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CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, January 8, 2019
City Hall Third Floor Conference Room, 3:30 p.m.

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. October 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. ELECTION OF VICE-CHAIR

VI. DISCUSSION ITEMS:

- A. Tourism Grant Applications
1. Wildlife Safari – Portable Stage & Equipment
 2. Glide Wildflower Show
 3. 2019 Vineyard Tour Bike Ride
 4. Douglas County Museum Freeway & Complex Signs
 5. 2019 Umpqua Plein Air Art Event
 6. 2019 Summer Arts Festival

VII. INFORMATIONAL

- A. Visitor Center Report (September, October)
B. Partnership Report

VIII. BUSINESS FROM THE COMMISSION

IX. BUSINESS FROM STAFF

X. NEXT SCHEDULED MEETING – April 9, 2019

XI. ADJOURNMENT

***** AMERICANS WITH DISABILITIES ACT NOTICE *****

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470-3397 (Phone 541-492-6700) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

The agenda packet is available on-line at:

<http://www.cityofroseburg.org/your-government/commissions/economic-development/>

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
October 9, 2018

CALL TO ORDER

Chair Tom Ryan called the regular meeting of the Economic Development Commission to order at 3:32 p.m. in the City Hall Third Floor Conference Room at 900 SE Douglas Avenue, Roseburg, Oregon.

ROLL CALL

Present: Chairman Tom Ryan, Commissioners Mickey Beach, Angela Brown, Gary Leif, Misty Ross, Michael Widmer and Paul Zegers

Absent: Commissioners Tim Allen, Don Baglien and Hannah Duncan. All three commissioners were excused.

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Associate Planner Teresa Clemons, Rachel Miller of the Visitors Center, and Department Technician Chrissy Matthews.

APPROVAL OF MINUTES

Commissioner Ross moved to approve the minutes of the July 10, 2018 meeting as submitted. Commissioner Lief seconded; motion passed unanimously.

AUDIENCE PARTICIPATION – Ron Hilbert, “The Vineyard Tour” Chairman, 8301 N. Bank Road, Roseburg, OR 97470, gave an overview of the success of “The Vineyard Tour” bicycle event sponsored by the Umpqua Velo Club of Roseburg. The event was held on Labor Day Weekend of this year. The event brought 169 registered bike riders, 39 from our local area, 31 from out of State (California, Idaho & Washington) and 99 from outside our Roseburg community. Sixty seven dined out in Roseburg restaurants, 21 camped locally and 35 utilized motel/hotel lodging in Roseburg. Mr. Hilbert wanted the Commission to be aware of the event since they are interested in future participation in the Tourism Grant funding. Dick Dolgonas, 1338 SE Overlook Street, Roseburg, OR 97470, shared last year's event participation was affected by the heavy smoke from the wildland fires our area experienced; however, our area remains a favorable location.

Chairman Ryan inquired on the feedback of the N.U.T (North Umpqua Trail) Race and if the two races were exclusive (The Vineyard Tour). Mr. Dolgonas shared that they are exclusive events as one is an off road trail race vs. a road race. The N.U.T. Race was well received. Stuart Cowie stated the trail was difficult and was geared toward the experienced rider. He participated as a sweep rider for half of the race to make sure every rider came in. Approximately 50 out of state riders participated.

DISCUSSION ITEMS

Funding Request – Salary Match Request for Grant Partners Coordinator

Teresa Clemons reported Umpqua Valley Arts Association (UVAA), City of Roseburg, Downtown Roseburg Association (DRA), Neighborworks Umpqua (NWU), the Cow Creek Tribe, and The Partnership have strived to create a vibrant and sustainable arts community in Roseburg for a number of years. For example murals on historic buildings, and local art displayed in downtown storefronts help to attract tourists to our area to explore breweries, wineries, restaurants, and all that our outdoor amenities offer which help boost our local economy.

In an effort to tie the different projects into a long-term successful partnership the group will request \$25,000 funding from The Ford Family Foundation (TFFF) to partially pay the salary for a contractor to facilitate, organize, and follow through each project so success of one becomes success for all projects.

The salary match request is asking the EDC to recommend City Council fund the additional \$15,000 to keep this effort viable. Ultimately this will lead to applying for the National Endowment for the Arts Our Town grant. NEA grants awards of up to \$100,000 for either Knowledge Building or Place-Based Projects or both in subsequent years. The Grant Partners Coordinator would be housed at the Umpqua Valley Arts.

The Knowledge Building program area is intended for projects that introduce creative placemaking knowledge and strategies to professionals that work in local communities across a variety of sectors (such as arts and culture, agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development). Eligibility requirements include partnership between a community development partner and an arts/culture/design partner, and an existing and clearly defined system for managing and sharing knowledge across a widely dispersed audience of professionals.

Commissioner Beach was encouraged by the partnership and to see the continued investment from the City and noted the Neighborworks' participation in downtown revitalization is positive. Chairman Ryan asked if Grant Partners Coordinator qualified for the RARE Program. Lance Colley replied it may be a possibility in the future. Finding ways to bring people into our community is important and this gives an opportunity to showcase our city.

Commissioner Beach moved that the EDC recommend City Council authorize providing \$15,000 as match to The Ford Family Foundation funding for the Grant Partners Coordinator position. Commission Zegers seconded; motion passed unanimously.

INFORMATIONAL

Tavel Oregon Mural – Lance Colley shared that Travel Oregon selected Roseburg as the first of seven murals being placed in Oregon. The murals were developed to inspire communities and visitors to experience the outdoors and what Oregon has to offer. The Crater Lake Mural is painted on the Roseburg Library facing Diamond Lake Blvd. An event is planned for the ribbon cutting and unveiling of the Oregon is Magic Crater Lake Mural. Invitations will be sent, the media will attend as well as Travel Oregon. David Rice, Forest through the Trees is the featured artist.

Electric Cars - Lance Colley introduced David Reeck who has worked with the City over the years. Mr. Reeck applied for a \$25,000 grant through Pacific Power and Light (PP&L) on the City's behalf to provide charging stations for electric cars in the Roseburg area. This opportunity could encourage tourism as people stop to recharge, shop and explore local amenities.

David Reeck, 2090 NW Excello Dr., Roseburg, shared that he retired from 47 years employed with General Motors (GM). He gave a presentation on electric cars, the Level II charging station, different levels of charging as well as statistics from I-5 traffic in our area that could use the Level II charging station. Four new charging stations are proposed for Roseburg (1. Downtown Parking Garage; 2. Visitor Center; 3. Umpqua Valley Arts Association; 4. Roseburg Library).

I-5 has about 30,000 cars a day and 2% are electric cars that would have the ability to utilize a Level II charger. Roseburg is an ideal place to stop for charging. There is currently a faster charging station located at Fred Meyer paid for by BMW which a wide range of vehicles can use. Garden Valley Grill currently has a Level II wall box 220 charger.

Travel Oregon map has several charging stations and the goal is to add more. They have a Mobile app and the goal is to get on the electric byway map so travelers can plan their trips. Discussion with Volkswagen (VW) surrounding grant funding for a future Douglas County fast charging station has taken place. No funding has been obtained through this process yet. This presentation is an introduction since there may be interest in future participation in the Tourism Grant funding.

Lance Colley said the Level II charging station is universal, cost effective and would add value to our community.

Visitors Center Reports for August

Rachel Miller provided a brief summary of the August Report stating the numbers for summer visitors are up, the new Covered Bridges Brochure has wrapped up and the Umpqua Valley Retriever Club event was a success.

Commissioner Ross inquired of Ms. Miller if a specific photo used to promote our area was a stock photo or an actual image of our area. Ms. Miller replied that the particular image was of our area, provided by Northwest Outfitters. She expressed the desire to use local photos; however, due to image resolution and the availability of photos it isn't always an option. She would welcome local photographers to donate photos to promote our area. A discussion ensued regarding image resolution.

The Partnership Report

Wayne Patterson was unable to attend to provide the Partnership Report.

BUSINESS FROM COMMISSION – Lance Colley said City Council directed Staff to expend up to \$20,000 to provide for an independent evaluation of the effectiveness of the current Visitor Services Contract.

BUSINESS FROM STAFF - Staff did not have any business to discuss at this time.

ADJOURNMENT - Meeting adjourned at 4:54p.m. The next meeting is scheduled for January 8, 2019 at 3:30 p.m.



Chrissy Matthews
Department Technician

**CITY OF ROSEBURG
MEMORANDUM**

DATE: JANUARY 8, 2019

TO: ECONOMIC DEVELOPMENT COMMISSION

FROM: STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: TOURISM GRANT APPLICATIONS

Six grant applications were received for the Commission's consideration. The complete applications are attached for your review. The applicants have been notified of the meeting and are aware that they may not make a presentation; however, the Commission may pose questions regarding their applications. Each of the requests can be funded through the "Restricted" balance.

Funding currently available:

Restricted: \$272,895	(must strictly adhere to statute requirements, primarily capital outlay, out-of-area marketing, tourism study)
Unrestricted: \$71,784	(may be used outside of current statute requirements but must be tourism related)

Wildlife Safari – Portable Stage

Sponsor/Applicant: Wildlife Safari
Requested funding amount: \$4,900

The applicant is requesting \$4,900 to purchase three items that will create Wildlife Safari's portable stage. The items include the stage itself, a canopy to cover the stage, and a generator for power. The portable stage will be used to enhance events like the Boos and Brews (October), Turkey Trot (November), Run like a Cheetah 5k (December), and educational outreach programming that is currently happening at Wildlife Safari.

Wildlife Safari serves approximately 200,000 people annually and is the largest single tourism provider in Douglas County. The hope is that the addition of a stage and other equipment will help to promote a festival type of experience that will encourage visitors to stay at the park longer and experience all of the attractions.

The Wildlife Safari plans to recognize the City's sponsorship through three different means. 1) A special thanks to the City of Roseburg can be added to the Facebook, Twitter and Instagram pages; 2) A printed plaque mounted onto the stage and; 3) A special thanks added to the space rental page of the Safari's website and pamphlets with space rental info.

Recommendation: Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of \$4,900 to cover the costs associated with purchasing a portable stage and additional equipment.

Glide Wildflower Show – Rack Cards

Sponsor/Applicant: Glide Wildflower Show

Requested funding amount: \$2,300

The applicant is requesting \$2,300 to print 20,000 rack cards to advertise the Glide Wildflower Show. The cards will include show dates from 2020 through 2025. By printing 6 dates on the card, the cards can be used for six years. The organization typically uses about 2,900 cards a year to advertise each show. By ordering 20,000 cards for six years several thousand extra cards will be available to allow for an increased pick-up rate or for discovering additional locations for placement.

Rack cards are an important component of the flower show's publicity materials. Attendance records from recent years show that 30 – 45 percent of attendees come from outside Douglas County, with 3 – 5 percent of those from outside Oregon.

The Glide Wildflower Show was founded in 1965 and is the oldest and largest wildflower show in the Pacific Northwest. The applicant argues that although the show is held in Glide, the majority of visitors that come to the show travel through Roseburg. While visiting the show these individuals eat in Roseburg restaurants, shop in our stores and stay in our hotels.

The Glide Wildflower Show plans to recognize the City's sponsorship by adding text to the card indicating a special thanks to the City of Roseburg as well as including the City's logo on their website as a sponsor for their event.

