

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, April 10, 2018
City Hall Third Floor Conference Room, 3:30 p.m.

ote
4/4/18

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. January 9, 2018 – 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. UACT – New LED Sign Funding Request
 - B. Partnership – Tourism Coordinator (Travel Oregon – BaTS, CATS, HaTs) – RARE Intern Funding Request
 - C. Partnership – The Great Umpqua 2nd Annual Food Truck Competition Funding Request
- VI. INFORMATIONAL
 - A. Visitor Center Report (January, February)
 - B. Partnership Report
- VII. BUSINESS FROM THE COMMISSION
- VIII. BUSINESS FROM STAFF
 - A. Wayfinding Sign Project Update
- IX. NEXT SCHEDULED MEETING – July 10, 2018
- 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/>

**MINUTES
CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
January 9, 2018**

CALL TO ORDER

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

ROLL CALL

Present: Chair Tom Ryan, Commissioners Tim Allen, Don Baglien, Angela Brown, Hannah Duncan, Gary Leif, Misty Ross, Michael Widmer and Paul Zegers(late arrival).

Absent: Mickey Beach (unexcused)

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Director Wayne Patterson of The Partnership, and Department Technician Chrissy Matthews.

APPROVAL OF MINUTES – Leif moved to approve the minutes of the October 10, 2017 meeting. Ross pointed out the adjournment time of the meeting was incorrect. Leif moved to approve the October 10, 2107 minutes with a correction to the adjournment time of 4:35p.m. Allen seconded; motion passed unanimously.

TOURISM GRANT APPLICATIONS 2017

Cowie advised the commission on each grant proposal.

Wildlife Safari Education Center Renovation Project

The applicant requested \$4,900 to cover a portion of the construction costs associated with renovating the Wildlife Safari's Education Center. Renovation of the Frank Hart Discovery Theatre will include grading the floor, electrical upgrades, patio construction, roofing, concrete stairs and landing, commercial doors, painter, gutters and acoustical improvements. The total cost of the project is \$230,000.

Staff recommends funding in the amount of \$4,900 for renovation costs of the New Education Center as it will continue to promote tourism activity for years to come given the tourism success the Wildlife Safari has on the local area.

Leif moved to approve staff recommendation and award the funding of \$4,900. Duncan seconded; motion passed unanimously.

2018 American Kennel Club Master National Event

The Umpqua Valley Retriever Club has been selected by the Master National Retriever Club to host the 2018 American Kennel Club (AKC) Master National Event in Roseburg/Douglas County in October of 2018. The applicant is requesting \$4,999 in order to cover the assembly and production costs for the Training Catalog, approximately 800 copies, to be used at the event.

Staff recommends funding in the amount of \$4,999 to the Umpqua Valley Retriever Club toward the assembly and production of the Training Catalog to be used for the 2018 AKC Master National Event.

A representative from Umpqua Valley Retriever Club was present to answer questions. Leif inquired about the one million dollar assessment this event would bring to the local community, as indicated in the grant application. Cowie indicated the million dollar assessment was based upon what the applicant had inserted within the application material. In addition, Cowie shared that he researched past kennel club events that indicated similar assessments. The club representative explained that in 2014 the event was held in Corning CA. with nearly 500 entries and calculated nearly \$200,000 in to the local community through food and lodging for a three week period by the MNRC alone. Participants and their athletes added much more to the economy by hotel stays, food, vehicle services at dealerships, RV parks and visiting local medical facilities, if needed. In addition, a 1/3 of the dogs complete the competition estimating 200 – 250 people will stay for the entire week during the 10 day event. An audience follows the event as well. Some entries arrive with 20-30 dogs and staff to watch the competition. Local properties have been retained for the actual events and DC Fairgrounds will host the banquets for the event. The local kennel club has 45 members.

Leif moved to approve staff recommendation to award the funding of \$4,999 and thanked the club for bringing this event to Roseburg. Widmer seconded; motion passed unanimously.

U.S. Open Bowling Qualifier

TenDown Bowling has been selected by the United States Bowling Congress and the Bowling Proprietors' Association of American to be 1 of 10 bowling centers across the country, and the only center west of Arizona, to host a qualifying bowling tournament for the U.S. Bowling Open. The applicant is requesting \$4,999 in order to increase the prize fund for the tournament to encourage more out of area bowler entries and bring more people to Roseburg. The applicant anticipates 75 entries.

Staff presented the EDC with the applicant's proposal but did not make a recommendation concerning the request considering the EDC has not issued grant funding for the purposes of prize money in the past. The applicant was made aware of this information.

Allen asked if the prize money is to attract bowlers he didn't see the projections increased in the proposal with the prize money increase. A representative from TenDown Bowling was not present. Colley stated that, per the EDC's direction the applicants are not asked to participate in the meeting; however, they can attend. The EDC can ask for additional information from the applicant for further consideration before making a recommendation.

Discussion ensued regarding the increase in prize money, how many entries anticipated and the limit on the number of bowling lanes at the facility.

Zegers motioned to oppose the funding. Allen seconded; motion passed unanimously.

Logging Oxen Sculpture

The applicant is requesting \$33,500 in order to pay for the place a logging oxen sculpture within the city limits of Roseburg. Additionally he would also create a handler and log being pulled behind the oxen to complete the scene.

