

AUDIENCE PARTICIPATION INFORMATION

The Roseburg Economic Development welcomes and encourages participation by citizens at all our meetings. To allow the Commission to deal with business on the agenda in a timely fashion, we ask that anyone wishing to address the Commission follow these simple guidelines:

Persons providing comments via e-mail to the Commission must include their name and address for the record, including whether or not they are a resident of the City of Roseburg. Anyone wishing to provide comments on an agenda item may do so by e-mailing the Community Development Department at cdd@cityofroseburg.org prior to 12:00pm on October 13, 2020. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
July 14, 2020

CALL TO ORDER

Chair Brian Prawitz called the meeting of the Economic Development Commission to order at 3:30 p.m. in the Roseburg Public Library Ford Room at 1409 NE Diamond Lake Blvd, Roseburg, Oregon.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Mickey Beach, Angela Brown, Misty Ross, Michael Widmer and Paul Zegers via conference call.

Absent excused: Commissioner Don Baglien

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman, Dani Raines, Kathy Heidt, and Kristi Rifenbark from Anvil Northwest, Wayne Patterson from Umpqua Economic Development Partnership and Theresa Haga, from Coos Curry Douglas (CCD) Business Development Corporation.

APPROVAL OF MINUTES

Commissioner Beach moved to approve the minutes of the February 5, 2020 meeting as submitted. The motion was seconded by Commissioner Brown and approved with the following votes: Chair Prawitz, Commissioners Beach, Brown, Ross, Widmer and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEMS

Tourism Grant Applications Update

Mr. Cowie stated due to the COVID-19 pandemic and the Governor's guidelines/restrictions, several scheduled events that received tourism grant funding rescheduled their event or cancelled with plans to have their events next year. Several events mentioned reapplying for tourism grant funding next year. The Wildlife Safari and the Great Umpqua Food Trail grant funding involved purchasing lighting for Safari Village and updating the Great Umpqua Food Trail Brochure so no changes were needed for those. The 3rd Annual Lavender Festival & Farm Tour held their event on July 10-12 as originally planned and the Hammer N' Ales Brewfest rescheduled their event from April 18th to September which will be held at Backside Brewing Company.

Funding Request - Umpqua GrowthTalks - UEDP (Partnership)

The following events were cancelled:

Umpqua Valley Quilters' Guild – 2020 Quilt Show "Vintage Meets Modern"

2020 Vineyard Tour Road Bike Ride

The N.U.T. Cracker Mountain Bike Event

Roseburg Summer Steelhead Concert Series

Bowling tournament approved in 2019

Applicants who canceled their events are required to return any unused awarded grant money, as well as provide a detailed report for any funds used.

COVID-19 Economic Recovery Activity

Mr. Cowie stated many different organizations throughout the community have been working to provide or point people in the right direction toward economic relief resulting from the effects of COVID-19 on our local economy. CCD jumped in to action immediately.

Mr. Cowie introduced Theresa Haga who presented a power point and spoke about different economic recovery grant programs the CCD has recently administered. Two of those programs have included direct participation with the City.

The first program involved the City acting as the applicant in order to apply for a federal Community Development Block Grant designed to provide COVID-19 small business and micro-enterprise assistance. The grant will serve as a joint project benefitting both the City of Roseburg and Douglas County. The City will act as the "lead applicant" as part of the grant application, while Douglas County will be referred to as a "participating county". If funded, an Inter-Governmental Agreement (IGA) will be established. The CCD Business Development Corporation will assist throughout the entirety of the project and act as the sub-grantee within the grant process. The CCD will be responsible for writing the grant application, helping to administer the grant, and allocating money to qualifying businesses.

The object of the grant is to assist small businesses with the following:

- Avoid job loss caused by business closure related to social distancing by providing short-term working capital assistance to small businesses to enable retention of jobs held by low and moderate-income persons.
- Help businesses remain solvent through the crisis and be ready/able to rebuild and/or reopen.
- Fill specific cash flow gaps in businesses' larger efforts to scale down, reduce expenses, and take any additional defensive measures to survive the crisis.
- Provide technical assistance, grants and other financial assistance to establish, stabilize, and expand microenterprises that provide medical, food delivery, cleaning, and other services to support home health and quarantine.

On June 8th, City Council adopted Resolution 2020-10 directing staff to move forward with the CDBG application process. The CCD is now in the process of submitting the application to the State. If awarded, the CDBG grant will last 12 months from the date in which the grant contract is executed.

The second COVID-19 economic recovery program involves money from the State General Fund allocated by the Legislature and Governor in conjunction with funding redirected from existing programs at the Oregon Business Development Department (Business Oregon). This program is designed to provide financial assistance to small businesses adversely affected by economic conditions associated with COVID-19 that have not received federal emergency assistance under the federal CARES Act or other federal programs for emergency pandemic funding.

The CCD is administering this grant to qualifying businesses throughout Douglas County. In addition to the money received from the State, the City has helped to provide an additional

\$20,000 from the Economic Development Fund to help assist CCD in providing funding relief directly to Roseburg businesses.

Businesses that may be eligible to receive funding are encouraged to contact the CCD. Applications are available at www.ccdbusiness.org.

