

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

NOTE: It is up to each of you as Commissioners and Staff to let staff know before the day of the meeting if you will not be able to attend. Thank you.

AGENDA

I. CALL TO ORDER

II. ROLL CALL:

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

III. APPROVAL OF MINUTES

A. April 10, 2018 – Economic Development Commission

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

V. DISCUSSION ITEMS:

A. Funding Request - Complete an independent study to determine effectiveness of City funding to the Roseburg Area Chamber of Commerce in order to manage tourism destination promotion, advertising and marketing services on behalf of the City.

VI. INFORMATIONAL

A. Diamond Lake Urban Renewal Plan
B. Visitor Center Report (April, May)
C. Partnership Report

VII. BUSINESS FROM THE COMMISSION

VIII. BUSINESS FROM STAFF

IX. NEXT SCHEDULED MEETING – October 9, 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
April 10, 2018

CALL TO ORDER

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

ROLL CALL

Present: Chair Tom Ryan, Commissioners Tim Allen, Don Baglien, Mickey Beach, Angela Brown, and Paul Zegers.

Absent: Hannah Duncan (unexcused), Gary Leif (excused), Misty Ross (excused), Michael Widmer (unexcused).

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Director Wayne Patterson of the Partnership, Maegan Hollister of the RARE Program, Rachel Miller of the Visitors Center, Chris Davidson representing UACT and Department Technician Chrissy Matthews.

APPROVAL OF MINUTES – Zegers moved to approve the minutes of the January 9, 2018 meeting as submitted. Allen seconded; motion passed unanimously. Beach questioned his unexcused absence from the January 9, 2018 meeting stating he thought he notified our department that he wasn't able to attend; Cowie said he would excuse the absence.

Colley shared that it is volunteer appreciation month as Cowie handed each commissioner an appreciation certificate and a reusable shopping bag to show the City's appreciation to the commission.

DISCUSSION ITEMS - Cowie advised the commission on each grant request.

Umpqua Actors Community Theatre (UACT) - New LED Sign - Chris Davidson representing UACT was present to answer any questions.

UACT requested \$4,999 to cover a portion of the construction costs associated with building a new 8'x6' sign to replace the existing sign in front of the Performing Arts Center along W. Harvard Ave. The screen will be 8'x4', full color, two sided LED. The sign will be used to promote UACT events, but will also provide opportunities for other organizations like the City of Roseburg, Umpqua Valley Arts Center, Umpqua United Soccer Club, and Music on the Half Shell and others to promote community wide events.

This property has an historic designated overlay which requires the placement of the new sign to obtain a variance which is in process. It is anticipated that the construction of the sign will be approximately \$50,000. UACT plans to cover this cost through a

combination of local contributions and grant funding. UACT has committed \$5,000 toward the project and is currently requesting other organizations contribute what they can base on their organizational budgets. The proposed EDC contribution of \$4,999 would be from the Hotel/Motel tax fund dedicated to promote tourism within the community.

Discussion ensued regarding sign criteria, aesthetics and placement of the sign. Cowie shared that there are specific criteria for signs which would be followed.

Zegers moved to authorize the City to enter into an agreement to provide \$4,999 to UACT in order to assist in the construction of a new sign in front of the Performing Arts Center. Allen seconded; motion passed unanimously.

Tourism Coordinator (Travel Oregon – BaTS, CATS, HaTs) – RARE Intern Funding Request (Partnership) - Maegan Hollister shared that she is an intern for RARE (Resource Assistance for Rural Environments) with her focus on tourism in Douglas County specifically cycle and culinary/agriculture tourism highlighting a foodie tour and mountain bike event on the North Umpqua.

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

The total costs associated with the payment of Maegan as the RARE intern serving in our community is \$23,500. Travel Oregon has committed to pay \$10,000, Travel Southern Oregon has committed \$7,000 and the Partnership has committed \$1,500. The Partnership is asking that the EDC consider authorizing payment of \$4,999 to assist in funding the RARE intern.

Colley shared that additional Travel Oregon grants are available over the next 5-6 months and suggested we entertain working with Maegan to try and put together city and partnership grants. Colley is supportive of funding the grant request.

Staff recommends the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to go to the Partnership in order to help fund the RARE intern, Maegan Hollister as the Tourism Coordinator.

Beach moved to authorize the City to enter into an agreement to provide \$4,999 worth of funding to go to the Partnership in order to help fund the RARE intern Maegan Hollister as the Tourism Coordinator. Allen seconded; motion passed unanimously.

The Great Umpqua 2nd Annual Food Truck Competition - Funding Request (Partnership) - In 2017, following guidance from the Bend Economic Development Partnership model of developing community based events that are designed to draw large audiences and highlight the community as a dynamic area for business the Partnership established the Great Umpqua Food Truck Competition. The event was highly successful and garnered the Partnership with the "Exceptional Economic Development Marketing and Promotions" award from the Oregon Economic Development Association.

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

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

Staff recommends that the EDC authorize the City to enter into an agreement to provide \$4,999 of funding to go to the Partnership in order to help fund The Great Umpqua 2nd Annual Food Truck Competition.

Discussion ensued regarding the Battle of the Bands. Six local Douglas County bands will participate, playing for 15 minutes each in a three hour time frame. Audience volume and attendance of the event will determine the winner. The idea of the event is to bring outside people to Douglas County and have a great experience which may encourage them to stay.

Beach declared a conflict as he is participating in the event – Beach will abstain from voting.

Allen move to authorize the City to enter into an agreement to provide \$4,999 worth of funding to the Partnership in order to help fund The Great Umpqua 2nd Annual Food Truck Competition. Baglien seconded; motion passed unanimously.

VISITORS CENTER REPORTS – January and February - Rachel Miller of the Visitors Center provided the January and February report. In addition, she shared the Travel event show in Santa Clara in February was well received and the Visitor Center is open on Saturdays, and starting in May they will open seven days a week.

THE PARTNERSHIP REPORT – Patterson shared items to note.

