7-8-2021

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, July 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	Don Baglien	Mickey Beach	Leah Jones
Misty Ross	Michael Widmer	Paul Zegers	

3. **APPROVAL OF MINUTES**
   A. April 13, 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. Tourism Grant Applications
      1. Wildlife Safari – Long Neck Lodge (Giraffe Viewing Barn)
      2. Umpqua Valley Winegrowers – Social Media Campaign
      3. TimberTown Media, LLC – Ghost of Roseburg Past/Haunted Tour
      4. Umpqua Velo Club – 2021 Vineyard Tour Road Bike Ride
      5. Bar Run – Callahan Ridge DBA Bar Run Golf & RV Resort
      6. Coachella Valley Underground – Discover Music Festival

6. **INFORMATIONAL**
   A. Partnership Report
   B. Experience Roseburg Report

7. **BUSINESS FROM THE COMMISSION**

8. **BUSINESS FROM STAFF**

9. **NEXT MEETING** – October 12, 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 July 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
April 13, 2021

CALL TO ORDER

Chair Brian Prawitz called the Zoom meeting of the Economic Development Commission to order at 3:41 p.m.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Don Baglien, Leah Jones, and Paul Zegers

Absent: Commissioners Mickey Beach, Misty Ross and Michael Widmer

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, City Manager Nicole Messenger, Finance Director Ron Harker, Cam Campman and Dani Raines from Anvil Northwest.

APPROVAL OF MINUTES

Commissioner Zegers moved to approve the minutes of the January 12, 2021 meeting as submitted. The motion was seconded by Commissioner Baglien and approved with the following votes: Chair Prawitz, Commissioners Baglien, Jones, and Zegers voted yes. No one voted no.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEMS

Community Development Block Grant (CDBG) COVID-19 Recovery Funding Update.
Mr. Cowie reported the distribution of the $150,000 grant the City received in 2020 that assisted businesses in the community directly impacted by COVID-19 is wrapping up. The City partnered with Coos Curry Douglas (CCD) Business Development Corporation to distribute $137,000. This was a joint grant between the City and County. The City is grateful for the partnership with the CCD to be able to provide COVID-19 funding. The City is applying for a new Community Block Grant request for $500,000.

Chair Prawitz stated City Council discussed the grants and recognized the current round of funding is a little different than the first round, but an indication that there is a ways to go.

Mr. Cowie stated the funding is from a different source but is set up to assist those effected by COVID-19.

Roseburg Tourism Grant Program
Mr. Cowie provided 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.

Due to COVID-19, there has been a decrease in the amount of hotel/motel tax collected by the City. As a result, the City chose to suspend the program for 2020.

Hotel/Motel Tax Update – Ron Harker, Finance Department Director
Mr. Harker provided an update on the Transient Lodging Tax Comparison for 2019 vs 2020 vs 2021. He shared the 2020 third quarter dropped 26% in revenue from pre-pandemic level and by the end of the year it dropped 45% in revenue. Being the revenue was uncertain for this fiscal year, the City made the commitment to honor the tourism promotion contract with Anvil Northwest because the City had reserves to meet the City's contractual obligation but froze all other activities.

This fiscal year the close out of December revenue increased by 13% pre-pandemic level which is a great turn around for the City. Mid-year revenue received was $631,600 in transient & lodging tax. Based on the numbers seen so far, the City may receive 94% ($1.1 Million) of the budget. Speculation for the increase in numbers could be due to the fires that displaced many people who resided in hotels, as well as others who may have quarantined in hotels due to COVID-19. Grant opportunities may open based on the revenues received at the end of April.

Mr. Cowie stated the hope is to open the tourism grant cycle in June if the revenue allows. The Economic Development Commission (EDC) and the community will be notified by a press release if the tourism grant cycle opens.

Commissioner Jones asked how someone could find out the percentage of revenue generated by participating hotels/motels.

Mr. Harker stated inquiries can be emailed to him for the aggregate of tax revenue received; however, he is unable to report on individual hotels/motels due to privacy.

INFORMATIONAL

Partnership Report
Mr. Patterson was unable to attend the meeting; however, the Partnership Report was included in the EDC packet.

Experience Roseburg/Anvil Northwest Report
Mr. Campman provided a presentation on the Quarterly Review and highlighted the following:

- Content Creation –shooting footage while the landscapes are nice and green.
- Between Two Rivers – new YouTube channel launched the first of the year highlighting Roseburg and the surrounding area.
- Visitor Guide officially kicked off production. Preview will be provided at the next EDC meeting.
- Experience Roseburg online store is live.
- Follower Overview – 1,669 followers which continues to grow.
- Provided financial report for January and February expenses.
- Showed video of Between Two Rivers episode 5 on mountain biking.

Commissioner Zegers asked if the Visitor Guide will have advertising content.

Mr. Campman confirmed advertising content will be included in the Visitor Guide.

BUSINESS FROM COMMISSION – None

BUSINESS FROM STAFF – None

ADJOURNMENT - Meeting adjourned at 4:22 p.m. The next meeting is scheduled for July 13, 2021.

Chrissy Matthews
Department Technician

CITY OF ROSEBURG
MEMORANDUM

DATE: **JULY 8, 2021**

TO: **ECONOMIC DEVELOPMENT COMMISSION**

FROM: **STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR**

SUBJECT: **TOURISM GRANT APPLICATIONS**

Six grant applications were received for the Commission's consideration. The complete applications are attached for your review. The applicants have been notified of the meeting and are aware that they may not make a presentation, however, the Commission may pose questions regarding their applications. Funding for these requests will come from the Hotel/Motel Tax fund in which an expenditure line item of $250,000, referred to as Tourism Promotion has been created in order to help fund the tourism grant program and other possible tourism efforts.

Tourism grant applications are evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350, which indicates that the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities. The terms Tourism Promotion and Tourism Related Facilities are defined in ORS 320.300 to mean the following:

"Tourism promotion" means any of the following activities:
(a) Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
(b) Conducting strategic planning and research necessary to stimulate future tourism development;
(c) Operating tourism promotion agencies; and
(d) Marketing special events and festivals designed to attract tourists.

"Tourism-related facility" means:
(a) A conference center, convention center or visitor information center; and
(b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Below is a brief synopsis of each application and staff's recommendation concerning funding the request.

Wildlife Safari – Long Neck Lodge (Giraffe Viewing Barn)
Sponsor/Applicant: Wildlife Safari
Requested funding amount: $4,900.00

The applicant is requesting $4,900.00 to help fund a new viewing deck and barn that will allow visitors to feed giraffes as well as provide enough space to increase the number of giraffes in the park. The requested funding will go specifically toward wheelchair accessibility for the Long Neck Lodge. Giraffe feeding is one of the park's most popular animal

encounters, and with this project's completion, it will give guests the opportunity to increase their length of stay and offer more daily encounter availabilities per day.

Wildlife Safari serves approximately 300,000 people annually and is the largest single tourism provider in Douglas County. Capital improvement projects for locations such as the Wildlife Safari are consistent with Oregon Revised Statute 320.350, which enables the use of transient lodging tax dollars to be used for tourism-related facilities.

The Wildlife Safari plans to recognize the City's sponsorship through the Safari's Facebook, Twitter and Instagram pages. The City has historically funded tourism events and capital improvement projects at Wildlife Safari. Recent contributions have aided in constructing the new events and educational center, purchasing a portable stage, tent and generator for year round events at different locations at the park and around the community, as well as last year's grant that went toward new solar powered lanterns.

