Umpqua Valley. Gourmet jams and pies steal the show at **Kruse Farms** (36), among a large inventory of food and gifts. Across the way, try small-batch mead at the friendly tasting room of **Oran Moor Artisan Mead** (33), then mosey next door to **Season Cellars** (40) for acclaimed wines made from a variety of grapes. The sips continue at **Delfino Vineyards** (32), a family-owned boutique winery featuring artisan wines and acres of photo-worthy vines.

The tiny community of Lookingglass enjoys quiet fame for its country store built and continuously operated since 1852. On Thursdays, from spring to the holidays, the **Lookingglass Grange Farm Market** (48) hosts an array of talented food and craft vendors. A quick trip south, sip award-winning tempranillo at the famous **Abacela Winery** (52) and learn about its sustainability efforts.

Ripe fruit and vegetables are aplenty at **Brosi Sugar Tree Farms** (51), where U-pick fields offer big discounts. Reward your efforts at **Freed Estate Winery** (54), a vineyard whose accolades for wine are matched by a fun tasting room atmosphere inspired by the tropics. Cheers the region's bounty with an incredible farm-to-table dinner experience at the **Parrot House Restaurant** (48), a historic home registered on the National Historic Registry, featuring ingredients from the Umpqua Valley.

Food Trail 1.0

FUN FACT: The Umpqua (UMP-kwa) is one of four major rivers in Oregon that start in or east of the Cascade Range and reach the Pacific Ocean.



ABOUT THIS TRAIL

The businesses listed in this brochure were selected for their commitment to promote and source products that are grown, raised or created in the Great Umpqua region. By visiting these properties you are getting a taste of the local bounty while supporting local businesses.

FARM TO TABLE

- 1 Sourdough Bakery**
75318 Hwy 101, Winchester Bay
(541) 234-4889
Bagels, bread, cinnamon rolls, sandwiches, coffee, gift shop
- 4 Harbor Light Restaurant**
930 Hwy 101, Reedsport
(541) 271-3848 • harborlightrestaurant.com
Breakfast, lunch and dinner, seafood, elk burgers, local beers, spirits, desserts
- 8 Grilled Berry Cafe**
32841 Hwy 38, Elkton
(541) 707-7152 • grilled-berry-cafe.business.site
Cajun dishes, local berry smoothies, family owned
- 10 Tomaselli's Pastry Mill & Cafe**
14836 Hwy 38, Elkton
(541) 584-2855 • tomasellispastrymill.com
Quality baked goods, wood-fired pizza, breakfast, lunch, dinner
- 21 Angie's Diner and Old Fashioned Ice Cream**
122 N State St., Sutherlin
(541) 802-1200
Local beef burgers, Umpqua Ice Cream, classic vintage atmosphere
- 22 Nellie's Deli & Tap House**
667 E Central Ave., Sutherlin
(541) 459-4495
*facebook.com/bigsamwichesandbrews
Gourmet sandwiches, local draft beer, rotisserie chicken dinners*
- 41 Dina's Ristorante Italiano**
404 SE Jackson St., Roseburg
(541) 673-0848 • dinaristorante.com
Traditional Italian fare, locally sourced specials, dinner
- 45 Old Soul Pizza**
525 SE Main St., Roseburg
(541) 672-3513 • oldsoulpizza.com
Gourmet pizza, local beer and wine, locally sourced specials, live music, patio
- 48 Alexanders Greek Cuisine**
643 SE Jackson St., Roseburg
(541) 672-6442 • alexandersgreekcuisine.us
Traditional Greek, local lamb dishes, beer and wine
- 49 Wrappin and Rollin'** 1019 SE Cass Ave., Roseburg
(541) 637-9442 • wrappinandrollin.com
Food truck, fresh plant-based menu, locally sourced wraps and bowls
- 48 The Parrott House** 1851 SE Stephens St., Roseburg
(541) 580-0600 • parrotthouseoseburg.com
Elegant dining, local wine, bourbon bar, historic property, patio
- 49 The Grand Victorian Theatre**
828 N Old Pacific Hwy, Myrtle Creek
(541) 863-5000 • thegrandvictoriantheatre.com
Dinner, theater plays, movies, local wine
- 41 Mid Town Grill**
260 Mountain View Dr., Myrtle Creek
(541) 860-7500
*facebook.com/foregenclenchowdercompany
Family owned, award-winning clam chowder, homemade mac and cheese*
- 42 The Happy Donut**
860 S Old Pacific Hwy, Myrtle Creek
(541) 863-6500 • facebook.com/thehappydonut
Fresh donuts daily, coffee, biscuits and gravy
- 42 Canyon Mountain Café & Pizzeria**
412 S Main St., Canyonville
(541) 839-2082 • facebook.com/canyonmountaincafe
Local berry shakes, Umpqua Ice Cream, sandwiches, salads, pizza

FARMS & RANCHES

- 7 Estill Farms, Elkton** 32527 Hwy 38, Elkton
(541) 836-7612 • estillfarms.com
U-pick and pre-picked blueberries, frozen blueberries
- 9 Estill Farms, Drain** 6680 Hwy 38, Drain
(541) 836-7612 • estillfarms.com
U-pick and pre-picked blueberries, frozen blueberries
- 14 Helios Farms** 2077 Skelly S Rd., Yoncalla
(541) 908-0561 • heliosfarms.com
By appointment only • Educational tours, dairy product tastings, family-friendly farming
- 6 River Ranch Oregon Olive Oil**
440 S Lone Rock Ln., Glide
(541) 496-9700 • rr-oo.com
Handpicked extra virgin olive oil, olive grove tours, tasting room
- 26 Norm Lehne Garden and Orchards**
386 Cleveland Rapids Rd., Roseburg
(541) 672-2745 • normlehnefarm.com
U-pick, farm stand, family owned, demonstration classes
- 24 Kruse Farms** 532 Melrose Rd., Roseburg
(541) 672-5697 • krusefarms.com
U-pick, farm stand, handmade pies, artisanal products
- 5 Brasi's Sugartree Farms**
540 Winston Section Rd., Winston
(541) 679-1472
U-pick, farm stand, annual harvest festival, pumpkin patch, corn maze
- 24 Big Lick Farm** 942 Winston Section Rd., Winston
(541) 863-9587 • biglickfarm.com
Farm stand, vegetables, fruits, nuts, cash only
- 26 Valadez Organic Produce**
219 Market Ln., Myrtle Creek
(541) 580-9418
*facebook.com/valadezorganicproduce
Farm stand, fruits, vegetables, local favorite for melons, self-serve*
- 42 FarmGirls CSA** 1079 Old Pacific Hwy, Myrtle Creek
(541) 580-1700 • facebook.com/farmgirlscsa
Farm stand, jams, pickles, eggs

MARKETS & RETAIL

- 1 Umpqua Triangle Oysters**
723 Ork Rock Rd., Winchester Bay
(541) 271-5686
Oysters, crab, fish, gift shop
- 37 Takeima Roasting Company**
2048 NE Airport Rd., Roseburg
(541) 492-6249 • takeimaroasting.com
Tasting room, specialty coffee roaster of the Cow Creek Band of Umpqua Tribe of Indians
- 40 Umpqua Valley Farmers Market**
1771 West Harvard Ave., Roseburg
(541) 530-6200 • uvfarmersmarket.com
Open Saturdays • Local produce, artisanal products, local arts and crafts
- 47 Southside Community Market**
(541) 375-0320 • southsidecommunitymarket.org
Open Tuesdays • Local produce, artisanal products, local arts and crafts
- 49 Lookingglass Grange Farm Market**
7426 Lookingglass Rd., Roseburg
(541) 530-3955 • lookingglassgrange.wordpress.com
Open Thursday afternoons • Local produce, artisanal products, local arts and crafts
- 57 Goodog Bakery** 236 N Main St., Myrtle Creek
(541) 643-3306 • facebook.com/goodogbakery
Pastries, homemade dog treats, coffee, gift shop
- 36 Canyonville Farmers Market**
146 Chief Miwaleta Ln., Canyonville
(541) 375-0725 • canyonvillefarmersmarket.org
Open Wednesdays • Local produce, artisanal products, local arts and crafts

WINE, MEAD & BREWS

- 1 Defeat River Brewery** 473 Fir Ave., Reedsport
(541) 808-8862 • defeatriverbrewery.com
Craft beer brewed on site, cider and wine, outdoor patio bar, pet friendly
- 10 River's Edge Winery** 1395 River Dr., Elkton
(541) 584-2357 • riversedgewinery.com
Production tasting room, river views, family owned, gift shop
- 11 Brandborg Vineyard & Winery** 345 1st St., Elkton
(541) 584-2870 • brandborgwine.com
Gold Medal 2015 Riesling, tasting room, gift shop, live music, snacks
- 14 Bradley Vineyards** 1000 Azalea Dr., Elkton
(541) 584-2888 • bradleyvineyards.com
Tasting room, live music, coastal mountain view
- 17 MarshAnne Landing Winery**
175 Hagan Rd., Oakland
(541) 459-7998 • marshannelanding.com
Silver Medal 2013 Cote du Umpqua, tasting room, local art, live music
- 18 Misty Oaks Vineyard** 1310 Misty Oaks Ln., Oakland
(541) 459-3558 • mistyoaksvineyard.com
Silver Medal 2010 Pinot Noir, tasting room, patio, family owned
- 19 Triple Oak Vineyard** 137 Locust St., Oakland
(541) 743-1885 • tripleoakvineyard.com
Tasting room, local art, live music
- 20 Spire Mountain Cellars**
774 Hidden Meadows Ln., Oakland
(541) 580-1999 • spiremoutaincellars.com
Tasting room, wine, patio, fire pit
- 21 Henry Estate Winery**
687 Hubbard Creek Rd., Umpqua
(541) 459-5120 • henryestate.com
Tasting room, gift shop, family owned, festivals, pet friendly
- 24 Reustle-Prayer Rock Vineyard & Winery**
960 Cal Henry Rd., Roseburg
(541) 459-6060 • reustlevineyards.com
2017 Northwest Winery of the Year, tasting room, wine cave, appetizer pairings, live music, tours
- 25 Mustard Seed Cellars** 1645 Brozio Rd., Roseburg
(541) 900-0564 • mustardseedcellars.com
Double Gold 2013 Cabernet Sauvignon, tasting room, family owned, pet friendly
- 26 Joseph Jane Winery**
155 Lower Garden Valley Rd., Roseburg
(541) 670-0698 • josephjanewinery.com
Tasting room, wine, beer and cider, patio, pet friendly
- 28 Cooper Ridge Vineyard**
1389 Old Garden Valley Rd., Roseburg
(541) 671-2373 • cooperidgevineyard.com
Best of Class 2015 Viognier, tasting room, patio, river view, appetizers
- 31 HillCrest Winery** 240 Vineyard Ln., Roseburg
(541) 673-3709 • hillcrestwinery.com
Oregon's oldest estate winery, old world craft wine, tasting room
- 32 Delfino Winery** 3829 Colonial Rd., Roseburg
(541) 673-7575 • delfinowines.com
Gold Medal 2014 Tempranillo Greatest of the Grape, tasting room, summer festivals, lodging
- 33 Oran Mor Artisan Mead** 305 Melrose Rd., Roseburg
(928) 600-8138 • oranmormead.com
Tasting room, mead, wine and beer, appetizers, live music
- 34 Season Cellars** 305 Melrose Rd., Roseburg
(541) 784-7831 • seasoncellars.com
Silver Medal 2012 Malbec, tasting room
- 35 Old 99 Brewing Co.**
3750 Hooker Rd., Suite A, Roseburg
(541) 670-9260 • old99brewing.com
Craft beer, wine and cider, pet friendly
- 36 Two-Shy Brewing**
1308 NW Park St., Suite 100, Roseburg
(541) 236-2055 • twoshybrewing.com
Craft beer, live music, food trucks
- 37 Backside Brewing Co.** 1640 NE Odell Ave., Roseburg
(541) 671-2552 • facebook.com/backsidebrewingco
Craft beer, wood-fired pizza, cocktails, games
- 38 Paul O'Brien Winery**
609 SE Pine St., Roseburg
(541) 673-2280 • paulobrienwines.com
Urban winery, tasting room, snacks
- 39 Spangler Vineyards & Winery**
491 Winery Ln., Roseburg
(541) 679-9554 • spanglervineyards.com
Gold Medal 2015 Dolcetto, tasting room, Bordeaux varietals
- 40 Abacela** 12500 Lookingglass Rd., Roseburg
(541) 679-6642 • abacela.com
Tasting room, wine, tours, Pizza Fridays
- 41 Freed Estate Winery** 430 Hooten Rd., Winston
(541) 236-4793 • freedestate.com
2013 Viognier People's Choice Greatest of the Grape, tasting room, art gallery

Business listings are continued on the reverse side.

LAVENDER FESTIVAL



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
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 \$ 4,955

Project/Event Name: 3rd Annual Lavender Festival & Farm Tour 2020 (Advertising)

Applicant Organization: Growing Miracles Lavender Garden.

Governmental Entity Non-Profit Organization Business Enterprise

Address: 508 Lower Garden Valley Rd., Roseburg, OR 9747 Phone: 541-817-6111

E-Mail Address: keri@growingmiracleslavendergarden.com

Responsible Party: Keri Roid

Co-Sponsors (if applicable): _____

Description of Project/Event: A free 3-day festival at the farm including a farmer led tour, vendor booths, food trucks, classes, demonstrations. See EXHIBIT #1

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 EXHIBIT #2

Objectives of the Project: See EXHIBIT #3

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

Target Market or Audience - How and where will this be promoted? See EXHIBIT #5

Project Strategy: See EXHIBIT #6

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: See EXHIBIT #3

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.

