

CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
*Tuesday, January 9, 2018*  
*City Hall Third Floor Conference Room, 3:30 p.m.*

*Sec/AEM  
1/2/2018*

**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 10, 2017 – Economic Development Commission

IV. AUDIENCE PARTICIPATION: At this time, anyone wishing to address the Commission concerning items of interest not included in the agenda may do so. The person addressing the Commission shall, when recognized, give his/her name and address for the record. All remarks shall be directed to the whole Commission. The Commission reserves the right to delay any action, if required, until such time when they are fully informed on the matter.

V. DISCUSSION ITEMS:

- A. Tourism Grant Applications
1. Wildlife Safari
  2. Umpqua Valley Retriever Club
  3. TenDown Bowling & Entertainment
  4. Rusty Nielsen - Sculptures

VI. INFORMATIONAL

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

VII. BUSINESS FROM THE COMMISSION

VIII. BUSINESS FROM STAFF

IX. NEXT SCHEDULED MEETING – April 10, 2018

X. ADJOURNMENT

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

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

The agenda packet is available on-line at:

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

**MINUTES  
CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
October 10, 2017**

**CALL TO ORDER**

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

**ROLL CALL**

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

Absent: Rachael Miller of Visitors & Convention Bureau (excused)

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Director Wayne Patterson of The Partnership, and Staff Assistant Sandy Cook.

**APPROVAL OF MINUTES** – *Leif moved to approve the minutes of the July 11, 2017 meeting as presented. Motion was seconded by Ross and carried.*

**DISCUSSION ITEMS**

***Funding Request – Wayfinding Signs Project***

Cowie provided a report on a proposed project utilizing wayfinding signs throughout the City. He advised that the City's request for a \$25,000 grant from Travel Oregon to develop the placement of wayfinding signs throughout the City was not successful. Staff would request the Commission consider a \$20,000 contribution toward the cost of hiring a consultant/designer to determine three issues - size and scope of each sign, a common theme and/or architectural feature and cost estimates. This contribution would come directly from the restricted balance of the Hotel/Motel Tax Fund which has a current balance in excess of \$166,000. Discussion followed.

Staff's immediate concern is with replacing/updating the existing but deteriorating "Welcome to Roseburg" signs and developing a theme/branding that can be used throughout the City with the various wayfinding signs. A consultant would assist in providing Staff with direction and a commonality throughout the City.

Ross agreed new signs were necessary, but she expressed concern about the expense of hiring a consultant to develop an idea that doesn't produce a product. Once the consultant is finished, we would still not have a final product. At that point, there would be more expenses to institute the proposed plan. Ryan expressed similar concerns and noted that Council had set a goal to update/replace the current "Welcome to Roseburg" signs. Colley suggested the signage should contain a similar theme throughout all the wayfinding signs. In an effort to allow for a commonality throughout the City, this should be in place before other businesses or groups design their own. The plan is to incorporate the theme to be used for the next 20 years or more. There was some discussion about using digital marketing in conjunction with or in lieu of the wayfinding signage.

Upon questioning, Cowie advised this is an annual grant process. He was uncertain as to why the City had not received the requested TravelOregon grant other than the fact that

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the process was extremely competitive and noted that Douglas County had received funding. Discussion then revolved around the possibility of preparing a Request for Proposal prior to the funding from this Commission. Upon questioning, Colley provided information pertaining to the City's process for RFP's. It was also suggested Staff request input from sign manufacturers to design/build the proposed signage which would allow them to develop ideas and provide associated costs. Staff anticipates there are three prime locations for the proposed wayfinding signs – "Welcome to Roseburg" monument signs at key entrances to Roseburg, wayfinding signs on streets and smaller but consistent signs along the bike/walking paths. It was also recommended considering creation of a committee to work with whomever is selected to develop the proposed signage which could include commission members and various stakeholders.

Beach suggested this process was similar to the "branding" process for Downtown. He suggested the proposed costs seemed reasonable. Discussion followed regarding the method used for the Downtown branding process which involved key stakeholders and local business owners.

*Leif moved to recommend the City Council authorize to utilize \$20,000 from the restricted fund, to hire a consultant/designer concerning wayfinding signs in order to determine the size and scope of each sign, a common theme and/or architectural feature and cost estimates. Motion seconded by Beach;*

Discussion followed. Ryan expressed concern about trying to sell the expense of another consultant to Council and especially when he wasn't convinced of the need at this time. However, Ryan will take the commission recommendation to Council.

*Ryan called for a vote and the motion carried with Ross, Brown, Leif, Beach, Allen and Widmer voting yes and Zegers, Baglien and Brown voting nay.*

## **TOURISM GRANT REPORTS**

Final Report for 2017 Grant Recipients are as follows --

- Wildlife Safari – Andrea Thomson, Safari Development Director, submitted a report advising of the results of the 2017 "play and stay" weekend package promotion. This group was awarded \$4,900 to promote digital advertising packages which generated packages purchased by 212 individuals and 31 overnight hotel stays. This project has encouraged the Wildlife Safari to develop additional hotel partners to produce and advertise similar packages to increase outside-area visits to the area.
- Reustle Prayer Rock Vineyard – Stephen M. Reustle provided a report of the 2017 SOMM Camp which promoted the Umpqua Valley industry through the "Somm Journal". This group was awarded \$4,999. The report identifies funding sources from other local wineries as requested by the Commission. Local accommodations were used for the twenty-one visitors in attendance for this camp.
- City of Roseburg "Discover Roseburg" Geocache Series – City of Roseburg Parks & Recreation Program Coordinator Val Ligon, submitted a report of the 2017 GeoCache event. This group received \$1400 for the cost of having 200 geo-coins minted. There were 130 attendees at the kick-off event in February with additional participants continuing to participate until the coins are all distributed.

## **VISITORS CENTER REPORTS – June, July and August**

### **THE PARTNERSHIP REPORT - Patterson provided an update as follows -**

- Recruitment report includes – Project ESA, Project Epic2, Project Battery, Project Pearson and Project Indigo II
- Retention continues
- Med Ed – Academic Partnership discussions and Task Force meetings
- Waiting for grant options for Envision Umpqua to support branding efforts
- Makers Space project with new start date November 1 – looking for suitable location
- New interest in Boutique Hotel
- 2017 OEDA Award
- 2 year Strategic Plan approved
- K12 Backpack and Career Path Baseball Cards
- RARE employee starts
- Potential Permanent food truck court in downtown Roseburg
- Additional meetings scheduled

**BUSINESS FROM COMMISSION – none**

**BUSINESS FROM AUDIENCE – none**

**BUSINESS FROM STAFF – none**

**ADJOURNMENT - Meeting adjourned at 3:35 p.m. The next meeting is scheduled for January 9, 2018 at 3:30 p.m.**

**SANDY COOK**  
Staff Assistant

**CITY OF ROSEBURG  
MEMORANDUM**

**DATE:** JANUARY 9, 2018  
**TO:** ECONOMIC DEVELOPMENT COMMISSION  
**FROM:** STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR *S.C. 1/2/18*  
**SUBJECT:** TOURISM GRANT APPLICATIONS

Four 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.

Funding currently available:

Restricted: \$206,065 (must strictly adhere to statute requirements, primarily capital outlay, out-of-area marketing, tourism study)

Unrestricted: \$102,699 (may be used outside of current statute requirements but must be tourism related)

**Wildlife Safari Education Center Renovation Project**

*Sponsor/Applicant: Wildlife Safari*

*Requested funding amount: \$4,900*

The applicant is requesting \$4,900 to cover a portion of the construction costs associated with renovating the Wildlife Safari's Education Center. Currently the structure serves as the Frank Hart Discovery Theatre, a 180-fixed seat theatre with sloped flooring and an elevated stage. Renovation of the structure will include grading the floor, electrical upgrades, patio construction, roofing, concrete stairs and landing, commercial doors, painting, gutters, and acoustical improvements. Based on the submitted budget proposal the total cost of the renovation is \$229,540.

Renovations to the theatre will help to further the City's objective to increase tourism by increasing the capacity of the current theatre from 180 to 320 people and providing a flexible meeting space. The renovation will expand and enhance the types of events that can be hosted by Wildlife Safari, encouraging multi-day events and overnight stays. Types of groups expected to utilize the new facility will include guests for expanded educational programs, including secondary and post-secondary classes, veterinary and zoological trainings, corporate meetings, regional conferences and community events such as weddings, reunions, birthday parties, etc.

Once the renovation is complete and the center is open for use, Wildlife Safari will utilize its existing database to track groups and individuals that rent the new education center.

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

### **2018 American Kennel Club Master National Event**

*Sponsor/Applicant: Umpqua Valley Retriever Club*

*Requested funding amount: \$4,999*

The Umpqua Valley Retriever Club has been selected by the Master National Retriever Club to host the 2018 American Kennel Club (AKC) Master National Event in Roseburg/Douglas County in October of 2018. This is an annual event which takes place in one of four designated regions within the United States each year. The purpose of the event is to judge the training and handling of dogs as hunting retrievers. This is a national event held over a 2-3 week period, followed by thousands of people, interested in dogs and hunting retrievers. Past events have had entry levels of nearly 500 participants. Master National Event locations are carefully selected based on the needs of judges, spectators, participants and the canine athletes. Based on past events it is anticipated that over a million dollars in revenue will be brought into the community as a result of the event.

The applicant is requesting \$4,999 in order to cover the assembly and production costs for the Training Catalog to be used at the event. The training catalog serves as a guide book for participants so they can adequately orientate themselves and their dogs to the area. The catalog usually includes the following types of items:

1. Retriever Hunt Test Information
2. Sponsorship Acknowledgement
3. Judge Information
4. Directions to property in which events will be held.
5. Local advertisements and coupons (food, lodging, other accommodations)
6. Local information for vehicle/trailer needs and services
7. Local emergency contacts

The applicant is anticipating that approximately 800 training catalogs will need to be produced and distributed to participants and local hotels/businesses. The applicant plans to solicit local businesses/vendors who wish to support the event and advertise in the training catalog.

The applicant has indicated that reporting of the event will be based on registered participants and information they plan to obtain from local hotel/motel and RV parks involving increased occupancy rates during the event.

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

### **U.S. Open Bowling Qualifier**

*Sponsor/Applicant: TenDown Bowling & Entertainment*

*Requested funding amount: \$4,999*

TenDown Bowling has been selected by the United States Bowling Congress and the Bowling Proprietors' Association of America to be 1 of 10 bowling centers across the country, and the only center west of Arizona, to host a qualifying bowling tournament for the U.S. Bowling Open. The qualifying tournament will be held at TenDown March 3 & 4, 2018. One bowler from this event will earn an entry into the invitation only U.S Open field to be held in Wichita, Kansas in October.

The applicant is requesting \$4,999 in order to increase the prize fund for the tournament. If awarded, the increased prize fund would encourage more out of area bowler entries and ultimately bring more people to Roseburg.

The event will be held over a two day period and will cause participants to stay within the area and experience Roseburg. TenDown has contacted local hotels to obtain discounted rates for bowlers and will provide participants with information surrounding the Roseburg Visitor Center.

Marketing for the event will occur in bowling centers throughout the western United States, on bowling websites, through regional bowling association social media groups and larger social media outlets for the United States Bowling Congress (USBC) and Bowling Proprietors' Association of America (BPAA). TenDown has indicated that the majority of the marketing costs in advertising the event will be covered by the USBC and BPAA and that very little advertising will need to occur by TenDown themselves. The applicant anticipates that the majority of their costs in hosting the event will come from increased operating costs (staff, maintenance, etc.) It's for these reasons the applicant is requesting that the grant funding be used for increasing the prize fund. The applicant's strategy behind increasing the fund is to promote more out-of-state bowlers to come and participate as the additional prize money will help to offset typical travel and tournament expenses that are usually incurred at tournaments without added prize money.

TenDown is anticipating 75 entries as part of the event. Based on their payout format the top 25 bowlers would receive prize money. Please refer to the "Tournament Prize Fund Payout Budget" with and without additional grant funding within the application material to see the difference in prize money.

The applicant has indicated that reporting of the event will be based on registered participants, which will include their permanent address to track where they are visiting from and information they plan to obtain from local partnering hotels involving increased occupancy rates during the event.

*Recommendation:* The applicant has been made aware that the EDC has not issued grant funding for the purposes of prize money in the past. As a result, staff is presenting the EDC with the applicant's proposal but is not making a recommendation concerning the request.

### **Logging Oxen Sculpture**

*Sponsor/Applicant: Rusty Nielsen*

*Requested funding amount: \$33,500*

The applicant is requesting \$33,500 in order to pay for and place a logging oxen sculpture (see attached pictures within the application material) within the city limits of Roseburg. The

applicant has indicated that in addition to the oxen he has already sculpted, he would also create a handler and log being pulled behind the oxen to complete the scene. The sculptures are made using steel reinforced concrete. No specific location has been identified for the placement of the sculpture.