Recommendation: Staff recommends funding in the amount of \$2,300 go to the Glide Wildflower Show toward the production of the advertising rack card for the 2020 through 2025 shows.

2019 Vineyard Tour Bike Ride

Sponsor/Applicant: Umpqua Economic Development Partnership/Umpqua VELO Club

Requested funding amount: \$7,240

The applicant is requesting \$7,240 in order to cover costs associated with running the Vineyard Tour Bike Ride. The event is held in September and is organized by the Umpqua Velo Cycling Club. It includes five cycling routes that range from 15 mile, 30 mile, 50 mile, 75 mile and 100 mile rides. Routes run throughout the Umpqua River valleys and showcase vineyards and wineries within our area.

One of the objectives of the bike ride is to increase overall bicycle tourism in the Roseburg area. The annual event has grown and continues to include increased participants. In 2014 the number of out-of-county riders was 90 and last year the number increased to 169. 2018 numbers show that 18.36% of the riders participating were out-of-state, 58.57% were out-of-county, and 23.07% were local riders.

The requested amount of \$7,240 is based upon the projected revenue subtracted from the estimated expenditures. After discussion with City staff and the applicant, it was determined that staff recommend the EDC fund \$4,999 to the Partnership/VELO Club in order to cover the costs of marketing the event (\$4,470) and a portion of the advertising costs (\$529 of \$3000). Our hope is that the Vineyard Tour Bike Ride in conjunction with other bicycling

events like the NUT Cracker & Takelma Gravel Grinder, created as a result of momentum gained from the 2017 Travel Oregon Bicycle Tourism Studio will help continue to promote local bicycling tourism efforts. The City plans to continue to contribute to these annual events as they grow and become more established. We anticipate that as they grow private sponsorship will further develop and that these can evolve into sustainable annual tourism events for our area.

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

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

Douglas County Museum Freeway and Complex Signs

Sponsor/Applicant: Douglas County Museum

Requested funding amount: \$4,500

The applicant is requesting \$4,500 in order to pay for the costs associated with construction of new museum signs along I-5 and on the museum complex. Current signs are faded or are missing entirely. With limited signs visitors have passed the exit on I-5 before they realize the museum is there. The hope is that new signs will draw visitors off the interstate to the Museum and Roseburg.

Museum staff direct visitors to local attractions within our downtown district and surrounding area pointing folks to local restaurants, wineries, breweries, entertainment venues and hotels.

The applicant has obtained a bid from a local sign company for design, materials and installation of the freeway and complex signs of \$12,500. The museum has secured \$8,000 from other donations and is requesting \$4,500 to cover the remainder of the costs.

Recognition of the City's sponsorship will be provided by including the City's logo as a sponsor on the museum website and Facebook page; contacting the local news media with a press release; acknowledgement and thank you in the entrance foyer of the museum and acknowledgment within the museum newsletter and annual report listing museum supporters.

Recommendation: Staff recommends funding in the amount of \$4,500 go to the Douglas County Museum toward the costs of constructing new museum signs along I-5 and the museum complex.

2019 Umpqua Plein Air Art Event

Sponsor/Applicant: Umpqua Valley Arts Association (UVAA)

Requested funding amount: \$4,995

The applicant is requesting \$4,995 in order to pay for the costs associated with marketing the Umpqua Plein Air Art Event that will be happening at the end of September. Marketing efforts will include ad design, coordinating ad placement, ads in art focused/travel magazines, social media, and postcards.

Umpqua Plein Air is an annual event entering its 8th year. It draws artists from throughout the northwest region. In 2018, 48 individuals participated. 62% of these individuals came from out-of-state, the Portland Metro region or the greater Oregon area.

For 2019, the organization is planning to attract 100 artists to the event and further establish Roseburg as a go-to destination for outdoor painting and the UVAA as a major exhibit venue in the state. The event is spread over a four day period, which leads to multiple hotel stays, restaurant visits, fuel and supply purchases for artists, and family members and friends.

Recognition of the City's sponsorship will be provided by including the City's logo as a sponsor on the UVAA Plein Air event webpage and the possibility of including sponsorship recognition on marketing and promotional material.

Recommendation: Staff recommends funding in the amount of \$4,995 go to the Umpqua Valley Arts Association toward the costs of marketing the 2019 Umpqua Plein Air Art Event.

2019 Summer Arts Festival

Sponsor/Applicant: Umpqua Valley Arts Association (UVAA)

Requested funding amount: \$4,995

The applicant is requesting \$4,995 in order to pay for the costs associated with marketing the Summer Arts Festival that will be happening at the end of June. Marketing efforts will include ad design, coordinating ad placement, ads in art focused/travel magazines and social media.

The Summer Arts Festival is an annual event that has been occurring in Roseburg for the last 50 years. The objective of the UVAA in organizing this year's 2 ½ day event is to attract a total of 150 artist vendors, 15 – 20 local and regional food truck vendors, 10 – 15 visiting stage events, and 12,000 – 18,000 attendees.

The festival provides a local attraction that helps to promote the historic Umpqua Valley Arts Association building and surrounding City parks property. Money generated from the festival helps to promote additional art activities and events throughout the year for UVAA.

Recognition of the City's sponsorship will be provided by including the City's logo as a sponsor on the UVAA Summer Arts Festival event webpage and the possibility of including sponsorship recognition on marketing and promotional material.

Recommendation: Staff recommends funding in the amount of \$4,995 go to the Umpqua Valley Arts Association toward the costs of marketing the 2019 Summer Arts Festival.

WILDLIFE SAFARI – PORTABLE STAGE & EQUIPMENT

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750
Session: Winter 2018

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

A. Objectives of the Project

The main objective of this project is to expand the number and type of events that Wildlife Safari can offer at its 600+ acre park. This project will purchase a portable stage, canvas tent and generator that will be used year round for a variety of events. For example, at our Boos and Brews (October) event or Turkey Trot (November) or Run Like a Cheetah 5k (December), we can add a live music venue that will attract more visitors and offer guests an additional experience that will encourage them to stay longer in the area. Private groups can rent the stage for family reunions, outdoor weddings, and the like.

B. Target Market or Audience - How and where will this be promoted?

The portable stage will be used to enhance our current events. Events will be promoted on our website, social media, e-newsletters, radio, billboards and print advertising. Our social media advertising alone reaches over 100,000 people each month.

C. Project Strategy

The main strategy behind this project is to be able to offer new features and attractions at our annual events. In order to keep tourists returning to events annually, we must offer new and exciting features to events. By having a portable stage that can be moved throughout the park, we will be able to offer new venues for animal encounters, live music performances, presentations and more! Here are a few examples of how we will use the stage: (1) Zoo Boos and Brews: The stage will provide space for music and dancing and the generator will provide lighting around during this evening event. The canvas tent can be used to provide a additional spot guests to eat, protected from any inclement weather. (2) Turkey Trot - The stage will be a place where Wildlife Safari's ambassador Cheetah will be presented to the runners. It will offer a better view to all participants. The canvas tent and generator would be useful at the finish line to offer a warm dry place as runner come in. (3) Run Like A Cheetah - we will use the stage to better display our Ambassador cheetahs and also display educational info about cheetah conservation.

For all of our events, this equipment offers the ability to power for sound systems used in communicating with the public in a large open setting, additional space for animal conservation education, and the ability to host events in all weather by having the tent.



- D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.
1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
 2. Marketing special events and festivals designed to attract tourists.
 3. Tourism related facility means a conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities.

The new portable stage at Wildlife Safari will fulfill all three of the City's objectives related to increasing tourism:

First, Wildlife Safari's marketing will highlight the new features that the portable stage will offer at each event that will bring back returning tourists and draw new ones.

Second, by being able to add features to our existing events through the portable stage (e.g. additional animal encounter sessions, Keeper Q&As, live music, magicians, etc.) we will be able to transform some of our annual events, especially the off-season events, into a festival type experience that will encourage visitors to stay at the park longer in order to experience all of the attractions, possibly extending their stay in the area overnight. A portable stage provides a wider array of options for hosting private events (e.g. weddings, reunions, corporate events) which can draw overnight guests to our area. In fact, our staff have already begun to create overnight hotel package deals with local hotels, including the new Hampton Inn. These packages offer hotel guests discounts at Wildlife Safari, including special events.

Lastly, this project will invest in Wildlife Safari's facilities, purchasing the portable stage, canvas tent and generator, expands the options that Wildlife Safari can host events, meetings, and conferences.

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

Wildlife Safari provides 200,000 people annually with access to animal conservation and environmental education at our 600+ acre park. We provide in-depth education through our Education Department, which reaches 20,000 children and adults annually with hands-on, experiential learning. For example, Wildlife Safari's ZooSchool field trips play an important role educating the next generation in our community about our natural resources, native wildlife, and wetlands. This project will expand and enhance our educational programming by providing a portable stage that can be used by our education staff to serve school groups, community organizations, and the general public as we seek to further our mission to "provide the highest quality interaction with wildlife to inspire lifelong commitments to conservation, education and preservation of native and exotic species." The majority of the people that participate in our educational programs are school children. Natural resources play an important role in the economy and culture of Oregon. A citizen population that is well-educated in environmental conservation will be better equipped to make informed decisions on natural resource issues that affect us all.

F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

After the stage is purchased and integrated into our existing events, Wildlife Safari will be able to track the home location of the tourists that attend events that feature an attraction using the new portable stage that require registration (not all do, some events are open to all guests at the park). While we expect to use the new stage at many events, we will plan to provide data to the city regarding how the stage enhanced tourist experiences at Boos and Brews (Oct 2019), Turkey Trot (Nov 2019) and Run Like a Cheetah (May 2019).

In addition, Wildlife Safari will utilize its existing database to track groups that host private events and that use the new portable stage. For example, family reunions, outdoor weddings, birthday parties, and corporate events.

AMOUNT REQUESTED: \$ 5,000

Grant Application

PROJECT/EVENT NAME Portable Stage for year-round events at Wildlife Safari

APPLICANT ORGANIZATION Wildlife Safari

Governmental Entity Non-Profit Organization Business Enterprise

ADDRESS PO Box 1600 PHONE 541-679-6761
Winston, OR 97496

E-MAIL ADDRESS jschlueter@wildlifesafari.net

RESPONSIBLE PARTY Dan Van Slyke, Executive Director

CO-SPONSORS (if applicable) _____
n/a

DESCRIPTION OF PROJECT/EVENT This project will expand and enhance events at Wildlife Safari's 600+ acre park. This project will purchase a portable stage, canvas tent and generator that will be used year round for a variety of events. For example, at our Boos and Brews (October) event or Turkey Trot (November) or Run Like a Cheetah 5k (May), we can add a live music venue that will attract more visitors and offer guests an additional experience that will encourage them to stay longer in the area. Private groups can also rent the stage for events like family reunions, outdoor weddings, and corporate events.

Have you previously applied for funding from the City?

