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1-10-2023

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
Tuesday, January 10, 2023 at 3:30 p.m.  
Roseburg City Library, Deer Creek Room**

**Public Access – Facebook Live at [www.Facebook.com/CityofRoseburg](http://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. July 12, 2022 – 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
6. **INFORMATIONAL**  
A. Partnership Report  
B. Experience Roseburg Report
7. **BUSINESS FROM THE COMMISSION**
8. **BUSINESS FROM STAFF**
9. **NEXT MEETING – April 11, 2023**
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](mailto:cdd@cityofroseburg.org) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on January 10, 2022. 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](mailto:cmatthews@cityofroseburg.org).

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION MINUTES  
July 12, 2022**

**CALL TO ORDER**

Chair Brian Prawitz called the meeting of the Economic Development Commission to order at 3:30 p.m. in the Roseburg City Library, Deer Creek Room.

**ROLL CALL**

Present: Chair Brian Prawitz, Commissioners Mickey Beach, Leah Jones, Misty Ross, Michael Widmer and Paul Zegers.

Absent: Commissioner Don Baglien.

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman and Kathy Heidt from Anvil Northwest and Wayne Patterson and Jessica Fehr from Umpqua Economic Development Partnership.

*Commissioner Zegers moved to approve the minutes of the April 11, 2022 & June 6, 2022 meeting as submitted. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.*

**AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None**

**DISCUSSION ITEM**

**Tourism Grant Applications**

1. Wildlife Safari – The Barnyard (Renovation & Expansion of the Children’s Zoo)
2. NeighborWorks Umpqua – Roseburg Sesquicentennial Blocktoberfest
3. Buzz Collective Marketing – Roseburg Itinerary Generator
4. City of Winston – We got Your 6 – Veteran Suicide Prevention Fundraiser

Mr. Cowie discussed the grant applications that were received and shared the criteria and qualifications based on criteria identified in Oregon Revised Statute (ORS) 320.350, which indicates the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities.

**Wildlife Safari – The Barnyard (Renovation & Expansion of the Children’s Zoo)**

The applicant requested \$4,900 to help fund construction of “The Barnyard”. A renovation and expansion project involving the children’s zoo exhibit; one of the parks most popular attractions and is available for the public to view free of charge inside the Safari Village. Planned additions include: Creating a new animal interaction yard; Building a chicken coop which will educate children about chickens and the process of egg production and egg incubation; Installing a display outhouse that has educational components about animal fecal identification as well as the benefits of composting animal waste; and Building a barn owl exhibit.

The project will also make improvements to the current park, including:

- Expanding the kitchen where the food is prepared for the animals’ daily diets. A crucial part of the park’s ability to expand the number of animals they can have at the

park. Their 10-year Master Plan includes the addition of eight species, all of which require specialized diets specific to the needs of each species.

- The new kitchen will also consolidate much of the park's food storage. By consolidating the storage, it will reduce power consumption by reducing the number of individual refrigerators and freezers located throughout the park. It will also conserve staff time having all their supplies at one convenient location.

Wildlife Safari serves approximately 300,000 people annually and is the largest single tourism provider in Douglas County. The total cost of the construction project is approximately \$277,530. Additional funding sources include the Ford Family Foundation, revenue from the parks annual benefit dinner, and Wildlife Safari itself.

Given the tourism success Wildlife Safari has on the local area, Staff recommended funding in the amount of \$4,900 to assist in the renovation and expansion of the Barnyard at the Wildlife Safari.

Taylor Holeman, Representative for Wildlife Safari was present.

Commissioner Ross asked if the renovations will include the animal enclosures. Ms. Holeman stated the current building will be removed and the yard opened up for more animal interactions.

*Commissioner Ross moved to approve the request for Wildlife Safari in the amount of \$4,900 to help fund the construction of "The Barnyard". The motion was seconded by Commissioner Zegers and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones, Ross, Widmer and Zegers voted yes. No one voted no.*

### **Roseburg Sesquicentennial Blocktoberfest**

The applicant requested \$4,999 to cover marketing and advertising (website, digital advertising, banners/posters, local guide, etc.) costs associated with this family-friendly event. This year marks the City of Roseburg's 150th birthday. The Roseburg Sesquicentennial Blocktoberfest will be held downtown, October 8th.

The event will include a street fair with music, food, entertainment, vendors, beer and wine, intended to honor Roseburg's 150th birthday and highlight local businesses and Roseburg's homegrown beer and wine industry. The event will feature many local businesses, non-profits, craftsmen, and performers showcasing our local culture and economy.

Staff recommended funding in the amount of \$4,999 to NeighborWorks Umpqua toward the costs of advertising and marketing the Roseburg Sesquicentennial Blocktoberfest event.

Erica Mills, Representative for NeighborWorks Umpqua was present, as well as Justin Deedon who is on the Roseburg Sesquicentennial Blocktoberfest planning committee.

Commissioner Ross asked how far the marketing reach will extend. Ms. Mills stated at least one billboard will be in the Portland metro area.

Commissioner Beach asked if the event will be on NeighborWorks property or downtown. Mr. Deedon shared the event will be a three block radius from SE Jackson Street to SE Main Street. Businesses will have the opportunity to participate in the event and the event is free. The event is in the planning stages but anticipate drinking establishments, as well as

Sunnyside Theatre participating in micro events and Saving Grace Pet Adoption Center having a pet show and offering free adoptions. If the event is a success, the hope is to establish Blocktoberfest as an annual event.

*Commissioner Zegers moved to approve the request for Roseburg Sesquicentennial Blocktoberfest in the amount of \$4,999 to help cover marketing and advertising costs of the event. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Jones, Ross, Widmer and Zegers voted yes. No one voted no. Commissioner Beach abstained since he would like the opportunity to participate in the event.*

### **Roseburg Itinerary Generator**

The applicant requested \$4,800 to pay for the costs associated with creating a web based application that can generate suggested itineraries for day trips within the Roseburg area based upon user's interests, budget, and other preferences. Coordination with Experience Roseburg would be key, as points of interest already identified by our local destination marketing organization would be utilized in order to generate locations and attractions for possible itineraries.

The future website will provide a single location built to generate ideas of what to do for a day in Roseburg and the Umpqua Valley. Itineraries would be based on user input including age, interests, budgets, and hobbies providing a customized number of ideas for a day trip factoring things like time spent, physical demand, and budget.

It's anticipated that \$3,000 of grant funding will go toward approximately 40 hours of paid development of the application, \$600 will be utilized to act as the server hosting the site for a year and the remaining \$1,200 will be used for social media advertising. Buzz Collective works with Anvil Northwest and would have a lot of cross promotion through Experience Roseburg.

Staff recommended funding in the amount of \$4,800 to Buzz Collective Marketing to create a web based application that can generate suggested itineraries for day trips within the Roseburg area based upon user's interests, budget, and other preferences.

Justin Deedon Representative for Buzz Collective Marketing was present.

Commissioner Beach asked about return on investment for the application.

Mr. Deedon stated the idea is a revenue generating opportunity for destination marketing organizations (DMO). Buzz Collective Marketing would like to sub-contract with DMOs in the future to be a service provider for technology. A DMO could monetize the application for themselves through a service agreement.

Chair Prawitz shared he is interested that the application can bring tourism to our area. It could be easily linked to Experience Roseburg for content to be shared. The itinerary would help people to get ideas for planning a trip or ideas while in the area.

Mr. Deedon stated the plan is to work with DMOs to tap into existing databases.

Commissioner Jones asked where the application would be located for people to use.

Mr. Deedon stated he hopes to partner with Experience Roseburg; however, the idea is for the application to live on existing websites or platforms as well as be available through the app store for IOS and android phones.

Commissioner Zegers shared his concerns that Experience Roseburg is contracted to provide tourism marketing and seems more appropriate to have an itinerary tool as part of Experience Roseburg and not a standalone application. An individual can search Travel Oregon and Trip Advisor for things to do in Roseburg already.

Commissioner Beach asked staff if there is a policy or grant contract that addresses awarding funding for an event or product that generates more revenue than the amount awarded and if so, is the awarded funds required to be paid back.

Mr. Cowie stated the City does not have a policy or grant contract at this time. He mentioned that Wildlife Safari is a private company that generates revenue and is a recipient of tourism grant funding. He acknowledged that Roseburg Itinerary Generator application may generate revenue; however, the purpose of the application is to promote tourism in our area and would be another tool in accomplishing that.

Commissioner Beach stated he thinks the application is a great idea and thinks it would be helpful when planning things to do in Roseburg.

Chair Prawitz stated he doesn't want to start funding someone's venture efforts; however, the tourism grant program is to help generate revenue by drawing more people to our area, so as long as that is being accomplished the intent of the program is being fulfilled.

A discussion ensued regarding progress reporting, timelines, highlighting the lesser known businesses through the application, how businesses would be contacted to be included in the application, and how the user can customize the itinerary.