- The News Review front page write-up on the \$100,000 river grant.
- Open meeting with the Partnership board to focus on the community – subcommittee on housing and what they can do to support housing efforts and discussion on solar energy.
- K12 – Backpack: Basic Allied Health Certificate Program for high school is now funded and underway. Juniors and seniors can earn 18 credits to transfer to college.
- Career Path Baseball Cards are printed (72,000) and underway. Each junior high student in career class will receive a pack of career cards to help them consider career choices and how to prepare for their future. Cowie commented that his two boys in middle school talk about preparation for college and thought the cards are a good idea. The cards can help create conversation – Ryan likes the vocation aspect as well. Baglien asked for a sample of the cards at the next meeting for the commission to view.

BUSINESS FROM COMMISSION – Beach shared he is working on a music swap project to provide music equipment that could be refurbished and sold at a reasonable cost to individuals that otherwise aren't able to purchase new equipment. He is looking for space in the downtown area with a restroom and electricity for the second weekend in June. He is helping to build the music community – hoping kids will take advantage. Discussion ensued.

BUSINESS FROM AUDIENCE – None

BUSINESS FROM STAFF – **Wayfinding Sign Project Update** - Colley shared the project is moving forward with the goal of consistency and focus on location, scope, and scale for a marketing branding of the City. Five different companies have reached out. A new welcome to Roseburg sign will be addressed first then street signs and multiuse paths.

Ryan shared that the EDC has more members than the other commissions so if a vacancy comes up it may not be filled. The recommendation is to standardize each commission with six city members and one council member.

ADJOURNMENT - Meeting adjourned at 4:26 p.m. The next meeting is scheduled for July 10, 2018 at 3:30 p.m.

Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: July 10, 2018

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Stuart Cowie 07/12/18

Subject: Funding Request – Complete an independent study to determine the effectiveness of the Roseburg Area Chamber of Commerce in utilizing City funding in order to manage tourism destination promotion, advertising and marketing services on behalf of the City.

ISSUE STATEMENT AND SUMMARY

On April 11, 2013 the City of Roseburg entered into an agreement with the Roseburg Area Chamber of Commerce to operate the Roseburg Visitors Center, provide visitor services and manage tourism destination promotion, advertising and marketing services. In turn, the City agreed to pay the Chamber an annual amount equal to 90% of 57.25% of the transient room tax receipts. The term of the agreement was a 5 five year period which recently ended June 30, 2018. Options exist to renew the contract for an additional 5 year period. The Chamber has provided written notice of their desire to renew the contract.

The payment made to the Chamber has increased over the years as the transient room tax has grown. For example, in fiscal year 2012-13, a total amount of \$399,088 was paid to the Chamber. In comparison a total amount of \$581,485 was paid in fiscal year 2016-17. It is anticipated that the total amount for fiscal year 2017-18 will be over \$600,000.

Prior to renewing the contract with the Chamber the City would like to conduct an independent study to determine if the funding provided to the Chamber for tourism promotion, advertising and marketing services is being used to its greatest effectiveness.

The City is requesting that the EDC recommend that City Council authorize the use of \$20,000 in order to hire from a selection of qualified independent firms to evaluate existing tourism promotion, advertising and marketing activities for the area by the Chamber to determine if the City is getting the best value for its money.

ANALYSIS

In performance with the contract the Chamber has agreed to focus its efforts on four main areas. These areas include: Outreach Marketing, Visitor Services, Group Travel Service & Support, and Industry Support. As stated within the contract the Chamber should determine its annual work plan, goals and objectives with regard to these four primary areas considering industry trends and local needs and opportunities.

The goal of an independent study would be to determine the effectiveness of the Chamber surrounding each of these areas, but primarily concerning efforts involving Outreach Marketing. Outreach Marketing as identified within the contract means communicating with potential visitors the reasons to visit the Roseburg area. Activities include print and broadcast media advertising, creation and distribution of printed promotional material, digital and social media and attending trade shows.

Results from the study should help to provide insight surrounding the effectiveness of the Chamber in providing the four areas of work, with an emphasis on Outreach Marketing efforts and how the City should proceed with renewing the contract.

The \$20,000 used to fund this study would come from the Restrictive Fund, which is currently in excess of \$200,000.

COMMISSION OPTIONS

1. Recommend the City Council authorize the use of \$20,000 to enter into an agreement to hire from a selection of qualified independent firms to evaluate existing tourism promotion, advertising and marketing activities conducted by the Chamber for our area.
2. Do not recommend approval.

STAFF RECOMMENDATION

The EDC should recommend that the City Council authorize the use of \$20,000 to enter into an agreement to hire from a selection of qualified independent firms to evaluate existing tourism promotion, advertising and marketing activities for the area conducted by the Chamber in order to determine the effectiveness of City funds towards these efforts.

SUGGESTED MOTION

I move to recommend that the City Council authorize the use of \$20,000 to enter into an agreement to hire from a selection of qualified independent firms to evaluate existing tourism promotion, advertising and marketing activities conducted by the Chamber for our area in order to determine the effectiveness of City funds towards these efforts.

VPR0121 v 2

PERSONAL SERVICES CONTRACT

This contract is made and entered into this 11th day of April 2013 by and between the CITY OF ROSEBURG, an Oregon municipal corporation, hereinafter called "CITY," and the ROSEBURG AREA CHAMBER OF COMMERCE, an independent contractor, hereinafter called "CHAMBER."

RECITALS

SECTION 1. CHAMBER AGREES:

1.1 Purpose. The CHAMBER shall operate the Roseburg Visitors Center, provide visitor services and manage tourism destination promotion, advertising and marketing services more particularly set forth in this contract.

1.2 Term. Beginning July 1, 2013 and continuing thereafter until June 30, 2018, unless sooner terminated as provided herein, CHAMBER shall perform the services required by the contract.