Ms. Haga shared some businesses are leery of scams and can be hesitant to apply for the funding offered. She said CCD reached out to banks, city managers and continue to reach out to businesses. She asked the Commissioners to reach out to people and business they know to spread the word on the funding available. If funds from round two are not disseminated then round three won't happen.

Discussion ensued regarding funding, loans, and who qualifies.

INFORMATIONAL

Partnership Report

Mr. Patterson provided the Partnership report stating they are exploring how to effect change and meeting with the community's top 20 employers to identify needs in this time of COVID-19. Some businesses will diversify and adapt within their business model to try to recover. The Steel Outlet is now building mobile washer and dryer facilities, which is in high demand, for the US Government.

The Partnership has been working on a new project board based on community and business needs as well as COVID-19 needs. Two topics highlighted included the need for child care and homeless issues.

Experience Roseburg/Anvil Northwest Report

Mr. Campman provided a power point presentation and discussed their progress since signing with the City in July of 2019 to create the new tourism brand. The majority of photos, video and content needed has been produced for 2020 which includes: Tourism website, print ad series, billboards, trade show booth, POP swag, UV Magazine travel guide, and Instagram and Facebook content. The goal is to offer fresh content and evolve the visual content each year as they focus on 2021 while being mindful of Covid-19 State and Federal guidelines.

They are exploring possibilities for a Visitor Center which includes staying at Anvil Northwest, finding a new location or creating multiple "micro" locations, as well as evaluating the pros and cons regarding each possibility.

Commissioner Beach asked if Anvil has reached out to the Downtown Roseburg Association (DRA). Mr. Campman stated he met with the DRA a couple weeks ago and looked at their space as a possibility.

Ms. Raines provided a power point presentation and highlighted the placement of ads and distribution regarding social media, billboards, and a digital display in the baggage area of the Eugene Airport, to list a few.

Ms. Rifenburg provided a power point presentation and discussed social media statistics, demographics, top posts and what helps to guide what is posted.

Commissioner Ross commended Anvil for their work on social media, clean and modern messaging and partnering with UV Magazine.

Discussion ensued regarding COVID-19 and the challenges of gatherings and inviting people from out of the area while being mindful of safety.

BUSINESS FROM COMMISSION – none

BUSINESS FROM STAFF –

Mr. Cowie stated Anvil Northwest offered a tour of their facility which will be scheduled in the future. The Commissioners received a volunteer recognition certificate and water bottle as a thank you for their committed service.

ADJOURNMENT - Meeting adjourned at 5:10 p.m. The next meeting is scheduled for October 13, 2020.

A handwritten signature in black ink, appearing to read "Chrissy Matthews". The signature is written in a cursive, flowing style.

Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: October 13, 2020
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: Coronavirus Relief Funds Expenditure Report

ISSUE STATEMENT AND SUMMARY

The purpose of this discussion item is to give the EDC an update surrounding COVID-19 economic recovery activity, specifically Coronavirus Relief Funds (CRF) issued by the State of Oregon to the City. Many different organizations throughout the community have been working to provide or point people in the right direction toward economic relief resulting from the effects of COVID-19 on our local economy.

Theresa Haga, Executive Director of the Coos, Curry, Douglas (CCD) Business Development Corporation spoke to us in July about the work they were doing to administer economic recovery grant programs to the community. Two of those programs have included direct participation with the City. UCAN has received funding and is providing rental and utility payment relief. Both of these organizations have indicated additional funding would be helpful. The City is now in the position to supplement that funding.

On August 24, 2020, the Council adopted Order No. 2020-03 extending the declaration of emergency as a result of COVID through December 31, 2020, unless cancelled sooner by City Council. The City qualifies for relief funding and has entered into a grant agreement with the State of Oregon to receive \$771,520 worth of CRF money. Of that, \$70,000 has already been provided to CCD for small business grants. The grant will reimburse the City for eligible expenses related to COVID-19. Eligible expenses are outlined in the grant agreement and are based on the federal guidelines for the CARES Act. Funds must be delivered to those in need prior to December 30, 2020. The emergency declaration provides the City Manager broad authority for spending.

On September 28, 2020, Nikki Messenger, City Manager presented City Council with a plan to distribute the \$625,000. Council voted to authorize Nikki to spend the funds in the following manner. The following table indicates maximum allocations to each possible category. The intent is to provide a high degree of flexibility to ensure that staff can react quickly when needs are identified. As a result, the total exceeds \$625,000. Staff will be responsible to ensure that actual expenditures do not exceed the grant amount.

| <u>Category</u> | <u>Maximum Amount</u> |
|---------------------------------|-----------------------|
| City COVID Expenses | Actual |
| 1. Support for Local Businesses | \$250,000 |
| 2. Support for Local Citizens | \$250,000 |
| 3. Support for Non-Profits | \$200,000 |
| 4. Economic Recovery Planning | \$50,000 |
| 5. Tourism Recovery | \$50,000 |

