

✓
04:08:21

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION**

Tuesday, April 13, 2021 at 3:30 p.m.

Electronic Meeting

Public Access – Facebook Live at www.Facebook.com/CityofRoseburg

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Brian Prawitz, Chair
Misty Ross

Don Baglien
Michael Widmer

Mickey Beach
Paul Zegers

Leah Jones

3. APPROVAL OF MINUTES

A. January 12, 2021 – Economic Development Commission

**4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered
/See Information on the Reverse**

5. DISCUSSION ITEMS

- A. Community Development Block Grant (CDBG) COVID-19 Recovery Funding Update
- B. Roseburg Tourism Grant Program
 - 1. Hotel/Motel Tax Update – Ron Harker, Finance Department Director

6. INFORMATIONAL

- A. Partnership Report
- B. Experience Roseburg Report

7. BUSINESS FROM THE COMMISSION

8. BUSINESS FROM STAFF

9. NEXT MEETING – July 13, 2021

10. ADJOURNMENT

The agenda packet is available on-line at:

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

AMERICANS WITH DISABILITIES ACT NOTICE

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470 (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.

CITIZEN PARTICIPATION

Comments can be provided via email to the Commission at cdd@cityofroseburg.org or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on April 13, 2021. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

The Community Development Director will provide any comments received prior to 12:00 p.m. on the day of the meeting to the Commission and will be read into the record during the meeting.

For further details or information please contact the Community Development Department Monday through Friday, 8:00 a.m. to 5:00 p.m., at Roseburg City Hall, 900 SE Douglas Avenue, Third Floor, Roseburg OR 97470, phone number 541-492-6750, or e-mail cmatthews@cityofroseburg.org.

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
January 12, 2021**

CALL TO ORDER

Chair Brian Prawitz called the Zoom meeting of the Economic Development Commission to order at 3:30 p.m.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Don Baglien, Mickey Beach and Paul Zegers.

Absent Excused: Commissioner Misty Ross

Absent Unexcused: Commissioner Michael Widmer

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, City Manager Nicole Messenger, Theresa Haga from Coos Curry Douglas (CCD) Business Development Corporation, Wayne Patterson from Umpqua Economic Development Partnership, and Cam Campman, Dani Raines, and Kristi Rifenbark from Anvil Northwest.

APPROVAL OF MINUTES

Commissioner Zegers moved to approve the minutes of the October 13, 2020 meeting as submitted. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEMS

Coronavirus Relief Fund Update

Ms. Messenger shared a brief report on the City's distribution of Coronavirus Relief Funds (CRF).

November 9, 2020, City Council authorized an interfund loan from the Assessment Improvement Fund to the Grant Fund to provide the cash flow needed to implement the CRF grant program.

In order to receive funding, the City entered into an agreement with the State of Oregon. The agreement outlined certain conditions that had to be met by the grantee (City) and any sub-grantees.

The City committed \$518,148 in grant funds to community partners. Per state and federal requirements, all of the funding was spent prior to December 30, 2020.

The City provided support to the following:

Local Businesses:

- CCD Business Development Corporation – \$220,000
- Roseburg Area Chamber of Commerce – \$34,100

Local Citizens:

- United Community Action Network - \$75,000
- Douglas Education Service District - \$30,000

Non-Profits – The City entered into CRF Funding agreements.

- Salvation Army - \$15,000
- Peace at Home - \$15,000
- St. Vincent de Paul - \$40,000
- YMCA of Douglas County - \$10,000
- Chadwick Clubhouse – \$5,000
- Roseburg Rescue Mission – \$20,000
- Roseburg Senior Center – \$5,000
- Meals on Wheels – \$2,000 (funds will be released once required insurance is received)
- Thriving Waters/Umpqua Valley Farm to School – \$6,731
- Safe Haven Maternity Home – \$8,000
- Connecting Point (HIV Alliance) – \$2,619
- Unfortunately, the Dream Center was unable to submit an application due to an operation closure due to staff quarantine.

Tourism Recovery

- Anvil Northwest - \$29,428

Commissioner Beach commended the City for the distribution of the awarded funds.

Theresa Haga shared the following information regarding the State of Oregon COVID-19 Emergency Business Assistance Grant Program, Impact of Round 1-4.