Staff presented the EDC with the applicant's proposal but did not make a recommendation concerning the request based on the requested amount and no clear location for placement of the sculpture(s).

Leif moved to recommend denial to fund the \$33,500 request for placing a logging oxen sculpture within the city limits of Roseburg. Zegers seconded; motion passed unanimously.

Discussion ensued regarding the process for public art in the City of Roseburg.

VISITORS CENTER REPORTS – October, November and December

Rachel Miller of the Visitors Center provided her report on the following adding that the wildfires last year were disruptive for visitors and the economy for our area. She further shared media highlights for their integrated marketing campaign for 2017 which includes the Seattle Mariners Yearbook, Alaska Beyond Magazine and the Trail Blazers Magazine to name a few.

Activities Report

Visitor Count

Promotional Materials Distribution & Support Services

Advertising/Media Highlights –

Brochure Activity increase - 7 million hits for 2017 for Visit Roseburg website.

Financials: September 2017

THE PARTNERSHIP REPORT - Patterson provided an update as follows -

- **Med Ed** – Academic Partnership discussions underway and Task Force meeting in Roseburg 11/16. UCC is involved and Deb will coordinate with other college presidents.
- **Makers Space Project** – Now called Innovation Hub. Project start date is 11/18. A feasibility study will cost \$62,000.
- **K12** –
 - Backpack: Basic Allied Health Certificate program for high school is now funded.
 - Career Path Baseball Cards in 80% complete
 - STEAM/DCPSS: New funding is in. \$350,000 in grant money.
- **RARE** – Resource Assistance for Rural Environments is an AmeriCorps program administer through the University of Oregon's Community Service Center. A new person to support cycling and ag/culinary tourism is now on board. Colley indicated that the EDC provided cash matches of \$10,000 for cycling and \$10,000 for culinary funding in a previous EDC meeting.
- **The 2018 Great Umpqua 4th of July Food Truck Competition** – Website open for registration. Twenty eight trucks participated last year. There are 50-52 trucks anticipated for this year. The event will include music and the event time will move toward the evening instead of starting in the afternoon.

- **CTE South County** – Kristi is on the Board working on land and programs structure. Students coming out of these programs can be employed in Douglas County. Work force is the primary focus.

BUSINESS FROM COMMISSION – Allen discussed brainstorming a win-win for property owners and the city for sidewalk repairs, SDC fees, etc. Colley shared that an evaluation of SDC fees are lower in Douglas County then anywhere else on the I-5 corridor. Further discussion ensued regarding desired property locations in Roseburg like Stewart Parkway and Garden Valley Blvd due to these areas meeting city standards vs. the less desirable Diamond Lake Blvd properties which do not meet city standards currently. Further discussion ensued regarding who is responsible for improvements and what issues to address.

BUSINESS FROM AUDIENCE – None

BUSINESS FROM STAFF – Colley acknowledged that Cowie and his staff have been working hard on the derelict buildings and demolition of two homes occurred last week.

ADJOURNMENT - Meeting adjourned at 4:34p.m. The next meeting is scheduled for April 10, 2018 at 3:30 p.m.

Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 10, 2018

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Umpqua Actors Community Theatre (UACT) – New LED Sign Funding Request

ISSUE STATEMENT AND SUMMARY

UACT is requesting \$4,999 to cover a portion of the construction costs associated with building a new 8x6' sign in front of the Performing Arts Center along W Harvard Ave. The sign will be used to promote UACT events, but will also provide opportunities for other organizations like the City of Roseburg, Umpqua Valley Arts Center, Umpqua United Soccer Club, Music on the Half Shell and others to promote community wide events.

ANALYSIS

The new sign will replace the old sign at its current location in front of the Performing Arts Center. The existing sign has become dilapidated and outdated. The new sign would be constructed on the same pedestal as the existing sign and utilize the same electrical connection.

The proposed sign will include an 8' wide by 4' tall full color, two sided LED screen. The screen will enable each user to promote its most current event – the latest theatre production, the annual arts festival, splash pad hours, upcoming Half Shell artists, soccer events, etc. At the end of this report is an example of what the current sign looks like from the street and a photo rendering of what the new sign on the existing pedestal will look like. Also included is a dimensional drawing of the sign. See Figures 1, 2 and 3.

It is anticipated that the construction of the sign will be approximately \$50,000. UACT plans to cover this cost through a combination of local contributions and grant funding. UACT has committed \$5,000 toward the project and is currently requesting other organizations contribute what they can based on their organizational budgets. They are requesting the EDC contribute \$4,999 from the Hotel/Motel tax fund dedicated to promote tourism within the community.

UACT has been working with the Community Development Department to obtain the appropriate land use action approval and permits necessary to construct the sign.

COMMISSION OPTIONS

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to UACT in order to assist in the construction of a new sign in front of the Performing Arts Center.
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 UACT in order to assist in the construction of a new sign in front of the Performing Arts Center.

SUGGESTED MOTION

I move to authorize the City to enter into an agreement to provide \$4,999 to UACT in order to assist in the construction of a new sign in front of the Performing Arts Center.