1.2:1 Renewal Term. CHAMBER shall have the option to renew this contract for a renewal term of five additional years, beginning on the expiration of the initial term. To exercise this option, CHAMBER must give written notice of its intention to exercise the renewal not sooner than 360 days or later than 180 days prior to the expiration of the initial term. Contract terms and conditions during the renewal term including the right of termination shall be the same as set forth in this Contract, except for this right of renewal.

1.3 Services Provided. The CHAMBER will focus its efforts on four primary areas in performance of this Contract. These are:

Outreach Marketing—Communicating with potential visitors the reasons to visit the Roseburg area. Activities include print and broadcast media advertising, creation and distribution of printed promotional materials, digital and social media and attending trade shows.

Visitor Services—Providing information to visitors while they are in the Roseburg area including, maintaining Visitors Center exhibits and displays, informational brochures on local lodging, dining, attractions, events, experiences and activities. This shall also include social media activities.

Group Travel Service & Support—Increasing the number of group travel activities and opportunities including significant sporting/outdoor events, meetings and conferences through local outreach and promotion. Maintain *Meeting Planner* and supporting informational materials specific to group travel, provide support and facilitation and disseminate leads.

Industry Support—Working with local hospitality industry partners to ensure unified and cooperative effort for above three focus areas and, to ensure a collaborative

sharing of materials and information between Visitors Center and local hospitality industry. This also, includes maintaining affiliations and participation with regional and statewide visitor industry members.

The CHAMBER shall determine its annual work plan, goals and objects with regard to these four primary areas considering industry trends and local needs and opportunities. The CHAMBER shall also provide specific services and activities as follows:

1.3.1 General Provisions

- A. Operational and contractual obligation issues of concern to CITY and CHAMBER will be discussed regularly and as they arise to reach a conclusion related to customer service and the implementation of this Contract.
- B. CHAMBER's services under this Contract shall at all times align with general tourism industry standards and state tourism guidelines. The CHAMBER shall comply with state statutes and the CITY's municipal codes regarding the use of transient lodging tax dollars. Visitor services provided by the CHAMBER under this contract shall fulfill the mission to "market and promote the City of Roseburg and the surrounding area to draw visitors to our community and increases room-occupancy tax revenue.
- C. The CHAMBER shall designate a staff member employed for the fulfillment of this Contract to serve as a resource or an ex officio member of the appropriate CITY Commission, as determined by the CITY. The designated staff member will attend all meetings of said Commission, as possible, or as requested by the CITY.
- D. The name of the visitor services performed under this contract shall be Roseburg Visitors Center. The CHAMBER may determine the use of "Visit Roseburg," "Travel Roseburg," "Roseburg VCB," "Roseburg CVB" or other designations that may best align with current visitor industry trends. The CHAMBER may also use the "Land of Umpqua" brand. However, the CHAMBER shall at all times ensure the name "Roseburg" is prominent in all print, broadcast, digital and social media, website, brochures and other printed publications and collateral material created in the performance of this Contract. CHAMBER may add its name to said advertising, branding and promotional pieces to reflect joint endeavor.
- E. A toll free number shall be maintained for visitor services and shall be advertised on publications.
- F. The CHAMBER shall maintain a separate post office box address for the Visitors Center as advertised on current publications.
- G. At a minimum, public hours for the Visitors Center shall be 9:00 a.m. to 5:00 p.m. daily, except weekends. In addition, from Memorial Day Weekend through

Labor Day Weekend, public hours shall be from 10:00 a.m. to 2:00 p.m. on Saturdays and Sundays, at a minimum.

- H. The CHAMBER shall maintain a monthly visitor count report and quarterly report of general inquiries and information requests received.
- I. Publications and services paid for with visitor/transient lodging tax dollars shall be provided at no charge visitors and the general public.
- J. The CHAMBER's annual Visitors Center/visitor services budget shall provide specifically for maintenance, repair, upgrading, replacement and purchase of exhibits, equipment, displays and other items designed for use in the Visitors Center ("Exhibits"). Any and all Exhibits purchased through these funds shall be and remain property of the CITY. All Exhibits purchased before October 2006 are and shall remain the property of the CHAMBER/Chamber Foundation.
- K. The Visitors Center's portion of the general operational costs of occupying and maintaining the facility will be paid from CHAMBER's annual Visitors Center/visitor services budget. The CHAMBER shall be responsible for its own operational costs and its portion of costs associated with occupying and maintaining the facility. Any and all capital improvements to the premises shall be and remain property of the CITY.

1.3.2 Affiliations. CHAMBER staff hired specifically to fulfill the obligations and duties of this Contract shall have memberships in and affiliations with relevant regional and statewide industry organizations. Staff shall participate in said organizations and attend industry conferences and events as deemed appropriate for the advancement of the visitor services program.

1.3.3 Promotions/Advertising/Marketing. The CHAMBER shall:

- A. Develop and maintain mutually-beneficial working relationships with local hospitality industry members. Maintain visitor brochures and other print materials to local visitor destinations and industry partners.
- B. Create and distribute a monthly e-newsletter.
- C. Provide annual hospitality/customer service training for area businesses and citizens before the beginning of the tourist season.
- D. Continue Familiarization (FAM) Tours for Visitors Center volunteers.
- E. Maintain a file of tear sheets of advertising placed in various publications by contract year.
- F. Regularly distribute promotional articles suitable for printing in out-of-the-area newspapers and magazines which promote the Roseburg area as a destination.

- G. Develop cooperative working relationships with other groups and organizations in Douglas County to attract visitors to county areas beyond Roseburg. However, the primary emphasis of this program shall remain to bring visitors to the immediate Roseburg area.
- H. Maintain and regularly update a website serving the local hospitality industry and targeting visitors. Information on the website shall include, but not be limited to: lodging, meeting accommodations, dining, attractions and events. Such website will be linked to the CITY website and other relevant local websites. The CHAMBER may use such social media as Facebook and Twitter to promote Roseburg as a tourist destination and to promote local events and activities.

