

CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
*Friday, July 19, 2019*  
*City Hall Third Floor Conference Room, 3:30 p.m.*

S.C. 7/16/19

*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.*

**AGENDA**

- I. CALL TO ORDER
- II. ROLL CALL:

Tom Ryan, Chair	Tim Allen	Don Baglien
Mickey Beach	Angela Brown	Hannah Duncan
Gary Leif	Misty Ross	Michael Widmer
Paul Zegers		
- III. APPROVAL OF MINUTES
  - A. April 9, 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. DISCUSSION ITEMS:
  - A. 2020 Oregon State USBC (Unites States Bowling Congress) Open Championship (TenDown Bowling & Entertainment) – Tourism Grant Application
  - B. Challenge of Champions Tour Bullriding (PUSH Enterprises, Inc.) – Tourism Grant Application
  - C. N.U.T. Cracker Mountain Bike Race (Partnership) – Funding Request
  - D. Great Umpqua Bash Event (Partnership) – Funding Request
  - E. Oregon Trails Summit Conference (Oregon Trails Coalition) – Funding Request
- VI. INFORMATIONAL
  - A. Partnership Report
  - B. Anvil Northwest Tourism Contract Introduction
- VII. BUSINESS FROM THE COMMISSION
- VIII. BUSINESS FROM STAFF
- IX. NEXT SCHEDULED MEETING – October 8, 2019
- X. 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**  
**April 9, 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, Mickey Beach, Angela Brown, Hannah Duncan-arrived at 3:35, Gary Leif by phone, Misty Ross, Michael Widmer and Paul Zegers.

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Wayne Patterson - Umpqua Economic Development Partnership, Brad Niva-Travel Southern Oregon, and Dick Baltus-Umpqua Valley Magazine(UV).

**APPROVAL OF MINUTES**

*Commissioner Brown moved to approve the minutes of the March 6, 2019 meeting as submitted. The motion was seconded by Commissioner Ross. Commissioner Beach asked for a correction to page 4, fourth paragraph to read \$300,000 instead of \$30,000. Commissioner Leif mentioned his name was misspelled on page 1 under absences.*

*Commissioner Brown moved to approve the minutes of the March 6, 2019 with the corrections mentioned above. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Ryan, Commissioners Allen, Baglien, Beach, Brown, Duncan, Leif, Ross, Widmer and Zegers voted yes. No one voted no.*

**AUDIENCE PARTICIPATION-NON-AGENDA ITEMS** – None at this time.

**DISCUSSION ITEMS**

**Stewart Park Pavilion Renovation – Funding Request.** Mr. Cowie shared the pavilion was built around 1970 as part of a collaborative effort with the Roseburg Rotary Club. It has served the community for nearly 50 years but the roof of the pavilion has begun to reach its useful life. There are four different areas that have started leaking. If not repaired in a timely manner future water damage could increase the cost of repairs. The project will consist of replacing the existing tile roof with a lighter more resilient metal roof, new lighting will be installed, the broken unused fire places will be addressed and the inside of the structure will receive a face lift.

The Parks Department determined that the cost of the project will be approximately \$125,000. In order to cover the costs associated with the project, the Parks Department will be seeking a \$75,000 grant from the Oregon Parks and Recreation Department. This grant requires a 40 percent cash match from the project sponsor which means the City must contribute \$50,000 in order to meet the match. It is anticipated that \$25,000 of that money will come from the Stewart Park Trust fund and the other \$25,000 would come from the Hotel/Motel tax fund subject to the EDC's approval and recommendation to City Council.

Mr. Colley suggested the Ask be distributed from the unrestricted fund. The Stewart Park Complex is designated as a regional park and can accommodate large group activities. Stewart Park has the infrastructure necessary to support large sporting events like the Umpqua Strong run, special events like Music on the Half Shell, and festivals such as the Great Umpqua Outdoor Days that included a postrace award show and party for the NUT Cracker mountain bike race.

Staff recommends the EDC recommend City Council authorize \$25,000 to help assist in the costs associated with renovating the Stewart Park Picnic Pavilion.

*Commissioner Leif moved the EDC recommend City Council authorize \$25,000 to help assist in costs associated with renovating the Stewart Park Picnic Pavilion from the unrestricted funds. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Ryan, Commissioners Allen, Baglien, Beach, Brown, Duncan, Leif, Ross, Widmer and Zegers voted yes. No one voted no.*

Mr. Colley shared the Stewart Park Trust Fund is managed by US Bank. Approximately \$25,000 is available annually for Stewart Park Improvements and American Legion Field and can be requested through US Bank. Commissioner Allen asked if the metal roof will be insulated to reduce the noise during the rainy season. Mr. Colley said he presumes there will be a noise barrier.

**Great Umpqua 4<sup>th</sup> of July Food Truck Competition (Partnership) – Funding Request.**

Mr. Cowie said the Partnership is requesting \$4,999 in support of the 3rd Annual Great Umpqua 2019 July 4th Food Truck and Battle of the Bands Competition. This event has come before the Commission in the past. The event is highly successful and the Partnership received the “Exceptional Economic Development Marketing and Promotions Award” from the Oregon Economic Development Association.

Staff recommends the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to the Partnership in order to help fund The Great Umpqua 3<sup>rd</sup> Annual Food Truck and Battle of the Bands Competition.

*Commissioner Zegers moved to authorize the City to enter into an agreement to provide \$4,999 worth of funding to the Partnership in order to help fund The Great Umpqua 3<sup>rd</sup> Annual Food Truck and Battle of the Bands Competition. The motion was seconded by Commissioner Allen and approved with the following votes: Chair Ryan, Commissioners Allen, Baglien, Beach, Brown, Duncan, Leif, Ross, Widmer and Zegers voted yes. No one voted no.*

**UV Magazine Expanded Distribution – Funding Request.**

Mr. Cowie said UV Magazine is requesting \$4,999 in order to expand the distribution of its magazine more broadly across the state by increasing the number of issues printed by 7,500 copies. Currently 7,500 subscriptions are distributed and the funding will allow the distribution to double. UV Magazine highlights Oregon in a way like no other magazine does. The magazine is devoted to telling the story of life in the Umpqua Valley by featuring the people, places, events and activities that give the region its color and truly unique character.

Information from the distribution partner indicates that the magazine is one of the fastest to "sell out" at the Portland airport. Travelers are interested in learning about southern Oregon, but there are very few publications regarding our area. UV is published in March, June, September and December. To date seven issues have been published.

Cost to print 7,500 magazines is \$11,756. For 15,000 magazines the price is approximately \$14,500. This higher number is discounted slightly based on a larger quantity print job if guaranteed for multiple consecutive issues.

Staff recommends the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to go to The Umpqua Life LLC in order to help fund expanded distribution of UV Magazine.

*Commissioner Beach moved to authorize the City to enter into an agreement to provide \$4,999 worth of funding to The Umpqua Life LLC in order to help fund expanded distribution of UV Magazine. The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Ryan, Commissioners Allen, Baglien, Beach, Brown, Duncan, Leif, Ross, Widmer and Zegers voted yes. No one voted no.*

## **INFORMATIONAL**

**Visitor Center Report** – Rachael Miller was unable to attend. The Report for November 2018, December 2018 and January 2019 were included in the EDC packet for review.

**Partnership Report-** Mr. Patterson highlighted the following:

- City Council approved the \$25,000 Ask for the Economic Impact Study for the Allied and Mental Health College funding request. He thanked the EDC for recommending approval to the City Council.
- The Economic Impact Study is slated to be completed the third week this May.
- The site analysis has been conducted for an 80,000 square foot building.
- Pre-application conference is scheduled for March 11, 2019 to discuss site plans and what will be required of the build.
- Representative Gary Leif and Senator Dallas Heard will request an Ask for funding from the Legislature Ways and Means Committee this legislative session which ends June 30, 2019.

The Commission inquired if funding and all approvals are obtained, what is the timeline for the college to open. Mr. Patterson said a conservative timeline could be three years.

## **BUSINESS FROM COMMISSION**

Commissioner Ross mentioned she has observed transient pan handling activity increase in the downtown area which can have a negative effect on businesses and tourism. She inquired about a City ordinance that prohibits such activity.