Yes No If so, when? 1/2018 How much was granted? 4,900

 Dan Van Slyke Executive Director Date 12/6/2018
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: 4,900

PROJECT/EVENT NAME: Portable Stage for year-round events at Wildlife Safari

DATE OF PROJECT/EVENT year-round

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

Expected attendance handful to hundreds Expected attendance revenue varies

Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>n/a</u>	<u>n/a</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>0</u>

Estimated Expenses

Materials and Supplies	<u>\$4,918</u>
Labor Costs	<u> </u>
Advertising	<u> </u>
Capital Outlay	<u> </u>
Total Expenditures	<u> </u>
Net Income/(Loss) Without City Participation	<u> </u>
City Funding Request	<u>\$4,918</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

City of Roseburg funds will purchase three items that will create Wildlife Safari's portable stage:

1. Portable Stage: IntelliStage IStage12168 16ft x 12ft x 8" Complete ST \$3685
 2. Canvas tent: Ozark Trail 12' x 10' All-Season Outfitter Wall Tent \$249
 3. Generator: Honda EU2200i - 1800 Watt Portable Inverter Generator \$984
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To: The City of Roseburg's Economic Development Commission

From: Dan Van Slyke, Executive Director, Wildlife Safari

Re: Education Center Renovation Update

Date: December 6, 2018

In early 2018, the City of Roseburg's Economic Development Commission generously granted \$4,900 towards Wildlife Safari's Education Center Renovation. While the construction is still in process, we wanted to thank you for your support and give you a quick update on the project. The list below highlights all of the foundation grants and individual donor dollars received for this project. In total \$496,900!

This project will renovate Wildlife Safari's 180 fixed seat theater, built in 1984, into a 320+ person capacity Education Center. The existing theater was built in 1984 and has a stage, fixed theater style seating, no windows, limited technology and an insufficient number of bathrooms. This renovation will remove the fixed seating so that the floor can be leveled. This will enable the new Education Center to offer a large flexible floor plan. The center will also be outfitted with updated technology including LCD projectors, speakers, microphones, Wi-Fi, and multiple screens for displaying information and announcements. The Education Center will have one full wall of glass doors. This will provide natural light for the building (the current theater has no windows) and will open onto a new concrete patio. This patio will expand the capacity of the new Education Center (260 max-capacity indoors and 320 max-capacity indoor/outdoor). The renovation will also include a prep kitchen that will provide groups the ability to safely offer food to its guests. The upgrade will also install new ADA-compliant restrooms. The ADA restrooms combined with the leveling of the floor will make the new Education Center accessible to guests with physical challenges.

The grant from the City of Roseburg and the other dollars we have raised means that we will be able to complete the Education Center renovation!! We are so excited about how our new 320+ capacity Education Center will transform the park, further environmental and animal conservation education as well as provide a place for our community to gather and connect!

We have already completed the roof repairs/updates and we are in the process of gathering bids for the renovation. When we have completed the construction and opened the doors for events, we will submit the required reports to the City. We will also invite the commission to the ribbon cutting when all construction is complete. If you have any questions about this proposal, please contact Kayla Basson, Finance Director, at kbasson@wildlifesafari.net or 541.679.6761 x223.

Education Center Renovation Funding Sources	Amount
City of Roseburg	\$4,900
Ben Serafin Fund at OCF	\$5,000
Olsrud Fund at OCF	\$5,000
Karen M. Schroth Foundation	\$7,000
Autzen Foundation	\$15,000
Oregon Community Foundation	\$15,000
Woodard Family Foundation	\$20,000
Board Directed Reserve Fund	\$68,000
LAWS Event – Sept. 2018 (Individual Donors, Board, Corporate Sponsors)	\$112,000
Murdock Trust	\$115,000
Ford Family Foundation	\$130,000
TOTAL	\$496,900

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

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

Stuart I. Cowie

From: Jacob Schlueter <jschlueter@wildlifesafari.net>
Sent: Friday, December 21, 2018 11:12 AM
To: Stuart I. Cowie
Cc: Joy Dickinson; Dan Van Slyke
Subject: Wildlife Safari City of Roseburg Grant Application

Good morning!

Thank you for your call this morning regarding recognition of the City of Roseburg for potentially providing the portable stage and remote event capability improvements.

Below are the ways we discussed to ensure representation of the City;

- Wildlife Safari has a social media (Facebook, twitter, Instagram) reach of over 39,000 individuals and a direct email list of over 11,000 that we can push a special thanks to the support of the City of Roseburg to,
- We have the ability to add a printed plaque type recognition to the actual stage, for people renting and using the stage,
- When people are looking for space rental, thanks to the City of Roseburg can be added to the website (Over 200,000 annual visitors) on pages about renting space at the park, pamphlets for space rentals, etc.

Thank you and have a very merry Christmas!

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-Jacob C Schlueter,
Marketing Director
o: 541.679.6761 ex 231 | c: 701.630.2669
jschlueter@wildlifesafari.net
Google Certified Advertiser

Wildlife Safari is a non-profit 501(c)(3) organization dedicated to
conservation, education and research of native and exotic wildlife.

It is our commitment to educate the public about the status
of animals around the world.

GLIDE WILDFLOWER SHOW

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750
Session: Winter 2018



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

A. Objectives of the Project

Print 20,000 rack cards to advertise the Glide Wildflower Show. These cards will include show dates from 2020 through 2025, so they will be usable for 6 years.

B. Target Market or Audience - How and where will this be promoted?

We use rack cards to promote the show throughout western Oregon. Outdoorsy and nature-loving people are targeted, as well as broad marketing to families and individuals looking for a fun and different spring outing. For the latter, rack cards are placed in visitor centers along I-5 from Washington to California, along the Oregon coast, and in other key locations such as the Portland airport, Bend, Klamath Falls, and the Roseburg museum, visitor center, and motels. To target nature-loving audiences, cards are placed in locations throughout Oregon that attract those audiences, such as public gardens, REI stores, and nurseries. Cards are distributed both in person by show volunteers and by mail.

C. Project Strategy

Our current rack cards include dates 2016 through 2019, so they are usable for next year's show. Immediately following the April, 2019, show, we will need new rack cards to stock the locations listed above.

In the winter of 2019, we will reorder from Anvil Northwest, who printed the previous cards. We currently use about 2900 cards per year. By printing 6 dates on the card, the cards can be used for 6 years. We will order several thousand extra to allow for increased pick-up rate or for discovering additional locations for placing the cards.

We will reuse the stunning and eye-catching art by Jan Horn and do minor editing of the text, so set-up and art expenses will be minimized. Several current rack cards are attached to show the quality of the card and the information currently included.

Rack cards are an important component of the show's publicity materials. They provide a presence at visitor centers throughout the state, where tourists often pick up materials to help them plan their current or future trips. They are also easy to use at stores, nurseries, public gardens, and other locations that have no place for a poster. The rack cards allow interested viewers to take home a reminder of the upcoming show.

D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.

1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
2. Marketing special events and festivals designed to attract tourists.
3. Tourism related facility means a conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities.

The Glide Wildflower Show is the oldest and largest wildflower show in the Pacific Northwest. Founded in 1965, it displays over 600 species of native flowers, shrubs, grasses, ferns, lichens, and mosses. Other activities for visitors include presentations by knowledgeable speakers, guided walks, exhibits, and sales of native plants and related books. Held annually on the last full weekend in April, in the Glide Community Center, it attracts 1000 to 1300 attendees from throughout the Northwest over the course of two days. The show will celebrate its 60th anniversary in 2025, a milestone that could bring additional visitors.

This project will increase tourism to the Roseburg area by enabling us to continue marketing that is aimed specifically at out-of-area residents. We use rack cards primarily outside Douglas County or in local places that attract visitors. Attendance records from recent years shows that 30 to 45% of attendees come from outside Douglas County, with 3-5% of those from outside Oregon. Many of those out-of-area attendees make a full weekend of their visit to the show, attending the show both days or exploring other activities in the area.

Residents and businesses in the Glide area have learned that Glide Wildflower Show weekend is a good time to hold other events. Visitors can participate in an organized fun run or shop at garage sales, crafts booths, and FFA plant sale. The show and these activities are synergistic: the Glide Wildflower Show brings visitors for the other activities; the other activities are an added encouragement for people to travel to Glide for the show.

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

As the oldest and largest wildflower show in the Pacific Northwest, the Glide Wildflower Show is a unique and memorable tradition in the Roseburg area. Out-of-area visitors often say they remember visiting the show years ago, or that they saw the show advertised years ago and have finally had the opportunity to attend. The show creates an image and identity for the area. When thinking of the Land of Umpqua -- for some it means fish, for others wine, but for many it means wildflowers. The Glide Wildflower Show works continually to showcase that identity to more and more people throughout the state.

Although show specimens are collected throughout southwest Oregon, the majority of them come from Douglas County. The show truly showcases a unique and noteworthy aspect of the Roseburg area: an abundance of diverse and often unique plants. Visitors are impressed with the prolific beauty in forests and meadows throughout the area.

- F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

Volunteers sitting at the show entrance request that attendees sign in when they enter. Information captured on the sign-in sheets includes town of residence, how they learned about the show, and the number of people in their party. This information is compiled annually to provide a picture of our audience and the success of our marketing efforts. We can add a column asking whether they stayed overnight in a hotel or motel.

- G. Proposed Budget. The budget information on the following pages, must include total anticipated expenditures and revenues (from applicant, participants, fees, etc); detailed explanation of how requested tourism funds will be used.

AMOUNT REQUESTED: \$ 2300.00

Grant Application _____

PROJECT/EVENT NAME Rack Cards / Glide Wildflower Show

APPLICANT ORGANIZATION Glide Wildflower Show

_____ Governmental Entity Non-Profit Organization _____ Business Enterprise

ADDRESS PO Box 332 PHONE 541-496-2124
Glide, OR 97443

E-MAIL ADDRESS nancytague@centurytel.net

RESPONSIBLE PARTY Nancy Tague, GWS treasurer and publicity coordinator

CO-SPONSORS (if applicable) _____

DESCRIPTION OF PROJECT/EVENT Print and distribute 20,000 rack cards to advertise the Glide Wildflower Show for the next 6 years.

Have you previously applied for funding from the City?

Yes No _____ If so, when? 2014 How much was granted? \$2800

Nancy Tague  Digitally signed by Nancy Tague
Date: 2018.11.04 12:16:48 -08'00' Date 11-4-2018

Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature _____ Date _____

Co-Sponsor Typed Name and Signature _____ Date _____

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: \$2300.00

PROJECT/EVENT NAME: Rack Cards / Glide Wildflower Show

DATE OF PROJECT/EVENT last full weekend of April, annually

Do you charge for attendance? Yes x No _____ If yes, how much? \$3 suggested donation

Expected attendance 1000 - 1300 per year Expected attendance revenue \$3300

Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>Book and poster sales</u>	<u>\$4000</u>
<u>Donations</u>	<u>\$1000</u>
<u>Amazon Smiles & Fred Meyer community rewards programs</u>	<u>\$ 100</u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>\$8400</u>
 Estimated Expenses	
Materials and Supplies	<u>\$5040</u>
Labor Costs	<u>\$ 0</u>
Advertising	<u>\$3975</u>
Capital Outlay	<u>\$ 500</u>
Total Expenditures	<u>\$9515</u>
 Net Income/(Loss) Without City Participation	 <u>(\$1115)</u>
 City Funding Request	 <u>\$2300</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

Preliminary estimate from Anvil Northwest for artwork and printing:

Creative artwork, 1.5 hrs	\$ 187.50	(This is low because we can reuse artwork from the previous rack cards.)
Printing 20,000 pieces @ \$ 0.096	\$1920.00	
Total	\$2107.50	

However, Anvil said printing expenses will likely increase by the time the cards are ordered in late winter, as their paper vendor costs change every year. Therefore, we have rounded up our request to \$2300.