Recommendation: Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of $4,900.00 to cover the costs associated with wheelchair accessibility for the giraffe viewing deck.

Umpqua Valley Winegrowers – Social Media Campaign
Sponsor/Applicant: Umpqua Valley Winegrowers
Requested funding amount: $10,000.00

The applicant is requesting $10,000.00 to help create and implement a targeted, outside-the-area, large scale social media campaign. The funding would be used for an ad campaign as well as creating a visitor-friendly website and database to promote the winery scene in the Roseburg area. According to the applicant, the target audience for the campaign will be higher income, well-educated travelers from Eugene to southern Washington and from Bend to the coast. The applicant recognizes this ask is outside the scope of normal EDC requests of $4,999 for tourism events and that authorization of funds of $5,000 or more need to be authorized by City Council.

Umpqua Valley Winegrowers is a non-profit organization that promotes the wineries and vineyards located in Douglas County. Wineries are a major tourist attraction in the Roseburg area. Tourism promotion projects such as the proposed social media campaign Umpqua Valley Winegrowers is pursuing are consistent with Oregon Revised Statute 320.350, which enables the use of transient lodging tax dollars to be used for tourism-related promotions.

Umpqua Valley Winegrowers plan to recognize the City's sponsorship through a press release if granted the requested funding. The applicant has indicated that this grant will highlight the long-term partnership Umpqua Valley Winegrowers has with the City in making Roseburg the anchor point for Umpqua wine country trips. The organization will work to incorporate this message through the media where appropriate.

Recommendation: Given the positive tourism impact local wineries have on the area, Staff recommends issuing a positive recommendation to City Council in granting the amount of $10,000.00 to fund the proposed social media campaign.

Ghosts of Roseburg Past – Haunted Tour
Sponsor/Applicant: TimberTown Media, LLC
Requested funding amount: $4,800.00

The applicant is requesting $4,800.00 to conduct research and development of a website designed to showcase an interactive self-guided tour to learn about historical facts of downtown Roseburg and highlight haunted locations within the downtown area. The funding would also be used for promotional efforts with local promotional organizations, Facebook and other social media sites. The objective is to entice people who are out of the area or traveling through to stop and enjoy a unique perspective of downtown Roseburg. It teaches about real historical people and events from the past, bringing to life colorful 1800's while also highlighting the new restaurants, cafes, breweries and shops that are now in the area.

The tour will be primarily self-guided and will take place in downtown Roseburg. A centralized location such as a shop or visitor's center will be utilized for participants to obtain free maps that highlight 12-15 "haunted stops" around the downtown area, all within walking distance. The tour will be promoted primarily through paid Facebook ads and by postings in other group forums. The tour will be specifically targeted for the off-tourism months as a family friendly activity to boost tourism during the fall and winter. Ideally, the tour would partner with other local tourism organization, such as the Downtown Roseburg Association and Anvil Northwest to promote cross promotion. ORS 320.300 defines "tourism promotion" as not only advertising and publicizing information to attract tourists, but also conducting strategic planning and research necessary to stimulate future tourism development. The amount requested by the applicant will help to provide funding in order to not only develop the tour, but also help to promote and advertise the tour once officially created.

The applicant plans to recognize the City's sponsorship through the website and social media postings.

Recommendation: Staff recommends funding in the amount of $4,800.00 to cover the costs associated with conducting strategic research and planning in the form of website development and promotion of the tour.

2021 Vineyard Tour Road Bike Ride
Sponsor/Applicant: Umpqua VELO Club
Requested funding amount: $2500

The applicant is requesting $2,500 in order to cover costs associated with increased marketing and advertising the Vineyard Tour Bike Ride. The ride was cancelled last year due to COVID restrictions so the Umpqua Velo Club is focusing on an increase in web-based advertisement this year due to feedback from previous events. The event is held in September and is organized by the Umpqua Velo Cycling Club. It includes five cycling routes that range in the number of miles ridden from 15 miles to 100 miles. Routes run throughout the Umpqua River valleys and showcase vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants and other cycling opportunities within our area.

One of the objectives of the bike ride is to showcase the area and demonstrate what is offered in the Umpqua Valley to increase overall bicycle tourism and other activities in the Roseburg area. This will be the eleventh year, in which the event will occur. Within this time the event has

grown and continues to include increased participants. In 2019, the last ride prior to the pandemic, showed that 84.8 percent of those individuals were from outside of the Roseburg area.

The requested amount of $2,500 will help to cover advertising costs associated with the event including rack cards, increased spending on social media, and advertising in a California cycling magazine.

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

Recommendation: Staff recommends funding in the amount of $2,500 go to the Vineyard Tour Bike Ride toward the costs of marketing and advertising the event.

Callahan Ridge DBA Bar Run Golf & RV Resort
Sponsor/Applicant: Bar Run
Requested funding amount: $4,999

The applicant is requesting $4,999 in order to pay for the costs associated with advertising in various golf magazines and social media outlets to help bring tourists to Douglas County from all over the United States.

Bar Run Golf and RV Resort is a new course that is opening on July 9th for preview play with hopes to offer other amenities in the near future. The objective of the Bar Run Golf and RV Resort is to provide an overall destination experience with the intent to reach golfers throughout the Pacific Northwest region and the nation.

The Bar Run Golf and RV Resort in its opening year hopes to help bring tourism to the Roseburg area through continuous advertising showcasing the resort as a family oriented destination where there is entertainment for everyone and an attraction for all age groups.

Recognition of the City's sponsorship will be provided by including City recognition in advertisements and including sponsorship recognition on marketing and promotional material.

The applicant plans to continue E-blasts in Golf News Net reaching 50,000 people and also in Pacific NW Golf Magazine with over 125,000 subscribers.

Recommendation: Staff recommends funding in the amount of $4,999 go to the Bar Run Golf and RV Resort toward the costs of advertising their 2021 opening season and preview play event.

Discover Music Festival
Sponsor/Applicant: Coachella Valley Underground
Requested funding amount: $8500

The applicant is requesting $8,500 to run and operate the Discover Music Festival. According to the application this is an event that would be held during a weekend in March, showcasing local talent from Roseburg and Oregon. The application does not provide further information concerning what musicians may perform and no venue information is provided. City staff

reached out to the applicant via e-mail and cell phone in order to obtain additional information concerning the request, but we never received a response from the applicant. Although grant funding has been awarded to music festivals in the past, without more details surrounding the applicant's proposal or a response from the applicant when contacting them about the application, staff does not recommend approving the grant request.

Recommendation: Staff recommends denying the application and not funding the $8,500 requested for the Discover Music Festival.

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION
900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

RECEIVED
JUN 11 2021
City of Roseburg
Community Development Department

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

Amount Requested $4,900

Project/Event Name: Long Neck Lodge: a new giraffe barn to increase animal encounters

Applicant Organization: Wildlife Safari

☐ Governmental Entity ☑ Non-Profit Organization ☐ Business Enterprise

Address: 1790 Safari Road, Winston, OR 97496 Phone: 541-679-6761

E-Mail Address: jdickinson@wildlifesafari.net

Responsible Party: Dan Van Slyke, Executive Director

Co-Sponsors (if applicable): _____

Description of Project/Event: Giraffe feedings is one of our most popular encounters. This project will give guests the opportunity to increase their length of stay at the park by increasing the number of encounters we can offer daily. The Long Neck Lodge will benefit the park for years to come.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): The Long Neck Lodge is a new capital project that will encourage longer visits to our park by our 300,000 annual tourists. Once it is constructed, the park will promote the new Long Neck Lodge in all of its publicity, driving increased and repeat tourism.