1.3.4 Visitor-Related Attractions/Events. The CHAMBER shall provide:

- A. Technical assistance and support for local institutions and organizations, including outreach marketing for special events and attractions for visitors in and around Roseburg that attract overnight visitors to Roseburg area motels.
- B. Cooperative advertising and printing expenses, to be matched by group promoting the event and assistance with issuing promotional news releases, when appropriate.

1.3.5 Group Travel Prospecting & Assistance. The CHAMBER shall, whenever reasonably possible, solicit group travel relating to athletic events, meetings, conferences and seminars of size and type that can be accommodated in Roseburg. Visitors Center staff shall work directly with group, meeting and event planners by providing information on meeting places, lodging, banquets, entertainment and recreational opportunities. An inventory of materials, supplies and services available to groups meeting in the City of Roseburg shall be maintained and regularly updated. Assistance shall be provided to said groups and a master calendar of group meeting, events and activities will be maintained and, at a minimum, be made available electronically. The CHAMBER will make every effort to expand the size and scope of the market area for group activities, events and meetings.

1.3.6 Staffing. The CHAMBER shall have sole authority to hire full-time and part-time staff dedicated to the Visitors Center operation and to providing visitor services, promotion and destination marketing activities required under this Contract. The CHAMBER's staffing expenses under this Contract shall not exceed 35% of the total annual Visitors Center/visitor services operations budget.

Should the position of the CHAMBER's senior staff member, employed for the purpose of this Contract, become available during the term of this Contract, the City Manager will have the opportunity to review the list of applicants for the open position and advise the CHAMBER's president/CEO of any potential conflicts between the CITY and potential candidates.

1.4 Reporting

1.4.1 Monthly Report. The CHAMBER shall provide a monthly report to the CITY regarding Visitors Center/visitor services operations. At a minimum, the report shall include: year-to-date financials reflecting operations budget versus actuals, monthly visitor count, website activity, general operations and staff activities report, Visitors Center hours of operation, media coverage, materials distribution and support services. General inquiries and visitor information requests may be reported on a quarterly basis.

1.4.2 Annual Report. The CHAMBER shall provide an annual written report to the CITY which will include, at a minimum:

1. Previous year's goals and objectives;
2. Affiliations and participation with regional, state and national industry organizations;
3. List and fulfillment status of specific requirements identified under this Contract;
4. Visitor services statistics—print materials distributed, visitor counts, website activity, social and digital media, phone and email contacts
5. Annual Visitors Center/visitors services operations budget versus actual.
6. Update on e-newsletter *Visitor and Community News*;
7. Promotion and print materials produced in previous year;
8. Service and support provided to local hospitality industry members, organization and visitor events and activities;
9. Specifics relating to out-of-area destination marketing and advertising campaign, including niche marketing;
10. General media plan statistics including number of impressions, web hits and web visits, with sampling of print and digital ad placement and broadcast TV campaign;
11. Report on articles and editorials resulting from marketing/advertising campaign;
12. Results of surveys, studies and/or research projects undertaken to evaluate ongoing marketing, advertising and branding activities; and,
13. Results of periodic ad conversion studies conducted.

The CHAMBER shall present the annual report to the City Council on a date and time agreed to by the CITY and the CHAMBER, but no later than March 31st each year.

1.5 Finances.

1.5.1 An audit of the CHAMBER's Visitors Center/visitor services operation's accounting and business records shall be conducted annually by an independent certified public accounting firm. A copy of the audit shall be delivered to CITY's City Manager.

1.5.2 The CHAMBER shall maintain the Visitors Center/visitors services operations funds—checking and money market accounts—separate from CHAMBER operations fund and other CHAMBER accounts. The CHAMBER requires two signatures on all

its checking accounts. The primary signatories are the CHAMBER president/CEO and board treasurer. Other designated signatories are the CHAMBER board chair and vice chair.

1.5.3 CHAMBER will provide CITY a monthly financial statement reflecting year-to-date budget versus actual expenditures for the Visitors Center/visitor services operation.

1.6 Expenditures and Conditions. Extraordinary unbudgeted expenditures, from contracted funds, outside the scope of the work program may be made by CHAMBER only with the prior written approval of CITY's City Manager.

1.7 Workers Compensation Insurance. CHAMBER, its subcontractors, if any, and all employers working under this Contract are subject employers under the Oregon Workers' Compensation Law and shall comply with ORS 656.017, which requires them to provide workers' compensation coverage for all their subject workers.

1.8 Insurance Requirements. At all times during the term of this Contract, at the sole expense of the CONTRACTOR, CONTRACTOR shall maintain continuously in effect the insurance policies described herein. Each policy shall be written as a primary policy, not contributing with or in excess of any coverage the CITY may carry. A copy of each policy or a certificate, and copies of additional insured endorsements, satisfactory to the CITY shall be delivered to the CITY prior to commencement of any work or services provided under this Contract. The certificates shall specify and document all insurance-related provisions within this Contract. A renewal certificate will be sent to the CITY 10 days prior to coverage expiration. Unless specified, each policy shall be written on an "occurrence" form. Policies must be underwritten by an insurance company deemed acceptable to the CITY and admitted to do business in Oregon, or, in the alternative, rated A- or better by AM Best. The CITY reserves the right to reject any insurance carrier with an unacceptable financial rating. There shall be no cancellation, material change, exhaustion of aggregate limits or intent not to renew insurance coverage without 30 days written notice to the CITY. The 30-day notice of cancellation provision must be physically endorsed on the policy. In the event the statutory limit of liability of a public body for claims arising out of a single accident or occurrence is increased above the combined single limits specified in this Contract, CITY shall have the right to require CONTRACTOR to increase the CONTRACTOR's coverage by an amount equal to the increase in the statutory limit for such claims and to increase the aggregate coverage by twice the amount of the increase in the statutory limit. Failure to maintain any insurance coverage required by this Contract shall be cause for immediate termination of the Contract by the CITY, but termination shall not relieve CONTRACTOR of its obligation to provide and maintain such coverage, and CITY shall be entitled to enforce all liability and indemnity provisions of this Contract following such termination. In addition, all requirements concerning insurance and indemnity shall survive the termination of this Contract.

