

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

ede
10/3/18

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

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL:

| | | |
|-----------------|--------------|----------------|
| Tom Ryan, Chair | Tim Allen | Don Baglien |
| Mickey Beach | Angela Brown | Hannah Duncan |
| Gary Leif | Misty Ross | Michael Widmer |
| Paul Zegers | | |
- III. APPROVAL OF MINUTES
 - A. July 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 – Salary Match Request for Grant Partners Coordinator
- VI. INFORMATIONAL
 - A. October 20, 2018 – Library Mural Unveiling (Travel Oregon)
 - B. Electric Vehicles/Charging Stations & Tourism Presentation (David Reeck)
 - C. Visitor Center Report
 - D. Partnership Report
- VII. BUSINESS FROM THE COMMISSION
- VIII. BUSINESS FROM STAFF
- IX. NEXT SCHEDULED MEETING – January 8, 2019
- X. ADJOURNMENT

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

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

The agenda packet is available on-line at:

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

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
July 10, 2018**

CALL TO ORDER

Vice-Chair Tim Allen called the regular meeting of the Economic Development Commission to order at 3:36 p.m. in the City Hall Third Floor Conference Room at 900 SE Douglas Avenue, Roseburg, Oregon.

ROLL CALL

Present: Vice-Chair Tim Allen, Commissioners Don Baglien, Hannah Duncan, Gary Leif, and Michael Widmer.

Absent: Chair Tom Ryan, Commissioners Mickey Beach, Angela Brown, Paul Zegers, and Misty Ross. All five commissioners are excused.

Others Present: City Manager Lance Colley, Community Development Director Stuart Cowie, Director Wayne Patterson of the Partnership, Rachel Miller of the Visitors Center, and Department Technician Chrissy Matthews.

APPROVAL OF MINUTES

Baglien moved to approve the minutes of the April 10, 2018 meeting as submitted. Allen seconded; motion passed unanimously.

AUDIENCE PARTICIPATION – None.

DISCUSSION ITEMS

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.

Cowie reported, 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 five 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. Four areas of focus include Outreach Marketing, Visitor Services, Group Travel Service & Support, and Industry Support. Our goal is to have the upmost effectiveness.

The contract has a 90 day cancellation clause; however, the contract is a five year term with no other options. The purpose of the independent study is to see if the expenditure of the funds are effective. This does not mean the contract will be terminated but to evaluate if changes are needed to measure the outcomes.

Widmer expressed his desire for the study to be analytical, not political, and the marketing firm hired to be independent and not have an interest in vying for the contract. Colley reported multiple firms may need to be hired to analyze the four focus areas. City Council extended the contract for another five years; however, if the report came back with suggestions, the Council could renegotiate the terms of the contract. Discussion ensued regarding the service provided and the fees. Colley said the City does not have any other \$600,000 contracts that are not evaluated.

Rachel Miller of the Visitors Center inquired if this type of study has previously been conducted. Colley said the City does not have any record of an analysis being done. Discussion ensued regarding City contracts, reports, and analytics.

The City is requesting that the EDC recommend 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.

The EDC did not have a quorum so no motion was entertained; however, Vice-Chair Allen, Commissioners Baglien, Duncan, and Leif expressed their support of reviewing the contract to make sure it is current. Widmer also expressed support, but chose to abstain because he serves on the Board of Directors for the Roseburg Area Chamber of Commerce.

INFORMATIONAL

Diamond Lake Urban Renewal Plan

Cowie shared that the second reading of the adoption of the Ordinance was unanimously approved. There are a number of projects around town as a result of the Urban Renewal Plan including Stewart Park and Garden Valley Blvd. The hope is that people are patient enough to see the growth of the money to use for future urban renewal projects. Private development will be an important factor in the urban renewal plan. The first impression of the Diamond Lake area isn't necessarily positive so the hope is to rejuvenate the area. A challenging factor is how to align the projects and assist with improvements like sidewalks, infrastructure, beautification, and wayfinding signs. Discussion ensued regarding the funding and prospects of what the Urban Renewal Plan can generate.