*Commissioner Ross moved to approve the request for Roseburg Itinerary Generator in the amount of \$4,800 to pay for the costs associated with creating a web based application that can generate suggested itineraries for day trips within the Roseburg area based upon user's interests, budget, and other preferences. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones, Ross, and Widmer voted yes. Commissioner Zegers voted no.*

A discussion ensued regarding final reporting on awarded tourism grants, periodic reporting on how the Roseburg Itinerary Generator application is progressing and the application's availability on the City's website.

Mr. Deedon reminded the Commission that Roseburg Itinerary Generator application is similar to the Ghost of Roseburg Past/Haunted Tour web application that was awarded tourism funding July of 2021.

Mr. Cowie stated a final report is a requirement of awarded tourism grant funding. Jennifer Grafiada from Ghost of Roseburg Past/Haunted Tour calls to provide periodic status updates during the creation of the web application.

Mr. Deedon stated he would provide a status update at the next Economic Development Commission meeting.

Discussion ensued and the Commission agreed they would not amend the motion of approval to include periodic reporting while Roseburg Itinerary Generator application is being created.

*Chair Prawitz stated the motion passed five in favor and one opposed.*

### **We've Got Your 6 – Veteran Suicide Prevention Fundraiser**

The City of Winston requested \$4,800 in order to advertise and market an Oktoberfest event to be held in Winston September 30<sup>th</sup> – October 2<sup>nd</sup> utilizing digital billboard advertising along I-5. Proceeds from the event will be used to go toward the K9s for Warriors organization and help assist in veteran suicide prevention.

The event will consist of a single elimination tournament that includes events like keg rolling, stein holding, pretzel eating, hammerschlagen, etc. Teams can register through the City of Winston, pay an entry fee of \$200 and have the chance to win a \$10,000 cash prize. Expected attendance to be around 5,000 people. An event shuttle service will run from Winston to Roseburg since people from out of the area will need to utilize Roseburg hotels if they plan to stay multiple days as Winston only has one hotel. This is the first year the event; however, the event could become an annual event based on its success.

Mr. Cowie shared Staff had reservations in recommending the Economic Development Commission award this grant as it is a City of Winston event. The City of Winston has utilized some of its hotel/motel tax revenue to assist in promoting the event; however, there are concerns in using City of Roseburg's funding for this purpose as this is the first year the event and it's held entirely within Winston city parks and is organized by the City of Winston.

Staff recognized that if estimates are accurate surrounding the number of people proposed to attend, that some of these individuals would be utilizing Roseburg hotels and businesses, but were uneasy about the use of Roseburg hotel/motel tax dollars being used by another City entity that already has, albeit a smaller hotel/motel tax revenue stream. Staff recommended the Economic Development Commission carefully discuss the \$4,800 request of the City of Winston.

Katie Starkel and Thomas McIntosh, Representatives with the City of Winston were present.

Ms. Starkel shared the City of Winston lost 75% of their hotel/motel tax when their largest hotel closed. Their remaining hotel only has 10 rooms. People will need to stay in Roseburg utilizing hotels, restaurants and shopping. An event shuttle will be offered back and forth from Roseburg to Winston so people can experience both towns. A link would be provided on their website for the Roseburg Sesquicentennial Blocktoberfest held October 8<sup>th</sup>.

Mr. McIntosh stated this will be a large event and Winston doesn't have the amenities to host everyone. The billboards will advertise from Medford and Eugene.

Commissioner Zegers stated he was not comfortable with utilizing tourism funding on fundraising events. The event anticipates a goal of only \$200,000.

Ms. Starkel stated they do not currently have the \$200,000. The \$10,000 prize money is provided by a sponsor. The billboards are not yet funded. The event ends at 8:30 p.m. which will provide the opportunity for people to stay overnight.

Commissioner Beach stated it's unusual that City of Roseburg funds would help with a City of Winston event; however, the grant funds would increase the amount of visitors in our area and is consistent with the intent of attracting visitors to the area. Commissioners Ross and Jones agreed.

A discussion ensued regarding purpose of the funding.

*Commissioner Beach moved to approve the request for \$4,800 for the use of billboards to advertise and market the Oktoberfest event held in Winston. The motion was seconded by Commissioner Widmer and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones, Ross, and Widmer voted yes. Commissioner Zegers voted no. The motion passed five in favor and one opposed.*

## **INFORMATIONAL**

### **Partnership Report**

Mr. Patterson provided a brief update on the Partnership Report and highlighted the following:

- The Board approved Ms. Ferhn as the new Assistant Executive Director.
- Pitch Night for Businesses has a new format. He thanked City Manager Nikki Messenger and Community Development Director Stuart Cowie for their assistance as title sponsors. Southern Oregon Workforce Investment Board provided \$20,000 to give away to small businesses. The funding is provided by grants. The application criteria and the pitch format was explained. Thirty six applications were received for 6 slots for businesses to pitch. The event is hosted by Backside Brewery the first Wednesday every other month.
- The first prize winner as well as the audience vote winner was K9 Crack which is a single ingredient dog treat. The story was printed in the News Review. The News Review and radio are sponsors so advertising is at no cost.
- A list of Douglas County businesses registered with the Secretary of State was obtained at no cost, which gleaned 1400 names and addresses that started a business in a 2 year timeframe. Postcards were mailed out to all of the business to spread the word of Pitch Night.
- Thanked the Economic Development Commission for their support for GrowthTalks and Pitch Night events.

### **Experience Roseburg (ER)/Anvil Northwest Report**

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

- Identifying sites downtown for wall murals. A Los Angeles Artist, Gramercy provided a mockup of his contemporary art work which is proposed to be displayed on the wall of the Wine Destination. The goal is to work with artists known for street art or mural art that have a big following where people travel to see their work. The plan is to have a QR code on the murals so people can plan a tour. They are in talks with 6 different artists.

- Launching new graphics styles with a throwback vibe with existing brand assets with fresh new updates.
- Experience Roseburg sponsoring a Frisbee golf tournament later this summer at Whistler's Bend Park which is a highly rated Frisbee golf course in the nation. Unveiling new ER branded golf discs with new tag lines which can be purchased online and at the Visitor Center. New merchandise to include crew neck sweatshirts.
- Facebook post engagements increased by over 100% from previous quarter, with 80 average engagements per post.
- Targeted YouTube advertising continues to generate views with Facebook referrals the leading source of views – 8,041 views across a number of our videos, with 4,000 of those unique viewers.
- The website was viewed 17,140. Second and third place viewers are from Portland and Seattle areas.
- Financial statement will be provided to Community Development when available.

Commissioners Ross and Zegers like the new graphics.

Mr. Campman stated they will be working with Datafy at the end of summer to run several campaigns that work through banner ads and online advertising that utilize cell data to see where people click to visit. The information will help narrow the demographics to know what people want and who to market to. The cost for Datafy is \$20,000.

Commissioner Beach asked if our area is seeing an overflow of visitors from the Track Town USA World Athletics Championships event July 15-24 in Eugene. Mr. Campman shared we are seeing an overflow from the event. The website has had inquiries for places to stay. One hotel was hosting a large group.

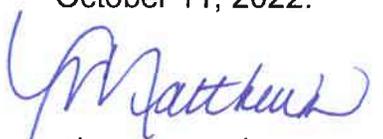
Chair Prawitz stated Anvil Northwest's contract renewal was a sizable increase in the fee structure in order to provide to produce additional brand and content development, provide more outreach, and utilize travel data software to better track the impact the campaign had on local tourism. He asked if Datafy is an example of the tools in increase local tourism and what will the increase in funds allow Experience Roseburg to access that wasn't accessible before.

Mr. Campman stated the increase in funds allows them to put the content in front of more people utilizing bigger buys and the ability to place ads. The contract increase is a luxury that many people do not get and they are appreciative.

**BUSINESS FROM COMMISSION** – None

**BUSINESS FROM STAFF** – None

**ADJOURNMENT** - Meeting adjourned at 4:58 p.m. The next meeting is scheduled for October 11, 2022.

  
 Chrissy Matthews  
 Department Technician

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** January 10, 2023

**TO:** Economic Development Commission

**FROM:** Stuart Cowie, Community Development Director  
Nikki Messenger, City Manager

**SUBJECT: FALL 2022/WINTER 2023 TOURISM GRANT APPLICATIONS**

**ISSUE STATEMENT AND SUMMARY**

The City received eleven tourism grant applications for the Commission's consideration. The issue for the Commission is whether to approve the requests that are under \$5,000 and/or forward a recommendation to the City Council for the application that is \$5,000 or above.

**BACKGROUND**

The Tourism Grant Program is funded through collection of the City's Transient Lodging Tax (TLT). The City's TLT rate is 8%. The allocation of the City's TLT funds was set by ordinance in 2002 with 57.25% dedicated to tourism promotion, 32.89% dedicated to streetlights, sidewalks, and traffic signals, and 9.86% dedicated to economic development.