1.8.1 Commercial General Liability. Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the

interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.

1.8.2 Automobile Liability Insurance. At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

1.9 Books and Records. CHAMBER shall keep complete and proper books, records and accounts of all transactions performed as part of this contract and the approved invoices and work program. The books, records and accounts shall be open to inspection by CITY or its designee during normal business hours, and shall remain open to CITY for such inspection for three months following termination of this contract.

1.10 Availability. CHAMBER shall be available for meetings, discussions and program reviews with sufficient notice.

1.11 Assignment. The responsibility for performing CHAMBER's services under the terms of this contract shall not be assigned, transferred, delegated or otherwise referred by CHAMBER to a third person without the prior written consent of CITY.

1.12 Compliance with Laws. At all times during the term of this contract, CHAMBER shall comply with all federal, state and local laws, including the Standard City Contract Provisions attached hereto as Exhibit A and incorporated herein by this reference.

1.13 Health Hazard Notification. Contractors who are hired to perform work for the CITY involving the need to control hazardous energy or enter confined spaces will be informed of CITY programs and the associated hazards of which CITY staff is aware. The notification is not designed to take over the contractor's safety responsibilities to his or her employees, but to provide appropriate notification under the Oregon OSHA rules.

SECTION 2. CITY AGREES:

2.1 CITY will pay CHAMBER an annual amount equal to 90% of 57.25% of the transient room tax receipts. This amount shall be paid in quarterly installments pursuant to Section 2.2. All other transient room tax receipts shall be retained by CITY and/or expended directly by CITY at its discretion in accordance with applicable law and such tax receipts shall not be subject to this Contract.

2.2 During the length of the Contract, CITY agrees to pay CHAMBER quarterly within ten days of October 31, January 31, April 30 and July 31. (These dates coincide with the tax payment schedule.) In the event of termination as provided herein, such payment(s) shall be pro-rated through the date of termination and paid on or before the date of termination.

SECTION 3. BOTH PARTIES AGREE:

3.1 Independent Contractor. CHAMBER is an independent contractor. The manner in which it performs the services herein shall be controlled by CHAMBER; however, CITY shall specify the nature of the services and the results to be achieved. CHAMBER is not to be deemed to be an employee or agent of CITY and has no authority to make any binding commitments on behalf of CITY except as expressly approved in writing by CITY'S City Manager.

3.2 Indemnification. Each party shall indemnify, hold harmless and defend the other, its officials, agents and employees, from and against any and all claims, damages, losses and expenses, including attorney fees, arising in or from its performance of, or failure to perform, this contract. The extent of CITY's obligation under this subsection is limited to CITY's obligation under the Oregon Constitution and ORS 30.260 through 30.300.

3.3 Arbitration. Any controversy regarding the language or performance of this contract shall be submitted to arbitration. Either party may request arbitration by written notice to the other. If the parties cannot agree on a single arbitrator within 15 days from the giving of notice, each party shall within five days select a person to represent the party and the two representatives shall immediately select an impartial third person to complete a three-member arbitration panel. If either party fails to select its representative, the other party may petition the Chief Judge of the Circuit Court of Douglas County for designation of the representative. The arbitration shall be conducted in accordance with ORS 33.210 et seq. or the provisions of any such future law. The arbitrator(s) shall assess all or part of the costs of arbitration, including attorney's fees, to either or both parties.

3.4 Attorney Fees. If any arbitration, administrative proceeding, action or appeal thereon is instituted in connection with any controversy arising out of this contract, performance of this contract or failure to perform this contract, the prevailing party shall be entitled to recover, in addition to costs and disbursements, such sum as the court may adjudge reasonable as attorney fees.

3.5 Ownership and Use of Documents or Equipment Purchased. In whatever form they may be produced or stored, any documents or publications prepared or equipment and software purchased in performance of this contract and any supporting and investigative information that is gathered in the performance of this contract, upon completion of the work or upon termination of this contract, shall be and remain the property of CITY and shall be subject to copyright by CITY at its sole discretion. CHAMBER shall be permitted to retain copies, including reproducible copies, of such documents. CHAMBER shall treat such documents as if CITY had secured a copyright thereon, and thus will not use the documents in a manner that would constitute copyright infringement. CITY may use the documents prepared hereunder for any purpose; however, CHAMBER shall have no liability with regard to such documents to the extent they are used or applied outside of the scope of the work unless CHAMBER is consulted and offers a professional opinion that the use contemplated is appropriate.

3.6 Notices. Any notice required to be given under this contract, or required by law, shall be in writing and delivered to the parties at the following addresses:

CITY OF ROSEBURG
City Manager
900 SE Douglas
Roseburg, OR 97470

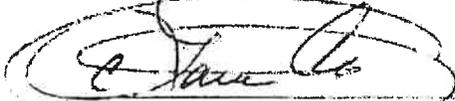
ROSEBURG AREA CHAMBER OF COMMERCE
President & CEO
P. O. Box 1026
Roseburg, OR 97470

3.7 Applicable Laws. The laws of the State of Oregon shall be used in construing this contract and enforcing the rights and remedies of the parties.

3.8 Termination Clause. Except where this Contract expressly allows a shorter termination notice, without cause either party may terminate this agreement upon 90 days prior written notice to the others.

3.9 Merger and Substitution. There are no other undertakings, promises or agreements, either oral or in writing, other than that which is contained in this contract. The parties intend this contract to substitute the existing contract and Amendments. Such substitution shall occur simultaneous to the effective date of this contract. Any amendments to this contract shall be in writing and executed by both parties.