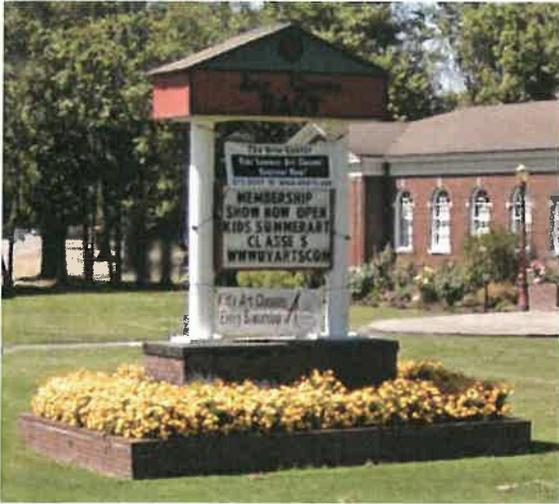


Figure 1 – Existing Sign Configuration



Figure 2 – Proposed Sign Configuration



Figure 3 – Proposed Sign Dimensions



Performing In The Betty Long Unruh Theatre
P.O. Box 839 | 1614 West Harvard Blvd,
Roseburg OR 97471 | 541-673-2125
uactor@cmspan.net | www.uact-theatre.com

January 29, 2018

City of Roseburg

ATTN: Stuart Cowie
900 SE Douglas Ave.
Roseburg, OR 97470

Dear Stuart Cowie,

UACT is currently looking to partner with the other groups in our vicinity to fund a new LED sign to replace our dilapidated sign on Harvard Avenue. We are in discussions with the Umpqua Valley Arts Center, Umpqua United Soccer Club, The Wooley Center, and Music on the Half Shell in hopes of making this a sign that benefits all of these groups. We are writing today in hopes of garnering support from the City of Roseburg as well through the tourism dollars available through grants from the Economic Development Commission.

The new sign is roughly \$50,000 installed and UACT has already agreed to put \$5,000 from its coffers towards the project. We have asked the other groups to contribute what they can based on their organizational budgets and we will grant write for the rest. We are requesting \$5,000 from the Economic Development Commission for this project.

The sign will be a full color, two-sided LED sign that will be four feet tall and eight feet wide. It will allow each user group to promote the events they may have going on—the latest theater production, the annual arts festival, each weeks' Half Shell artist, soccer events, splash pad hours, and more. I have attached a rendering of the sign. It would be installed on the same pedestal as the existing sign using the existing electrical.

Thank you in advance for your consideration of this request. If you have any questions feel free to contact me at 541-673-2125 or Chris Davidson at 541-580-1179.

Melody Schwegel
Executive Director

Photo Inlay



Layout

Scale: 1/2"=1'-0"



Scope of Work

- Remove & scrap existing sign & columns on brick base.
- Fab new D/F aluminum fabricated cabinet. Paint satin black.
- 3/4" white acrylic push-thrus with 230-53 Cardinal & 230-141 Gold Nugget PSV. LED illuminated.
- Mount to Daktronics GS6-80x150-15.85-RGB-2V full color LED D/F display.
- Install to top of existing brick monument structure.
- Verify artwork, colors, dimensions, installation.

© 2017 COPYRIGHT ES&A SIGN CORP.

CAUTION: The design, concept, ideas, and specifications contained herein are the intellectual property of ES&A Sign Corp., for a project that has been custom designed, planned, and submitted for your approval. No element of the design concept shall be copied, disclosed, or provided in any form to any other person or entity without the express written permission of ES&A Sign Corp. By accepting this submission, you further agree that no element of the design will be implemented by any other person or entity other than ES&A Sign Corp. without the express written permission of ES&A Sign Corp. In the event design elements or concept drawings are disclosed to any other person or entity, ES&A Sign Corp. may pursue any legal remedies including, but not limited to, court action, in which the prevailing party shall be entitled to attorney fees and costs.

GRAPHIC PRESENTATION ONLY. PLEASE SEE YOUR REPRESENTATIVE FOR ACTUAL COLOR AND MATERIAL SAMPLES.
VARIOUS PRINTERS & MONITORS WILL INTERPRET COLORS IN DIFFERENT TONES & SHADES.

REVISIONS:

CLIENT APPROVAL
INCLUDES COLORS, SPELLING, ARTWORK
PLEASE INITIAL: _____ PLEASE DATE: _____

DRAWING NUMBER: 26107A
DATE OF ORIGINAL DRAWING: 11.03.17
SALES: JS DESIGN: BL PAGE NO: 1 of 1

PRESENTATION FOR:
UACT ART CENTER
1614 WEST HARVARD AVE.
ROSEBURG, OR

89975 PRAIRIE RD.
EUGENE, OR 97402
P | 541.485.5546
T | 541.485.5813
WWW.ESASIGN.COM



ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 10, 2018

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Tourism Coordinator (Travel Oregon – BaTS, CATS, HaTs) – RARE Intern Funding Request (Partnership)

ISSUE STATEMENT AND SUMMARY

In July of 2017, the EDC approved funding in the amount of \$5,000 in order to provide “matching” funds to the Umpqua Basin Economic Alliance in conjunction with \$10,000 from Travel Oregon to promote local bicycling tourism (BaTS) efforts throughout Roseburg and an additional \$5,000 in conjunction with \$10,000 from Travel Oregon to promote local culinary and agri-tourism (CATS) in the Umpqua region as a result of the Bicycle and Agri-tourism Studio held at UCC in May of 2017. Shortly after these events a third studio was held in downtown Roseburg through the Oregon Heritage Foundation to promote historic/heritage (HaTs) efforts.