1. Eligible City of Roseburg expenses related to the pandemic.
 - The pandemic has and will continue to impact City revenues. The CRF funds cannot be used as revenue replacement, so it is vital that the City cover all of its eligible costs associated with the pandemic. Examples include:
 - Employee costs (leave related to COVID)
 - Personal protective equipment (PPE)
 - Cleaning supplies
 - Plexiglas dividers, medical equipment
 - Contracted services – portable toilets, handwashing stations, etc.
2. Support for local small businesses within the City of Roseburg
 - a. Partnering with CCD to deliver grant program(s)
3. Support for local citizens within the City
 - a. Mortgage and/or rent assistance (partner with UCAN)
 - b. Utility assistance (partner with UCAN)
 - c. Food assistance (partner with UCAN/others)
 - d. Child care/distance learning (partner with ESD)
4. Support for eligible non-profits delivering social services impacted by COVID. Examples include:
 - a. Peace at Home
 - b. Salvation Army
 - c. United Way
 - d. Meals on Wheels
 - e. Homeless services
5. Economic recovery planning
6. Tourism promotion

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: October 13, 2020
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: Roseburg Tourism Grant Program

ISSUE STATEMENT AND SUMMARY

The purpose of this discussion item is to provide the EDC with an update on the current status of the Tourism Grant Program. Twice a year during the (fall/winter cycle and spring/summer cycle) the City provides grant opportunities for individuals or groups looking to promote local tourism within our area. These grant opportunities are made possible due to a portion of the hotel/motel tax being used for this purpose. In order for grant submittals to be eligible the proposal must align with the statutory requirements outlined for use of the hotel/motel funds. The grant program typically opens at the beginning of November, with grant requests being approved by the EDC during your January meeting and also at the beginning of May with grant request being approved by the EDC during your July meeting.

Due to COVID19, the money available within hotel/motel tax fund appears to be significantly less than what was initially anticipated. As a result, the City has chosen to suspend the tourism grant program for the fall/winter cycle in order to insure that there is enough money to meet the contractual agreements the City has utilizing this same funding. The status of the fund will be reevaluated in the spring to determine at that time whether or not the City may continue with the grant program during the spring/summer cycle.

Ron Harker, Finance Director with the City of Roseburg will speak to us concerning the quarterly remittance the City has received thus far involving the hotel/motel tax and what effects it will have as we move forward, as well as what it may look like in the future.

In addition, Brad Niva, Executive Director of Travel Southern Oregon will also speak to us about the current state of tourism not only in southern Oregon, but statewide and what we may be able to anticipate as we move forward.



**JUL-OCT 2020 REPORT FOR ROSEBURG ECONOMIC
DEVELOPMENT COMMISSION**

RECRUITMENT

Below is a list of projects we've received from Business Oregon and have submitted Douglas County properties to.

AUGUST: PROJECT PLUS

Business Oregon is working with a third party consulting firm on an international food-related project that includes multiple processing components. They prefer Enterprise Zone of 100 to 150 acres for three factories totaling 1,087,154 square feet in total.

MARCH: PROJECT CHAMP

Looking for an existing building, 50,000 sq.ft. to 200,000 sq.ft. on five to 15 acres. Zoning should be industrial/manufacturing. The company makes thermoformed plastic packaging for the food medical and retail industries. The Reedsport Commerce and Technology Campus was submitted.

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.

PARTNERSHIP NEWSLETTERS

Quarter One - March 20, 2020

Quarter Two - June 26, 2020

2020 Renewing Members as of September 15

- City of Roseburg
- Century 21 The Neil Company Real Estate
- Douglas Education School District
- Mercy Medical Center
- Avista
- Pacific Power
- North River Boats
- Douglas County Industrial Development Board
- Roseburg Forest Products
- Umpqua Bank
- Roseburg Rentals
- FCR
- Express Employment Professionals
- Dave Sabala

PROJECT SUMMARY

COVID-19 Response

Wayne continues to make calls to Douglas County businesses to better understand their current needs. We also continue to drop off face masks to local businesses.

GrowthTalks

We are still in a holding pattern waiting for social distancing requirements to allow us a venue to hold the next Pitch Night. The project is funded.

South Umpqua Valley Industrial Park

An agreement is now finalized with the county and private sector to support the installation of the traffic light which will allow for the commercial rezoning of the eight acres. There is interest from factories in other portions of the remaining county-owned land.

Sutherlin Industrial Park

Wetland mitigation credits, City and County contributions, investment dollars and a new businesses is now underway on the old airport site.

Career Pathway Baseball Cards

We still have 1000's of the card packs but are waiting for school opening process to allow for distribution.

Opportunity Zone Plan

If requirements for opportunity zone investments relax, we will need a new plan for areas affected.

Douglas County City Managers Coalition

Still ready to roll this out but we are waiting for social distancing to relax and for our city manager's to-do lists to lighten up.

Homeless

We continue to stand ready to help and support this much needed area of concern.

Mitigation Site Purchase and Credits

We are now working on a possible purchase of land that includes wetlands, mitigation credits and possible future credits.

PROJECT SUMMARY

Workforce Housing

We have been working with Kate Jackson from the Governor's Regional Solutions Team on developing a new sanitation district to support a new area of home development. This area could also have water supplied by a close city that has already offered this. We are also working with another city management team on other possible home building areas. Based on UEDP's housing sub-committee last year, the major obstacle in building lower cost housing for our workforce is land cost, so the idea is to develop lower cost land.

