

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, April 9, 2019
City Hall Third Floor Conference Room, 3:30 p.m.

OK
4/5/19

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. March 6, 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. Stewart Park Pavilion Renovation – Funding Request
- B. Great Umpqua 4th of July Food Truck Competition (Partnership) – Funding Request
- C. UV Magazine Expanded Distribution – Funding Request

VI. INFORMATIONAL

- A. Visitor Center Report
- B. Partnership Report

VII. BUSINESS FROM THE COMMISSION

VIII. BUSINESS FROM STAFF

IX. NEXT SCHEDULED MEETING – July 9, 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
March 6, 2019**

CALL TO ORDER

Chair Tom Ryan called the meeting of the Economic Development Commission to order at 3:00 p.m. in the City Hall Third Floor Conference Room at 900 SE Douglas Avenue, Roseburg, Oregon.

ROLL CALL

Present: Chair Tom Ryan, Commissioners Don Baglien, Mickey Beach, Angela Brown, Hannah Duncan, Misty Ross, Michael Widmer and Paul Zegers.

Absent–Excused: Commissioners Tim Allen, and Gary Lief.

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Wayne Patterson - Umpqua Economic Development Partnership and David Reeck, Presenter for Electric Car Charging Stations.

APPROVAL OF MINUTES

Commissioner Beach moved to approve the minutes of the January 8, 2019, meeting as submitted. The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Ryan, Commissioners Baglien, Beach, Brown, Duncan, Ross, Widmer and Zegers voted yes. No one voted no.

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

DISCUSSION ITEMS

Electric Vehicles/Charging Station -Funding Request

Mr. Cowie reminded the Commission on October 9, 2018 they received a presentation from Mr. David Reeck about electrical vehicles and the impact they can have on tourism in our area. Information was provided concerning the possibility of constructing charging stations within the City to promote travel related tourism routes throughout the state that include stops in Roseburg.

Shortly after the October 9th meeting the City was made aware of a grant opportunity through Pacific Power in order to secure funding for the construction of electric vehicle charging stations. With assistance from Mr. Reeck the City applied for the grant and was awarded \$25,000 to help advance electric vehicle charging stations at 1) Visitor Center; 2) Parking Garage; 3) Umpqua Valley Arts Center; and 4) Library. The charging stations will be available on the Travel Oregon Map.

In order to move forward with the project the City must secure additional funding to complete the project. An initial quote from Christenson Electric has indicated the costs of constructing the charging stations at the four locations listed above would cost \$49,046. If the Commission authorizes this funding request, the City will obtain additional bids.

Mr. Reeck shared the charging stations are designed to charge most electric car models. Each charging station will be equipped to charge two vehicles at one time. This will allow the charging stations to be utilized more. These stations have a slower speed charge; however, this will allow customers to utilize shopping, restaurants and other activities while charging their vehicle. He further shared White Oak Medical Clinic is installing six Tesla charging stations for their customers and employees.

Commissioners inquired if additional charging stations can be added; if there is a fee to charge a vehicle; what is the average charging time; can the charging speed be increased; and will the stations be available through mobile apps. Mr. Reeck stated that anyone can purchase a charging station. The average charging time has many different variables, but one variable is the size of the vehicle's battery. The charging stations will be available on mobile apps. In addition, Mr. Reeck shared the charging stations will have the ability for the City to advertise on the screens of the chargers.

Mr. Colley stated the charging locations are public and semi-public and will be free for customers to use at this time.

Commissioner Zegers shared since the last meeting regarding electric cars he has purchased one and utilizes mobile apps to find stations and enjoys visiting the area while his car charges.

With no further discussion. Mr. Cowie reiterated staff is requesting EDC recommend City Council fund \$25,000 as a match to the Pacific Power grant in order to finance the charging station construction. The funding would come from the Hotel/Motel tax fund devoted to tourism activity currently in excess of \$300,000.

Commissioner Zegers moved EDC recommend City Council authorize \$25,000 as match to the Pacific Power grant in order to construct charging stations at four locations within the City of Roseburg. The motion was seconded by Commissioner Baglien and approved with the following votes: Chair Ryan, Commissioners Baglien, Beach, Brown, Duncan, Ross, Widmer and Zegers voted yes. No one voted no.

Allied and Mental Health College Funding Request

Mr. Colley shared for the past five years the City, in coordination with Oregonians for Rural Health (ORH) and a number of different organizations and individuals, have worked to develop the possibility of an Allied and Mental Health College that could be established in Roseburg. The proposed college is a response to both demand from southern Oregon residents for opportunities to pursue education and training to gain skills locally that would be valuable in the labor force, as well as demand for allied and mental health services accessible in rural areas throughout southern Oregon.

A Memorandum of Understanding (MOU) was recently signed with George Fox University as the Allied and Mental Health College. Additionally, ORH is in the process of determining an appropriate site for the future college.

In order to move forward with the next phases of the project, ORH is proposing that an economic study be conducted evaluating the potential economic impacts and benefits the college would have on our community and the region. The study would also provide data

surrounding the potential return on investment the college would provide. This information will be necessary in order to secure funding from private or public investors, secure partnerships, and implement a future business plan for the college

Wayne Patterson, Umpqua Economic Development Partnership, updated the Commission regarding the Allied and Mental Health College Economic Assessment Proposal stating ECONorthwest's proposal is \$49,000 to conduct an economic study which will be completed by the end of May 2019. A press release will be issued by The News Review soon.

Mr. Patterson handed out copies of the Allied and Mental Health College Economic Assessment Proposal and discussed each section highlighting Phase One identified programs for the college: Nursing, Mental Health, Doctor of Physical Therapy; Bachelor of Science in Radiologic Technology and Bachelor of Science in Medical Laboratory Science. Mr. Patterson acknowledged Mr. Colley has played a key-roll in obtaining George Fox University.

The Commissioners unanimously agreed that this will have a positive impact for our community.

Commissioner Beach moved the EDC recommend City Council authorize \$25,000 to assist in funding the Allied and Mental Health College Economic Study subject to ORH raising the balance of the remaining money necessary to pay for the study. The motion was seconded by Commissioner Baglien, and approved with the following votes: Chair Ryan, Commissioners Baglien, Beach, Brown, Duncan, Ross, Widmer and Zegers voted yes. No one voted no.

Tourism Grant Application Approval Parameters

Mr. Cowie discussed the purpose of the parameters in which EDC authorizes semi- annual tourism grant applications. Tourism grants are reviewed by the EDC during the January and July meetings. Often during the April and October meetings a funding request may be presented, but it is outside the formal tourism grant application process.

The Tourism Grant Program's current application has many of the approval parameters to assist in reviewing an application. These application requirements are based on state statutory definitions of "tourism promotion" and "tourism related facility". However, other information provided within the instruction page of the application, such as examples of those not eligible for grant consideration or projects in which extra consideration shall be given, are parameters in which the City has set concerning the evaluation of tourism grant applications.

There is approximately \$60,000 set aside each year for tourism related grant funding and this account is currently in excess of \$300,000. This funding is devoted to tourism and should be utilized for its intended purpose. The result of this discussion item should help to determine if changes need to occur or emphasis needs to be placed on existing requirements to better guide future applicants concerning their proposals in order to best utilize the tourism funding.

Mr. Colley mentioned there have been discussions whether an applicant that previously received funding would be eligible to apply during the next grant cycle or if a profitable event

should be eligible to apply for a tourism grant. He stated the money is to enhance tourism and there isn't a requirement to fund events that only provide the opportunity for people to stay overnight. The goal is to have great projects submitted and promote our community.

Chair Ryan expressed his concern that events may rely on the EDC as an annual funding source. He stated he is open to restricting the current criteria of approval and is open to meeting more often to consider opening grant applications more than twice a year.

Mr. Colley stated the Ordinance would need to be amended if the Commission were to increase the number of meetings.

Commissioner Beach expressed the remaining \$30,000 in the budget is money not utilized. Essentially ineffective money that is not bringing people to our community. He would like the Commission to consider thinking of opportunities to utilize the funds to increase tourism.

Mr. Patterson, Umpqua Economic Development Partnership, shared his experience is some events that contribute to increased tourism aren't sustainable due to the lack of funding so he encourages the EDC's support of events in our community.

Mr. Colley shared a couple successful events such as the Fourth of July Fireworks event which used to be in Stewart Park. Now it is held at the Douglas County Fairgrounds in conjunction with the Food Truck event which is a one day event, but goes after dark enabling people to stay. Another event is the North Umpqua Trail Race which opened opportunities for tourist population in Roseburg.