Visitors Center Reports for April and May

Rachel Miller provided the April and May report. In addition, she shared April highlights which included the following:

- Attended the 2018 Travel Southern Oregon Symposium
- Attended the 2018 Governor's Conference on Tourism
- Brochure downloads have increased
- Starting in May the Visitor's Center will open 7 days a week

The Partnership Report

Patterson highlighted the following from his report:

- Medical education project is opening.
- Boutique hotel meeting was cancelled but will reschedule.
- The Great Umpqua 4th of July Food Truck Competition, Battle of the Bands and the Roseburg Hometown Fireworks show were all a success.
- The next event is the NUTCracker races on the North Umpqua Trail. A barbeque at Stewart Park will kick off the event.
- Ten acre industrial park in Riddle was donated for the Career and Technical Education (CTE) providing five high schools in south county an invaluable program that could potentially increase the work force.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF

The Library is slated to open October of this year. The City hired Kris Wiley as the new Library Director. Construction costs are 1.9 million. The Roseburg City library is operated out of the general fund.

ADJOURNMENT - Meeting adjourned at 4:41 p.m. The next meeting is scheduled for October 9, 2018 at 3:30 p.m.



Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: October 9, 2018

To: Economic Development Commission

From: Stuart Cowie, CDD Director; Teresa Clemons, Associate Planner

Subject: Funding Request – Salary Match Request for Grant Partners Coordinator

ISSUE STATEMENT AND SUMMARY

Umpqua Valley Arts Association (UVAA), City of Roseburg, Downtown Roseburg Association (DRA), Neighborworks Umpqua NWU, the Cow Creek Tribe, and the Partnership have sought to create a vibrant and sustainable arts community in Roseburg for a number of years.

Efforts to improve our economy by supporting artist entrepreneurs have been tried, for example providing displays of local talent in downtown - art filling vacant storefronts, permanent and temporary art installations, murals on historic buildings which attract tourists to our city to experience our unique attractions, arts, historic structures, breweries, wine, restaurants, and our many outdoor amenities including hiking, fishing, waterfalls and Roseburg serving as a gateway to Diamond Lake and Crater Lake.

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

This request to EDC asks them to recommend City Council fund additional \$15,000 to keep this effort viable. Ultimately this will lead to applying for the National Endowment for the Arts *Our Town* grant. NEA grants awards of up to \$100,000 for either Knowledge Building or Place-Based Projects or both in subsequent years.

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

The Place-Based program area is intended for the planning and/or implementation of place-based projects. Eligibility requirements include partnership between a 501c3 nonprofit and a local government, and a commitment to the project from the local government. Creative placemaking is when the arts, culture, and design integrate into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Creative placemaking ultimately lays the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities.

ANALYSIS

The Ford Family Foundation, City, UVAA, DRA, NWU, and the Tribe have worked together and separately for many years toward improving our community. The City revitalized downtown with award winning street improvements, façade grants, and increased community policing. UVAA promotes arts for our citizens, school children to seniors, from its National Register listed building nearby. Downtown Roseburg Association promotes downtown as a Performing Main Street City. NWU works to educate low income homeowners and renters of our area while promoting a unique identity and pride in our downtown area. The Tribe created the Umpqua Business Center to support local business to grow and thrive. This project is the first of an all-inclusive effort to combine our energy to strengthen Economic Development, Community Development, Culture, Main Street, Historic Preservation and Tourism.

The \$15,000 used to fund this partnership would come from the DEC Unrestricted Fund, currently in excess of \$100,000.

COMMISSION OPTIONS

1. Recommend City Council authorize providing \$15,000 as match to The Ford Family Foundation funding for the Grant Partners Coordinator position.
2. Do not recommend approval.

STAFF RECOMMENDATION

EDC should recommend City Council authorize providing \$15,000 as match to The Ford Family Foundation funding for the Grant Partners Coordinator position.

SUGGESTED MOTION

I move EDC recommend City Council authorize providing \$15,000 as match to The Ford Family Foundation funding for the Grant Partners Coordinator position.

CITY OF ROSEBURG
COMMUNITY DEVELOPMENT DEPARTMENT
900 SE DOUGLAS AVENUE (3rd Floor)
ROSEBURG, OR 97470
541-492-6750



MEMORANDUM

Date: October 1, 2018

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: **October 20, 2018 - Library Mural Unveiling**

Kris Wiley, Roseburg Library Director cordially invites you to the Roseburg City Library at 1409 NE Diamond Lake Boulevard on Saturday, October 20th at 10 a.m. for the ribbon cutting and unveiling of the *OREGON IS MAGIC* Crater Lake Mural recently installed facing Diamond Lake Boulevard.

The mural artist, David Rice, based his mural on Travel Oregon's whimsical 90-second video [*Oregon, Only Slightly Exaggerated.*](#)

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: October 9, 2018
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: Electric Vehicles/Charging Stations & Tourism Presentation (David Reeck)

ISSUE STATEMENT AND SUMMARY

Electric vehicles are becoming more and more popular. The world's largest automotive manufacturers have spent millions of dollars in developing electrical vehicles that are reliable and affordable.