Objectives of the Project: The Long Neck Lodge will inspire lifelong commitments to animal conservation by bringing animals & wildlife together in a new way. Visitors will feed the giraffes from a viewing deck outside the barn and the new barn will increase the number of giraffes at the park.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: City of Roseburg funds will ensure that the Long Neck Lodge is wheelchair accessible. This will be a unique feature of the barn and benefit people with special needs. The park hosts regular events for the special needs community.

Scanned with CamScanner

Target Market or Audience - How and where will this be promoted? The new Long Neck Lodge will be promoted on our social media, through news outlets (e.g. radio, News-Review), tourism magazines, billboards, through partnerships with Travel Oregon, on the park's website and more!

Project Strategy: With a new giraffe barn we can expand our giraffe population from 4 to 10. This new exhibit will increase the number of people experiencing our giraffe encounters. The Long Neck Lodge will have multiple ways that people can interact with these majestic animals.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: In addition to the wheelchair accessibility noted above, the Long Neck Lodge will further invest in Wildlife Safari, contributing to its reputation of being a worldwide leader in animal breeding as we will be able to breed giraffes.

Have you previously applied for funding from the City?

Yes [✔] No [ ] If so, when? Dec. 2019 Amount granted? $3,899.50

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

_____ Date 6-08-2021

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

_____ Date _____

Co-Sponsor Typed Name and Signature

_____ Date _____

Co-Sponsor Typed Name and Signature

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BUDGET PROPOSAL

Amount Requested: $4,900

Project/Event Name: Long Neck Lodge

Date of Project/Event: Fundraising in progress, construction set for Summer 2022

Do you charge for attendance? Yes [✔] No [ ] If yes, how much? _____

Expected attendance: N/A capital project Expected attendance revenue: N/A capital project

Other Revenues (Without City funds):

Type	Amount
Special Event Sept 2021 (planned)	$100,735
Foundations (pending and planned)	$123,000
Donors (secured)	$30,000
Total Non-Tourism Funds	$253,735

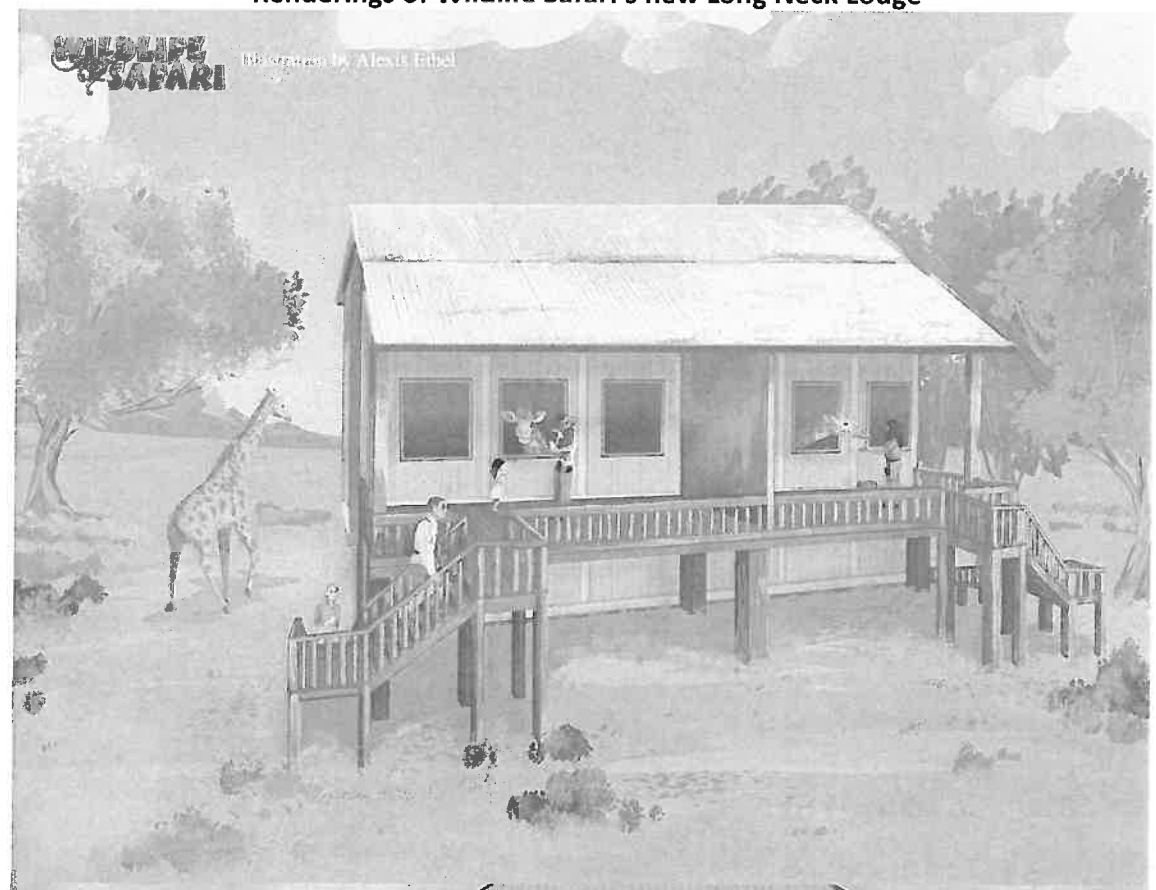
Estimated Expenses:

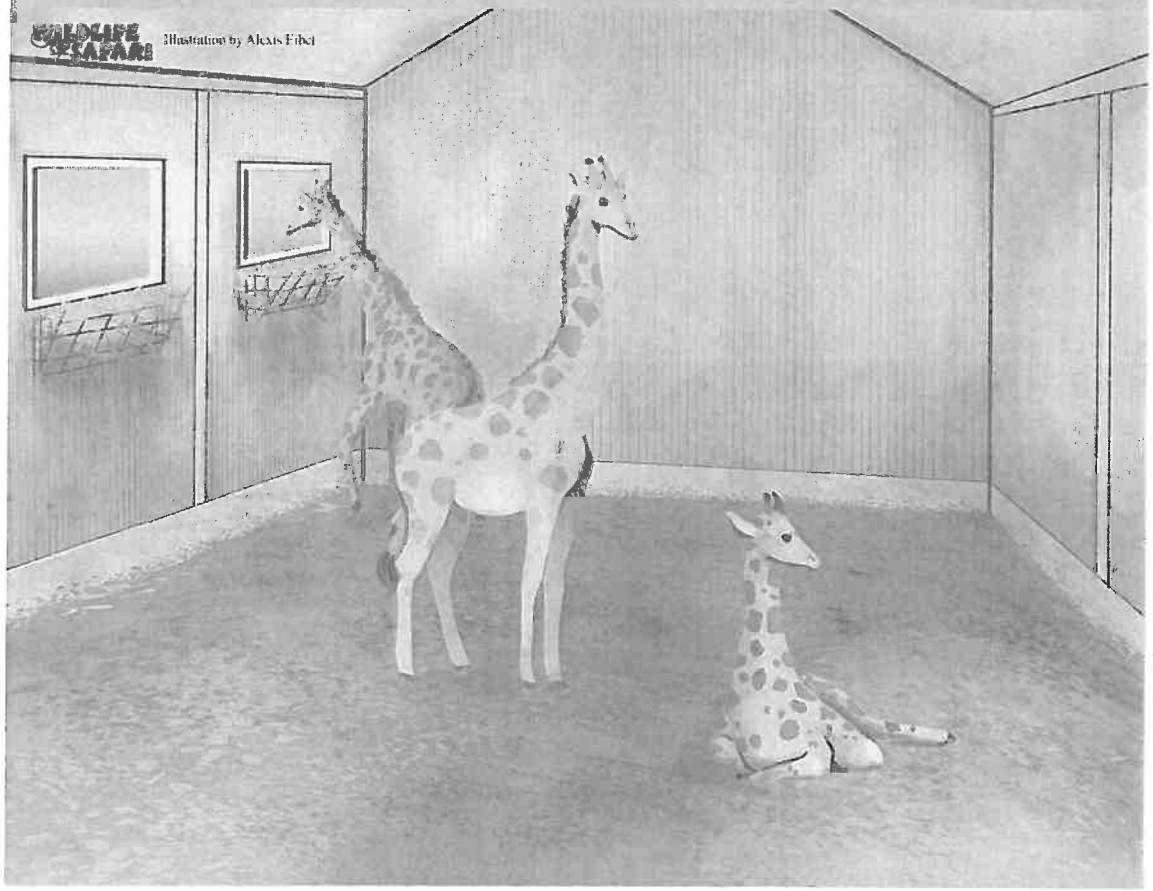
Materials and Supplies	
Labor Costs	
Advertising	
Capital Outlay	$258,635
Total Expenditures	$258,365
Net Income/Loss Without City Participation	$-258,635
City Funding Request	$4,900