Organizations that qualify to apply for the City's grant program include registered businesses, registered 501(c)(3) non-profit organizations, other 501(c) tax exempt organizations, or governmental entities. The Commission can directly approve grants under \$5,000. Grant requests for \$5,000 and above require Council approval, after a recommendation from the Commission.

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.

## **FINANCIAL AND/OR RESOURCE CONSIDERATIONS**

Fiscal year 2021-22 was a very successful year for the Hotel/Motel Fund, with a little over \$1.8 million in revenues collected through the TLT between July 1, 2021 and June 30, 2022. During the first quarter of FY 22-23, \$590,928 has been collected.

The current fiscal year budget includes \$250,000 for tourism promotion. This is funding separate and in addition to the funding for the DMO contract with Experience Roseburg. To date, \$19,499 has been expended for the summer grant program. As such, adequate funding is available to fund the submitted grant requests, should the Commission choose to do so.

## **GRANT APPLICATIONS**

Below is a brief synopsis taken from each application and staff's recommendation regarding whether to fund the request.

### **Thrive Umpqua – 2023 Umpqua Grown Guide**

*Requested funding amount: \$1,500*

*Total project budget: \$22,940*

In January 2022, Thrive Umpqua received a \$4,999 tourism grant to develop the "Umpqua Grown Guide", a comprehensive guide of food resources in Douglas County including restaurants, food trucks, grocery stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries and more. The project is meant to complement and expand on the Great Umpqua Food Trail and Umpqua Home Grown by providing a comprehensive guide to all local food sources throughout the county. In the second year of the project, Thrive Umpqua is requesting the City participate as a sponsor at \$1,500.

The applicant anticipates economic benefits from the Umpqua Grown Guide to be the following:

- 1) Drive traffic to tour area's retail markets and community food and nutrition programs;
- 2) Inform consumers about the history behind our produces and local food movement;
- 3) Cultivate a sense of pride for the community's agriculture and small businesses; and
- 4) Foster a regional identity for the goods produced in our county.

The project includes production of 7,500 print copies of the guide, a social media presence and website with links. The guide will be made available at tourism related businesses and community locations in Douglas County, as well as the Eugene Airport and Ashland visitor's center.

*Staff Recommendation:* Staff recommends the EDC award a \$1,500 grant to Thrive Umpqua for the 2023 Umpqua Grown Guide.

### **NeighborWorks Umpqua: Roseburg Blocktoberfest: Becoming an Annual Event**

*Requested funding amount: \$5,000*

*Total project budget: \$17,000*

In 2022, NeighborWorks Umpqua (NWU) received \$4,999 from the EDC for the Roseburg Blocktoberfest, an event held downtown as part of a series of events celebrating the City of Roseburg's sesquicentennial. After a successful event in November, NWU has decided to make this an annual event and is requesting \$5,000 to help with costs associated with

marketing the event. The target audience will be local and regional residents as well as tourist from the I-5 corridor, Portland metro area and statewide. NWU indicates they will be working with Experience Roseburg, Buzz Collective, and Travel Southern Oregon on marketing efforts.

The event is described as a family-friendly celebration of Roseburg that will host a street fair with music, food, entertainment, vendors, beer and wine. The event will feature local businesses, nonprofits, craftsmen, and performers showcasing the richness of our local culture and economy.

Staff Recommendation: Staff recommends the EDC recommend the City Council award a \$5,000 grant to NeighborWorks Umpqua for marketing the Roseburg Blocktoberfest event.

**Growing Miracles Lavender Garden – 6<sup>th</sup> Annual Lavender Festival & Farm Tour**

*Requested funding amount \$4,999*

*Total project budget \$16,100*

This grant request is for financial support of the 6<sup>th</sup> Annual Lavender Festival & Farm Tour, which is planned for July 7-9, 2023, which coincides with Graffiti Weekend. The EDC has previously supported the Lavender Festival in 2020 and 2022. The festival is a free family-friendly event that exposes people to agriculture and the farming culture with self-led tours to demonstrate the farm operation. The festival includes more than 65 local vendors and includes the participation of other local lavender farmers. In 2022, data collected indicated attendees came from many parts of Oregon as well as Washington, California, Idaho, Nevada, New Mexico, Kentucky, Florida, Louisiana, Arizona and Missouri.

The current funding request would be applied to advertising expenses including radio spots, newspaper ads, posters and handouts, Facebook event page funding, Instagram advertising, social media graphics, website graphics, billboard design, Experience Roseburg banner ad, and additional directional signage.

Staff Recommendation: Staff recommends the EDC award a grant for \$4,999 to Growing Miracles Lavender Garden for marketing the 6<sup>th</sup> Annual Lavender Festival.

**Umpqua Velo Club – The Vineyard Tour**

*Requested funding amount \$ 4,999*

*Total project budget \$14,000*

The annual Vineyard Tour is a cycling event that draws riders from throughout the western states. The event includes five different route distances to cater to varying abilities. The ride is scheduled for the Sunday of Labor Day weekend. The applicant indicates that 85% of participants are from out of the area, and about 30% of those are from out of state. The event includes social events and provides food vouchers, which enable participants to visit local participating restaurants. The ride highlights the Umpqua Valley's attributes including vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants, etc. Marketing efforts will include social media, advertising in a California cycling magazine, radio spots, a website and link on/to the Experience Roseburg website. The EDC has previously supported this event in 2014, 2018, 2020 and 2022.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to the Umpqua Velo Club for marketing the Vineyard Tour.

**Umpqua Valley Quilters Guild – Quilt Show – Seams Like Home**

*Requested funding amount \$4,800*

*Total project budget \$24,300*

The Umpqua Valley Quilters Guild (UVQG) is hosting the 38<sup>th</sup> Annual Quilt Show April 28-30, 2023 at the Douglas County Fairgrounds. The expected attendance at the event is 1,800 people. The show will include about 300 quilts on display from quilt entries and exhibits. The show is bringing in judges from out of the area and will have local and out of area vendors. According to the applicant, in 2022, over half of the 1,494 attendees were from out of the area and a number stayed overnight.

The funding for the current grant request would be used strictly for advertising the show outside of the area. This would include in the Country Register, Google (News Review), on the radio, and KEZI. The EDC has supported the quilt show in the past with grants for the 2016, 2018, 2020, and 2022 shows.

Staff recommendation: Staff recommends the EDC award a grant to the Umpqua Valley Quilters Guild for \$4,800 for marketing the 38<sup>th</sup> Annual Quilt Show.

**Umpqua Valley Arts – 2023 Umpqua Plein Air**

*Requested grant amount \$4,999*

*Total project budget \$16,200*

The Umpqua Plein Air is an annual weeklong event that involves 70+ artists visiting and painting locations throughout the Umpqua Valley. At the end of the week, the artists display and sell their work in the Umpqua Valley Art (UVA) galleries. Pieces are juried, judged, and eligible to receive awards. The event is marketed through social media, digital and printed Plein Air regional publications, with Travel Oregon, Travel Southern Oregon, the Eugene Weekly and others. According to the application, UVA's website is the tool these artist use to decide if they are going to make the trip for one week to Roseburg. UVA is requesting funding to design an improved event webpage that helps visiting event participants find paint-out locations, accommodations, and things to do while they are visiting.

The EDC has previously supported the 2016 and 2019 Plein Air events with grant funding.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to Umpqua Valley Arts for redesigning the event webpage marketing the 2023 Umpqua Plein Air show with the condition that the final report for the 2022 Umpqua Valley Arts Show tourism grant shall be submitted prior to release of this current grant funding.

**Umpqua Valley Winegrowers – Taste of Umpqua – Bend**

*Requested funding amount \$5,000*

*Total project budget \$28,000*

This event, hosted by Umpqua Valley Winegrowers, will be held at the Tetherow Resort outside of Bend. The event is an exclusive wine tasting featuring only Umpqua Valley wineries that enables guests to taste up to one hundred Umpqua Valley wines in one venue.

The intent is to showcase the Umpqua Valley wines, promote the area as a diversified nature and agri-business based community, and encourage customers to travel to Roseburg to tour the area. The EDC supported grant funding in 2021 for a similar event in Eugene. The expected attendance at this year's event is 250. Previous events have led to an average exceeding 15% of show visitors later visiting the local tasting rooms after the event.

Staff recommendation: Staff recommends the EDC forward a recommendation to the City Council to award a \$5,000 grant to the Umpqua Valley Wine Association for the Taste of Umpqua – Bend event with the condition that the final report for the 2022 event shall be submitted prior to the release of the grant funding.

**Umpqua Valley Adventures - Wine & Brewery Tours**

*Requested funding amount* \$3,900

*Total project budget* \$3,900

Umpqua Valley Adventures LLC is a private business that registered with the Oregon Secretary of State in September 2022. The applicant indicates they are providing shuttle service for wine and brewery tours along with shuttle service around Roseburg and surrounding areas. The objective is to bring tourist and other local people to the area so they can experience local businesses. The application indicates they would be willing to shuttle from Eugene and Medford airports to bring tourist to the area. The funding would be used to build a website to promote the business and to have logos/signage made for the bus.