Food Hub

With support from NeighborWorks Umpqua, Umpqua Blue Zones and others, Anthony Flaccavento (SCALE) was retained earlier this year to do a Food Hub feasibility study that could support multiples counties. Many interviews and much research was done with use (distributors, retail, schools, hospitals) and farmers (agricultural and livestock) over multiple counties. The final assessment that just came in showed that a stand-alone food hub could not be sustained at this time. A plan B option based on the data is now being developed.

Childcare

Lack of quality childcare has been an issue for many years in Douglas County. There are openings for less than 10% of the 5,350 children under the age of five in registered Douglas County childcare centers and in-home providers. This is not only a crisis from families seeking affordable and high-quality childcare, it impacts employers who are struggling to attract and retain talent in a low unemployment environment. The cumulative impact is that babies, toddlers, and children are missing out on the benefits of quality childcare, and families have little to no options for accessible and affordable childcare enabling parents and caregivers to work. This also impacts employers and businesses who are having trouble filling positions. A few months back Douglas ESD asked if the Partnership could meet with Julie Hurley and support the Childcare Coalition and Business Champions for Kids Advisory Committee.

Wayne participates in the weekly DC Childcare Coalition calls. Here are a few resources that have come out of the meetings:

- Current availability of childcare in Douglas County and other resources can be found at 211.org.
- Preschool Promise eligibility and enrollment information can be found [here](#) or call Cory Ortega at (541) 957-4809.
- Staffing continues to be the biggest challenge with childcare providers. Please share the Childcare Recruitment Flyer on page 4.

MEETINGS

Southern Oregon Workforce Investment Board (SOWIB) Update

Ron Doan, Chair Umpqua Bank Board

Commissioner Chris Boice

SOWIB Board Meeting

Dave Gammon, TrueNorth Star Ministries

Don Cook, Express Employment Professionals

Kem Todd, SBDC

Eric Geyer, RFP

Tim Allen, Vice Chair UEDP Board

Theresa Haga, CCD

Steve Vincent, Avista

Nikki Messenger, City of Roseburg

Reentry Funding Meeting

Jerry Gillham, City of Sutherlin and staff

Kyle Stevens, SOWIB

Rena Langston, SOWIB

Douglas County Childcare Coalition

SOWIB Douglas Workgroup

Food Hub Zoom Call

Regional Economic Response Team

Doug Feldkamp, Umpqua Dairy

Gary Leif, Oregon Legislature

Reimagining Oregon Roundtable

Thomas McGregor, Phoenix School

Valynn Currie, Winston Economic Development

Douglas County Industrial Development Board

Stuart Cowie, City of Roseburg



**THANK
YOU**



UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

WAYNE PATTERSON

*Executive
Director*

**CAROLINE
KEANE**

*Office
Manager*

EXPERIENCE ROSEBURG
QUARTERLY REVIEW
OCT. 2020

CONTENTS

- FIND YOUR CAMPAIGN
- YOUTUBE ADDITION
- COLLATERAL CONCEPTS
- MEDIA BUYS
- SOCIAL MEDIA
- FINANCIALS



“FIND YOUR” CAMPAIGN

(VIDEO PLAYED HERE)

YOUTUBE INTRO

(VIDEO PLAYED HERE)

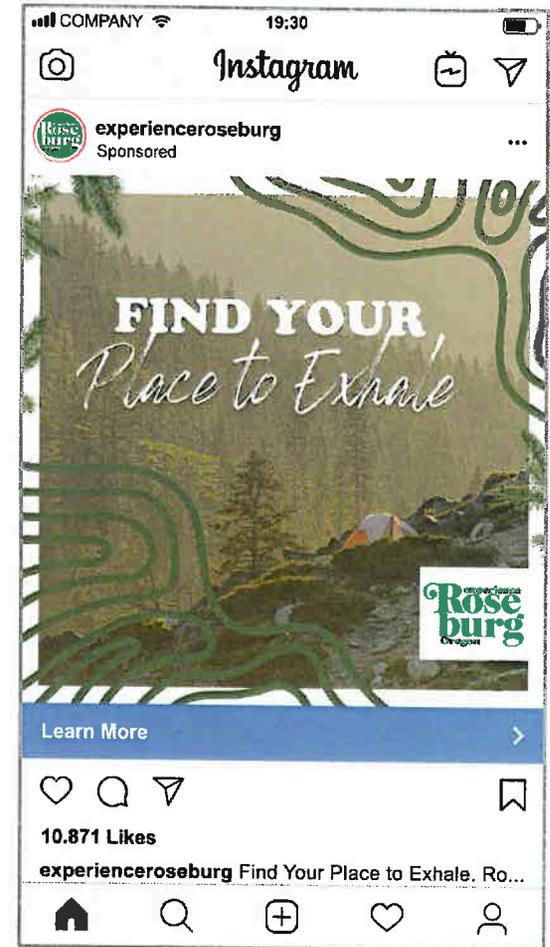


2021 MESSAGING

- FIND YOUR _____ CAMPAIGN
- “SECRET SPOT” AWARENESS
- PUBLIC SAFTEY
- FOCUS ON CITY
- ADDITION OF YOUTUBE
- ACTIVITY CHANNEL “MAPPED OUT”
- EVENT CHANNEL



2021 MESSAGING



2021 MESSAGING



2021 MESSAGING



FINANCIALS

**Current financials to-date
will be included day of...
Sorry.**



WRAP UP

Questions?