- City of Roseburg contributed \$50,000 and an additional \$150,000. CCD was able to leverage the additional CARES Act funding received by the City of Roseburg and award additional grants.
- CCD launched Round 4 Grant Program on October 1, 2020. Round 4 was completely allocated within 14 business days. Approximately \$1.6 million in requests received prior to closing the Round 4 portal. All funds received by the City of Roseburg were awarded and deployed to businesses located within the city limits.
- 49 Businesses received grants from City of Roseburg Funds (\$200,000 + \$20,000 Round 1)
- 371 Businesses received grants from Round 4 State of Oregon Fund (\$1,774,000)
- \$2,594,000 Grant Funds deployed in approximately 4 months
- 648 Businesses received grants (309 Coos County, 52 Curry County & 287 Douglas County)
- Coos County received \$1,065,711 (110 Grants Awarded)
599 – Jobs associated with the businesses who received grants
- Curry County Received \$701,109 (50 Grants Awarded)
405 – Jobs associated with the businesses who received grants
- Douglas County received \$1,473,569 (103 Grants Awarded)
931 – Jobs associated with the businesses who received grants

Ms. Messenger stated we are fortunate to have CCD as a partner. Additional funding was received because CCD was on the ball and delivered the grant funding quickly and efficiently.

Ms. Haga stated it was a team effort and she is proud of the amount of money that came to our region and were able to serve.

Chair Prawitz thanked everyone involved.

INFORMATIONAL

Experience Roseburg/Anvil Northwest Report

Mr. Campman provided a power point presentation on the Quarterly Review and highlighted the following.

- Content Creation – They are learning to navigate the current COVID situation as they go. Large scale production shoots are in studio in a controlled environment, promoting local businesses and public safety.
- Adding Ecommerce – Experiencerooseburg.com will soon have an on-line store, offering all branded swag.
- Swag Production – They have most of their initial offering of beanies, mugs, hoodies and tees coming soon.
- Changes to Guide – After the release of the spring issue of UV magazine, they will no longer contract with AHM Brand. Experience Roseburg will create the ER visitor guide in-house to save approximately \$50,000, which will allow them to reach more individuals.
- Adding a YouTube channel called Between Two Rivers which began shooting in January.

Ms. Raines provided an update on the following:

- Monthly home page header content changes:
 - ✓ October - Wildlife Safari
 - ✓ November - Fishing
 - ✓ December – Mt. Bailey Snowcat Skiing
- Website stats: Age, Location of website visitors, and Site Activity for the last 12 months
- Eugene Airport Digital Displays in Baggage Claim decreased nearly 53% from 2019 due to a decrease in passengers flying during COVID pandemic; however, flights will increase again and the displays will be beneficial.
- OTIS Listings: TravelOregon.com Digital - Increased Roseburg Listings from 130 to 154. Categories: 22 Restaurants, 2 Coffee & Tea businesses
- Festival of Lights was a full page add in the UV Magazine – Fall/Winter 2020 issue
- Northwest Travel and Life is the most popular and has the greatest exposure
- SeeSource Campaign results

Ms. Rifenbark provided an update on the following: Social media numbers on Facebook, Instagram Engagement, Social Activity, Social Engagement, Top Channel Posts, Top Landscape Posts, and Website Referrals.

Mr. Campman provided the total expenditures for October and November and stated the financials for December's expenses wouldn't be available for a couple weeks; however, he will forward the information once available. He showed a video for a Pilot Footage, and reported having a good response by viewers.

Partnership Report

Mr. Patterson provided a brief overview of the Partnership Report stating they are working on infrastructure, three new businesses are moving into Douglas County, GrowthTalks will resume next month, and a meeting is scheduled with Blue Zones regarding the Food Hub project to discuss how to get local products into the hands of locals.

The Partnership will continue to work on workforce development and all the areas needed for support, support the community needs through building childcare resources, industrial park developments, building the City Manager's coalition, and continue to support handing out PPE wherever needed.

Commissioner Beach asked if an equestrian center is planned for the Metz Hill area. Mr. Patterson shared there is interest and if the business plan can be accomplished, it would be great for our area.

Chair Prawitz is encouraged that businesses are still coming to Douglas County. He shared the Festival of Lights sold tickets through Event Bright this year and 4500 tickets were sold. Fifty two percent were Douglas County addresses and half were from outside Douglas County. The organization is exploring how the nutcracker can be resurrected since it is a big attraction.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF –

Ms. Messenger indicated the City will continue to look for COVID funding to assist our community.

ADJOURNMENT - Meeting adjourned at 4:53 p.m. The next meeting is scheduled for April 13, 2021.

A handwritten signature in black ink, appearing to read 'Chrissy Matthews', written in a cursive style.

Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 13, 2021

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Community Development Block Grant (CDBG) COVID-19 Small Business & Microenterprise Assistance Update

ISSUE STATEMENT AND SUMMARY

The following is a brief report on the City's distribution of CDBG COVID-19 Small Business and Microenterprise Assistance funding.

BACKGROUND

On August 18, 2020, the City of Roseburg was awarded a \$150,000 Community Development Block Grant (CDBG) through the Oregon Business Development Dept. in order to provide financial relief to small businesses and microenterprises within the City of Roseburg and Douglas County affected by COVID-19. On October 1, 2020, the City of Roseburg officially entered into a contract with the Oregon Business Development Department. Shortly thereafter, an additional contract was developed between the City and the CCD Business Development Corporation, in which CCD acted as the subgrantee for the project assisting in grant administration and allocating money to qualifying businesses in accordance with CDBG program requirements.

With the assistance of CCD, twenty-one businesses received financial assistance throughout the County. Of these twenty-one businesses, nine were located within the City of Roseburg. Grants ranged from between \$5,000 and \$10,000. A wide variety of industry was assisted with funding, including:

- Restaurants
- Health/Fitness
- Recreation
- Retail
- Personal Service
- Hotel/Motel
- Marketing/Sales

In all, \$137,500 were distributed throughout the community. \$12,500 was used by CCD to help cover administrative costs.

CONCLUSION

In addition to the distribution of the CDBG funding above, as reported during our January 12, 2021 meeting, the City has also distributed \$518,148 worth of grant funds to community partners as part of the Coronavirus Relief Fund (CRF). This money was provided to the City as part of the CARES Act. Per state and federal requirements, all of the funding was spent prior to December 30, 2020. Between these two funding programs the City has helped to distribute a little over \$650,000 worth of funding to local citizens, organizations and businesses struggling from the effects of COVID.

Staff is now recommending City Council authorize staff to apply for an additional CDBG COVID-19 Small Business and Microenterprise Assistance grant. If authorized, the City will work jointly with Douglas County to request the maximum grant amount of \$500,000. If awarded the grant, the City will continue to work with the CCD as the subgrantee, assisting in distributing the funding.

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: April 13, 2021

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Roseburg Tourism Grant Program Update

ISSUE STATEMENT AND SUMMARY

The purpose of this discussion item is to provide the EDC with an update on the current status of the Tourism Grant Program. Twice a year during the (fall/winter cycle and spring/summer cycle) the City provides grant opportunities for individuals or groups looking to promote local tourism within our area. These grant opportunities are made possible due to a portion of the hotel/motel tax being used for this purpose. In order for grant submittals to be eligible the proposal must align with the statutory requirements outlined for use of the hotel/motel funds. The grant program typically opens at the beginning of November, with grant requests being approved by the EDC during your January meeting and also at the beginning of May with grant request being approved by the EDC during your July meeting.

Due to COVID19, a decrease in the amount of hotel/motel tax collected by the City began to occur. This money is what is used to fund the Tourism Grant Program. As a result, the City chose to suspend the program for 2020.

Ron Harker, Finance Director with the City of Roseburg will speak to us concerning the quarterly remittance the City has received thus far involving the hotel/motel tax and improvements we are now seeing in this funding as we've progressed through the COVID19 pandemic.

Our hope is after evaluating the 3rd quarter of fiscal year 2020/2021 (Jan. – March), if things look positive we will be able to re-open the Tourism Grant Program this summer for those seeking funding to provide tourism related events in late 2021 and early 2022.



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

FEBUARY 2021- APRIL 2021 REPORT FOR ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

RECRUITMENT

Below is a list of projects we've received from Business Oregon and have submitted Douglas County properties to.

AUGUST: PROJECT PLUS

Business Oregon is working with a third party consulting firm on an international food-related project that includes multiple processing components. They prefer Enterprise Zone of 100 to 150 acres for three factories totaling 1,087,154 square feet in total.

MARCH: PROJECT CHAMP

Looking for an existing building, 50,000 sq.ft. to 200,000 sq.ft. on five to 15 acres. Zoning should be industrial/manufacturing. The company makes thermoformed plastic packaging for the food medical and retail industries. The Reedsport Commerce and Technology Campus was submitted.

NOVEMBER: PRIVATE PROJECT

Looking for a site to construct a one million SF manufacturing facility. Several sites being considered at this time.