Mr. Colley shared the City does not have a pan handling ordinance due to the Supreme Court ruling it is unconstitutional. The City does have an Ordinance for Unlawful Transfer on a Highway which states: 8.02.150 (D) Unlawful Transfer on a Highway.

1. A person commits the offense of unlawful transfer on a highway if the person: **(a)** While a driver or passenger in a vehicle on a highway, road or street within the boundaries of the City of Roseburg, gives or relinquishes possession or control of, or allows another person in the vehicle to give or relinquish possession or control of any money or tangible personal

property to a pedestrian; or **(b)** While a pedestrian, accepts, receives or retains possession or control of any money or tangible personal property from a driver or passenger in a vehicle on a highway, road or street within the boundaries of the City of Roseburg.

2. This subsection does not apply if the vehicle is legally parked. This subsection also does not apply to persons participating in a "Pedestrian Activity," as defined in OAR 734 Division 58, for which a permit has been issued by the Oregon Department of Transportation, so long as all terms of such permit are being met.

3. Any person found violating this subsection shall be guilty of committing a traffic violation punishable by a fine not to exceed \$75.00.

### **BUSINESS FROM STAFF**

Mr. Colley updated the Commission on the Request for Proposal (RFP) for the Visitor Service Contract. The RFP will be advertised by the end of the week and will run for four weeks. Once the RFP is closed, time is needed for evaluation, interviews, selection, and City Council approval. City Council will not hold a regular meeting in May so a special meeting may need to be requested. Mr. Colley will retire at the end of April so Mr. Cowie will be the lead person, but City Recorder Amy Sowa, Public Works Director Nikki Messenger and Finance Director Ron Harker will be involved with the evaluation process. Mr. Colley will meet with the Chamber to discuss the remainder of their contract term. He stated staff is prioritizing this process in an effort to maintain continuous service.

**ADJOURNMENT** - Meeting adjourned at 4:07 p.m. The next meeting is scheduled for June 9, 2019.



Chrissy Matthews  
Department Technician

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



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Date: July 19, 2019

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: TenDown Bowling & Entertainment; 2020 Oregon State USBC Open Championship – Funding Request

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## **ISSUE STATEMENT AND SUMMARY**

TenDown Bowling & Entertainment is requesting \$4,999 in order to fund marketing and special promotions to league bowlers and all 59 bowling centers within the state to encourage increased entries for the 2020 Oregon State USBC Open Championship to be held in Roseburg. The tournament will run over the course of an 8-week period in which tournament play will occur each weekend at TenDown Bowling Alley.

## **ANALYSIS**

The tournament is open to Oregon USBC members with 5-person teams, doubles, and single events in five average-based divisions. The tournament attracts participants from throughout the state. The last few years have shown an average of approximately 1,300 participants. This does not include family members and friends that may also be traveling with those participating in the tournament. The Oregon State USBC has nearly 16,000 members and TenDown feels with proper advertising and promotions Roseburg has the opportunity to attract many more participants.

Bowlers registering for this event will travel to Roseburg for tournament play during the weekend and will stay for one-night, possibly two, over an 8-week period looking for activities to do while not competing. Tendown believes that with increased advertising and promotion they can secure participants travel plans to incorporate extra activities that would require them to stay longer than their scheduled tournament time.

Professionally created tournament posters will be sent to each bowling center within the state. Web ads will be created and posted on websites and social media outlets for the OSUBC and OSBPA, as well as regional bowling association social media sites.

TenDown plans to recognize the City's sponsorship by including the City's logo on all advertising and promotional material.

Funding for this request would come from the Hotel/Motel tax fund under the line item "Tourism Promotion" that currently has \$103,000 appropriated for tourism funding requests within the 2019-2020 fiscal year.

**COMMISSION OPTIONS**

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to TenDown Bowling & Entertainment in order to help advertise and promote the 2020 Oregon State USBC Open Championship.
2. Do not recommend approval.

**STAFF RECOMMENDATION**

Staff recommends that the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to go to TenDown Bowling & Entertainment in order to help advertise and promote the 2020 Oregon State USBC Open Championship.

**SUGGESTED MOTION**

I move to authorize the City to enter into an agreement to provide \$4,999 worth of funding to go to TenDown Bowling & Entertainment in order to help advertise and promote the 2020 Oregon State USBC Open Championship.

RECEIVED

JUN 24 2019

City of Roseburg  
Community Development Department

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# TOURISM GRANT APPLICATION

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City of Roseburg Economic Development Commission



JUNE 24, 2019

*submitted by*

**TENDOWN BOWLING & ENTERTAINMENT**

2400 NE Diamond Lake Blvd, Roseburg OR 97470 [www.tendownbowling.com](http://www.tendownbowling.com)

Mariah Smith: (541) 580-0456 [mariah@tendownbowling.com](mailto:mariah@tendownbowling.com)

**TOURISM GRANT APPLICATION**  
**CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION**

900 SE Douglas, Roseburg OR 97470

(541) 492-6750

Session: Spring 2019

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

**Amount Requested:** \$4,999

**Project/Event Name:** 2020 Oregon State USBC Open Championship

**Applicant Organization:** BJR Services, LLC dba TenDown Bowling & Entertainment

**Governmental Entity**  **Non-Profit Organization**  **Business Enterprise**

**Address:** 2400 NE Diamond Lake Blvd, Roseburg OR 97470      **Phone:** (541) 672-3601

**E-Mail Address:** mariah@tendownbowling.com

**Responsible Party:** Mariah Smith, Member, BJR Services, LLC dba Ten Down Bowling & Entertainment

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

**Description of Project/Event:** TenDown Bowling & Entertainment will host the 79<sup>th</sup> annual Oregon State USBC Open Championship for 2020. One of the premier events of the Oregon State USBC, the State Open will bring visitors to Roseburg throughout an 8 week period in the Spring of 2020. This tournament is open to all Oregon State USBC adult members with 5-person Team, Doubles, and Singles events in five average-based divisions. The last couple years have seen an average of approximately 1,300 participants from all around the state - Roseburg and surrounding area residents make up approximately 70 of those participants. OSUSBC boasts nearly 16,000 members, and TenDown Bowling feels with proper advertising and promotions, Roseburg has the opportunity to attract many more participants and therefore providing economic benefits to the community.

**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):** TenDown would like to be considered for the City of Roseburg's Tourism Grant Program to fund marketing and special promotions to the state's bowling centers and league bowlers to encourage increased entries for this tournament. TenDown secured this tournament by providing an excellent venue and a highly competitive and reduced rate for the tournament play, and it is sure to increase the City's tourism during the off-season in 2020. Providing the state's 59 bowling centers and 16,000 league bowlers extra visibility/reminders, and promotional incentives for entering the tournament, by advertising from the host bowling center and its City, is something that they have not experienced before and will create opportunity for higher participation/travel to Roseburg for this event.

**Objectives of the Project:** If awarded, these grant funds would be used for advertising and marketing the 2020 event, and for promoting more of what the city has to offer other than our Family Entertainment Center at TenDown. Doing this will also encourage more tournament participants to use this event as a family trip, either with spouses and children or as a couples weekend getaway, creating more revenue opportunities for the City.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism.** Bowlers registering for this event will be staying in Roseburg one or two nights, and therefore look for activities to do while not competing. This gives us a captive audience to showcase the Roseburg area to the nearly 16,000 members of the Oregon State United States Bowling Congress, and to encourage that 2<sup>nd</sup> night stay in town. With improved advertising and promotions to include local experiences outside of TenDown, we gain the opportunity to secure traveler's plans to incorporate extra activities that would require them to stay longer than their scheduled tournament time – and Roseburg will make a statement for future tourism from these people. Many participants are very active on social media when bowling/competing, and will be willing to share these great experiences, creating additional advertising for the area by word of mouth.

Aside from tourism, economic benefits for advertising this event are:

- additional staffing/labor
- volunteer experience for local high school bowling teams and USBC chapter volunteers
- promotion awards were chosen knowing the recipients would make additional purchases
- our visitors are always encouraged to visit our local restaurants, breweries and wineries while in town, as we are very proud of what our area has to offer!