Thanks Ya'll! 

Experience Roseburg Media Plan Recap July 2019 – June 2020

Facebook.com/experiencerooseburg [ORGANIC] Social Media

Street Date: September 19, 2019

@experiencerooseburg

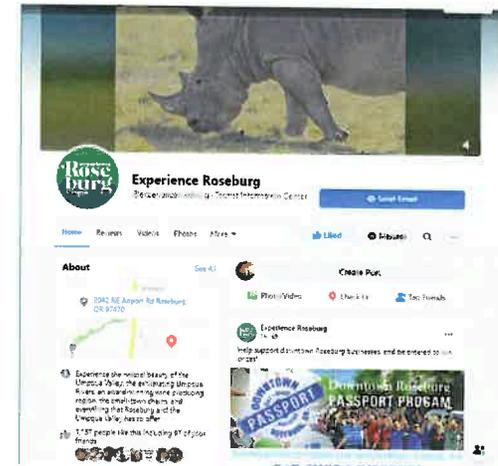
metrics noted monthly -- September 66 likes, 50 engagements (reactions, shares, comments); October 563 likes, 338 engagements; November 660 likes, 563 engagements; December 689 likes, 391 engagements; January 742 likes, 238 engagements; February 806 likes, 293 engagements; March 923 likes, 468 engagements; April 1036 likes, 633 engagements; May 1044 likes, 346 engagements, June 1075 likes, 356 engagements

Instagram.com/experiencerooseburg [ORGANIC] Social Media

Street Date: September 25, 2019

#ExperienceRoseburg

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; January 418 followers, 665 engagements; February 528 followers, 568 engagements; March 637 followers, 1,111 engagements; April 734 followers, 756 engagements; May 825 followers, 808 engagements; June 906 followers, 879 engagements



Experience Roseburg Media Plan Recap July 2019 – June 2020

Oregon Festivals & Events Calendar 2020

Print - Magazine

Street Date: January 2020

Ad Size: 5 event listings

90,000 copies distributed to visitor bureaus, chambers of commerce and other public outlets.

OregonFestivals.org

Digital - Website

Street Date: January - December 2020

Ad Size: Experience Roseburg logo; Experience Roseburg listing

<https://www.oregonfestivals.org/>

Event listings from the Calendar are also posted on Travel Oregon's website.

Sponsorship - Travel Southern Oregon Symposium

Direct Mail, Digital - Enews

Street Date: January 2020

Symposium March 8-9, 2020

Ad Size: logo

650 Direct Mail Postcard mailing list; online registration live Nov 21.

Symposium had est. 100 attendees.



Experience Roseburg Media Plan Recap July 2019 – June 2020

[YouTube.com/experienceroseburg](https://www.youtube.com/channel/UCRBJFgIkNnRQsu7Yjd12wNg)

Social Media

Street Date: January 2, 2020

Ad Size: n/a

<https://www.youtube.com/channel/UCRBJFgIkNnRQsu7Yjd12wNg>

Urban Bliss social media influencer (Marlynn Schotland)

Digital - Online, Promoted via Social Media and Digital Consumer E-News

Street Date: January 30, 2020

Instagram story, postings

<https://traveloregon.com/things-to-do/trip-ideas/favorite-trips/foodie-bliss-umpqua-valley/>

Marlynn Jayme Schotland is a food, wine, and travel writer and photographer who lives in the sweet spot between Portland and Willamette Valley wine country. In addition to her freelance writing, photography, and social media management work, she writes the 13-year-old food, wine, and travel blog Urban Bliss Life. Follow her on Instagram, Facebook, Twitter, and Pinterest.

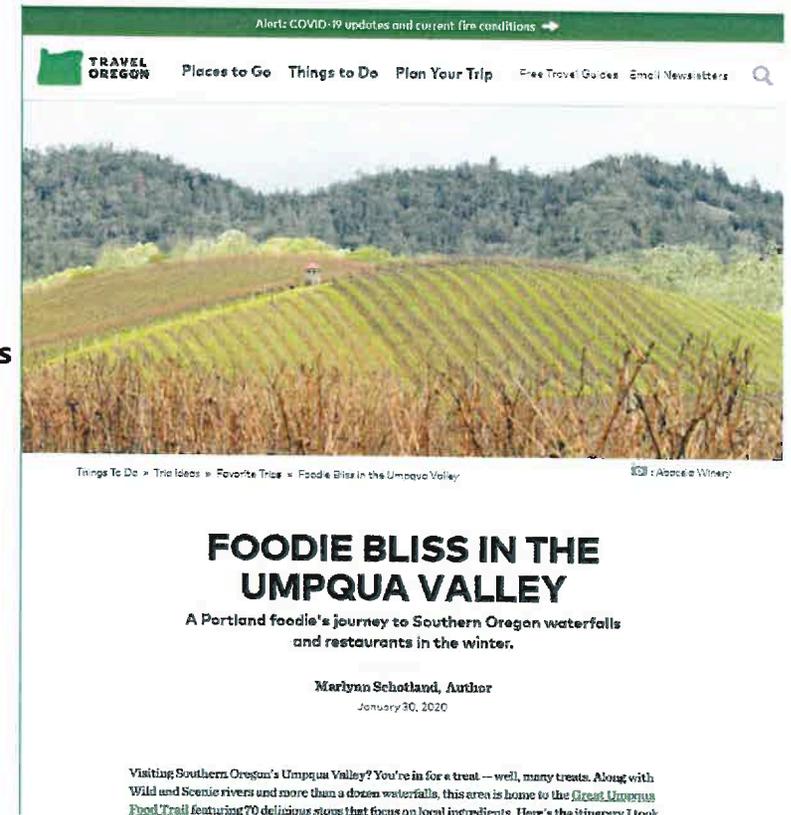
Facebook.com/experienceroseburg [PAID]