SEPTEMBER: PROJECT NDT

Business Oregon is working with a company looking to locate a new technology data center. The sites submitted were the Reedsport Commerce and Technology Campus, 620 Stearns Ln in Sutherlin, and 2320 Buckhorn Rd in Roseburg.

JULY: PROJECT BRAVE

A European client looking for an industrial site to locate a pulp and paper mill. Their source material will come from recycled paper. The Reedsport Commerce and Technology Campus was submitted.

APRIL 2021: PROJECT ICARUS

Business Oregon is working with a company to evaluate states and regions for a large scale defense-related design and manufacturing facility. Roseburg Airport was submitted.

2021 Renewing Members as of January 20

- City of Roseburg
- Douglas ESD

PARTNERSHIP NEWSLETTERS

Quarter One - March 20, 2020

Quarter Two - June 26, 2020

PROJECT SUMMARY

COVID-19 Response

Our office has remained busy handing out free PPE, now being supplied by Business Oregon. Wayne continues to drop off PPE and carry a trunk full just in case...

GrowthTalks

Exciting news, our first live GrowthTalks event will be held on April 21st at noon. BP Media will be providing the services to support this. Marketing materials are being developed now. Look for an email announcing this brand new live event on Facebook, LinkedIn, YouTube and more in the coming weeks.

South Umpqua Valley Industrial Park

We continue to discuss this location with interested companies. Once the new owners of the Pruner Road frontage build there will be much more interest in this location.

Dixonville Wetlands Mitigation Project

We are currently working with Douglas County, U.S. Army Corps of Engineers, Department of State Land and PBS Engineering on acquiring an existing wetlands in Dixonville. This project is continuing to move forward.

Sutherlin Industrial Park

A site plan is underway with the first land purchaser as we move forward with the Dixonville wetland mitigation credits plan.

Career Pathway Baseball Cards

We still have 1000's of the card packs but are waiting for school opening process to allow for distribution.

Douglas County City Managers Coalition

Still ready to roll this out but we are waiting for social distancing to relax and for our city manager's to-do lists to lighten up.

Opportunity Zone Plan

Still no news from the State on possible changes that could relax many of the requirements.

PROJECT SUMMARY

Workforce Housing

This has been delayed due to COVID: We have been working with Kate Jackson from the Governor's Regional Solutions Team on developing a new sanitation district to support a new area of home development. This area could also have water supplied by a close city that has already offered this. We are also working with another city management team on other possible home building areas. Based on UEDP's housing sub-committee last year, the major obstacle in building lower cost housing for our workforce is land cost, so the idea is to develop lower cost land.

Childcare

The Child Care Coalition continues to meet along with Business Champions for Success. Staffing continues to be the biggest challenge with childcare providers.

New Businesses

We seem to be getting inquiries almost daily now from new businesses wanting to open in Douglas County. UEDP will be focusing on this exciting trend in the coming months with the first big step being the GrowthTalks live event. More to come on this...

MEETINGS

Southern Oregon Workforce Investment Board (SOWIB) Update
Update Douglas Co TSP- Interview
Douglas County Childcare Coalition
South Coast Regional Discussions
SOTCE Committee Meeting
CCD Team Meet
SOWIB COVID-19 Update
PPE Planning Meeting with Business Oregon
Douglas County Childcare Coalition
SOWIB Douglas Workgroup
DCIDB Finance Committee Meeting
Health Advisory Regional Economic Response Team
Brian Prawitz, BP Media Solutions
Greg Byrne, Lone Rock
Chris Boice, County Commissioner
Megan Gram, Executive Director of Saving Grace
Blue Zone Community Certification Celebration
Stuart Cowie, City of Roseburg Economic Development Commission
Aaron Larsen, GrowthTalks
Conway Bixby, new business
SBDC- EDA Build to Scale Applications
David Stribling, Real Estate
Archie Creek Fire Recreation Recovery
Regional Economic Response Team
Sam Gross
Erik Larson, eIMPACT
Umpqua Growth Talks Content Meeting
Michael Church, eIMPACT
Randen Voss
BZP Steering Committee Meeting
Douglas County Childcare Coalition
Regional Economic Response Team
South Coast Regional Discussions
Dick Dolgonas, Local Transportation
Newly-Elected Officials Orientation
UEDP Dashboard Review, eIMPACT



THANK YOU



UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

WAYNE PATTERSON

*Executive
Director*

**CAROLINE
KEANE**

*Office
Manager*

experience
Roseburg
Oregon
QUARTERLY REVIEW / APR 2021

PRESENTED A N V I L (NW)
BY:

RECENT

• CONTENT CREATION

Things are waking up! Good weather is coming as society creeps back to normal. Really wanna use this time to shoot while everything is nice and green.