This business is not currently registered to do business in the City of Roseburg. The application indicates they plan on providing transportation services for weddings, and other city wide events like the pub crawl. This type of operation more than likely requires additional registration with the City as a limousine company or transportation network company. Both of these could be acquired after the grant award, prior to the execution of the grant agreement if the Commission so chose.

Staff Recommendation: Given the newness of this company and the fact that they have additional registration requirements to accomplish prior to being eligible to work within the City of Roseburg, staff recommends the EDC not fund this grant application at this time. Once established, the applicant could reapply during a future funding cycle if appropriate.

**Umpqua Homes Inc. – Everything Roseburg Mural**

*Requested funding amount* \$4,730

*Total project budget* \$4,730

Umpqua Homes, Inc. is located at 662 SE Jackson Street (on the corner of Jackson and Cass). Under the grant proposal, UHI will commission two local artists to paint a mural on the wall facing Jackson Street and then launch a social media campaign #EverythingRoseburg to highlight local establishments and festivities, highlighting 1 to 2 entities a week for six months. The funding will primarily be used to pay the labor costs (artists), with \$430 programmed for materials and \$300 programmed for advertising.

The City had a mural program in the early 1990's utilizing one percent of the TLT. The murals were required to be historical images of the greater Roseburg area painted in a realistic style. Recently, Experience Roseburg has sponsored three murals downtown using professional artists/muralists.

Staff Recommendation: Staff recommends the EDC award a \$4,730 grant to Umpqua Homes, Inc. for a mural on the outside of their building located at 662 SE Jackson St. with the conditions that the mural be the same artwork sample as provided within the application, the mural be painted by professional artists, and prior to painting the mural UHI receive authorization from the Historic Resource Review Commission for the mural on the exterior of their building located in the historical downtown district.

**Saving Grace Pet Adoption Center – Barks and Recreation Event**

*Requested funding amount \$4,999*

*Total project budget \$6,000*

Saving Grace established the Barks and Recreation event in 2022. The event is planned to be an annual event around the third weekend in May held at Stewart Park. According to the application, the 2022 event drew about 400 guests. The event is a fundraiser for Saving Grace. It is free to attend and is dog friendly. The event will be promoted primarily on social media, print/radio, as well as on local event calendars in southeastern, central and southern Oregon.

Staff Recommendation: Staff recommends the EDC award a \$4,999 grant to the Saving Grace Pet Adoption Center – Barks and Recreation Event.

**Umpqua Valley Rainbow Collective/HIV Alliance – Douglas County Pride Event**

*Requested funding amount \$4,999*

*Total project budget \$15,000*

Douglas County Pride is a free one-day event at the Douglas County Fairgrounds on July 1, 2023. It is a festival event with food trucks, 50+ vendor booths, community partners and LGBTQIA+ friendly resources, two stages with a full program of speakers, performers and a DJ. Prior to the event, they will be spending at least three months on a strategic marketing and advertising campaign as well as an extensive community outreach campaign. Expected attendance is 500-1000 people. Marketing will include social media, the News Review, Experience Roseburg, Southern Oregon Travel and various radio stations and a 30-foot banner hung at the fairgrounds prior to the event. Paid entertainers will be coming from throughout Oregon.

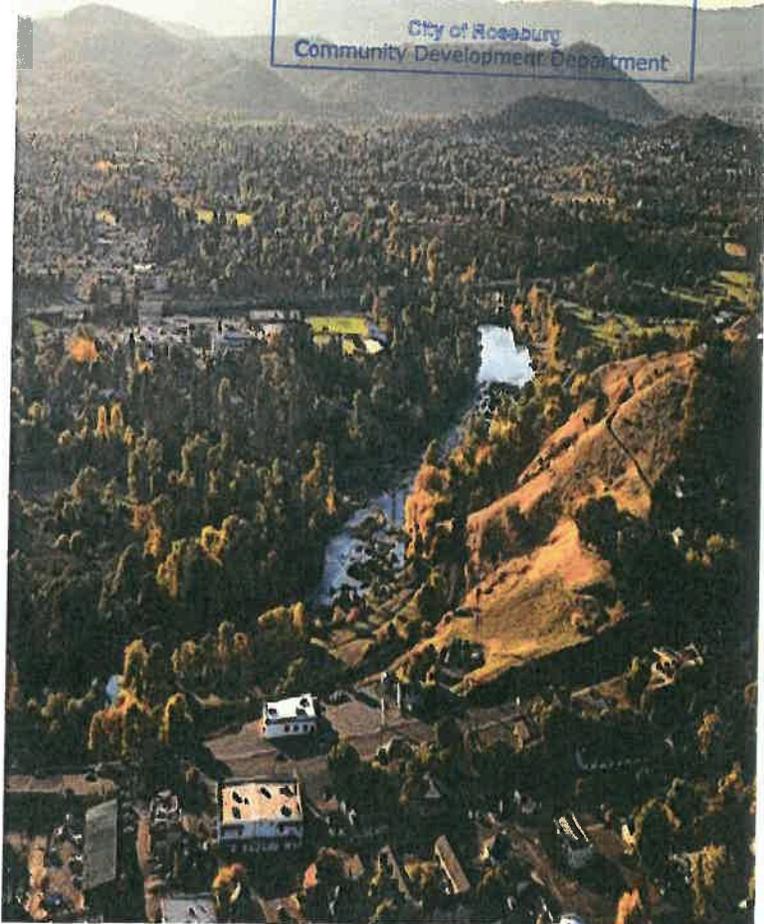
Staff Recommendation:

Staff recommends the EDC award a \$4,999 grant to the HIV Alliance on behalf of Umpqua Valley Rainbow Collective for the 2023 Douglas County Pride Event.

**ATTACHMENTS**

Grant applications

# CITY OF ROSEBURG



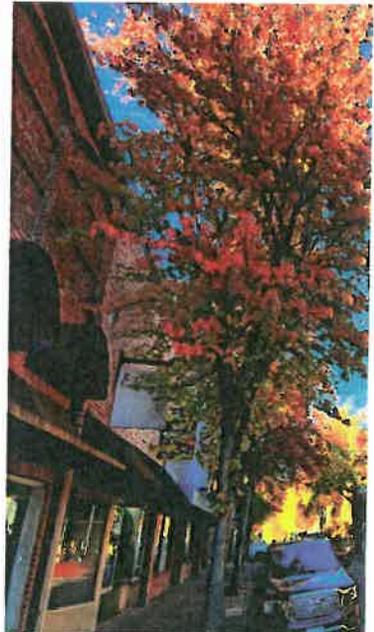
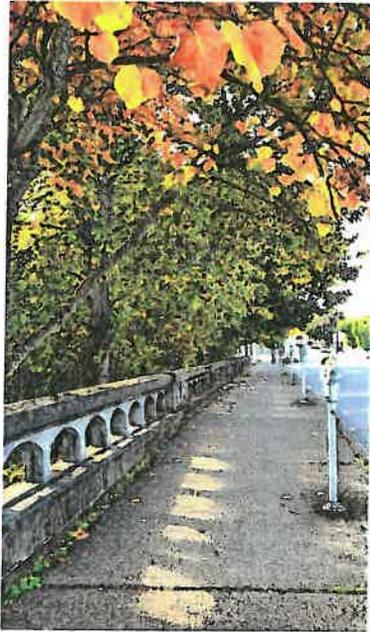
# TOURISM GRANT PROGRAM

**FALL 2022**

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



# TOURISM GRANT PROGRAM

## PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website and local news media.
2. Applications must be submitted by email (cdd@cityofroseburg.org), mail or in person to the Community Development Department located at City Hall, 900 SE Douglas, Roseburg, OR 97470 by 5:00 p.m. on the advertised submission closing date. Any application submitted after this date shall not be considered.
3. After the closing date, a review team shall evaluate all applications for compliance with the City's tourism goals.
4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their regular spring and fall meeting.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a Personal Services Agreement with the City of Roseburg. In most circumstances, insurances that are required to comply with this agreement are listed below:
  - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
  - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant. An example report will be provided.
  9. In the event that awarded funds are not completely used for the project/event intended, it is at the discretion of the City to request the funds be returned or allocated to be used for seed money for a subsequent year's project.

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## INSTRUCTIONS

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$5,000 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

**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 \$ 1,500

Project/Event Name: 2023 Umpqua Grown Guide

Applicant Organization: Thrive Umpqua

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 556 SE Jackson Street, Roseburg OR 97470 Phone: 541-816-1726

E-Mail Address: jessica@thriveumpqua.com

Responsible Party: Jessica Hand, Executive Director

Co-Sponsors (if applicable): Feeding Umpqua, Umpqua Valley Farm to School, Rogue Food Unites, OSU Extension

**Description of Project/Event:** This collaborative has developed a comprehensive guide of food resources in Douglas County, including restaurants, food trucks, grocery and convenience stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries, and more.