Commissioner Zegers said events contribute to the general branding of the community. In his experience in the art community, familiarizing people with the community through events opens the opportunity for them to return.

Allen Pike, 1620 NW Mulholland Drive, Roseburg, General Manager for Hampton Inn, shared \$250,000 that is generated in hotel revenue generates \$20,000 in tax revenue for the City and \$2.5 million generated in hotel revenue generates \$20,000 for the Hotel/Motel occupancy tax which helps fund EDC grants.

Discussion ensued regarding the intent and purpose of tourism and approval criteria. The consensus of the Commission is to not restrict the current criteria of approval. They will continue to review and discuss each application that is submitted and determine the approval of funding based on the details of the request, how it brings people to our community and how it increases tourism. The Commission encourages applicants to attend the EDC meetings to be available for questions the Commission may have.

EDC Commission Size

Mr. Cowie stated the purpose of discussing the size of the Economic Development Commission (EDC) relating to the number of members currently required as part of the Roseburg Municipal Code. The EDC was re-organized in 2013 when the Visitors and Convention Commission was abolished and absorbed into the EDC. It was determined at that time both commissions were typically addressing the same issues and it would be more effective to combine the two rather than to have them meet separately.

Ordinance 3420 indicates those changes and identifies the purpose of the EDC, its duties and responsibilities, as well as the organization of the Commission. In order to make it possible for commissioners from each previous commission to still participate, the organization of the new EDC was set at ten members including the Chair. The EDC has operated in this capacity for the last five years. The result of a ten member Commission poses challenges when trying to effectively obtain a quorum. Often we have struggled to do so with the EDC within the last year. EDC Chair Ryan and Staff are proposing that the EDC consider decreasing the size of the Commission from ten members to seven members to be more reflective of the size of the other City commissions.

Staff recommends of the seven members, one would be a member of Council, appointed by the Mayor to serve as Chair of the Commission. At least five of the members would need to be residents of the City and any member not residing in the City would need to reside within the City's Urban Growth Boundary. A change would require code amendment which would require Council action.

Commissioner Brown commented that it would be beneficial to have a lodge owner be appointed to the Commission for their knowledge and expertise in the industry. Discussion ensued regarding the history of the two commissions and the reason for combining the commissions.

Chair Ryan stated the Commission will not terminate any member to align the number of members with other City commissions. As a member's term nears expiration a discussion will take place. Chair Ryan inquired if the Commission members have any objection. No objection was verbalized by the Commission members.

INFORMATIONAL

Roseburg Chamber of Commerce Visitor Service Contract Notice of Termination Update.

Mr. Colley shared a written notice was delivered to the Chamber on February 28, 2019 regarding the Roseburg City Council's vote to terminate the Roseburg Chamber of Commerce Visitor's Personal Services Agreement. The agreement will terminate effective 90 days upon written notice to the other party, the date of which will be May 29, 2019. The current contract will be revised and a Request for Proposal (RFP) will be posted on the City's website and The News Review will post a press release soon allowing for bids to be submitted for the Visitor Service Contract.

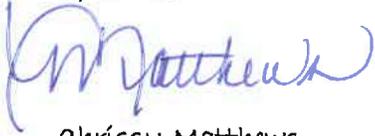
BUSINESS FROM COMMISSION – None at this time.

BUSINESS FROM STAFF – Mr. Colley advised the Commission he will attend one more EDC meeting before his retirement. Mr. Cowie will be the lead person for the EDC moving forward until further notice.

Mr. Cowie shared the Oregon Trails Summit will be held October 3-4 in Roseburg this year. Approximately 200-300 people attend the Summit. The Oregon Trails may submit a request for sponsorship for the three day event.

Commissioner Beach inquired if an applicant can request more than \$5,000 funding for their event or project. Mr. Colley advised City Council has authorized the City Manager to approve up to \$5,000 in conjunction with an EDC meeting. A request above \$5000 is required to be heard before the City Council.

ADJOURNMENT - Meeting adjourned at 4:31 p.m. The next meeting is scheduled for April 9, 2019.



Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 9, 2019
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: Stewart Park Picnic Pavilion Renovation

ISSUE STATEMENT AND SUMMARY

The City of Roseburg Parks Department is requesting that the EDC recommend City Council authorize \$25,000 to help assist in costs associated with renovating the Stewart Park Picnic Pavilion.

ANALYSIS

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. In addition, 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 has 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. This means that the City must contribute \$25,000 in order to meet the match. It is anticipated that \$25,000 of that money will come from the Stewart Park Trust fund and that the other \$25,000 would come from the EDC subject to your approval and recommendation to City Council. Money for this request would come from the Hotel/Motel tax fund which is currently in excess of \$330,000.

The Stewart Park Complex is designated as a regional park, one that provides unique features to residents from throughout the City and beyond. Regional parks 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 post-race award show and party for the NUT Cracker mountain bike race.

These types of events draw tourists from outside Douglas County to experience Roseburg. One of the greatest amenities the City has to offer as part of their experience is Stewart Park.

Attendance from these types of events shows that many individuals come from outside our area. For example, information from those who help organize Music on the Half Shell indicates that based upon numerous polls over the years a typical show has an attendance of over 4,000 people with 25 percent of those individuals coming from outside the area.

Information from the Umpqua Outdoor Day event indicated that over 1,000 people participated at the festival at Stewart Park. Of those individuals that participated in the NUT Cracker post-race award ceremony 23 of them were from outside a 50-mile radius of Roseburg. These individuals brought their family and friends to Stewart Park afterward to enjoy the post ride celebration and spend time in Roseburg.

The Umpqua Strong race event is another example of Stewart Park being utilized for a community sponsored event that has the ability to draw tourists from outside our area. In 2018, the 9k and 5k runs had over 702 participants. 30 of these individuals were from out of state and 66 were from other parts of the state outside of Douglas County.

Using tourism funds to help repair the Stewart Park pavilion will help to support the City's efforts to continue to promote Roseburg and our beautiful area for all those seeking to visit our City. Staff requests that EDC recommend City Council fund \$25,000 to help assist in costs associated with renovating the Stewart Park Picnic Pavilion.

COMMISSION OPTIONS

- 1. Recommend City Council authorize \$25,000 to help assist in costs associated with renovating the Stewart Park Picnic Pavilion.
- 2. Do not recommend approval.

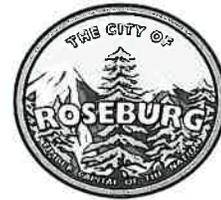
STAFF RECOMMENDATION

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

SUGGESTED MOTION

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

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
DISCUSSION ITEM SUMMARY



Date: April 9, 2019
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: The Great Umpqua Food Truck Competition & Battle of the Bands – Funding Request (Partnership)

ISSUE STATEMENT AND SUMMARY

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.

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. Last year 2018, in addition to the Food Truck Competition and the Roseburg Hometown Fireworks, a new Battle of the Bands event took place.

Research provided by the Partnership indicates that six out of ten individuals visiting Oregon participate in a culinary activity, many of which center around actual food events. The average attendance at the last two Great Umpqua Food Truck competitions has been 20,000 people. The Partnership is anticipating that with each coming year the number of attendees will continue to grow. This year the 4th of July falls on a Thursday. It is the hope that tourists coming to visit the food truck competition will spend the holiday weekend within our community continuing to explore our region and experience all that Roseburg has to offer.

Funding for this request would come from the Hotel/Motel tax fund which is currently in excess of \$330,000. The Partnership will be seeking additional financial commitments from Douglas County and other private investors.

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 Annual Food Truck and Battle of the Bands 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 Annual Food Truck and Battle of the Bands 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 Annual Food Truck and Battle of the Bands Competition.

ATTACHMENT

Partnership Funding Request Letter



March 27, 2019

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

Re: Roseburg Economic Development Commission Funding Request

Mr. Cowie,

Umpqua Economic Development Partnership is asking for a financial contribution of \$4,999 from the Economic Development Commission. The funds are requested to support The Great Umpqua July 4th Food Truck Competition and Battle of the Bands.

2019 marks the third annual July 4th event for The Great Umpqua brand. Every year this event continues to have positive economic impact on Douglas County, and every year the event grows in participation, attendance and positive feedback from the community.

With Douglas County, the City of Roseburg, and private financial support, The Partnership can continue to create truly unique events right here in Douglas County.

Thank you for the City of Roseburg's support and for considering this opportunity once again.