**Target Market or Audience – How and where will this be promoted?** This event will be promoted in all 59 bowling centers in Oregon, and on websites and social media outlets for the OSUSBC, OSBPA, as well as many regional bowling association social media groups. Promotion will be made by professionally designed posters, web ads, and official tournament registration forms that will be displayed at bowling centers and web outlets as stated above. As mentioned above, to create additional social media advertising from bowler's shares, we will create a hashtag that will be included on all advertising and marketing materials, and posted in TenDown during tournament play as well.

**Project Strategy:** Two different but coordinating tournament posters will be designed (with focus on Roseburg area activities and the incentive promotions), printed and mailed to all 59 Oregon bowling centers at two separate times, first in the Fall when leagues start and then in the Winter when league bowlers are considering registering for the state tournament. These posters will also set the stage for Facebook ads that will be boosted/paid to coincide with the poster mailings and with the early registration deadline for those promotion periods. Confirmed tournament participants will be entered into drawings for the following incentive promotions: 8 - 2 night stay (1 granted for each weekend through tournament for early registration), 8 - 2-3 bottles of local Roseburg wine or wine tasting for 2 (1 granted for each weekend for general registration), 8 - Wildlife Safari Drive Through Passes for a Family of 4 or Animal Encounter (1 granted for each weekend for general registration), 8 - \$50 gift card to local restaurant/breweries (1 granted for each weekend for early registration), 250 - 1 Coffee or Soda at TenDown (granted for early registration). We will give the OSUSBC a flyer to provide registered bowlers with special negotiated rates with "Partner Hotels" just for this tournament, information about the Roseburg area by including Roseburg Visitor Center website address, and information about the promotion items listed above.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism.** As a Family Fun Center on Diamond Lake Boulevard, it is our business to promote Roseburg, welcome tourists and invite them to come back. This event is guaranteed to bring many families to Roseburg from out of the area, the City's added resources to promoting the event and the area will increase tournament interest and number of participants/visitors. To promote the City's involvement in this project, all materials will include The City of Roseburg's logo and mention. We will also include a link to the Roseburg Visitors Center website for further visibility of our area's activities. While in our facility, visitors will see The City of Roseburg's logo or a designated advertisement for Roseburg tourism on all the bowling monitors (when not in play) and on our big screen at our main control desk.

As stated above, this event will provide economic benefits to the community by creating additional staffing needs for all businesses benefitting from these travelers.

***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.***

Information required for a report to show the success of the grant will be generated from the detailed registration the OSUSBC receives from each bowler, to include residence city, and any other information needed from the visitors. We will follow up with our "Partner Hotels" who are providing special lodging rates to report how many rooms were booked for this event.

**Have you previously applied for funding from the City?**

Yes  No  If so, when? December 2017 Amount granted? None

**Mariah Smith**  **Date** 6/24/19  
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: \$ 4,999

Project/Event Name: 2020 Oregon State United States Bowling Congress Open Championship

Date of Project/Event: April 4, 2020 – May 24, 2020

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

Expected attendance: 1,300 bowlers, plus family members Expected attendance revenue: N/A

**Other Revenues (Without City funds):** *\*please see explanation below*

**\*Note:** Tournament Entry Fees are paid to OSUSBC. TenDown agreed to receive \$3 per game bowled from OSUSBC, \$1 off regular price for each game, to get the tournament to Roseburg. 2019 tournament in Klamath Falls resulted in 6,800 games. Hosting this tournament limits our ability to sell bowling on 24 of our 34 lanes at regular pricing, and also prevents Roseburg area families from bowling during a high traffic "bowling season" time. We will be promoting advance reservations for the remaining 10 lanes, arcade play, and food & beverage (separate from that of this grant request) to attempt to create revenues to make up for these losses during the 8 weeks of the tournament.

Type	Amount
Bowling Lineage _____	<u>6,800 x \$3 = \$20,400</u>
<b>Total Non-Tourism Funds</b>	<u>\$20,400</u>

**Estimated Expenses:** *\*please see explanation below*

**\*Note:** Our request for this grant is to help increase interest in this tournament's participation, and bring more people to Roseburg from out of the area. Grant funds would not be used to pay for any expenses TenDown incurs for hosting the tournament. Expenses listed below are for the proposed advertising/promotional program.

Materials and Supplies	<u>\$750</u>
Labor Costs	<u>\$250</u>
Advertising	<u>\$299</u>
Promotion	<u>\$3,700</u>
Capital Outlay	_____
<b>Total Expenditures</b>	<u>\$4,999</u>
Net Income/Loss Without City Participation	_____
City Funding Request	<u>\$4,999</u>

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

- \$1,000 Poster Advertising. 2 design labor -  $\$125 \times 2 = \$250$ , Printing  $\$200 \times 2 = \$400$ . Mailing \$350.
- \$299 Social Media Ads. 3 facebook ads - to be boosted Fall, Winter & Early Spring
- \$1,600 Promotion for early registration: 2 night stay during tournament x 8 (1 granted each weekend through tournament, approx. \$200)
- \$600 Promotion for general registration: 2-3 bottles of local Roseburg wine or wine tasting for 2 x 8 (1 granted each weekend through tournament, approx. \$75 each)
- \$600 – Promotion for general registration: Wildlife Safari Drive Through Passes or Encounters x 8 (1 granted each weekend through tournament, approx. \$75 each)
- \$500 – Promotion for early registration: 250 Coffee or Soda at TenDown
- \$400 – Promotion for early registration: \$50 gift cards to local restaurants/breweries x 8 (1 granted each weekend through tournament)

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



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Date: July 19, 2019

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: PUSH Enterprises, Inc.; Challenge of Champions Tour Bullriding – Funding Request

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## **ISSUE STATEMENT AND SUMMARY**

PUSH Enterprises, Inc. is requesting \$4,999 in order to fund a Roseburg based Bullriding Tour marketing promotional video for three bull riding events that occur in Roseburg in August, September and January.

## **ANALYSIS**

The promotional video will be professionally created in order to be played on a nationally televised program on the Cowboy Channel. Video production will include area lodging, dining, and other types of business to help draw fans to Roseburg.

The Challenge of Champions Tour Bullriding Series is in its 11<sup>th</sup> year and typically average 2,000 - 3,000 people per event. The bull riding series draws people from throughout Oregon, Washington and California.

The costs associated with producing a promotional video will come through sponsorship, ticketing fees and shared venue profits. It is PUSH Enterprises hope that additional funding from the City of Roseburg will help to create promotional content that not only focuses on the bullriding tour started in Roseburg, but also the area as a whole, including lodging, dining and area entertainment opportunities that have helped to create the foundation of the tour and its success.

PUSH Enterprises plans to recognize the City's sponsorship by including the City's logo along with other sponsors logo's within the video.

Funding for this request would come from the Hotel/Motel tax fund under the line item "Tourism Promotion" that currently has \$103,000 appropriated for tourism funding requests within the 2019-2020 fiscal year.

## **COMMISSION OPTIONS**

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to PUSH Enterprises, Inc. in order to create a promotional video for the Challenge of the Champions Tour Bullriding Series.

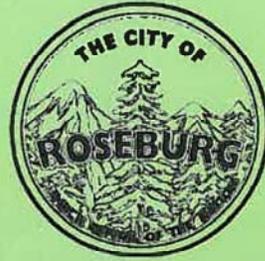
2. Do not recommend approval.

**STAFF RECOMMENDATION**

Staff recommends that the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to go to PUSH Enterprises, Inc. in order to create a promotional video for the Challenge of the Champions Tour Bullriding Series.

**SUGGESTED MOTION**

I move to authorize the City to enter into an agreement to provide \$4,999 worth of funding to go to PUSH Enterprises, Inc. in order to create a promotional video for the Challenge of the Champions Tour Bullriding Series.