David Reeck has been working with a number of different organizations to get electric fast charge stations in Roseburg for a couple of years. Given the City of Roseburg's proximity to I-5, the Coast and the Cascades electrical vehicle charging stations could be encouraged from a tourism standpoint.

Travel Oregon and other tourism based organizations are now emphasizing tourism related travel routes that include locations in which an electrical vehicle owner can plan to charge their vehicle while touring the state.



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

RECEIVED

OCT - 3 2018

CITY OF ROSEBURG
City Administration Office

September 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 August. The following is included in our monthly report:

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

AUGUST 2018

PROMOTIONAL/ADVERTISING/MARKETING/BRANDING ACTIVITIES

Began integrated marketing campaign for 2018:

AAA Via Magazine, American Road 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

August Visitor e-newsletter

Roseburg brochures sent to other centers and attractions statewide

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

Social media updates - Facebook, Twitter and Pinterest

LOCAL COMMUNITY AND INDUSTRY SUPPORT

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

Provided assistance procuring meeting/transportation/overnight accommodations as needed

Provided information on area attractions and business for incoming media inquiries

VISITOR CENTER OPERATION/ADMINISTRATION

Visitor center summer hours; Monday-Friday 9:00am-5:00pm, Saturday 10:00am to 3:00pm, and Sunday 10:00am to 2:00pm

August event poster printed for lobby visitors

Area event list printed for lobby visitors

Visitor information & promotional material displays updated/organized/restocked

Seasonal displays updated in visitor center lobby

VisitRoseburg.com website updates and content development

STATISTICS RECAP FOR THE MONTH OF AUGUST

Visitors to the Roseburg visitor center: **632**

Number of website visits: **23,642**

Total Land of Umpqua social media fans & followers (Facebook/Pinterest/Twitter): **4,167**

Total social media impressions (Facebook/Pinterest/Twitter): **7,794**

General email inquiries: **22**

Individuals requesting direct mailings of the visitor guide and other brochures: **370**

Total number of brochures distributed to local hotels, visitor sites/events and other visitor centers: **6,792**

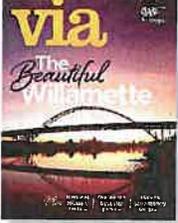
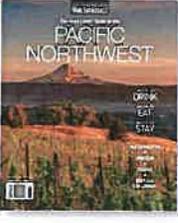
Total brochures downloaded from VisitRoseburg.com: **3,618**

PROMOTIONAL MATERIALS DISTRIBUTION & SUPPORT SERVICES

AUGUST 2018

1. 2018 Master National/Umpqua Valley Retriever Club: InUmpqua (650), Visitor Guide (650), Roseburg Map (600)
2. Certified Folder: Visitor Guide (1600)
3. Roseburg High School Class of '68: InUmpqua (100), Visitor Guide (100), Roseburg Map (100)
4. Coos Bay Visitor Center: InUmpqua (40), Visitor Guide (100)
5. Discover Klamath: InUmpqua (80)
6. Dry Creek Store: InUmpqua (80), Roseburg Map (100)
7. Fullerton IV: Visitor Guide (15)
8. Great Umpqua Outdoor Days: InUmpqua (100), Visitor Guide (100), Calendar of Events (100), Roseburg Map (100), Other Area Information (105)
9. Hampton Inn & Suites: Visitor Guide (25), Calendar of Events (25)
10. Lebanon Chamber Of Commerce: InUmpqua (50), Visitor Guide (50)
11. MarshAnne Landing: Visitor Guide (25)
12. McMinnville Chamber of Commerce: InUmpqua (70), Visitor Guide (25)
13. North Bend Visitor Center: InUmpqua (70), Visitor Guide (25)
14. Oregon Logging Conference: InUmpqua (30), Visitor Guide (30), Wine Map (30), Calendar of Events (30)
15. Prineville-Crook Chamber Of Commerce: InUmpqua (50), Visitor Guide (50)
16. River's Edge Winery: Visitor Guide (25)
17. Sutherlin Visitor Center: Roseburg Map (200), Other Area Information (150)
18. Travel Medford: InUmpqua (80)
19. Umpqua Kennel Club: Visitor Guide (100), Calendar of Events (25), Other Area Information (265)
20. VA Healthcare System : InUmpqua (80)