Sincerely,

Wayne Patterson
Executive Director

Attachments:

- *The Great Umpqua July Quick Sheet*

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 Jet Boats, Jordan Cove LNG, Douglas ESD, Con-Vey Keystone, Roseburg Forest Products, Umpqua Community Health Center, Dole Coalwell
Vision Sponsors: Pacific Power, Umpqua Bank, Umpqua Community College, First Call Resolution

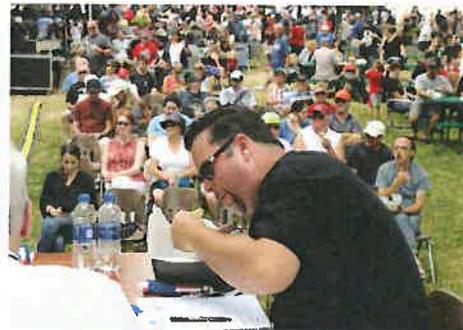


According to the Oregon Tourism Commission, **six out of ten (56%) adults who visited Oregon in the past two years said they participated in culinary experience** while visiting Oregon. 77 percent of those travelers planned this culinary experience before traveling, and 34 percent of those culinary experiences are festivals/events.

The survey also showed that a very large percentage of those traveling to these food-focused events are more likely to visit the farmers market, local breweries, and wineries afterward. Concluding, tourists look for food events for a reason to travel which then act as a catalyst to experience the regions food and drink - and there is nothing better than the bounty here in the Umpqua.

The 4th of July Food Truck Competition was created for this purpose - to draw in tourists by their prime motivation for travel (food) while also bringing together the community. The event showcases local entrepreneurs from food trucks to entertainment to beer/wine and other vendors.

The event is in it's third year and has grown each year in attendance and exposure in outside markets. Falling on a Thursday in 2019, we are prepared to see tourists spend a full holiday weekend in our county - but only with the help of our local partners can we make this successful.



44.5%

TRAVEL TO OREGON FOR PLEASURE

FOOD

THE MAIN REASON FOR DAY TRAVEL THROUGHOUT OREGON

56%

NUMBER OF TOURISTS TO OREGON THAT PARTICIPATED IN CULINARY ACTIVITIES, 33% OF THOSE FOOD EVENTS

20,000

AVERAGE NUMBER OF ATTENDEES AT THE GREAT UMPQUA 4TH OF JULY FOOD TRUCK COMPETITION



ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY

Date: April 9, 2019
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: UV Magazine Expanded Distribution – Funding Request

ISSUE STATEMENT AND SUMMARY

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.

ANALYSIS

UV is a magazine devoted to telling the story of life in the Umpqua Valley by featuring the people, places, event and activities that give the region its color and truly unique character.

UV is a high quality magazine that helps to promote the character of our area and community. Helping to increase its reach by expanding its distribution helps those not from the Umpqua Valley understand all that it is and has to offer. This can have a huge impact on those looking to visit and explore our area. UV magazine can serve as the spark in helping tourists to come experience Roseburg and Douglas County. 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 magazine was started by three partners, CHI Mercy Health, AHM Brands, and Derek Adams founder of AHM Brands. Both Derek and Mercy contributed \$40,000 to support the first issues of the magazine. Mercy continues financial support and AHM brands provide its service in creating the magazine at a reduced rate. As indicated by the editor of the magazine, although the advertising base is steadily growing, the size of the local market makes it extremely difficult for the magazine to be self-sufficient. However, it is the hope that expanded printing opportunities and distribution will provide more opportunities to sell ads both locally and regionally.

UV is published in March, June, September and December. To date seven issues have been published. The first six issues involved printing and distributing 15,000 magazines. Recent winter issues needed to be scaled back to 7,500. At 7,500 issues distribution is limited to Douglas County, however at 15,000 magazines distribution expands significantly reaching from Ashland to Portland. 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.

UV contracts with Certified Folder Display to provide distribution services. Much of the local distribution is done by volunteers, while everything outside Douglas County is completed by the distribution vendor.

A similar type of funding request was provided by the EDC a few years ago when the publication existed as Oregon Valley Verve magazine prior to it becoming UV magazine.

Funding for this request would come from the Hotel/Motel tax fund which is currently in excess of \$330,000.

COMMISSION OPTIONS

1. Recommend the Commission authorize the City to enter into an agreement to provide \$4,999 to The Umpqua Life LLC in order to help fund expanded distribution of UV Magazine.
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 Umpqua Life LLC in order to help fund expanded distribution of UV Magazine.

SUGGESTED MOTION

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

ATTACHMENT

UV Distribution List

Roseburg / DC - ALL FREQUENT DISTRIBUTION

By				
CFD				24
	Twin Rivers Vacation Park	Campground		
	America's Best Value Inn	Hotel/Motel		
	Best Western - Garden Villa Inn	Hotel/Motel		
	Budget 16 Motel	Hotel/Motel		
	Comfort Inn	Hotel/Motel		
	Dunes Motel	Hotel/Motel		
	Holiday Inn Express	Hotel/Motel		
	Howard Johnson	Hotel/Motel		
	Motel 6	Hotel/Motel		
	Quality Inn	Hotel/Motel		
	Rodeway Inn & Suites	Hotel/Motel		
	Roseburg Inn	Hotel/Motel		
	Shady Oaks Motel	Hotel/Motel		
	Sleep Inn & Suites	Hotel/Motel		
	Super 8 Motel	Hotel/Motel		
	Travel Inn	Hotel/Motel		
	Windmill Inn	Hotel/Motel		
	ARCO	Service Station		
	Chevron	Service Station		
	Chevron/Kellys Korner	Service Station		
	Douglas County Museum	Visitor Center		
	Melrose Vineyards	Visitor Center		
	Paul OBrien Winery	Visitor Center		
	Visitor Info Center	Visitor Center		
UV				101+
	Knotty Lady	Business	Roseburg	

By			
	Roseburg Book & Stationery	Business	Roseburg
	The Painted Nest	Business	Roseburg
	Colorcraft	Business	Roseburg
	Wicks Emmett	Business	Roseburg
	Douglas Co Museum		Roseburg
	Umpqua Valley Arts Center		Roseburg
	South River	Clinic	Winston
	O'Tooles	Restaurant	Roseburg
	Dr. Gauer	Clinic	Roseburg
	Umpqua Valley Eye Associates	Clinic	Roseburg
	Umpqua Health	Clinic	Roseburg
	Park Medical Group	Clinic	Roseburg
	Steamboat Inn	Restaurant/Lodging	Glide
	Lookingglass Brewery	Brewery	Winston
	Kobernik Family Dental	Clinic	Roseburg
	Mercy Medical Center	Clinic	Roseburg
	Old 99 Brewing	Brewery	Roseburg
	Seven Feathers	Hotel/Motel	Canyonville
	Good Vibrations	Business	Roseburg
	Hawks & Co	Business	Roseburg
	Parrott House	Restaurant	Roseburg
	Create & Sip	Business	Roseburg
	Winston Auto Care	Business	Winston
	Sutherlin Auto Care	Business	Sutherlin
	Northwest Lifestyles	Business	Roseburg
	Berkshire Hathaway	Business	Roseburg
	Lithia Lincoln	Business	Roseburg
	Diamond Lake	Visitor Center	Diamond Lake

By			
	Business Center	Business	Roseburg
	UCC		Winchester
	Southern Oregon Wine Institute	Winery	Winchester
	Lauren Young Tire Center	Business	Roseburg
	Big O	Business	Roseburg
	YMCA		Roseburg
	Umpqua Wine Cellar/Umpqua Video	Business	Roseburg
	While Away Books	Business	Roseburg
	Family & Friends Mercantile	Business	Sutherlin
	UCHC Clinics	Clinic	Roseburg
	Poppy Layne	Business	Roseburg
	Logger's Pizza	Restaurant	Roseburg
	SoCo Coffee	Restaurant	Myrtle Creek
	Stinky Dog Grooming	Business	Roseburg
	Associated Cellars & Gifts	Business	Roseburg
	Cascadian Coffee	Restaurant	Roseburg
	Ten Down	Business	Roseburg
	Brown's Shoe Fit	Business	Roseburg
	Paul O'Brian	Winery	Roseburg
	Harvard Medical Park	Clinic	Roseburg
	Bob's Deli	Restaurant	Roseburg
	Evergreen	Clinic	Roseburg
	Backside Brewery	Brewery	Roseburg
	TRUE	Restaurant	Roseburg
	Old Soul Pizza	Restaurant	Roseburg
	Knudson's	Business	Roseburg
	Timber Valley Suites	Hotel/Motel	Roseburg