2019

# TOURISM GRANT PROGRAM



RECEIVED

JUN 24 2019

City of Roseburg  
Community Development Department

CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT  
COMMISSION

# TOURISM GRANT PROGRAM

## PROCESS

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

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

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## INSTRUCTIONS

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

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

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

Amount Requested \$ 7,500

Project/Event Name: Challenge of Champions Tour Bullriding - Event/Tourism Marketing Promo

Applicant Organization: PUSH Enterprises, Inc - DBA Challenge of Champions Tour

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 584 Florence Lane, Roseburg, OR 97471      Phone: 541.580.8901

E-Mail Address: cctbullriding@gmail.com

Responsible Party: Jason Mattox

Co-Sponsors (if applicable): Andrea Crenshaw

**Description of Project/Event:** Roseburg based Bullriding Tour Marketing Promotional Videos

We hold 3 Roseburg Bullriding Events and draw in people from through-out OR, WA, CA. Aug, Sept and January. Our tour is in its 11th year of Roseburg Events.

**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): We will be creating event videos for televising on a Nationally Televised

program, Cowboy Channel. Video production to include area lodging, dining, businesses to draw in

fans to the Roseburg market.

**Objectives of the Project:** Increase event awareness, attendance, provide entertainment outlets

that are family friendly, and have historically drawn in multi-state tourists.

**Describe how this project/event may showcase the Roseburg area and provide other economic**

**benefits to the community aside from tourism:** Our events in Roseburg average attendance in

the 2 to 3 thousands range per event, which could increase overall money spent in area businesses

as well as benefit the area lodging, dining, markets, and more.

**Target Market or Audience** - How and where will this be promoted? The events are marketed on National Television, Social Media, Website, Radio, and Print.

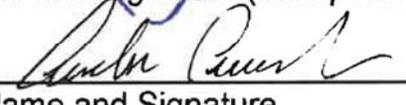
**Project Strategy:** Complete a professional series of promotional videos, not only highlighting the Bullriding Tour, but the area as a whole, including lodging, dining, and area entertainment opportunities in our community that has been the foundation of this tour and its success.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Our events in Roseburg average attendance in the 2 to 3 thousands range per event, which could increase overall money spent in area businesses as well as benefit the area lodging, dining, markets, and more

**Have you previously applied for funding from the City?**  
Yes  No  If so, when? N/A Amount granted? N/A

***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.***

**Jason Mattox**  Date 06/24/2019  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

**Andrea Crenshaw**  Date 06/24/2019  
Co-Sponsor Typed Name and Signature

\_\_\_\_\_  
Co-Sponsor Typed Name and Signature Date \_\_\_\_\_

## BUDGET PROPOSAL

Amount Requested: \$ 7,500

Project/Event Name: CCT Bullriding Event Documentary/Market Tourism Promo

Date of Project/Event: 08/10/19; 09/07/19; 01/25/2020

Do you charge for attendance? Yes  No  If yes, how much? \$17/pp

Expected attendance: 6,000 + (3 events) Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
<u>Event Sponsors</u>	<u>Varies</u>
<u> </u>	<u> </u>
<b>Total Non-Tourism Funds</b>	<u> </u>

Estimated Expenses:

Materials and Supplies	\$2,800
Labor Costs	\$3,700
Advertising	\$1,000
Capital Outlay	\$75,000
<b>Total Expenditures</b>	<b><u>\$82,500</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>-\$7,500</u></b>
<b>City Funding Request</b>	<b><u>\$7,500</u></b>

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:

Standard Event production costs are covered thru sponsorships, ticketing fees, shared venue profits. Producing, marketing a documentary to focus on not only the bullriding tour started in Roseburg, but also to drive tourism to Roseburg is not a planned expense yet the potential to expose our community to potential tourists nationwide could provide an excellent channel for driving tourism into our market, especially during low tourism season.

**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>
<u>N/A</u>	<u>N/A</u>
<u>N/A</u>	<u>N/A</u>
<u>N/A</u>	<u>N/A</u>
Total Non-Tourism Funds	<u>N/A</u>

Estimated Expenses:

Materials and Supplies	<u>N/A</u>
Labor Costs	<u>N/A</u>
Other	<u>N/A</u>
Total Expenditures	<u>N/A</u>

Net Income/Loss  
Without Tourism Participation N/A

Tourism Funding Request N/A

Explanation for requested amount: N/A  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



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Date: July 19, 2019

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Partnership – N.U.T. Cracker Mountain Bike Race Event - Funding Request  
Great Umpqua Bash Event – Funding Request

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## **ISSUE STATEMENT AND SUMMARY**

The Partnership is submitting two funding requests for (1) N.U.T. Cracker Mountain Bike Race, and (2) Great Umpqua Bash, both events involving the 2<sup>nd</sup> annual 2019 Great Umpqua Outdoor Days held over Labor Day weekend.

### **N.U.T. Cracker Mountain Bike Race Event**

*Requested funding amount: \$4,999*

The Partnership is requesting \$4,999 to assist in supporting the 2<sup>nd</sup> annual N.U.T. Cracker Mountain Bike Race. This event will be held August 31, 2019. Last year's event helped to establish the first organized race on the North Umpqua Trail (NUT). The NUT is a highly acclaimed mountain bike trail that has been ranked by the International Mountain Bike Association as one of 42 "Epic Rides" within the United States.

50 participants from Oregon, Washington and California participated in the event last year. This year the race will be open to 150 registrants. It is anticipated that those participating will bring their families and friends to experience the whole Labor Day weekend.

The N.U.T. Cracker Mountain Bike Race is the culmination of community efforts over the course of the last three years beginning with a Travel Oregon Tourism Studio to bring more bicycling tourism efforts to our area. According to the Oregon Tourism Commission, biking events rank as a top motivator for traveling in Southern Oregon.

### **The Great Umpqua Bash Event**

*Requested funding amount: \$4,999*

The Great Umpqua Bash event is held in Stewart Park and includes a free concert, food trucks and local brews. It is held in the evening of August 31<sup>st</sup> and also serves as the post-N.U.T. Mountain Bike Race Event award ceremony.

This event is separate from the Mountain Bike Race and acts as a way of tying other outdoor events throughout the community together over the Labor Day weekend. Visitors

of the Bash will get to experience local wines, brews and food while being entertained by live music from the band Roseburg.

If funded, City's sponsorship will be recognized by the City logo being included on promotional material and Outdoor Day Events website.

Funding for this request would come from the Hotel/Motel tax fund under the line item "Tourism Promotion" that currently has \$103,000 appropriated for tourism funding requests within the 2019-2020 fiscal year.

### **COMMISSION OPTIONS**

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to the Partnership for N.U.T. Cracker Mountain Bike Race event and \$4,999 to the Partnership for the Great Umpqua Bash event.
2. Do not recommend approval

### **STAFF RECOMMENDATION**

Staff recommends that the EDC authorize the City to enter into an agreement to provide \$4,999 to the Partnership for N.U.T. Cracker Mountain Bike Race event and \$4,999 to the Partnership for the Great Umpqua Bash event.

### **SUGGESTED MOTIONS**

I move to authorize the City to enter into an agreement to provide \$4,999 worth of funding to go to the Partnership in order to help fund the 2019 N.U.T. Cracker Mountain Bike Race event.

I move to authorize the City to enter into an agreement to provide \$4,999 worth of funding to go to the Partnership in order to help fund the 2019 Great Umpqua Bash event.



July 15, 2019

City of Roseburg

Re: N.U.T.Cracker Mountain Bike Race Event, Tourism Grant Match Ask

Amount Requested: \$4,999.00

Event Coordinator/Organization: Umpqua Economic Development Partnership

According to the Oregon Tourism Commission, biking events rank as the top motivator for traveling to Southern Oregon. Last year's first N.U.T.Cracker Mountain Bike Race quickly put Roseburg and the North Umpqua Trail on the map for athletes from around the nation. The event had 50 participants (invitational only) that brought their families, with the majority of them being from outside of Douglas County and many event from outside of Oregon.

The second annual N.U.T.Cracker Mountain Bike Race will be held this year on August 31 and is the highlight event during The Great Umpqua Outdoor Days Labor Day weekend. Since having such a successful year last year, the race is open to 150 registrants this year. These athletes and their friends/families not only experience the North Umpqua Trail on race day, but have a full stay-and-play weekend in Roseburg and the county – visiting restaurants, staying in local hotels, and taking part in the other local events we have on Labor Day weekend.