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:
The request is for a capital expense. While over time we will generate revenue through giraffe encounters, the park must first raise $258,635 in order to build the structure. Costs include $18,000 for wood chips for the barn floor, $1,000 to install a gas line, $11,123 for the birthing stall fence, $10,000 for two heaters, $190,000 for the barn construction, $5,000 for rock and $5,000 for ADA accessible ramp. City of Roseburg funds will support the ADA accessible ramp which will include a 10x10 concrete pad and ramp for wheelchair accessible giraffe feeding.

Scanned with CamScanner

Renderings of Wildlife Safari's new Long Neck Lodge





TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

RECEIVED
JUN 21 2021
City of Roseburg
Community Development Department

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

Amount Requested $ 10K

Project/Event Name: Social Media Infrastructure and Campaign 2021

Applicant Organization: Umpqua Valley Winegrowers

☐ Governmental Entity ☑ Non-Profit Organization ☐ Business Enterprise

Address: PO Box 447 Roseburg, OR 97470 Phone: 541.673.5323

E-Mail Address: info@ umpquavalleywineries.org

Responsible Party: Dyson DeMara

Co-Sponsors (if applicable): _____

Description of Project/Event: Create and implement our first targeted, outside the area, large scale social media campaign. Funds to be used for the ad campaign as well as creating a visitor friendly in ie website, database for a multi year payoff. Using wine and our "Lifestyle" partners in messaging

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): The program will use wine primarily, but also restaurants, hotels , events

Objectives of the Project: The primary goal is to increase the number of multi day wine visitors to Roseburg as well as to create a system/database that will be usable for years to come by leveraging this years project/investment.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The general messaging will be one of the quality life that Roseburg has to offer. Our wine messaging will be wrapped in a "Lifestyle" message which will help brand what we all know we have here to those who are unfamiliar with it.

Target Market or Audience - How and where will this be promoted? Demographically the targeted audience is a high income, well educated traveler that loves food. The zones will be from Eugene to to Southern Washington and the Coast to Bend. Messaging multi day visits

Project Strategy: Create 2 social media campaigns to test and message. Build the infrastruture to drive visitors to a site/pages specifically built for the visitor experience. Maintain a database that can be used and built upon in the long term.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Wine has a powerful imaging effect that benefits all aspects of our community from support of charitable organizations to people, including doctors, who have moved to this area because of the local wine industry and its lifestyle

Have you previously applied for funding from the City?

Yes [✔] No [ ] If so, when? 10+ Years ago Amount granted? $10k

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Dyson DeMara Date 6.15.21

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

Date

Co-Sponsor Typed Name and Signature

Date

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: $ 10k

Project/Event Name: Social Media Inrastructure and Campaign for 2021

Date of Project/Event: Now through 12/31/21

Do you charge for attendance? Yes ☐ No ☑ If yes, how much? N/A

Expected attendance: N/A Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
Umpqua Valley Winegrowers	$13,500
Total Non-Tourism Funds	$13,500

Estimated Expenses:

Materials and Supplies	
Labor Costs	$9,000 Social media manage
Advertising	4,500 Paid Instagram, Googl
Capital Outlay	7,950 Web/Database dev.
Total Expenditures	$21,450
Net Income/Loss Without City Participation	-$10,000
City Funding Request	$10,000

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We have a social media contract recently signed for $9,000. Our advertising will consist of $500 a month through 10/21 for a total of $4,500. Anvil has bid on the "Lifestyle" visitor web site as well as database. We will be working closely and leveraging the Experience Roseburg project, but with a focus on wine. Also of note we are doing other events to increase multi day visits to Roseburg. Included in this will be a wine roadshow, somewhat like Greatest of the Grape, but in Eugene. This event is a $30k investment amongst other things we do.

MURAL BUDGET PROPOSAL ***(if applicable to application)***
Any grant application for a mural must be accompanied by a rendering of the proposed mural

Mural Location: N/A

Property Owner: N/A

Estimated date of completion: N/A

Other Revenues *(Without Tourism Funds)*

TYPE	AMOUNT
N/A	N/A
Total Non-Tourism Funds	

Estimated Expenses:

Materials and Supplies	N/A
Labor Costs	
Other	
Total Expenditures	
Net Income/*Loss* Without Tourism Participation	
Tourism Funding Request	N/A

Explanation for requested amount:

Caleb P. Stevens

From: Dyson DeMara <ledeaux64@gmail.com>
Sent: Friday, July 2, 2021 1:46 PM
To: Caleb P. Stevens
Subject: Social Media Grant for Umpqua Valley Winegrowers

Should the Umpqua Valley Winegrowers be awarded the Social Media grant we will put out a press release thanking the city of Roseburg for the grant. This grant will highlight our long term partnership with the city, to make Roseburg the anchor point for Umpqua wine country trips. We will also do our best to bring this up in any media we participate with where appropriate.

--
Dyson DeMara

HillCrest Vineyard
"Oregon's Oldest Estate Winery and Birthplace of Oregon Pinot Noir"
Celebrating 60 years (1961-2021) of globally recognized innovation, leadership and fine wines
Oregon's only winery that is a state historic site
240 Vineyard Lane
Roseburg, Oregon 97471
541.673.3709
hillcrestvineyard.com

RECEIVED
JUN 21 2021
City of Roseburg
Community Development Department

2021

TOURISM GRANT PROGRAM

CITY OF ROSEBURG

ECONOMIC DEVELOPMENT COMMISSION

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

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

Amount Requested $4,800

Project/Event Name: Ghosts of Roseburg Past Haunted Tour

Applicant Organization: TimberTown Media, LLC

☐ Governmental Entity ☐ Non-Profit Organization ☑ Business Enterprise

Address: 435 West Agee Street Phone: 541-236-8264

E-Mail Address: jennifer@timbertownmedia.com

Responsible Party: Jennifer Grafiada

Co-Sponsors (if applicable):

Description of Project/Event: See attached.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): See attached.

Objectives of the Project: See attached.