CITY OF ROSEBURG


C. Lance Colley, City Manager
Dated: 4/13/13

ROSEBURG AREA CHAMBER OF COMMERCE


Debra L. Fromdahl, President/CEO
Dated: 04/11/2013


Sheila R. Cox
City Recorder



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

RECEIVED

MAY 30 2018

CITY OF ROSEBURG
City Administration Office

May 15, 2018

Mr. Lance Colley
City Manager
City of Roseburg
900 SE Douglas
Roseburg OR 97470

Dear Lance,

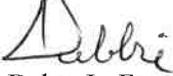
Attached is the chamber's monthly report of activities and statistics for the Roseburg Visitor Center operations for the month of April. The following is included in our monthly report:

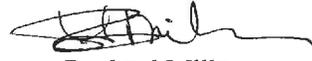
- Activities Report
- Visitor Count
- Promotional Materials Distribution & Support Services
- Advertising/Media Highlights
- Financials: April 2018

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

Best Regards,

ROSEBURG AREA CHAMBER OF COMMERCE
& VISITOR CENTER


Debra L. Fromdahl
President & CEO


Rachael Miller
Manager, Destination Marketing/Branding

**VISION
MISSION**

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

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

VISITOR CENTER/VISITOR SERVICE ACTIVITIES REPORT

APRIL 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began integrated marketing campaign for 2018:

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

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

April Visitor e-newsletter

Roseburg brochures sent to other centers and attractions statewide

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

Social media updates - Facebook, Twitter and Pinterest

LOCAL COMMUNITY AND INDUSTRY SUPPORT

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

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

Attended the 2018 Travel Southern Oregon Symposium

Attended the 2018 Governor's Conference on Tourism

VISITOR CENTER OPERATION/ADMINISTRATION

Visitor center spring hours; open Monday-Friday 9:00am-5:00pm, Saturday's 10:00am to 2:00pm

April event poster printed for lobby visitors

Area event list printed for lobby visitors

Seasonal displays updated in visitor center lobby

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF APRIL

Visitors to the Roseburg visitor center: **348**

Number of website visits: **19,866**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,145**

Total social media impressions (Facebook/Pinterest/Twitter): **5,212**

General email inquiries: **21**

Individuals requesting direct mailings of the visitor guide and other brochures: **559**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **1,217**

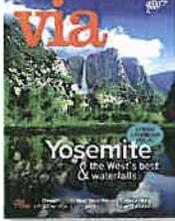
Total brochures downloaded from VisitRoseburg.com: **3,422**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

APRIL 2018

1. Comfort Inn: Calendar of Events (25)
2. Dunes Motel: Calendar of Events (50)
3. Evergreen Family Medicine: InUmpqua (240)
4. Hawg Quest: InUmpqua (85), Calendar of Events (25)
5. Holiday Inn Express: Calendar of Events (50)
6. Howard Johnson: Calendar of Events (50)
7. Oakridge Apartments: InUmpqua (25), Visitor Guide (25), Wine Map (25), Roseburg Map (25), Other Area Information (25)
8. SRMPI: InUmpqua (25), Calendar of Events (25), Roseburg Map (25), Other Area Information (25)
9. Super 8 Motel: InUmpqua (10), Visitor Guide (25), Calendar of Events (50), Roseburg Map (25),
10. Travelodge: Visitor Guide (25), Calendar of Events (25)

**ADVERTISING/MEDIA HIGHLIGHTS
APRIL 2018**

Publication	Circulation	Company & Publication Date	Exposure
	43,000	<p style="text-align: center;">CruZin' Magazine April 2018</p>	Ad
	25,700	<p style="text-align: center;">Northwest Fly Fishing Magazine Spring 2018</p>	Ad
	26,700	<p style="text-align: center;">Northwest Sportsman Magazine April 2018</p>	Ad
	TBD	<p style="text-align: center;">Travel Oregon Visitor Guide 2018-2019</p>	Ad
	450,000	<p style="text-align: center;">Via Magazine—Oregon/Idaho March/April 2018</p>	Ad
	500,000	<p style="text-align: center;">Via Magazine Spring 2018</p>	Ad

ADVERTISING/MEDIA HIGHLIGHTS
APRIL 2018
(Continued)

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

Digital/Online	Est. Online Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country Website advertorial	Online Ad
	TBD	Northwest Fly Fishing Online Banner Ad	Online Ad
	TBD	OregonLive Online "Takeover" Ad	Online Ad
	TBD	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q2 - 2018	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT
APRIL 2018**

	APRIL 2018	APRIL 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	348	367	998	1,040	-4%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	4	117	50	177	348
Year-To-Date 2018	23	250	183	542	998

**WEBSITE PERFORMANCE
APRIL 2018**

VisitRoseburg.com	APRIL 2018	APRIL 2017	Change from 2017-2018
TOTAL SITE VISITS	19,866	25,230	-21%
UNIQUE SITE VISITS	12,074	11,973	+1%
PAGE VIEWS	71,030	77,675	-9%
PAGE VIEWS PER VISIT	3.57	3.07	+16%
BROCHURE DOWNLOADS	3,422	2,817	+21%

*VisitRoseburg.com data includes statistics from LandofUmpqua.com

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

	<u>April 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
Revenue			
TLT Funds	-	469,851	575,000
Miscellaneous Income	13	95	250
Total Revenue	<u>13</u>	<u>469,946</u>	<u>575,250</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	10,557	108,607	126,000
Total GENERAL & ADMIN	10,557	108,607	126,000
OPERATIONAL			
Conference/Travel Miscellaneous	791	1,262	3,000
Visitor Center Overhead	1,150	14,764	16,000
Accounting & Audit	60	3,326	4,200
Office Equipment & Supplies	803	6,454	13,000
Volunteer Program	-	525	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	75	646	12,000
Total OPERATIONAL	<u>2,879</u>	<u>26,977</u>	<u>54,000</u>
PROMOTIONAL			
Advertising	10,635	109,168	290,000
Marketing	5,728	60,696	85,000
Travel & Association Dues	-	910	7,500
Hospitality Training & Recog	-	-	500
Print	700	1,425	20,000
Total PROMOTIONAL	<u>17,063</u>	<u>172,199</u>	<u>403,000</u>
Total Expense	<u>30,499</u>	<u>307,783</u>	<u>583,000</u>
Net Revenue	<u>(30,486)</u>	<u>162,163</u>	<u>(7,750)</u>



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

RECEIVED

JUL -2 2018

CITY OF ROSEBURG
City Administration Office

June 19, 2018

Mr. Lance Colley
City Manager
City of Roseburg
900 SE Douglas
Roseburg OR 97470

Dear Lance,

Attached is the chamber's monthly report of activities and statistics for the Roseburg Visitor Center operations for the month of May. The following is included in our monthly report:

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

The visitor center is open seven days a week to welcome visitors to our community.