INTERNAL USE ONLY
To be Completed by Review Team
Provided to Applicant for Informational Purposes Only

EVALUATION GUIDELINES
HOTEL/MOTEL TAX APPLICATION

Project/Event Name: _____

Sponsor: _____

Amount Requested: _____

Date of Project/Event: _____

Based on the points noted, designate points earned for each individual criterion:

	<u>YES</u>	<u>NO</u>
1. Will this attract tourists for an overnight stay?	_____ 30	_____ 0
2. Will this attract tourists from more than 50 miles away?	_____ 20	_____ 0
3. Will this increase tourism revenues in the off season (Labor Day thru Memorial Day)?	_____ 20	_____ 0
4. Will tourist results be sufficiently tracked?	_____ 20	_____ 0
5. Is this the first request for funding for this event or project?	_____ 10	_____ 0

TOTAL POINTS

EXTRA POINTS FOR LONG TERM CAPITAL INVESTMENT

If this is a capital project, does the project have a useful life of 10 years or more?	_____ 10	_____ 0
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Minimum points required to be **considered** for funding – 75
 Note: Attaining minimum points does not guarantee grant award.

Stuart I. Cowie

From: Nancy Tague <nancytague@centurytel.net>
Sent: Wednesday, December 26, 2018 10:57 AM
To: Stuart I. Cowie
Subject: Re: Glide Wildflower Tourism Grant Application

Hi Stuart,

Thank you for your call this morning. I appreciate the follow-up and the information about how the grant application is proceeding.

The Glide Wildflower Show will have several ways to recognize the City of Roseburg's sponsorship. On the rack cards themselves, we can put a line of credit such as "Cards sponsored by the City of Roseburg Economic Development Commission." We will work with Anvil Northwest, our printer, to determine how to best fit the credit. Additionally, on the Glide Wildflower Show's website, the home page often includes credits to sponsors, and we can place an acknowledgement there, including the City of Roseburg logo.

If you have any other questions, please feel free to contact me. I plan to be at the EDC meeting on January 8 and look forward to meeting you then.

Nancy Tague
Publicity Chair
Glide Wildflower Show Council

From: Stuart I. Cowie
Sent: Friday, December 21, 2018 11:23 AM
To: nancytague@centurytel.net
Subject: Glide Wildflower Tourism Grant Application

Hi Nancy,

My name is Stuart Cowie. I am the Community Development Director for the City of Roseburg and am responsible for reviewing the tourism grant applications prior to going before the Economic Development Commission (EDC). It looks like we will be recommending that the EDC approve your grant application, but before I do that I need to know how the Wildflower Show will be recognizing the City's sponsorship. For example ... will you be including the City's logo on the cards, website, banners at the show, etc.

Please email me back your plans for how your organization intends to do this and I can wrap up my review. My hope is to have your information by the end of next week. The EDC meeting will be on January 8th at 3:30 pm on the third floor of City Hall. Although there won't be an opportunity to give a presentation at the meeting regarding your application, it is important that you be there to represent your organization and answer any questions the Commission may have regarding your proposal.

Please feel free to contact me if you have any questions. Have a great Christmas!

Sincerely,

Stuart Cowie | Community Development Director

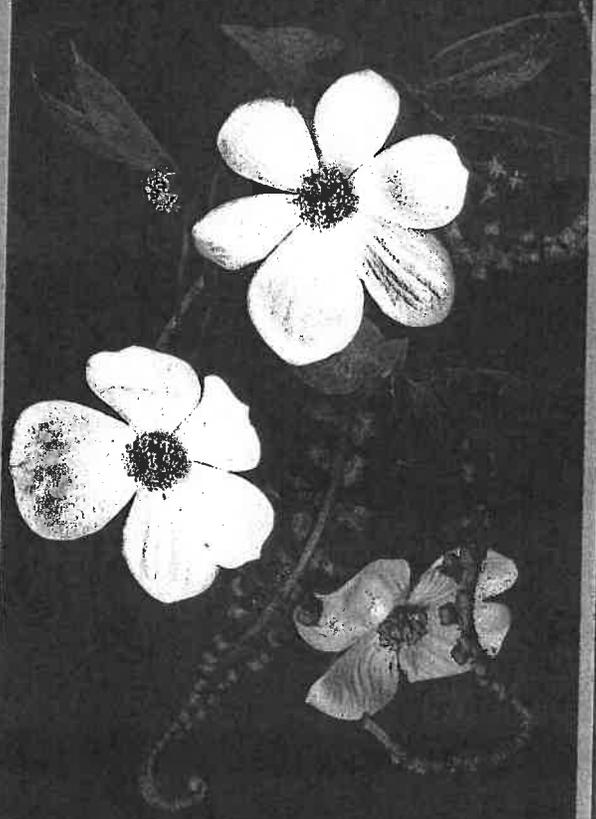
900 SE Douglas Ave., Roseburg, OR 97470

541-492-6750

www.cityofroseburg.org

Founded in 1965

Glide Wildflower Show



Comandra *Parryana*
Asarum canadense - *Saxifraga* *viridiflora*
Polygonum *medium* *Madrovensis*
Plantago *virginica*

Glide, Oregon

Last Full Weekend in April

810 • WOLLEIS • WOLLEIS • WOLLEIS • WOLLEIS

GLIDE WILDFLOWER SHOW

The Oldest & Largest Wildflower Show in the Pacific Northwest

Founded in 1965, the Glide Wildflower Show is the largest display of native flora in the northwest. Over 600 species of flowers, shrubs, grasses, ferns, lichens and mosses are gathered by dozens of collecting teams who travel throughout southwest Oregon from the Cascade Mountains to the coast.

Oregon's changing weather provides each year's event with a different combination of species in bloom. Identity of each specimen is confirmed by professional botanists and artfully vased for display.

Additional displays feature noxious weeds, medicinal plants, natural dyes, and photographs of rare and endangered plants.

Mark your calendar for the last full weekend of April.

Special Presentations and Speakers

These vary from year to year. Topics may include:

- Landscaping with Native Species
- Mushrooms (Fungi)
- The Oregon Floral Project
- Edible and Medicinal Uses of Plants

When & where is the next Wildflower Show?

April 23 & 24 2016 April 28 & 29 2018
April 29 & 30 2017 April 27 & 28 2019

Hours: 9 am to 5 pm Saturday & Sunday
Photographers: 8 to 9 am Saturday & Sunday
Food: sandwiches, soup & pies
Glide Community Center,
20062 North Umpqua Hwy,
Glide, Oregon



How to get to the Wildflower Show?

From 1-5 at Roseburg, take exit 124, Rt.138 East
(North Umpqua Hwy to Crater Lake)
Glide Community Center is past Milepost 17.

Want more information?

www.glidewildflowershow.org & Facebook
Glide Wildflower Show
P.O. Box 332,
Glide, OR 97443



For other local attractions & lodging:

Roseburg Visitors Center • 541-672-9731
www.landofumpqua.com



2019 VINEYARD TOUR BIKE RIDE

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6866

Session: Fall 2018

RECEIVED

DEC 10 2018

City of Roseburg
Community Development Department

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

- A. Objectives of the Project: Increase bicycle tourism in the Roseburg Area. In the case of the September Vineyard Tour, sponsored by the Umpqua Velo Club, increasing out-of-county riders from 90 in 2014 to 169 in 2018. The event web site www.thevineyardtour.com averages 1,800 visits a month with 3,455 page views. In the case of the www.cycleumpqua.com website, increasing average weekly use from about 90 new viewers to 200

Commissioners should note that this type of project is well supported by the Oregon Department of Parks and Recreation and Travel Oregon (<http://industry.traveloregon.com/>, and <http://rideoregonride.com/>); it has been successful in many parts of the state and the Northwest and many web-based and print media are available for distributing information at little or no cost. Oregon was first in the Nation in the designation of Scenic Bikeways, one of which the Umpqua Basin Economic Alliance proposed for our area. Another informative website about the benefits of bicycle tourism is <http://pathlesspedaled.com/bike-tourism-101/>. In addition, commissioners should know that our efforts are a continuation of a strategic plan for bicycle promotion developed with a technical assistance grant from the Ford Family Foundation (copies available upon request)

- B. Target Market or Audience - How and where will this be promoted?

Target market: Bicycle riders from Oregon and the Pacific Northwest (Washington, California and Idaho) to ride in Roseburg and Douglas County. Riders of many skill levels and all-age families of riders, 2018 average age of rider was 56.

2018: 18.36% Were from Out of State, 58.57% Out of Area, 23.07% Local Riders

Promoted by: on-site promotions at other rides and organizations' websites; distribution of rack cards throughout the area at bike shops, hotels, and visitor information and transportation hubs; increased web advertising; listings and ads in regional cycling publications and bicycle club newsletters; complimentary trips for media and bike club reps; limited giveaways and prizes for out-of-area event participants; and if the commission provides sufficient funds, the use of a promotional and marketing organization may mean the use of additional promotional materials or media

- C. Project Strategy: 1) Connect to people with bicycling interests in the geographic area extending from San Francisco to Seattle, 2) Package opportunities to include bicycling (Vineyard Tour or more dispersed year-round rides based on the Vineyard Tour and the 25 rides advertised on the Cycle Umpqua website as well as the UEDP-sponsored Great Umpqua Nut Cracker Race) with hotels and motels, wine and beer tastings, restaurants and

food events, and other activities such as viewing wildlife, antiquing, fishing, rafting/kayaking, swimming, and hiking, 3) Market the opportunity packages along with our websites for information to interested people and organizations throughout the target area, and 4) Promote the State's "Bike Friendly" business and community program with Roseburg leaders and interested communities nearby

D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.

1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
2. Marketing special events and festivals designed to attract tourists.
3. Tourism related facility means a conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities.
4. Promote and partner with local motels/hotels, wineries, breweries, and restaurants.

1. This project will advertise, publicize, and distribute information throughout a wide geographic area specifically aimed at bicyclists and their families, many of whom have significant incomes and multi-faceted travel interests; depending on media, information packages will also include material about possible business opportunities in the area (such as web links to the Roseburg Area Chamber of Commerce, City of Roseburg, and Umpqua Economic Development Partnership and its Great Umpqua marketing banner)
2. This project includes a focus on the Umpqua Velo Club's annual Vineyard Tour rides as well as various bicycle-oriented and other community activities noted in the "Events" section of the Vineyard Tour and Cycle Umpqua website with the intention to cause visitors to engage in multi-day stays
3. Visitor information centers would be supported by rack card and Vineyard Tour flyer distribution

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

This project will showcase the bicycling opportunities available in the Roseburg Area and, along with those, many wine, beer, food, and lodging opportunities. By packaging bicycling with other opportunities and events, visitors will be attracted for multi-day stays. Visitors, including business owners and retirees, will be encouraged to relocate here because of the desirable qualities of life and recreational opportunities in the Roseburg Area. We showcase our scenic rural bike routes in Douglas County.

F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

Vineyard Tour riders are counted annually and a post-ride survey is administered; The Vineyard Tour and Cycle Umpqua website numbers are tracked monthly, including the numbers of "new" or "unique" visitors and page views; as visitors use their package materials,

numbers may be tracked at each user site, such as cooperating tasting rooms and motels/hotels

- G. Proposed Budget. The budget information on the following pages, must include total anticipated expenditures and revenues (from applicant, participants, fees, etc.); detailed explanation of how requested tourism funds will be used.