**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): 7,500 copies of the guide will be made available again in this second year to tourists and residents at tourism and community centers, to participating partner facilities, and outside of the community at locations such as the Eugene Airport, surrounding county visitor centers, and coastal sites. Additionally, the information is maintained on a dedicated website, [www.umpquagrown.com](http://www.umpquagrown.com), available to the public year-round. (Additional info enclosed).

**Objectives of the Project:** The Umpqua Grown Guide will connect consumers with the stories behind our region's abundant farms, ranches, food- and beverage-oriented businesses, their locally grown and produced goods and the retailers, who support them. (Additional info enclosed)

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** 1) drive traffic to our area's full spectrum of retail markets and community food and nutrition programs; 2) inform consumers about the history behind our producers and our local food movement; 3) cultivate a sense of pride for our community's agriculture and small businesses; 4) and foster a regional identity for the goods produced in our county.

**Target Market or Audience - How and where will this be promoted?** The Umpqua Grown Guide targets both tourist and resident consumers alike. \_\_\_\_\_

The team will be promoting the 2023 Guide through print, air, and social media, as well as on the Umpqua Grown website with links for all those listed who wish to be included.

(Additional information enclosed)

**Project Strategy:** With Thrive Umpqua Food Systems Committee's collaborative partnerships with Rogue Food Unites, Umpqua Valley Farm to School, OSU Extension, Feeding Umpqua, and local farmers' markets. \_\_\_\_\_

a full team of agency staff and volunteers are committed to systematically research and update the Umpqua Grown for Douglas County each year utilizing our collective network within the food system.

Affordable advertising spots and listings in the Guide are available to purchase for producers, local businesses, community groups and non-profits, and those wishing to promote local food and nutrition-related events, classes and services. (Additional info enclosed).

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

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

Yes  No  If so, when? 12/2021 Amount granted? \$4,999

***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.***

Jessica Hand Digitally signed by Jessica Hand  
Date: 2022.12.21 22:10:19 -08'00' Date 12/21/22  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

## BUDGET PROPOSAL

Amount Requested: \$ 1,500

Project/Event Name: 2023 Umpqua Grown Guide

Date of Project/Event: \_\_\_\_\_

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

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

**Other Revenues (Without City funds):**

Type	Amount
<u>Advertising Income</u>	<u>\$3,600</u>
<u>Sponsorships</u>	<u>\$7,500</u>
<u>Grant</u>	<u>\$5,000</u>
<u>In-Kind</u>	<u>\$5,640</u>
<b>Total Non-Tourism Funds</b>	<b><u>\$23,140</u></b>

**Estimated Expenses:**

Materials and Supplies	<u>\$1,200 (50% in kind)</u>
Labor Costs	<u>\$7,540 (67% In-kind; 180 x \$28 per hour)</u>
Advertising	<u>\$2,000</u>
Capital Outlay	<u>\$12,200</u>
<b>Total Expenditures</b>	<b><u>\$22,940</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>\$200</u></b>
<b>City Funding Request</b>	<b><u>\$1,500</u></b>

**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 are making this request as an invitation to the City of Roseburg to be a sponsor of the guide with all the publicity this will garner.

As the entity that made this possible in the first year, we believe continued participation by the City will be beneficial for both the guide and the City of Roseburg's tourism.



TOURISM GRANT APPLICATION 2022 –  
THRIVE UMPQUA SUPPORTING DOCUMENTATION

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Amount Requested: \$1,500

Project/Event Name: 2023 Umpqua Grown Guide

Applicant Organization: Thrive Umpqua

**Non-Profit Organization**

Address: 556 SE Jackson Street, Roseburg, OR 97470

Phone: 541-816-1726

E-Mail Address: [jessica@thriveumpqua.com](mailto:jessica@thriveumpqua.com)

Responsible Party: Thrive Umpqua

Co-Sponsors (if applicable): Umpqua Valley Farm to School; Rogue Food Unites; Feeding Umpqua; OSU Extension

**Description of Project/Event:**

This collaborative has developed a comprehensive guide of food resources in Douglas County, including restaurants, food trucks, grocery and convenience stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries, and more. We are currently in the process of recruiting sponsors, updating content, and publishing the second edition for 2023.

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

This project will complement and expand upon the current Great Umpqua Food Trail and Umpqua Home Grown by providing a comprehensive guide to all local food sources throughout the County, from Glendale to Curtin and Reedsport to Diamond Lake. 7,500 copies of the guide will be made available again in this second year to tourists and residents at tourism and community centers, to participating partner facilities, and outside of the community at locations such as the Eugene Airport, surrounding county visitor centers, and coastal sites. Additionally, the information is maintained on a dedicated website, [www.umpquagrown.com](http://www.umpquagrown.com), available to the public year-round.

## Objectives of the Project:

The Umpqua Grown Guide will connect consumers with the stories behind our region's abundant farms, ranches, food- and beverage-oriented businesses, their locally grown and produced goods and the retailers who support them. It will provide education and resources for obtaining fresh local foods on any budget, learning how to garden and cook with nutritionally dense foods and understanding our County's food and nutrition-related assistance programs and agricultural events.

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

In addition to promoting tourism, this publication will promote education of the food systems in Douglas County so that residents are informed about all the places to access local food and nutrition programs regardless of income. Information on food pantries, community kitchens and other assistance programs for food insecure or low income households such as redemption sites for SNAP/EBT, WIC, FarmDirect and VeggieRx Vouchers will be a central component featured in the Guide. We continue to anticipate that the economic benefits of the Umpqua Grown Guide are four-fold: 1) drive traffic to our area's full spectrum of retail markets and community food and nutrition programs; 2) inform consumers about the history behind our producers and our local food movement; 3) cultivate a sense of pride for our community's agriculture and small businesses; 4) and foster a regional identity for the goods produced in our county.

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

The Umpqua Grown Guide targets both tourist and resident consumers alike.

7,500 copies of the magazine were printed in July 2022 and distribution began in late July. To date, 6,540 have been distributed for display at 110 Douglas County businesses including restaurants, grocery stores, healthcare clinics, hotels, specialty retail stores, city halls, visitor centers, food pantries, community based organizations, Experience Roseburg Visitor Center and the Eugene Airport.

In March 2022, we launched a social media presence with the Umpqua Grown Guide accounts on Instagram and Facebook.

In August 2022, the Umpqua Grown Guide website went live that houses a downloadable pdf of the print magazine as well as a searchable directory.

The team will be promoting the 2023 Guide through print, air, and social media, as well as on the Umpqua Grown website with links for all those listed who wish to be included.

## Project Strategy:

With Thrive Umpqua Food Systems Committee's collaborative partnerships with Rogue Food Unites, Umpqua Valley Farm to School, OSU Extension, Feeding Umpqua, and local farmers' markets, a full team of agency staff and volunteers are committed to systematically research and update the Umpqua Grown for Douglas County

each year utilizing our collective networks within the food system. Affordable advertising spots and listings in the Guide are available to purchase for producers, local businesses, community groups and non-profits, and those wishing to promote local food and nutrition-related events, classes and services. The magazine and website are professionally edited and designed by a professional and contracted graphic designer. The second annual Umpqua Grown Guide is anticipated to be published in March 2023.

#### 2023 Umpqua Grown Guide Strategies:

- Increase the number of directory listings by Douglas County businesses featuring local products or nutrition/food system focused community-based organizations.
- Increase online presence of Umpqua Grown website and increase diversity of website traffic outside of Roseburg/Douglas County.
- Increase the number of followers and likes on social media (Instagram followers: 234, Facebook likes: 577).
- Develop communication plan to create regular content for website.

#### Reporting

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.

7,500 copies of Umpqua Grown were printed in July 2022 and distribution began in late July. To date, 6,540 copies have been distributed for display at 110 Douglas County businesses including restaurants, grocery stores, healthcare clinics, hotels, specialty retail stores, city halls, visitor centers, food pantries, and community-based organizations including the Experience Roseburg Visitor Center, the Eugene Airport, and the visitor center in Ashland.

In addition to continuing to track the circulation rate of the printed guides and the locations they were distributed to, we will survey the business and community locations to determine how many printed guides are remaining in December/January.

In March 2022 we launched a social media presence with the Umpqua Grown Guide accounts on Instagram and Facebook. In August 2022 the Umpqua Grown website went live with a downloadable pdf of the print magazine as well as a searchable directory. The website and social media accounts provide us with analytics on the total number of online visitors, total engagement with the content, and the geographical origin of website/social media traffic.