ANALYSIS

In order to develop and execute possible tourism events surrounding each of these items Maegan Hollister, a RARE (Resource Assistance for Rural Environments) intern through the University of Oregon joined the Partnership to serve as the Umpqua Valley Tourism Coordinator.

Maegan will serve 1,700 hours from November 1, 2017 to September 30, 2018. Over these 11 months she will work with staff, boards, commissions, and volunteers from Travel Oregon, the Partnership, City of Roseburg, Travel Southern Oregon, Chamber of Commerce, Umpqua Basin Economic Alliance, and other small communities throughout Douglas County to coordinate and promote tourism events surrounding bicycle, culinary/agri-tourism, and historic/heritage tourism.

The total costs associated with the payment of Maegan as the RARE intern serving in our community is \$23,500. Travel Oregon has committed to pay \$10,000, Travel Southern Oregon has committed \$7000 and the Partnership has committed \$1,500. The Partnership is asking that the EDC consider authorizing payment of \$4,999 to assist in funding the RARE intern.

COMMISSION OPTIONS

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to the Partnership in order to assist in funding the RARE intern Maegan Hollister as the Tourism Coordinator.
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 the Partnership in order to help fund the RARE intern Maegan Hollister as the Tourism Coordinator.

SUGGESTED MOTION

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 RARE intern Maegan Hollister as the Tourism Coordinator.



**Request to Roseburg Economic Development Commission
for support of RARE program 2017/2018
in the amount of \$5,000.00**

BACKGROUND

Resource Assistance for Rural Environments (RARE) is an AmeriCorps program administered through the University of Oregon's Community Service Center (CSC). RARE AmeriCorps has been supported over the years by grants from the Corporation for National & Community Service (AmeriCorps), The Ford Family Foundation, the University of Oregon, the Oregon Food Bank, the Federal Emergency Management Agency, the Oregon Department of Transportation, and other agencies. In addition, each participating community provides \$23,500 to help place, train, and support a full-time RARE AmeriCorps member.

Maegan Hollister, an Umpqua local and University of Oregon alum, has joined the Partnership via the RARE program to serve as the Umpqua Valley Tourism Coordinator. Maegan will serve 1,700 AmeriCorps hours from November 1, 2017 to September 30, 2018. Over these eleven months she will work with staff, boards, and commissions, and volunteers from Travel Oregon, UEDP, City of Roseburg, Travel Southern Oregon, Umpqua Basin Economic Alliance, and other small communities and chambers of commerce throughout the Umpqua Basin. Maegan will report to UEDP and work closely with the Partnership staff to coordinate and promote tourism events and resources for Roseburg and the city's surrounding attractions.

PROJECT

The Tourism Coordinator position will be primarily defined by the outcomes of two Travel Oregon studios and one Oregon Heritage Foundation workshop that were held in early 2017:

- Bicycle Tourism Studio (BaTS) –1) further development and refinement of existing web presences, refined and revised rack card design, production, and distribution, and area promotion through media contact and familiarization trips, and 2) development and implementation of The Great Umpqua Mountain Bike Race, a signature event to attract mountain bikes from through the Pacific Northwest and the Nation
- Culinary & Agri-Tourism Studio (CATS) –1) development of a “food trail” map that brings together tourism opportunities that include, but are not limited to, wineries, breweries, farms and ranches allowing visitation, u-pick farms, farm stands, farmers’ markets, restaurants featuring farm-to-table cuisine, and groceries featuring local-produced agriculture products 2)

special events that highlight the exemplary local culinary and agritourism resources of the Umpqua Basin

- Heritage Tourism Workshop (HaTs) – 1) gather data on the Umpqua Basin’s historic resources and assess visitation readiness 2) explore the potential for overlaying historical points of interest with the food map to produce a combined Ag/Heritage tourism map.

SUMMARY

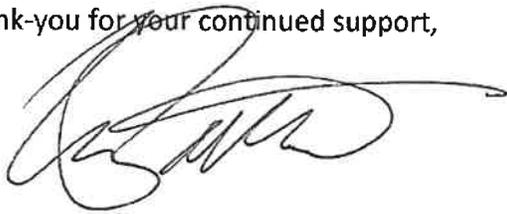
We believe these cycling, culinary, agriculture and heritage programs will have a significant economic impact to the City of Roseburg.