Keri Roic  Date 12/29/2019
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Growing Miracles Lavender Garden Date _____
Co-Sponsor Typed Name and Signature

_____ Date _____
Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 4,955

Project/Event Name: 3rd Annual Lavender Festival & Farm Tour 2020

Date of Project/Event: July 10-12, 2020

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

Expected attendance: 12,000 Expected attendance revenue: \$95,000 for all vendors

Other Revenues (Without City funds):

Type	Amount
<u>GMLG Booth Sales</u>	<u>7,000</u>
<u>Vendor Fees & Sponsor Fees</u>	<u>5,100</u>
<u>Lavender U-pick Sales</u>	<u>2,000</u>
Total Non-Tourism Funds	<u>14,100</u>

Estimated Expenses:

Materials and Supplies	<u>4,235</u>
Labor Costs	
Advertising	<u>5,555</u>
Capital Outlay	<u>675</u>
Total Expenditures	<u>10,465</u>
Net Income/Loss Without City Participation	<u>3,635</u>
City Funding Request	<u>4,955</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 amount of \$4,955 designated entirely for additional advertising:

See attachment marked EXHIBIT #7 for breakdown of \$4,630 of advertising expense

The Sign Factory (2 additional 4x4' signs) for Lavender Festival Fri, Sat, Sun -- \$325

Total: \$4,955

Tourism Grant Application Exhibits # 1-6

EXHIBIT #1 – Description of Project/Event

Growing Miracles Lavender Garden is hosting the 3rd Annual Lavender Festival & Farm Tour July 10-12, 2020. 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. This figure is garnered from all 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 12,000 attendees this year with a large portion of those coming from out of the local area.

Each day, we offer 35+ local vendor booths, a farmer led tour, wreath making classes, lavender wand making classes, essential oil distillation demonstrations, lavender de-budding demonstrations, and yoga in the lavender field classes. Local food trucks and Umpqua Dairy provide food and refreshments.

We provide free booth spaces for local nonprofits. Saving Grace participates with Field Trips with Fido to promote pet adoption. Roseburg Community Concert Series is also given a free booth to promote Roseburg Live on Stage. Douglas County Bee Association sets up a booth with a hive and literature to educate the public on honeybees.

We also partner with a local FFA chapter to facilitate parking, and sell Lavender Lemonade with all proceeds donated to that chapter. In the past two festival seasons, this has allowed us to donate \$4500 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.

EXHIBIT #3 – Objectives of the Project:

The objectives of the 3rd 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 farmer led tour

occurs each day at 11 a.m. to demonstrate the farm operation. More than 35 local vendors choose 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, all 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 not only 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 500 Save the Date magnets throughout our local area but also in events in Lane and Coos Counties. This year we will add a festival in Portland that allows us to distribute our Save the Date magnets to a whole new audience. All local vendors who participate in the festival hand out magnets too thus getting 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.

We will have professional social media promotions through Facebook, Instagram and our website. The Facebook Event last year reached over 11,000 people.

This advertising campaign will include a 59 second drone video that showcases the farm and festival. Last year there was an organic reach of 3,200 with no focused promotion. This year's drone video will have a campaign surrounding it with an estimated wide reach of 400,000 or more views.

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.

During the festival, we hand out a bi-fold brochure with an event map which lists the names and location of each vendor. It also features local sponsors. This encourages attendees to continue to do business with vendors they meet at the festival.

We place 25 signs around the area advertising the festival and marking the route to the festival. This grant request includes funds for two additional 4x4 signs for greater visibility.

In addition, but outside of the scope of what we are asking to be funded through this grant, Growing Miracles Lavender Garden uses local radio advertising, we have been featured each year on KPIC with the Spotlight on Douglas County, the Roseburg Visitor Center includes the festival in its publication and distributes Festival brochures from its Center. Over 16,000 copies of this brochure are distributed throughout the state at airports, visitor centers, in display racks in hotels/motels and stores. This year we will reach out to Anvil Northwest to ensure the festival is included in the new marketing of our area. We utilize the Calendar of Events that are available to us. Additionally, we will contact the Umpqua Economic Development Partnership to explore resources that may promote this festival and/or future business growth.

EXHIBIT # 7

Attention: Keri Roid
Growing Miracles Lavender
Garden

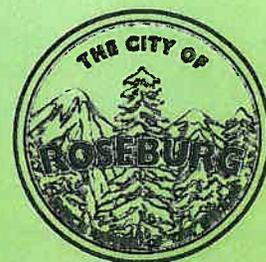
Quote Dated:
12/29/2019

Item	Size(in)	Quantity	Extended Price	Detail/ Comments
Save the Date Postcards Design	5x7	1	\$200	
Postcard Print Fee	5x7	250	\$90	4 color front, 100 lb Gloss Book, No Coating, includes freight
Save the Date Magnets Design	3x4	1	\$250	
Magnet Print Fee	3x4	500	\$250	4 color front, 17pt, UV Coating, w/ Freight
Festival Posters Design	11x17	1	\$400	
Poster Print Fee	11x17	500	\$385	4 color front, 100lb Gloss Book, No Fold
Bi-fold Brochure Design	8.5x11	1	\$450	
Bifold Brochure Print Fee	8.5x11	1000	\$255	Offset, 4 color front, 100lb Gloss Book, 1/2 Vertical Fold (\$225 for QTY 500)
Social Media Event Page Creation, Graphics	FB & IG	1	\$200	Event Banner Creation, Save the Date Resizing & Posting, Event Page Creation, Event Detail Outline.
Social Media Drone Video Campaign	Expected impressions 400,000+	1	\$200	To reach more of an audience outside Douglas County and increase video views.
Social Media Website Event Page Promotion	Expected impressions 350,000+	1	\$200	To reach more of an audience outside Douglas County and get them to see the Event Web page.
Event Web Page Design		1	\$500	To be developed on clients current site.
Drone Video Promotion	59 seconds for FB&IG (Last years video made 3,200 Impressions through organic reach)	1	\$1250	Includes 3 additional flights to capture lavender in bloom + last year's lavender festival footage + adding of vendor provided transparent PNG to video ending + new promo video wrapper
Total			\$4,630	Print Pricing Includes Freight

Prices may be subject to change.

Quotation is valid for 7 days.





2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
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 \$ 4,000

Project/Event Name: Hammer N'Ales Brewfest

Applicant Organization: Umpqua Valley Habitat for Humanity

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 1391, Roseburg, OR 97470

Phone: 541-672-6182

E-Mail Address: manager@umpquavalleyhabitat.org

Responsible Party: Robin Hartmann, Executive Director

Co-Sponsors (if applicable): Backside Brewing Company

Description of Project/Event: Hammer N'Ales Brewfest at Backside Brewing in Roseburg on Sat. April 18, 2020 featuring: local and regional breweries; auction & raffle packages of local gifts & experiences; regional bands; craft food. To raise funds for Habitat to repair & build affordable homes.

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): Marketing Hammer N'Ales Brewfest through print, radio, social media and other publicity to attract out of area tourists to Roseburg to attend our event, stay overnight enjoy the 'burg & surrounding area for another day or revisit for their raffle/auction win experience.

Objectives of the Project: 1. Purchase or earn print, radio, TV advertising & publicity to reach out of area market (N. CA to S. WA). 2. Build strategic partnerships in business & hospitality to leverage marketing initiatives, establish brand relationships. 3. Contract for focused social media ads.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Habitat builds affordable homes to strengthen FAMILIES & COMMUNITIES! This event will be used to turn the public's interest in festivals into an advantage for hotels and local businesses by promoting opportunities to "stay & play."

Target Market or Audience - How and where will this be promoted? Using radio, print and television as well as social media to target over 21 audiences along the I-5 corridor from N. CA to S. WA.

Since Backside is on Hwy 138, promote to D. Lake, Bend-area skiers & travelers;

Project Strategy: Strategic partnerships with Wildlife Safari (raffle & animal visit); hotels (rooms blocks, raffle packages); restaurants and retail - raffle; D. Lake, Bachelor, Umpqua National Forest, Steamboat Inn for packages. All opportunities for mutual leverage of marketing initiatives.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: One of the top goals for the City of Roseburg is to build additional affordable housing, which is Habitat's mission. We can offer the City an opportunity to partner/bring others together at/on/before to advance that shared vision.

Have you previously applied for funding from the City?

Yes No If so, when? 2015 Amount granted? \$2,500

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.

ROBIN HARTMANN Robin Hartmann Date 12/31/19
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: \$4,000

Project/Event Name: Hammer N'Ales Brewfest

Date of Project/Event: Saturday, April 18, 2020 4-11 pm

Do you charge for attendance? Yes No If yes, how much? 20

Expected attendance: 500 Expected attendance revenue: Backside Brewing

Other Revenues (Without City funds):

Type	Amount
<u>\$10,000</u>	<u>Ticket sales</u>
<u>\$9,000</u>	<u>Sponsorships</u>
<u>\$7,000</u>	<u>Raffle, auction sales</u>
<u>\$5,000</u>	<u>In-kind services</u>
Total Non-Tourism Funds	<u>\$31,000</u>

Estimated Expenses:

Materials and Supplies	<u>\$800 (posters, banners)</u>
Labor Costs	<u>\$1800 (social media, emcee)</u>
Advertising	<u>\$5,000 (radio, print, tv)</u>
Capital Outlay	<u>\$3,400 (insure, olcc, other)</u>
Total Expenditures	<u>11,000</u>
Net Income/Loss Without City Participation	<u>\$20,000 (for Habitat homes)</u>
City Funding Request	<u>\$4,000</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:

For materials: we print posters; print & distribute "table tents" for restaurants all along 1-5 cities.

Labor: \$1,800 for social media campaign, materials distribution; and emcee during the event

Advertising: \$5,000 The News Review and other papers north/south; BCI, JPR, other radio north/sth

\$Outlay: Event insurance, OLCC license - (these could be described under material, supplies)

GOAL IS TO RAISE \$20,000 for Habitat for Humanity to build/repair homes during 2020, so

that is the \$20,000 net profit after advertising/event expenses. (These are the key event expenses)

Attachment to Umpqua Valley Habitat for Humanity Tourism Grant application:

Hammer N'Ales Brewfest

- Umpqua Valley Habitat for Humanity builds homes to help families and individuals in need so they can build stability and self-reliance **while strengthening communities**. As with our construction projects, we treat our annual fundraiser the same way – we are raising funds for our Habitat home-building and repair projects while partnering with unique businesses and opportunities in Roseburg and the surrounding area **which, in turn, helps strengthen our community**.
- This project will convert the public's interest in festivals (in particular craft beverage and food festivals) and turns it into an advantage for local hotels and businesses.
- Our festival is a tested event – it has been a successful fundraiser for us and local businesses for the past six years. Last year, our first at Backside's warehouse, attracted over 500 participants, many from outside the area.
- Our raffle & auction packages always feature experiences and items that are unique to this community and region. We feature these fun packages in the lead up to the event. It is a way to promote coming to the Roseburg area and staying for fun and adventure.
- **We believe that strategic partnerships begin with and depends on a shared vision. Our Habitat mission is in synch with a key objective of the City of Roseburg – that of improving availability of affordable housing in our community.** Habitat also repairs houses, which allows homeowners to live safely in their homes; seniors to have better access and comfort for longer lives in existing homes; and low-income families to afford critical repairs that improve their quality of life and peace of mind.
- **Habitat has developed strategic partnerships in the hospitality and business community.** We continue to build professional relationships between Habitat and other established brands in the area. This project will lead to “added value” resulting from mutual leveraging of marketing initiatives with our strategic partners:
 - ✓ We are communicating with hotels and inns including Hampton Inn, Holiday Inn and others (especially those new to the area) to offer raffle packages and reduced rate room blocks to attract out of town guests to stay a day longer and play in the area and to return on another trip. We hope to cross-promote our event.
 - ✓ We are partnering with Wildlife Safari to offer raffle packages to extend the stay if our participants or encourage them to return for another visit in the future. We are sharing marketing initiatives to promote the event. We plan to incorporate an animal visit during or prior to the festival to get people excited.

- ✓ Backside Brewing is located along Diamond Lake highway, and we'll be marketing to their clients, including many who regularly stop at Backside on their way to and from Bend, Mt. Bachelor, Steamboat Inn and Diamond Lake.
- Roseburg has the warmth of a small town with an amazing offering of craft beverages and food for its size. For example, Grants Pass offers only two breweries, and Roseburg has seven or eight. Backside's venue is right near downtown Roseburg and is a natural fit for attracting tourists to the area. Habitat's event can tap into these out of town guests and urge them to stay over, shop and consider Roseburg part of their extended adventure.
- The 1-5 corridor connects Roseburg to northern CA as well as southern WA – that is our marketing area with a focused audience of people who love craft beer and food and to have fun attending festivals with games, music and local food. Our focus will be on Eugene and Grants Pass as well as Bend and those who come through the Umpqua on their way to winter and early spring adventures.

**CITY OF ROSEBURG
MEMORANDUM**

DATE: JUNE 24, 2015

TO: ECONOMIC DEVELOPMENT COMMISSION

**FROM: CITY MANAGER LANCE COLLEY
COMMUNITY DEVELOPMENT DIRECTOR BRIAN DAVIS
MANAGEMENT TECHNICIAN DEBI DAVIDSON**

SUBJECT: TOURISM GRANT APPLICATIONS

Four grant applications were received for the Commission's consideration. Subsequent to the January grant consideration, the Commission discussed the process and made the following determinations.

- Retain the staff review and recommendation but include scoring information.
- Include all grant applications in their entirety in the Commission's meeting packet, including those that Staff does not recommend for award.
- Allow grant applicants that are recommended for approval five minutes for questions and answers.

Funding currently available:

Restricted: \$108,452 (must be strictly adhered to current statute requirements, primarily capital outlay, out-of-area marketing, tourism study)

Unrestricted: \$99,335 (unrestricted – may be used outside of current statute requirements)

6th Annual Umpqua Brew Fest - \$4,500

Sponsor: Umpqua Watersheds, Inc.