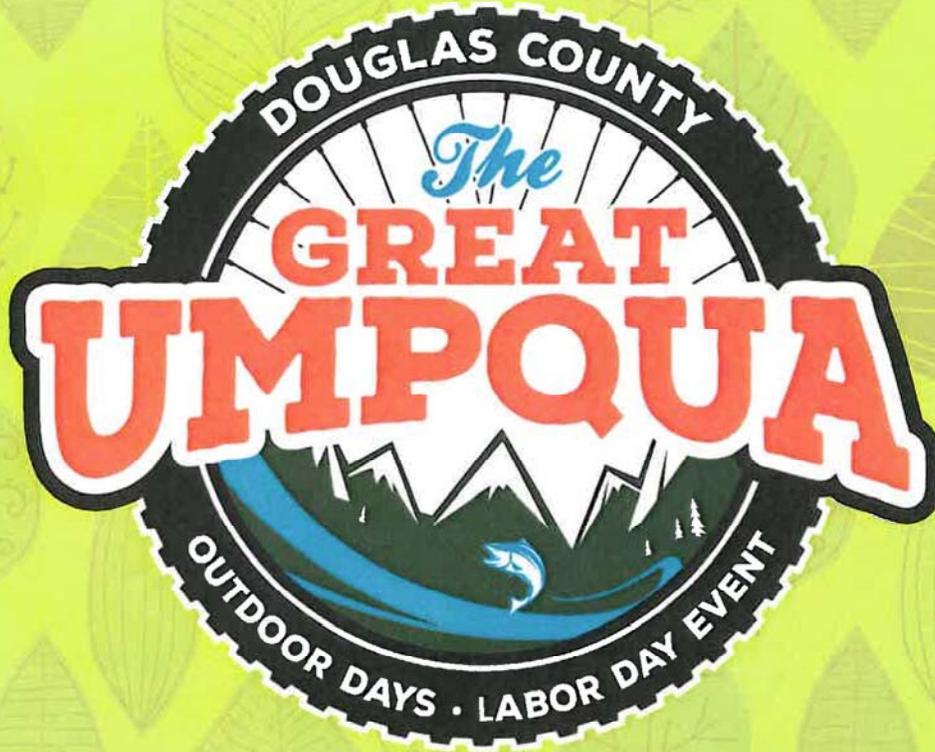
The Economic Development Partnership is looking for a \$4,999.000 match donation for this event. These funds will go toward all the costs associated with putting on this event that is instrumental to increasing Roseburg's tourism and economy.

Sincerely,

Wayne Patterson  
Executive Director

*Sustaining Sponsors:* Douglas County Industrial Development Board, City of Roseburg, CCD Business Development, Cow Creek Band of Umpqua Tribe of Indians, Mercy Medical Center, Avista Utilities, North River Boats, Jordan Cove LNG, Douglas ESD, Con-Vey, Roseburg Forest Products, Umpqua Community Health Center, Dole Coalwell  
*Vision Sponsors:* Pacific Power, Umpqua Bank, Umpqua Community College, First Call Resolution

# LABOR DAY WEEKEND



## N.U.T. CRACKER

**MOUNTAIN BIKE RACE**

**AUG. 31, NORTH UMPQUA TRAIL**

hosted by Mudslinger Events

register at [thegreatumpqua.com](http://thegreatumpqua.com)

## UMPQUA BASH

**AUG. 31, ROSEBURG**

**STEWART PARK, 5-9 PM**

FREE CONCERT featuring **Roseburg-Band**

**N.U.T. CRACKER** Awards Ceremony



## UMPQUA WINES

**BEST OF  
THE BEST**



## LOCAL BREWS

**CRAFT  
BREWRIES**



## GREAT FOOD

**LOCAL  
FOOD TRUCKS**

**More weekend events at [thegreatumpqua.com](http://thegreatumpqua.com)**

Produced by the Umpqua Economic Development Partnership (UEDP) with tremendous support from Travel Oregon, Travel Southern Oregon, Umpqua Valley Wine Growers Association and the City of Roseburg and Mudslinger Events.

Join The Great Umpqua  
and Mudslinger Events for the

# N.W.T. CRACKER MOUNTAIN BIKE RACE

**AUG. 31, 2019  
NORTH UMPQUA TRAIL**

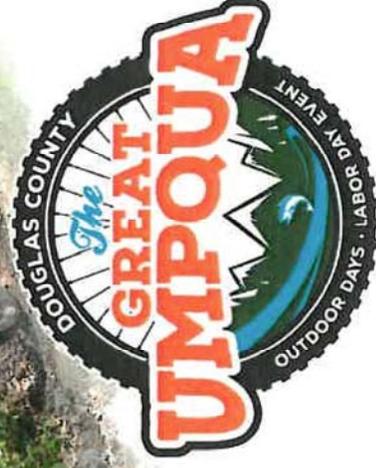
One of the most unchanged and beautifully rugged singletrack experiences in America. With a start at the pristine Lemolo Lake Resort, you and your friends and family will have the ultimate opportunity to visit the Diamond Lake area and take on this point-to-point challenge on Labor Day weekend.

Expect finish times between 4 1/2 hours to 7 hours as you wind your way downstream alongside of the scenic North Umpqua River.



**MORE THAN A RACE.**

register today at [thegreatumpqua.com](http://thegreatumpqua.com)





July 15, 2019

City of Roseburg

Re: The Great Umpqua Bash Event, Tourism Grant Match Ask

Amount Requested: \$4,999.00

Event Coordinator/Organization: Umpqua Economic Development Partnership

The Great Umpqua Bash event is a post-N.U.T.Cracker Mountain Bike Race event in Roseburg's beautiful Stewart Park. This will be the second annual event after a very successful first year. The event aims to bring in not only the participants from the N.U.T.Cracker Mountain Bike Race, but additional tourists experiencing other Great Umpqua Outdoor Days events in the region over the weekend, as well as the community. The Bash is not only a draw for visitors, but a reason to stay the entire Labor Day weekend in Roseburg. Visitors of the Bash will get to experience our local wineries, breweries, food, and hear about many things to see and do in the area. Last year's event brought more than 75-percent of the N.U.T.Cracker race participants – majority from outside of the county, as well as outside of the state. They had a reason to stay in Roseburg after the event – enjoying our bounty of food and beverages, and staying in our local hotels.

The Economic Development Partnership is looking for a \$4,999.000 match donation for this event. These funds will go toward all the costs associated with putting on this event that is instrumental to increasing Roseburg's tourism and economy.

Sincerely,

Wayne Patterson  
Executive Director

*Sustaining Sponsors:* Douglas County Industrial Development Board, City of Roseburg, CCD Business Development, Cow Creek Band of Umpqua Tribe of Indians, Mercy Medical Center, Avista Utilities, North River Boats, Jordan Cove LNG, Douglas ESD, Con-Vey, Roseburg Forest Products, Umpqua Community Health Center, Dole Coalwell  
*Vision Sponsors:* Pacific Power, Umpqua Bank, Umpqua Community College, First Call Resolution

BEER • WINE  
GARDEN





# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



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Date: July 19, 2019

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Oregon Trails Summit Conference – Sponsorship Request

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## ISSUE STATEMENT AND SUMMARY

The community of Roseburg is hosting the 2019 Oregon Trails Summit from October 3<sup>rd</sup>-5<sup>th</sup> at the Douglas County Fairgrounds. The Oregon Trails Coalition is requesting \$2,500 in sponsorship support.

## ANALYSIS

The Oregon Trails Summit will bring together more than 200 recreation, conservation, planning, tourism, health professionals, agency staff, policy makers, advocates, and visionaries to network, learn, and develop solutions that advance Oregon's world-class trails and scenic routes.

Support of the Oregon Trails Summit accelerates statewide efforts to:

- Connect Oregonians to our great outdoors.
- Foster stewardship of Oregon's celebrated natural, cultural, and historic wonders.
- Stimulate outdoor recreation in Oregon, enhancing our urban and rural economies.
- Link a network of off-street trails within and between Oregon communities.