Social Media

Street Date: February 10 - March 11, 2020

@experienceroseburg

TARGET: Oregon, 25 - 45 yrs old



The image is a screenshot of a travel website article. At the top, there is a green navigation bar with the text "Alert: COVID-19 updates and current fire conditions" and a right-pointing arrow. Below this is the "TRAVEL OREGON" logo and a menu with items: "Places to Go", "Things to Do", "Plan Your Trip", "Free Travel Guides", and "Email Newsletters". A search icon is also present. The main content area features a large photograph of a vineyard with rows of grapevines in a valley, with forested hills in the background. Below the photo is a breadcrumb trail: "Things To Do » Trip Ideas » Favorite Trips » Foodie Bliss in the Umpqua Valley" and a small icon for "Abasco Winery". The article title is "FOODIE BLISS IN THE UMPQUA VALLEY" in large, bold, black letters. Below the title is the subtitle: "A Portland foodie's journey to Southern Oregon waterfalls and restaurants in the winter." The author's name, "Marlynn Schotland, Author", and the date, "January 30, 2020", are listed below the subtitle. At the bottom of the screenshot, there is a short paragraph of text: "Visiting Southern Oregon's Umpqua Valley? You're in for a treat -- well, many treats. Along with Wild and Scenic rivers and more than a dozen waterfalls, this area is home to the Great Umpqua Food Trail featuring 70 delicious stops that focus on local ingredients. Here's the itinerary I took".

Experience Roseburg Media Plan Recap July 2019 – June 2020

Travel Oregon Visitor Guide 2020

Print - Magazine

Street Date: March 2020

Ad Size: full page

<https://traveloregon.com/list/?s=roseburg>

AUDIENCE 300,000 copies distributed via TravelOregon.com; year-round distribution and inquiry fulfillment. Also, free leads via the Travel Oregon Online Leads system.

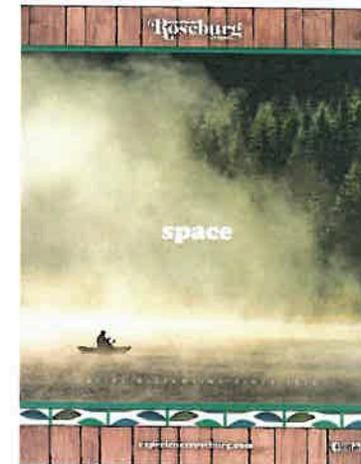
ONLINE VIEWING: Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones. 13,000 + users; More than 1.1 million pageviews; 66 average pages per session; 78% new sessions; 6:38 average minutes per session

ExperienceRoseburg.com

Digital - Website

Street Date: March 28, 2020

<https://www.experiencerooseburg.com/>



Experience Roseburg Media Plan Recap

Experience Roseburg Media Plan Recap July 2019 – June 2020

UV Magazine – Spring 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: March 13, 2020

Ad Size: full page, back cover

Magazine and DMO Feature Story -- Recreation on the Rocks

Short Stories -- Off the Beaten Path (Spring Wildflowers); All

Aboard the Barrel Tour (event promo)