By			
	Peak Medical Clinic	Clinic	Roseburg
	Harvard Avenue Drug	Business	Roseburg
	White Horse Coffee and Tea	Restaurant	Sutherlin
	Roseburg Senior Center		Roseburg
	Chuck's Texaco	Business	Roseburg
	Wilson Family Dental	Clinic	Roseburg
	Smiles Dental	Clinic	Roseburg
	LeMert Orthodontics	Clinic	Roseburg
	Harvard Dental Group	Clinic	Roseburg
	Good Dog Bakery	Restaurant	Myrtle Creek
	Oregon Sunshine Espresso Bar	Restaurant	Canyonville
	Riddle City Library		Riddle
	Riddle City Hall		Riddle
	Gordon's Pharmacy and Gifts	Business	Canyonville
	Willie's Cafe	Restaurant	Winston
	Dillard Store	Business	Dillard
	Wintergreen Nursery	Business	Winston/Dillard
	Girardet	Winery	Tenmile
	McMenamins Roseburg Station	Restaurant	Roseburg
	Tease Salon	Business	Roseburg
	Drapers Draft House	Brewery	Roseburg
	The Hair Garage	Business	Roseburg
	DC Farmers Co-Op	Business	Roseburg
	Coastal Farm & Ranch	Business	Roseburg
	Treats Hwy 42 Cafe	Restaurant	Tenmile

By			
	Roseburg Women's Health Care	Clinic	Roseburg
	UCHC (Myrtle Creek)	Clinic	Myrtle Creek
	Treasures of the Heart	Business	Tri City/Myrtle Creek
	Les Schwab Tire Center (Tri City)	Business	Tri City/Myrtle Creek
	Shop Smart (Tri City)	Business	Tri City
	Pizza Palace	Restaurant	Tri City
	Abby's Pizza - Roseburg	Restaurant	Roseburg
	Abby's Pizza - Sutherlin	Restaurant	Sutherlin
	Abby's Pizza - Myrtle Creek	Restaurant	Myrtle Creek
	Douglas Medical Clinic	Clinic	Roseburg
	Home Town Drugs of Roseburg	Business	Roseburg
	Umpqua Valley Farmers Market		Roseburg
	Aspen Dental	Clinic	Roseburg
	Winchester Pub & Grill	Restaurant	Winchester
	Log Cabin Grocery	Business	Winchester
	Northwest Community Credit Union	Business	Roseburg
	My Coffee & The Wine Experience	Restaurant	Roseburg
	Black and Bleu Bistro	Restaurant	Roseburg
	Little Brothers Pub	Restaurant	Roseburg
	Umpqua Neurology	Clinic	Roseburg
Mercy			46+

By		
	Canyonville Health and Urgent Care	Clinic
	Roseburg Urgent Care	Clinic
	KidsDocs	Clinic
	Dr. Jaworski	Clinic
	Dr. Baker	Clinic
	Valley Ridge Family Medicine	Clinic
	Roseburg Foot and Ankle Specialists	Clinic
	Cow Creek Health and Wellness	Clinic
	Kidney and Hypertension Center	Clinic
	Peak Medical	Clinic
	ENT Associates of Roseburg	Clinic
	Northwest Eye Center	Clinic
	Roseburg Dermatology	Clinic
	Dr. Weese	Clinic
	CMG Orthopedics & Podiatry	Clinic
	CMG Kidney Associates	Clinic
	Pulmonary & Sleep Associates of Roseburg	Clinic
	Harmony Health for Women	Clinic
	Accent on Women's Health	Clinic
	Dr. Seals	Clinic
	Family Tree Medicine	Clinic
	Rogue Valley Urology	Clinic

By		
	Dr. Totoian	Clinic
	Centennial Gastroenterology	Clinic
	Excellence in Womens Health	Clinic
	Wilks Foot Health Center	Clinic
	Dr. Jorgensen	Clinic
	Dr. Soder	Clinic
	Evergreen Family Medicine	Clinic
	CMG Pediatrics	Clinic
	North River Pediatrics	Clinic
	CMG Pathologist	Clinic
	Umpqua Orthopedics	Clinic
	Dr. Vu	Clinic
	Shaw Heart and Vascular Cardiologists	Clinic
	Steelhead Surgical Associates	Clinic
	Community Cancer Center/ Steelhead Oncology	Clinic
	Dr. Gray	Clinic
	Dr. Rajendran	Clinic
	White Oak Medical Clinic	Clinic
	Dr. Richards	Clinic
	Umpqua Valley Eye Associates	Clinic
	Dr. Herscher	Clinic
	Dr. Phillips	Clinic
	Pinnacle	Clinic
	UCHC Clinics	Clinic

By			
Total			172+

CFD - ALL

City	Place	Type	Total Locations
Canyonville			10
	7 Feathers RV Park	Campground	
	Seven Feathers RV Resort	Campground	
	Holiday Inn Express & Suites	Hotel/Motel	
	Leisure Inn	Hotel/Motel	
	Canyonville Shell	Service Station	
	Seven Feathers Truck & Travel Center	Service Station	
	7 Feathers Casino	Visitor Center	
	Canyon Market	Visitor Center	
	Canyonville City Hall	Visitor Center	
	Frontier Real Estate	Visitor Center	
Myrtle Creek			10
	Myrtle Creek RV Park	Campground	
	On the River Golf & RV Park	Campground	
	Rivers West RV Park	Campground	
	Quick Stop Motel & Market	Hotel/Motel	
	Rose Motel	Hotel/Motel	
	El Azteca Mexican Restaurant	Restaurant	
	Tommys Burgers	Restaurant	
	Freeway Chevron & Food Mart	Service Station	
	Myrtle Creek Chevron	Service Station	
	Myrtle Creek City Hall	Visitor Center	
Oakland			3

City	Place	Type	Total Locations
	Rice Hill RV Park	Campground	
	Ranch Motel	Hotel/Motel	
	Dennys	Restaurant	
Rice Hill			1
	Motel 6	Hotel/Motel	
Roseburg			24
	Twin Rivers Vacation Park	Campground	
	America's Best Value Inn	Hotel/Motel	
	Best Western - Garden Villa Inn	Hotel/Motel	
	Budget 16 Motel	Hotel/Motel	
	Comfort Inn	Hotel/Motel	
	Dunes Motel	Hotel/Motel	
	Holiday Inn Express	Hotel/Motel	
	Howard Johnson	Hotel/Motel	
	Motel 6	Hotel/Motel	
	Quality Inn	Hotel/Motel	
	Rodeway Inn & Suites	Hotel/Motel	
	Roseburg Inn	Hotel/Motel	
	Shady Oaks Motel	Hotel/Motel	
	Sleep Inn & Suites	Hotel/Motel	
	Super 8 Motel	Hotel/Motel	
	Travel Inn	Hotel/Motel	
	Windmill Inn	Hotel/Motel	
	ARCO	Service Station	
	Chevron	Service Station	
	Chevron/Kellys Korner	Service Station	
	Douglas County Museum	Visitor Center	
	Melrose Vineyards	Visitor Center	
	Paul OBrien Winery	Visitor Center	

City	Place	Type	Total Locations
	Visitor Info Center	Visitor Center	
Sutherlin			6
	Hi-Way Haven RV Park	Campground	
	Best Western - Hartford Lodge	Hotel/Motel	
	Guest House International Inn & Suites	Hotel/Motel	
	Relax Inn	Hotel/Motel	
	Dakota Street Pizza Company	Restaurant	
	Sutherlin Chevron	Service Station	
Winston			5
	Safari Inn	Hotel/Motel	
	Wildlife Inn	Hotel/Motel	
	Noahs Ark	Restaurant	
	Wildlife Safari	Visitor Center	
	Winston Visitor & Info Center	Visitor Center	
Azalea			1
	Heaven On Earth	Restaurant	
Cave Junction			5
	Chateau at the Oregon Caves	Hotel/Motel	
	Taylor's Sausage	Restaurant	
	Wildriver Pizza	Restaurant	
	Great Cats of the World Park	Visitor Center	
	Oregon Caves Outfitters	Visitor Center	
Glendale			1
	Quines Creek Gas	Service Station	
Gold Hill			2
	Gold N Rogue KOA	Campground	
	House of Mystery	Visitor Center	