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

Jessica Hand, Executive Director

Date: 12/20/22

*Jessica Hand*

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# BUDGET PROPOSAL

Amount Requested: \$1,500

Project/Event Name: 2023 Umpqua Grown Guide

Date of Project/Event: Research, printing and distribution done by May 31, 2023

## Total Non-Tourism Funds

### Estimated Expenses:

Materials and Supplies	\$ 1,200 (1/2 in-kind)
Labor Costs	\$ 5,040 (In-kind; 180 x \$28 per hour)
Ad Sales Rep	\$ 2,500
Advertising	\$ 2,000
Capital Outlay	
Design	\$ 3,000
Printing	\$ 7,000
Distribution	\$ 1,000
Professional Services	\$ 1,000
Website	<u>\$ 200</u>
Total Expenditures	\$22,940
	<u>\$ -5,640</u>
	\$17,300

### Net Income/Loss Without City Participation

Advertising Income	\$ 3,600
Business Sponsor	\$ 9,000
Grant	\$ 5,000
In-Kind	<u>\$ 5,640</u>
	\$ 23,140
City Funding Request	\$ 1,500

Explanation for requested amount (specifically delineate the materials, supplies, labor, advertising and capital outlay expenses, if applicable). We are making this request as an invitation to the City of Roseburg to be a sponsor of the guide with all the publicity this will garner. As the entity that made this possible in the first year, we believe continued participation by the City will be beneficial for both the guide and the City of Roseburg's tourism.

Budget information must include anticipated expenditures and revenues

Projected expenditures: \$22,940      Projected revenues: \$24,74

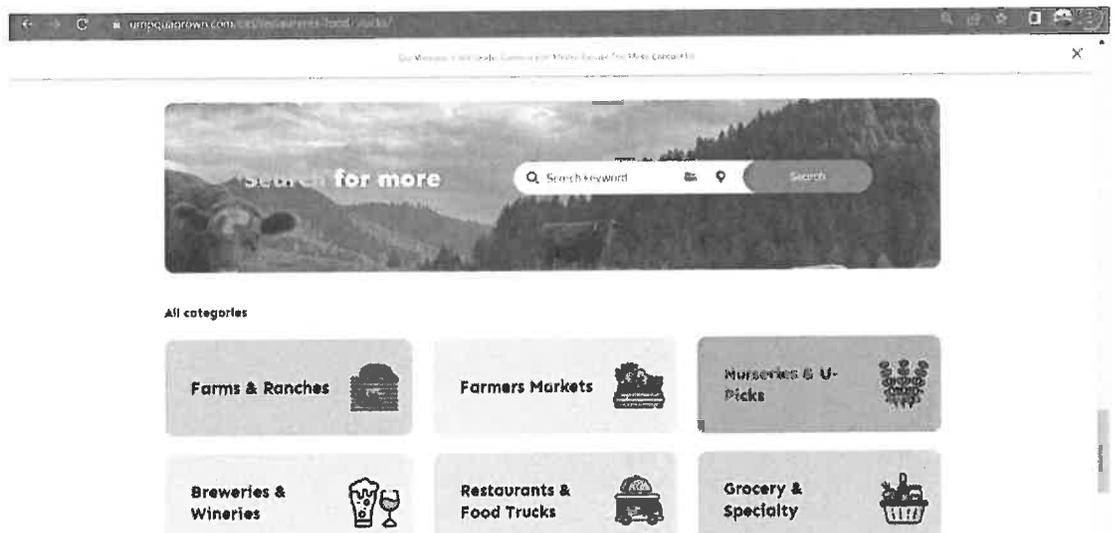


Umpqua Grown Website / URL: umpquagrown.com

Soft launch in August 2022

Searchable directory, blog, and downloadable pdf of Umpqua Grown Guide magazine

Website traffic to date: 738 Unique Visitors



Umpqua Grown Launch Party – August 5, 2022  
JosephJane Winery  
~80 in attendance