<https://www.theuvlife.com/full-publication>

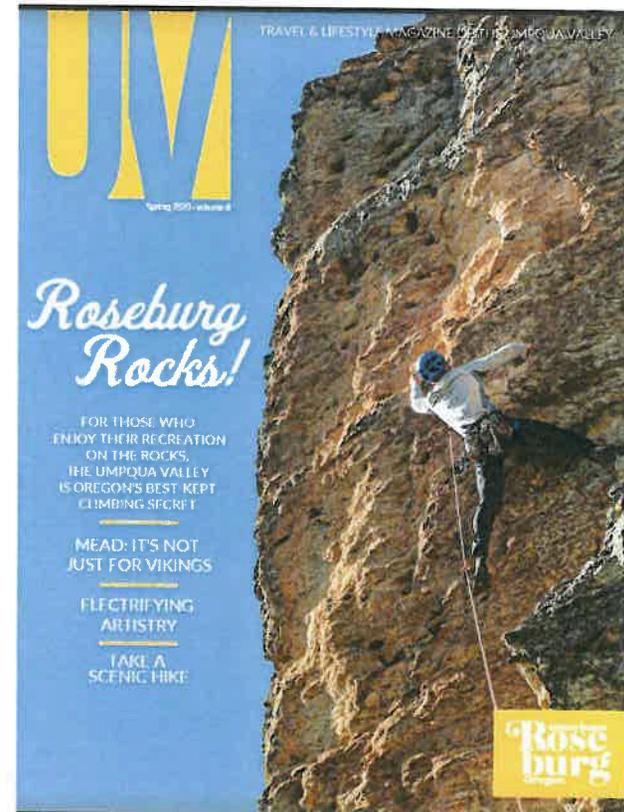
32,350 copies distributed

Certified Folder Display - UV Magazine Oregon Distribution

Street Date: March 27, 2020

12-month magazine slot

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



Experience Roseburg Media Plan Recap July 2019 – June 2020

UV Magazine – Spring 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: March 13, 2020

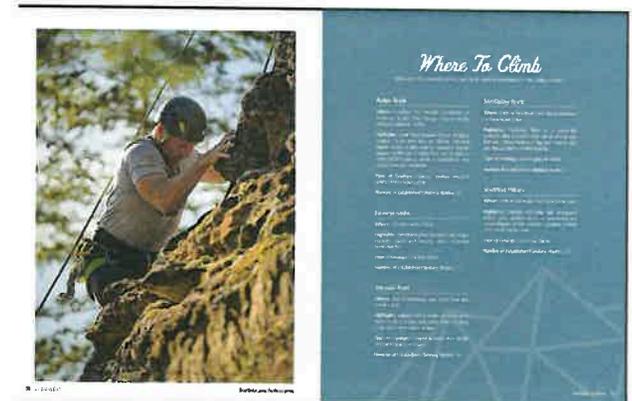
Ad Size: full page, back cover

Magazine and DMO Feature Story -- Recreation on the Rocks

Short Stories -- Off the Beaten Path (Spring Wildflowers); All Aboard the Barrel Tour (event promo)

<https://www.theuvlife.com/full-publication>

32,350 copies distributed



Experience Roseburg Media Plan Recap

Experience Roseburg Media Plan Recap July 2019 – June 2020

Lamar - I-5 @ Salem

Out of Home - Static Billboard

Street Date: March 28, 2020

Ad Size: 12-month 10'6" x 36"

LOCATION: I-5 El 90ft south of Deady Crossing North Face (Sutherlin +43.35382, -123.32730)

Weekly impressions, ages 18+: 83,015



Eugene Airport

Out of Home - Airport Digital Displays in Baggage Claim

Street Date: April 1, 2020

Ad Size: 12-month :10 video on 40" digital monitors

2 million travelers and greeters annually



Pacific Outdoor - I-5 @ Salem

Out of Home - Digital Billboard

Street Date: April 1, 2020

Ad Size: 12-month 14'x48'

LOCATION: I-5 .25 mi north of Portland Rd eastside, North Face, Regular, 1 Slot (Salem)

+44.98805, -122.99516

Weekly impressions, ages 18+: 138,331

Experience Roseburg Media Plan Recap July 2019 – June 2020

TravelOregon.com

Digital - Website

Street Date: April - June 2020

Ad Size: Digital Ad: Square 300x250, basic bundle – 18 categories

<https://traveloregon.com/>

More than 12 million pages viewed annually with 3.8 million unique visitors



SouthernOregon.org (Travel Southern Oregon website)

Digital - Website

Street Date: April 2020 - March 2021

Ad Size: Run of Site Footer 3rd pos. 730x90

<https://www.southernoregon.org/>

45,000 unique visitors per month



Oregon Business Magazine, May 2020

Print - Magazine

Street Date: May 2020

Ad Size: 1/9th pg, full color
13,000+ Circulation, 47,000 e-News impressions per month, 61% male / 39% female. This is a combined advertising value of \$1,170 with Oregon Home magazine available FREE to all current customers of MEDIAmerica Inc.



Experience Roseburg Media Plan Recap July 2019 – June 2020

KOIN AM Extra News - Travel Oregon's Virtual Road Trip TV

Street Date: May 6, 2020

Ad Size: 2-minute interview segment, Experience Roseburg provided B-roll video footage

<https://www.koin.com/am-extra/your-next-adventure-southern-oregon/>

KOIN 6 News is Portland's CBS affiliate, providing local news, network and syndicated entertainment to viewers in Oregon and SW Washington.

Travel Southern Oregon E-News – May 2020 issue Digital E-News

Street Date: May 14, 2020

Ad Size: Digital ad: Small Tile 200x128 + 3 lines

9500 subscribers: 40% open rate

Travel Southern Oregon Visitor Guide 2020 Print - Magazine

Street Date: June 2020

Ad Size: full page

90,000 copies distributed to visitor bureaus, chambers of commerce and other public outlets.