The applicant indicates that placement of the sculptures will add to the ambiance and flavor of Roseburg for both visitors and locals.

*Recommendation:* Based on the requested amount and no clear location for placement of the sculpture, staff is presenting the EDC with the applicant's proposal but is not making a recommendation concerning the request.

**TOURISM GRANT APPLICATION**  
**CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION**  
900 SE Douglas, Roseburg, OR 97470  
(541) 492-6866  
Session: Winter 2017

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

**A. Objectives of the Project**

The Education Center Renovation Project will renovate Wildlife Safari's 180-fixed seat theater, built in 1984, into a 320+ person capacity Education Center. The new Education Center will:

1. ***Enhance Wildlife Safari's educational events*** designed to bolster the public's understanding of endangered species, Oregon's natural resources, and how to be good stewards of our environment. By enhancing our educational programs we will be able to attract more tourists and increase the rate tourists stay overnight in order to spend two days at the park.
2. ***Strengthen the park's partnerships with educational institutions*** including regional organizations (Umpqua Valley Regional STEAM Hub, Umpqua Community College, Oregon State University, and Dillard Alternative High School) and veterinarian schools from around the country. Our Veterinary Program partners with dozens of national and international universities which makes Wildlife Safari a natural place to host veterinarian workshops, trainings, and symposiums. This renovation will increase our ability to draw these types of events to our community by being able to offer flexible meeting space for up to 320 guests.
3. ***Increase tourism in our community:*** Every day groups contact Wildlife Safari looking for places to host their meetings, trainings and events. Groups want flexible meeting spaces that can move seamlessly from lecture style to workshop style to networking event.

Over the last few years, annual visitors to Wildlife Safari have grown from 150,000 people per year to 200,000 people per year. The new Education Center will enhance and expand our ability to provide high quality animal conservation and environmental education. By upgrading our infrastructure, we will be ready to greet our growing number of visitors and create a new generation of environmental stewards. This renovation will remove current stage and fixed seating so that the floor can be leveled. This will enable the new Education Center to offer a large flexible floor plan. The new Education 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 sliding glass doors. This will provide natural light for the building and will slide open onto a new patio. The renovation will also include a prep kitchen that will provide groups the ability to safely offer food to their guests. The project will purchase indoor/outdoor furniture and install new ADA-compliant restrooms.

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

It is important to note that from May to September 2016, Wildlife Safari turned down 96 groups seeking meeting space due to our limited indoor accommodations. There is already a high demand for space from our community. Many of these community events (e.g. weddings, trainings, holiday celebrations) are likely to draw overnight stays.

Once the renovation is complete, Wildlife Safari's Marketing Department will highlight the new space as available for rent on our website and social media channels. The Marketing Department will also create collateral that our staff can share with our partner Veterinarian Schools and other Zoos who are looking for places to hold their next training or conference. Because Wildlife Safari is accredited by the Association of Zoos and Aquariums (AZA), one of only three AZA-accredited institutions in Oregon, we are a sought after location for gathering of zoological professionals. Wildlife Safari also is often asked to host workshops that highlight our most significant contribution to preservation of endangered species - cheetah breeding. In fact, over 210 cheetahs have been born here, more than any other institution in the United States.

### **C. Project Strategy**

This project will be completed in two phases. Phase one, the focus of this proposal, will grade the floor to provide a flat surface that will offer flexible space to hold educational workshops, lectures, or classes; upgrade the building's electrical systems; create a patio that extends the meeting space to an indoor/outdoor facility; upgrade the roofing; install a concrete stairs and landing that will improve access to the Education Center; install commercial doors; make acoustical improvements; and perform other related tasks (e.g. paint gutters, wainscot, etc.). Phase two will include the construction of the ADA-compliant restrooms; building a new caterer prep kitchen; installing new lighting; purchasing furniture (e.g. tables, chairs, podium); upgrading heating/air conditioning units to serve the new rooms; and installing new audio-visual equipment (Wi-Fi, soundboard, speakers).

After the completion of Phase One, the Education Center will be fully operational for expanded and enhanced educational programs and community events. This new space will spur local donor excitement and enable us to raise the remaining funds for the Phase Two improvements.

The Education Center renovation is a capital project and the costs of operating and maintaining the Education Center will be supported by group rental fees of the facility. For example, Wildlife Safari expects the new Education Center to host 200 community meeting/events per year. The average rental fee per group is \$150. This will generate \$30,000 in revenue to support the maintenance of the new building.

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

Wildlife Safari's Education Center renovation is related to the City's objective to invest in tourism related facilities. This capital project will increase the capacity of our current theater from 180 to 320 people and grade the floor so that it can be a flexible meeting space. This renovation will expand and enhance the types of events that can be hosted by Wildlife Safari, encouraging multi-day events and overnight stays. The types of groups that we expect to utilize the new facility include:

1. Wildlife Safari guests for expanded educational programs
2. Secondary and Post-secondary classes and workshops, including local high schools, regional colleges, national and international universities.
3. Veterinary and Zoological professional meetings, trainings and events.
4. Corporate trainings, Association gatherings, Regional conferences.
5. Community Events: weddings, spelling bees, family reunions, birthday parties, etc.

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

A new Education Center will further Wildlife Safari's commitment to animal conservation and environmental education. The new Education Center will:

- **Provide an international gathering place to advance the protection of endangered species:** Wildlife Safari's internationally recognized cheetah breeding program brings resources and attention from around the world to Douglas County. Wildlife Safari hosts workshops, lectures and trainings for the next generation of veterinarians as well as building the skills of other AZA accredited institutions.
- **Increase our community's understanding of the environment:** Natural resources play an important role in the economy and culture of Oregon. The Education Center will host events that build appreciation of our natural resources and develop good stewardship habits for today and tomorrow.
- **Bolster secondary and post-secondary science education:** Wildlife Safari partners with Dillard Alternative High School, Umpqua Community College and Oregon State University. A new Event Center will expand the number and type of educational experiences that Wildlife Safari can offer our educational partners.
- **Offer expanded, flexible, low-cost, community meeting facilities:** The Education Center will offer a place for weddings, reunions, spelling bees, community meetings, music, education, and the arts. The University of Kansas found that community gathering places: build a true sense of community among people of diverse origins, backgrounds, and points of view; increase the general enjoyment of life in the community; increase safety and security; promote individuals' understanding of one another's culture and humanity; increase equity; and increase social capital.

**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.**

Once the renovation is complete and the center is open for use, Wildlife Safari will utilize its existing database to track groups and individuals that rent the new Education Center this will include the home location of the group or individual. In addition, when Wildlife Safari hosts events in the Education Center that require registration (not all do, some events are open to all guests at the park), we will be able to track the home location of the tourists.



ACCREDITED BY THE  
ASSOCIATION  
OF ZOOS &  
AQUARIUMS

Conservation, Education and Research [www.wildlifesafari.net](http://www.wildlifesafari.net)

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Development Director  
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P.O. Box 1600  
Winston, OR 97496

**G. Proposed Budget**

**AMOUNT REQUESTED: \$4,900**

Grant Application \_\_\_\_\_

**PROJECT/ EVENT NAME:** Wildlife Safari's Education Center Renovation

**APPLICANT ORGANIZATION:** Wildlife Safari

\_\_\_\_\_ Governmental Entity    X Non-Profit Organization    \_\_\_\_\_ Business Enterprise

**ADDRESS:** 1790 Safari Rd | Winston, Oregon | 97496

**PHONE:** 541-679-6761

**E-MAIL ADDRESS:** athomson@WildlifeSafari.net

**RESPONSIBLE PARTY:** Andrea Thomson, Wildlife Safari Development Director

**CO-SPONSORS:** \_\_\_\_\_

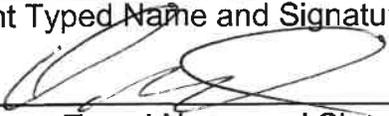
**DESCRIPTION OF PROJECT/ EVENT:** This project will renovate Wildlife Safari's 180 fixed seat theater, built in 1984, into a 320+ person capacity Education Center. The new Education Center will: (1) Enhance Wildlife Safari's educational events designed to bolster the public's understanding of endangered species, Oregon's natural resources, and how to be good stewards of our environment. By enhancing our educational programs we will be able to attract more tourists and increase the rate tourists stay overnight in order to spend two days at the park. (2) Strengthen the park's partnerships with educational institutions including regional organizations and veterinarian schools from around the country. Our Veterinary Program partners with dozens of national and international universities which makes Wildlife Safari a natural place to host veterinarian workshops, trainings, and symposiums. This renovation will increase our ability to draw these types of events to our community by being able to offer flexible meeting space for up to 320 guests. (3) Increase tourism in our community: Every day groups contact Wildlife Safari looking for places to host their meetings, trainings and events. Groups want flexible meeting spaces that can move seamlessly from lecture style to workshop style to a networking event.

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

Yes X No \_\_\_\_\_ If so, when? 2012 and 2016 How much was granted? \$4,999 and \$4,900

Dan Van Slyke, Executive Director, Wildlife Safari Date \_\_\_\_\_

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

 Date 12-15-17

Co-Sponsor Typed Name and Signature

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

## BUDGET PROPOSAL

**AMOUNT OF FUNDING REQUESTED:** \$4,900

**PROJECT/ EVENT NAME:** Wildlife Safari's Education Renovation

**DATE OF EVENT:** Renovation will occur in Fall 2018

**Do you charge for attendance?** Yes  X  No        **If yes, how much?** Varies, the average group that rents the Education Center will pay \$150 for the space.

Expected attendance 200 groups Expected annual rental/attendance revenue: \$30,000

Other Revenues (Without City funds)- Please List  
TYPE

	AMOUNT
<u>Autzen Foundation (Secured)</u>	<u>\$15,000</u>
<u>Karen M Schroth Foundation (Secured)</u>	<u>\$7,000</u>
<u>Ben Serafin Fund (Secured)</u>	<u>\$5,000</u>
<u>Olsrud Fund (Secured)</u>	<u>\$5,000</u>
<u>Woodard Family Foundation (invited to apply)</u>	<u>\$20,000</u>
<u>Wildlife Safari – operating reserves (Secured)</u>	<u>\$68,000</u>
<u>Ford Family Foundation (planned Spring 2018)</u>	<u>\$70,000</u>
<u>Other planned foundations and donors</u>	<u>\$34,640</u>

Total Non-Tourism Funds \$224,640

Estimated Expenses

Materials and Supplies	<u>\$229,540*</u>
Labor Costs	<u>*included</u>
Advertising	<u>                  </u>
Capital Outlay	<u>                  </u>
Total Expenditures	<u>\$229,540</u>

Net Income/(Loss) Without City Participation (\$4,900)

City Funding Request \$4,900

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

**Materials and Supplies:** Funds from the City of Roseburg will be used for materials and supplies (e.g. concrete, commercial doors) related to the renovation of Wildlife Safari's Education Center. The contractor provided a detailed bid on all of the tasks to be completed including grading the floor; electrical upgrades; painting; patio construction; roofing; concrete stairs and landing; commercial doors; acoustical improvements; and other related tasks (e.g. gutters, wainscot, dump fees, contingency). The bid is attached to this proposal.

# UMPQUA VALLEY RETRIEVER CLUB



**WINTER 2017  
CITY OF ROSEBURG  
GRANT APPLICATION**

## **EVENT NAME: The 2018 AKC Master National Event**

### **Event History:**

The Master National Retriever Club (MNRC) is the club which organizes and sponsors an annual event that takes place in one of four designated regions in the continental United States each year. The vision statement of that club is “Leading the standard for excellence in training and handling of hunting retrievers.” To follow suit, their mission “is committed to testing retrievers annually to a standard of excellence within American Kennel Club guidelines, celebrating the hunting tradition, and educating all those involved.” The testing of retrievers is accomplished through THE AKC MASTER NATIONAL EVENT.

The local Douglas County hunting dog club, Umpqua Valley Retriever Club (UVRC) is also a member of the Master National Retriever Club. After some calculated thought and research, and based upon the experience of the UVRC members who had participated in The Master National Event in prior years across the nation, the UVRC submitted a proposal to the MNRC to host the 2018 Master National Event in Douglas County. One of the reasons the UVRC submitted the proposal was because of the economic impact this type of event can have on a community. It takes a partnership with the community to make it happen and UVRC cannot fulfill their responsibilities alone without some assistance. This type of opportunity to host a national event, followed by thousands, is one that could benefit our local community beyond the timeframe this event is scheduled to take place and perhaps for years to come. That proposal was submitted to their Board of Directors for consideration and was accepted as the test site for October 2018.