City	Place	Type	Total Locations
Grants Pass			32
	Bridgeview RV Resort	Campground	
	Chinook Winds RV Park	Campground	
	Jacks Landing RV Resort	Campground	
	Joe Creek Waterfalls RV Resort	Campground	
	River Park RV Resort	Campground	
	Best Western - Grants Pass Inn	Hotel/Motel	
	Best Western - Inn at the Rogue	Hotel/Motel	
	Bestway Inn	Hotel/Motel	
	Comfort Inn	Hotel/Motel	
	Discovery Inn	Hotel/Motel	
	Holiday Inn Express	Hotel/Motel	
	Knights Inn	Hotel/Motel	
	La Quinta Inn & Suites	Hotel/Motel	
	Lodge at Riverside	Hotel/Motel	
	Motel 6	Hotel/Motel	
	Motel Del Rogue	Hotel/Motel	
	Redwood Hyperion Suites	Hotel/Motel	
	Riverside Inn	Hotel/Motel	
	Shilo Inn	Hotel/Motel	
	Sunset Inn	Hotel/Motel	
	Super 8 Motel	Hotel/Motel	
	Sweet Breeze Inn	Hotel/Motel	
	Travelodge	Hotel/Motel	
	Weasku Inn	Hotel/Motel	
	Carys of Oregon	Restaurant	

City	Place	Type	Total Locations
	Wild River Brewing & Pizza	Restaurant	
	Affordable Truck & RV	Visitor Center	
	Grants Pass Chamber	Visitor Center	
	Grants Pass Visitor Center	Visitor Center	
	Hellgate Jet Boat Excursions	Visitor Center	
	Troon Vineyard	Visitor Center	
	Wildlife Images	Visitor Center	
Merlin			1
	Morrisons Rogue Wilderness Adventures	Visitor Center	
Rogue River			1
	RRs Visitor Center	Visitor Center	
Selma			2
	Whisper Canyon Ranch	Campground	
	Lake Selmac Resort	Hotel/Motel	
Wolf Creek			6
	Creekside RV Resort	Campground	
	Sunny Valley Happy Camp RV Park	Campground	
	Wolf Creek Historical Inn	Hotel/Motel	
	Wolf Creek Shell	Service Station	
	Covered Bridge Country Store	Visitor Center	
	Wolf Creek General Store	Visitor Center	
Ashland			10
	Ashland Motel	Hotel/Motel	

City	Place	Type	Total Locations
	Ashland Springs Hotel	Hotel/Motel	
	Best Western - Bards Inn	Hotel/Motel	
	Cedarwood Inn	Hotel/Motel	
	Flagship Inn	Hotel/Motel	
	Holiday Inn Express	Hotel/Motel	
	Rodeway Inn	Hotel/Motel	
	Stratford Inn	Hotel/Motel	
	Super 8 Motel	Hotel/Motel	
	Sew Creative	Visitor Center	
Central Point			4
	Holiday Inn Express	Hotel/Motel	
	La Quinta Inn	Hotel/Motel	
	La Quinta Inn & Suites	Hotel/Motel	
	Family Fun Center	Visitor Center	
Eagle Point			1
	Eagle Point Info Center	Visitor Center	
Jacksonville			5
	Jacksonville Inn	Hotel/Motel	
	Wine Country Inn	Hotel/Motel	
	Bella Union Restaurant	Restaraunt	
	Gary West Meats & Wines	Visitor Center	
	Segway of Jacksonville	Visitor Center	
Medford			39
	Best Western - Horizon Inn	Hotel/Motel	
	Budget Inn	Hotel/Motel	
	Cascade Inn	Hotel/Motel	
	Cedar Lodge Inn	Hotel/Motel	
	City Center Motel	Hotel/Motel	

City	Place	Type	Total Locations
	Comfort Inn - North	Hotel/Motel	
	Comfort Inn - South	Hotel/Motel	
	Courtyard by Marriott	Hotel/Motel	
	Days Inn	Hotel/Motel	
	Econo Lodge Inn & Suites	Hotel/Motel	
	Hampton Inn	Hotel/Motel	
	Harveys Motel	Hotel/Motel	
	Holiday Inn Express	Hotel/Motel	
	Homewood Suites	Hotel/Motel	
	Inn at the Commons	Hotel/Motel	
	Mill Wood Inn	Hotel/Motel	
	Motel 6 - North	Hotel/Motel	
	Motel 6 - South	Hotel/Motel	
	Plaza Motel	Hotel/Motel	
	Quality Inn & Suites	Hotel/Motel	
	Ramada Inn	Hotel/Motel	
	Red Carpet Inn	Hotel/Motel	
	Redwood Inn Motel	Hotel/Motel	
	Rodeway Inn	Hotel/Motel	
	Rogue Regency Inn	Hotel/Motel	
	Rogue Valley Inn	Hotel/Motel	
	Royal Crest Motel	Hotel/Motel	
	Shilo Inn	Hotel/Motel	
	Sovana Inn	Hotel/Motel	
	SpringHill Suites by Marriott	Hotel/Motel	
	Sunset Inn	Hotel/Motel	
	Super 8 Motel	Hotel/Motel	
	Tiki Lodge	Hotel/Motel	
	TownePlace Suites by Marriott	Hotel/Motel	

City	Place	Type	Total Locations
	Travelodge	Hotel/Motel	
	Valli Hai Motel	Hotel/Motel	
	Wildriver Pizza	Restaraunt	
	Harry & David Country Store	Visitor Center	
	Roxy Ann Winery	Visitor Center	
Phoenix			3
	Pear Tree RV Resort	Campground	
	Americas Best Inn & Suites	Hotel/Motel	
	Petro Shopping Center	Visitor Center	
Prospect			3
	Crater Lake RV Park	Campground	
	Union Creek Resort	Hotel/Motel	
	Cones & Company	Restaraunt	
Shady Cove			2
	Edgewater Inn on the Rogue	Hotel/Motel	
	Shady Cove Information Center	Visitor Center	
Talent			1
	Goodnight Inn	Hotel/Motel	
Trail			1
	Lost Creek Marina	Visitor Center	
White City			2
	Lakewood RV Park	Campground	
	Brookside Inn & Suites	Hotel/Motel	
Crater Lake			3
	Crater Lake Natl Park - Annie Creek Restaurant	Visitor Center	*Seasonal

City	Place	Type	Total Locations	
	Crater Lake Natl Park - Annie Creek Restaurant	Visitor Center		*Seasonal
	RIM Gift Shop at Crater Lake National Park	Visitor Center		*Seasonal
Portland	Portland International Airport			
Oregon City	End of the Oregon Trail Interpretive Center			
Seaside	City of Seaside Visitors Bureau			
NE Oregon	Umatilla Chamber of Commerce			
Ontario	Ontario Rest Area			
Brookings	Crissy Field State Recreation Site Hwy. 101			
Klamath Falls	Midland Rest Area Hwy. 97			
Lakeview	Lake County Chamber of Commerce			
Portland	Amtrak Union Station			
Total			184	



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Phone 541.672.2648
Fax 541.673.7868
www.RoseburgAreaChamber.org

RECEIVED

JAN 11 2018

CITY OF ROSEBURG
City Administration Office

December 21, 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 November. The following is included in our monthly report:

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

The attached month-end budget shows the operational accounting & audit line item as high due to county property tax assessment which will be reimbursed.

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

NOVEMBER 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Continuing integrated marketing campaign for 2018:

AAA Via Magazine, BEYOND Magazine by Alaska Airlines, Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, Portland Monthly Magazine, Salmon & Steelhead Journal, Wine Enthusiast Magazine, 2018-2019 Travel Oregon Visitor Guide, 2018 Oregon Sport Fishing Regulation Guide, 2018 Oregon Festival & Events Magazine, Travel Oregon Welcome Center Brochure Program, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, NorthwestFlyFishing.com, TravelOregon.com

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

November 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

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

November 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 and content development

STATISTICS RECAP FOR THE MONTH OF NOVEMBER

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

Number of website visits: **24,629 ***

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,199**

Total social media impressions (Facebook/Pinterest/Twitter): **3,251**

General email inquiries: **15**

Individuals requesting direct mailings of the visitor guide and other brochures: **87**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,131***

Total brochures downloaded from VisitRoseburg.com: **3,484***

**Values were estimated using the daily averages of the first half of the month in place of unrecovered data. See attached letter for server error information.*

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

NOVEMBER 2018

1. Comfort Inn: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25), Other Area Information (25)
2. Enterprise Car Rental: Visitor Guide (50), Calendar of Events (50), Roseburg Map (75), Other Area Information (50)
3. Hampton Inn & Suites: InUmpqua (10), Visitor Guide (25), Calendar of Events (25), Roseburg Map (50), Other Area Information (25)
4. Holiday Inn Express: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25), Other Area Information (25)
5. Howard Johnson Inn: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25), Other Area Information (25)
6. Motel 6: Visitor Guide (50), Calendar of Events (50), Roseburg Map (50), Other Area Information (50)
7. Rising River RV Park: InUmpqua (100), Calendar of Events (60), Roseburg Map (100), Other Area Information (260)
8. Rodeway Inn: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
9. Sleep Inn & Suites: Visitor Guide (50), Calendar of Events (50), Roseburg Map (50), Other Area Information (50)
10. Super 8 Motel: InUmpqua (25), Visitor Guide (75), Calendar of Events (75), Roseburg Map (75), Other Area Information (75)
11. Sutherlin Visitor Center: Visitor Guide (50)