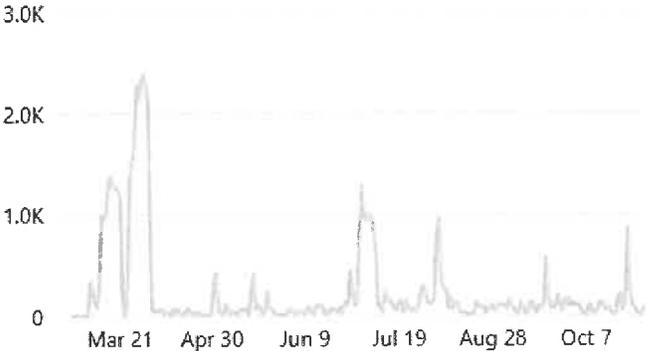
# Social Media Engagement

March–October 2022

## Reach

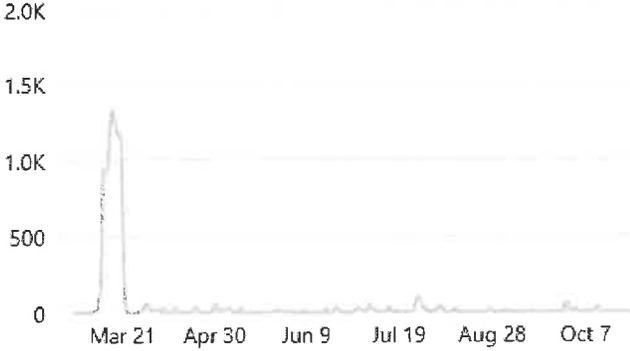
Facebook Page reach ⓘ

20,628 ↑ 100%



Instagram reach ⓘ

3,913 ↑ 100%



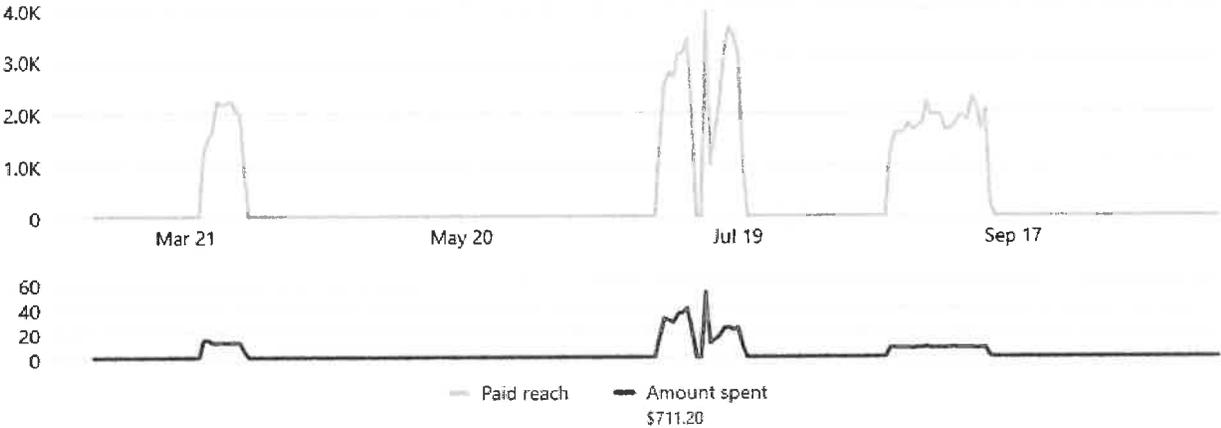
## Ad trends

Paid reach ⓘ

29,976 ↑ 118.5%

Paid impressions ⓘ

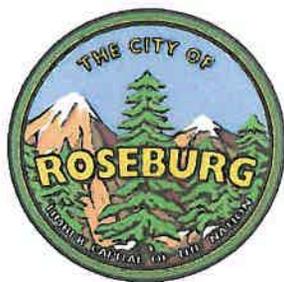
130,892 ↑ 176.6%



RECEIVED

DEC 15 2022

City of Roseburg  
Community Development Department



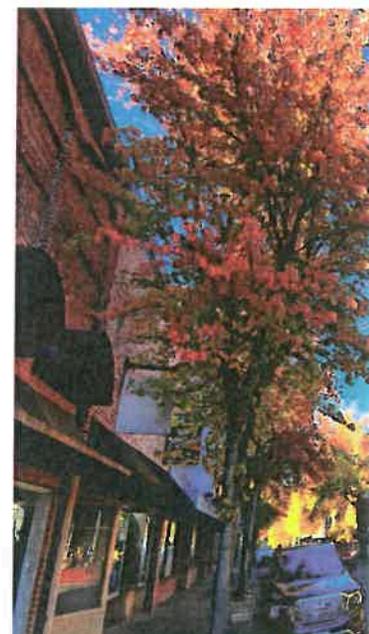
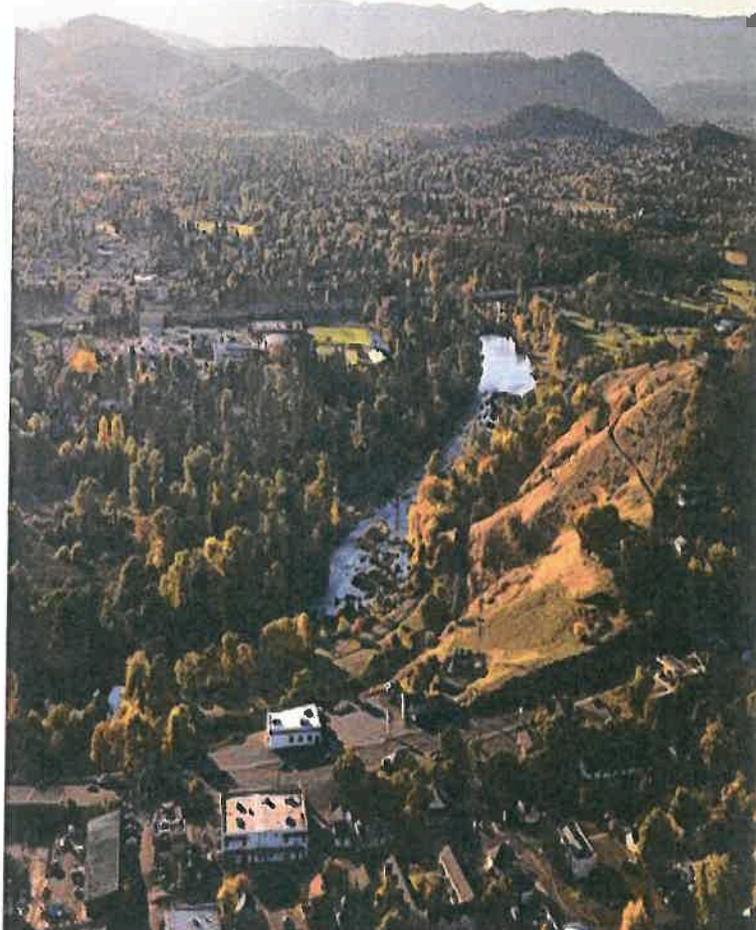
# TOURISM GRANT PROGRAM

**FALL 2022**

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



**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 \$ 5,000

Project/Event Name: Roseburg Blocktoberfest: Becoming an Annual Event

Applicant Organization: NeighborWorks Umpqua

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 605 SE Kane Street, Roseburg, OR 97470 Phone: 541 632-6609

E-Mail Address: emails@nwumpqua.org

Responsible Party: Erica Mills

Co-Sponsors (if applicable): \_\_\_\_\_

**Description of Project/Event:** This event, now in its second year, will be a family-friendly celebration of Roseburg. We will host a street fair with music, food, entertainment, vendors, beer and wine, intended to honor local businesses and highlight Roseburg's local beer and wine industry.

**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): Experience Roseburg, Buzz Collective and Travel Southern Oregon will partner in providing marketing and advertising to potential tourists. This will include social media, web and print marketing throughout the state. We expect marketing to drive local and state-wide tourist traffic to enjoy the event.

**Objectives of the Project:** The event celebrates Roseburg's birthday and also highlight's Roseburg's downtown area and local business and industry.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The event will feature local businesses, nonprofits, craftsmen, and performers, showcasing the richness of our local culture and economy. All participating entities will benefit by receiving exposure to a large audience.

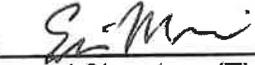
**Target Market or Audience** - How and where will this be promoted? We will be targeting local and regional residents as well as tourists from the I-5 corridor, Portland metro area, and statewide through social media, web and print ads, with support from Travel Southern Oregon, Experience Roseburg, and Buzz Collective.

**Project Strategy:** The family-friendly event, which includes the option to purchase locally crafted beer and wine, will encourage tourists to come, eat, play, and stay, while also encouraging locals to venture downtown for some wholesome fun in celebration of our dear City.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Sponsors, vendors, and entertainment will showcase local offerings and talent, familiarizing locals again with our local businesses and reacquainting them with our vibrant downtown.

**Have you previously applied for funding from the City?**  
Yes  No  If so, when? 2021 Amount granted? 5,000

*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.*

Erica Mills  Date 12/14/2022  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

## BUDGET PROPOSAL

Amount Requested: \$ 5,000

Project/Event Name: Rose3burg Blockoberfest - Becoming an Annual Event

Date of Project/Event: 10/7/2023

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

Expected attendance: 6,000 Expected attendance revenue: 0

**Other Revenues (Without City funds):**

Type	Amount
<u>Sponsorships</u>	<u>\$10,000</u>
<u>NeighborWorks America</u>	<u>\$2,000</u>
_____	_____
_____	_____
<b>Total Non-Tourism Funds</b>	<u>12,000</u>

**Estimated Expenses:**

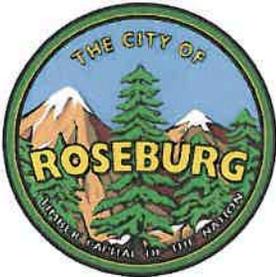
Materials and Supplies	<u>11,000</u>
Labor Costs	<u>1,000</u>
Advertising	<u>5,000</u>
Capital Outlay	<u>0</u>
<b>Total Expenditures</b>	<u>17,000</u>
<b>Net Income/Loss Without City Participation</b>	<u>(\$5,000)</u>
<b>City Funding Request</b>	<u>\$5,000</u>

**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:**

This \$5,000 will be used to cover the marketing portion of the budget. Website \$1,000, Digital Advertising \$2,000, Banners/Posters \$1,000.

Local Guide \$1,500

# CITY OF ROSEBURG



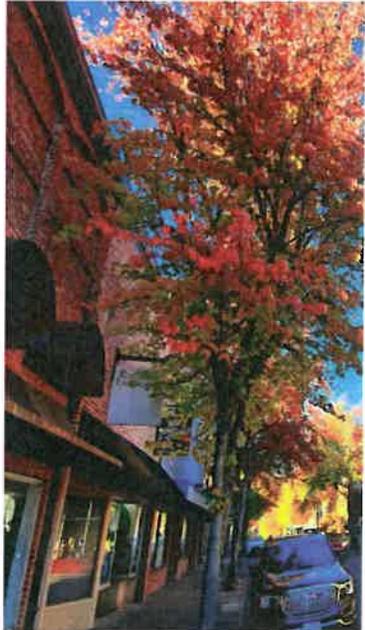
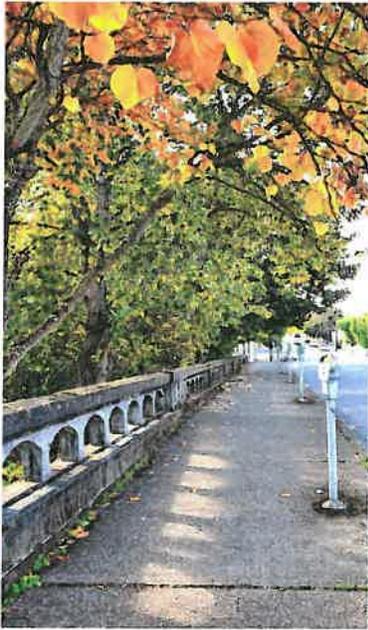
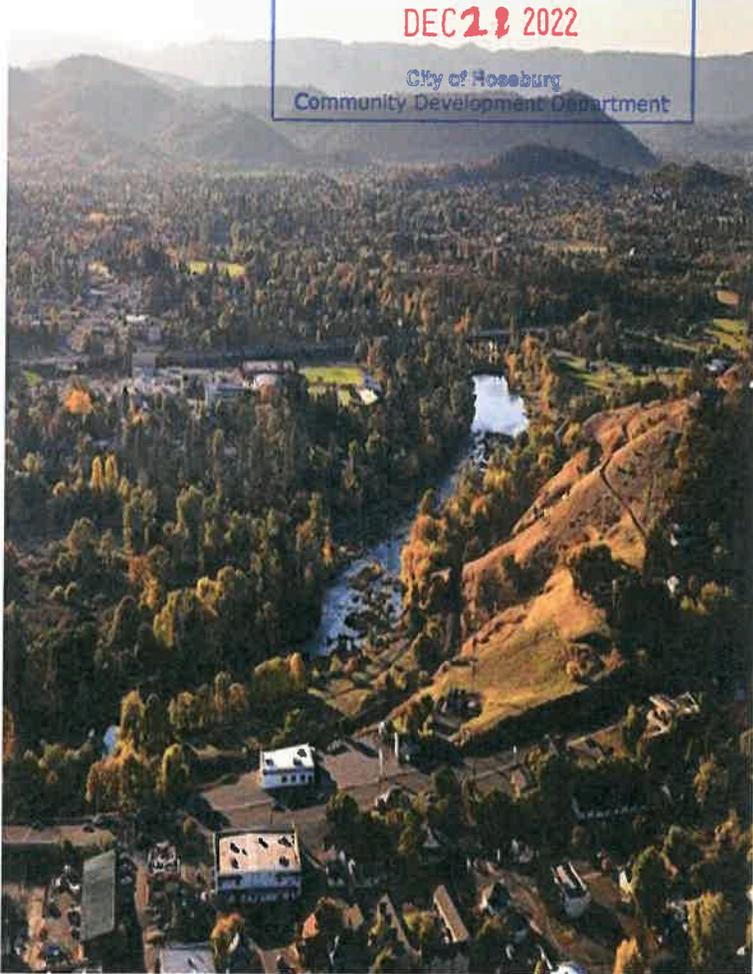
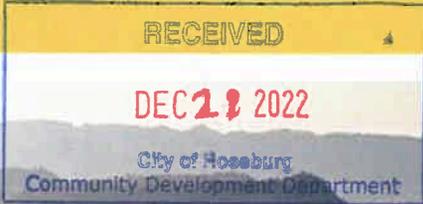
# TOURISM GRANT PROGRAM