Typically, the Master National Event brings millions of dollars into the local community where the event is held. The Master National event Board of Directors base their location decisions based upon their own needs, spectator needs, as well as the needs of the participants and the canine athletes. The event hosts two dinner banquets using local caterers, fills hotels for board members, VIP'S and participants. RV parks, rental properties and other lodging choices are also booked for this event. A Training Catalog is supplied to local hotels and participants featuring local establishments. Likewise, local products from vendors in the area are acquired for the Judges of the event; products that help showcase Roseburg and the surrounding areas.

In 2014 the event was held in Corning, California with an event entry of nearly 500. At the end of the event, the calculations of expenditures into the local economy (via food/lodging) were nearly \$200,000 for a three week time period by the MNRC alone. The participants and their athletes added much more to that economy by filling hotel rooms, eating at local restaurants, getting vehicles serviced at dealerships, filling up RV parks and visiting local medical facilities if needed. The area of influence from the 2014 event in Corning spanned from Orland to Redding.

For 2018 we expect event entries to be 700+. We anticipate seeing similar economic impacts Corning experienced, if not greater results!

**TOURISM GRANT APPLICATION**  
**CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION**  
900 SE Douglas, Roseburg, Oregon 97470  
(541) 492-6866  
Session: Winter 2017

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

**A. Objectives of the Project:**

The project which this grant application will support, if awarded, is to assist the local hunting dog club, Umpqua Valley Retriever Club (UVRC), to successfully promote the event and provide a dynamic geographic area for The Master National Retriever Club (MNRC) to hold their annual Master National Event in the Roseburg Area. The responsibilities of UVRC are many, but not limited to:

1. Production costs and information for the Training Catalog
2. Table Décor for two banquets hosting 600+ and 400 respectively.
3. Providing raffle and auction prizes.

Therefore, the objective of the project (Roseburg/Glide serving as the host community for the American Kennel Club Master (AKC) National Event for 2018) is:

1. Through the efforts of members of the designated host club, Umpqua Valley Retriever Club (UVRC), to stimulate the local economy with the influx of competitors and their athletes (dogs) who's needs will include essential food, shelter, and services to sustain them for 2-3 weeks while they are engaged in the competition.
2. To promote Douglas County and Oregon as a premier destination for recreation, vacation, exploration, and residential/business opportunities.

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

The target market or audience for this grant is two-fold; the first being the competitors from across the United States and Canada who participant in AKC Hunt Test competitions and secondly, the local business owners and hospitality proprietors within Douglas County.

Promoting this event to the competitors has already started by inclusion of a 'teaser' promotional advertisement in the 2017 AKC Master National Catalog of participants. **(See Annex A)** Each registered canine athlete received one of those catalogs in their designated Handlers Bag.

During the recently completed 2017 AKC Master National Event held in Palestine, Texas, the location of the 2018 AKC Master National Event was announced during Opening Ceremony Banquet where there were approximately 700 attendees present. There also are national publications similar to Retriever News and other canine events such as The AKC Master Amateur Event, Field Trials, Super Retriever Series, HRC Hunt Tests and NAHRA Hunt tests which all communicate locations of the nationally held hunting dog competitions through networking within the genre. Lastly, the Master National Retriever Club (MNRC) has their own webpage which promotes their Club and the National Event they sponsor. That page can be viewed at [www.masternational.com](http://www.masternational.com).

Another means to market the event is through the UVRC webpage at [uvrconline.weebly.com](http://uvrconline.weebly.com), which is constantly updated with local information of attractions and activities to do while in Douglas County. **(See Annex B)**. Likewise, since most of the expected participants research the local HOST CLUB of an event, UVRC has included a link to the local hotels/motels and RV parks within a 25 mile radius of the actual event sites that can accommodate large pick up trucks and trailers with the canine athletes aboard. We have added a 'counter' on the webpage so that we can track the number of new visitors to the site for necessary required computations.

As for marketing the event to the local business owners and hospitality proprietors within Douglas County, the members of the UVRC have already identified and established contractual agreements with local facilities. For example, Douglas County Fairgrounds will serve as the primary facility for banquets, participant meetings, and a few short-term recreational vehicle sites available. Douglas County Fairgrounds has agreed to display a Welcome Message on their sign adjacent to I-5 announcing the event. The Sleep Inn and Suites will serve as the headquarters/host Motel for the members of the Master National Retriever Club Board of Directors, VIP's from sponsors, and a few rooms

left over for participants. The Master National Retriever Club currently has a hold on 70+ rooms at that hotel alone to meet their intended needs.

And lastly, one of the responsibilities of the HOST CLUB is to assemble a Training Catalog for each of the participants to use so they can adequately orientate themselves and their canine athletes to the area. We anticipate that approximately 800+ of these training catalogs will need to be produced and distributed to local hotels/businesses and the participants. Traditionally comprised in this catalog are:

1. Directions to property that local residents volunteer to allow participants to train on prior to the start of the event.
2. Advertisements and coupons from local restaurants for services the participants and their families may need during their 2-3 week stay in the Douglas County area.
3. Local information for vehicle/trailer needs and services.
4. Local emergency contacts and information.
5. Local religious venues and/or places of worship.

In order to accomplish the task of a complete Training Catalog the UVRC members will have to solicit information from the local businesses to support the event. The solicitation is strictly to cover the cost of the production of the training catalog; usually in excess of \$5000. The best way to accomplish this successfully is through person-to-person contact, another promotional process.

**C. Project Strategy:**

The strategies to complete this project are as follows:

1. Maintain UVRC webpage with updated information regarding hotels/motels and restaurants (as needed)
2. Partner with The News-Review for press releases prior to, during, and after the event specific to the promotion of the event.
3. Meet with local vendors who wish to support the event and advertise in the training catalog.
4. Add visitor brochures to each Handler's Bag to help promote local events; i.e. Wine Tasting, Brew Pubs, Wildlife Safari.

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

This project will fulfill the City of Roseburg's objectives to increase tourism in the following ways:

1. Host Hotel has already been contracted with a reservation of 70 rooms for the MNRC Board and VIPs for roughly a 10-17 day period. Participants are expected to fill hotel/motel beds throughout the area equating to nearly 4300 commercial bed nights during the event.
2. Douglas County Fairgrounds is the venue for the banquets as they were the local venue that could accommodate the dinners regardless of weather. Rental of that venue for 10 day period has already been contracted. A local caterer will be needed for both banquets with expected meals served to be 600+ and 400 respectively. The Douglas County Fairgrounds has a wonderful Museum that shines light on the history of Roseburg and Douglas County.
3. During pre-event week participants will be converging on the Roseburg area filling hotel rooms, eating at local restaurants, buying groceries and supplies for themselves and their canine athletes; i.e. frequenting Coastal Supply, Mini Pet Mart, Petco, Safeway, Albertsons, servicing vehicles at Ford, Honda, Chevy, GMC, Dodge dealerships or oil change locations, local flavors presented by the restaurants in Roseburg and nearby will be experienced by many.
4. During that same pre-event week, the MNRC Board, VIPs and Judges and workers begin setting up tests for the participants. They will be in the field the entire day so they will need meals from local food vendors/caterers and dinner at local restaurants.
5. The infrastructure and commodities needed for the event include businesses that provide veterinary care, laundry/dry cleaning services, printing/publishing needs, portable toilets for event sites, refrigeration units, disposal vendors, ice vendor, catering or lunch truck companies to provide meals throughout the event at the event sites (east of Roseburg), and vehicles for Judges to get to/from hotel and test sites.
6. A very basic Projected Economic Impact Summary has been completed for this event by a Master National Board analyst detailing anticipated income Roseburg and the surrounding area should experience. (See Annex C)

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

The hospitality venues and restaurants will see a significant increase in customers and foot traffic from the many participants traveling into the area from across the United States. This additional customer base gives

the restaurants, diners, café's, bistro's, coffee houses, hotel staff and RV Park staff the opportunity to act as "Docents of Roseburg" by engaging in conversation with their new customer base who seek out places to eat, places to explore (waterfalls), and places to enjoy the great outdoors perhaps by directing them to our local parks, viewing the Umpqua Fish Ladder, wine tasting tours, maybe even hooking up with a guide for some local fishing on our beautiful Umpqua River. The goal is to entice them to get the full flavor of what Roseburg has to offer while they are here visiting.

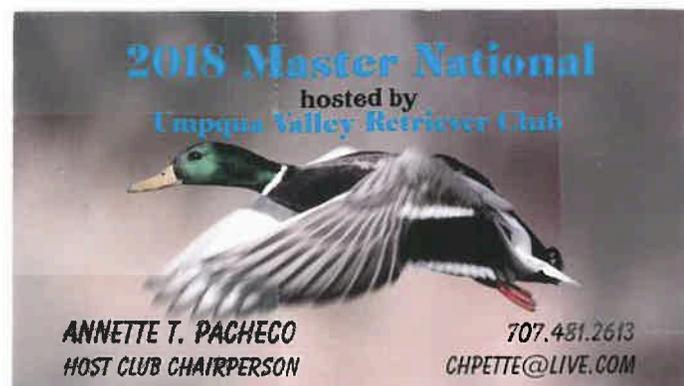
**F. Grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe in detail how the applicant intends to garner this information.**

The attempt to calculate the number of people who visited the Roseburg area will be an arduous task as it is a lengthy event encompassing a 3 week period with numerous dog owners, handlers, trainers, family members, and spectators converging on the area. The only true count will be of the canine athletes entered into the event. In spite of that, there are a few ways we can try to report the number of new visitors to Roseburg:

1. Recon with the local hotels/motels to see what percentage their occupancy rate increased during the event.
2. Recon the percentage of increase in the local RV park site use during the event.
3. Recon with local restaurants like Elmers, Applebees, McMenamins, Salud, Ami and others to try to obtain a percentage of business increase during the event.
4. Recon with local vehicle service and pet/feed businesses to obtain similar information.

**G. Proposed Budget**

See Attached template pages.



Umpqua Valley Retriever Club  
Projected Income & Costs  
2018 Master National Event

Projected Income

Percent of Opening Auction	\$5,500.00
Merchandise Sales	1,500.00
Ad Space in Training Book, as needed	0.00
Total Income Without Grants or Ad Space	<u>7,000.00</u>

Projected Costs

Advertising	
* <b>Training Book Production</b>	<b>6,500.00</b>
Raffle Auction Prizes	1,000.00
Mailing/Communication Supplies	100.00
Signage for Training Properties	200.00
Merchandise Purchases for Resale	750.00
Total Anticipated Costs	<u>8,550.00</u>

Projected Shortfall Before Grants/Ad Sales -\$1,550.00

- \* Requested funds (\$4999.00) from the City of Roseburg Tourism Grant would be used for this line item.



TOKETEE FALLS  
Hwy 138 near  
Glide, OR

**Good luck & all the best!**  
**from us in**  
**The Pacific Northwest**  
**See ya in 2018!!**



**2110 SW FREAR STREET**  
**ROSEBURG, OR 97471**  
**(541)957-7010**  
[www.douglasfairgrounds.com](http://www.douglasfairgrounds.com)



This article introducing Kevin Bunnell, from Roseburg, as the new President was distributed by the Master National Retriever Club Communications Chair to their Facebook page, their Blog, and sent to all emails of past participants of the Master National Retriever Club Events.

### Meet 2018 President Kevin Bunnell

Posted on November 13, 2017 by Mia DiBenedetto, MNRC Communications Director



The **2018 Master National** will be held in Roseburg, Oregon on **October 18-28** and taking the helm of our ship will be former Region IV Vice **President Kevin Bunnell**. We thought you might like to get to know Kevin as he embarks on a journey for the love of the sport. Good Luck Kevin!

I live in Roseburg, Oregon with my wife Pam of 45 years. We have two sons, five granddaughters, and 4 black Labradors. My occupation as a self-employed contractor has given me the freedom to devote a lot of time to this sport.



I have been involved with hunting dogs for about 30 years. It was in the early 90's that I was introduced to the "hunt test" sport of training and testing. When I was first introduced to this sport, my main objective was to learn new training techniques to improve the hunting abilities of my dogs. An older gentleman, Bob Klausman, shared his observation that a lot of people

start this sport to improve their hunting dogs. However, it wasn't long before the sport of training and retrieving overtook the sport of hunting. At the time, I heartily disagreed. After twenty five years of training, testing, judging and lots of money ... Bob Klausman was so right!!

I have trained and titled 10 Master Hunters. I also had the privilege of judging the 2007 Master National. I am a founding member of the Umpqua Valley Retriever Club, the 2018 Master National Host Club, and have served on the board for many years. My family and friends know that from February to October, judging and running dogs are my obsession, Pam and I are on the road "Doggin It".

Our social calendar is scheduled around hunt tests, training days, and judging. Hopefully no weddings or funerals are planned around this time – because I probably won't be able to attend! My kids have labeled me a "Hunt Test Junky".