**ADVERTISING/MEDIA HIGHLIGHTS
AUGUST 2018**

| Publication | Circulation | Company & Publication Date | Exposure |
|---|-------------|---|--------------------------|
|  | 800,000 | <p align="center">BEYOND Magazine by Alaska Airlines August 2018</p> | Ad |
|  | 2.9 M | <p align="center">KGW – NBC Channel 8 August 2018</p> | Television Commercial |
|  | 450,000 | <p align="center">Sunset Magazine August 2018</p> | Ad |
|  | 450,000 | <p align="center">Via Magazine July-August 2018</p> | Ad |
|  | 253,000 | <p align="center">Wine Enthusiast Magazine Special Collector's Addition: The Wine Lovers' Guide to the Pacific Northwest</p> | Ad |

ADVERTISING/MEDIA HIGHLIGHTS
AUGUST 2018
(Continued)

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

| Digital/Online | Est. Online Impressions | Company & Publication Date | Exposure |
|---|-------------------------|--|-----------|
|  | TBD | Crater Lake Country Website advertorial | Online Ad |
|  | TBD | Northwest Fly Fishing Online Banner Ad | Online Ad |
|  | TBD | Salmon Trout & Steelhead Online Banner Ad | Online Ad |
|  | TBD | Travel Oregon Q3 - 2018 | Online Ad |

**ROSEBURG VISITOR CENTER VISITOR COUNT
AUGUST 2018**

| | AUGUST 2018 | AUGUST 2017 | YTD 2018 | YTD 2017 | YTD CHANGE |
|---|-------------|-------------|--------------|--------------|------------|
| Visitor Count for Roseburg Visitor Center | 632 | 616 | 3,411 | 3,301 | +3% |

| | INTERNATIONAL | OUT OF STATE | IN STATE | LOCAL | TOTAL |
|-------------------|---------------|--------------|------------|--------------|--------------|
| Monthly Visitors | 22 | 264 | 129 | 217 | 632 |
| Year-To-Date 2018 | 127 | 1230 | 664 | 1,390 | 3,411 |

**WEBSITE PERFORMANCE
AUGUST 2018**

| VisitRoseburg.com | AUGUST 2018 | AUGUST 2017 | Change from 2017-2018 |
|----------------------|---------------|---------------|-----------------------|
| TOTAL SITE VISITS | 23,642 | 24,443 | -3% |
| UNIQUE SITE VISITS | 13,981 | 15,073 | -7% |
| PAGE VIEWS | 84,354 | 80,966 | +4% |
| PAGE VIEWS PER VISIT | 3.56 | 3.31 | +8% |
| BROCHURE DOWNLOADS | 3,618 | 4,624 | -22% |

*VisitRoseburg.com data includes statistics from LandofUmpqua.com

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

| | <u>August 2018</u> <u>Actuals</u> | <u>Year-to-Date</u> <u>Actuals</u> | <u>2018-2019</u> <u>Budget</u> |
|----------------------------------|--------------------------------------|---------------------------------------|-----------------------------------|
| Revenue | | | |
| TLT Funds | 158,697 | 158,697 | 585,000 |
| Miscellaneous Income | <u>7</u> | <u>8</u> | <u>140</u> |
| Total Revenue | <u><u>158,704</u></u> | <u><u>158,705</u></u> | <u><u>585,140</u></u> |
| Expense | | | |
| GENERAL & ADMIN | | | |
| Staff and Payroll Expenses | <u>9,638</u> | <u>20,924</u> | <u>135,000</u> |
| Total GENERAL & ADMIN | 9,638 | 20,948 | 135,000 |
| OPERATIONAL | | | |
| Conference/Travel Miscellaneous | 146 | 317 | 3,000 |
| Visitor Center Overhead | 794 | 1,601 | 16,000 |
| Accounting & Audit | 2,460 | 2,593 | 4,200 |
| Office Equipment & Supplies | 586 | 1,562 | 13,000 |
| Volunteer Program | - | - | 1,500 |
| Display Fund | - | - | 3,500 |
| Visitor Center Maintenance | <u>190</u> | <u>190</u> | <u>12,000</u> |
| Total OPERATIONAL | <u>4,176</u> | <u>6,263</u> | <u>53,200</u> |
| PROMOTIONAL | | | |
| Advertising | 230 | 3,770 | 290,000 |
| Marketing | 106 | 106 | 90,000 |
| Travel & Association Dues | 310 | 310 | 5,000 |
| Hospitality Training & Recog | - | - | 500 |
| Print | <u>-</u> | <u>3,909</u> | <u>20,000</u> |
| Total PROMOTIONAL | <u>646</u> | <u>8,095</u> | <u>405,500</u> |
| Total Expense | <u><u>14,460</u></u> | <u><u>35,306</u></u> | <u><u>593,700</u></u> |
| Net Revenue | 144,244 | 123,399 | (8,560) |



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

Roseburg Economic Development Committee The October Partnership Report

RENEWING MEMBERS OR CONTRIBUTORS: Thank-you to DCIDB, Cow Creek Tribe, CHI-Mercy Health and City of Sutherlin for renewing their membership.