**ADVERTISING/MEDIA HIGHLIGHTS
NOVEMBER 2018**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	November 2018
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	November 2018
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	November 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	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q4 - 2018	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT
NOVEMBER 2018**

	NOVEMBER 2018	NOVEMBER 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	151	124	4,328	4,254	+2%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	2	52	20	77	151
Year-To-Date 2018	185	1,620	819	1,704	4,328

**WEBSITE PERFORMANCE
NOVEMBER 2018**

VisitRoseburg.com	NOVEMBER 2018	NOVEMBER 2017	Change from 2017-2018
TOTAL SITE VISITS	24,629*	20,208	+22%
UNIQUE SITE VISITS	13,470*	12,014	+12%
PAGE VIEWS	83,041*	79,888	+4%
PAGE VIEWS PER VISIT	3.37*	3.95	-15%
BROCHURE DOWNLOADS	3,484*	2,991	+16%

VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Values were estimated using the daily averages of the first half of the month in place of unrecovered data. See attached letter for server error information.*

ANVIL

NORTHWEST



GRAPHIC DESIGN / WEB / CORPORATE IDENTITY

December 19, 2018

To Whom it May Concern,

Anvil Northwest is the hosting company for the website, visitroseburg.com, via Hostgator.

We were recently contacted by Rachael Miller who was trying to gather information for her monthly report to the City of Roseburg and discovered that she was unable to retrieve any statistics from the period of November 14th – December 12th, 2018. All that we can gather from the webhost is that there was a disruption in service and for some reason the site stopped tracking. The error has been corrected and we have confirmed with Rachael that it all seems to be working properly as of December 13th, 2018.

In addition, an SSL certificate has been installed on the site which is an added precaution and should help with increased viewership as it is now a secure website.

Please give us a call if you wish to discuss further.

Thank you,

Cam Campman
Creative Director
Anvil Northwest

**Roseburg Area Chamber of Commerce
 Visitor Center/Visitor Service Operations Budget
 2018-2019 Budget vs. Actual
 Month-End November 30, 2018**

	November 2018 Actuals	Year-to-Date Actuals	2018-2019 Budget
Revenue			
TLT Funds	204,747	363,444	585,000
Miscellaneous Income	15	43	140
Total Revenue	<u>204,762</u>	<u>363,487</u>	<u>585,140</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	9,215	48,399	135,000
Total GENERAL & ADMIN	9,215	48,399	135,000
OPERATIONAL			
Conference/Travel Miscellaneous	240	850	3,000
Visitor Center Overhead	689	3,789	16,000
Accounting & Audit	6,195 *	8,960	4,200
Office Equipment & Supplies	567	3,793	13,000
Volunteer Program	-	-	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	210	525	12,000
Total OPERATIONAL	<u>7,901</u>	<u>17,917</u>	<u>53,200</u>
PROMOTIONAL			
Advertising	1,200	34,351	290,000
Marketing	695	2,236	90,000
Travel & Association Dues	420	730	5,000
Hospitality Training & Recog	-	-	500
Print	597	5,206	20,000
Total PROMOTIONAL	<u>2,912</u>	<u>42,523</u>	<u>405,500</u>
Total Expense	<u>20,028</u>	<u>108,839</u>	<u>593,700</u>
Net Revenue	<u>184,734</u>	<u>254,648</u>	<u>(8,560)</u>

*Actuals balance of \$6,195 is reflective of property taxes paid awaiting reimbursement. Property taxes owed was appealed and won, refund has not been received.



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

RECEIVED

JAN 28 2018

CITY OF ROSEBURG
City Administration Office

January 18, 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 December. The following is included in our monthly report:

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

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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

DECEMBER 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Continuing integrated marketing campaign for 2018:

AAA Via Magazine, BEYOND Magazine by Alaska Airlines, Northwest Fly Fishing Magazine, Northwest Sportsman Magazine, Portland Monthly Magazine, Salmon & Steelhead Journal, Wine Enthusiast Magazine, 2018-2019 Travel Oregon Visitor Guide, 2018 Oregon Sport Fishing Regulation Guide, 2018 Oregon Festival & Events Magazine, Travel Oregon Welcome Center Brochure Program, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, NorthwestFlyFishing.com, TravelOregon.com

Close out of 2018 marketing/branding/advertising campaigns

Integration of 2019 advertising, marketing and branding campaign; committed funds to 2019 visitor destination promotional efforts.

December 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

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

December 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 and content development

STATISTICS RECAP FOR THE MONTH OF DECEMBER

Visitors to the Roseburg visitor center: **102**

Number of website visits: **19,341 ***

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,217**

Total social media impressions (Facebook/Pinterest/Twitter): **3,426**

General email inquiries: **13**

Individuals requesting direct mailings of the visitor guide and other brochures: **30**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **363***

Total brochures downloaded from VisitRoseburg.com: **3,526***

**Values were estimated using the daily averages of the first half of the month in place of unrecovered data. See attached letter for server error information.*

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

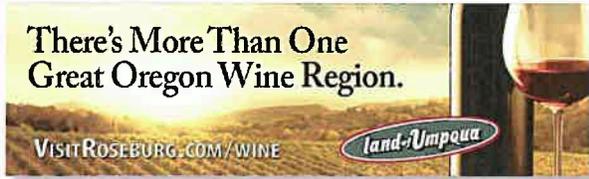
DECEMBER 2018

1. Albany Chamber of Commerce: InUmpqua (10), Visitor Guide (25)
2. Grants Pass Chamber of Commerce: InUmpqua (20), Visitor Guide (50)
3. Lebanon Chamber of Commerce: InUmpqua (15), Visitor Guide (25)
4. North Bend Visitor Center: InUmpqua (20), Visitor Guide (25)
5. Travel Lane County: InUmpqua (20), Visitor Guide (50)
6. Travel Salem: InUmpqua (10), Visitor Guide (25)

**ADVERTISING/MEDIA HIGHLIGHTS - PRINT
DECEMBER 2018**

Publication	Circulation	Company & Publication Date	Exposure
	800,000	Alaska BEYOND Magazine December 2018	Ad & Area Highlight
	29,300	Fly Fishing & Tying Journal Winter 2019	Ad
	25,000	Traveling Angler Magazine December 2018	Ad

**ADVERTISING/MEDIA HIGHLIGHTS
DECEMBER 2018**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	December 2018
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	December 2018
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	December 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	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q4 - 2018	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT
DECEMBER 2018**

	DECEMBER 2018	DECEMBER 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	102	116	4,430	4,370	+4%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	2	39	6	55	102
Year-To-Date 2018	187	1,659	825	1,759	4,430

**WEBSITE PERFORMANCE
DECEMBER 2018**

VisitRoseburg.com	DECEMBER 2018	DECEMBER 2017	Change from 2017-2018
TOTAL SITE VISITS	19,341*	20,684	-6%
UNIQUE SITE VISITS	11,796*	12,550	-6%
PAGE VIEWS	69,476*	72,537	-4%
PAGE VIEWS PER VISIT	3.59*	3.50	+3%
BROCHURE DOWNLOADS	3,526*	3,058	+15%

VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Values were estimated using the daily averages of the first half of the month in place of unrecovered data. See attached letter for server error information.*

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

	<u>December 2018</u> <u>Actuals</u>	<u>Year-to-Date</u> <u>Actuals</u>	<u>2018-2019</u> <u>Budget</u>
Revenue			
TLT Funds	-	363,444	585,000
Miscellaneous Income	18	61	140
Total Revenue	<u>18</u>	<u>363,505</u>	<u>585,140</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	9,611	58,011	135,000
Total GENERAL & ADMIN	9,611	58,011	135,000
OPERATIONAL			
Conference/Travel Miscellaneous	113	963	3,000
Visitor Center Overhead	476	4,265	16,000
Accounting & Audit	(5,696)	3,264	4,200
Office Equipment & Supplies	372	4,165	13,000
Volunteer Program	352	352	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	315	840	12,000
Total OPERATIONAL	<u>(4,068)</u>	<u>13,849</u>	<u>53,200</u>
PROMOTIONAL			
Advertising	-	34,351	290,000
Marketing	137	2,373	90,000
Travel & Association Dues	-	730	5,000
Hospitality Training & Recog	-	-	500
Print	-	5,206	20,000
Total PROMOTIONAL	<u>137</u>	<u>42,660</u>	<u>405,500</u>
Total Expense	<u>5,680</u>	<u>114,520</u>	<u>593,700</u>
Net Revenue	(5,662)	248,985	(8,560)