I've come to realize that attending the Master National is like a class reunion of sorts. The friendships, comradery and shared successes and failures are what I cherish most. After all, where else can you go and find a whole field of "Hunt Test Junkies"?

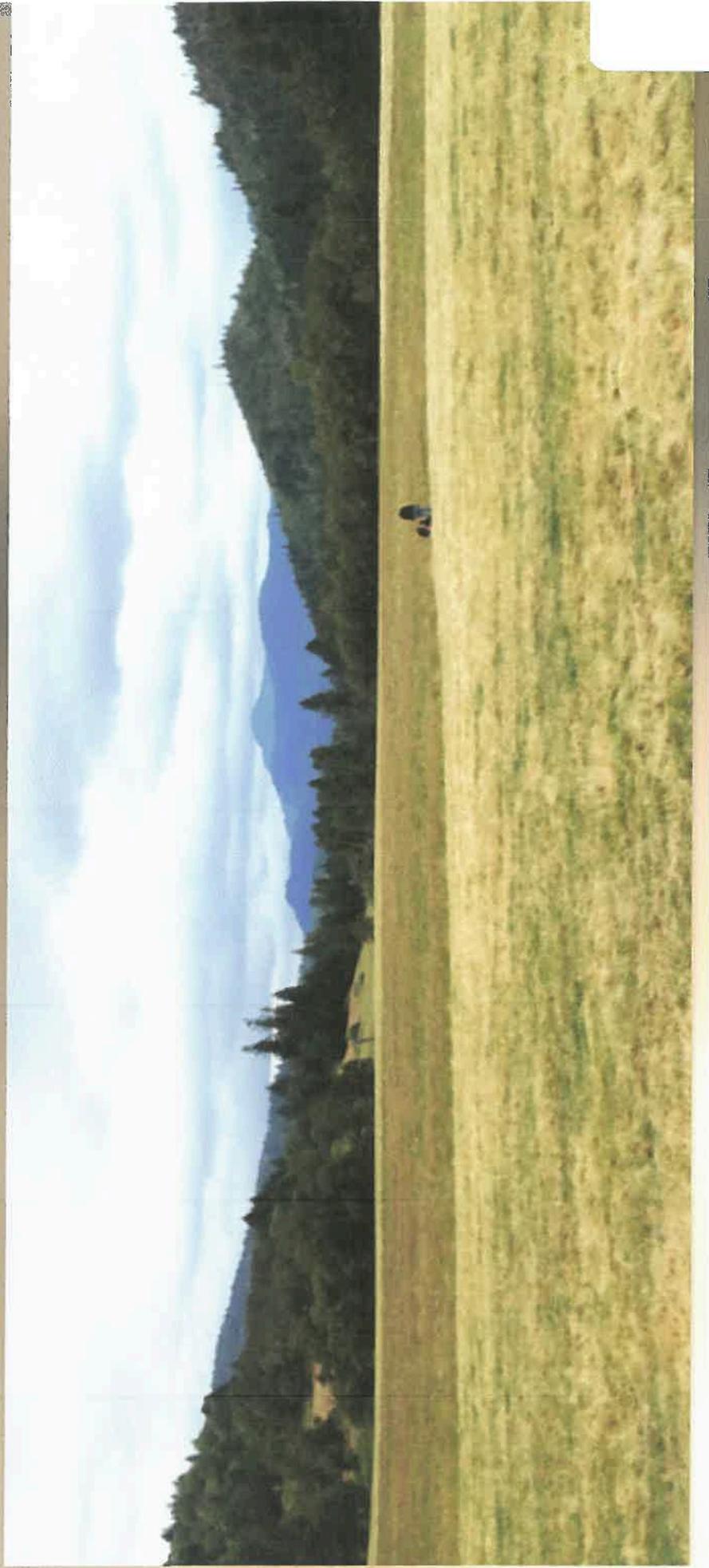
It is an honor to serve on the Master National Board of Directors as the president of this organization. It is my goal to orchestrate a smooth and successful event. Fun and comradery will be the main focus.

Please feel free to contact me through email or phone at any time. I love talking dogs!!

# UMPQUA VALLEY RETRIEVER CLUB

HOME

UVRC HUNT



Annex B

## WELCOME TO UVRC

### HOST CLUB FOR THE 2018 MASTER NATIONAL HUNT TEST

Click [HERE \(/welcome-to-the-umpqua-valley.html\)](/welcome-to-the-umpqua-valley.html) for more information about accommodations and attractions in the beautiful Umpqua Valley of Oregon.

Umpqua Valley Retriever Club is located in the Roseburg area of Southern Oregon and draws members from around the state.

We sponsor monthly training days in the spring open to members and guests and an AKC Hunting Test on Father's Day weekend.

Umpqua Valley Retriever Club is licensed by the AKC and is a member of the Master National Retriever Club.

## CONTACT US

[umpquavalleyretrievers@gmail.com](mailto:umpquavalleyretrievers@gmail.com)

Umpqua Valley Retriever Club  
P.O. Box 414  
Winchester OR 97495

## 2018 EVENTS

- **Monthly training days**

UVRC holds monthly training days in a variety of premium venues in the Roseburg, Oregon, area from January through April. Members and guests welcome. Be sure to check back as the dates are set for 2018.

- **Annual Father's Day AKC Hunting Test**

Please join us in June 2018 at French Creek Ranch in Glide, Oregon, for our annual hunting test, which is held at one of the venues for the 2018 Master National. Check Entry Express after the event is listed.

- **2018 AKC Master National Hunt Test**

UVRC is excited to host the 2018 Master National in October in the Roseburg, Oregon, area. Stay tuned!

Everyone have a safe and successful hunting season, and we will see you in 2018!

RECEIVED

DEC 11 2017

CITY OF ROSEBURG  
City Administration Office

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# TOURISM GRANT APPLICATION

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City of Roseburg Economic Development Commission



DECEMBER 11, 2017

*submitted by*

**TENDOWN BOWLING & ENTERTAINMENT**

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

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

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

900 SE Douglas, Roseburg OR 97470

(541) 492-6866

Session: Winter 2017

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

**A. Objectives of the Project**

Roseburg's TenDown Bowling & Entertainment has been selected by the United States Bowling Congress and the Bowling Proprietors' Association of America to be 1 of 10 bowling centers across the country, and the only center west of Arizona, to host a qualifying bowling tournament for the sport of bowling's prestigious U.S. Open for 2018. One bowler from this event, to be held at TenDown March 3-4, 2018, will earn an entry in the limited, invitation-only U.S. Open field. The U.S. Open will be held at Northrock Lanes in Wichita, Kansas in October 2018. TenDown would like to be considered for The City of Roseburg's Tourism Grant Program to increase the prize fund for this tournament by \$5,000. If awarded, these grant funds would encourage more out of area bowler entries, therefore bringing more people to Roseburg.

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

This is a competitive bowling event that will be promoted to bowlers throughout the Northwest (Washington, Oregon, Idaho, Montana, Wyoming & Alaska), and Western (California, Arizona, Nevada, Utah & Hawaii) regions.

It will be promoted in all bowling centers in the states/regions listed above, and on websites and social media outlets for the USBC (United States Bowling Congress) and BPAA (Bowling Proprietors' Association of America), as well as many regional bowling association social media groups. Promotion will be made by professionally designed posters, web ads, and official tournament registration forms that will be displayed at bowling centers and web outlets as stated above.

**C. Project Strategy**

TenDown has already entered into contract with USBC and BPAA to host this U.S. Open Qualifier and has paid for the winner's entry fee into the 2018 U.S. Open. We are committed to advertising/promoting this tournament as we would any event we host. These marketing efforts will begin January 1, and will be updated with the increased prize fund information and City of Roseburg logo if/when this grant is awarded. Our strategy with this proposal is to increase the prize fund for this tournament because we believe it would create interest from additional bowlers from the states listed above, as it would offset travel and tournament expenses more than a typical tournament without "added money." We project 75 entries, with a 1:3 payout structure, resulting in the top 25 bowlers receiving money. This format would create a high level of interest for competitive bowlers.

The tournament would start with an optional “sweeper” style 3-game tournament on Saturday evening, with a \$50 entry fee per bowler and 1:30 payout. This will give the bowlers a fun and exciting event to participate in, and encourage them to spend more time in Roseburg before the qualifier tournament. Grant money will not be used in the “sweeper” prize fund. The U.S. Open Qualifier will be a single day tournament, starting at 8 am on Sunday March 4. Bowlers will bowl 8 games of qualifying, then cut to the top 16 qualifiers for 8 games of Finals.

We have contacted local hotels for discounted rates for bowlers, and will provide a list, along with the Roseburg Visitor Center website address, to registered bowlers. Below is an example of what we provided to bowlers of the Oregon State Open Bowling Championships in early 2017, the list will be similar (with the exception of Windmill Inn) for the U.S. Open Qualifier.

**Roseburg Partner Hotels**

**Windmill Inn of Roseburg** 1450 NW Mulholland Drive, Roseburg, OR 97470 Web: [www.windmillinnroseburg.com](http://www.windmillinnroseburg.com) Phone: (541) 673-0901 Rates: \$89/night in April, \$99/night in May, \$109 May 26-28

**Holiday Inn Express** 375 W Harvard Blvd., Roseburg, OR 97470 Phone: (541) 673-7517 Rates: \$119/night April & May, mention “bowling state tournament”

**Sleep Inn & Suites** 2855 NW Edenbower Blvd., Roseburg, OR 97471 Phone: (541) 464-8338 Rates: 15% discount (double occupancy), call direct number above and mention “Bowling Championships”

**Super 8** 3200 NW Aviation Drive, Roseburg, OR 97470 Phone: (541) 672-8880 Rates: \$67.50/night single, \$70.20/night double, \$74.70/night king. That’s a 10% discount, mention “Oregon State USBC Championship”

[www.visitroseburg.com](http://www.visitroseburg.com)

Combine this tournament payout plan with high caliber competition, beautifully appointed family entertainment center and restaurant, accommodating hotels, and all that Roseburg has to offer, these visitors will surely return and we will be able to host more tournaments like this.

- 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.**

Being a Family Fun Center on Diamond Lake Boulevard, it is our business to promote Roseburg, welcome tourists and invite them to come back. This event is guaranteed to bring families to Roseburg from out of the area, the City’s added resources to the prize fund will increase tournament interest and double the number of participants/visitors. To promote these added resources we will provide posters to all bowling centers in the Northwest and Western regions, with The City of Roseburg’s logo, and on our website, USBC & BPAA websites and numerous social media pages and groups. We will also include a link to the Roseburg Visitors Center website.

While in our facility, visitors will see The City of Roseburg's logo or a designated advertisement for Roseburg tourism on all the bowling monitors (when not in play) and on our big screen at our main control desk.

**2. Marketing Special events and festivals designed to attract tourists.**

Our U.S. Open Qualifier tournament is 1 of only 10 in the country, and the only qualifier west of Arizona. The USBC and BPAA have been marketing and advertising this tournament, and we are improving it with help from The City of Roseburg. As mentioned above, the marketing of the grant "added money" will get exposure on many different pages and groups on social media, websites and in the bowling centers where the potential participants/visitors bowl and practice weekly.

**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.**

Our facility at TenDown Bowling & Entertainment on Diamond Lake Blvd. is a 38,000 sq. ft. building with 34 lanes; a 2,500 sq. ft. arcade with video and redemption games; 4,000 sq. ft. full service family restaurant and sports bar, 2,000 sq. ft. outdoor dining patio and more. The tournament will be hosted on the 24-lane portion of the bowling center.

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

This event will showcase the Roseburg area with its national visibility to the almost 1.5 million members of the United States Bowling Congress. With "added money" in the prize fund, Roseburg Oregon will make a statement – and many participants are very active on social media when competing.

Aside from tourism, economic benefits for increasing the number of entries by providing grant money for a bigger prize fund are:

- additional staffing
- volunteer experience for local high school bowling teams and/or USBC chapter volunteers
- our visitors are always encouraged to visit our local breweries and wineries while in town, as we are very proud of what our area has to offer!

**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.**

Information required for a written report to show the success of the grant will be generated from the detailed registration we receive from each bowler, to include residence city, and any other information needed from the visitors. We will follow up with the "Partner Hotels" to report how many rooms were booked for this event.