Experience Roseburg Media Plan Recap July 2019 – June 2020

Travel Southern Oregon Visitor Guide 2020 Print - Magazine

Street Date: June 2020

Ad Size: Great Umpqua Food Trail full page ad
Co-op ad with Travel Southern Oregon

OTIS Listings: TravelOregon.com Digital

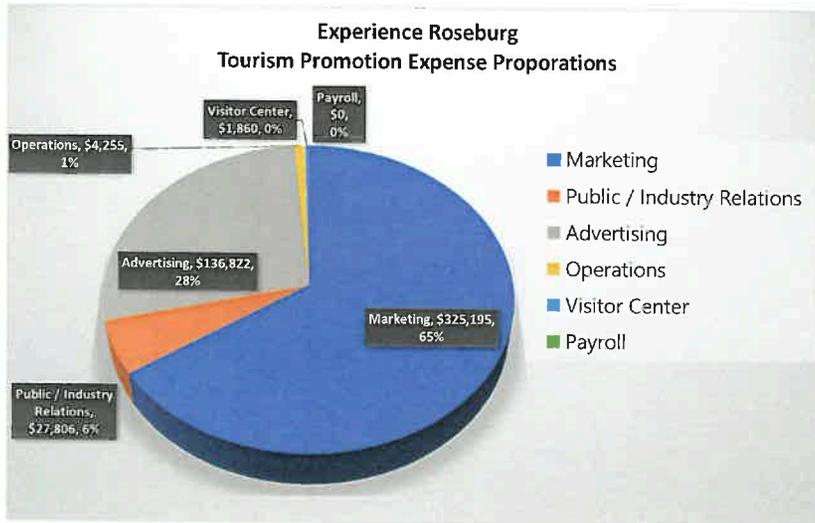
Increased Roseburg Listings from 120 to 130

The Oregon Tourism Information System (OTIS) is powered by everyone. It allows destination marketing organizations (DMOs) and statewide trade associations to easily maintain and update content such as attractions, lodging, photos, deals and event listings. The platform is powered by open-source software, which allows tourism partners to push and pull content to and from each other via API. Currently, OTIS is open only to local DMOs and regional DMOs, as well as certain statewide groups (like the Oregon Wine Board, State Parks, etc.).

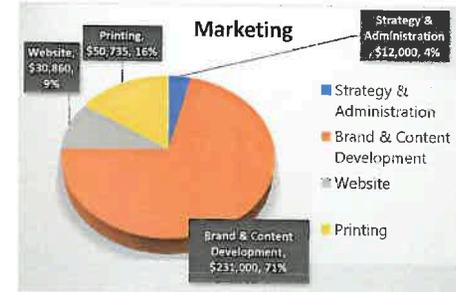


2020-2021 BUDGET & PLANNING - Experience Roseburg Ratio of Spend

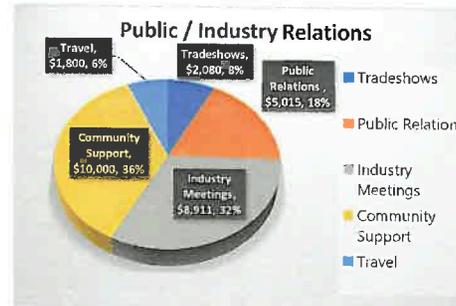
| Tourism Promotion Expenses | \$495,938 | |
|-----------------------------|-----------|--------|
| Marketing | \$325,195 | 65.57% |
| Public / Industry Relations | \$27,806 | 5.61% |
| Advertising | \$136,822 | 27.59% |
| Operations | \$4,255 | 0.86% |
| Visitor Center | \$1,860 | 0.38% |
| Payroll | \$0 | 0.00% |



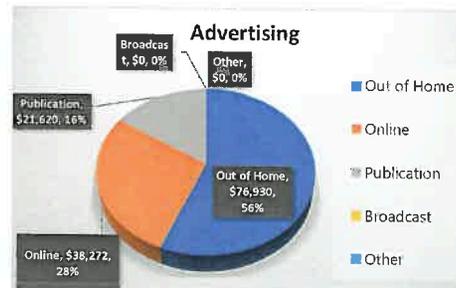
| Marketing | \$325,195 |
|----------------------------------|-----------|
| Strategy & Administration | \$12,000 |
| Brand & Content Development | \$231,000 |
| Website | \$30,860 |
| Printing | \$50,735 |
| Shipping / Fulfillment / Postage | \$600 |
| Miscellaneous | \$0 |



| Public / Industry Relations | \$27,806 |
|-----------------------------|----------|
| Tradeshows | \$2,080 |
| Public Relations | \$5,015 |
| Industry Meetings | \$8,911 |
| Community Support | \$10,000 |
| Travel | \$1,800 |



| Advertising | \$136,822 |
|-------------|-----------|
| Out of Home | \$76,930 |
| Online | \$38,272 |
| Publication | \$21,620 |
| Broadcast | \$0 |
| Other | \$0 |



| Operations | \$4,255 |
|------------------------|---------|
| Dues & Subscriptions | \$2,000 |
| Conference-Education | \$1,625 |
| Software Subscriptions | \$0 |
| Accounting Services | \$630 |
| Bank Fee | \$0 |
| Professional Fees | \$0 |
| Insurance | \$0 |

| Visitor Center | \$1,860 |
|----------------|---------|
| Payroll | \$0 |