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

received
3/8/19

February 24, 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 January. The following is included in our monthly report:

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

JANUARY 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

Began data collection and analyzation of 2018 marketing/branding/advertising campaign media buys
January 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

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

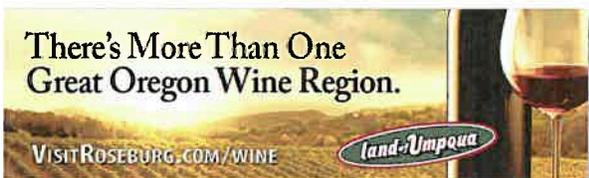
STATISTICS RECAP FOR THE MONTH OF JANUARY

Visitors to the Roseburg visitor center: **141**
Number of website visits: **14,745**
Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,264**
Total social media impressions (Facebook/Pinterest/Twitter): **3,450**
General email inquiries: **22**
Individuals requesting direct mailings of the visitor guide and other brochures: **18**
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **279**
Total brochures downloaded from VisitRoseburg.com: **3,515**

PROMOTIONAL MATERIALS DISTRIBUTION FOR JANUARY

1. Baymont by Wyndham: Visitor Guide (25), Calendar of Events (25)
2. Holiday Inn Express: Visitor Guide (25), Roseburg Map (25)
3. Super 8 Motel: InUmpqua (10), Visitor Guide (25), Calendar of Events (25)
4. VA Healthcare System: Roseburg Map (25)

**ADVERTISING/MEDIA HIGHLIGHTS
JANUARY 2019**

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

	JANUARY 2019	JANUARY 2018	YTD 2019	YTD 2018	YTD CHANGE
Visitor Count for Roseburg Visitor Center	141	167	141	167	-16%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	2	27	26	86	141
Year-To-Date 2019	2	27	26	86	141

**WEBSITE PERFORMANCE
JANUARY 2019**

VisitRoseburg.com	JANUARY 2019	JANUARY 2018	Change from 2018-2019
TOTAL SITE VISITS	14,745	18,571	-26%
UNIQUE SITE VISITS	7,168	11,052	-54%
PAGE VIEWS	53,789	60,250	-12%
PAGE VIEWS PER VISIT	3.64	3.24	+11%
BROCHURE DOWNLOADS	35,15	3,031	+16%

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 January 31, 2019**

	<u>January 2019 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2018-2019 Budget</u>
Revenue			
TLT Funds	-	363,444	585,000
Miscellaneous Income	18	77	140
Total Revenue	<u>18</u>	<u>363,521</u>	<u>585,140</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	8,240	66,251	135,000
Total GENERAL & ADMIN	<u>8,240</u>	<u>66,251</u>	<u>135,000</u>
OPERATIONAL			
Conference/Travel Miscellaneous	493	1,457	3,000
Visitor Center Overhead	1,351	5,615	16,000
Accounting & Audit	55	3,319	4,200
Office Equipment & Supplies	1,069	5,234	13,000
Volunteer Program	236	588	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	2,277	3,117	12,000
Total OPERATIONAL	<u>5,481</u>	<u>19,330</u>	<u>53,200</u>
PROMOTIONAL			
Advertising	10,994	45,345	290,000
Marketing	4,415	6,788	90,000
Travel & Association Dues	195	925	5,000
Hospitality Training & Recog	-	-	500
Print	-	5,206	20,000
Total PROMOTIONAL	<u>15,604</u>	<u>58,264</u>	<u>405,500</u>
Total Expense	<u>29,325</u>	<u>143,845</u>	<u>593,700</u>
Net Revenue	(29,307)	219,676	(8,560)



Partnership Report
2019 Jan-Mar
Roseburg Economic Development Commission

RENEWING MEMBERS OR CONTRIBUTORS: Thank you to City of Roseburg, Douglas ESD, and The Neil Company Real Estate for renewing your membership.

RECRUITMENT:

1. **Oct 2018: Project Triangle (State Lead): Company** looking for min 60,000 SF of manufacturing area and 40,000 SF covered storage with good access to I-5. Submitted Dixonville Site and McKillican International Site.
2. **Sept 2018: Project AECH (State Lead):** Premium beverage manufacturer looking for an existing building with clean room on 10 – 15 acres. Will consider greenfield site. Close to freeway, airport and port. Will employ 25 – 30 employees at full running capacity.
3. **August 2018: Project PNP (State Lead):** Recycled container board facility looking for a green field site that is 50 acres that is zoned industrial. Close to river and able to accept air and water emissions as per environmental standards. Airshed quality able to accept pollutants (NO_x, CO, PM, etc). Expected to employ 140 at new facility.
4. **April 2018: Project Bionic (State Lead):** Manufacturing and processing facility looking for a green field site that is 50 – 80 acres that is zoned industrial, within 25 miles of I-5 between Woodburn and Roseburg. Construction would be Q4 2018, start of operation Q3/Q4 2019 with estimated 100 employees at startup and 200 within 5 years.
5. **Cryptocurrency Mining Business: Project Crypto (Local Lead):** Working with an Eastern WA group on possible sites for Data Center to support Cryptocurrency data mining.
6. **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.

PROJECT REPORTS:

Truck Driving School: We have a possible location and UCC is currently working on a site plan.

Sutherlin Sewer Line to Support New Development: Based on \$ amount needed we have decided to push this ask into next year's DCIDB budget after July 1.

Medical Residency Program: Working with Umpqua Community Health and Mercy on site location and building.

Southern Oregon Allied & Mental Health University:

- a. News Review story attached for those who did not see it. KPIC and KEZI also did TV news stories March 8-10.
- b. Working on multiple building sites now within Roseburg.
- c. Starting an economic assessment report with ECONorthwest for State. City of Roseburg has approved \$25k towards this and DCIDB has approved \$25k...thank you EDC and DCIDB. Project has already started and will complete by the end of May.

Boutique Hotel: We have found an investor/builder/management group that is interested if we can offer site control.

Executive Housing: Possible location and funding is underway.

Food Hub/Agriculture Distribution Center: Food Hub Summit completed, and new plan of action is underway including a new grant option.

K-12:

- a. **Backpack/Allied Health Certificate:** Over 440 students now enrolled in program.
- b. **Career Path Baseball Cards:** DCIDB and Commissioners have approved a \$30k grant to fund a high school version, project underway.
- c. **Growourown.org:** K-12 website development continues.
- d. **South County CTE Center:** Title for 11-acre piece of land in South County Industrial Park was transferred to DCESD in January. Site plan underway.

The Great Umpqua Events:

- a. **2019 3rd Annual 4th of July Food Truck Competition:** Thank you DCIBD for your \$25k approval. EDC ask this session is for \$4999.
- b. **Outdoor Days:**
 1. **N.U.T.Cracker Mountain Bike Race:** Planning now for different course lengths.
 2. **Bash:** Stewart Park Planning underway for 2019.
- c. **Food Trail:** Planning to manage this project under UBEA.

South Umpqua Valley Industrial Park: As of February 20, the rezone application is complete and in the hands of Douglas County Planning.

Back 9: Coca Cola initial site work underway. Other possible companies now interested in moving to this Industrial Park.

UBEA: Underway with first County wide Chamber and City project.

The Partnership Radio Show: Has been delayed by us until late April due to time spent on GFU project.