**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: \$5,000 \_\_\_\_\_

Grant Application X

PROJECT/EVENT NAME TenDown 2018 U.S. Open Direct Qualifier Tournament

APPLICANT ORGANIZATION Ten Down Bowling & Entertainment

\_\_\_\_\_ Governmental Entity \_\_\_\_\_ Non-Profit Organization X Business Enterprise

ADDRESS 2400 NE Diamond Lake Blvd, Roseburg OR 97470 PHONE (541) 672-3601

E-MAIL ADDRESS mariah@tendownbowling.com

RESPONSIBLE PARTY Mariah Smith, Member, BJR Services, LLC dba Ten Down Bowling & Entertainment

CO-SPONSORS (if applicable) N/A

DESCRIPTION OF PROJECT/EVENT TenDown Bowling & Entertainment will host a qualifying bowling tournament for the sport of bowling's prestigious 2018 U.S. Open March 3-4, 2018. One bowler from this event will earn an entry in the limited, invitation-only U.S. Open field. Receiving a grant to increase the tournament's prize fund from The City of Roseburg's Tourism Grant Program would encourage more out of area bowler entries, therefore bringing more visitors to Roseburg.

Have you previously applied for funding from the City? Yes \_\_\_\_\_ No X If so, when? N/A How much was granted? N/A

Mariah Smith



Date

12/11/17

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

\_\_\_\_\_ Date \_\_\_\_\_

Co-Sponsor Typed Name and Signature

\_\_\_\_\_ Date \_\_\_\_\_

Co-Sponsor Typed Name and Signature

**BUDGET PROPOSAL**

AMOUNT OF FUNDING REQUESTED: \$5,000

PROJECT/EVENT NAME: TenDown 2018 U.S. Open Direct Qualifier Tournament

DATE OF PROJECT/EVENT March 3 & 4, 2018

Do you charge for attendance? Yes  No  If yes, how much? \$75/bowler entry fee

Expected attendance 75 Expected attendance revenue \$5,625

Other Revenues (Without City funds)- Please List

TYPE	AMOUNT
<u>No "Other Revenues" – Please see Entry Fee Breakdown below</u>	
_____	_____

Total Non-Tourism Funds \_\_\_\_\_

Estimated Expenses

Materials and Supplies \$165

Labor Costs \_\_\_\_\_

Advertising \$150

Capital Outlay \_\_\_\_\_

Lineage Expense (\$3/game, 696 total tournament games bowled) \$2,088

Prize Fund – Detailed Below \$3,222

Total Expenditures \$5,625

Net Income/(Loss) Without City Participation \$0

City Funding Request \$5,000

## Tournament Prize Fund Payout - No Added Money

Tournament Entries	
Entry Fee	\$75.00
Anticipated Number of Entries	75
Cash Ratio: 1 in	3
Projected Cashing Spots	25

Tournament Money per Entry	
Bowling Expense (Lineage & Tournament Expense)	\$32.04
Prize \$\$ per Entry	\$42.96
Total Entry Prize \$\$	\$3,222.00

Tournament Money	
Total Prize \$\$	<u>\$3,222.00</u>

Generated Prize List	
1	\$450.00
2	\$143.00
3	\$130.00
4	\$129.00
5	\$127.00
6	\$126.00
7	\$124.00
8	\$123.00
9	\$121.00
10	\$120.00
11	\$118.00
12	\$117.00
13	\$115.00
14	\$114.00
15	\$112.00
16	\$111.00
17	\$110.00
18	\$108.00
19	\$107.00
20	\$106.00
21	\$105.00
22	\$103.00
23	\$102.00
24	\$101.00
25	\$100.00
<b>Total</b>	<b><u>\$3,222.00</u></b>

Below is how the Prize Fund Payout would look with the added Grant funds of \$5,000 from The City of Roseburg.

### Tournament Prize Fund Payout - With Grant Money

Tournament Entries	
Entry Fee	\$75.00
Anticipated Number of Entries	75
Cash Ratio: 1 in	3
Projected Cashing Spots	25

Tournament Money per Entry	
Bowling Expense (Lineage & Tournament Expense)	\$32.04
Prize \$\$ per Entry	\$42.96
Total Entry Prize \$\$	\$3,222.00

Tournament Money	
Sponsor \$\$	\$5,000.00
Total Prize \$\$	\$8,222.00

Generated Prize List	
1	\$1,000.00
2	\$700.00
3	\$500.00
4	\$425.00
5	\$386.00
6	\$362.00
7	\$348.00
8	\$336.00
9	\$324.00
10	\$312.00
11	\$301.00
12	\$290.00
13	\$279.00
14	\$269.00
15	\$260.00
16	\$250.00
17	\$241.00
18	\$232.00
19	\$224.00
20	\$216.00
21	\$208.00
22	\$200.00
23	\$193.00
24	\$186.00
25	\$180.00
<b>Total</b>	<b>\$8,222.00</b>

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable.) Our request for this grant is to add money to the prize fund of this tournament to increase interest in tournament participation, and bring more people to Roseburg from out of the area. The grant money would be used for prize fund only, and not to pay for any expenses TenDown incurs for hosting the tournament.

**TOURISM GRANT APPLICATION**  
**CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION**  
900 SE Douglas, Roseburg, OR 97470  
(541) 492-6866  
Session: Winter 2017

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

**A. Objectives of the Project**

Add to the ambience and flavor of Roseburg with an investment that will be there for the long haul.

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

That would depend on placement of proposed sculptures.

**C. Project Strategy**

No strategy, the project all depends on placement.

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## **INSTRUCTIONS**

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

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.

Sculpture does attract interest causing people to investigate. These sculptures are located on my property, and even though they are off the beaten path, people stop and take pictures nearly every day.

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

Roseburg sorely lacks sculpture which adds to the ambience of the area for visitors as well as locals. This is a permanent project that will stand the test of time.

- 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.

This information would be pure guess work.

- 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.

**MURAL BUDGET PROPOSAL (if applicable to application)**

**Any grant application for a mural must be accompanied by a rendering of the proposed mural**

MURAL LOCATION: To be determined by committee

PROPERTY OWNER: \_\_\_\_\_

ESTIMATED DATE OF COMPLETION: 5-15-18

Other Revenues (Without Tourism Funds)

Please List

<u>TYPE</u>	<u>AMOUNT</u>
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses

Materials and Supplies	_____
Labor Costs	_____
Other	_____
Total Expenditures	_____
<u>Net Income/(Loss)</u> Without Tourism Participation	_____

Tourism Funding Request 33,500

Explanation for requested amount: Thats what i'll do it for  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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
<b>TOTAL POINTS</b>		_____

**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
--	-------------	------------

Minimum points required to be **considered** for funding – 75  
 Note: Attaining minimum points does not guarantee grant award.

AMOUNT REQUESTED: \$ 33,500

Grant Application \_\_\_\_\_

PROJECT/EVENT NAME Logging oxen

APPLICANT ORGANIZATION \_\_\_\_\_

Governmental Entity  Non-Profit Organization  Business Enterprise

ADDRESS 2842 Melqua Roseburg PHONE 541-430-1606

E-MAIL ADDRESS rusty.nielson2@gmail.com

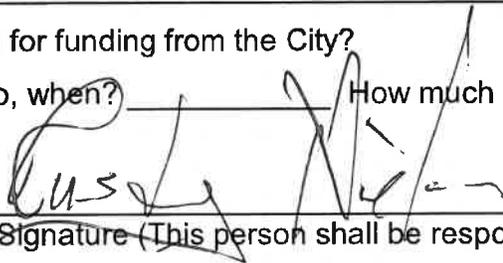
RESPONSIBLE PARTY Rusty Nielsen

CO-SPONSORS (if applicable) \_\_\_\_\_

DESCRIPTION OF PROJECT/EVENT Logging oxen scene similar to the pictures on County courthouse walls. Enclosed are pictures of the oxen to be used and I will complete the scene with a handler and a log being pulled. Placement could be a freeway interchange or in the city itself. Sculptures are made using steel reinforced concrete and will outlast anybody reading this

Have you previously applied for funding from the City?

Yes \_\_\_\_\_ No  If so, when? \_\_\_\_\_ How much was granted? \_\_\_\_\_

Rusty Nielsen  Date 12-11-17

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:** \_\_\_\_\_

**PROJECT/EVENT NAME:** \_\_\_\_\_

**DATE OF PROJECT/EVENT** \_\_\_\_\_

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

Expected attendance \_\_\_\_\_ Expected attendance revenue \_\_\_\_\_

Other Revenues (Without City funds)- Please List.

TYPE	AMOUNT
_____	_____
_____	_____
_____	_____
_____	_____

Total Non-Tourism Funds \_\_\_\_\_

Estimated Expenses

Materials and Supplies \_\_\_\_\_

Labor Costs \_\_\_\_\_

Advertising \_\_\_\_\_

Capital Outlay \_\_\_\_\_

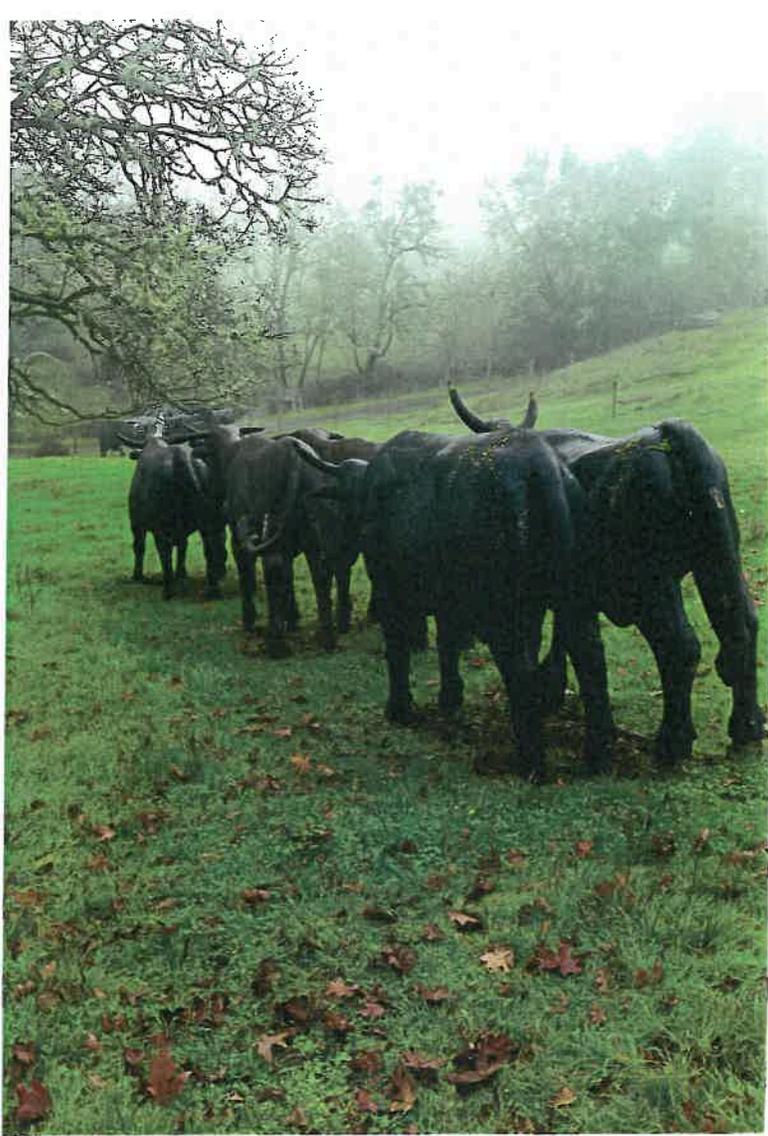
Total Expenditures \_\_\_\_\_

Net Income/(Loss) Without City Participation \_\_\_\_\_

City Funding Request \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





410 SE Spruce Street  
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Roseburg, OR 97470  
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[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

RECEIVED

OCT 23 2017

CITY OF ROSEBURG  
City Administration Office

October 16, 2017

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/visitor services 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 2017

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 2017**

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

Integrated marketing campaign for 2017 in progress:

Alaska Airlines Magazine, Fly Fishing & Tying Journal, Go Escape Magazine, KGW-NBC Commercial Campaign, Northwest Fly Fishing Magazine, The Oregonian, Portland Monthly Magazine, Salmon & Steelhead Magazine, Sunset Magazine, Via Magazine, Wine Press Northwest Magazine, 2017 MLB Seattle Mariners Yearbook, 2017 NFL Seattle Seahawks Yearbook, 2017 Oregon Festival & Events Magazine, 2017 Oregon Sport Fishing Regulation Guide, 2017 Southern Oregon Vacation Guide, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, Matchthehatch.com, OregonLive.com, TravelOregon.com

2017 marketing/branding/advertising campaign-- media buys on going

Roseburg brochures sent to other centers and attractions statewide

Social media updates - Facebook, Twitter and Pinterest

September Visitor e-newsletter

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

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

Procured official daily updates and road closure information for area wildfires

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/SERVICES OPERATIONS/ADMINISTRATION**

New event poster printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

Design layout of October 2017-March 2018 Calendar of Events Brochure

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

Visitors to the Roseburg visitor center: **511**

Number of website visits: **20,953**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,071**

Total social media impressions (Facebook/Pinterest/Twitter): **5,010**

General email inquiries: **14**

Individuals requesting direct mailings of the visitor guide and other brochures: **562**