BUDGET

Total RARE Program Community Requirement - \$23,500

<i>Community Partner</i>	<i>Amount</i>	<i>Status</i>
Travel Oregon	\$10,000	Received
Travel Southern Oregon	\$7,000	Received
Roseburg Economic Development Commission	\$5,000	Request
Umpqua Economic Development Partnership	\$1,500	Received

Thank-you for your continued support,



Wayne Patterson
Executive Director
Umpqua Economic Development Partnership
(541) 580-6336

Founding Partners: Douglas County Industrial Development Board, City of Roseburg, CCD Business Development ♦ *Sustaining Sponsors:* Cow Creek Band of Umpqua Tribe of Indians, Mercy Medical Center, Avista Utilities, North River Jet Boats, Jordan Cove LNG, Douglas ESD, Con-Vey, Jim Caplan ♦ *Vision Sponsors:* Pacific Power, Umpqua Bank, Umpqua Community College, First Call Resolution, Umpqua Training & Employment

522 SE Washington Ave ♦ Roseburg, OR 97470 ♦ (541) 464-3527 ♦ (800) 210-9032 ♦ www.uedpartnership.org

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 10, 2018

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: The Great Umpqua 2nd Annual Food Truck Competition – Funding Request (Partnership)

ISSUE STATEMENT AND SUMMARY

The Partnership is requesting \$4,999 in support of the 2nd Annual Great Umpqua 2018 July 4th Food Truck and Battle of the Bands Competition.

ANALYSIS

In 2017, following guidance from the Bend Economic Development Partnership model of developing community based events that are designed to draw large audiences and highlight the community as a dynamic area for business the Partnership established the Great Umpqua Food Truck Competition. The event was highly successful and garnered the Partnership with the “Exceptional Economic Development Marketing and Promotions” award from the Oregon Economic Development Association.

This year in addition to the Food Truck Competition and the Roseburg Hometown Fireworks, a new Battle of the Bands event will also take place. The Partnership’s goal in organizing this event is to promote grass-roots entrepreneurial economic growth and development within Roseburg and Douglas County. The hope is that events such as this will help foster a community wide effort to “grow our own” economic opportunities and also bring new people here who recognize the business potential of our community.

The anticipated cost of operating the event is \$50,000. The Partnership is requesting \$4,999 from the EDC, but has already received financial commitments of \$35,000 from the Douglas County Industrial Development Board, \$5,000 from Jordan Cove LNG, and \$5,000 from Toyota.

COMMISSION OPTIONS

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to the Partnership in order to assist in funding The Great Umpqua 2nd Annual Food Truck Competition.
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 the Partnership in order to help fund The Great Umpqua 2nd Annual Food Truck Competition.

SUGGESTED MOTION

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 Great Umpqua 2nd Annual Food Truck Competition.



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

**Request to Roseburg Economic Development Commission
for support of The Great Umpqua 2nd Annual Food Truck Competition
in the amount of \$5,000.00**

BACKGROUND

One of the lines of effort for the Umpqua Economic Development Partnership is to create an atmosphere that is conducive to economic growth and development in Douglas County, with a focus on Roseburg as our largest city. Within this line of effort is the goal of creating events that promote entrepreneurial, grass-roots outside the 'box' thinking and fostering a new community wide sentiment of growing our own.

The Partnership developed a subsidiary brand called 'The Great Umpqua' under which we could develop events of all types and activities that support a multitude of innovative efforts all geared towards economic diversity and growth. To bring new people to our city to experience The Great Umpqua so they will in turn want to move here and businesses will follow.

With the primary goal of highlighting the uniqueness of our great area and providing a platform for economic diversity and community unity, the Partnership developed the Douglas County July 4th Great Umpqua Food Truck Competition.

This year, 2018, The Partnership will bring together a new Battle of the Bands and the Roseburg Hometown Fireworks to present the 2nd Annual Great Umpqua Food Truck Competition. With county, city and private financial support, the Partnership continues to create truly unique community events. The continuing positive feedback and community support has already started.

SUMMARY

The Partnership is asking for a financial contribution of \$5,000 from the EDC in support of the 2nd Annual Great Umpqua 2018 July 4th Food Truck and Battle of the Bands Competition. This event has shown to have a significant economic impact for Douglas County.

BUDGET

Total 4th of July Food Truck Competition Requirement - \$50,000

<u>Community Partner</u>	<u>Amount</u>	<u>Status</u>
Douglas County Industrial Development Board	\$35,000	Approved
Jordan Cove LNG	\$5,000	Approved
Roseburg Economic Development Commission	\$5,000	Request
Toyota	\$5,000	Approved

Thank-you for your continued support,



Wayne Patterson
Executive Director
Umpqua Economic Development Partnership
(541) 580-6336

Founding Partners: Douglas County Industrial Development Board, City of Roseburg, CCD Business Development • *Sustaining Sponsors:* Cow Creek Band of Umpqua Tribe of Indians, Mercy Medical Center, Avista Utilities, North River Jet Boats, Jordan Cove LNG, Douglas ESD, Con-Vey, Jim Caplan • *Vision Sponsors:* Pacific Power, Umpqua Bank, Umpqua Community College, First Call Resolution, Umpqua Training & Employment

522 SE Washington Ave • Roseburg, OR 97470 • (541) 464-3527 • (800) 210-9032 • www.uedpartnership.org



410 SE Spruce Street
P.O. Box 1026
Roseburg, OR 97470
Phone 541.672.2648
Fax 541.673.7868
www.RoseburgAreaChamber.org

February 16, 2018

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 January. The following is included in our monthly report:

- Activities Report
- Visitor Count
- Promotional Materials Distribution & Support Services
- Advertising/Media Highlights
- Financials: January 2018

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 JANUARY 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began integrated marketing campaign for 2018:

American Angler Magazine, Flyfishing & Tying Journal, Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, 2018 Oregon Festival & Events Magazine, Wine Press Northwest Magazine, 2018 Oregon Sport Fishing Regulation Guide, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, NorthwestFlyFishing.com