The applicant requests \$2,750 for television and print materials in the coastal, Eugene and Medford/Ashland areas to publicize the Brew Fest which is held in October 2015, and \$1,750 to hire a musical act to headline the event, for a total of \$4,500.

Recommendation: Statistical information shared from the 2014 Brew Fest, indicates additional marketing funded by a 2014 grant did bring in people from outside the Roseburg area. Staff, therefore would recommend awarding the \$2,750 for out of the area marketing. However, Staff believes that the hiring of a musical act is a "stretch" for the intent of tourism dollars, and therefore, recommends not awarding \$1,750 for that purpose.

Discover Roseburg Geocache Series - \$1,400

Sponsor: City of Roseburg Parks & Recreation

The applicant requests \$1,400 to design and mint 200 trackable and unique geocoins for the Winter 2015/16 program.

Recommendation: Along with their grant applicant, the applicant provided statistical information from the Winter 2014/15 geocache series which shows the program has a significant tourism impact. Staff recommends full award of the requested grant. Because of the tourism impact, Staff would further recommend that the geocache series be programmed in as a recipient of annual funding providing reporting requirements are met and the statistical data continues to demonstrate that the program is drawing out of area visitors.

340 SE Pine Street Riverfront Vacation and Event - \$4,500

Sponsor: American Sunset Living LLC – Bernard Woodard

Applicant requests \$4,500 for building a kiosk and providing marketing to attract steelhead fishermen to the SE Pine Street Riverfront Vacation & Event Complex which is part of an overall project to develop Elk Island as an eco-retreat and resort. See *recommendation below*.

Thomas & Sara Owens Ferry Whitewater Park - \$24,400

Sponsor: Elk Island Trading Group – Bernard Woodard

Applicant requests \$24,400 to market a Whitewater Park in the South Umpqua River.

Recommendation: Staff has met multiple times with the sponsor of the preceding two applications regarding his plans for development of Elk Island and related issues. We have significant concerns regarding the proposals specifically in regard to access, fire access, lack of required Federal permits, State permits and City land use applications or approvals. Until that basic ground work is complete, Staff recommends no public funds be invested in the project(s).

Umpqua Valley Habitat for Humanity			
Marketing Budget for Hammer N'Ales Brewfest			
April 18, 2020 at Backside Brewing			
Item	Price	In-kind match	Description
The News Review/BCI advertising	1,000.00	2,000.00	<p>Habitat will receive \$2000 in advertising match from BCI/TNR. Actual benefits to Habitat will actually result in closer to \$6000 of marketing services including: interviews on 3 radio stations (BCI will do that more than once). Habitat also will be on Umpqua Valley Live a couple of times before the event (a show that highlights community events, art and entertainment).</p> <p>The News Review distributes as far south as Azalea and as far north as Yoncalla/Drain and also to Glide. Approximately 11,000 people receive their printed copy every day. Digital ads at nrtoday.com website reach 100,000 viewers every week. Habitat will do a 4-week program in print giving us two, 8 inch color ads in the paper per week, one weekly 12" ad in the Umpqua Shopper and a 300x250 internet ad on nrtoday.com.</p> <p>BCI's 6 radio stations reach 80,000 people per day as far north as Cottage Grove and as far south to Glendale. 541radio.com reaches about 2,000 people per day. BCI also streams all radio stations and have the 541Radio app that you can stream their stations on. For radio we will run on all of BCI stations with a 30-second ad to run between 6am-midnight with no less than 5 ads per day - for a total of 66 ads. We will do a light push 2 weeks out and get heavier closer to the event.</p>
KEZI advertising	1,000.00	1,000.00	KEZI will be our exclusive TV sponsor for Habitat's event, resulting in at least 1,000 in matching advertising services. In addition to Douglas County, advertising reach will include Coos Bay, Florence, Eugene, Albany. Attached you will find the coverage this will provide.
Social Media/video - BP Media/Brian Prawitz	1,000.00	750.00	Brian Prawitz and BP Media will lead Habitat's social media marketing efforts as well as production of the event poster. Brian will provide a match in auctioneering and emcee services during the event.
Poster design, printing	500.00	250.00	Our Hammer N'Ales poster will go under a "re-design" and 500 will be printed for distribution across the region in communities from Grants Pass to Albany and Coos Bay to Bend. The design and printing will be accomplished by TNR/BP media.
Marketing - Elwood Staffing	500.00	500.00	Temp marketing agent. 4 hrs per week for 12 weeks at \$20/hr (Jan 24 to April 18) to make website updates, reach out to regional breweries, make social media posts, marketing material distribution.
City of Roseburg total	4,000.00		
Match total		4,500.00	
Grand total		8,500.00	



HAMMER N ALES 2020

Advertiser:
 Agency:
 Buyer: ROBIN
 Length(s): :15
 Proposal #: 966045
 Market [Rank]: EUGENE, OR-COMSCORE LO
 Books: November 2019-COMSCORE LO
 Flight Dates: 04/01/20 - 04/18/20

Station Contact:
 Name: Betsy Yraguen
 Phone: (541) 580-7447
 Fax: (541) 677-9133
 Email: betsyraguen@kezi.com

Program DP Days Time	Rate Weeks	Apr 1	Apr 6	Apr 13	Cost Spots	A25+ RTG CPP	M2564 RTG CPP	W2564 RTG CPP
KEZI+								
KEZI News This Morning 6a	\$40	6	6	6	\$720	4.1P	4.5P	4.6P
M M-F 6:00A- 7:00A	3				18	\$9.76	\$8.89	\$8.70
KEZI News WAKE N WIN VALUE \$500	\$0	-	1	-		4.1P	4.5P	4.6P
M M-F 6:00A- 7:00A	1				1			
KEZI 9 News at 5-7p	\$50	2	2	2	\$300	7.0P	6.5P	6.5P
R M-F 5:00P- 7:00P	3				6	\$7.14	\$7.69	\$7.69
Roseburg BONUS	\$0	25	25	25		1.0*		
0 M-F 5:00A-11:30P	3				75			
:15 SEC SPOT PRODUCTION VALUE \$500	\$0	1	-	-				
0 M-F 5:00A-11:30P	1				1			
KEZI.COM banner & Video	\$500	1	-	-	\$500			
0 M-Su 4:00A- 1:00A	1				1			
<i>Program Comments: KEZI.COM BANNER AND VIDEO ADS \$500 TOTAL GETS 50,000 BANNER IMPRESSIONS 5,000 VIDEO IMPRESSIONS</i>								

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A25+R	102	\$1,520	194.90	\$7.80	43.15	4.52	88,847	205,903
M2564R			124.50	\$12.21	38.71	3.22	44,952	116,124
W2564R			126.40	\$12.03	38.8	3.26	47,453	122,301

Flight breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
04/01/20-04/18/20	102	100%	\$1520	100%	194.90	100%	\$7.80

Dayparts: M - MORNING; A - ACCESS; D - DAYTIME; E - EARLY FRINGE; R - EARLY NEWS; 0 - ROTATORS

Client Signature: _____ Date: _____



KEZI AUDIENCE ON DESKTOP, TABLET AND MOBILE

KEZI.com Audience 1st-3rd Quarter Averages Per Month 2019



2 Million+ Per Month Traffic

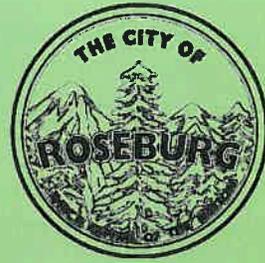
- 521,134 Desktop Total
- 1,532,177 Mobile App Total
- 52.89% Female Visitors
- 47.11% Male Visitors

430,000 Unique Visitors per month

541,000 Facebook Referrals per month

174,000 Total Video Views per month

44.16% Of Traffic comes from A25-44



2020

TOURISM GRANT PROGRAM



CITY OF ROSEBURG
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 \$ 25,000.00

Project/Event Name: Roseburg Summer Steelhead Series

Applicant Organization: Downtown Roseburg Association (DRA)

Governmental Entity Non-Profit Organization Business Enterprise

Address: 753 Main Street, Roseburg OR 97470

Phone: 541 673 3352

E-Mail Address: _____

Responsible Party: Susie Johnston-Forte, Executive Director

Co-Sponsors (if applicable): The Partnership for the Umpqua Rivers (PUR); Kevin Keller, Executive Director; Thomas McGregor, Board Treasurer; More info at www.umpquarivers.org

Description of Project/Event: Three concerts in a 'block-party' format during the annual steelhead salmon angling season (Jul thru Sept). Three locations in downtown Roseburg would benefit from hosting the series. Local angling and veteran groups would host demos of fly-fishing/tying for public.

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): Local economy would benefit from a premier event celebrating a key activity unique to the Umpqua region; fly-fishing for summer steelhead. State-wide billboards, magazine print ads, and targeted social media would result in positive influence for Roseburg.

Objectives of the Project: PUR and DRA partner for a mutually beneficial activity. PUR's primary activity is restoration of salmon runs and collaboration of stakeholders. Funds raised support PUR fiscal needs to support its ~5 FTE. DRA directly works to increase regional & downtown patronage.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Umpqua steelhead angling pushed alongside downtown businesses such as restaurants and breweries. Multitude of local businesses (hotels, restaurants, angling guides, real estate, retail, etc.) benefit from positive regional marketing for area.

Target Market or Audience - How and where will this be promoted? General statewide audience to learn about unique attraction of Roseburg community. Billboards in the Salem/PDX market, Magazines such as 1859, Willamette Weekly, Portland Monthly. Radio underwriting with JPR.

Project Strategy: An intersection of 'Music on the Half Shell' meets street fair meets brew fest. Each month a new restaurant will be hosting their taps and proceeds of sales. Event reach will be tracked through social media metrics and maps at events requesting attendees to 'pin' their home.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Umpqua Rivers present a 'top-ten' steelhead angling destination in the country. Intentional marketing of this aspect will showcase our community's livability and culture. Project Healing Waters will also highlight support of veterans.

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.

Susie Johnston-Forte  Date 12/31/2019
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Thomas McGregor Digitally signed by Thomas McGregor
Date: 2019.12.31 12:07:52 -08'00' Date 12/31/19
Co-Sponsor Typed Name and Signature

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

Amount Requested: \$ 25,000.00

Project/Event Name: Roseburg Summer Steelhead Series

Date of Project/Event: July 23, 2020; August 20, 2020; September 17, 2020

Do you charge for attendance? Yes No If yes, how much? N/A

Expected attendance: 4,000 Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
<u>Event Sponsorships Donations to PUR</u>	<u>\$35,000.00</u>
<u>Ford Family Found., Good Neighbor Grant</u>	<u>\$10,000.00</u>
<u>Food Sales/Beverage Sales - Donated %</u>	<u>\$4,000.00</u>
<u>Event Merchandise Sales - T-shirt, Koozie, etc</u>	<u>\$750.00</u>
Total Non-Tourism Funds	<u>\$49,750.00</u>

Estimated Expenses:

Materials and Supplies	<u>\$3,365.00</u>
Labor Costs	<u>\$24,200.00</u>
Advertising	<u>\$27,000.00</u>
Capital Outlay	<u>\$0.00</u>
Total Expenditures	<u>\$54,565.00</u>
Net Income/Loss Without City Participation	<u>\$4,815.00</u>
City Funding Request	<u>\$25,000.00</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:

Materials includes event supplies (banners, shirts, etc.), permits, insurance, port-a-potties, garbage. Labor includes contracted headliner musicians, contracted local musicians, audio production services, DRA event & volunteer management staff time costs, security/alcohol services. Advertising includes event poster production, urban area billboards, statewide print magazine ads, regional print ads, regional radio underwriting, marketing production fees. Tourism funds would be dedicated to fund urban area billboards, statewide print magazine ads, and regional radio underwriting expenses.

Hi Stu and Nikki,

Here is some additional information for the Economic Development Committee's consideration regarding the request for advertising funding for the Summer Steelhead Concert Series. The Partnership for the Umpqua Rivers and the DRA realize that this application is outside the normal scope of regular requests.

With the Summer Steelhead Concert Series, we believe that the marketing plan we have developed will put "heads in beds" from Thursday (concert night) though the weekend (for fishing and exploring). With 1,100 rooms available in the greater Douglas County area, we believe we can attract travelers from outside of our immediate area.

The advertising plan is as follows:

Radio spots to cover Lane, Douglas, Coos, Josephine, Jackson, Klamath, Lake, and Curry Counties. This will cost \$5,000 per month and we will run them for the three concerts in July, August, and September. There are 957,500 people living in these counties.

We will be included in the Experience Roseburg billboard event advertising for the concert series. Anvil indicated that they will invest up to \$2,500 worth of services for design and billboard placement, as well as print materials, as they strongly support this program. The billboard is slated beginning in April at a Salem I-5 interchange. Please see the letter from Experience Roseburg in support.

In addition, we plan to run ads in both 1859 Magazine and Portland Magazine. The cost for ¼ page ads for the three concerts, with a combined readership of 818,400 statewide, will be \$6,000 total.

And finally, we have budgeted \$500 to boost Facebook posts during the three months of the series.

The total cost for advertising this series is as follows:

Radio spots to cover 9 Southern Oregon counties for 3 months:	\$15,000
Advertising in statewide targeted magazines:	6,000
Facebook – boost post funds	<u>500</u>
Total	\$21,500

We would be pleased to do further research and provide specific numbers on estimated reach.

Thank you so much for your consideration!



January 9, 2020

Downtown Roseburg Association
Susie Johnston-Forte
753 SE Main Street
Roseburg, Oregon 97470

Dear Susie,

Experience Roseburg is pleased to support the Downtown Roseburg Association for the inaugural 2020 Steelhead Series.