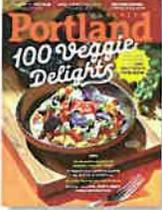
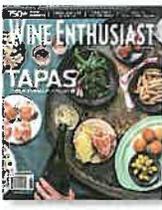
Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,851**

Total brochures downloaded from VisitRoseburg.com: **3,731**

**PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES  
SEPTEMBER 2017**

1. Douglas County ATA: InUmpqua (300), Visitor Guide (300), Roseburg Map (300)
2. Holiday Inn Express: Visitor Guide (25)
3. Motel 6: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
4. Private Party: InUmpqua (75), Visitor Guide (75), Wine Tour (75)
5. Super 8 Motel: InUmpqua (10), Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (25), Roseburg Map (25)
6. Sweet Home Chamber of Commerce: Visitor Guide (50)
7. Travel Medford: InUmpqua (15), Visitor Guide (100)
8. Travelodge: Visitor Guide (25), Roseburg Map (25)
9. Umpqua Valley Art Center: InUmpqua (60), Visitor Guide (60), Self-Guided Tour Map (60), Wine Tour (60), Roseburg Map (60), Other Area Information (180)
10. VA Healthcare System: InUmpqua (60), Visitor Guide (60)

**ADVERTISING/MEDIA HIGHLIGHTS  
SEPTEMBER 2017**

Publication	Circulation	Company & Publication Date	Exposure
	95,000	<p align="center"><b>Alaska BEYOND Magazine</b> September 2017</p>	Ad
	29,300	<p align="center"><b>Flyfishing &amp; Tying Journal</b> Fall 2017</p>	Ad
	26,700	<p align="center"><b>Northwest Sportsman</b> September 2017</p>	Ad
	53,000	<p align="center"><b>Portland Monthly Magazine</b> September 2017</p>	Ad
<p><b>The Oregonian</b></p>	150,000	<p align="center"><b>The Oregonian</b> September 8, 2017</p>	Ad
	350,000	<p align="center"><b>Sunset Magazine</b> September 2017</p>	Ad
	77,300	<p align="center"><b>Wine Enthusiast Magazine</b> September 2017</p>	Ad

**ADVERTISING/MEDIA HIGHLIGHTS**  
**SEPTEMBER 2017**  
(Continued)

Broadcast/Digital/Online	Est. Impressions	Company & Publication Date	Exposure
	391,000	KGW –NBC Channel 8 September 2017	Television Commercial
	TBD	Crater Lake Country 2017 (Full Year)	Online Ad
	TBD	Northwest Fly Fishing 2017 (Full Year)	Online Ad
	166,419	OregonLive.com September 2017	Sponsored Content Ad
	TBD	Salmon & Steelhead Journal 2017 (Full Year)	Online Ad
	TBD	Travel Oregon Q3 - 2017	Online Ad & E-news Ad

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	September 2017
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	September 2017
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	September 2017

**ROSEBURG VISITOR CENTER VISITOR COUNT  
SEPTEMBER 2017**

	SEPTEMBER 2017	SEPTEMBER 2016	YTD 2017	YTD 2016	CHANGE
Visitor Count for Roseburg Visitor Center	<b>511</b>	<b>680</b>	<b>3,812</b>	<b>4,539</b>	<b>-16%</b>

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	<b>66</b>	<b>225</b>	<b>74</b>	<b>135</b>	<b>511</b>
Year-To-Date 2017	<b>262</b>	<b>1,577</b>	<b>634</b>	<b>1,218</b>	<b>3,812</b>

**WEBSITE PERFORMANCE  
SEPTEMBER 2017**

VisitRoseburg.com	SEPTEMBER 2017	SEPTEMBER 2016	Change from 2016-2017
TOTAL SITE VISITS	<b>20,953</b>	<b>15,647</b>	<b>+34%</b>
UNIQUE SITE VISITS	<b>13,047</b>	<b>8,337</b>	<b>+56%</b>
PAGE VIEWS	<b>68,415</b>	<b>90,776</b>	<b>-25%</b>
PAGE VIEWS PER VISIT	<b>3.26</b>	<b>5.80</b>	<b>-44%</b>
BROCHURE DOWNLOADS	<b>3,731</b>	<b>1,519</b>	<b>+146%</b>

\*VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce**  
**Visitor Center/Visitor Service Operations Budget**  
**2017-2018 Budget vs. Actual**  
**Month-End September 30, 2017**

	<u>September 2017</u> <u>Actuals</u>	<u>Year-to-Date</u> <u>Actuals</u>	<u>2017-2018</u> <u>Budget</u>
<b>Revenue</b>			
TLT Funds	-	151,834	575,000
Miscellaneous Income	6	12	250
<b>Total Revenue</b>	<u>6</u>	<u>151,846</u>	<u>575,250</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	11,114	33,648	126,000
<b>Total GENERAL &amp; ADMIN</b>	11,114	33,648	126,000
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	18	53	3,000
Visitor Center Overhead	687	7,566	16,000
Accounting & Audit	40	2,637	4,200
Office Equipment & Supplies	556	1,803	13,000
Volunteer Program	-	-	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	541	12,000
<b>Total OPERATIONAL</b>	<u>1,301</u>	<u>12,600</u>	<u>54,000</u>
<b>PROMOTIONAL</b>			
Advertising	11,800	30,225	290,000
Marketing	6,698	19,707	850,000
Travel & Association Dues	-	295	7,500
Hospitality Training & Recog	-	-	500
Print	-	-	20,000
<b>Total PROMOTIONAL</b>	<u>18,498</u>	<u>50,227</u>	<u>403,000</u>
<b>Total Expense</b>	<u>30,913</u>	<u>96,475</u>	<u>583,000</u>
<b>Net Revenue</b>	<u>(30,907)</u>	<u>55,371</u>	<u>(7,750)</u>



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November 14, 2017

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/visitor services 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 2017
- Revised Financials: September 2017

As part of our continuing efforts to bring visitors to Roseburg we have expanded our advertising to include a new media outlet. We are pleased to announce the addition of the official NBA 2018 Portland Trailblazers Yearbook to our marketing campaign.

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**

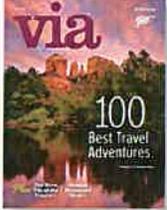
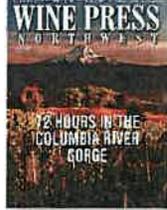
*To advocate for and be the voice of the business community in the greater Roseburg area.*

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

**PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES  
OCTOBER 2017**

1. Bandon Chamber of Commerce: InUmpqua (10), Visitor Guide (150)
2. Best Western: Visitor Guide (25), Calendar of Events (25)
3. City Hall: Calendar of Events (50)
4. City of Roseburg: Other Area Information (200)
5. Comfort Inn: Calendar of Events (25)
6. Dunes Motel: InUmpqua (10), Visitor Guide (25), Calendar of Events (25)
7. Enterprise Car Rental: InUmpqua (5), Visitor Guide (50), Self-Guided Tour Map (50), Wine Tour (50), Calendar of Events (50)
8. Holiday Inn Express: Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (25), Roseburg Map (25)
9. Howard Johnson: Visitor Guide (25), Calendar of Events (25)
10. Motel 6: InUmpqua (10), Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (25), Roseburg Map (25)
11. Quality Inn: Visitor Guide (25), Calendar of Events (25), Roseburg Map (25)
12. Rising River RV Park: InUmpqua (30), Visitor Guide (100), Self-Guided Tour Map (50), Roseburg Map (100), Other Area Information (315)
13. Roseburg Inn: Visitor Guide (25), Calendar of Events (25)
14. Sleep Inn & Suites: Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (50), Roseburg Map (100)
15. Super 8 Motel: Visitor Guide (50), Self-Guided Tour Map (50), Calendar of Events (50), Roseburg Map (25)
16. Umpqua Community College: InUmpqua (90), Visitor Guide (90), Roseburg Map (90), Other Area Information (90)
17. Windmill Inn & Suites: Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (50), Roseburg Map (25)

**ADVERTISING/MEDIA HIGHLIGHTS  
OCTOBER 2017**

Publication	Circulation	Company & Publication Date	Exposure
	33,000	<p align="center"><b>Alaska BEYOND Magazine</b> Horizon Edition October 2017</p>	Ad & Story
	53,000	<p align="center"><b>Portland Monthly Magazine</b> October 2017</p>	Ad
	25,000	<p align="center"><b>Salmon &amp; Steelhead Journal</b> October/November 2017</p>	Ad
	450,000	<p align="center"><b>Via Magazine</b> Fall 2017</p>	Ad
	77,300	<p align="center"><b>Wine Enthusiast Magazine</b> October 2017</p>	Ad
	35,000	<p align="center"><b>Wine Press Northwest Magazine</b> Fall 2017</p>	Ad

**ADVERTISING/MEDIA HIGHLIGHTS**  
**OCTOBER 2017**  
(Continued)

Broadcast/Digital/Online	Est. Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country 2017 (Full Year)	Online Ad
	TBD	Northwest Fly Fishing 2017 (Full Year)	Online Ad
	TBD	Salmon & Steelhead Journal 2017 (Full Year)	Online Ad
	TBD	Travel Oregon Q3 - 2017	Online Ad & E-news Ad

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	October 2017
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	October 2017
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	October 2017

**ROSEBURG VISITOR CENTER VISITOR COUNT  
OCTOBER 2017**

	OCTOBER 2017	OCTOBER 2016	YTD 2017	YTD 2016	CHANGE
Visitor Count for Roseburg Visitor Center	<b>318</b>	<b>586</b>	<b>4,130</b>	<b>5,125</b>	<b>-19%</b>

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	<b>12</b>	<b>131</b>	<b>46</b>	<b>129</b>	<b>318</b>
Year-To-Date 2017	<b>274</b>	<b>1,708</b>	<b>680</b>	<b>1,347</b>	<b>4,130</b>

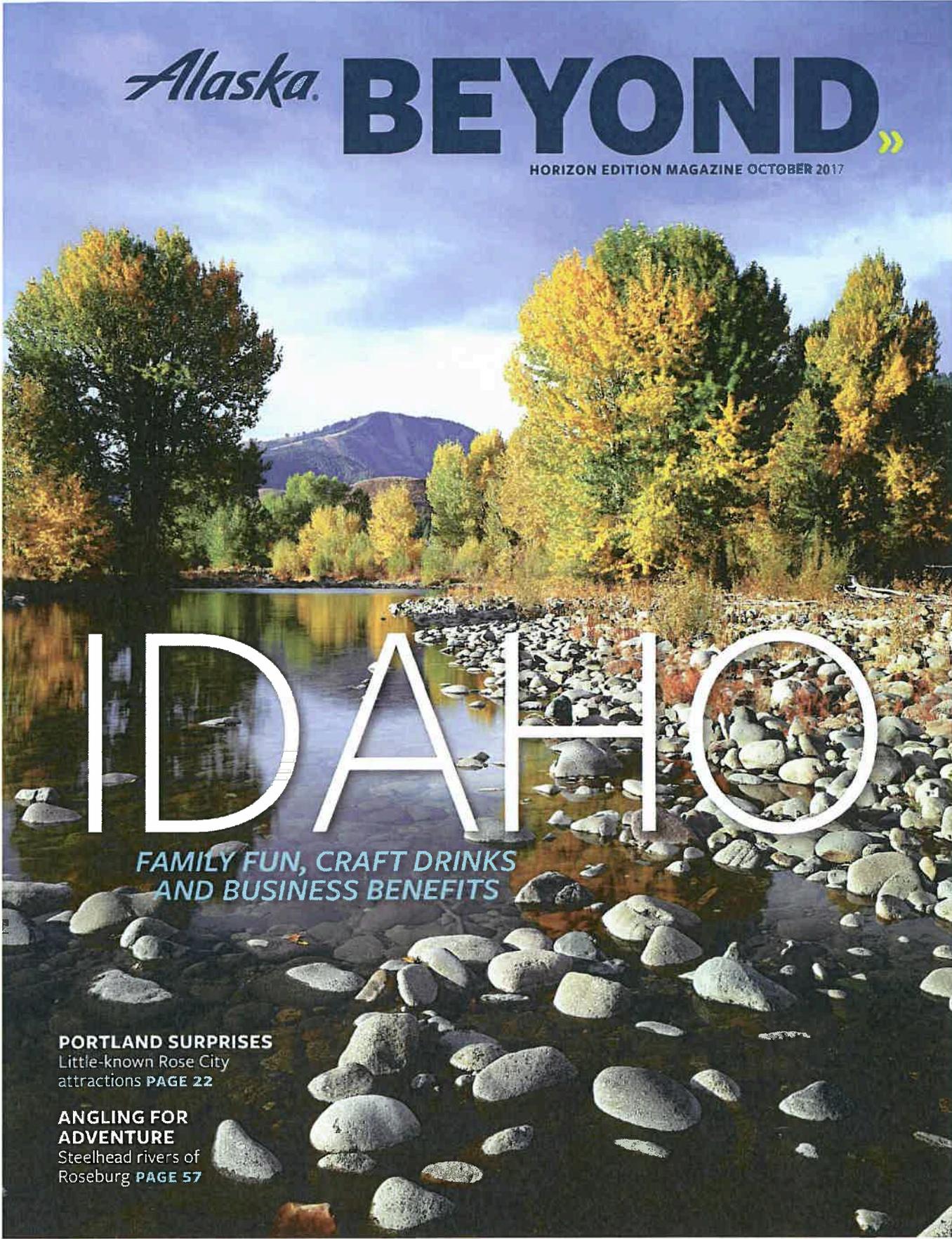
**WEBSITE PERFORMANCE  
OCTOBER 2017**

VisitRoseburg.com	OCTOBER 2017	OCTOBER 2016	Change from 2016-2017
TOTAL SITE VISITS	<b>19,962</b>	<b>22,069</b>	<b>-10%</b>
UNIQUE SITE VISITS	<b>12,413</b>	<b>8,061</b>	<b>+54%</b>
PAGE VIEWS	<b>83,082</b>	<b>94,341</b>	<b>-12%</b>
PAGE VIEWS PER VISIT	<b>4.16</b>	<b>4.27</b>	<b>-44%</b>
BROCHURE DOWNLOADS	<b>3,567</b>	<b>2,520</b>	<b>+109%</b>