AMOUNT REQUESTED: \$ 7,240

Grant Application _____

PROJECT/EVENT NAME Umpqua Bicycle Tourism Initiative

APPLICANT ORGANIZATION Umpqua Economic Development Partnership

_____ Governmental Entity X Non-Profit Organization _____ Business Enterprise

ADDRESS 522 SE Washington Street, Roseburg, Oregon 97470 PHONE 541-580-3663 or 672-1757

E-MAIL ADDRESS: wayne@uedp.org

RESPONSIBLE PARTY: Wayne Patterson, Umpqua Economic Development Partnership

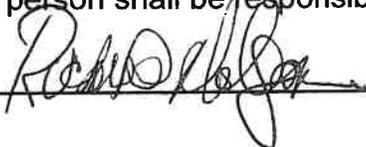
CO-SPONSORS (if applicable): Umpqua Velo Club

DESCRIPTION OF PROJECT/EVENT marketing bicycle tourism events and recreational opportunities in the Roseburg area

Have you previously applied for funding from the City?

Yes X No _____ If so, when? 2014 How much was granted? \$3,000

Wayne Patterson  Date 12/6/2018
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Richard Dolgonos  Date 12/6/2018
Co-Sponsor Typed Name and Signature

_____ Date _____
Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: \$7,240

PROJECT/EVENT NAME: Umpqua Bicycle Tourism Initiative

DATE OF PROJECT/EVENT Year-round/September 2019

Do you charge for attendance? Yes X No If yes, how much? \$20-65 for
Vineyard Tour along 5 routes

Expected attendance 220 Expected attendance revenue \$9,600

Other Revenues (Without City funds) - Please List

TYPE	AMOUNT
<u>Volunteer time (in-kind)</u>	<u> \$1000 </u>
<u>Product (in-kind)</u>	<u> \$ 850 </u>
<u>Sponsor Donations</u>	<u> \$1650 </u>
<u>less in-kind</u>	<u> (\$1850) </u>
Total Non-Tourism Funds	<u> \$11250 </u>

Vineyard Tour Estimated Expenses

Materials and Supplies	<u> \$ 500 </u>
Catering & Rest Stop Food	<u> \$3000 </u>
Marketing Materials for Bike Tourism Initiative	<u> \$4470 </u>
Labor Costs	<u> \$6120 </u>
Advertising	<u> \$3000 </u>
Insurance	<u> \$1400 </u>
Total Expenditures	<u> \$18490 </u>
Net Income/(Loss) Without City Participation	<u> (\$7240) </u>
City Funding Request	<u> \$7240 </u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable).

Materials and supplies for Vineyard Tour Event – \$4900 (annual costs for entertainment, food, water, jerseys, insurance)

Marketing materials for bike tourism initiative – \$4470 for printed materials, including rack cards (20,000 for \$1320), flyers (1,000 for \$100), maps (50 for \$250), and bicycle seat tags (500 for \$950);

jerseys for volunteer riders at other events (10 for \$600); promotional giveaways and prizes (5 bicycle GPS units for \$1250)

Labor costs – \$6120 for travel (4400 miles at \$.55/mile) and lodging (14 nights at \$100/night) for volunteers doing promotions at other events; complimentary trips to the area for media and other bicycle organization leaders (media support = \$500, leader trips 3 @ \$600 for \$1800). After contacts with the University of Oregon, there is some possibility that sports-marketing students would be hired to perform some of the work; costs are unknown at this time, but would be included in the indicated amount. There may be some potential for employing a promotional or marketing firm, too.

Advertising – \$3000 for web ad placement (\$1000), print ad placement (\$2000)

Stuart I. Cowie

From: DICK DOLGONAS <dolgonas@msn.com>
Sent: Wednesday, December 26, 2018 2:56 PM
To: Stuart I. Cowie; Wayne Patterson
Subject: RE: Vineyard Tour Grant Application

I did find out something about sponsorships:

We will add the city logo to all our marketing materials and our web site.
The home page of the Vineyard Tour web site at the bottom shows all the sponsors
<http://www.thevineyardtour.com/index.php> .
Some of the sponsors are in kind providing product for their sponsorships.

Sent from Mail for Windows 10

DOUGLAS COUNTY MUSEUM FREEWAY & COMPLEX SIGNS

TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750
Session: Winter 2018

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

A. Objectives of the Project

The object of this project is to increase visitation to the Douglas County Museum and surrounding areas by replacing and improving existing I-5 south and Museum Complex signs. The current signs are faded or missing entirely. The Museum is in the process of creating a new and exciting exhibit; Ancient Oregon: Ice Age Mammals of the Umpqua Valley. Phase one of this exhibit will be completed by February 2019. New exhibits coupled with new signs will draw visitors off the interstate to the Museum and Roseburg.

B. Target Market or Audience - How and where will this be promoted?

The target market of the Museum will be travelers on the I-5 corridor. The Museum sits adjacent to the freeway, but with limited signs on the Complex, visitors have passed the exit before they realize the Museum is there.

The new exhibit will be advertised with media outlets as well as on the Museum's web page (www.umpquavalleymuseums.org) and Douglas County Museum Foundation Facebook page as well as leaving brochures and 2 for 1 passes at local hotels.

C. Project Strategy

Our project strategy is to increase visitation to the Museum and to provide Museum staff the opportunity to direct visitors to the local attractions available in the City of Roseburg downtown district and surrounding areas. We currently promote all local restaurants, wineries and other entertainment venues by directing visitors to our brochure racks, giving them City of Roseburg maps and providing directions to specific locations. Due to our location and close proximity to Roseburg exits, we are often the first stop for visitors to the local area and field many questions regarding where to stay, eat, spend the night and what to do for the day.

The plan is to first get them off of the freeway for a visit to the Museum then to encourage them to visit Roseburg and the surrounding area attractions. The new signs on I-5 and the front of the Museum Complex will make it much easier for travelers to find their way to the Museum, without driving past and possibly not turning around to come back. Once tourists and travelers have stopped at the Museum and spent time going through the Museum and Gift Shop, they are ready for a visit into Roseburg to dine and refresh themselves in local restaurants, wineries and breweries, shop and stay the night.

- D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.
1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
 2. Marketing special events and festivals designed to attract tourists.
 3. Tourism related facility means a conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities.

To fulfill the City's objectives of increasing tourism, the Museum intends to:

- 1.a. Advertise in local newspapers and on local radio stations
- 1.b. Publicize the latest new exhibits in the News Review upcoming events section
- 1.c. Distribute information to tourists looking for entertainment and dining venues

2.a. Market the grand opening of our Ice Age Mammals exhibit by promoting it on our website and the Foundation's Facebook page.

3.a. The Douglas County Museum of Natural & Cultural History attracts tourists from all over. Our Museum is unique in that we have a complete history of the entire area. We have permanent historical exhibits, award-winning natural history galleries and children's areas in addition to our galleries of changing exhibits. There is something for everyone because of the extensiveness of our collection, the variety of our exhibits and the numerous hands-on children's areas within the Museum. History buffs, railroad enthusiasts, educators, visitors and locals interested in the cultural history of the area, genealogists and travelers looking for entertainment all give fantastic reviews after stopping at the Museum. Due to the size of the Museum, visitors often stay for a great deal of time so they are ready to refresh and replenish themselves at local restaurants and motels. As we are situated on the edge of the city, Roseburg is where most visitors choose to bring their business after visiting the Museum.

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

September through mid-June are the Museum's busiest months for local and out-of-area school tours. During September we often have snowbird visitors traveling south for the winter and March through May we often have returning snowbirds traveling home for the summer. The Museum draws in out-of-area schools participating in educational field trips. Schools will often plan multi-venue field trips to enable them to provide their students with all-day outings. Other local-area businesses and recreational sites will benefit from these groups visiting the Museum.

- F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

The Museum tracks visitation on a daily basis via our cash register read-out tapes. We input both the paid and free-of-charge admissions information into a daily detail database and report the outcomes on a weekly basis to the County's accounting department. Increased visitation will be easily tracked utilizing the database. Interaction and verbal surveys with Museum tourist visitors will enable us to determine whether new, more visible signage was deciding factor on their decision to visit the Museum. A visitation database with the survey information will be produced to track the success of the signage portion of our project.

AMOUNT REQUESTED: \$ 4,500.00

Grant Application

PROJECT/EVENT NAME Douglas County Museum Freeway & Complex Signs

APPLICANT ORGANIZATION Douglas County Museum Foundation

Governmental Entity Non-Profit Organization Business Enterprise

ADDRESS 123 Museum Drive PHONE 541-957-7007

E-MAIL ADDRESS dcmuseumfoundation@gmail.com

RESPONSIBLE PARTY Leslee Sherman, Treasurer

CO-SPONSORS (if applicable) _____

DESCRIPTION OF PROJECT/EVENT Replace missing and damaged signs on I-5 and front of Museum Complex with highly visible signage.

Have you previously applied for funding from the City?

Yes No If so, when? 2016 How much was granted? \$4743.000

LESLEE SHERMAN Leslee Sherman Date 12/7/2018
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: \$4,500.00

PROJECT/EVENT NAME: Douglas County Museum Freeway & Complex Signs

DATE OF PROJECT/EVENT February 2019

Do you charge for attendance? Yes No If yes, how much? Adults \$8, Sr & Military \$5, Child \$2

Expected attendance 10,000 per year Expected attendance revenue \$23,000.00

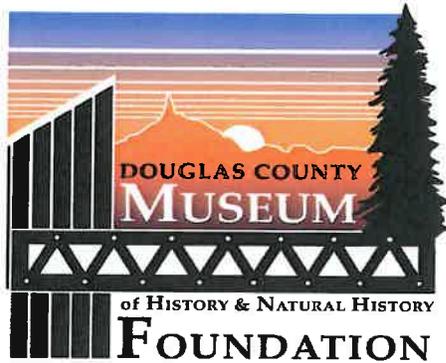
Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>Committed Donor Funds</u>	<u>\$8,000.00</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>\$8,000.00</u>

Estimated Expenses	
Materials and Supplies	<u>\$12,500.00</u>
Labor Costs	<u> </u>
Advertising	<u> </u>
Capital Outlay	<u> </u>
Total Expenditures	<u>\$12,5000.00</u>
Net Income/(Loss) Without City Participation	<u>(\$4,500.00)</u>
City Funding Request	<u>\$4,500.00</u>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

Cost per bid from Greg Kovack at Sign Factory for design, materials and installation on freeway and complex signs. A donor has committed \$8,000.00 the cost of this project.

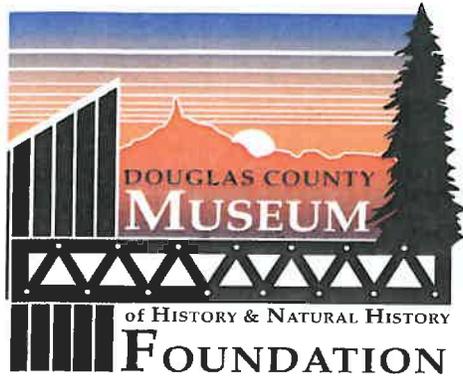


The Douglas County Museum Foundation would acknowledge receipt of the *City of Roseburg Tourism Grant* by:

- Contacting the local news media with a press release
- Post on the Foundation website, umpquavalleymuseums.org and Facebook page
- Place an acknowledgement and thank you in the entrance foyer of the Douglas County Museum
- Acknowledged in Foundation Newsletter, annual reports and lists of Museum supporters

If provided by the grantor, logos would be used in conjunction with acknowledgements .