We pledge the following event promotion support with:

- \$2500 creative support for event logo, collateral design and production.
- Billboard placement 14x48 digital billboard, located on I-5 at Salem. Artwork rotation 50% with Experience Roseburg destination branding in the following months (\$644 media placement):
 - One (1) week in July
 - Two (2) week in August
 - One (1) week in September
- Event showcase on ExperienceRoseburg.com.
- Social media posts on Experience Roseburg Facebook and Instagram.

We are very supportive of the Steelhead concert series held in Downtown Roseburg as an innovative and exciting plan.

We are pleased and proud to promote experiences in and around Roseburg. Thank you again for helping accentuate our adventures, attractions, and culinary delights in the Roseburg area.

Kind Regards,

Kathy Nide on behalf of Cam Campman

Cam Campman
Experience Roseburg

PO Box 1262, Roseburg Oregon 97470

541-672-9731

info@experienceroseburg.com



Description

This digital bulletin is located on I-5 in Salem with an impressive read for local and commuter traffic. It's on the way back to downtown Salem from Keizer Station, the major shopping destination in this area, featuring national Restaurant chains and retailers such as Target, Lowe's, REI and many more. This bulletin is also seen by heavy tourist traffic southbound toward Albany, Corvallis, Eugene, and Southern Oregon communities. University of Oregon is in Eugene and is home to the Oregon Ducks, and Corvallis is home to the Beavers of Oregon State University.

Illuminated Digital Bulletin Location

City: Salem, OR 97305
Face ID: PDX076127
Facing: North (CR)
Latitude/Longitude: 44.98805/-122.99516
Face Size: 14' x 48'
Geopath ID#: 30654817 Impressions 18+: 138,331

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: February 5, 2020

To: Economic Development Commission

From: Nikki Messenger, City Manager
Stuart Cowie, Community Development Director

Subject: Funding Request – Southern Oregon Medical Workforce Center

ISSUE STATEMENT AND SUMMARY

In July 2019, the Oregon Legislature committed \$10 million to the Southern Oregon Medical Workforce Center to be located in Roseburg. There are two issues before the Commission today.

1. Whether to make a recommendation to the City Council to provide interim funding towards the project.
2. Whether to recommend the City Council authorize staff to submit a request to the Department of Administrative Services to allow the City to seek reimbursement for expenses that occur prior to the state bond sales (spring 2021).

BACKGROUND/ANALYSIS

Work to develop a medical college in the Roseburg area began in 2012 with leadership at CHI Mercy recognizing the severe shortage of healthcare workers, especially in rural areas. Shortly thereafter, the Partnership got involved with the project and solicited funding from the City to fund an initial financial feasibility study. The following is a brief description of milestones involved with this project. A more complete timeline has been attached for your information.

- On February 23, 2013, the City Council authorized a \$30,000 grant to The Partnership to facilitate the feasibility study. In June of 2013, Douglas County committed \$30,000 to the study.
- In 2016, Oregonians for Rural Health (ORH) was “formed” through the Partnership to specifically work on this project. ORH spent considerable time and effort clearly defining the need for the college and searching for an academic partner. Without an academic partner, the project could not proceed.
- On February 11, 2019, the City council authorized \$25,000 in funding to Oregonians for Rural Health (ORH) towards an economic study for the Allied and Mental Health College.
- In March of 2019, an MOU was signed between George Fox University and ORH formally establishing roles in exploring the college development.

- On May 13, 2019, the City Council authorized staff to negotiate and execute a Memorandum of Understanding with Oregonians for Rural Health outlining the City's commitment to helping fund and construct the Allied Health College with conditions.
- In July 2019, the state legislature programmed \$10 million in funding to the City of Roseburg with the caveat that there be a match of at least \$10 million.
- In October 2019, the Umpqua Valley Development Corporation (UVDC) was formed as a 501c3 nonprofit organization. UVDC formed to carry on the efforts to raise funds for the college and to help guide program development and construction. Voting members include Dick Heard, Kelly Morgan (Mercy Hospital), Steve Loosely (UCC), Lisa Yop (Roseburg VA), Linda Samek (George Fox University), and Nikki Messenger (City of Roseburg). Non-voting members include State Senator Dallas Heard, State Representative Gary Leif, and Ryan Tribbett from Pac West.

UVDC continues to work with George Fox University and other academic partners on the programs that may be offered on the Roseburg campus. Programs involved with the first phase of the project may include the following:

- Physician Assistant (PA) Master of Medical Science
- Nursing
 - Registered Nurse to Bachelor of Science in Nursing (RN to BSN)
 - Bachelor of Science in Nursing (BSN)
 - Doctor of Nursing Practice (DPN)
- Doctor of Physical Therapy (PT)
- Behavior Health Programs
 - Bachelor of Science in Social Work (BSW)
 - Master of Science in Social Work (MSW)
 - Doctor of Psychology (PsyD)
- Radiologic Science
- Medical Laboratory Science

UVDC has contracted with PacWest to provide ongoing support and project management to continue to move the project forward. The Partnership has agreed to forward the remaining funds previously dedicated to ORH to UVDC. CHI Mercy has been the biggest funding partner to date and has committed to continued project funding for UVDC.

Issue 1 - UVDC is requesting financial support to continue to develop the project. There will be costs associated with overall project management, including the work involved with site selection, cost estimating, lease negotiation, etc. UVDC is requesting \$60,000 from the City for calendar year 2020.

Issue 2 – The state bond sale to fund the \$10 million in state funding will occur in spring of 2021. In order to continue working on the project prior to the bond sale, staff is seeking authorization to submit an Intent to Reimburse Capital Costs to the Department

of Administrative Services. This would allow the City (as the grantee) to seek reimbursement of project related capital expenses that are incurred prior to the bond sale. This is critical to moving the project forward prior to the state bond sale in spring of 2020.

FINANCIAL AND/OR RESOURCE CONSIDERATIONS

The Economic Development Fund FY 19-20 budget includes \$100,000 for the Med Ed project. There is a strong possibility that additional funding requests will be forthcoming to secure architectural and/or engineering services for the project.

TIMING ISSUES

If the Commission recommends providing funding and/or authorizing staff to submit an Intent to Reimburse Capital Costs, these items will be presented to the City Council at their February 10th meeting.

COMMISSION OPTIONS

Issue 1 - The Commission has the following options:

1. Recommend that the City Council authorize \$60,000 in Economic Development funds
2. Request additional information; or
3. Not recommend financial support to UVDC for the project.

Issue 2 - The Commission has the following options:

1. Recommend the City Council authorize staff to submit an Intent to Reimburse Capital Costs to the Department of Administrative Services; or
2. Request additional information; or
3. Not recommend authorization to submit the Intent to Reimburse Capital Costs.

STAFF RECOMMENDATION

Issue 1 – Money has been budgeted and is available to meet this request. Interim funding is critical to ensuring the project can continue to move forward prior to the state's 2021 bond sale. Therefore, staff recommends that the Commission forward a recommendation to the City Council to authorize staff to negotiate and execute an agreement with UVDC to provide \$60,000 from the Economic Development Fund to provide funding for project management services related to the Southern Oregon Medical Workforce Center Project.

Issue 2 – In order to ensure that the grant money from the State of Oregon can be used to reimburse capital costs associated with the project that are incurred prior to the State's bond sale, staff recommends that the Commission recommend the City Council authorize staff to submit an Intent to Reimburse Capital Costs to the Oregon Department of Administrative Services.

SUGGESTED MOTION

Issue 1 - I move to recommend the City Council authorize staff to negotiate and execute an agreement with Umpqua Valley Development Corporation to provide

\$60,000 from the Economic Development Fund for project management services related to the Southern Oregon Medical Workforce Center Project.

Issue 2 – I move to recommend the City Council authorize staff to submit an Intent to Reimburse Capital Costs to the Oregon Department of Administrative Services for the Southern Oregon Medical Workforce Center Project.

ATTACHMENTS

Comprehensive project timeline

Southern Oregon Medical Workforce Center Timeline

Over eight years ago, healthcare providers, elected officials, community leaders, and others took the first steps toward spearheading efforts to build a regional Southern Oregon allied health college in Roseburg. Today, a broad coalition stands behind the effort. Significant momentum has been achieved to date, which includes successfully securing during the 2019 legislative session \$10 million in state funding to construct the college.

The following is a timeline of key activities and milestones in the Southern Oregon Medical Workforce Center initiative to date:

2012

February

- CHI Mercy Health, Douglas County's regional hospital, brings to the forefront severe healthcare workforce shortages and the idea of building a regional college

May-August

- Efforts to conduct an initial feasibility study are launched among Douglas County interests

October

- Advisory committee is established to oversee initial financial feasibility study

2013

February

- City of Roseburg approves contribution of \$30,000 to fund initial financial feasibility study

May

- Preliminary college programs list is developed by advisory committee

June

- Douglas County Commissioners approve contribution of \$30,000 for initial financial feasibility study

2014

January

- Advisory committee begins development of initial capital and operational budget projections for initial financial feasibility study

July

- Initial capital and operating budgets completed

October

- Initial feasibility study completed demonstrating financial feasibility of college serving multiple allied health professions

December

- Stakeholder briefings held on initial financial feasibility study

2015

January

- Community presentation held on initial financial feasibility study

March

- Johnson Economics conducts economic impact study on job creation and revenue potential for regional college

April-August

- Preliminary efforts are made to secure an academic institution to administer the college

October

- Mental health professions are added to priority degree programs list following Umpqua Community College shooting

November

- Pac/West Communications is retained to support the college initiative by raising issue awareness, expanding coalition membership and engagement, and generating funds, in addition to assisting with the recruitment of academic partners

December

- Leadership Committee of local stakeholders formed to advise college initiative efforts

2016

January

- Oregonians for Rural Health (ORH) is founded
- Leadership Committee initiates regular quarterly meetings

February-April

- Materials on healthcare demand, provider shortages, and patient care access issues, in addition to economic revitalization needs are developed for coalition outreach and public education
- Coalition building among regional healthcare providers, municipalities, county governments, and elected officials commences across Southern Oregon
- Support letters are received from regional healthcare providers, municipalities, and county governments
- Roseburg VA and its affiliated regional VA facilities network, VISN 20, are secured as key coalition partners and become actively involved in initiative efforts

May

- News-Review article series covering healthcare demand, provider shortages, and the Roseburg college initiative runs
- Coalition members testify on healthcare workforce shortages, patient care access issues, and the need for new regional economic drivers during Legislative Days in the Oregon Interim House Committee on Higher Education, Innovation and Workforce Development and the Oregon Senate Education Committee

September

- Coalition provides testimony on healthcare workforce shortages during Oregon Legislative Committee Days in House Higher Education Committee
- Legislative concept is filed to develop a house bill establishing a state task force to investigate healthcare workforce shortages and to explore solutions, including creation of a medical training facility in Roseburg to serve Southern and rural Oregon

December

- Briefings held with Oregon Governor policy advisors and state elected officials on healthcare provider shortages and Roseburg college initiative

2017

January/year round

- Active recruitment of academic institutions with allied and mental health program expertise to administer the college begins; meetings are held throughout the year with institutions across Oregon

February

- Briefing held with Oregon Department of Veterans Affairs (ODVA) and Oregon Governor policy advisors on VA and private sector healthcare needs and workforce shortages
- Framework of house bill is developed to establish a state-supported task force
- Bipartisan co-sponsors are secured for house bill establishing state-supported task force

March

- House Bill 3341 establishing state-supported task force is introduced

April

- Coalition members testify in favor of HB 3341 to Oregon House Health Care Committee
- HB 3341 passes out of the Oregon House Health Care Committee

May

- Broad base of bipartisan state representatives from across Oregon are secured as co-sponsors of HB 3341

June

- Formation of state-supported task force, named Rural Medical Training Facilities Workgroup, is incorporated into Oregon Department of Veteran's Affairs (ODVA) budget through House Bill 5006

July-August

- HB 5006 with state-supported task force led by ODVA is approved and signed by the Oregon Governor

September

- Briefing held among core coalition partners and ODVA on healthcare workforce shortages, college vision, and initiative history in preparation for Rural Medical Training Facilities Workgroup launch

November

- First Rural Medical Training Facilities Workgroup meeting led by ODVA held in Roseburg to review workgroup purpose and outline action items

2018**January**

- Rural Medical Training Facilities Workgroup meets in Salem on healthcare workforce provider shortages and college framework; outstanding data and college development needs are identified

February

- Coalition initiates development of expanded initial business plan for college detailing vision and framework (“building blocks”)
- Top high demand allied and mental health professions selected for phase one college programs by coalition members using state, VA, and private sector data

March

- Oregon Center for Nursing (OCN) commissioned to conduct workforce demand analysis of top allied and mental health fields and educational program capacity in Oregon

June

- Rural Medical Training Facilities Workgroup meets in Roseburg on college program selection and initial business plan development; OCN provides preliminary results of health professions workforce demand and educational programs analysis

July

- Initial college business plan detailing vision and building blocks presented by ORH to Rural Medical Training Facilities Workgroup in Roseburg

August

- Oregon Governor tours Roseburg hospital and clinics; coalition members present data on allied and mental health workforce shortages and patient care access issues, linking the need for local training programs
- OCN incorporates updated 2017-2027 allied and mental health workforce projections from Oregon Employment Department into healthcare professions demand analysis

September

- Legislative report on Rural Medical Training Facilities Workgroup findings on healthcare workforce shortages and solutions, including college in Roseburg, is submitted to Oregon Legislative Assembly by ODVA
- Dialogue begins with George Fox University about serving as the college administrators and developing programs and curricula

October

- Tour of Roseburg medical facilities and potential college build sites is held with George Fox University