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

BUDGET PROPOSAL

Amount Requested: $4,800

Project/Event Name: Ghosts of Roseburg Past Haunted Tour

Date of Project/Event: September 2021 - ongoing

Do you charge for attendance? Yes ☐ No ☑ If yes, how much? N/A

Expected attendance: 5,000/year Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
Total Non-Tourism Funds	

Estimated Expenses:

Materials and Supplies	500
Labor Costs	3,300
Advertising	1,000
Capital Outlay	
Total Expenditures	4,800
Net Income/Loss Without City Participation	
City Funding Request	4,800

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:
See attached.

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

Project Strategy: See attached.

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

Have you previously applied for funding from the City?

Yes ☐ No ☑ If so, when? N/A Amount granted? N/A

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Jennifer Grafiuda Date June 21, 2021

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

Date

Co-Sponsor Typed Name and Signature

Date

Co-Sponsor Typed Name and Signature

City of Roseburg 2021 Tourism Grant Program Application (continued)

Applicant: Jennifer Grafiada, owner of TimberTown Media, LLC

June 21, 2021

Project/Event Name: Ghosts of Roseburg Past Haunted Tour

Description of Project/Event:

This will be a self-guided tour that will take place in downtown Roseburg. At a centralized location such as a shop or visitor's center, participants will get a free map that highlights 12-15 "Haunted Stops" around the downtown area, all within walking distance. The participant can choose to go to all the stops or just a few. The map will contain brief descriptions of each site and its historical story. It will also contain a link (URL and QR code) to a website that will contain longer descriptions, as well as audio recordings of the stories, and video re-enactments.

There will be an interactive component to encourage people to tag and post pictures on social media, and potentially cross-promotions with local businesses (discounts if you check-in, for example).

The tour will highlight true historical facts about downtown Roseburg, as well as interesting information about building history and architecture. It will also showcase what is in the location now, encouraging patronage of shops and restaurants.

There will also potentially be an in-person version that involves ghost-hunting equipment.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion:

This self-guided tour is perfect for the COVID and post-COVID era, because it allows visitors to enjoy and learn about historic Downtown Roseburg while being distanced and outdoors. It is a refreshing and unique offering that is a version of the popular group Haunted Tours that one can find in bigger cities such as Portland. This type of event will encourage people from out of town to explore the area and also to stay multiple nights, once they see more of what we have to offer. It showcases what is special about the area, and interesting stories that the majority of people would have no idea about. It will be a draw to get people into local stores and restaurants, as well as any future visitor's centers. It will especially attract those interested in ghosts, the supernatural, history and architecture, but would really be intriguing to almost anyone, a variety of demographics and ages. It can be done year-round, in any weather (provided the person is comfortable). This will be especially attractive in the fall months, around Halloween.

Objectives of the Project:

The objective is to entice people who are out of the area or traveling through to stop and enjoy a unique take on downtown Roseburg. It teaches about real historical people and events from the past, bringing to life the colorful 1800s while also highlighting the new restaurants, cafes, breweries and shops that are now in the area. This tour will not only be a reason to stop when coming through on the I-5, but to stay overnight so that time can be spent in town as well as doing outdoor recreation further afield. It will also encourage local pride and increase knowledge of the area.

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

There are several interesting sites and buildings in the Jackson Street and Main Street area of Roseburg that have fun stories that will garner interest from a variety of ages and demographics. It will encourage people to walk around and explore the area on their own, especially in the fall months and evening hours. It will encourage patronage of the shops and restaurants in the areas (possibly through cross-promotions such as discounts) and encourage people to stay overnight in the area.

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

This will be promoted primarily through paid Facebook ads and by posting in groups across Oregon that have to do with the paranormal and ghosts (there are several thousand members in various groups). This could also potentially be promoted via billboards, ads in UV magazine, and partnerships with the Downtown Roseburg Association and Anvil Northwest.

Project Strategy:

My strategy is to promote this throughout the month of September as something exciting to do in October and beyond (typically the off-season). It is something that is family-friendly, budget-friendly and COVID-friendly. It is very inclusive. Even if someone is unable to walk due to inclement weather or handicaps, they can do it via car. They could also do just a portion, like the map without the website, or the website without the map.

I want to pick a place such as a visitor's center or other venue downtown as the official starting and stopping point. This will encourage traffic at that locale. I also want to cross-promote with local businesses by offering discounts on meals or drinks to encourage them to go inside certain sites.

Potentially there will be an in-person option, a group tour that goes inside certain buildings (such as 713 Jackson Street, home of Buzz Collective Marketing) with ghost hunting equipment. This would be a paid version of the tour.

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

$3,300 would go to conducting strategic research and planning in the form of creating an online website that would showcase all of these stories in an interactive manner (audio recordings and video re-enactments).

$1,000 would go to paid Facebook ads.

$500 would go to the printing of the free maps.

Ghosts of Roseburg Past: Haunted Tour

Prepared for the City of Roseburg by Jennifer Grafiada, owner of TimberTown Media, LLC

June 2021

OBJECTIVE

This project is designed to entice out-of-town visitors to the Roseburg area, particularly in the off-season months from September to December. It will appeal to those interested in the paranormal, ghost hunters, history, and to anyone who enjoys a scenic walk and a good ghost story.

DESCRIPTION

The tour will be self-guided. Printed maps will be available at a downtown location (such as a central shop or visitor's center) and will be free. The map will feature around 12-15 points of interest in the downtown area. The map will contain a QR code and link to an online website that will have further content including audio narrations of the story and video re-enactments.

The concept is that the person or groups of people can go to each point, then play the story on their smartphone (this is optional however as they can also simply follow the printed map). They are encouraged to do virtual check-ins and take pictures at each spot. The stories are real, actual events that happened at or near those spots primarily in 1800s Roseburg.

The map and website will tell what was there at the time of the event, as well as what business is there now, encouraging the patronage of local restaurants, breweries, venues and shops. This will highlight what we have to offer visitors at the present time, while fostering a sense of place and bringing color, allure and vibrancy via the interesting and unique people and places of the past.

In-person, prescheduled tours can also be planned, complete with "ghost-hunting" equipment such as EMF detectors, temperature sensors, spirit boxes, divining rods, IR sensors, cameras (owned by Buzz Collective Marketing). At the end of these tours, participants will be given promotions to local businesses, encouraging people to wrap up the evening with dinner and a drink at a downtown venue.

WHY ME?

I have been working on an updated walking tour of downtown Roseburg that is based on one compiled in 1982 by the late Britton Weaver. I have extensive historical documents thanks to the cooperation of his widow Mary Weaver, the Lane-Floed House and Douglas County Museum. An abbreviated tour can now be found at RoseburgTours.com. I have over a decade of experience in web design and writing and am the owner of the local company TimberTown Media, LLC. I have discussed this project with Buzz Collective Marketing and Way Back Recording Studio (located at 713 Jackson Street) who have the audiovisual equipment and ghost hunting equipment needed to make this project successful.

RECEIVED
JUN 18 2021
City of Roseburg
Community Development Department

Umpqua Velo Club
PO Box 2538, Roseburg, OR 97470

Stu Cowie
Community Development Director
City of Roseburg
900 SE Douglas Ave
Roseburg, OR 97470

Stu,

The Umpqua Velo Club is submitting the attached grant request for City Tourism Grant Program funds to help promote the Vineyard Tour throughout the northwest. We want to thank you in advance for your long-standing interest in promoting bicycle tourism and look forward to a successful event that helps promote our area.

Please also note we are including a copy of information from the Secretary of State's Office regarding our non-profit status.

Please contact me if you need any further information.