Thank you,
Leslee Sherman, Treasurer
Douglas County Museum Foundation



Letter of Explanation Re: Lack of Final Report 2016

Due to the untimely passing of our Museum Director, Gardner Chappell, the final report for the “Time Travel; History of the O&C Railroad” grant of \$4743.00 was not turned in as required.

The project was completed and the monies expended per the terms of the grant (see attached).

The video is playing continuously in the Dillard O&C railroad station. The adjacent O&C rail car is in the first phases of being restored. The O&C story played a vital role in the development of Douglas County’s history and as such has been well received by visitors and educators.

Unfortunately, we do not have tracking numbers for visitors attending this exhibit and viewing the video, however we do know that visitors’ response to the exhibit has been very positive and we have received several generous donations for the restoration of the rail car.

We understand how important it is to know that grant dollars are spent as instructed and feed back is vital to the grantors in determining which projects are viable and which are not. We assure you that if we are fortunate enough to receive tourism dollars in the future, all reports will be done in a timely matter.

Thank you,
Leslee Sherman, Treasurer
Douglas County Museum Foundation

METZLER MEDIA

Carl Metzler
862 SE Kane Street
Roseburg, Oregon 97470
MetzlerMedia.net

(541) 670-6710

Video Contract Service

October 27, 2017

CLIENT:

Douglas County Museum
Karen Abratto
123 Museum Drive
Roseburg, Oregon 97471

(541) 957-7007

JOB DESCRIPTION

Produce historical documentary feature video focusing on the O & C Railroad - up to 10 minutes in length. Local, statewide and national significance, using the museum's historical archives, federal archive material + local information

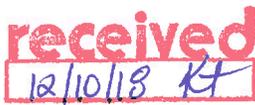
ITEMIZED ESTIMATE	Hours	AMOUNT
Script writing and consultation	5	\$325.00
Projecy research, archive importing, scanning, digital manipulation	16	\$1,040.00
Video production services - area footage, interviews, and b-roll	36	\$2,340.00
Video editing services - motion graphics, animation elements, voice-over audio narration	30	\$1,950.00
Video mastering services - to client hard drive/usb, one re-edit included	2	\$130.00
		\$0.00
		\$0.00
		\$0.00
***** In-kind donation:	-15	(\$825.00)
		\$0.00
		\$0.00
Total Estimated Cost		\$4,960.00

PAYMENT SCHEDULE

- A deposit in an amount equal to 50% of the total estimated cost is required prior to execution of the project: (\$2480)
- Payment in full or the remaining balance is to be paid upon delivery of the completed project.

OKayed
By
Foundations
10/31/2017
KB

2019 UMPQUA PLEIN AIR ART EVENT



TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750
Session: Winter 2018

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

A. Objectives of the Project

Umpqua Plein Air is an annual event entering its 8th year as a popular destination for artists throughout the Pacific Northwest region. The event's objectives are:

- To attract a total of 100 artists and their guests to Roseburg for this 3 1/2 day event and thereby promote area hotels, restaurants, and tourist destinations.
- To build Roseburg's visibility as a go-to destination for outdoor painting, resulting in return visits to the region in addition to the Plein Air event.
- To further establish the Umpqua Valley Arts Association as a major exhibit venue in the state, attracting both artists and art buyers throughout the year.
- To provide exceptional hospitality and service for everyone involved.

B. Target Market or Audience- How and where will this be promoted?

Participants in Umpqua Plein Air come from throughout Oregon as well as from Washington and Northern California— In 2018, the geographic breakdown of the 48 total participants was:

Greater Oregon (Eugene, Medford, Ashland, Bend, coast etc.)	31%
Portland Metro (Including Southern Washington)	21%
Roseburg service area (including Oakland, Winchester, etc.):	23%
Greater Douglas County (Glide, Elkton, Yoncalla)	15%
Out of state	10%

Participants represented a truly diverse demographic in age, gender, ethnicity, and economic status.

In previous years, UVAA made conscious changes in promoting the event by investing funds in ad campaigns in *Plein Air Magazine* and in the *Sunday Oregonian*. Exposure in the prestigious *Plein Air Magazine* increased awareness of our event; however, there was no significant increase in participation in 2014. Additionally, after advertising in the *Sunday Oregonian* in 2015, participation decreased slightly from the previous year. Given the degree of consistent involvement we are receiving from Portland metropolitan area and Willamette Valley artists, and in the interest of strengthening the perception of Roseburg as a tourist destination, we will focus advertising funds on ad purchases in the

Portland Monthly and *Eugene Magazine*. The *Portland Monthly* reports 400,000 to 500,000 statewide readers per issue and both have arts and culture focused sections.

More robust social marketing continues to be an effective tool for increasing participation from all targeted regions. Plein Air painters are a tight-knit group who communicate with each other regularly. Providing the tools for this network to share their positive experiences at Umpqua Plein Air is an important way to expand participation, and also establishes a framework for year- round visibility of Roseburg as an attractive destination for artists.

UVAA has become increasingly adept in its social marketing practices in recent years. In 2016, UVAA was selected as one of seven arts organizations from throughout Oregon to be the beneficiary of a new arts messaging initiative and it received on-site technical assistance from Portland's Metropolitan Group to further develop and refine its social marketing strategy. From this initiative, and from a 2017 rebranding initiative through the Oregon Cultural Trust, we identified through research and implementation that paying for Instagram and Facebook boosts has yielded significant reach and awareness to Umpqua Plein Air advertisements. UVAA will continue reaching out to existing Plein Air artists while also targeting new participants in age groups 18-30, a demographic that is not typically represented in our past events.

As is our routine practice, press releases will be sent out to all arts centers in the region.

C. Project Strategy

Umpqua Plein Air's recipe for success stems from staging an event that welcomes painters of every skill level in an environment that encourages interaction and relationship building. The typical Plein Air event finds artists creating in isolation; here in Roseburg, they relish a shared experience. A catered dinner is held the first night of the event, and thereafter participants gather in groups to dine at area restaurants. In 2018, as in recent years of the event, current lists of restaurants and wineries were compiled and provided to participants to promote and encourage local dining.

Artists are also drawn to events which feature outstanding jurors. Our track record of attracting highly regarded artist jurors positions us to recruit the best in the field. The juror for 2018 is renowned Eugene artist Sarah Sedwick. Placing ads strategically in the *Eugene Magazine* and ads in *Portland Monthly* will take advantage both of Sarah's presence in Eugene (and several past jurors who have come to us from Portland) as well as the increasing participation of artists from the Eugene and Portland Metro areas.

The Umpqua Plein Air Gallery Reception which occurs on Friday evening attracts over 200 guests. This further impresses participants when they directly experience the support for the arts that comes from the local community. The Umpqua Plein Air Exhibit runs for 8 weeks at UVAA and artists' works are available for sale.

D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.

1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.

2. Marketing special events and festivals designed to attract tourists.

Umpqua Plein Air will be marketed throughout the state of Oregon and beyond. The length of the event leads to multiple hotel stays, restaurant visits, fuel and supply purchases, etc. for the artists, family and friends who travel with them, and jurors. Of equal significance is how the event translates into year-round exposure and increases visibility for Roseburg as a destination for travelers especially along the I-5 corridor. For example, it increases Facebook followers for UVAA which in turn keeps people aware of local events year-round.

All participants receive a gift bag which includes information about area businesses, restaurants, shops and attractions to provide specific options for their leisure time.

Professionally designed postcards are sent all over Oregon to invite artists to the event as well as to invite guests, both local and statewide to the gallery reception.

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

Since the event is spread over four days and three nights, revenue in Roseburg is generated over an extended period of time.

Umpqua Plein Air immerses visitors in the unique, diverse beauty of our area's natural environment. Artists spend time painting at wineries, on the North Umpqua Trail, in downtown Roseburg, on the grounds at Fir Grove Park, in the Arts Center -- just as a representative sample.

Plein Air artists seek venues year round. Experiencing the abundant variety of scenic beauty encourages return visits. Our 2015 juror, Mike Hernandez (a resident of Southern California and an artistic director at DreamWorks), was so impressed with his first experience in the Land of Umpqua, he led a Plein Air workshop here in Roseburg during the spring of 2016. This is an example of generating additional off-season visitations.

As a major event in UVAA's program cycle, Plein Air also contributes to the visibility and positive reputation of Umpqua Valley's Arts Center. Community building is felt through the participation of children in Umpqua Plein Air's quick-draw competition, and the children's art hangs in the building's galleries at the same time as the adult art. All of these factors express the attributes which make Roseburg an attractive place to visit, and dramatize the quality of life enjoyed by those who live here.

F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

Records of participants are detailed in our data base so we know who participated and where they came from. We strive to get 100% response from our event evaluation sheet, which asks for specific information on where registrants stayed, where they ate, how many guests joined them, how much gasoline they purchased, and what additional expenditures they made while in Roseburg. This data enabled us to provide a reliable and detailed report for the 2016 grant cycle (most recent grant received from the City of Roseburg) and subsequent Plein Air Events.

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: \$4,995

PROJECT/EVENT NAME: Umpqua Plein Air 2019

DATE OF PROJECT/EVENT Sept. 18-21, 2019

Do you charge for attendance? Yes No If yes, how much? \$150

Expected attendance 50 Expected attendance revenue \$7,500

Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>Art Sales</u>	<u>\$1,400 (projected)</u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>\$8,900</u>

Estimated Expenses

Materials and Supplies: including printing, port a potties, prizes	<u>\$3,000</u>
Labor Costs : including designing ads, coordinating ad placement	<u>\$8,500</u>
Advertising: ads in art focused/travel magazines, social media,	<u>\$3,000</u>
Capital Outlay postcards, etc.	<u>n/a</u>
Total Expenditures	<u>\$14,500</u>

Net Income/(Loss) Without City Participation (\$5,600)

City Funding Request \$4,995

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

City of Roseburg Economic Development funds will ensure a robust marketing campaign, and subsidize additional expenses associated with an event of this scale. These range from funding a nationally-recognized juror (which in turn adds prestige and visibility to the event), to renting port-a-potties to accommodate increased visitors to the paint-out sites. Umpqua Plein Air has both immediate and long-term positive impact on the visibility and positive impression made by Roseburg. Artists who attend share their positive experience in the close-knit Plein Air network, making Roseburg a year-round destination for artists. All of this benefits the local economy with increased traffic to hotels, restaurants, service stations, and retailers.