November-December

- Prospective allied and mental health programs are explored with George Fox University
- George Fox University develops Rural Oregon Concepts outlining college goals, prospective programs, student and faculty projections, and facility size requirements
- College program and financial needs are identified by ORH and George Fox University

2019

January

- Briefings held with state elected officials on project status and funding needs

February

- Coalition provides testimony on healthcare workforce shortages and Roseburg college initiative to Oregon House Committee on Veterans and Emergency Preparedness
- ECONorthwest (ECONW) is tapped to scope out development of economic impact and benefit analysis of Roseburg college

March

- MOU is signed between George Fox University and Oregonians for Rural Health formally establishing roles in exploring college development
- City of Roseburg commits \$25,000 for ECONW economic impact and benefit analysis
- ECONW launches economic impact and benefit analysis of Roseburg college

April

- Preliminary proforma is developed detailing college construction costs and program startup dates and cash flow
- City of Roseburg commits to contributing \$400,000 towards public improvements and/or development fee reductions to support college construction
- Douglas County Commission commits to contributing up to \$200,000 to offset development fees
- Coalition provides testimony on healthcare workforce shortages, regional economic revitalization needs, and Roseburg college initiative and advances state funding ask to Oregon Joint Committee on Ways and Means Subcommittee on Capitol Construction

May

- City of Roseburg signs MOU committing to building ownership, in addition to funding up to \$10 million for construction through local bonds
- Results of ECONW Roseburg College economic impact and benefit analysis are presented to coalition partners and state elected officials

July

- Oregon State legislature approves \$10 million in state bonding to build Southern Oregon Medical Workforce Center in Roseburg

August

- Briefing held with Oregon Solutions tasked by the Oregon State Legislature to facilitate the siting and construction of the Roseburg medical workforce center

October

- Umpqua Valley Development Corporation is formed as a 501©3 nonprofit organization to carry on efforts to raise funds and in-kind contributions for the college and help guide program development and construction

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: February 5, 2020

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Funding Request - Umpqua GrowthTalks – UEDP (Partnership)

ISSUE STATEMENT AND SUMMARY

For 2020, the Partnership is launching a new project called GrowthTalks. GrowthTalks is a monthly event designed to attract and pull more new and young local businesses into revenue. Events will include elements found at similar successful pub talk style events held in Ashland, Bend and Portland. Attendees will learn from guest speakers and panels focused on entrepreneurship. They will also have the opportunity to pitch at these events for various levels of funding. The Partnership is requesting the EDC contribute \$4,999 from the Economic Development Fund to help support the launch of this new program in 2020.

ANALYSIS

The idea for GrowthTalks has evolved from similar Roseburg events such as Y.E.S. and Pub Talks. Its purpose is to help local entrepreneurs get started and create a new business environment in Douglas County. The Partnership's goal for 2020 is to find a way for 100 new local companies to launch, followed by 30 scalable companies then hiring and growing. This new goal is an extension of existing numbers Douglas County is currently experiencing with 10 new companies making a profit each year and about three of those then hiring employees within their first year.

The kick-off event for GrowthTalks is January 22nd. The event will be held at Backside Brewing. In February a Pitch Night will be held in which various levels of funding will be offered. The plan for GrowthTalks is to reach a sustainable level through sponsorship and a possible membership fee model, however until that occurs the Partnership is seeking additional financial support to launch the project through 2020. Funding would be used to support marketing and operational costs. In recognition of the City's participation the City's logo will be included alongside other sponsors on banners, website, e-mails and other promotional material. In addition, stage time can be offered to promote how the City is supporting local entrepreneurship. Funding for this request would come from the Economic Development Fund.

COMMISSION OPTIONS

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to the Partnership to help launch the 2020 Umpqua GrowthTalks project.
2. Do not recommend approval.

STAFF RECOMMENDATION

Staff sees this as great opportunity to be part of a unique business startup event and recommends that the EDC fund \$4,999 to the Partnership in order to help the 2020 launch of the new Umpqua GrowthTalks project.

SUGGESTED MOTION

I move to authorize the City to enter into an agreement to provide \$4,999 to the Partnership to help launch the 2020 Umpqua GrowthTalks project.



January 6, 2020

Mr. Stu Cowie
Community Development Director
City of Roseburg
900 SE Douglas Ave
Roseburg, OR 97470

Re: City of Roseburg EDC Support for GrowthTalks Launch

Dear Stu and EDC,

An exciting season is approaching in Roseburg and the surrounding area as we are beginning to see more and more startups in our area grow and receive recognition beyond city limits -- and in some cases, around the globe. Startups like Reustle Prayer Rock Vineyard winning Best Syrah in the New World at an international competition; Carrot (located on a couple blocks from City Hall on Jackson Street) recently named one of the fastest growing tech companies in Oregon, and several other notable examples. Conditions are ripe for homegrown entrepreneurship to bloom and bolster our local economy. Douglas County sees about 10 new companies make profit each year with about three of them hiring employees within their first year – these three we call scalable businesses. The Partnership's goal in 2020 is to find a way for 100 new local companies to launch, followed by 30 scalable companies then hiring and growing. We believe this can be done with a well-structured funding pipeline while working with new and existing small business development resources. There has never been a better opportunity for us to work together to help our local entrepreneurs get started and create a new business ecosystem here in Douglas County.

GrowthTalks is a monthly event designed to attract and pull more new and young local businesses into revenue. The structure and style of these events has evolved from its Roseburg origins as Y.E.S. and Pub Talks, and includes many new elements found at similar successful pub talk style events in the state such as those hosted in Ashland, Bend and Portland. Attendees will learn and be inspired by guest experts and speaker panels focused on entrepreneurship, join a supportive community, and have the opportunity to pitch at these events for various levels of funding (ranging from \$500 - \$10,000 in 2020). These pitch competitions are called "Pitch Nights" and the first will be held February 2020.

Founding Partners: Douglas County Industrial Development Board, City of Roseburg, CCD Business Development
Sustaining Sponsors: Cow Creek Band of Umpqua Tribe of Indians, CHI Mercy Health, Avista, North River Boats,
Jordan Cove LNG, Douglas ESD, Con-Vey, Roseburg Forest Products, Aviva Health, Dole Coalwell Attorneys, Rogue Credit Union
Vision Sponsors: Pacific Power, Umpqua Bank, First Call Resolution



In an effort to promote entrepreneurship to local youth, one of these Pitch Nights will be for Roseburg High School students. Furthermore, all events will serve as a pathway to existing entrepreneurial resources and programs in the community including CCD Development, UCC and SBDC.

While the plan for GrowthTalks is to reach a level of self-sustainability through sponsorships and possibly a membership fee model in the future, the Partnership is seeking additional financial support to launch this project through 2020. Funding is needed for equipment, rental costs, and advertising focused to reach aspiring and early stage entrepreneurs in the community. GrowthTalks will be the beacon these community members are searching for that will guide them to the resources they need to launch and succeed.

The Partnership sees a natural economic development alignment with the mission of the City of Roseburg and EDC. This is an exciting opportunity to be a major part of a new and innovative business startup event that will lend itself to a flourishing local economy.

The Partnership would like to ask Roseburg EDC to contribute \$4,999 in unrestricted funds to support marketing and operational costs for GrowthTalks in 2020. In doing so we would widely promote the City of Roseburg's participation and support of this initiative with the same visibility we offer title sponsors which would include logo placement on banners, website, emails and time on stage to promote how the city is supporting local entrepreneurship. We believe investment in this initiative will reap many rewards. We look forward to the City of Roseburg's deepening commitment to creating a community where local entrepreneurs, and those who are from out-of-area, can start and grow thriving businesses.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Wayne Patterson', written over a light blue circular watermark.

Wayne Patterson, Executive Director

Founding Partners: Douglas County Industrial Development Board, City of Roseburg, CCD Business Development
Sustaining Sponsors: Cow Creek Band of Umpqua Tribe of Indians, CHI Mercy Health, Avista, North River Boats,
Jordan Cove LNG, Douglas ESD, Con-Vey, Roseburg Forest Products, Aviva Health, Dole Coalwell Attorneys, Rogue Credit Union
Vision Sponsors: Pacific Power, Umpqua Bank, First Call Resolution

UMPQUA
GROWTH
Talks



For those who want to start a business, already own a business, or want to support those who do.

Be part of a movement to grow local entrepreneurs!

Come learn about upcoming pitch competitions, inspirational speakers, and more lined up for 2020.



Produced by
UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

Kickoff Party

(formerly Y.E.S. and PubTalks)

January 22

5 to 7:30 p.m.

Backside Brewing Co.
1640 NE Odell Ave.
Roseburg, Oregon

Continuing every third Wednesday
of each month

SPACE IS LIMITED!

Reserve your **FREE** ticket at:

growthtalkslaunchparty.eventbrite.com

Join us on Facebook, search *Umpqua GrowthTalks*

February \$1000 PITCH NIGHT for Startups!

More info online at uedpartnership.org

PITCH NIGHT

DOUGLAS COUNTY · OREGON

LET'S GET MORE STARTUPS IN DOUGLAS COUNTY!

Pitch Night is an opportunity to pitch your new business idea against others. This event is for pre-revenue companies only with less than \$3,000 in total accumulated revenue. No business plan is needed. The winner receives up to \$1,000 in services paid with no payback requirement of any kind. Five minutes will be given to pitch your idea and answer the following: 1) What is your business idea? 2) What will the money be used for and why? 3) How much do you need up to \$1,000 and to whom will it be paid? After you pitch, there will be a five minute Q&A with the panel of judges. Six pitches will be heard in an hour with judging forms added up and a winner announced at the end of the night. If there happens to be a tie, both will receive up to \$1,000 in services paid. If you do not win the \$1,000 award you can reapply and participate in another Pitch Night. All winners will automatically be invited to our \$5,000 and/or \$10,000 yearly Pitch Night event where in-revenue, small companies can also apply.

Apply now at:
www.uedpartnership.org/pre-seed-funding

PRODUCED BY



EXPERIENCE ROSEBURG

QUARTERLY REVIEW

JANUARY 2020

CONTENTS

DESIGN PROGRESS:

A small preview of layouts, video, and what's next.

WEBSITE BUILD:

Overview of our site, how it's organized and why.

MEDIA BUYS:

Dani will briefly touch on our media spend and placement.

SOCIAL MEDIA:

Kristi will go over our social media statistics and discuss plans for next quarter.

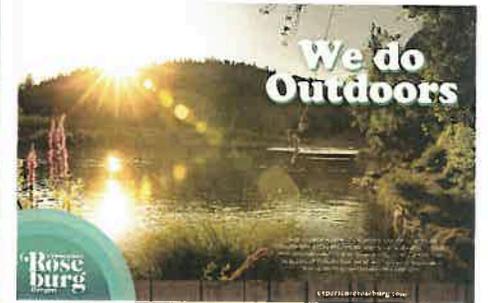
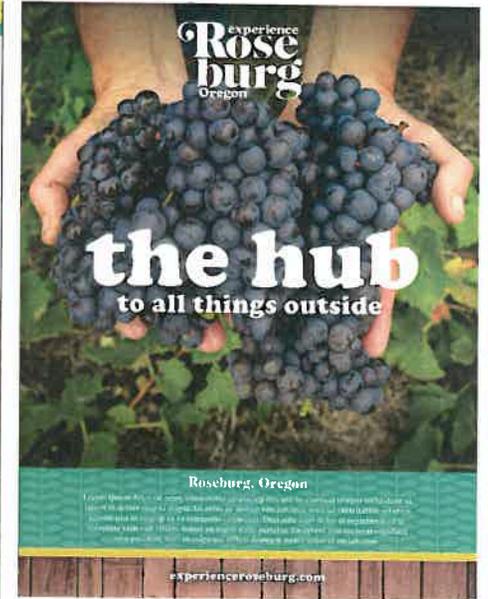
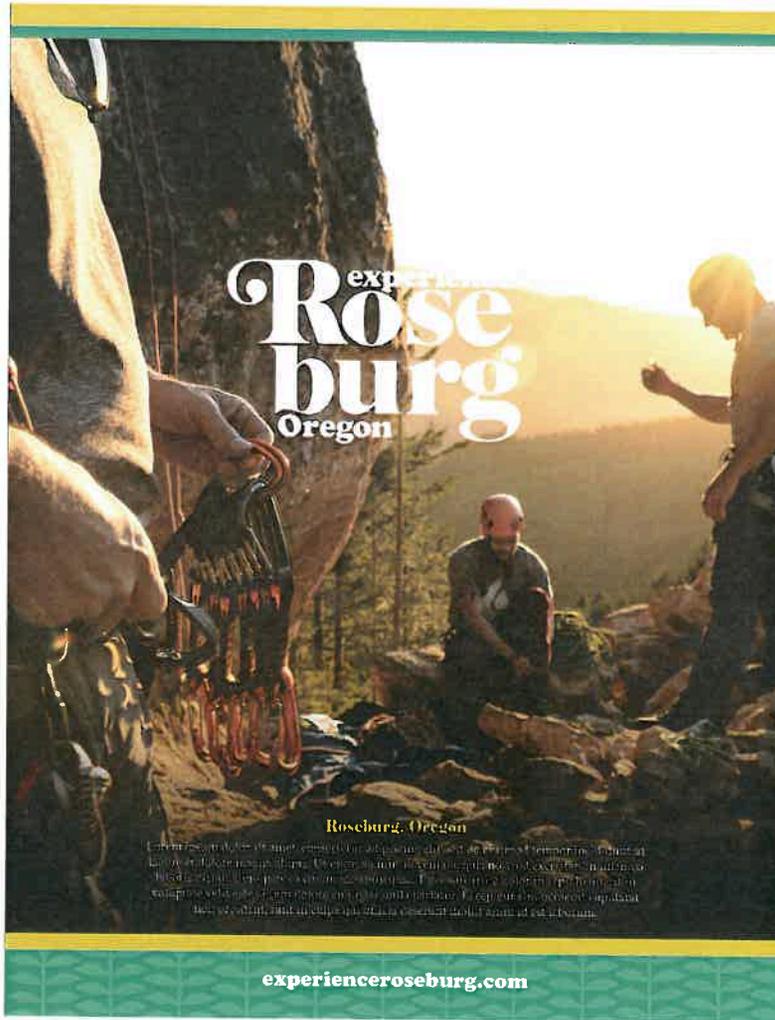
FINANCIALS:

Summary of our budget spend thus far.