RECRUITMENT:

1. **Sept 2018: Project AECH (State Lead):** Premium beverage manufacturer looking for an existing building with clean room on 10 – 15 acres. Will consider greenfield site. Close to freeway, airport and port. Will employ 25 – 30 employees at full running capacity.
2. **August 2018: Project PNP (State Lead):** Recycled container board facility looking for a green field site that is 50 acres that is zoned industrial. Close to river and able to accept air and water emissions as per environmental standards. Airshed quality able to accept pollutants (NOx, CO, PM, etc). Expected to employ 140 at new facility.
3. **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.
4. **Cryptocurrency Mining Business: Project Crypto (Local Lead):** Working with an Eastern WA group on possible sites for Data Center to support Cryptocurrency data mining.
5. **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.

RETENTION:

- Umpqua Bank
- Jordan Cove
- News Review
- KEZI
- Umpqua Business Center
- Douglas Electric

- Umpqua Valley Winegrowers Association
- Backside Brewery
- Rolling Thunder BBQ
- Dragon Wagon
- Hamer Sports
- Kruze Farms
- Cooper Ridge Vineyard
- DeFeet River Brewery
- Bradley Vineyards
- Oran Mor Mead
- Henry Estates Winery
- Reustle Vineyards
- Umpqua Bank
- Oakland Economic Development
- News Review
- Umpqua Business Center
- Douglas ESD
- KMTR
- Old 99 Brewery
- North 40 Brewery
- Mustard Seed Cellars

PROJECT REPORTS:

Med Ed College: New business plan is complete. Governor was here August 15 and we met on College. In final discussions now with 2 potential academic partners.

Boutique Hotel: Housing and hotel builder came to town August 15 for site review and discussion.

Makers Space/Innovation Hub: Study complete, final report coming.

K12:

- a. **Backpack/Allied Health Certificate:** 334 students now enrolled in program
- b. **Career Path Baseball Cards:** Printed, received and now distributed to all Jr High School students in Douglas County.
- c. **STEAM/DCPSS:** New funding is in and project considerations underway.
- d. **Growourown.org:** New K12 focused website now up and running. More work to be done on site and is underway.

RARE/Maegan: Completed her RARE agreement Sept 9 and she has taken a new job locally.

The Great Umpqua Outdoor Days: NUTCracker race and Bash events were a huge success! Racers raved about how great the events were and have been posting positive comments on our Facebook page. They are planning on coming back and bringing their families and friends. Thank you EDC for all your support!

Food Hub/Agriculture Distribution Center: Blue Zone now involved and offering support.

CTE South County: 11 acre piece of land next to Winco being donated.

South County Industrial Park: Rezoning application and traffic study RFQ underway to support two new businesses.

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

UBEA: New plan underway to support all cities in Douglas County.

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/>)
- South County CTE Project Team
- Umpqua Healthcare Pathways – Advisory Board (Backpack project)
- Allied Medical College Task Force

MEETINGS/OTHER:

- Neal Brown
- Debbie Caterson
- Justin Deedon
- Dave Sabala
- Sam Gross
- Jordan Cove Pacific Connector Grant Awards Reception
- Betty Tamm
- Mike Ripley
- Brittany Arnold
- Rachelle Carter
- Betsy Yraguen
- Bonnie Chastain

- Keith Brooks
- Rob Ikola
- John McCafferty
- Dwight Unti
- Lance Colley
- John Lazur
- Stuart Cowie
- Governor Kate Brown
- KC Bolton
- Deb Thatcher
- Kelly Morgan
- Commissioner Chris Boice
- John McCafferty
- Michael Lasher
- Dave Grammon
- Dana Cantrell
- Melody Cornish
- Lisa Crockett
- Steve Vincent
- Leanne Reynolds
- Commissioner Tim Freeman
- Dr. Sutton
- Brian Ettiane
- Mike Ripley
- Matthew Kowal
- DCIDB meeting
- Brian Duval
- Linda Meyers
- Commissioner Freeman
- Magnus
- Food Hub Discovery
- Steve Loosly
- Susie Johnston-Forte
- Don Cook
- Larry Shafley
- Commissioner Goodwin
- Ford Family Foundation
- Con-Vey open house
- Northwest Christian University
- Food Hub