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

MAY 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began integrated marketing campaign for 2018:

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

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

May Visitor e-newsletter

Roseburg brochures sent to other centers and attractions statewide

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

Social media updates - Facebook, Twitter and Pinterest

LOCAL COMMUNITY AND INDUSTRY SUPPORT

Facilitated annual customer service training seminar

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

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

VISITOR CENTER OPERATION/ADMINISTRATION

Visitor center summer hours; Monday-Friday 9:00am-5:00pm, Saturday 10:00am to 3:00pm, and Sunday 10:00am to 3:00pm

May event poster printed for lobby visitors

Area event list printed for lobby visitors

Seasonal displays updated in visitor center lobby

Visitor information & promotional material displays updated/organized/restocked

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF MAY

Visitors to the Roseburg visitor center: **492**

Number of website visits: **21,921**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,151**

Total social media impressions (Facebook/Pinterest/Twitter): **5,474**

General email inquiries: **18**

Individuals requesting direct mailings of the visitor guide and other brochures: **394**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **2,696**

Total brochures downloaded from VisitRoseburg.com: **3,897**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

MAY 2018

1. Best Western Garden Villa Inn: Calendar of Events (50)
2. Customer Service Training: InUmpqua (20), Visitor Guide (20), Calendar of Events (20), Roseburg Map (20), Other Area Information (20)
3. Enterprise Car Rental: Visitor Guide (50), Calendar of Events (50), Roseburg Map (100), Other Area Information (25)
4. Grants Pass Welcome Center: InUmpqua (29), Visitor Guide (50)
5. Littlebrook: InUmpqua (6), Calendar of Events (6), Roseburg Map(6), Other Area Information (18)
6. Motel 6: InUmpqua (10), Visitor Guide (50), Calendar of Events (75), Roseburg Map 50), Other Area Information (25)
7. On The River RV Park: Visitor Guide (50)
8. Rising River RV Park: Calendar of Events (25), Wine Map (25), Other Area Information (50)
9. Roseburg Sister City: Visitor Guide (25), Roseburg Map (20), Other Area Information (20)
10. Super 8 Motel: InUmpqua (15), Visitor Guide (75), Calendar of Events (75), Roseburg Map (50), Other Area Information (50)
11. Umpqua Valley Arts Center: InUmpqua (150), Visitor Guide (150), Roseburg Map (150), Other Area Information (300)
12. VA Healthcare System: InUmpqua (80)

**ADVERTISING/MEDIA HIGHLIGHTS
MAY 2018**

Publication	Circulation	Company & Publication Date	Exposure
	95,000	<p align="center">BEYOND Magazine by Alaska Airlines May 2018</p>	Ad
	33,000	<p align="center">BEYOND Magazine - Horizon Edition by Alaska Airlines May 2018</p>	Ad
	25,700	<p align="center">Northwest Fly Fishing Magazine May/June 2018</p>	Ad
	TBD	<p align="center">The Oregonian May 2018</p>	Ad
	53,000	<p align="center">Portland Monthly Magazine May 2018</p>	Ad
	450,000	<p align="center">Via Magazine—Oregon/Idaho May/June 2018</p>	Ad

ADVERTISING/MEDIA HIGHLIGHTS
MAY 2018
(Continued)

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

Digital/Online	Est. Online Impressions	Company & Publication Date	Exposure
	TBD	Crater Lake Country Website advertorial	Online Ad
	TBD	Northwest Fly Fishing Online Banner Ad	Online Ad
	TBD	OregonLive Online "Takeover" Ad	Online Ad
	TBD	Salmon Trout & Steelhead Online Banner Ad	Online Ad
	TBD	Travel Oregon Q2 - 2018	Online Ad

**ROSEBURG VISITOR CENTER VISITOR COUNT
MAY 2018**

	MAY 2018	MAY 2017	YTD 2018	YTD 2017	YTD CHANGE
Visitor Count for Roseburg Visitor Center	492	417	1,490	1,451	+18%

	INTERNATIONAL	OUT OF STATE	IN STATE	LOCAL	TOTAL
Monthly Visitors	31	161	87	213	492
Year-To-Date 2018	54	411	270	755	1,490

**WEBSITE PERFORMANCE
MAY 2018**

VisitRoseburg.com	MAY 2018	MAY 2017	Change from 2017-2018
TOTAL SITE VISITS	21,921	24,291	-10%
UNIQUE SITE VISITS	13,503	14,239	-5%
PAGE VIEWS	77,459	84,339	-8%
PAGE VIEWS PER VISIT	3.53	3.47	+2%
BROCHURE DOWNLOADS	3,897	2,837	+37%