\*VisitRoseburg.com data includes statistics from LandofUmpqua.com

# *Alaska.* BEYOND

HORIZON EDITION MAGAZINE OCTOBER 2017



# IDAHO

*FAMILY FUN, CRAFT DRINKS  
AND BUSINESS BENEFITS*

**PORTLAND SURPRISES**

Little-known Rose City  
attractions **PAGE 22**

**ANGLING FOR  
ADVENTURE**

Steelhead rivers of  
Roseburg **PAGE 57**

# EXPLORE»



## STEELHEAD RIVERS OF ROSEBURG

By Terry W. Sheely

» There is a seam in the river, a ribbon of smooth water where forceful downhill currents touch and ruffle the edge of a calm green pool. Directly under the seam is where I see the winter-run steelhead, hunkered on the bottom, a barely visible wraith of refracted shadow.

The steelhead—10, maybe 12, pounds—is facing upstream away from the ocean toward the mountains and a bed of spawning gravel somewhere in the foothills of south-central Oregon. Pectoral fins and gills barely move. The fish's iconic square tail distinguishes the ocean-going rainbow trout from the V-tailed salmon that also swim this river in late fall to early spring. The tail waves side to side in a slow, strong rhythm that holds the fish in position behind a moss-feathered boulder. Protected from the current's push, the fish rests before plunging back into the moving water and continuing up the North Umpqua River.

If I can drop the shrimp-sweetened ball of orange yarn



» The North Umpqua River, which connects with the South Umpqua River near Roseburg, Oregon, is legendary for its winter and summer steelhead runs.

upstream of and slightly outside of the seam, the marble-size lure should drift downstream, and suck behind the boulder and in front of the steelhead. I shift my feet slightly for position, pick a target area and make the cast.

Green fishing line follows the offering and a 2-inch weight into the seam. The line tracks the current downstream, rides around the shoulder of the rock, hesitates in the eddy behind it, and floats on untouched. I stare through polarizing glasses but can no longer see the steelhead. Gone, probably before my bait even got there.

Deep breath, reel in, freshen the rig and shuffle along the bank in the Whistler's Bend County Park and Campground, looking for the next hopeful spot in the mile of park that fronts the river. This is one of the best places for December winter runs: a sampling of river conditions, great steel-

head lies and lots of bank to fish. Sometimes winter steelheading, even in the great North Umpqua, is more hope than hookup, but for a steelheader, that's much of the appeal—the challenge and the burst of adrenaline when there's an electrifying tug on the bait, a sharp take on the fly.

Roseburg, a charming Southern Oregon town of about 22,000, is a hub on the Interstate-5 corridor where the North and South

## » EXPLORE STEELHEAD RIVERS OF ROSEBURG

forks of the Umpqua River system, two of Oregon's premier steelhead rivers, unwind from the west slope of the southern Cascade Range and merge to form the main-stem Umpqua, a funnel that brings winter and summer steelhead from the ocean to the city and beyond.

To conserve and protect natural spawners in the Umpqua River system, wild steelhead are regulated for catch-and-release only, but stocked hatchery fish can be harvested. Hatchery fish are identified by a clipped adipose, a small fleshy fin near their tail, and by how well they sit at the table in melted butter and lemon juice.

Both of the tributaries and the main river have distinctive personalities, flow characteristics and individual calendars of steelhead and salmon movements. The waterways are carved into dark bedrock, with whitewater plunges and cascades that slide into seemingly bottomless chutes and fall across tailout gravel that begs for a skated wet fly or swinging lure.

In the powerful upper North Umpqua east of Roseburg above Rock Creek, there are 33 miles of fly-fishing-only water, reverently referred to as "holy water," and described by many, including Frank Amato—a venerable Oregon publisher and devoted steelheader—as "the most legendary steelhead river in the world." Some call it the most challenging.

Author and fly-fishing fanatic Zane Grey so fell in love with the North Umpqua that in 1931 he left his beloved Rogue River to build a fish camp near Steamboat Creek, some 40 miles upriver from Roseburg, dividing his fishing between 1,000-pound marlin in the South Pacific and 15-pound steelhead in the Umpqua.

Summer runs are the main draw to the North Umpqua, with steelhead arriving in June and fished through November, which is when the first winter-run steelhead appear. The winter fishery can be equally addictive and productive. Hinged tackle



» *In the Umpqua River system, anglers can fly-fish from a jet boat or a drift boat, or wade and cast along the shore. There are dozens of public access sites less than an hour's drive from Roseburg.*

boxes bulge with flies such as Muddler Minnows, Green Butt Skunks, Purple Peril and Black Leech patterns.

This storied fork runs near Oregon Highway 138 and is open year-round. There's good fishing here every month, depending on storms and high water. The North Umpqua is cold, powerful, deep, and often shouldered by cliffs and rock walls. With slippery rocks and strong currents, it's an unforgiving river that should be respected.

The South Umpqua River is less tempestuous and less dramatic. Its warmer waters in summer draw anglers in search of smallmouth bass—from the mouth of the river to the community of Tiller, especially in the Canyonville area. Steelhead are sometimes incidentally caught and released in November, while the steelhead retention season starts December 1. In late December, a strong run of thick-shouldered winter steelhead appears and is fished hard near Roseburg,

until the season closes April 30.

Fewer than 10 miles northwest of Roseburg and west of I-5, the main Umpqua River is formed near the boat ramp at River Forks County Park, where the North and South forks merge. The unified river flows another 118 river miles west to the Pacific Ocean at Reedsport/Winchester Bay, with much of the river paralleled by Oregon Highway 38.

The main Umpqua is often heavily fished and has the variety and number of fish to support its popularity—spring and fall Chinook; coho salmon; winter and summer steelhead; and smallmouth bass, shad, striped bass and sturgeon.

In the Roseburg area, runs of fall Chinook and coho salmon and summer steelhead continue to pass until New Year's Day on the main Umpqua. Winter steelhead arrive in a wave that starts after New Year's and continues into April.

The smallmouth-bass fishing is world class by any measure. Catches of 100 per day, 2 to 4-pounders, are not uncommon and dominate warm-weather fishing from April through October. In May and June, a monster run of American shad swarms the lower main river. Nearer the ocean, the Umpqua offers rare opportunities to catch Oregon striped bass weighing up to

» EXPLORE  
**STEELHEAD RIVERS OF ROSEBURG**

45 pounds and white sturgeon that can be measured by the yard.

Where the rivers come together near Roseburg, strong currents slide around smooth boulders and rocks—some capped with toupees of startlingly green grass—scattered across the rivers like hairy billiard balls. The boulders divert the current and create protected pockets, soft eddies, long runs and deep pools that hide summer and winter steelhead.

The reaches simply beg to be fished with clusters of salmon eggs, sand shrimp, puffs of bright yarn, diving plugs, spinners and even pink plastic worms. For a reason known only to the fish, 5 inches of pink plastic worm undulating beneath a float is almost impossible to pass up.

The rivers span 100 to 250 feet wide: large enough to be fished from drift and jet boats, yet narrow enough to wade and

cast from the bank. Three dozen public access sites, parks, day-use areas, campgrounds and boat ramps are less than an hour's drive from Roseburg along the North and South forks and the main stem west of town. Find professional steelhead guides with comfortable riverboats and propane heaters through the Roseburg visitor center ([visitroseburg.com](http://visitroseburg.com)).

Some experienced Umpqua steelheaders keep tabs on the number of steelhead that Oregon Department of Fish and Wildlife managers track crossing above Winchester Dam on the North Umpqua. I'm not one of them. I steelhead whenever I can get here. I've had fishless days on Roseburg's rivers, but I've never had a bad day.

Thirty feet upstream in the North Umpqua, where I've just missed a fish, a broad tail creases the surface above a

deep channel and disappears under the water. There's a slight swirl as this steelhead moves upriver. The fish is active, aggressive and probably short-fused.

I cast above the fish, raise the rod tip, tighten the line and watch it ride the current toward the swirl. When the drifting line hesitates, I slam the rod up, hook into the subtle bite, and hang on while strong line peels off the reel. Forty feet out, the Roseburg steelhead thrashes the surface. I can't stop smiling. ■

*Terry W. Sheely is an award-winning outdoor journalist based in Black Diamond, WA. Alaska Airlines ([alaskaair.com](http://alaskaair.com)) offers daily service to Eugene, OR, and Medford, OR, which are gateways to fishing in Roseburg. Please visit [www.eregulations.com/oregon/fishing/southwest-zone](http://www.eregulations.com/oregon/fishing/southwest-zone) for more information on fishing in the area.*

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 BELLEVUE WASHINGTON

Puzzle on page 62.

A	B	E	A	M	C	H	O	R	E	E	B	B	B	A	T	H	E		
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**Roseburg Area Chamber of Commerce  
 Visitor Center/Visitor Service Operations Budget  
 2017-2018 Budget vs. Actual  
 Month-End October 31, 2017**

	<u>October 2017 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
<b>Revenue</b>			
TLT Funds	-	151,834	575,000
Miscellaneous Income	4	16	250
<b>Total Revenue</b>	<u>4</u>	<u>151,850</u>	<u>575,250</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	10,588	44,236	126,000
<b>Total GENERAL &amp; ADMIN</b>	10,588	44,236	126,000
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	17	70	3,000
Visitor Center Overhead	813	8,380	16,000
Accounting & Audit	134	2,771	4,200
Office Equipment & Supplies	1,256	3,059	13,000
Volunteer Program	-	-	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	541	12,000
<b>Total OPERATIONAL</b>	2,220	14,821	54,000
<b>PROMOTIONAL</b>			
Advertising	-	30,225	290,000
Marketing	9,918	29,625	85,000
Travel & Association Dues	-	295	7,500
Hospitality Training & Recog	-	-	500
Print	725	725	20,000
<b>Total PROMOTIONAL</b>	10,643	60,870	403,000
<b>Total Expense</b>	<u>23,451</u>	<u>119,927</u>	<u>583,000</u>
<b>Net Revenue</b>	<u>(23,447)</u>	<u>31,923</u>	<u>(7,750)</u>

**Roseburg Area Chamber of Commerce  
 Visitor Center/Visitor Service Operations Budget  
 2017-2018 Budget vs. Actual  
 Month-End September 30, 2017**

	<u>September 2017 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
<b>Revenue</b>			
TLT Funds	-	151,834	575,000
Miscellaneous Income	6	12	250
<b>Total Revenue</b>	<u>6</u>	<u>151,846</u>	<u>575,250</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	11,114	33,648	126,000
<b>Total GENERAL &amp; ADMIN</b>	<u>11,114</u>	<u>33,648</u>	<u>126,000</u>
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	18	53	3,000
Visitor Center Overhead	687	7,566	16,000
Accounting & Audit	40	2,637	4,200
Office Equipment & Supplies	556	1,803	13,000
Volunteer Program	-	-	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	541	12,000
<b>Total OPERATIONAL</b>	<u>1,301</u>	<u>12,600</u>	<u>54,000</u>
<b>PROMOTIONAL</b>			
Advertising	11,800	30,225	290,000
Marketing	6,698	19,707	85,000
Travel & Association Dues	-	295	7,500
Hospitality Training & Recog	-	-	500
Print	-	-	20,000
<b>Total PROMOTIONAL</b>	<u>18,498</u>	<u>50,227</u>	<u>403,000</u>
<b>Total Expense</b>	<u>30,913</u>	<u>96,475</u>	<u>583,000</u>
<b>Net Revenue</b>	<u>(30,907)</u>	<u>55,371</u>	<u>(7,750)</u>



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

December 14, 2017

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/visitor services operations for the month of November. The following is included in our monthly report:

- Activities Report
- Visitor Count
- Promotional Materials Distribution & Support Services
- Advertising/Media Highlights
- Financials: November 2017

In our August report we were happy to share we were on track to surpass more than 7 million website hits in 2017 and although the year is not quite over, with December left to go, we have already surpassed 7 million hits.