Preparation for the 2018 Bay Area Travel & Adventure Show

Data collection and analyzation of 2017 marketing/branding/advertising campaign media buys

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

January Visitor e-newsletter

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

New winter display created for visitor center lobby

January event poster printed for lobby visitors

Area event list printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF JANUARY

Visitors to the Roseburg visitor center: **167**

Number of website visits: **18,571**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,115**

Total social media impressions (Facebook/Pinterest/Twitter): **6,241**

General email inquiries: **25**

Individuals requesting direct mailings of the visitor guide and other brochures: **13**

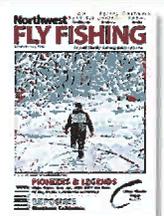
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **1,446**

Total brochures downloaded from VisitRoseburg.com: **3,031**

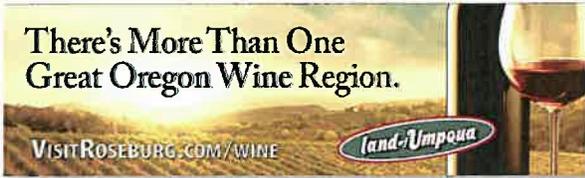
PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES FOR JANUARY

1. Bend Visitor Center: InUmpqua (160)
2. Umpqua Stone: InUmpqua (160), Visitor Guide (600)
3. Enterprise Car Rental: Visitor Guide (25)
4. Roseburg Public Schools: InUmpqua (110), Visitor Guide (30), Wine Tour Map (30), Calendar of Events (30), Roseburg Map (30), Other Area Information (30)
5. Winston Visitor Center: Roseburg Map (100)

**ADVERTISING/MEDIA HIGHLIGHTS
JANUARY 2018**

Publication	Circulation	Company & Publication Date	Exposure
	32,000	<p align="center">American Angler Magazine January/February 2018</p>	Ad
	29,300	<p align="center">Fly Fishing & Tying Journal Winter 2018</p>	Ad
	50,000	<p align="center">Northwest Fly Fishing Magazine January/February 2018</p>	Ad
	26,700	<p align="center">Northwest Sportsman Magazine January 2018</p>	Ad
	400,000	<p align="center">Oregon Sport Fishing Regulations 2018 Official ODFW Publication</p>	Ad
	90,000	<p align="center">Oregon Festivals & Events Calendar 2018</p>	Ad & Event Listings

ADVERTISING/MEDIA HIGHLIGHTS
JANUARY 2018
(Continued)

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	January 2018
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	January 2018
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	January 2018

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

**ROSEBURG VISITOR CENTER VISITOR COUNT
JANUARY 2018**

	JANUARY 2018	JANUARY 2017	YTD 2018	YTD 2017	CHANGE
Visitor Count for Roseburg Visitor Center	167	165	167	165	+1%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	0	24	25	118	167
Year-To-Date 2018	0	24	25	118	167

**WEBSITE PERFORMANCE
JANUARY 2018**

VisitRoseburg.com	JANUARY 2018	JANUARY 2017	Change from 2017-2018
TOTAL SITE VISITS	18,571	26,939	-31%
UNIQUE SITE VISITS	11,052	10,607	+4%
PAGE VIEWS	60,250	80,804	-25%
PAGE VIEWS PER VISIT	3.24	2.99	+8%
BROCHURE DOWNLOADS	3,031	2,386	+27%

*VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce
 Visitor Center/Visitor Service Operations Budget
 2017-2018 Budget vs. Actual
 Month-End January 31, 2018**

	<u>January 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
Revenue			
TLT Funds		360,197	575,000
Miscellaneous Income	14	52	250
Total Revenue	<u>14</u>	<u>360,249</u>	<u>575,250</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	12,043	76,852	126,000
Total GENERAL & ADMIN	12,043	76,972	126,000
OPERATIONAL			
Conference/Travel Miscellaneous	17	141	3,000
Visitor Center Overhead	1,065	11,955	16,000
Accounting & Audit	34	2,997	4,200
Office Equipment & Supplies	879	4,953	13,000
Volunteer Program	468	511	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	541	12,000
Total OPERATIONAL	<u>2,463</u>	<u>21,098</u>	<u>54,000</u>
PROMOTIONAL			
Advertising	13,807	49,582	290,000
Marketing	5,310	44,859	85,000
Travel & Association Dues	195	490	7,500
Hospitality Training & Recog	-	-	500
Print	-	725	20,000
Total PROMOTIONAL	<u>19,312</u>	<u>95,656</u>	<u>403,000</u>
Total Expense	<u>33,818</u>	<u>193,726</u>	<u>583,000</u>
Net Revenue	<u>(33,804)</u>	<u>166,523</u>	<u>(7,750)</u>



410 SE Spruce Street
P.O. Box 1026
Roseburg, OR 97470
Phone 541.672.2648
Fax 541.673.7868
www.RoseburgAreaChamber.org

RECEIVED

MAR 23 2018

CITY OF ROSEBURG
City Administration Office

March 16, 2018

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 2018

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 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began integrated marketing campaign for 2018:

American Angler Magazine, Flyfishing & Tying Journal, Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, 2018 Oregon Festival & Events Magazine, Wine Press Northwest Magazine, 2018 Oregon Sport Fishing Regulation Guide, 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 2018 Bay Area Travel & Adventure Show

2018 marketing/branding/advertising campaign-- media buys on going

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

VISITOR CENTER OPERATION/ADMINISTRATION

Annual report presented to City Council March 12

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

February event poster printed for lobby visitors

Area event list printed for lobby visitors

New seasonal display created for visitor center lobby

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF FEBRUARY

Visitors to the Roseburg visitor center: **176**

Number of website visits: **18,502**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,121**

Total social media impressions (Facebook/Pinterest/Twitter): **11,033**

General email inquiries: **17**

Individuals requesting direct mailings of the visitor guide and other brochures: **4**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,327**

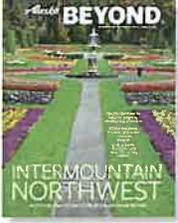
Total brochures downloaded from VisitRoseburg.com: **2,927**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

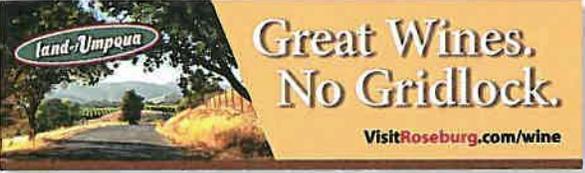
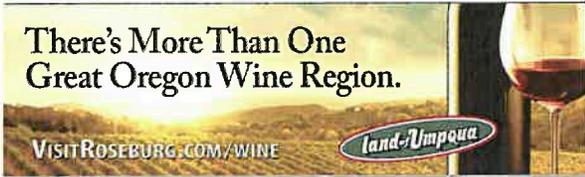
FEBRUARY 2018

1. Bay Area Travel & Adventure Show: InUmpqua (150), Visitor Guide (550), Wine Map (200), Calendar of Events (200), Other Area Information (100)
2. CHI Mercy Health: InUmpqua (25), Visitor Guide (25), Wine Map (25), Calendar of Events (25), Other Area Information (25)
3. Comfort Inn: Visitor Guide (25), Other Area Information (10)
4. Currieco Real Estate: Visitor Guide (50)
5. Douglas County Master Gardeners: InUmpqua (40) Visitor Guide (40), Self-Guided Tour Map (40), Wine Map (40), Other Area Information (80)
6. Motel 6: InUmpqua (10), Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
7. Quality Inn: Visitor Guide (25), Calendar of Events (25)
8. Roseburg School District: InUmpqua (110), Visitor Guide (30), Self-Guided Tour Map (30), Wine Map (30), Calendar of Events (30), Roseburg Map (30)
9. Sleep Inn & Suites: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
10. Windmill Inn & Suites: Visitor Guide (25), Calendar of Events (25)

**ADVERTISING/MEDIA HIGHLIGHTS
FEBRUARY 2018**

Publication	Circulation	Company & Publication Date	Exposure
	95,000	<p align="center">Alaska BEYOND Magazine February 2018</p>	Ad
	33,000	<p align="center">Alaska BEYOND Magazine—Horizon Edition February 2018</p>	Ad
	26,700	<p align="center">Northwest Sportsman Magazine February 2018</p>	Ad
	25,000	<p align="center">Northwest Sportsman Magazine February/March 2018</p>	Ad
	53,000	<p align="center">Portland Monthly Magazine February 2018</p>	Ad

**ADVERTISING/MEDIA HIGHLIGHTS
FEBRUARY 2018
(Continued)**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	February 2018
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	February 2018
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	February 2018

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	Travel Oregon Q1 - 2018	Online Ad & E-news Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT
FEBRUARY 2018**

	FEBRUARY 2018	FEBRUARY 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	176	230	343	395	-13%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	4	32	37	103	176
Year-To-Date 2018	4	56	62	221	176

**WEBSITE PERFORMANCE
FEBRUARY 2018**

VisitRoseburg.com	FEBRUARY 2018	FEBRUARY 2017	Change from 2017-2018
TOTAL SITE VISITS	18,502	28,962	-36%
UNIQUE SITE VISITS	11,052	11,001	+7%
PAGE VIEWS	62,950	83,790	-25%
PAGE VIEWS PER VISIT	3.40	2.63	+29%
BROCHURE DOWNLOADS	2,927	2,429	+21%

*VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce
 Visitor Center/Visitor Service Operations Budget
 2017-2018 Budget vs. Actual
 Month-End February 28, 2018**

	<u>January 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
Revenue			
TLT Funds	109,654	469,851	575,000
Miscellaneous Income	13	65	250
Total Revenue	<u>109,667</u>	<u>469,916</u>	<u>575,250</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	9,922	86,893	126,000
Total GENERAL & ADMIN	9,922	86,893	126,000
OPERATIONAL			
Conference/Travel Miscellaneous	13	154	3,000
Visitor Center Overhead	946	12,901	16,000
Accounting & Audit	112	3,108	4,200
Office Equipment & Supplies	387	5,340	13,000
Volunteer Program	14	525	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	30	571	12,000
Total OPERATIONAL	<u>1,502</u>	<u>22,599</u>	<u>54,000</u>
PROMOTIONAL			
Advertising	8,000	57,582	290,000
Marketing	4,470	49,330	85,000
Travel & Association Dues	-	490	7,500
Hospitality Training & Recog	-	-	500
Print	-	725	20,000
Total PROMOTIONAL	<u>12,470</u>	<u>108,127</u>	<u>403,000</u>
Total Expense	<u>23,894</u>	<u>217,619</u>	<u>583,000</u>
Net Revenue	<u>85,773</u>	<u>252,297</u>	<u>(7,750)</u>



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

City of Roseburg Economic Development Committee April 2018 Partnership Report

RENEWING MEMBERS OR CONTRIBUTORS: Thank-you to Dole Coalwell and Neil Company Real Estate for joining The Partnership. Thank-you to Douglas ESD for renewing their membership.