In its 3<sup>rd</sup> year of operation, the Oregon Trails Summit will feature a keynote address, 2-full days of workshops and plenary sessions presented by trails professionals and a Saturday local trail stewardship event including a tour of the City of Roseburg's multi-use trail system, which will be conducted by Roseburg's Park Program Manager, Kris Ammerman. The Holiday Inn Express will act as the lodging partner for the event for those in attendance who will be staying multiple days for the summit.

The hope is that events such as this will help elevate regional awareness of the efforts Roseburg is making to build economic opportunities within the outdoor recreation tourism market and also bring new people here who recognize the recreation and tourism business potential of our community.

Information about the Oregon Trails Coalition and the Oregon Trails Summit can be found at the following website; <https://www.oregontrailscoalition.org/>.

The anticipated cost of operating the event is \$25,000. The Oregon Trails Coalition is requesting \$2,500 from the EDC. In 2018, the Oregon Trails Coalition received financial commitments of \$10,000 from the Oregon Parks and Recreation Department, \$5,000 from Travel Oregon and ODOT and additional funding from Bend Parks and Rec., Metro and REI.

If funded, City's sponsorship will be recognized by the City logo being included on the Trail Summit website sponsorship page.

Funding for this request would come from the Hotel/Motel tax fund under the line item "Tourism Promotion" that currently has \$103,000 appropriated for tourism funding requests within the 2019-2020 fiscal year.

#### **COMMISSION OPTIONS**

1. Recommend the Commission authorize the City to enter into an agreement to provide \$2,500 to the Oregon Trails Coalition in order to assist in funding The Oregon Trails Summit.
2. Do not recommend approval

#### **STAFF RECOMMENDATION**

Staff recommends that the EDC authorize the City to enter into an agreement to provide \$2,500 of funding to go to the Oregon Trails Coalition in order to help fund The 2019 Oregon Trails Summit.

#### **SUGGESTED MOTION**

I move to authorize the City to enter into an agreement to provide \$2,500 worth of funding to go to the Oregon Trails Coalition in order to help fund the 2019 Oregon Trails Summit.



**Partnership Report  
2019 Apr-Jun  
Roseburg Economic Development Commission**

**RENEWING MEMBERS OR CONTRIBUTORS:** Thank you to Avista, Mercy Medical Center, Jordan Cove LNG, North River Boats, Douglas ESD, Harvard Medical Park, The Neil Company Real Estate, RHT Energy and Pacific Power for renewing your membership.

**RECRUITMENT:**

1. **March 2019: Project Clover (State Lead):** Metals manufacturer looking for a Northwest location in Oregon, Washington, Idaho or Nevada. Area must provide a quality workforce consisting of welders and assemblers. They need an existing building of 60,000 to 80,000 square feet which must include 40 to 60 acres. If there is not an existing building, they will look at available land and build. Interested in a steel or concrete tilt up structure, but prefers steel, with a minimum of 20' ceilings that can hold cranes for movement of product. Natural gas at 5 psi minimum required. Power needs are minimal, considered a light manufacturing facility.
2. **February 2019: Project Built (State Lead):** CLT Manufacturing business looking for existing building on 34-60 acres. Building size needs to be 325K sq. ft for manufacturing, 100K sq. ft. for assembly, and 6,500 sq. ft. for an office with 40-50 ft ceilings. Brown field is necessary for timeline. Build to suit is fine assuming permitting can be expedited.

**PROJECT REPORTS:**

**New Truck Driving School:** Working now with Jess from UCC and Alex Palm on site plan.

**Sutherlin Sewer Line to Support New Development:** Was approved and will be moving forward this new budget period.

**Southern Oregon Medical Workforce Center:**

- a. Oregon State Legislature approved \$10 million in state lottery bonding.
- b. We will be moving forward revising plan and looking at all grant options.
- c. ECONW Economic Assessment report will be handed out in Board meeting.

**Boutique Hotel:** Working now with Builder to schedule local meetings.

**Executive Housing:** Still in discussion on timing for this project.

**Food Hub/Agriculture Distribution Center:** Still looking for a location.

**K-12:**

- a. **Backpack/Allied Health Certificate:** Looking forward to this next year.
- b. **Career Path Baseball Cards:** New K9-12 High School design and reprinting for K7-8. We will be including all Private, Charter and Reedsport schools.
- c. **Growourown.org:** Website development is underway.
- d. **South County CTE Center:** Funding opportunities are underway now for new building on gifted site.

**The Great Umpqua Events:**

- a. **3<sup>rd</sup> Annual 4<sup>th</sup> of July Food Truck Competition:** Was a HUGE success!!! Thank you to all Sponsors and Supporters!
- b. **Outdoor Days:**
  1. **NUTcracker Mountain Bike Race:** Registration opened first week of June.
  2. **Bash:** Planning is underway for 2019.
- c. **Food Trail:** Planning to manage this project under UBEA.

**South Umpqua Valley Industrial Park rezoning:**

- a) Pacing item on the application now is who will pay for the traffic light or roundabout to support TIS. Working on options.

**RAIN:** Working now on a plan to merge all entrepreneurial efforts into a clear pathway.

**Umpqua Pub Talk:** Our first Pitch Fest happening at the next Pub Talk event on July 31.

**Community Meetings (Since Last Report):**

DCPSS Executive Team  
DCIDB Board Meeting  
UBC Board Meeting  
City of Roseburg EDC Meeting  
SoC CTE Fundraising Committee  
OZ Opportunity Fund Meeting  
RATT Roseburg Area Think Tank  
Southern Oregon Allied/Behavioral Health College Economic Assessment Study  
Southern Oregon Workforce Investment Board  
SoCo CTE Fundraising Committee  
Pre-App Meeting for Allied & Mental Health College  
Allied & Mental Health College Conference Call  
DRA Refresh Project  
Blue Zones Project April Steering Committee Meeting  
Special City Council Session  
City Reception for City Manager Candidates

Southern Oregon Trade Careers Planning Committee Meeting  
Umpqua Pub Talks  
CCD Team Meeting  
Lance Colley Retirement Party  
Bridging the Gap  
Phone Call: Oregon Trails Summit Networking Event  
Umpqua Bank Divisional Board Meeting  
SC Fundraising Team  
SOWIB Douglas Workgroup  
SUVIP Planning Meeting  
Roseburg Rotary  
DCIDB FY20 Budget Review with Douglas County BOC  
Med Ed Meeting at Mercy  
Oregon Outdoor Recreation Summit  
June BZP Steering Committee Meeting  
Southern Oregon Trade Careers Planning Committee Meeting  
Umpqua Pub Talk  
Roseburg Area Think Tank  
Pacific Power/Energy Trust of Oregon Business Luncheon  
OWB Workshop  
SOWIB Douglas Workgroup

**Other Meetings (Since Last Report):**

Brett Parrett, Car Show  
Ian Campbell, The News Review  
Dave Sabala, UEDP Board  
Don Cook, UEDP Board  
Mariah Smith, Roseburg Hometown Fireworks Association  
Emily Brandt, i.e. Engineering  
Kelly Morgan, Mercy  
Lance Colley, City of Roseburg  
John McCafferty, Cow Creek Tribe Band of Umpqua  
Representative Gary Leif  
Senator Dallas Heard  
Michael Rondeau, Cow Creek Tribe Band of Umpqua  
John Stadter, FCR  
Neal Brown, Umpqua Bank  
Commissioner Boice  
Commissioner Freeman  
Commissioner Kress  
Lance Colley, City of Roseburg  
Stu Cowie, City of Roseburg  
Michael Lasher, Douglas ESD  
Brent Hutchings, North River Boats  
Keith Allen, Roseburg Veterans Affairs  
Ken Robertson