Dick

Dick Dolgonas, President
Umpqua Velo Club
dolgonas@msn.com
541 672-1757

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

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

Amount Requested $2500

Project/Event Name: The Vineyard Tour Bike Ride

Applicant Organization: Umpqua Velo Club

☐ Governmental Entity ☐ x Non-Profit Organization ☐ Business Enterprise

Address: PO Box 2538, Roseburg, OR 97470 Phone: 541 672-1757

E-Mail Address: Dolgonas@msn.com

Responsible Party: Dick Dolgonas

Co-Sponsors (if applicable): N/A

Description of Project/Event: This is an annual event drawing bicycle riders from throughout the western states. The event consists of five routes, everything from beginner to expert. The last year awarded, the event was voted as the fourth best ride in the state out of 72 rides.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This ride has been very successful, and helped put the Umpqua Valley on the map for bicyclists. It is rewarding to read the favorable responses of riders from out of the area. In trying to capitalize on our success in reaching out to riders from out of the area we need to increase our marketing to further grow the event. With the event occurring on the Sunday of the Labor Day weekend, we recognize the importance of showcasing the Umpqua Valley's attributes, including the vineyards, wineries, breweries, historic and natural attractions, other cycling opportunities, hiking, restaurants, etc. By demonstrating what is offered by a visit to the Umpqua Valley, we increase the likelihood of riders traveling from out of the area to ride and take in other activities. The Vineyard Tour website links to Experience Roseburg for dining, lodging and other activities.

Objectives of the Project: The objectives include increasing the recognition of the Umpqua basin as a great place to ride, visit, and potentially, relocate. Particularly now that the ride is on the Sunday of the Labor Day week-end, we are creating even more opportunities for riders from out of the area, but that requires increase marketing. The 2019 ride, the last prior to the pandemic, showed we had 84.8% of riders from outside of the Roseburg area. We will capitalize on the state's bicycle tourism efforts, plus the City's bronze Bike Friendly Business award.

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

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Bicycling brings people to ride and enjoy our community and many cultural, food, and historic resources. Many riders not only spend on lodging, food and drink, but shop for souvenirs of their visit. While we want people to come for the ride, we expect that there will be long term benefits from good word-of-mouth exposure. This can result in more visits, as well as potentially relocations. We do know folks who have moved here only after check out the bicycling.

Target Market or Audience - How and where will this be promoted? Based on prior years' ridership, our target market is bicycle riders in the Pacific Northwest. With 5 different routes and distances, the ride is perfect for groups or families. We use a variety of means to promote the ride. Based on surveys of riders, the Internet is a valuable source of information, which we will couple with print and social media to expand the marketing, while reducing our use of rack cards and the associated costs of production and distribution.

Project Strategy: Provide an enjoyable week-end adventure for bicycle riders in the Pacific Northwest, with enough information about the ride and the area and it's many attractions that they recognize the benefits of travel to the Umpqua region. The Vineyard Tour website has a link to the Experience Roseburg website which is a perfect complement so potential riders can see all of the attributes of the area.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: The link to Experience Roseburg on the Vineyard Tour web site will show what our area has to offer, and provide many options for visitors to stay to visit the wineries they have ridden past, hit local breweries, try our local restaurants, and encourage people to consider additional visits or relocating to the area.

Have you previously applied for funding from the City?

Yes [x] No [ ] If so, when? 2014, 2018, 2020 Amount granted? $3000, 4999, $4999 (cancelled)

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Dick Dolgonas, President, Umpqua Velo Club Dick Dolgonas Date 6/18/21
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

_____ Date _____
Co-Sponsor Typed Name and Signature

_____ Date _____
Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: $2500

Project/Event Name: The Vineyard Tour Bike Ride

Date of Project/Event: Sunday, September 5, 2021

Do you charge for attendance? Yes [x] No [ ] If yes, how much? Varies, $30-75

Expected attendance: 100 Expected attendance revenue: $5333

Other Revenues (Without City funds):

Type	Amount
Sponsorships	$2120 (as of 6/14/21)

Total Non-Tourism Funds $7453

Estimated Expenses:

Materials and Supplies	$3975
Labor Costs	$0
Advertising	$2078
Capital Outlay	$0

Total Expenditures $6553

Net Income/Loss Without City Participation $ 900

City Funding Request

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

After cancelling the 2020 Vineyard Tour, we are excited to build on our years of success yet a bit concerned about this year's ride with unknown impact of the shutdown. Therefore marketing is crucial since we depend on riders from elsewhere in Oregon and throughout the west coast. We are also struggling with the change in ride listings in Oregon which has limited our ability to get the word out. Our rider surveys show the effectiveness of the various marketing used, so we will be increasing spending on social media in conjunction with advertising in a California cycling magazine.

RECEIVED
JUN 18 2021
City of Roseburg
Community Development Department

2021

TOURISM GRANT PROGRAM

CITY OF ROSEBURG

ECONOMIC DEVELOPMENT COMMISSION

BAR RUN™

GOLF + RV RESORT

Now Accepting Preview Play Reservations

GET A GLIMPSE OF BAR RUN GOLF
Nine holes of the Dan Hixson-designed golf course will open to the public for limited Preview Play on July 9. All-Day Preview Play Pass Reservations are currently available through Sept. 28, 2021 at *BarRunGolf.com* — visit the website for more details.

Bar Run Golf + RV Resort is planned as a full-service destination with 18-Hole Golf Course (Grand Opening expected Summer 2022), RV Resort (which will also include Tiny-House accommodations), Clubhouse with Three-Meal Restaurant, Golf Practice Facility and more.

ABOUT BAR RUN GOLF
Built on Umpqua Sand & Gravel mining land, Bar Run is designed by well-known Pacific Northwest native Dan Hixson (Bandon Crossings, Wine Valley, Silvies Valley Ranch) with holes that overlook the South Umpqua River and waterways throughout the layout — with the mining operation, cherry orchards and Callahan Ridge in the distance.

THE MINERS CLUB
Douglas County residents who puchase an All-Day Preview Play Pass ($120) will be registered for the Bar Run Miners Club after their initial Preview Play visit. This allows Douglas County residents to book additional 18-hole rounds through Sept. 28, 2021 at a preferred rate ($55 walking, $75 cart) within 10 days of the tee time requested. Food and beverage and tee gifts are not included in Miners Club Preview Play green fees.

The Miners Club is available to Douglas Country residents only. There is no fee to join during Preview Play, but there will be an annual fee to receive Miners Club benefits beginning May 2022 — and you are free to cancel your Miners Club Membership at any time.

Questions? Contact Darin Bunch at *Marketing@BarRunGolf.com* or (661) 979-0979 with inquiries about Preview Play or the Bar Run Miners Club.

Bar Run Golf • 640 Shady Drive, Roseburg, OR 97471

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

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

Amount Requested $ 4999.99

Project/Event Name: Callahan Ridge DBA Bar Run Golf & RV Resort

Applicant Organization: Bar Run

☐ Governmental Entity ☐ Non-Profit Organization ☑ Business Enterprise

Address: 640 Shady Drive, Roseburg, OR 97471 Phone: 541-673-2289

E-Mail Address: Daleen@umpquasand.com

Responsible Party: Kelly Guido

Co-Sponsors (if applicable):

Description of Project/Event: Golf Resort. Preview play will begin on July 9th, 2021 on opening day. We can accommodate 36 people per day on the course.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): We will be advertising in the Pacific Northwest Golf Magazine along with social media including but not limited to Facebook, Instagram, Twitter, etc., to help bring Tourism to Douglas County and attract people from all over the US.