RECRUITMENT:

1. ***Cryptocurrency Mining Business: Project Crypto (Local Lead):*** Working with an Eastern WA group on possible sites for Data Center to support Cryptocurrency data mining.
2. ***January 2018: Project Blake (State Lead):*** Alternative food manufacturer looking for 20 – 40 acres greenfield or existing 250,000 sq. ft. building with specific space breakdowns. Special infrastructure requirements. Estimated total buildout employment of 350.
3. ***November 2017: Project Second (State Lead):*** Wood product manufacturer looking for a greenfield site of 30 – 40 acres zoned industrial. Prefer certified sites within 5 miles of freeway. Significant water and wastewater requirements. Estimated phase 1 employment of 100.
4. ***November 2017: Project Eagle (State Lead):*** Solar Cell and Solar Module manufacturer looking for 160 acres of flat land within 125 miles of a port. Very specific requirements. Full operation expected to employ 3,500 people.
5. ***November 2017: Project Couch (State Lead):*** Furniture manufacturer in preliminary search stages. Want to be within 120 miles of Portland and minimum of 2 -3 acres with room to expand. 15 -20 employees for their first phase. Utility usage requirements not calculate, but will need electric, gas, water and waste water.

RETENTION:

- TFFF
- Cow Creek Tribe
- TMS Call Center
- Parrott House
- UBEA
- Umpqua Bank
- Douglas County Fairgrounds

- North River Jet Boats
- Bi-Mart
- Roseburg Forest Products
- Perry Murray Electrical
- Blue Zones
- News Review
- KEZI 9
- Fred Wahl Marine
- Douglas ESD
- UBEA
- SBDC

PROJECT REPORTS:

New Housing subcommittee: Being formed by UEDP Board members.

Med Ed College: Preparing new package for VA in Washington DC.

Boutique Hotel: Now looking at adding housing to provide pro-forma boost needed.

Makers Space/Innovation Hub: Stakeholder interviews underway.

K12:

- a. **Backpack:** Basic Allied Health Certificate program for high school is now funded and underway.
- b. **Career Path Baseball Cards:** Printing underway.
- c. **STEAM/DCPSS:** New funding is in.

RARE/Maegan: Now focusing on Labor Day weekend cycling and food events.

Food Truck Court: Has its first food trailer.

Food Hub/Agriculture Distribution Center: Looking for location.

New Website and Newsletter: Check out the new website and sign up for newsletters at www.uedpartnership.org

The 2018 Great Umpqua 4th of July Food Truck Competition: Website now open for registration. 30 trucks now registered. Music for this event will be a Battle of the Bands.

CTE South County: Working on land and programs structure.

New large retailer: Looking at different spots in South County.

South County Industrial Park: Working with 3 potential business to use County land.

Back 9: Continuing to work on multiple areas of support.

MEETINGS/OTHER:

- Dave Sabala
- Cycle Umpqua
- Bonnie Chastain
- Justin Deedon
- Jim Caplan
- Coleen Haines
- Ford Family Foundation
- Danny Lang
- Michelle Martin
- Sara Runkel
- Krystle Mosser
- Jim & Dotty Stapleton
- Culinary Tourism meeting
- Debbie Caterson
- Kristi Smith
- David Elway
- Michael Lasher
- Alex Campbell
- Rep. Dallas Heard
- Rural Medical Training Workgroup
- Dan Hults
- Brenda Mayberry
- Neal Brown
- Health Pathways Steering Committee
- Oakland EDC
- Travis Hill
- David Elway
- Stu Cowie
- Lance Colley
- Ford Family Foundation
- Gary Murphy
- Cindy Campbell
- John Scanlan
- Don Amway
- Steve Loosley
- Gary
- Heidi Gallego

- Bob Jewell
- Kyle Bailey
- Roseburg City Council meeting
- Douglas County Board of Commissioners meeting
- Mudslinger Events/NUT event
- Andy Swan
- Oakland/Sutherlin Rotary
- Kelly Morgan
- Kevin Thompson
- Allyn Ford
- CTE Overview
- BZP Steering Committee
- Brittany Arnold
- Rick Hood
- Titus Tomlinson
- Elkton Community center
- Mike Ripley(Mudslinger)
- Jessica Hand
- Kem Todd
- Kevin Thompson
- Betsy Yraguen
- Analicia Nicholson
- Rachelle Carter
- Dave Hu
- Heidi Lael
- Sean Stevens
- John Lapham
- Joyce Akse
- Greg Henderson
- Bryan Sykes
- Tim Freeman