• BETWEEN TWO RIVERS

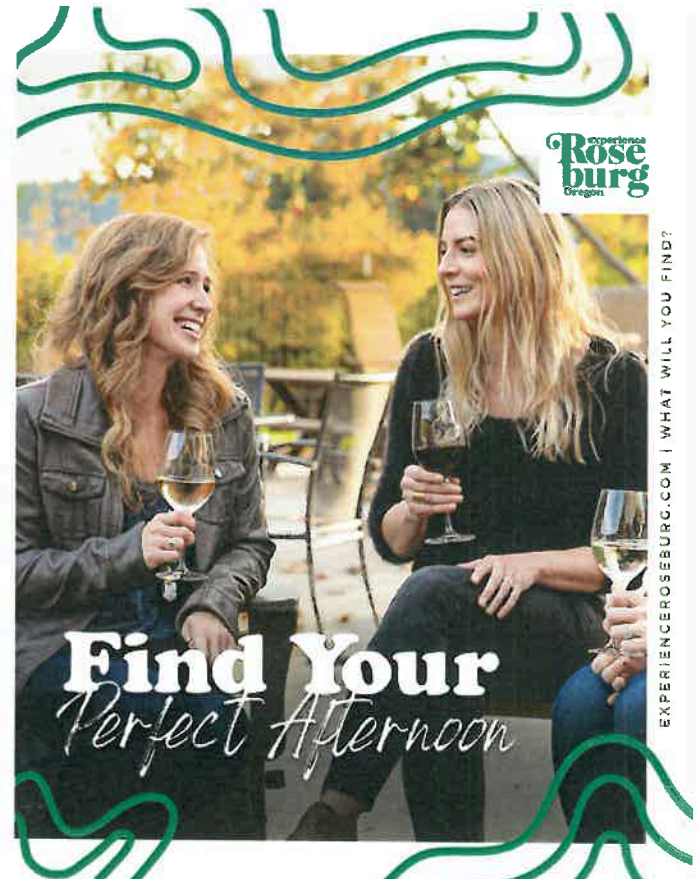
New Youtube series is up and running. Subscribers now at 200!

• VISITOR GUIDE

We've officially kicked off production of the new visitor guide. Set to drop in Sept.

• ER ONLINE STORE

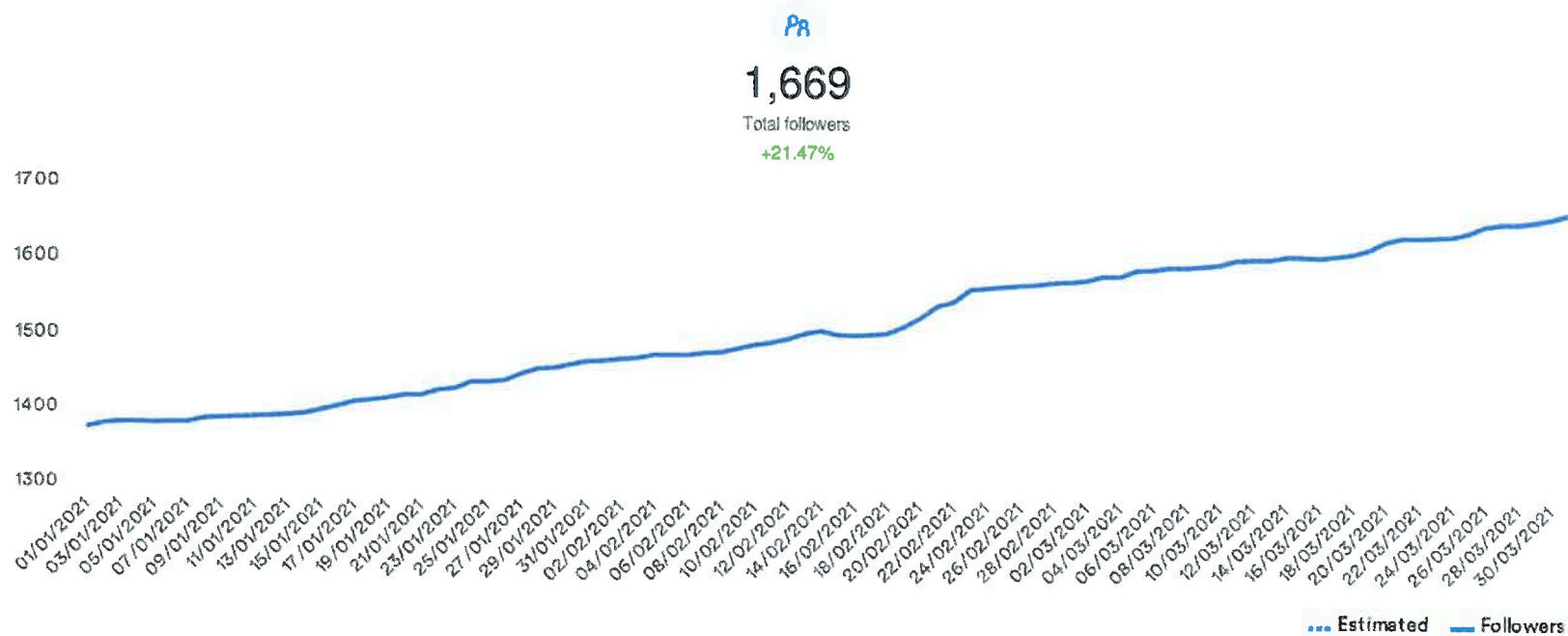
Set to launch within the week.