DESIGN PHASE

During this section of the campaign, we begin to combine raw images and copy, with layout and graphics. It's really the most exciting part of the creative process. During this phase we create the bulk of the collateral for ER. This includes print ads, digital ads, digital ads, brochures, visitor guides, trade show booth, POP swag, edited video, and the website. Here's a few examples of some layout roughs, as well as our intro video that we'll play at the end of our preso.



WEB BUILD

CONTENT, CONTENT, CONTENT:

For the new ER site, we're really wanting to take advantage of our area's natural beauty. To do this we'll be utilizing video content as much as possible. To ensure an ever changing look and feel to the site, we'll be updating the home page with a new video based "story" roughly every month. Each video piece will focus on activities that are seasonally correct, or represented during that particular time of year.

Experience Roseburg's new site is also being purposefully built using internet search data. Working with Simpleview, we're able to see what people are actually searching for when coming to our area. By knowing what search terms are most used, we're then able to organize the information on the site for better accessibility, but also to really drive web traffic directly to what travelers are really wanting to see. The following pages show the new ER site in wireframe or blueprint layout. This view is intended to show page layout and informational hierarchy.

Top 25 Destination Keywords



 Google Ads



WEB BUILD

The screenshot shows the top portion of the website. In the top left corner is the logo for "experience Roseburg Oregon". To the right of the logo is a horizontal navigation menu with the following items: SPORTS, MEETINGS & GROUPS, MEDIA, BLOG, and a search icon. Below this menu is a secondary navigation bar with the following items: THINGS TO DO, EVENTS, HOTELS, RESTAURANTS, and PLAN YOUR TRIP. The main content area below the navigation is a large blue rectangle with a white play button icon in the center.

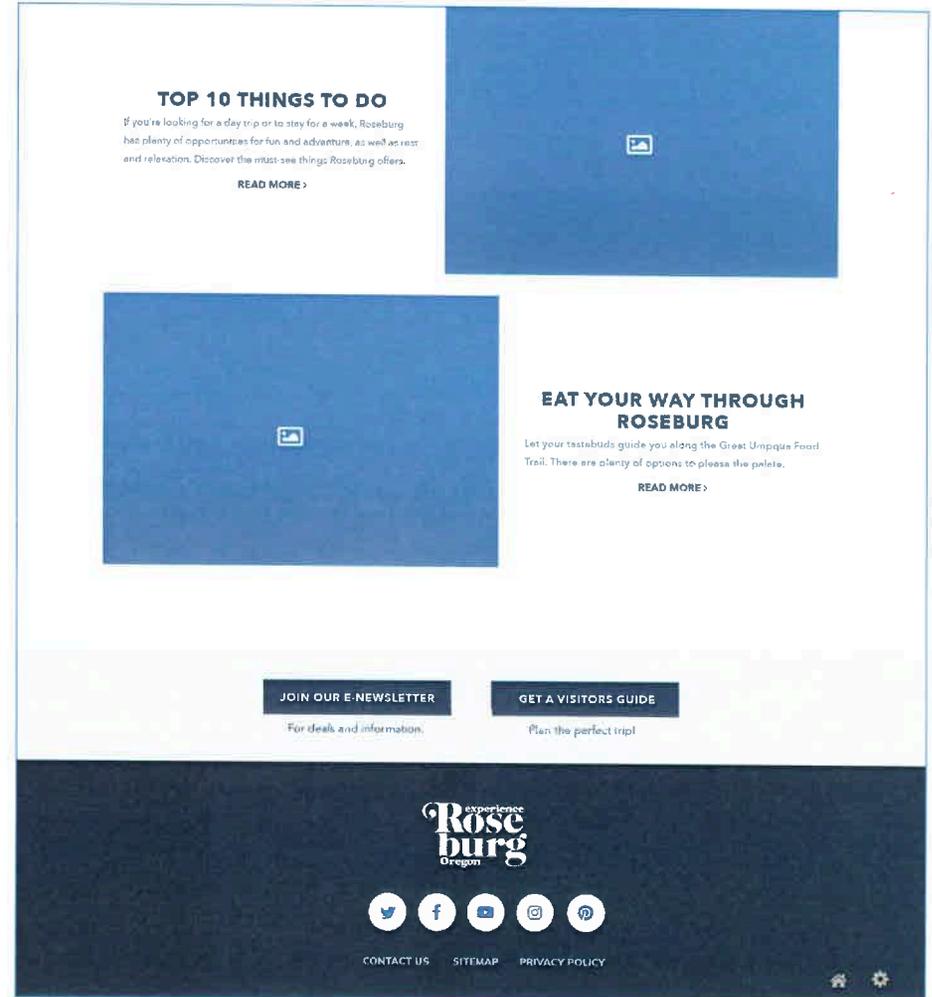
The screenshot shows the "EVENTS" section of the website. At the top, there is a row of four blue boxes, each with a white play button icon and a title: CRATER LAKE, HIGHWAY OF WATERFALLS, NORTH UMPQUA TRAIL, and WILDLIFE SAFARI. Below this row is a white header with the word "EVENTS" in bold. The main content area is a grid of event cards. Each card has a date in a dark blue box at the top left, a white play button icon in the center, and event details at the bottom. The events listed are:

- Nov 11**: Annual Douglas County Veterans Day Parade (Nov. 11, 2019, Downtown Roseburg)
- Nov 12**: Ladies Night Out at Melrose Vineyards (Nov. 12, 2019, Melrose Vineyard)
- Nov 19**: Geology on the North Umpqua (Nov. 19 - Nov. 22, 2019, Roseburg Public Library)
- Nov 28**: Thanksgiving Day Parade (Nov. 28, 2019, Downtown Roseburg)

At the bottom of the grid is a dark blue button with the text "SEE ALL EVENTS".



WEB BUILD



MEDIA BUYS & PLACEMENT

Media Partner	Media	Street Date	Ad size	Distribution / Circulation
Facebook.com/experiencerosburg	Social	September 19	n/a	metrics noted monthly September 66 likes, 50 engagements (reactions, shares, comments) October 563 likes, 338 engagements November 660 likes, 563 engagements December 689 likes, 391 engagements
Instagram.com/experiencerosburg	Social	September 25	n/a	metrics noted monthly September 40 followers, 45 engagements (likes, comments) October 162 followers, 538 engagements November 256 followers, 741 engagements December 327 followers, 676 engagements
Oregon Festivals & Events Calendar 2020	Print	January	5 event listings	90,000 copies distributed to visitors bureaus, chambers of commerce and other public outlets.
OregonFestivals.org	Print, Digital	January	logo, listings	Event listings from the Calendar are also posted on Travel Oregon's website.
YouTube.com/experiencerosburg	Social	January 2	n/a	metrics to come post launch & provided monthly; subscribe to YouTube #ExperienceRoseburg
Sponsorship - Travel Southern Oregon Symposium (March 8-9)	Direct Mail, Digital	January 3	logo	650 Direct Mail Postcard mailing list; online registration live Nov 21.
Travel Oregon Visitor Guide 2020	Print, Digital	March	full page	AUDIENCE 300,000 copies distributed via TravelOregon.com; year-round distribution and inquiry fulfillment. Also, free leads via the Travel Oregon Online Leads system. ONLINE VIEWING: Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones. 13,000+ users; More than 1.1 million pageviews; 66 average pages per session; 78% new sessions; 6:38 average minutes per session
UV Magazine, AHM Brands (visitor guide)	Print, Digital	March 6	full page, back cover	30,000 distributed each issue; 90,000 per year Metrics to come post launch. Digital metrics of total magazine click throughs on ExperienceRoseburg.com and UVMag.com.
UV Magazine, AHM Brands (visitor guide)	Print, Digital	March 6	Feature Story	Metrics to come post launch. Digital metric of ExperienceRoseburg.com page views of feature story.
UV Magazine, AHM Brands (visitor guide)	Print, Digital	March 6	2 Short Stories	Digital metric of ExperienceRoseburg.com page views of each short story noted monthly
UV Magazine, AHM Brands (visitor guide)	Print, Digital	March 6	Event Listings, seasonal	
Certified Folder - UV Magazine throughout Oregon, est. 1000 locations	Distribution	March 15		1024 locations: 8 Oregon Welcome Centers; 77 Medford including Rogue Valley Int'l Airport; 49 Grants Pass; 45 Klamath Falls; 107 S. Oregon Coast; 105 Central Oregon Coast; 71 N. Oregon Coast; 75 Eugene; 60 Salem; 227 Portland; 64 Bend/Redmond; 18 Mt Hood; 59 The Dalles/Hood River; 59 Roseburg
Lamar - I-5 @ Salem	OOH/Digital	March 28	10'6" x 36"	Weekly impressions, ages 18+: 83,015
ExperienceRoseburg.com	Digital	March 29	entire site	metrics to come post launch & provided monthly
TravelOregon.com	Digital	April 1	Square 300x250, basic bundle - 18 categories	More than 12 million pages viewed annually with 3.8 million unique visitors
Google Adwords	Digital	April 1	keywords	metrics to come post launch & provided monthly
Eugene Airport	OOH/Digital	April 1	:10	2 million travelers and greeters annually
Pacific Outdoor - I-5 @ Salem	OOH/Digital	April 1	14'x48'	Weekly impressions, ages 18+: 138,331
Travel Southern Oregon Visitor Guide 2020	Print	May	full page	90,000 copies distributed to visitors bureaus, chambers of commerce and other public outlets.
Great Umpqua Food Trail 2.0; Travel Oregon	Collateral, Digital, Social	June 1	logo	180 locations: 8 Oregon Welcome Centers; 113 S. Oregon Coast; 59 Roseburg
SouthernOregon.org (Travel Southern Oregon website)	Digital	May	TBD	45,000 unique visitors per month

Source: 200x150, basic bundle



SOCIAL MEDIA

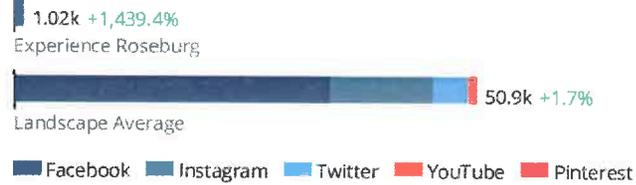
Social Audience

Oct 1, 2019 - Dec 31, 2019

🟡 Experience Roseburg is below average for Social Audience, ranking 8th of 8 companies in your landscape. Visit Bend Oregon leads with an audience of 258,398.

🏆 Experience Roseburg is the landscape leader for Social Audience growth, ranking 1st of 8 companies in your landscape.

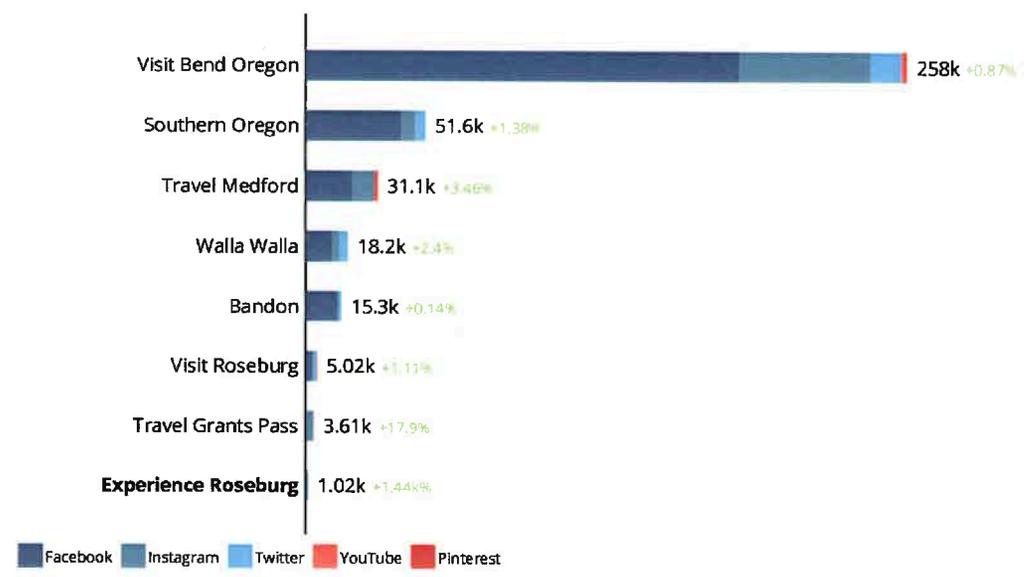
Social Audience



SOCIAL MEDIA

Cross-Channel Audience, with % Change

As of Dec 31, 2019 vs. Sep 30, 2019



Cross-Channel Audience
The total number of followers across all tracked social channels.