COMMUNITY LEADERSHIP MEETINGS (SINCE LAST REPORT):

SOWIB/Douglas Workgroup
Douglas County Industrial Development Board (DCIDB)
City of Roseburg EDC Meeting
Sutherlin CTE Partners
Roseburg-area Small Business Group
CTE Signing Lunch at 7 Feathers
Healthcare CTE Project Team Meeting
DCIDB Meeting
DCIDB Finance Committee
Pub Talks and our new pre-seed fund
Southern Oregon Workforce Investment Board (SOWIB) Douglas Workgroup
SOWIB Board Meeting
South County CTE Project Team at The Ford Family Foundation
Exec Club at Roseburg Country Club
Roseburg Economic Development Commission (EDC)
South Coast Umpqua Regional Solutions Advisory (RST) Meeting
Sutherlin Chamber of Commerce
Douglas County Partners Student Success (DCPSS)
National Career and Technical Education Signing Day
HC Project Team at Douglas ESD
Roseburg City Council
Roseburg Rotary
Healthcare CTE Advisory Meeting
UBC Board Meeting
EconoNW Economic Assessment Kick-Off Session

OTHER PARTIAL MEETING LIST:

Debbie Caterson, Umpqua Business Center
Debra Thatcher, Umpqua Community College
Jason Aase, Umpqua Community College
April Myler, Umpqua Community College
David Whitmer, Roseburg VA
Lisa Yop, Roseburg VA
Barbara Galbraith, Roseburg VA

Mike Ripley, Mudslinger Events
Jake McClelland, SOWIB
Kyle Stevens, SOWIB
Chris Boice, Commissioner
Phyllis Dever, Winchester Bay Rentals
Alex Campbell, Regional Solutions
John Lamy, Computer Modeling
Robin VanWinkle, UCC workforce
John Fett, UCC workforce
John McCafferty, Cow Creek Tribe
Michael Lasher, ESD
Analica Nicholson, ESD
Melody Cornish, CTE/ESD
Dick Dolgonas, Velo Club
Brandi Whelchel, CCD
Sue Gillham, Sutherlin High School
Samuel Baugh, South Coast Development Council
Jason Aase, Umpqua Community College
Don Cook & Dave Sabala, UEDP Board Chair & Vice Chair
Kelly Morgan, Mercy
Commissioner Tom Kress
Lew Marks, Marks/Murray LLC
Dan Hults, Douglas County Fairgrounds
Debbie Catterson, Umpqua Business Center
Kyle Bailey, KQEN News Radio
Thomas McGregor, Roseburg Phoenix Schools
Gwen Soderburg-Chase, Bright Futures Umpqua
Michael Lasher, Douglas ESD
Dave Larecy, Con-Vey
Alex Campbell, State of Oregon
Denny Miller, DB Pro Audio
Dick Baltus, AHM Brand
Ian Campbell, News Review
Mariah Smith, Roseburg Hometown Fireworks Association
Emily Brandt, i.e. Engineering
Kelly Bantle, PACWest
North River Boats & Michael Lasher, Douglas ESD
Keith Allen, Roseburg Veterans Affair
Bob Jewell, Roseburg Forest Products
John Stadter, FCR

http://www.nrtoday.com/news/education/george-fox-university-explores-building-an-allied-and-mental-health/article_af0374d3-0a6e-589c-b703-48c6c8d02b21.html

George Fox University explores building an allied and mental health college in Roseburg

SANNE GODFREY The News-Review Mar 8, 2019

George Fox University has signed a memorandum of understanding to explore building an allied and mental health college in Roseburg.

The university will be working with Oregonians for Rural Health, a coalition dedicated to promoting the health and vitality of rural communities, to start the process that could bring a new college to the area.

Wayne Patterson, executive director of the Umpqua Economic Development Partnership, said the Oregonians for Rural Health coalition would look for a site to build, create the ownership structure and provide the funding. George Fox University is expected to bring the management group, the accreditation, the models on how to run a university, staff and instructors.

“We have been meeting with the rural health coalition to help them understand the process for bringing accredited programs to the area,” said Linda Samek, provost for George Fox University. “We currently have a wide range of healthcare and mental health programs that are needed in the area. We are innovative and open to creative solutions to messy issues.”

According to Patterson, the coalition has explored several sites and has signed with a local engineering group and property owner to start a site plan for two locations. The coalition is also looking at a third location. All sites will be within Roseburg city limits.

“We want to do it within city limits,” Patterson said. “There’s a three-legged stool as part of this process. The first one obviously, because we need a workforce. The second part is economic impact to the community, and the third one is branding. The critical part is how do we mix all that together and the site has a part of that.”

George Fox University’s main campus, founded in 1891, is in Newberg, with additional sites in Salem, Redmond and Portland. The university also offers online instruction.

“George Fox is an established Oregon academic institution whose broad range of nationally accredited allied and mental health educational programs directly serve acute workforce needs shared by providers, including hospitals and medical facilities operated by the U.S.

Department of Veterans Affairs,” said Kelly Morgan, CEO of Mercy Medical Center, in a press release.

Samek said the university has always been fairly entrepreneurial and has periodically gone to places where they could be of service to the community.

“We have very accomplished practitioners who run the programs, very experienced people,” she said. “We keep our classrooms relatively small and they’re very hands-on programs. For example, our physical therapy program has been up and running for about six years, and if you come to the facility where they do their training you will find the faculty with the students studying, playing games, having conversations, they eat together, they work together.

“We run a pro bono clinic out of our facility in Newberg to connect with our community, and that’s probably one of the things we’re probably most well known for — a deep connection with any community where we do programs and our hands-on practical training,” she said.

The physical therapy program is relatively new, but the university started focusing on health care in the 1980s and is continuing to roll out new programs. A physician assistant program is set to start in 2021.

The signed memorandum established an exclusive partnership between the two organizations to build a college that would offer advanced degree programs. Patterson said the college is expected to offer nine different programs.

“The community seems to want this to happen and that is critical,” Samek said. “We have always had students from the area and we care about rural communities. Roseburg is accessible to Southern and Eastern Oregon, the South Coast and the I-5 corridor from the California border to Eugene. Mercy Hospital and the VA are both willing to be partners and Umpqua Community College is already doing nurse training. We like to build on community strengths.”

The college is envisioned to provide a reliable pipeline of healthcare professionals in multiple medical fields, connect individuals to living wage jobs and create economic growth and stability to the region.

Not all programs will start right away, it will likely stagger the start of some of the programs based on the need in the community and the availability of programs.

Samek said there is already a proposal for a satellite program of the university’s physical therapy program.

“This can be, and our hope is that it is, the greatest thing to ever happen in Douglas County,” Patterson said. “Because it’s going to bring jobs, but more importantly it’s going to provide workers in a desperately needed area for all of rural Southern Oregon and the VA.”

When it comes to funding, Patterson hopes to get equal shares from the state, the VA and the private sector. The Roseburg VA Medical Center is the second largest employer in Douglas County.

“So many people have been a part of making this happen and getting us to where we are,” Patterson said. “I feel very grateful for the trust that’s been given to the partnership to get this project underway and all of those contributions to make it happen.”

Education reporter Sanne Godfrey can be reached at 541-957-4203 or via email at sgodfrey@nrtoday.com. Follow her on Twitter @sannegodfrey

Roseburg City Council pledges \$25,000 to economic study for proposed allied and mental health college

Sanne Godfrey

Education Reporter

Sanne Godfrey is the education reporter for The News-Review.

http://www.nrtoday.com/news/government/city/roseburg_government/roseburg-city-council-pledges-to-economic-study-for-proposed-allied/article_c24c3142-39b3-504c-b52e-c2c68119fe16.html

Roseburg City Council pledges \$25,000 to economic study for proposed allied and mental health college

MAX EGENER The News-Review Mar 12, 2019

Roseburg City Council on Monday authorized \$25,000 to fund half of a study that would analyze the economic impact and benefits of the planned allied and mental health college in Roseburg.

Local governments and organizations have been working for years to bring the college to the area. Wayne Patterson, executive director of the Umpqua Economic Development Partnership, said the college would spur workforce development in an area with extensive mental healthcare needs but a shortage of healthcare workers.

Patterson said the city's contribution shows the coalition Oregonians for Rural Health, a subgroup of the partnership, local governments and organizations continue to make progress toward establishing the college. He added that completing the study is required to be able to request funding from the Oregon State Legislature.

George Fox University explores building an allied and mental health college in Roseburg

"We're excited," Patterson said. "The hope is that one domino knocks another one down and we just keep knocking these dominoes down until we've got a brand new allied mental health university in Roseburg."

George Fox University and the coalition recently entered a memorandum of understanding to explore building the college in Roseburg. The university would provide the accreditation and the academic model, and the coalition would identify where to build the college and how to manage it.

In its economic assessment proposal, ECONorthwest said the study would analyze how the college would impact employment opportunities, residents' incomes and tax revenues for local government.

It would also measure potential social benefits such as increased access to local health services, reduced costs of obtaining care, higher quality of life related to employment opportunities and improved access to care.

Additionally, the study would do a cost-benefit analysis of establishing the college.

The rural health coalition and George Fox University aren't yet at the point of establishing how the college's budget will look, according to Patterson. The study will allow the coalition to figure out whether the college can receive funding from the state, he said.

"This is a report that's required by the state in order for us to request funding," Patterson said. "We want to make sure that it gets into this next legislative session."

Patterson said the support for the project from the City of Roseburg and the Douglas County Board of Commissioners has been extensive. The resolution to authorize funding for the study passed city council unanimously.

"This is not a one-man show," Patterson said. "Without their help and helping us fast-track and getting these answers we'd still be halfway where we are today."

Max Egener

City Reporter

Max Egener is the city reporter for The News-Review. He has a master's degree from the University of Oregon, and is an avid skier and backpacker.