*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 May 31, 2018**

	<u>April 2018 Actuals</u>	<u>Year-to-Date Actuals</u>	<u>2017-2018 Budget</u>
Revenue			
TLT Funds	103,655	573,505	575,000
Miscellaneous Income	14	109	250
Total Revenue	<u>103,669</u>	<u>573,614</u>	<u>575,250</u>
Expense			
GENERAL & ADMIN			
Staff and Payroll Expenses	10,759	119,366	126,000
Total GENERAL & ADMIN	10,759	119,366	126,000
OPERATIONAL			
Conference/Travel Miscellaneous	293	1,555	3,000
Visitor Center Overhead	661	15,425	16,000
Accounting & Audit	110	3,436	4,200
Office Equipment & Supplies	943	7,397	13,000
Volunteer Program	-	525	1,800
Display Fund	-	-	4,000
Visitor Center Maintenance	-	646	12,000
Total OPERATIONAL	<u>2,007</u>	<u>28,984</u>	<u>54,000</u>
PROMOTIONAL			
Advertising	40,269	149,437	290,000
Marketing	15,915	76,610	85,000
Travel & Association Dues	1,000	1,910	7,500
Hospitality Training & Recog	-	-	500
Print	1,365	2,790	20,000
Total PROMOTIONAL	<u>58,549</u>	<u>230,747</u>	<u>403,000</u>
Total Expense	<u>71,315</u>	<u>379,097</u>	<u>583,000</u>
Net Revenue	<u>32,354</u>	<u>194,517</u>	<u>(7,750)</u>



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

City of Roseburg Economic Development Committee July 2018 Partnership Report

RENEWING MEMBERS OR CONTRIBUTORS: Thank-you to Bob Jewell of Roseburg Forest Products for joining the Board. Also, thank you to Avista Utilities and North River Jet Boats for renewing their Board Membership.

RECRUITMENT:

1. **April 2018: Project Bionic (State Lead):** Manufacturing and processing facility looking for a green field site that is 50 – 80 acres that is zoned industrial, within 25 miles of I-5 between Woodburn and Roseburg. Construction would be Q4 2018, start of operation Q3/Q4 2019 with estimated 100 employees at startup and 200 within 5 years.
2. **Cryptocurrency Mining Business: Project Crypto (Local Lead):** Working with an Eastern WA group on possible sites for Data Center to support Cryptocurrency data mining.
3. **January 2018: Project Blake (State Lead):** Alternative food manufacturer looking for 20 – 40 acres greenfield or existing 250,000 sq. ft. building with specific space breakdowns. Special infrastructure requirements. Estimated total buildout employment of 350.
4. **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.
5. **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.

RETENTION:

- Umpqua Bank
- Douglas ESD
- Douglas County Fairgrounds
- NeighborWorks Umpqua
- City of Roseburg
- UCC
- CCD
- Ford Family Foundation

- Big Foot Beverages
- Pedotti's
- KEZI
- North River Jet Boats
- Oakland ED
- Old Soul Pizza
- VA
- Coca Cola
- Fab Form
- News Review
- DB Audio Pro

PROJECT REPORTS:

New UEDP Housing subcommittee: Next meeting July 10th

Med Ed College: Preparing new business plan.

Boutique Hotel: Housing and hotel builder coming to town July 11th for site review and discussion.

Makers Space/Innovation Hub: Added a few more Stakeholder interviews from possible revenue sources.

K12:

- a. **Backpack:** Set to start program next school year.
- b. **Career Path Baseball Cards:** Printed and ready to ship for next school year.
- c. **STEAM/DCPSS:** New funding is in and project considerations underway.
- d. **Growourown.org:** New K12 focused website now under development.

RARE/Maegan: Now focusing on Labor Day The Great Umpqua Outdoor Days NUTCracker races followed by BBQ/Beer bash, plus the food trail map.

Food Hub/Agriculture Distribution Center: Looking for location. Funding options continue to grow.

New Website and Newsletter: Check out the new website and sign up for newsletters at www.uedpartnership.org Also pass on site to others who are interested in Douglas County Economic Development.

The 2018 Great Umpqua 4th of July Food Truck Competition, Battle of the Bands and Roseburg Hometown Fireworks Show:

- a. 25 Trucks competed. They brought more staff, so lines were much shorter.
- b. Battle of the Bands was a hit!

- c. Thank you to EDC who stepped up as an Event sponsor.

CTE South County: 10-acre donation initially approved for Riddle Site.

New large retailer: Retailer Board approval now in place to consider location. Planning meeting now with Stakeholders.

South County Industrial Park: One land deal approved, 2 more to go with one being above large retailer.

Back 9: Enterprise Zoning application in process with Coca Cola.

COMMUNITY LEADERSHIP MEETINGS (SINCE LAST REPORT):

- DCIDB – Douglas County Industrial Development Board (<http://www.co.douglas.or.us/idb/>)
- DCPSS Executive Team ([Douglas County Partners for Student Success](#) and the [Umpqua Valley STEAM Hub](#))
- Umpqua Bank Board
- UBEA - Umpqua Basin Economic Alliance
- SOWIB - Southwest Oregon Workforce Development Board (<https://www.sowib.org/>)
- Roseburg Hometown Fireworks Committee
- South County CTE Project Team
- Umpqua Healthcare Pathways – Advisory Board (Backpack project)
- Allied Medical College Task Force

MEETINGS/OTHER:

- Neal Brown
- Debbie Caterson
- Becky Radliff
- Tom Ryan
- Michael Lasher
- Jessica Hand
- Lew Marks
- Steve Dahl
- Stu Cowie
- Melissa Shreeve
- Tracy Loomis
- Bryan Sykes
- Brandi Whelchel
- David Reeck
- Don Cook
- Dave Sabala
- Brandon Cordell
- Arielle Reid

- Greg Henderson
- Sean Stevens
- Sam Gross
- Alex Campbell
- Dennis Weathers
- Lance Colley
- Tim Allen
- Jim Caplan
- Kelly Morgan
- Dennis Weathers
- Kelly Bantle
- Jake McClelland
- Betsy Yraguen
- Kylie Hansen
- Bonnie Chastain
- David Whitmer
- Tom Jose
- Denny Miller
- Danny Lang
- Chris Boice
- Mick Beach
- Mike Ripley (NUT)
- Andrea Hughes
- Shawn Irvine
- Analicia Nichols
- Gwen Soderberg-Chase
- Karen Bentley
- Justin Deedon
- Pam Semas
- Najla Morgan
- Janelle Polcyn
- Mariah Smith
- Tommy Jose
- Dan Hults
- Melody Cornish