experienceroseburg - 01/01/2021 to 31/03/2021

Follower overview



Experience Roseburg's YouTube Audience

Jan. 1, 2021 - Mar. 31, 2021 PDT

🚩 Experience Roseburg is below average for YouTube Subscribers, ranking 3rd of 8 companies. There's more work to do here.

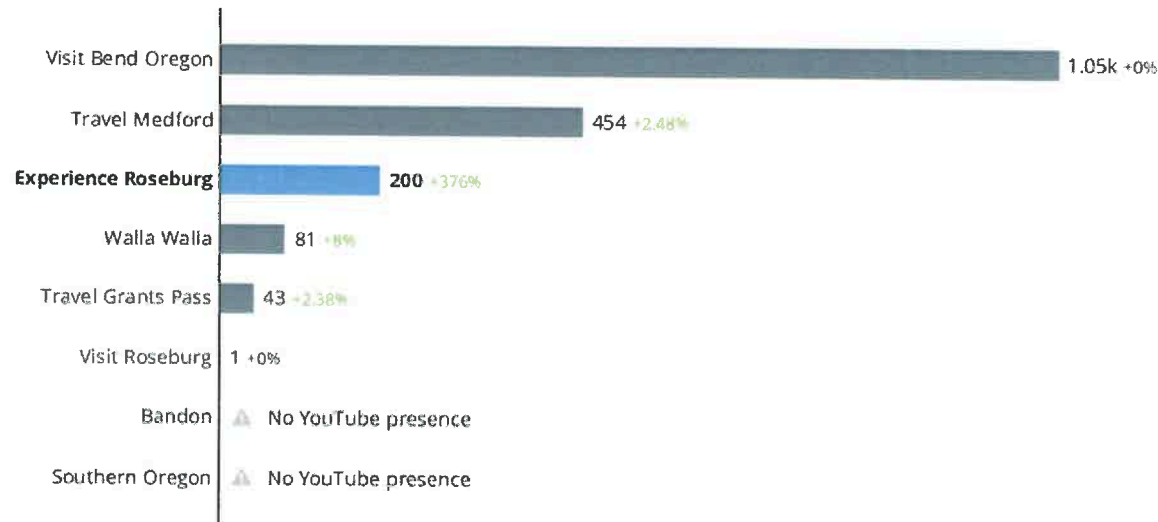
👍 You grew your audience during this period, while your average competitor didn't grow. Way to outperform!

SUBSCRIBERS



YouTube Subscribers

As of Mar. 31, 2021 vs. Dec. 31, 2020 PST



FINANCIALS

APRIL 2021

Expenses	Jan-21	Feb-21	Mar-21	Total
Total 71000 Operational Expenses	35	35		70
Total 72000 Visitor Center	15.19	15.85		31.04
Total 75000 Marketing	18000.84	24556.28		42557.12
Total 75025 Website	1516.25	1376.25		2892.5
Total 76000 Public/Industry Relations	390	162.5		552.5
Total 77000 Advertising	<u>8063.2</u>	<u>8736.51</u>		16799.71
Total Expenses	28020.48	34882.39		62902.87

2021 BTR FOOTAGE

(VIDEO CONTENT)

TO BE PLAYED DAY OF PRESENTATION