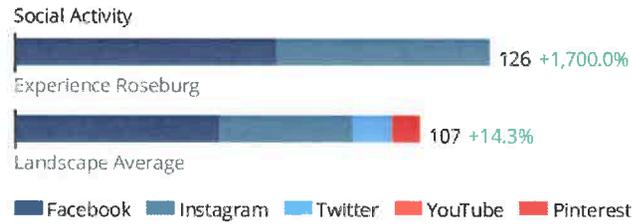


SOCIAL MEDIA

Social Activity

Oct 1, 2019 - Dec 31, 2019

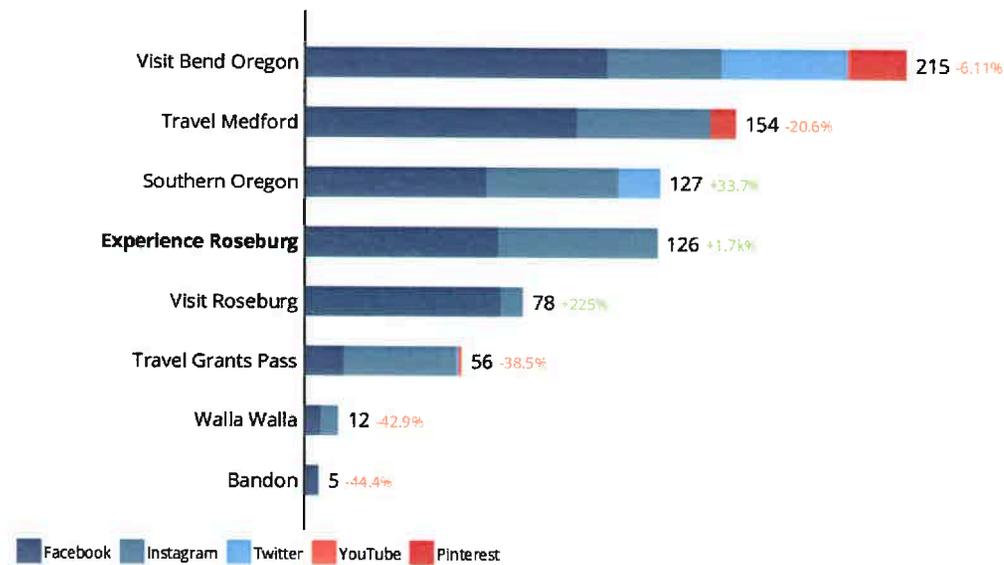
📈 Experience Roseburg was above average for Total Social Activity, ranking 4th of 8. Keep chasing the leader, Visit Bend Oregon, with their landscape leading 215 posts.



SOCIAL MEDIA

Cross-Channel Posts, with % Change

Oct 1 - Dec 31 vs. Jul 1 - Sep 30



Cross-Channel Posts

The total number of posts across all tracked social channels.



SOCIAL MEDIA

Social Engagement

Oct 1, 2019 - Dec 31, 2019

Experience Roseburg was below average for Total Social Engagement, ranking 5th of 8. Visit Bend Oregon leads with 93,010 interactions.

Total Social Engagement

3.25k +6,394.0%

Experience Roseburg

17.0k -18.7%

Landscape Average

Facebook Instagram Twitter YouTube Pinterest

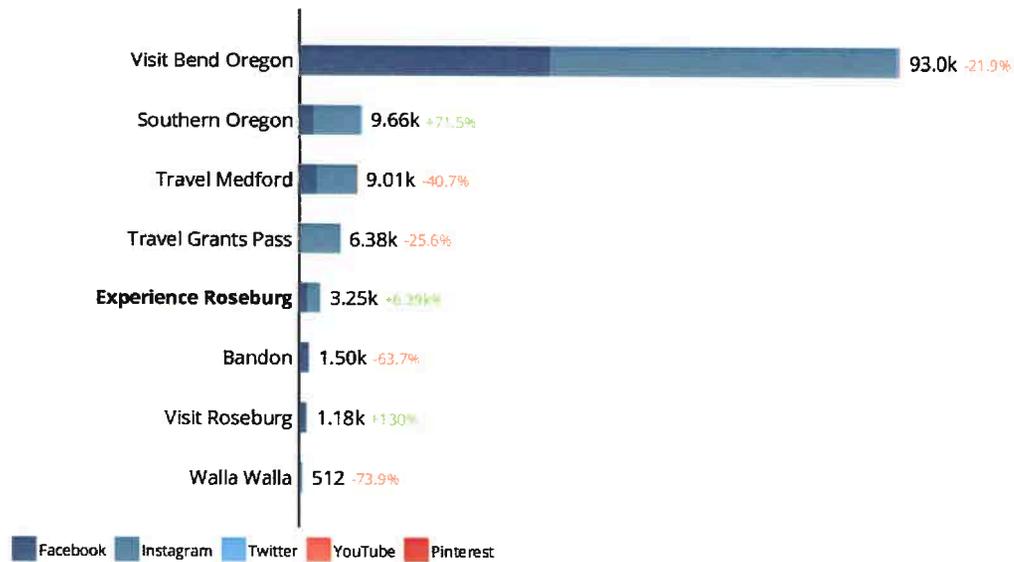
Rose
burg

Rose
burg
Oregon

SOCIAL MEDIA

Cross-Channel Engagement Total, with % Change

Oct 1 - Dec 31 vs. Jul 1 - Sep 30



Cross-Channel Engagement Total

The total number of engagement actions across all tracked social channels.



Facebook Audience

Your Fans **Your Followers** **People Reached** **People Engaged**

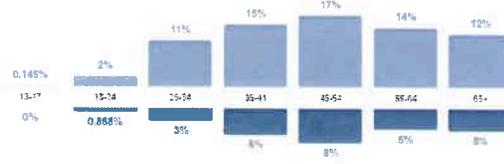
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.

Women

71%
Your Fans

Men

28%
Your Fans



Your Fans **Your Followers** **People Reached** **People Engaged**

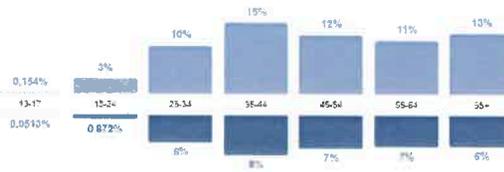
The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

Women

64%
People Reached

Men

35%
People Reached



Your Fans **Your Followers** **People Reached** **People Engaged**

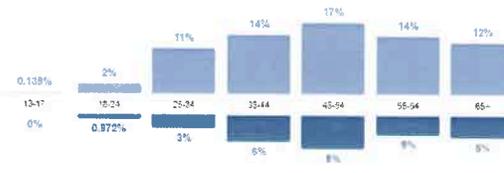
The people who follow your Page. This number is an estimate.

Women

71%
Your Followers

Men

28%
Your Followers



Your Fans **Your Followers** **People Reached** **People Engaged**

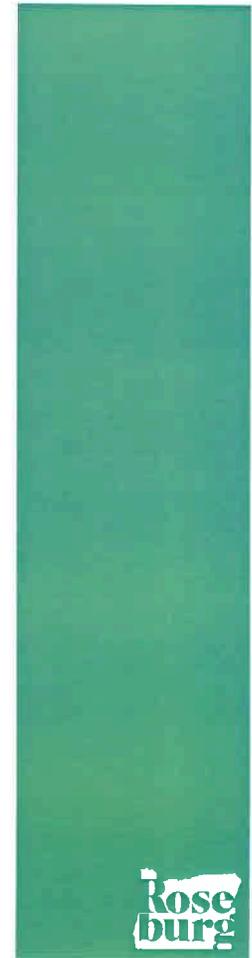
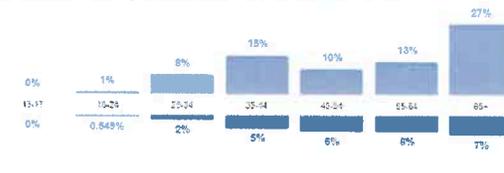
The number of People Talking About the Page by user age and gender. This number is an estimate.

Women

73%
People Engaged

Men

26%
People Engaged



Facebook Audience

Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	692	Roseburg, OR	319	English (US)	671
India	3	Suzherin, OR	37	English (UK)	26
Mexico	3	Myrtle Creek, OR	26	Spanish	6
Germany	2	Winston, OR	24	Portuguese (Brazil)	2
Argentina	2	Glide, OR	10	Thai	2
Australia	2	Oakland, OR	12	Greek	1
Canada	2	Canbyville, OR	9	Danish	1
Ghana	1	Portland, OR	7	English (Ghana)	1
Puerto Rico	1	Green, OR	6	French (France)	1
South Korea	1	Tn-City, OR	6	English (Perate)	1



Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Oct 1 2019 8:07 PM UTC	 <p>Experience Roseburg The Umpqua Brew Fest X is quickly approaching! Check out a number of local breweries all in one place on Saturday, October 12 from 1 pm - 10pm at the...</p>  	7	25%
Oct 2 2019 9:41 PM UTC	 <p>Experience Roseburg It's harvest time in Umpqua Valley!! There are two Umpqua Valley Wine tasting rooms right here in downtown Roseburg. If you're a wine lover, or just...</p>  	5	17.9%
Nov 11 2019 11:40 PM UTC	 <p>Experience Roseburg Happy Veterans Day 🇺🇸 Today's parade downtown Roseburg was truly special. With respect, honor, and gratitude, Thank You Veterans.</p>  	67	11.6%
Dec 7 2019 2:00 AM UTC	 <p>Experience Roseburg Downtown Roseburg looking magical! Photo Cathy Weigum</p>  	75	11.2%



Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Oct 6 2019 1:00 AM UTC	 <p>Experience Roseburg Looking for a scenic day trip from Roseburg, Oregon? Take a drive along Highway 138 and experience the "Highway of Waterfalls". Fall can be a...</p>  	17	10.4%
Nov 6 2019 9:00 PM UTC	 <p>Experience Roseburg Just taking a drive around Roseburg can be breathtaking. 🌲🍂🍁 Photo IG:toni.clough</p>  	57	9.98%
Nov 8 2019 7:35 PM UTC	 <p>Experience Roseburg Just over a 20 mile drive from Roseburg takes you to Swiftwater Park and a spectacular view of the North Umpqua River. More information on Swiftwater...</p>  	57	9.95%
Oct 5 2019 10:49 PM UTC	 <p>Experience Roseburg On Sunday, October 13 the Downtown Roseburg Association and NeighborWorks Umpqua is blocking off Jackson Street for the Downtown Roseburg Fall Street...</p>  	15	9.74%



Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Dec 25 2019 12:23 AM UTC	 <p>Experience Roseburg Santa spotted on the North Umpqua river!</p>  	49	7.14%
Oct 18 2019 10:42 PM UTC	 <p>Experience Roseburg In town for a weekend trip? Simply going on a weekend adventure? What part of Roseburg and the Umpqua Valley are you going to explore? This beautiful...</p>  	34	7.05%
Oct 6 2019 10:09 PM UTC	 <p>Experience Roseburg Looking for some guidance about where to find local breweries, wineries, farm-to-table dining, farmers markets, u-pick... Explore The Great Umpqua Food Trail - YouTube</p>  	10	6.13%
Oct 25 2019 7:41 PM UTC	 <p>Experience Roseburg Get out there and enjoy your weekend! The fall colors are gorgeous and there's sun in the forecast. What are your recommendations around Roseburg this...</p>  	33	6.01%



Instagram Followers

City	Count
Roseburg, Oregon	206 (67.10%)
Myrtle Creek, Oregon	10 (3.26%)
Sutherlin, Oregon	8 (2.61%)
Glide, Oregon	7 (2.28%)
Oakland, Oregon	7 (2.28%)
Portland, Oregon	6 (1.95%)
Winston, Oregon	6 (1.95%)
Eugene, Oregon	4 (1.30%)
Medford, Oregon	4 (1.30%)
Chandler, Arizona	3 (0.98%)

City	Count
Phoenix, Arizona	3 (0.98%)
Grants Pass, Oregon	2 (0.65%)
Logan, Utah	2 (0.65%)
Riddle, Oregon	2 (0.65%)
Silverton, Oregon	2 (0.65%)
Canyonville, Oregon	2 (0.65%)
Central Point, Oregon	2 (0.65%)
Melrose, Oregon	2 (0.65%)
Seattle, Washington	2 (0.65%)
Bend, Oregon	2 (0.65%)



Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Oct 1 2019 10:18 PM UTC	 <p>Experience Roseburg This fall you can visit uverts where you will find the Umpqua Plein Air exhibit running until October 26. 🍂. Umpqua Plein Air is an annual event...</p>  	23	54.8%
Oct 2 2019 10:19 PM UTC	 <p>Experience Roseburg Go crush your hump day. Adventure weekend is coming! travelsouthemoregon traveloregon #umpquanationalforest #umpquariver...</p>  	21	46.7%
Oct 17 2019 12:26 AM UTC	 <p>Experience Roseburg Are you enjoying the Umpqua Valley fall colors?! We definitely are. 🌲🍁🍂 #TravelSouthernOregon #southernOregon #Oregon #Oregonlove...</p>  	53	46.1%
Oct 5 2019 10:53 PM UTC	 <p>Experience Roseburg Looking for a scenic day trip from Roseburg, Oregon? Take a drive along Highway 138 and experience the "Highway of Waterfalls". Fall can be a...</p>  	26	39.4%



SOCIAL MEDIA

Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Oct 7 2019 6:41 PM UTC	 <p>Experience Roseburg Did you know that a quick drive from Roseburg, Oregon gets you to Oregon's oldest estate winery and the birthplace of pinot noir! 🍷 . . HillCrest...</p>  	27	38.0%
Oct 18 2019 10:46 PM UTC	 <p>Experience Roseburg In town for a weekend trip? Simply going on a weekend adventure? What part of Roseburg and the Umpqua Valley are you going to explore? This beautiful...</p>  	39	33.1%
Oct 25 2019 8:01 PM UTC	 <p>Experience Roseburg Get out there and enjoy your week end! The fall colors are gorgeous and there's sun in the forecast. What are your recommendations around Roseburg this...</p>  	46	31.5%
Nov 6 2019 9:11 PM UTC	 <p>Experience Roseburg Just taking a drive around Roseburg can be breathtaking. 🌲🍂🌄, Photo toni.clough #TravelSouthernOregon #southernOregon #Oregon...</p>  	58	31.4%