Objectives of the Project: To provide an overall destination experience by providing a Golf & RV Resort along with other amenities in the near future. Without these funds, we may not be able to reach the tourists/players and get them to see those costly ads.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: We will recognize any sponsors or grants in our Advertisements to help bring monies to help fund and support other local businesses. We are trying to attract and reach an audience outside of D.C.

Target Market or Audience - How and where will this be promoted? In the Pacific Northwest Golf Magazine, Golfing Oregon Magazine, Social Media which will include Facebook, Twitter, Instagram and also our Webpage.

Project Strategy: Continuous advertising to achieve the goal to help bring tourism to Roseburg, Providing a family oriented destination where there is entertainment for everyone and an attraction for all age groups.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: To provide entertainment and bring in tourism to help fund and support other local businesses. By advertising outside our local area we are hoping to reach millions of golfers all over the world.

Have you previously applied for funding from the City?

Yes ☐ No ☑ If so, when? _____ Amount granted? _____

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Kelly Guido Date 6/19/21

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

_____ Date _____

Co-Sponsor Typed Name and Signature

_____ Date _____

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: $ 4999.99

Project/Event Name: Callahan Ridge DBA Bar Run

Date of Project/Event: July 9th, 2021

Do you charge for attendance? Yes ☑ No ☐ If yes, how much? $120

Expected attendance: 2000 players Expected attendance revenue: $200,000 over 3mth

Other Revenues (Without City funds):

Type	Amount
All Day Preview Play	$120
Total Non-Tourism Funds	

Estimated Expenses:

Materials and Supplies	NA
Labor Costs	NA
Advertising	$10,000
Capital Outlay	
Total Expenditures	1 million
Net Income/Loss Without City Participation	$0 /-2.3 million
City Funding Request	$4999.99

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

We placed an E-blast in Golf News Net reaching 50,000 people and also one in Pacific NW Golf Magazine with over 125,000 subscribers. We are hoping to net $20,000 in sales this month. Our hope is that we can continue to reach outside areas and bring them to the Roseburg area.

RECEIVED
JUN 22 2021
City of Roseburg
Community Development Department

2021

TOURISM GRANT PROGRAM

CITY OF ROSEBURG

ECONOMIC DEVELOPMENT
COMMISSION

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470
(541) 492-6750

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

Amount Requested $ 8500

Project/Event Name: Discover Music Festival

Applicant Organization: Coachella Valley Underground

☐ Governmental Entity ☐ Non-Profit Organization ☑ Business Enterprise

Address: 1922 Willamette St., Eugene, OR 97405 Phone: 415-509-9501

E-Mail Address: genmelzer@yahoo.com

Responsible Party:

Co-Sponsors (if applicable):

Description of Project/Event: Discover Music Festival is a music festival that showcases local talent from Roseburg & Oregon.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Discover Music Festival will bring in tourists for the weekend as it is a two day event. Ticketed guests will stay at Roseburg Hotels, dine in Roseburg restaurants and shop at Roseburg shops.

Objectives of the Project: Showcasing local Oregon talent. Giving up & coming artists a platform to perform.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Music festivals are definet destination events, not only will attendees stay in Roseburg but they will also shop in Roseburg. This event will bring a new audience to Roseburg.

Target Market or Audience - How and where will this be promoted? We plan on promoting this event on Social media, on the news & creating a grassroots stradegy.

Project Strategy: We plan on getting a few headliners, big acts that have a huge draw and publicizing those acts involvment. Our marketing camapign will hit all mediums - social media, local news, radio & more.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: This event will out Roseburg on the ma as this music festival will be unlike anything Roseburg has had, by booking up & coming DJ's. A new audience/clientale will know about Roseburg from this event.

Have you previously applied for funding from the City?

Yes [ ] No [✓] If so, when? _____ Amount granted? _____

Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

_____ Date 6/21/2021

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

_____ Date _____

Co-Sponsor Typed Name and Signature

_____ Date _____

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: $8500

Project/Event Name: Discover Music Festival

Date of Project/Event: Weekend in March

Do you charge for attendance? Yes [✓] No [ ] If yes, how much? $49

Expected attendance: 400-600 Expected attendance revenue: $19000

Other Revenues (Without City funds):

Type	Amount
Merchandise	$500
Total Non-Tourism Funds	$500

Estimated Expenses:

Materials and Supplies	$3000
Labor Costs	$3000
Advertising	$1500
Capital Outlay	$1000
Total Expenditures	$8500
Net Income/Loss Without City Participation	
City Funding Request	$8500

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). Budget information must include anticipated expenditures and revenues:

Security- $2000 Other Labor: $1000
Audio, Lighting, Stage equipment rental -$3000
Advertising/Marketing -$1500
Insurance- $1000

UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

APRIL-JULY 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.

RENEWING MEMBERS AS OF JUNE

- AVISTA
- North River Boats
- Mercy Medical Center

PROJECT SUMMARY

COVID-19 Response
Our office is still handing out free PPE, now being supplied by Business Oregon. We still have some inventory and will no longer receive any PPE from the State.

GrowthTalks
After starting GrowthTalks back up as a live event on Facebook we are now moving back to a live in person event for August or September. We have had great response and are waiting now for enough Pitch Night applications for the return of this event that gives Startups $1k in funding.

More exciting news coming on additional funding to support a Pitch Night format for small business that will give away $5-10k grants. The idea here is to expand Pitch Night events to include funding for small businesses vs. only Startups with under $5k in total revenue. By next EDC I should be able to announce funding sources and total that will be given away here in Douglas County only within the next year.

UEDP is committed to find ways to support new and small businesses that will be hiring new employees in the next 5 years. As the Kaufman Foundation states, almost 100% of all new net new jobs in America come from companies less than 5 years old. If this is even close to being correct and our top priority is workforce development, we need to support and grow this segment!

South Umpqua Valley Industrial Park
We have had interest in property here but COVID slowed down the site reviews. As the COVID fog lifts we are seeing significant interest in many Douglas County and Roseburg locations.

Sutherlin Industrial Park
A site plan is underway with the first land purchaser. The Dixonville wetland mitigation credits will be used for this site.

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 and all initial credits are spoken for.

PROJECT SUMMARY

Career Pathway Baseball Cards

As we look at a new school year coming we are in discussions for the next generation of our Career Pathway Baseball cards.

Douglas County City Managers Coaltion

Now that COVID restriction are relaxing we are anticipating the startup of his Coalition in the next few months.

Opportunity Zone Plan

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

Workforce Housing

This project is still delayed due to COVID recovery: 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.

New Businesses

We continue to get inquires almost daily from new businesses wanting to open in Douglas County. These inquires and meetings are mixed between new businesses moving into Douglas County and Startups. The Startups are also being pointed to GrowthTalks and will be watching for our first Pitch Night to start.

Project Cannon

We are looking at a Sutherlin site for a potential new hardwood mil. This mill would be developed on 60 acres to produce flooring and cabinet stock material. Along with the mill, the developer is planning a 2.5 MW CoGen facility, solar power, carbon capture and vertical farm. The plan is to have a zero carbon facility. The project will create 50-60 jobs and invest $80-100M.

Data Centers and Cryptocurrency Mining

We have had a lot of interest in out two main data center sites in Sutherlin and Dixonville. These sites offer the power needed to support a variety of applications.