AMOUNT REQUESTED: \$ 4,995

Grant Application

PROJECT/EVENT NAME Umpqua Plein Air 2019

APPLICANT ORGANIZATION Umpqua Valley Arts Association

Governmental Entity Non-Profit Organization Business Enterprise

ADDRESS 1624 W Harvard Ave PHONE 541-672-2532
Roseburg, OR 97471

E-MAIL ADDRESS emilybrandt83@gmail.com

RESPONSIBLE PARTY Emily Brandt, President, UVAA Board of Directors

CO-SPONSORS (if applicable) n/a

DESCRIPTION OF PROJECT/EVENT

Umpqua Plein Air 2019 begins on Wednesday, September 18 with the popular Quick-Draw event in Fir Grove Park, where artists get two hours to produce a painting, which is then judged by their peers, with the winner receiving a cash prize. This is then followed by a catered dinner for participants and guests topped off with a special Swift Watch experience at UVAA's Clay Place. Simultaneous is a one-hour Kids Quick-Draw, with awards for the top three art works. Having children work alongside the adults creates a wonderful environment, and non-artists love to watch the magic of an art work being created before their eyes. Following the quick-draw, on Thursday and Friday, artists travel to selected venues (previous examples include Abacela Winery, Doc Bailey's Farm, Downtown Roseburg, and Colliding Rivers) to create works that will compete for cash prizes and recognition. Each afternoon artists bring their completed works to the Arts Center, and join together to go to local restaurants for dinner. On Saturday morning, the juror presents a shorkshop-- previously held in special private homes. Saturday afternoon a catered public reception takes place at the Arts Center with all the art displayed and winning artists honored. During 2018 the event also offered purchase awards on a first come first served basis which allowed several local businesses to purchase Plein Air works produced during the event before it was open to the public to view. All the work will be on display in UVAA galleries for 2 months.

Have you previously applied for funding from the City?

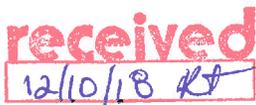
Yes No If so, when? 2014 & 2016 How much was granted? \$4,950 & \$4,350

Emily Brandt  Date 12/6/2018
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____

2019 SUMMER ARTS FESTIVAL



TOURISM GRANT APPLICATION
CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750
Session: Winter 2018

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

A. Objectives of the Project

The Summer Arts Festival (SAF) hosted by Umpqua Valley Arts Association is an annual event entering its 51st year as a popular destination for art vendors and art purchasing enthusiasts throughout the Pacific Northwest region. The event's objectives are:

- To attract a total of 150 artist vendors, 15-20 local and regional food truck vendors, 10-15 visiting stage performances (including music), their guests, and 12,000-18,000 attendees to Roseburg for this 2.5 day event and thereby promote area hotels, restaurants, and tourist destinations-- including the Umpqua Valley Arts Association/Center (UVAA).
- To build Roseburg's visibility as a go-to destination for summer arts festival, music events, volunteerism and local and regional food, wine and beer, resulting in return visits to the Roseburg and the surrounding region in addition to the Summer Arts Festival.
- To further establish the Umpqua Valley Arts Association as a major exhibit venue in the state, attracting both artists and art buyers throughout the year.
- To provide exceptional hospitality and service for everyone involved (artists (vendors), food/drink vendors, their guests, gallery exhibit attendees, art purchasers, volunteers, etc).

B. Target Market or Audience- How and where will this be promoted?

Vendors and attendees of Summer Arts Festival come from throughout Oregon as well as from all over the country. In 2018, there were artist vendors from 11 different states who all stayed the night in Roseburg for at least 5 nights during event set up, event days, and clean up. The geographic breakdown of the 126 total vendor participants was:

Greater Oregon (All Oregon cities excluding Roseburg):	53%
Roseburg:	18%
Out of state:	29%

Vendor participants and event attendees represented a truly diverse demographic in age, gender, ethnicity, and economic status.

In previous years, UVAA has advertised for SAF vendors and event attendees through our website, professionally designed SAF Guide, Facebook page events and promotions, press releases and

personal contacts from volunteers and staff at UVAA. This has yielded on average 100-120 art vendors per year for the last 10 years. UVAA's goal is to expand the festival by signing 150 art vendors in 2019 and thus driving the attendance goal from 12,000-15,000 to 18,000. UVAA will expand it's marketing by investing funds in ad campaigns in *1859 Magazine* and the *Portland Monthly*.

Given the degree of consistent involvement we are receiving from Portland metropolitan area and Willamette Valley artist vendors (measured in the past 15 years of the event) and event attendees, and in the interest of strengthening the perception of Roseburg as a tourist destination, we will focus advertising funds on ad purchases in the *1859 Magazine* and *Portland Monthly* for both recruiting artist vendors and for reaching event attendees. The *Portland Monthly* reports 400,000 to 500,000 statewide readers per issue.

More robust social marketing continues to be an effective tool for increasing participation from all targeted regions. Seeking art vendors and event attendees through social media events and sponsored ad boosts is a regular practice to bring both artist and art purchasers to UVAA's events. Providing the tools for this network of artists and attendees to share their positive experiences at Summer Arts Festival is an important way to expand participation, and also establishes a framework for year- round visibility of Roseburg as an attractive destination for artists.

UVAA has become increasingly adept in its social marketing practices in recent years. In 2016, UVAA was selected as one of seven arts organizations from throughout Oregon to be the beneficiary of a new arts messaging initiative and it received on-site technical assistance from Portland's Metropolitan Group to further develop and refine its social marketing strategy. From this initiative, and from a 2017 rebranding initiative through the Oregon Cultural Trust, we identified through research and implementation that paying for Instagram and Facebook boosts has yielded significant reach and awareness to Summer Arts Festival advertisements. UVAA will continue reaching out to repeat artist vendors and food vendor participants while also targeting new participants from all over the Pacific Northwest and the country. This effort will support local artists while also introducing attendees to new art vendors who will travel to Roseburg to be a vendor at SAF.

As is our routine practice, press releases will be sent out to all arts centers in the region and the professionally designed SAF Guide will be distributed throughout the community and the state physically and electronically.

C. Project Strategy

The Summer Arts Festival's recipe for success over the last 50 years stems from staging an event that welcomes a diverse group of artists in different media categories, food vendors from across the state, and musicians/entertainers state and nation-wide. Artist vendors are carefully selected through an application process and are juried by a group of local professionals to ensure high quality vendors and a wide variety of products. SAF is a well seasoned event driven by UVAA staff and a team of 130 volunteers. These volunteers are trained to care for artist vendors and attendees throughout the 2.5 day event.

A high standard of customer service is provided to the art vendors by assisting them with flawless set-up scheduling, grounds overnight security, booth-sitting so vendors can take breaks, and seamless and timely clean-up. Vendor feedback is continuously positive year after year due to UVAA's hospitality and high quality community volunteers. Additionally, a welcome bag with goodies and lists of area restaurants and wineries are provided to vendors to promote and encourage local dining and entertainment experiences.

Event attendees are able to experience a wider variety of vendors which is aimed to provide choices for as many people as possible. Careful attention is paid to also accept vendors with products at different price points to ensure attendees can afford the experience.

D. Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion or tourism related facilities.

1. Tourism promotion means advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.

2. Marketing special events and festivals designed to attract tourists.

UVAA's Summer Arts Festival will be marketed throughout the state of Oregon, the Pacific Northwest and beyond. The length of the event leads to multiple hotel stays, restaurant visits, fuel and supply purchases, etc. for the artists, family and friends who travel with them, volunteers, and event attendees. Of equal significance is how the event translates into year-round exposure and increases visibility for Roseburg as a destination for travelers especially along the I-5 corridor. For example, it increases Facebook followers for UVAA which in turn keeps people aware of local events year-round.

All participants receive a gift bag which includes information about area businesses, restaurants, shops and attractions to provide specific options for their leisure time.

UVAA is also seeking assistance with the purchase of event point of sale hardware and software systems. This will include 2 smart devices and a service such as Square to allow for ease of entrance fee processing and to allow for UVAA to track zip codes of attendees. With the ability to track where attendees travel from and how often they visit the event over the 2.5 days, UVAA will be able to more efficiently market in these identified areas in years to come.

Since the beginning of SAF, UVAA has only taken cash at the gates for entrance fees. Due to increased attendance in the past two years, it has become apparent through feedback from volunteers who work the gates that it would ease the wait time and overall experience of attendees to be able to pay for entrance with a credit card. The organization also attempts to capture data of attendees by asking and manually writing down zip codes and attendance numbers. By having an official electronic tracking method, UVAA could easily and accurately track where attendees travel from for the event.

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

Since the event is spread over five days and four nights (including vendor set up), revenue in Roseburg is generated over an extended period of time.

Summer Arts Festival vendors arrive the Wednesday before the event during the last weekend in June, and begin setting up. SAF volunteers assist with the logistics of event ground management which provides vendors with a seamless set up experience. Since our data collection shows upwards to 80% of vendors attend the event from out of town with 29% being out of state, multiple night stays at hotels and restaurant visits occur.

As a major event in UVAA's program cycle, Summer Arts Festival also contributes to the visibility and positive reputation of Umpqua Valley's Arts Center. Community building is felt through the participation of children in SAF's event Kids Zone where they produce art, and on the two event stages through dance and musical performances. All of these factors express the attributes which make Roseburg an attractive place to visit, and dramatize the quality of life enjoyed by those who live here.

F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.

Records of participants are detailed in our data base so we know who participated and where they came from. We strive to get 100% response from our event evaluation sheet, which asks for specific information on where registrants stayed, where they ate, how much gasoline they purchased, and what additional expenditures they made while in Roseburg. This data will enable us to provide a reliable and detailed report for the 2018/2019 grant cycle and subsequent Summer Arts Festival events.

BUDGET PROPOSAL

AMOUNT OF FUNDING REQUESTED: \$4,995

PROJECT/EVENT NAME: Summer Arts Festival 2018

DATE OF PROJECT/EVENT June 28-30

Do you charge for attendance? Yes No If yes, how much? \$200 vendor fee, \$3 admission fee for attendees
130 vendors,
Expected attendance 16,000 attendees Expected attendance revenue \$74,000

Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>Ad Revenue- SAF Guide</u>	<u>\$5,000</u>
<u>Artist Entry Fees- Gallery</u>	<u>\$8,000</u>
<u>Donations & Sponsorships</u>	<u>\$12,000</u>
<u> </u>	<u> </u>
Total Non-Tourism Funds	<u>\$99,000</u>

Estimated Expenses

Materials and Supplies: including printing, port a potties, prizes	<u>\$18,000</u>
Labor Costs : including designing ads, coordinating ad placement	<u>\$32,000</u>
Advertising: ads in art focused/travel magazines, social media,	<u>\$4,000</u>
Capital Outlay purchase of mobile point of sale and accompanying software	<u>\$2,500</u>
Total Expenditures	<u>\$56,500</u>

Net Income/(Loss) Without City Participation \$52,500

City Funding Request \$4,995

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.)

City of Roseburg funding will ensure a robust marketing campaign and subsidize additional expenses associated with an event of this scale. UVAA would like to grow its artist vendor pool by advertising in the Portland Metro area, Willamette Valley, and Rogue Valley through magazine ads and boosting event postings on social media. UVAA also seeks to purchase mobile point of sale devices in order to efficiently track where attendees are visiting from and to enhance the event entrance experience. SAF has both immediate and long-term positive impacts on the visibility and positive impression made by Roseburg. Artist vendors as well as attendees share their positive experience through their networks and at other events, making Roseburg a year-round destination for arts. All of this benefits the local economy with increased traffic to hotels, restaurants, service stations and retailers.