Debbie Caterson, Umpqua Business Center  
Aaron Larsen, SwiftRock LLC  
Tim Smith, The News Review  
Travis Hill, UIDC  
Rachelle Carter, The News Review  
Dave and Christy Grammon  
Lisa Cavens, True  
Christopher Zahas  
Melody Cornish, Douglas ESD  
Juan Yraguen, Basco  
Jerry Gillham, City of Sutherlin  
Ray Funk, City of Oakland  
Sam Gross, SBDC  
John McCafferty, Cow Creek Band of Umpqua Tribe of Indians  
Mike Ripley, Mudslinger Events  
Stu Cowie, City of Roseburg  
Aaron Larsen, SwiftRock LLC  
Jim Daniel  
Michael Lasher, Douglas ESD  
Analicia Nicholson, Douglas ESD  
KPIC  
Kevin Reed  
Don Cook, Express Employment Professionals  
Tim Allen, Roseburg Rentals  
Kelley Richardson, CHI West  
Debora Lightcap, CHI West  
Donna Shears, CHI West  
Kyle Bailey, KQEN  
Denny Miller, DB Pro Audio  
Dan Hults, Douglas County Fairgrounds  
Steve Goforth, Sound-N-Light



410 S.E. Spruce Street  
P.O. Box 1026  
Roseburg, OR 97470  
Phone 541.672.2648  
Fax 541.673.7668  
[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

March 26, 2019

Mr. Lance Colley  
City Manager  
City of Roseburg  
900 SE Douglas  
Roseburg OR 97470

Dear Lance,

Attached is the chamber's monthly report of activities and statistics for the Roseburg Visitor Center operations for the month of February. The following is included in our monthly report:

- Activities Report
- Visitor Count
- Promotional Materials Distribution & Support Services
- Advertising/Media Highlights
- Financials: February 2019

If you have any questions, please feel free to contact Rachael Miller at (541) 672-9731 ext. 24.

Best Regards,

ROSEBURG AREA CHAMBER OF COMMERCE  
& VISITOR CENTER

Debra L. Fromdahl  
President & CEO

Rachael Miller  
Manager, Destination Marketing/Branding

**VISION**  
**MISSION**

*To advocate for and be the voice of the business community in the greater Roseburg area.*

*To strengthen, enhance and protect our members through political advocacy, economical development, community promotion and member programs and services.*

## **VISITOR CENTER/VISITOR SERVICE ACTIVITIES REPORT**

**FEBRUARY 2019**

### **PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES**

Integration of 2019 advertising, marketing and branding campaign:

Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, Portland Monthly Magazine, Salmon & Steelhead Journal, 2019 Oregon Sport Fishing Regulation Guide, 2019 Oregon Festival & Events Magazine, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, NorthwestFlyFishing.com, TravelOregon.com

February Visitor e-newsletter

Roseburg brochures sent to other centers and attractions statewide

Calendar of events to media magazine publications/radio/& updated websites

Social media updates - Facebook, Twitter and Pinterest

### **LOCAL COMMUNITY AND INDUSTRY SUPPORT**

Roseburg brochures & maps delivered to area attractions in Roseburg, motels/hotels, restaurants

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

Provided letter of support for Umpqua Valley Winegrowers Association WLCP grant application

### **VISITOR CENTER OPERATION/ADMINISTRATION**

Visitor center winter hours continue; Monday-Friday 9:00am-5:00pm, closed Saturday and Sunday

February event poster printed for lobby visitors

Seasonal displays updated in visitor center lobby

Area event list printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates/maintenance and content development

### **STATISTICS RECAP FOR THE MONTH OF FEBRUARY**

Visitors to the Roseburg visitor center: **76**

Number of website visits: **13,967**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,265**

Total social media impressions (Facebook/Pinterest/Twitter): **3,922**

General email inquiries: **12**

Individuals requesting direct mailings of the visitor guide and other brochures: **16**

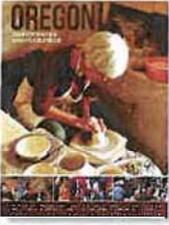
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **601**

Total brochures downloaded from VisitRoseburg.com: **3,038**

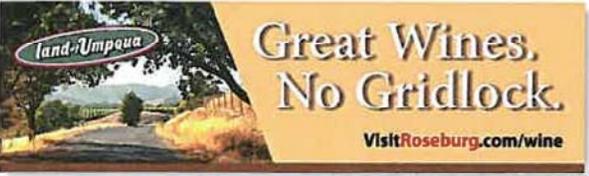
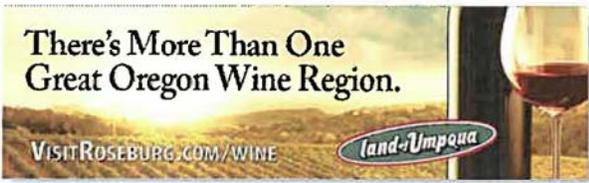
### **PROMOTIONAL MATERIALS DISTRIBUTION FOR FEBRUARY**

1. Sleep Inn & Suites: Roseburg Map (50)
2. Eugene Airport: InUmpqua (300)
3. Travel Salem: Visitor Guide (200)

**ADVERTISING/MEDIA HIGHLIGHTS  
FEBRUARY 2019**

Publication	Circulation	Company & Publication Date	Exposure
	25,700	<p align="center"><b>Northwest Fly Fishing Magazine</b> January/February 2019</p>	Ad
	26,700	<p align="center"><b>Northwest Sportsman Magazine</b> February 2019 <i>What to Feed the Umpqua's Big Steeles</i></p>	Ad & Article
	90,000	<p align="center"><b>Oregon Festivals &amp; Events Calendar</b> 2019 Publication</p>	Ad & Event Listings
	400,000	<p align="center"><b>Oregon Sport Fishing Regulations Guide</b> 2019 Publication</p>	Ad

**ADVERTISING/MEDIA HIGHLIGHTS  
FEBRUARY 2019  
(continued)**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	February 2019
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	February 2019
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	February 2019

Digital/Online	Est. Online Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country Website advertorial	Online Ad
	TBD	Northwest Fly Fishing Online Banner Ad	Online Ad
	TBD	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q4 - 2019	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT  
FEBRUARY 2019**

	FEBRUARY 2019	FEBRUARY 2018	YTD 2019	YTD 2018	YTD CHANGE
Visitor Count for Roseburg Visitor Center	<b>76</b>	<b>176</b>	<b>217</b>	<b>343</b>	<b>-37%</b>

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	<b>5</b>	<b>16</b>	<b>13</b>	<b>42</b>	<b>76</b>
Year-To-Date 2019	<b>7</b>	<b>43</b>	<b>39</b>	<b>42</b>	<b>128</b>

**WEBSITE PERFORMANCE  
FEBRUARY 2019**

VisitRoseburg.com	FEBRUARY 2019	FEBRUARY 2018	Change from 2018-2019
TOTAL SITE VISITS	<b>13,967</b>	<b>18,502</b>	<b>-32%</b>
UNIQUE SITE VISITS	<b>7,168</b>	<b>11,052</b>	<b>-59%</b>
PAGE VIEWS	<b>44,984</b>	<b>62,950</b>	<b>-40%</b>
PAGE VIEWS PER VISIT	<b>3.22</b>	<b>3.4</b>	<b>-6%</b>
BROCHURE DOWNLOADS	<b>3,038</b>	<b>2,927</b>	<b>+4%</b>

VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce  
 Visitor Center/Visitor Service Operations Budget  
 2018-2019 Budget vs. Actual  
 Month-End February 28, 2019**

	<u>February 2019 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2018-2019 Budget</u>
<b>Revenue</b>			
TLT Funds	122,856	486,300	585,000
Miscellaneous Income	19	97	140
<b>Total Revenue</b>	<u>122,875</u>	<u>486,397</u>	<u>585,140</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	10,452	76,703	135,000
<b>Total GENERAL &amp; ADMIN</b>	10,452	76,703	135,000
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	47	1,504	3,000
Visitor Center Overhead	1,358	6,972	16,000
Accounting & Audit	124	3,443	4,200
Office Equipment & Supplies	233	5,467	13,000
Volunteer Program	-	588	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	-	3,117	12,000
<b>Total OPERATIONAL</b>	<u>1,762</u>	<u>21,091</u>	<u>53,200</u>
<b>PROMOTIONAL</b>			
Advertising	4,436	49,781	290,000
Marketing	2,915	9,703	90,000
Travel & Association Dues	-	925	5,000
Hospitality Training & Recog	-	-	500
Print	-	5,206	20,000
<b>Total PROMOTIONAL</b>	<u>7,351</u>	<u>65,615</u>	<u>405,500</u>
<b>Total Expense</b>	<u>19,565</u>	<u>163,409</u>	<u>593,700</u>
<b>Net Revenue</b>	<b>103,310</b>	<b>322,988</b>	<b>(8,560)</b>



410 SE Spruce Street  
P.O. Box 1026  
Roseburg, OR 97470  
Phone 541.672.2648  
Fax 541.673.7868  
[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

April 26, 2019

City Manager's Office  
City of Roseburg  
900 SE Douglas  
Roseburg OR 97470

Attached is the chamber's monthly report of activities and statistics for the Roseburg Visitor Center operations for the month of March. The following is included in our monthly report:

- Activities Report
- Visitor Count
- Promotional Materials Distribution & Support Services
- Advertising/Media Highlights
- Financials: March 2019

If you have any questions, please feel free to contact Rachael Miller at (541) 672-9731 ext. 24.