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

Best Regards,

ROSEBURG AREA CHAMBER OF COMMERCE  
& VISITOR CENTER

Debra L. Fromdahl  
President & CEO

Rachael Miller  
Manager, Destination Marketing/Branding

**VISION  
MISSION**

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

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

## **VISITOR CENTER/VISITOR SERVICE ACTIVITIES REPORT NOVEMBER 2017**

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

Integrated marketing campaign for 2017 in progress:

Alaska Airlines Magazine, American Angler Magazine, Fly Fishing & Tying Journal, Northwest Sportsman Magazine, Portland Monthly Magazine, Salmon & Steelhead Magazine, Via Magazine, Wine Press Northwest Magazine, 2017 MLB Seattle Mariners Yearbook, 2017 NFL Seattle Seahawks Yearbook, 2017 Oregon Festival & Events Magazine, 2017 Oregon Sport Fishing Regulation Guide, 2017 Southern Oregon Vacation Guide, Eugene Airport brochure display, Portland Metro billboards, Douglas County directional billboard, CraterLakeCountry.com, Matchthehatch.com, OregonLive.com, TravelOregon.com

2017 marketing/branding/advertising campaign—media buys on going

Roseburg brochures sent to other centers and attractions statewide

Social media updates - Facebook, Twitter and Pinterest

November Visitor e-newsletter

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

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

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

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

### **VISITOR CENTER/SERVICES OPERATIONS/ADMINISTRATION**

New event poster printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

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

Visitors to the Roseburg visitor center: **124**

Number of website visits: **20,208**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,084**

Total social media impressions (Facebook/Pinterest/Twitter): **7,183**

General email inquiries: **11**

Individuals requesting direct mailings of the visitor guide and other brochures: **46**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **948**

Total brochures downloaded from VisitRoseburg.com: **2,996**

**PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES  
NOVEMBER 2017**

1. Holiday Inn Express: Visitor Guide (25), Self-Guided Tour Map (25), Calendar of Events (25), Other Area Information (25)
2. Motel 6: Visitor Guide (50), Self-Guided Tour Map (25), Calendar of Events (50), Roseburg Map (50)
3. Ranch Motel-Rice Hill: Visitor Guide (50)
4. Seven Feathers Casino Resort: Visitor Guide (50), Self-Guided Tour Map (50), Roseburg Map (50)
5. Super 8: InUmpqua (40), Visitor Guide (100), Self-Guided Tour Map (50), Calendar of Events (100), Roseburg Map (50)
6. Travelodge: Visitor Guide (25), Self-Guided Tour Map (25)

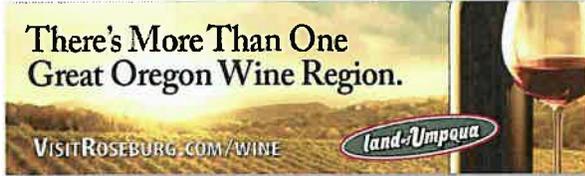
**ADVERTISING/MEDIA HIGHLIGHTS - PRINT  
NOVEMBER 2017**

Publication	Circulation	Company & Publication Date	Exposure
	32,000	<b>American Angler Magazine</b> November/December 2017	Ad
	50,000	<b>Northwest Fly Fishing Magazine</b> November/December 2017	Story
	26,700	<b>Northwest Sportsman Magazine</b> November 2017	Ad
	25,000	<b>Southern Oregon Magazine</b> Fall 2017	Story

**ADVERTISING/MEDIA HIGHLIGHTS - DIGITAL  
NOVEMBER 2017**

Broadcast/Digital/Online	Est. Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country 2017 (Full Year)	Online Ad
	TBD	Northwest Fly Fishing 2017 (Full Year)	Online Ad
	TBD	OregonLive.com November 2017	Sponsored Content Ad
	TBD	Salmon & Steelhead Journal 2017 (Full Year)	Online Ad
	TBD	Travel Oregon Q3 - 2017	Online Ad & E-news Ad

**ADVERTISING/MEDIA HIGHLIGHTS - SIGNAGE  
NOVEMBER 2017**

Signage/Other Media	Ad/Display	Location	Run Date
	BILLBOARD LAMAR	1 Location Douglas County	November 2017
	BILLBOARD Pacific Outdoor	3 Locations Portland-Metro Area	November 2017
	BILLBOARD Pacific Outdoor	2 Locations Portland-Metro Area	November 2017

**ROSEBURG VISITOR CENTER VISITOR COUNT  
NOVEMBER 2017**

	NOVEMBER 2017	NOVEMBER 2016	YTD 2017	YTD 2016	CHANGE
Visitor Count for Roseburg Visitor Center	124	205	4,254	5,330	-20%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	7	39	8	70	124
Year-To-Date 2017	281	1,741	688	1,415	4,254

**WEBSITE PERFORMANCE  
NOVEMBER 2017**

VisitRoseburg.com	NOVEMBER 2017	NOVEMBER 2016	Change from 2016-2017
TOTAL SITE VISITS	20,208	21,399	-6%
UNIQUE SITE VISITS	12,014	7,738	+55%
PAGE VIEWS	79,888	89,727	-11%
PAGE VIEWS PER VISIT	3.95	4.19	-6%
BROCHURE DOWNLOADS	2,996	1,863	+34%

\*VisitRoseburg.com data includes statistics from LandofUmpqua.com

**Roseburg Area Chamber of Commerce  
 Visitor Center/Visitor Service Operations Budget  
 2017-2018 Budget vs. Actual  
 Month-End November 30, 2017**

	<u>November 2017 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
<b>Revenue</b>			
TLT Funds	208,363	360,197	575,000
Miscellaneous Income	7	23	250
<b>Total Revenue</b>	<u>208,370</u>	<u>360,220</u>	<u>575,250</u>
<b>Expense</b>			
<b>GENERAL &amp; ADMIN</b>			
Staff and Payroll Expenses	10,071	54,307	126,000
<b>Total GENERAL &amp; ADMIN</b>	10,071	54,307	126,000
<b>OPERATIONAL</b>			
Conference/Travel Miscellaneous	43	113	3,000
Visitor Center Overhead	1,012	9,392	16,000
Accounting & Audit	58	2,829	4,200
Office Equipment & Supplies	570	3,629	13,000
Volunteer Program	43	43	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	541	12,000
<b>Total OPERATIONAL</b>	<u>1,726</u>	<u>16,547</u>	<u>54,000</u>
<b>PROMOTIONAL</b>			
Advertising	-	30,225	290,000
Marketing	6,061	35,686	85,000
Travel & Association Dues	-	295	7,500
Hospitality Training & Recog	-	-	500
Print	-	725	20,000
<b>Total PROMOTIONAL</b>	<u>6,061</u>	<u>66,931</u>	<u>403,000</u>
<b>Total Expense</b>	<u>17,858</u>	<u>137,785</u>	<u>583,000</u>
<b>Net Revenue</b>	<u>190,512</u>	<u>222,435</u>	<u>(7,750)</u>



# UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

## *City of Roseburg Economic Development Committee December 2017 Partnership Report*

**RENEWING MEMBERS OR CONTRIBUTORS:** Thank-you to the City of Roseburg, Umpqua Bank, Dave Sabala, UCC and CCD for renewing their memberships. Thank-you to: Umpqua Dairy, SAIF, Con-Vey and Jim Caplan for joining the Partnership.

### **RECRUITMENT:**

- 1. November 2017: Project Second (State Lead):** Wood product manufacturer looking for a greenfield site of 30 – 40 acres zoned industrial. Prefer certified sites within 5 miles of freeway. Significant water and wastewater requirements. Estimated phase 1 employment of 100.
- 2. November 2017: Project Eagle (State Lead):** Solar Cell and Solar Module manufacturer looking for 160 acres of flat land within 125 miles of a port. Very specific requirements. Full operation expected to employ 3,500 people.
- 3. November 2017: Project Couch (State Lead):** Furniture manufacturer in preliminary search stages. Want to be within 120 miles of Portland and minimum of 2 -3 acres with room to expand. 15 -20 employees for their first phase. Utility usage requirements not calculate, but will need electric, gas, water and waste water.
- 4. October 2017: Project ESA (State Lead):** Pet Food Manufacturer looking for greenfield site of 20 acres. Expected employment is 50 for initial, 110 to 130 at buildout. Looking for a place near a chicken processing plant.
- 5. September 2017: Project Epic2 (State Lead):** Recycling/Pulp and Paper manufacturing company looking for a greenfield site of 60-80 usable acres zoned industrial with rail service in existence. Significant water and wastewater requirements. Expected employment 100 in Phase 1 and another 100 in Phase 2. 24/7 operation.
- 6. September 2017: Project Battery:** Manufacturing company looking for a greenfield site of 7-15 usable acres zoned industrial. Significant water and wastewater requirements. Expected employment of 30 – 50 within first year. Full project build-out employment of 50 or greater.

### **RETENTION:**

- Century 21

- Reustle
- Con-Vey
- Rolling Thunder BBQ
- Wrappin and Rollin
- IdleYld Lodge Snack Shack
- Granny's Mini Hut
- Pearl & Barley
- Salud Food Truck
- Sugar Mama Dessert and Café Bar
- Roseburg Forest Products
- Clint Newell
- North River Boats
- Seven Feathers
- TFFF
- Cow Creek Tribe
- TMS Call Center
- Parrott House
- UBEA

## **PROJECT REPORTS:**

### **Med Ed:**

- Academic Partnership discussions underway.
- Task Force meeting was here in Roseburg on 11/16

**Wine Tourism Lodging Study/Boutique Hotel:** Rolling up all our assets for a JV approach

**Envision Umpqua:** Continue to support through TLC and grant requests.

**Makers Space project:** Now called Innovation Hub. Project start date is now 1/1/18.

**2017 OEDA Award:** Received our 2<sup>nd</sup> in a row award at OEDA Conference 10/23

**Strategic Plan:** We now have a Board approved strategic plan.

### **K12:**

- a. Backpack: Basic Allied Health Certificate program for high school **is now funded.**
- b. Career Path Baseball Cards is **80% complete:**
- c. **STEAM/DCPSS: New funding is in.**

**RARE:** Resource Assistance for Rural Environments (RARE) is an AmeriCorps program administered through the University of Oregon's Community Service Center(CSC). New person to support cycling and ag/culinary tourism is now onboard.

**Food Truck Court:** Should be open before Christmas

**Food Hub/Agriculture Distribution Center:** Looking for location.

**New Website and Newsletter:** Check out the new website and newsletters at [www.uedpartnership.org](http://www.uedpartnership.org)

**The 2018 Great Umpqua 4<sup>th</sup> of July Food Truck Competition:** Website now open for registration.

**CTE South County:** Kristi now on Board. Working on land and programs structure.

**MEETINGS/OTHER:**

- Richard Aurland
- Michael Lasher
- Analicia Nichols
- Travis Hill
- Kristi Smith
- Alyssa McConnel
- Neil Hummel
- Blue Zones
- Magnus Johannesson
- Douglas County Chambers Summit
- Alexa Carey
- Brad Neva
- Tim Smith
- Rod Wilson
- Darci Hawkins
- Jessica Mathison
- Tim Lacey
- Josie Renwah
- Manny Anaya
- Cara Otis
- Tim Smith
- Dave Sabala
- Susan Buell
- Cycle Umpqua
- Bonnie Chastain
- Justin Deedon
- Kristi Gilbert
- RAIN Judging

- Kyle Bailey
- John Dickey
- Emily Hoard
- Sutherlin CTE
- Sanford
- Vanessa Becker
- David Elway
- Arts Integration Committee
- Oakland Economic Development
- Erika Maritz
- Umpqua Wine Tourism
- Anne Kubisch
- Neal Brown
- UBC Board
- UBEA
- DCPSS
- OEDA Conference
- City of Sutherlin
- Titus Tomlinson
- Harold Phillips
- Colin (bike shop)
- Tiana (Shawn)
- Brent Hutchings
- Clint Newell
- Jim Caplan
- Coleen Haines
- Ford Family Foundation
- Danny Lang
- Michelle Martin
- Sara Runkel
- Krystle Mosser
- Downtown Roseburg Assoc.
- Jim & Dotty Stapleton