AMOUNT REQUESTED: \$ 4,995

Grant Application

PROJECT/EVENT NAME Summer Arts Festival 2019

APPLICANT ORGANIZATION Umpqua Valley Arts Association

Governmental Entity Non-Profit Organization Business Enterprise

ADDRESS 1624 W Harvard Ave PHONE 541-672-2532
Roseburg, OR 97471

E-MAIL ADDRESS emilybrandt83@gmail.com

RESPONSIBLE PARTY Emily Brandt, President, UVAA Board of Directors

CO-SPONSORS (if applicable) n/a

DESCRIPTION OF PROJECT/EVENT

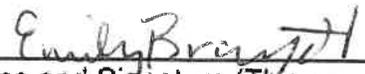
Summer Arts Festival 2019 begins on Wednesday, June 26 with event set up and vendor welcoming/ set up. Set up on the 26th & 27th is run by a team of volunteers who are coordinated by SAF's Committee- a year round planning committee. Situated in Roseburg's beautiful Fir Grove Park, the festival celebrates the Land of Umpqua's abundant creative talent, and attracts thousands of visitors each day.

Our Visitors Enjoy:

- Over 100 local and regional artists offering hand-crafted works in all media
- Fun-filled art projects for children in our "Kids' Zone"
- A Community Art Project
- Outstanding local artists offering demonstrations of how they work
- Non-stop music, dance, and other entertainment on two stages
- A food court featuring a wide variety of food choices as well as craft beer and local wine
- Bring your friends, listen to some great music, grab a bite to eat at the McMenamins Food Court, and browse the artwork & crafts of over 120 local artisans. Perfect for families to spend a summer day together having fun!

SAF is UVAA's major fundraising event which supports Umpqua Valley Arts through its mission and stewardship.

Have you previously applied for funding from the City? yes, for Umpqua Plein Air
Yes No If so, when? 2014 & 2016 How much was granted? \$4,950 & \$4,350

Emily Brandt  Date 12/6/2018
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Co-Sponsor Typed Name and Signature Date _____

Co-Sponsor Typed Name and Signature Date _____



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



October 19, 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 September. The following is included in our monthly report:

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

SEPTEMBER 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began 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, Sunset Magazine, 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
September 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

Created new Covered Bridges brochure
Design layout of October 2018-March 2019 Calendar of Events Brochure
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 summer hours; Monday-Friday 9:00am-5:00pm, Saturday 10:00am to 3:00pm, and
Sunday 10:00am to 2:00pm
September event poster printed for lobby visitors
Area event list printed for lobby visitors
Visitor information & promotional material displays updated/organized/restocked
Seasonal displays updated in visitor center lobby
VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF SEPTEMBER

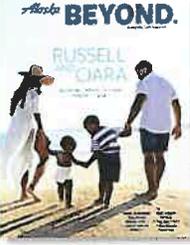
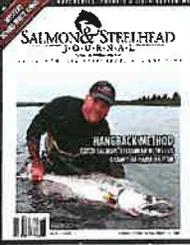
Visitors to the Roseburg visitor center: **458**
Number of website visits: **19,147**
Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,121**
Total social media impressions (Facebook/Pinterest/Twitter): **4,982**
General email inquiries: **19**
Individuals requesting direct mailings of the visitor guide and other brochures: **503**
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **1,356**
Total brochures downloaded from VisitRoseburg.com: **3,258**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

SEPTEMBER 2018

1. Coos Bay Visitor Center: InUmpqua (80)
2. Enterprise Car Rental: Visitor Guide (25), Roseburg Map (25)
3. Eugene Airport: Visitor Guide (320)
4. Hampton Inn & Suites: Visitor Guide (25)
5. Hillsboro Chamber of Commerce: InUmpqua (66), Visitor Guide (40)
6. Howard Johnson Inn: Visitor Guide (25), Roseburg Map (25)
7. Travel Medford: InUmpqua (80)
8. Travelodge: InUmpqua (10), Visitor Guide (25), Roseburg Map (25)
9. Umpqua National Forest: Roseburg Map (200)
10. VA Healthcare System: InUmpqua (80)

**ADVERTISING/MEDIA HIGHLIGHTS
SEPTEMBER 2018**

Publication	Circulation	Company & Publication Date	Exposure
	800,000	<p align="center">BEYOND Magazine by Alaska Airlines September 2018</p>	Ad
	29,300	<p align="center">Flyfishing & Tying Journal Fall 2018</p>	Ad
	53,000	<p align="center">Portland Monthly Magazine September 2018</p>	Ad
	25,000	<p align="center">Salmon & Steelhead Journal August-September 2018</p>	Ad
	450,000	<p align="center">Sunset Magazine September 2018</p>	Ad

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

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

	SEPTEMBER 2018	SEPTEMBER 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	458	511	3,869	3,812	+1%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	32	212	81	133	458
Year-To-Date 2018	159	1,442	745	1,523	3,869

**WEBSITE PERFORMANCE
SEPTEMBER 2018**

VisitRoseburg.com	SEPTEMBER 2018	SEPTEMBER 2017	Change from 2017-2018
TOTAL SITE VISITS	19,147	20,953	-9%
UNIQUE SITE VISITS	10,776	13,047	-17%
PAGE VIEWS	64,867	68,417	-5%
PAGE VIEWS PER VISIT	3.38	3.26	+4%
BROCHURE DOWNLOADS	3,258	3,731	-13%

*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 September 30, 2018**

	<u>September 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2018-2019 Budget</u>
Revenue			
TLT Funds	-	158,697	585,000
Miscellaneous Income	11	19	140
Total Revenue	<u>11</u>	<u>158,716</u>	<u>585,140</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	8,818	29,765	135,000
Total GENERAL & ADMIN	8,818	29,765	135,000
OPERATIONAL			
Conference/Travel Miscellaneous	154	471	3,000
Visitor Center Overhead	612	2,213	16,000
Accounting & Audit	140	2,733	4,200
Office Equipment & Supplies	578	2,140	13,000
Volunteer Program	-	-	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	125	315	12,000
Total OPERATIONAL	<u>1,609</u>	<u>7,872</u>	<u>53,200</u>
PROMOTIONAL			
Advertising	-	3,770	290,000
Marketing	425	531	90,000
Travel & Association Dues	-	310	5,000
Hospitality Training & Recog	-	-	500
Print	-	3,909	20,000
Total PROMOTIONAL	<u>425</u>	<u>8,520</u>	<u>405,500</u>
Total Expense	<u>10,852</u>	<u>46,157</u>	<u>593,700</u>
Net Revenue	(10,841)	112,559	(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

NOV 26 2018

CITY OF ROSEBURG
City Administration Office

November 19, 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 October. The following is included in our monthly report:

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

OCTOBER 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

October 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

New Covered Bridges brochure distributed

New October 2018-March 2019 Calendar of Events Brochure distributed

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

October event poster printed for lobby visitors

Area event list printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

Seasonal displays updated in visitor center lobby

VisitRoseburg.com website maintenance performed

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF OCTOBER

Visitors to the Roseburg visitor center: **308**

Number of website visits: **20,693**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,191**

Total social media impressions (Facebook/Pinterest/Twitter): **8,526**

General email inquiries: **17**

Individuals requesting direct mailings of the visitor guide and other brochures: **145**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,262**

Total brochures downloaded from VisitRoseburg.com: **3,671**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

OCTOBER 2018

1. 2018 Master National: InUmpqua (13), Visitor Guide (13), Wine Tour Map (13), Roseburg Map (13), Other Area Information (39)
2. Coos Bay Visitor Center: InUmpqua (15), Visitor Guide (75)
3. Comfort Inn: InUmpqua (10), Visitor Guide (25), Roseburg Map (25)
4. Baymont By Wyndham: InUmpqua (10), Visitor Guide (25), Roseburg Map (25)
5. Dogwood Motel: InUmpqua (20), Visitor Guide (25)
6. Dr. David Soder, DDS: InUmpqua (50), Visitor Guide (50), Wine Tour Map (10), Other Area Information (22)
7. Enterprise Car Rental: InUmpqua (1), Visitor Guide (50), Roseburg Map (50)
8. Eugene Airport: Visitor Guide (320)
9. Grants Pass Chamber of Commerce: InUmpqua (10), Visitor Guide (25)
10. Hampton Inn & Suites: InUmpqua (10), Visitor Guide (25), Calendar of Events (25), Roseburg Map (25), Other Area Information (50)
11. Harney County Chamber of Commerce: InUmpqua (10), Visitor Guide (25)
12. Holiday Inn Express: InUmpqua (10), Visitor Guide (50), Roseburg Map (25), Other Area Information (50)
13. Howard Johnson: Roseburg Map (100)
14. Littlebrook Community: InUmpqua (10), Roseburg Map (10), Other Area Information (40)
15. Motel 6: InUmpqua (10), Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
16. Prineville-Crook Chamber of Commerce: InUmpqua (10), Visitor Guide (25)
17. Reedsport Chamber of Commerce: InUmpqua (10), Visitor Guide (25)
18. Sleep Inn & Suites: InUmpqua (10), Visitor Guide (50), Roseburg Map (50), Other Area Information (50)
19. Super 8 Motel: InUmpqua (20), Visitor Guide (50), Calendar of Events (25), Roseburg Map (125), Other Area Information (50)
20. Travelodge: InUmpqua (10), Visitor Guide (25), Roseburg Map (25)

**ADVERTISING/MEDIA HIGHLIGHTS
OCTOBER 2018**

Publication	Circulation	Company & Publication Date	Exposure
	53,000	Portland Monthly Magazine October 2018	Ad
	25,000	Salmon & Steelhead Journal October-November 2018	Ad
	25,000	Southern Oregon Magazine Fall 2018	Area Highlights

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

ADVERTISING/MEDIA HIGHLIGHTS
OCTOBER 2018
(Continued)

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
OCTOBER 2018**

	OCTOBER 2018	OCTOBER 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	308	318	4,177	4,130	+1%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	24	126	54	104	308
Year-To-Date 2018	183	1,568	799	1,627	4,177

**WEBSITE PERFORMANCE
OCTOBER 2018**

VisitRoseburg.com	OCTOBER 2018	OCTOBER 2017	Change from 2017-2018
TOTAL SITE VISITS	20,693	19,962	+4%
UNIQUE SITE VISITS	10,801	12,413	-13%
PAGE VIEWS	67,491	83,082	-19%
PAGE VIEWS PER VISIT	3.26	4.16	-22%
BROCHURE DOWNLOADS	3,671	3,567	3%

*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 October 31, 2018**

	<u>October 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2018-2019 Budget</u>
Revenue			
TLT Funds	-	158,697	585,000
Miscellaneous Income	9	28	140
Total Revenue	<u>9</u>	<u>158,725</u>	<u>585,140</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	9,419	39,184	135,000
Total GENERAL & ADMIN	<u>9,419</u>	<u>39,184</u>	<u>135,000</u>
OPERATIONAL			
Conference/Travel Miscellaneous	140	611	3,000
Visitor Center Overhead	888	3,101	16,000
Accounting & Audit	33	2,765	4,200
Office Equipment & Supplies	1,085	3,226	13,000
Volunteer Program	-	-	1,500
Display Fund	-	-	3,500
Visitor Center Maintenance	-	315	12,000
Total OPERATIONAL	<u>2,146</u>	<u>10,018</u>	<u>53,200</u>
PROMOTIONAL			
Advertising	29,381	33,151	290,000
Marketing	1,010	1,541	90,000
Travel & Association Dues	-	310	5,000
Hospitality Training & Recog	-	-	500
Print	1,297	5,205	20,000
Total PROMOTIONAL	<u>31,688</u>	<u>40,207</u>	<u>405,500</u>
Total Expense	<u>43,253</u>	<u>89,409</u>	<u>593,700</u>
Net Revenue	(43,244)	69,316	(8,560)