Best Regards,

ROSEBURG AREA CHAMBER OF COMMERCE  
& VISITOR CENTER

Debra L. Fromdahl  
President & CEO

Rachael Miller  
Manager, Destination Marketing/Branding



*To advocate for and be the voice of the business community in the greater Roseburg area.  
To strengthen, enhance and protect our members through political advocacy, economical development, community promotion and member programs and services.*

## **VISITOR CENTER/VISITOR SERVICE ACTIVITIES REPORT**

**MARCH 2019**

### **PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES**

Integration of 2019 advertising, marketing and branding campaign:

Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, Portland Monthly Magazine, Salmon & Steelhead Journal, 2019 Oregon Sport Fishing Regulation Guide, 2019 Oregon Festival & Events Magazine, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, NorthwestFlyFishing.com, TravelOregon.com

Represented Roseburg and the Land of Umpqua at the 2019 Bay Area Travel & Adventure Show  
March Visitor e-newsletter

Roseburg brochures sent to other centers and attractions statewide

Calendar of events to media magazine publications/radio/& updated websites

Social media updates - Facebook, Twitter and Pinterest

### **LOCAL COMMUNITY AND INDUSTRY SUPPORT**

Roseburg brochures & maps delivered to area attractions in Roseburg, motels/hotels, restaurants

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

### **VISITOR CENTER OPERATION/ADMINISTRATION**

Compiled information for bi-annual Visit Roseburg Calendar of Events Brochure

Visitor center winter hours continue; Monday-Friday 9:00am-5:00pm, closed Saturday and Sunday

March event poster printed for lobby visitors

Seasonal displays updated in visitor center lobby

Area event list printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates/maintenance and content development

### **STATISTICS RECAP FOR THE MONTH OF MARCH**

Visitors to the Roseburg visitor center: **151**

Number of website visits: **16,778**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,268**

Total social media impressions (Facebook/Pinterest/Twitter): **3,527**

General email inquiries: **15**

Individuals requesting direct mailings of the visitor guide and other brochures: **410**

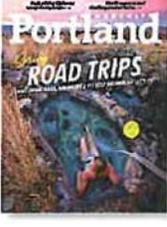
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,573**

Total brochures downloaded from VisitRoseburg.com: **3,273**

**PROMOTIONAL MATERIALS DISTRIBUTION FOR  
MARCH 2019**

1. Abacela: InUmpqua (13), Calendar of Events (13), Other Area Information (52)
2. Bay Area Travel & Adventure Show: InUmpqua (160), Visitor Guide (400), Wine Map (200), Other Area Information (300)
3. Century 21 The Neil Company Real Estate: InUmpqua (80)
4. Dogwood Motel: Visitor Guide (25)
5. Douglas County Search & Rescue: Roseburg Map (30)
6. Harney County Chamber of Commerce: InUmpqua (60), Visitor Guide (50)
7. JC's: InUmpqua (35), Wine Map (35), Other Area Information (140)
8. NALS of Lane County: Wine Map (45)
9. Rising River RV Park: Calendar of Events (25)
10. Steamboat: Visitor Guide (50)
11. Travel Medford: InUmpqua (80)
12. VA Healthcare System: InUmpqua (43), Visitor Guide (43), Wine Map (43), Roseburg Map (43), Covered Bridge (43), Other Area Information (86)

**ADVERTISING/MEDIA HIGHLIGHTS  
MARCH 2019**

Publication	Circulation	Company & Publication Date	Exposure
	800,000	<p align="center"><b>BEYOND Magazine</b> by Alaska Airlines March 2019</p>	Ad
	29,300	<p align="center"><b>Flyfishing &amp; Tying Journal</b> Spring 2019</p>	Ad
	32,300	<p align="center"><b>Gray's Sporting Journal</b> March/April 2019 <i>The River That Thunders</i></p>	Article
	250,000	<p align="center"><b>MLB Seattle Mariners Yearbook</b> 2019 Publication</p>	Ad
	26,700	<p align="center"><b>Northwest Sportsman Magazine</b> March 2019</p>	Ad
	53,120	<p align="center"><b>Portland Monthly Magazine</b> March 2019</p>	Ad

**ADVERTISING/MEDIA HIGHLIGHTS  
MARCH 2019  
(continued)**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	March 2019
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	March 2019
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	March 2019

Digital/Online	Est. Online Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country Website advertorial	Online Ad
	TBD	Northwest Fly Fishing Online Banner Ad	Online Ad
	TBD	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q4 - 2019	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT  
MARCH 2019**

	MARCH 2019	MARCH 2018	YTD 2019	YTD 2018	YTD CHANGE
Visitor Count for Roseburg Visitor Center	<b>151</b>	<b>307</b>	<b>368</b>	<b>650</b>	<b>-43%</b>

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	<b>5</b>	<b>37</b>	<b>35</b>	<b>74</b>	<b>151</b>
Year-To-Date 2019	<b>12</b>	<b>80</b>	<b>74</b>	<b>202</b>	<b>368</b>

**WEBSITE PERFORMANCE  
MARCH 2019**

VisitRoseburg.com	MARCH 2019	MARCH 2018	Change from 2018-2019
TOTAL SITE VISITS	<b>16,778</b>	<b>23,852</b>	<b>-42%</b>
UNIQUE SITE VISITS	<b>9,202</b>	<b>15,077</b>	<b>-64%</b>
PAGE VIEWS	<b>70,543</b>	<b>91,731</b>	<b>-30%</b>
PAGE VIEWS PER VISIT	<b>4.20</b>	<b>3.84</b>	<b>+8%</b>
BROCHURE DOWNLOADS	<b>3,273</b>	<b>3,529</b>	<b>-7%</b>

VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce  
 Visitor Center/Visitor Service Operations Budget  
 2018-2019 Budget vs. Actual  
 Month-End March 31, 2019**

	<u>March 2019 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2018-2019 Budget</u>
<b>Revenue</b>			
TLT Funds	-	486,300	585,000
Miscellaneous Income	22	119	140
<b>Total Revenue</b>	<u>22</u>	<u>486,419</u>	<u>585,140</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	9,785	86,488	135,000
<b>Total GENERAL &amp; ADMIN</b>	9,785	86,488	135,000
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	178	1,682	3,000
Visitor Center Overhead	765	7,737	16,000
Accounting & Audit	34	3,477	4,200
Office Equipment & Supplies	684	6,151	13,000
Volunteer Program	-	588	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	1,070	4,187	12,000
<b>Total OPERATIONAL</b>	<u>2,731</u>	<u>23,822</u>	<u>53,200</u>
<b>PROMOTIONAL</b>			
Advertising	10,040	59,821	290,000
Marketing	6,380	16,083	90,000
Travel & Association Dues	-	925	5,000
Hospitality Training & Recog	-	-	500
Print	-	5,206	20,000
<b>Total PROMOTIONAL</b>	<u>16,420</u>	<u>82,035</u>	<u>405,500</u>
<b>Total Expense</b>	<u>28,936</u>	<u>192,345</u>	<u>593,700</u>
<b>Net Revenue</b>	<b>(28,914)</b>	<b>294,074</b>	<b>(8,560)</b>