Top Landscape Posts

Oct 1, 2019 - Dec 31, 2019

Published At	Post	Eng. Total	Eng. Rate
Oct 11 2019 7:20 PM UTC	 <p>Experience Roseburg "The Roseburg District, Bureau of Land Management, and the Umpqua National Forest have announced the winners of the 2019 Umpqua Valley Amateur Photo..."</p>  	30	30.9%
Oct 22 2019 3:01 AM UTC	 <p>Experience Roseburg What a breathtaking starry night over cooperidgevineyard in the Umpqua Valley. Photo by dancampbellphoto 🌟 #ExperienceRoseburg...</p>  	40	29.4%
Oct 6 2019 10:16 PM UTC	 <p>Experience Roseburg Where did your weekend take you? #ExperienceRoseburg #TravelSouthernOregon #southernOregon #Oregon #Oregonlove #Oregonlife...</p>  	19	28.4%
Oct 19 2019 2:01 PM UTC	 <p>Experience Roseburg You can find the umpquavalleyfarmersmarket here in Roseburg at 1771 W Harvard Ave. from 9am - 1pm (rain or shine). You can find something for everyone...</p>  	33	26.8%



FINANCIALS TO DATE

Income/Expense	Q3	Q4
Expense		
Marketing		
Website (framing, hosting, updates)	\$ 6,667.88	\$ 11,087.50
Strategic Plan Research & Development	\$ 4,587.50	\$ 7,842.50
Brand & Content Development	\$ 8,750.00	\$ 17,543.75
Photography Asset Development	\$ 1,532.25	\$ -
Videography Asset Development	\$ 4,574.14	\$ 25,847.70
Total Marketing	\$ 19,443.89	\$ 62,321.45
Public & Industry Relations		
Tradeshows (collateral development, tchotchkes, consumer & industry shows)	\$ 4,070.00	\$ 750.00
Meetings (stakeholders, industry)	\$ 4,536.41	\$ 763.75
Travel & Meals	\$ -	\$ -
Total Public Relations & Community Building	\$ 8,606.41	\$ 1,679.94
Advertising		
Online Social	\$ 3,125.00	\$ 4,500.00
Total Advertising	\$ 3,125.00	\$ 4,500.00
Operational Expenses		
Dues & Subscriptions (TSO, ODA, OTTA, OFEA, other)	\$ 1,500.00	\$ 425.00
Postage (visitor guide excluded)	\$ 118.00	\$ 77.70
Telephone 800-444-9584, 541-672-9731	\$ -	\$ 138.86
Total Operational Expenses	\$ 1,618.00	\$ 641.56
Gross Expenses	\$ 39,461.18	\$ 69,142.95

Total Installments paid 7/2019 & 10/2019:

\$162,500

Total two quarter spend:

\$108,604.13

Total Remaining:

\$53,895.87

2019
OCT-DEC



UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

REPORT FOR ROSEBURG ECONOMIC DEVELOPMENT COMMISSION



RECRUITMENT

NOVEMBER: PRIVATE PROJECT

Looking for a site to construct a one million SF manufacturing facility. Several sites being considered at this time.

SEPTEMBER: PROJECT NDT

Business Oregon is working with a company looking to locate a new technology data center. The sites submitted were the Reedsport Commerce and Technology Campus, 620 Stearns Ln in Sutherlin, and 2320 Buckhorn Rd in Roseburg.

JULY: PROJECT BRAVE

A European client looking for an industrial site to locate a pulp and paper mill. Their source material will come from recycled paper. The Reedsport Commerce and Technology Campus was submitted.

JULY: PROJECT CLARK

Searching for a potential food manufacturing site available for sale or lease. The minimum size needed is 50,000 SF with a cap of 300,000 SF. Access to highways, power, water, and sewer are all critical. The sites submitted were 620 SW Stearns Ln and 210 Crestview St both in Sutherlin.

RENEWING MEMBERS:

City of Roseburg
Douglas County
Avista
Mercy Medical Center
Cow Creek Band of Umpqua Tribe of Indians
North River Boats
Jordan Cove LNG
Douglas Education School District
Pacific Power
First Call Resolution
Umpqua Bank
Harvard Medical Park Ltd
City of Sutherlin
Roseburg Rentals
The Neil Company Real Estate
Express Employment Professionals
RHT Energy, Inc.
Dave Sabala
Aviva Health
Roseburg Forest Products
SAIF
Umpqua Dairy
Dole Coalwell Attorneys
Con-Vey Keystone

NEW MEMBERS:

Rogue Credit Union
Bowers Industrial, Inc.
Yockim Carollo LLP

PROJECT UPDATES

Truck Driving School

Looking again for a site.

Sutherlin Sewer Line

Support New Development Approved by DCIDB and is now being working on by the City of Sutherlin.

Boutique Hotel

Based on new site offered, we have invited the builder back to town to review both Roseburg and Sutherlin sites.

Executive Housing

Still in discussion on timing for this project.

Back 9

Coca-Cola building underway. Other possible companies now interested in moving to this industrial park.

Food Trail

Met with Travel Oregon on Oct 3. As of October 21, Anvil Northwest will be managing this project going forward as the City of Roseburg's new DMO.

South Umpqua Valley Industrial Park

Both zone changes have been approved as of September 19. Funding has been secured for the traffic signal improvement. Two-piece 8-acre land sale was approved.

Umpqua Pub Talks

Exciting things are in store for what was once call Y.E.S and Umpqua Pub Talks. Read more on that later in the report!

RAIN

Announcing new RAIN format in January.

Food Hub/ Agriculture Distribution Center

This project is moving forward with NeighborWorks Umpqua and Blue Zones as project leads. Ford Family Foundation has agreed to 1/3 of the funding for a feasibility study.



CAREER PATHWAY BASEBALL CARDS

These cards highlight local county critical needs position, the required training of those positions and earning potential for Douglas County.

In 2018, a middle school version was created and we distributed 2,000 sets to public schools only.

This year, new packs have been created to suit high schools. With a combined distribution including all Douglas County public, private & charter junior and senior high schools, including Reedsport, 8,219 packs will be distributed this fall!

FUNDED BY:



Backpack/Allied Health Certificate Program

2019

- Over 408 students enrolled in program in its first year
- 7 Allied Health Certificates Awarded
- 516 College Credits Awarded

2020 Information to Come

South County CTE Center

Funding opportunities are underway for new building on gifted site



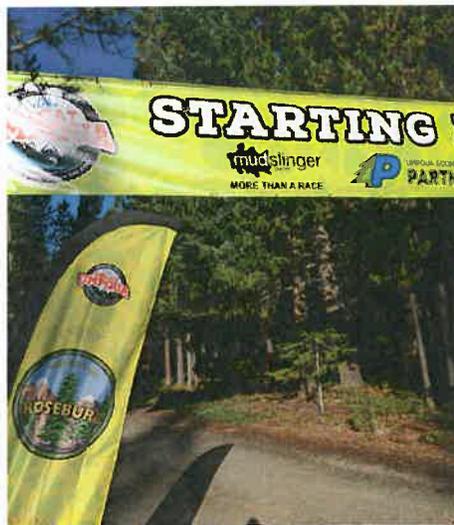
In 2017, the Partnership created and built The Great Umpqua July 4th event for our community. After three years of managing this event, the Partnership believes the time has come to hand this project off for two main reasons. First of all, the event has grown so much and it takes an enormous amount of our time to coordinate. Secondly, our staff needs to make room for new projects in 2020. The July 4th event has been offered to Douglas County Fairgrounds. This hand-off is being considered by their board of directors. We hope to know more at the end of the month. The Partnership will continue to be involved with the event and support the efforts to make this a success in 2020 and beyond.



NUTCRACKER

CRACK THE NORTH UMPQUA TRAIL

Much like the July 4th event, the Partnership has created and built The Great Umpqua Outdoor Days events and they are ready to be handed off for growth in 2020. The N.U.T.Cracker Mountain Bike race will see some exciting changes this year! We are thrilled to announce that Lev Stryker, owner of Cog Wild Mountain Bike Tours, and his team alongside Mike Ripley of Mudslinger Events will be taking lead to bring a two-day guided mountain bike event for sixty experienced riders to the North Umpqua Trail. The event will move from Labor Day weekend to the last weekend in September. This hand-off is a perfect fit as Mike Ripley has been a part of this event since the very beginning in 2017. Cog Wild Mountain Bike Tours is a well-respected and well-known mountain bike tour company headquartered in Bend, OR. These two are very knowledgeable and passionate about the biking world. We are confident they will put their heart and soul in some amazing rides on our beloved North Umpqua Trail. This change is going to bring some great exposure to the city of Roseburg and our trails.



As of December 31, Cog Wild Mountain Bike Tours has submitted a Tourism Grant Application to the City of Roseburg for \$4,999 to assist in advertising for the next event in 2020.

Anvil Northwest is supporting Cog Wild's grant request with a letter of support and a \$2,500 match. The Partnership will continue to be involved and will support the efforts of Cog Wild and Mudslinger Events to make this event grow and continue to succeed in years to come.

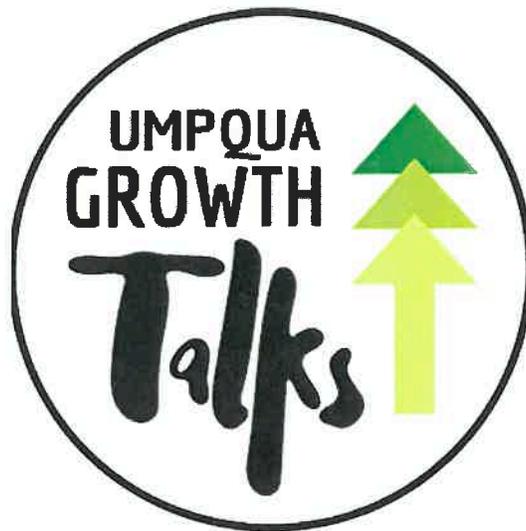
Thank you for your consideration!

"UNTAPPED"

"RAW"

"GORGEOUS"

"WHAT A LOT OF PEOPLE ARE LOOKING FOR"



GrowthTalks is a new monthly event designed to attract and pull more new and young local businesses into revenue. We are launching our new series in 2020 with a kickoff party at Backside Brewing Co on Wednesday, January 22!

The structure and style of these events has evolved from its Roseburg origins as Y.E.S., created by Trevor Mauch, owner of Roseburg-based Carrot, and most recently Umpqua Pub Talks.

At the Partnership, we believe the time is just right to grow entrepreneurship in Douglas County and use it as another way to create economic vitality in our communities. Currently, our area sees 10 new companies make profit each year with about three of them hiring employees within their first year - these three we call scalable businesses. With the launch of GrowthTalks, our goal is to find a way for 100 new local companies to launch, followed by 30 scalable companies then hiring and growing. We believe this is achievable through a well-structured funding pipeline while working with new and existing small business development resources.

Attendees will learn and be inspired by guest experts and speaker panels. We will focus on entrepreneurship, creating a supportive entrepreneur community.

As a part of this event, the Partnership will host Pitch Night competitions - where attendees have the opportunity to pitch their business idea for various levels of funding (ranging from \$500-\$10,000 in 2020).

As of today, we have an approved pre-seed Pitch Night budget of \$11,000. (\$10K from UEDP and \$1K from outside contributors) The Umpqua Business Center has given the Partnership financial support, as well.

GrowthTalks events will take place on the 3rd Wednesday of each month.

Don't Miss Out!

GrowthTalks Kickoff Party
Wednesday, January 22
5:00-7:30 PM

Backside Brewery Co. Warehouse

Get Your Ticket Here.

Educate.

Inspire.

Invest.

MEETINGS

Chef Martin Condon
UBC Board Meeting
Blue Zones Project October Steering Committee Meeting
Joe Maruschak, Coast to Crest Fund
Roseburg Cycling and Economic Development Lunch
Umpqua Valley STEAM Hub and Bright Futures Umpqua Dinner
Southern Oregon Regional Stakeholder Meeting
Aaron Larsen, SwitchRock LLC
Jerry Gillham, City of Sutherlin
UEDP Executive Committee Meeting
Don Cook, Express Employment
Tim Allen, Roseburg Rentals
Roseburg Area Think Tank
Commissioner Chris Boice
SOWIB Douglas Work Group
Kyle Stevens, SOWIB
Express Employment Open House
Umpqua Valley Development Corp. Meeting
City Council Planning Meeting
Daniel Thomas, The SunnySide
Justin Deedon, Umpqua Tech
Bonnie Chastain, Bonnie Chastain Designs
Shaun Gibbs, SCDC
Jonathan Wright, City of Reedsport
Jeneen Hartley, Jeneen Hartley Consulting
UEDP Board Meeting (October, November, December)
Douglas County Industrial Development Board Meeting
Steve Dahl, City of Drain
Mark Bauer, City of Winston
Sean Negherbon, City of Myrtle Creek
SOWIB Board Meeting
Steve Morris, OTBC
Jim McCreight, OTBC
Aaron Larsen, SwiftRock LLC
Michael Lasher, Douglas ESD
Don Cook, Express Employment Professionals
Tim Allen, Roseburg Rentals
Steve Vincent, Avista Utilities
Mike Ripley, Mudslinger Events
Roseburg Area Think Tank
Dan Hults, Douglas County Fairgrounds
Jared Cordon, Roseburg Public Schools
Roseburg City Council Goal Setting Meeting
OEC Douglas County Board Meeting
Jessica Hand, Blue Zones
CCD Development Board Meeting
Stu Cowie, City of Roseburg
John Lazur, City of Roseburg
South Coast Umpqua Regional Solutions Team Meeting
CJ Steinbach, First Interstate Bank
Scott Carroll, The News-Review
Blue Zones Project Steering Committee Year-End Celebration



**THANK
YOU**

WAYNE PATTERSON

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