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, New Board Member
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

SAIF Rod Introduction, Katie Sespasara
Archie Creek Fire Recreation Recovery - Alex Campbell
Emily Brandt, UVA
Nikki, City of Roseburg
Shaun Pritchard, UCAN
Performing Arts Center
Dave Sabala, Board Member
CCD Team Meeting - Alex Campbell
South Coast Regional Discussions
Trevor Mauch, GrowthTalks
CCD Meeting - Theresa Haga
UEDP Board Agenda Meeting - Don Cook
Kyle Stevens, SOWIB
Brian Prawitz, BP Media

THANK YOU

UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

WAYNE PATTERSON

Executive Director

BROOKE DAVID

Office Manager

Experience Roseburg Oregon

QUARTERLY REVIEW / JUL 2021

PRESENTED BY: A N V I L (NW)

LATEST:

- CONTENT CREATION

With restrictions lifting, getting information on events and local updates will be more important than ever.

- BETWEEN TWO RIVERS

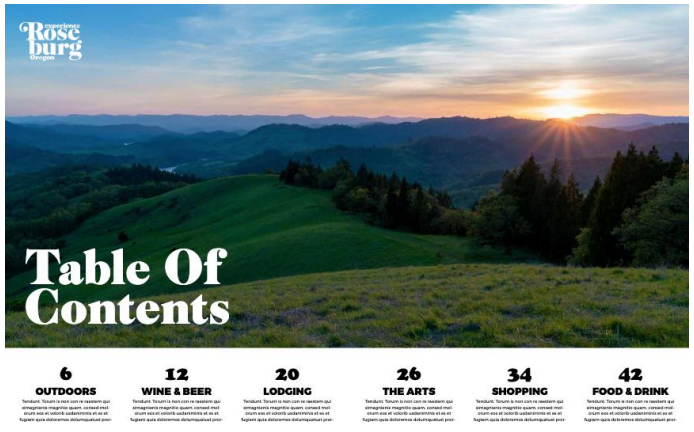
After initial feedback, BTR will be featured as a monthly video piece.

- VISITOR GUIDE

Weeks away from the print production phase, right on schedule.

- SECRET SPOT

Evolving to a biannual giveaway that's geotargeted outside Douglas County. Rather than a question, content will be informative blurbs about the area's secret spots.



NOTEWORTHY:

June 1, 2021 – The Family Travel Xpo

June 29, 2021 – All American Road Show

• Provided latest UV Mag and video for travel advisors/group tour operators.

• Invited by Travel Oregon AT NO COST.

• The Family Travel Xpo – exhibited in Travel Oregon booth which produced 54 leads

• All American Roadshow – exhibited in Southern Oregon booth

d 5 beneficial as travel advisors

booth wanted 30 leads.

ENGAGEMENT!:

Social Media Stats Are Growing

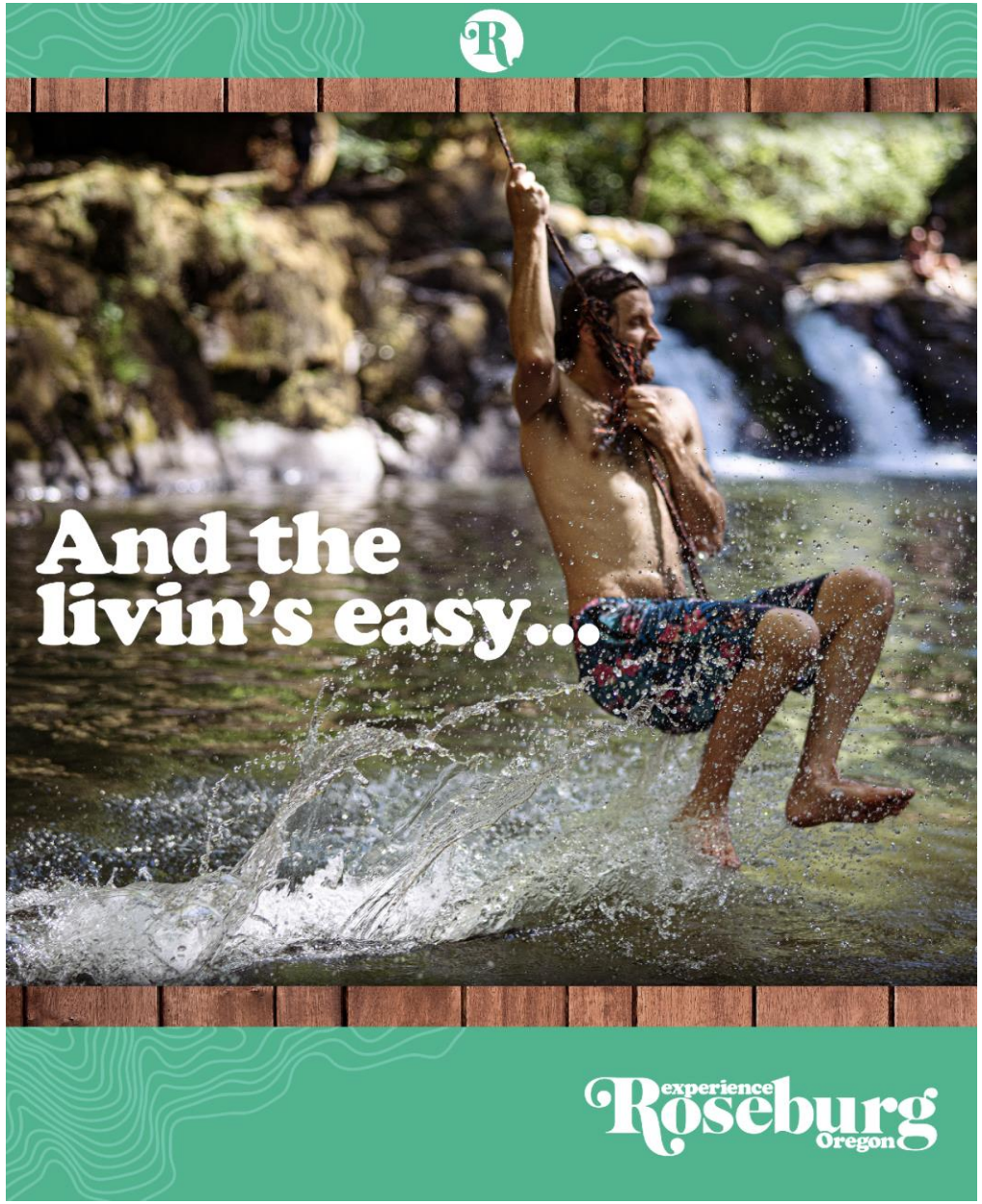
• More total engagements than Bandon, Visit Bend Oregon, and Travel Grants Pass despite having a smaller total audience.

• 37.5% growth in YouTube subscribers and the leader in engagements amongst the competitive landscape.

• Surpassed the 2,000 Follower mark on Facebook. Increased reach to outside audiences through renewed ad campaigns. Facebook fans increased by 243% (488 news fans).

• Increased emphasis on Instagram Stories with a 31% increase in total impressions from Instagram Stories (4,800 impressions).

• 170% increase in website visits from social media referrals (1,360 visits).



FINANCIALS
AS OF JUL 2021

Expenses	Mar -21	Apr -21	May -21	Total
Total 71000 Operational Expenses	35	35	35	105
Total 72000 Visitor Center	14.53	204.51	74.92	293.96
Total 75000 Marketing	16,601.7	56,079.04	7640.65	80,321.39
Total 75025 Website	3348.17	3502.5	866.67	7717.34
Total 76000 Public/Industry Relations	308.75	65	568.75	942.5
Total 77000 Advertising	8584.01	8357.55	21,564.8	38,506.36
Shipping/Fullfillment	0	7.95	0	7.95
Merch	0	542.76	0	542.76
Total Expenses	28,892.16	68,794.31	30,750.79	128,437.26