## FALL 2022

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



# 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 \$ 4,999

Project/Event Name: 6th Annual Lavender Festival & Farm Tour

Applicant Organization: Growing Miracles Lavender Garden

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: 508 Lower Garden Valley Rd, Roseburg, OR 97471 Phone: 541-817-6111

E-Mail Address: keri@growingmiracleslavendergarden.com

Responsible Party: Keri Roid

Co-Sponsors (if applicable): \_\_\_\_\_

**Description of Project/Event:** See Exhibit 1. We will open the farm to the public July 7-9, 2023 with no charge to attend the event. As done in the past, we will host approximately 70 local vendors including food trucks, music, u-pick lavender, essential oil distillation demonstrations, lavender debudding demonstrations, plus more.

**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 Exhibit 2

**Objectives of the Project:** See Exhibit 3

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** See Exhibit 4

**Target Market or Audience** - How and where will this be promoted? See Exhibit 5

**Project Strategy:** See Exhibit 6

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** See Exhibit 7

**Have you previously applied for funding from the City?**  
Yes  No  If so, when? 2019, 2021 Amount granted? \$4999 & \$4999

*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. See Exhibit # 8*

Keri Reid  Date 12/20/2022  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

## BUDGET PROPOSAL

Amount Requested: \$ 4999.00

Project/Event Name: 6th Annual Lavender Festival & Farm Tour

Date of Project/Event: July 7-9, 2023

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

Expected attendance: 15,000 plus Expected attendance revenue:     

**Other Revenues (Without City funds):**

Type	Amount
<u>Anticipated Vendor Fees (65 x \$200)</u>	<u>13,000.00</u>
_____	_____
_____	_____
_____	_____
<b>Total Non-Tourism Funds</b>	<b><u>13,000.00</u></b>

**Estimated Expenses:**

Materials and Supplies	<u>6700.00</u>
Labor Costs	<u>2000.00</u>
Advertising	<u>6200.00</u>
Capital Outlay	<u>1200.00</u>
<b>Total Expenditures</b>	<b><u>16,100.00</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>(3,100.00)</u></b>
<b>City Funding Request</b>	<b><u>4,999.00</u></b>

**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 funding requested from the City would be applied to advertising expenses including radio spots, newspaper ads, posters and handouts, Facebook Event Page funding, Instagram advertising funding, social media graphics, website graphics, billboard design, Experience Roseburg banner ad, Additional directional signage will also be purchased.

cards indicated Roseburg and the surrounding areas. Southern Oregon was represented as were the Portland areas, north coast, Oregon's Bay Area, Bend, Eugene/Springfield plus more. We had attendees from Washington, California, Idaho, Nevada, New Mexico, Kentucky, Florida, Louisiana, Arizona and Missouri.

Word of mouth was most indicated as how the attendees learned of the festival with 224 responses. Facebook/Instagram was indicated 205 times. Signage was mentioned 58 times. Online/website/internet/Google gathered 42 mentions and posters got 34. News Review ads and stories was mentioned 44 times and radio ads 21. Previous shows were mentioned 37 times which would include the handouts we begin distributing in January.

### **EXHIBIT #3 – Objectives of the Project:**

The objectives of the 6th Annual Lavender Festival & Farm Tour are to provide a family-friendly event that is free to attend. This exposes people to Agriculture and the farming culture; a self-led tour occurs through each day to demonstrate the farm operation. More than 65 local vendors are expected to vend at the festival which provides the attendees with a wide range of products and services to experience. It creates income for us all. Other local lavender farmers participate in the festival so there is a local collaborative effort to draw visitors to our area. Growing Miracles Lavender Garden has a strong desire to help make our area a tourist destination during the lavender season. We are helping other local lavender farms get established with the end goal of other lavender farms opening for the festival weekend. This will create an opportunity here similar to the Applegate Trail lavender season where many visitors come to tour 4-5 lavender farms.

Specifically, the grant request is focusing on advertising so it will allow us to widen our reach thus increasing out of area tourist attendance.

### **EXHIBIT #4 – Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:**

Aside from tourism, increased attendance of the Lavender Festival & Farm Tour provides income to local small businesses who vend at this event. Last year, all vendors who also participate in the Art Festival reported higher sales at this festival than they had at the Art Festival. Funds running through our community make for a stronger local economy. EXHIBIT #1 explores this more fully.

As mentioned in EXHIBIT #3, showcasing the Roseburg Area with a larger Lavender Festival Weekend that includes other lavender farms provides no to low-cost family events, it encourages stops at other businesses such as local wineries which are located along the Lavender Festival Tour Route.

### **EXHIBIT #5 – Target Market or Audience:**

We will target local, statewide, and a nationwide audience. We want to provide a great experience for our local population but want to continue to draw tourists into our area. This festival is fun and

educational to all ages. From children to the elderly; there is something here to enjoy. While these visitors are in our area, they also take advantage of other attractions and activities.

**EXHIBIT #6 – Project Strategy:**

This advertising campaign will be all encompassing. We start with an enormous amount of word-of-mouth advertising that literally begins the day after the previous festival. Beginning in January we distribute 500 festival handouts throughout our local area but also in events in Lane and Coos Counties. This year will include distribution at shows in Portland, Grants Pass and Medford so the personal reach is widening to a whole new audience. All local vendors who participate in the festival hand out fliers too allowing us to get them into the hands of people we would not otherwise reach.

Festival Posters are placed in businesses around this area, Coos County and any other community that we can reach. Each year, this has been incredibly successful in bringing awareness to the festival and is widely commented on so we know the posters are raising awareness. Our festival vendors are also asked to distribute some of these 500 posters, so they end up in locations we would not otherwise reach.

We will have professional social media promotions through Facebook, Instagram and our website. The Facebook Event last year reached over 11,000 people.

Our website will have a Featured Event Page promoting the festival. Last year the page was just on the website. This year, there will be a focused campaign to draw people to that page to expose them to the festival.

We place 45 signs around the area advertising the festival and marking the route to the festival and now have five 4x4 signs for greater visibility. This grant request includes funding for two signs that will indicate ENTER and EXIT on the tops of the roads leading to the festival to help alleviate traffic congestion.

In addition, but outside of the scope of what we are asking to be funded through this grant, Growing Miracles Lavender Garden has been featured each year on KPIC with the Spotlight on Douglas County, the Roseburg Visitor Center includes the festival in its publication and distributes Festival brochures from its Center. Over 16,000 copies of this brochure are distributed throughout the state at airports, visitor centers, in display racks in hotels/motels and stores. This year we will again reach out to Anvil Northwest to ensure the festival is included in the marketing of our area. We utilize the Calendar of Events that are available to us.

**EXHIBIT #7--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 information provided in EXHIBIT #4, benefits to the community aside from tourism include this: The booth sales of each individual vendor have been outstanding and have grown each

year. This is how many of these vendors make their living so every dollar spent here at the festival circulates again through the economy whether it be what puts the next meal on the table for that vendor or whether it pays utility bills. For other vendors, their booth is their 'side hustle' and the income they generate goes to their family's luxuries such as attending movies, bowling, meals eaten out, Wildlife Safari and the like. In my case, my luxury every year after festival is a new pair of shoes—generally because I've walked through the soles of my current pair when the festival ends.

The Lavender Festival showcases the Roseburg area in a couple of ways: first, the drive to the festival takes visitors past many wineries, by productive farms and businesses—including the hazelnut orchards in our little valley, and through some of the amazing natural scenery. They pass golf courses, the beautiful Umpqua river and mountain views. A day here reminds people that agriculture is critical and thriving and fun and it supports the heartbeat of our area.

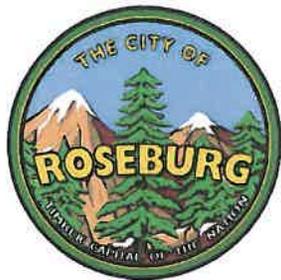
**EXHIBIT #8 – Describe how the applicant intends to garner this information (how many people visited Roseburg as part of this event)**

We will either try a repeat of the drawings using the existing Capture Cards or will implement a Punch Card system that will also tend to increase sales for each booth while requiring each card include location information upon submitting the card for drawings for various donated prizes.

RECEIVED

DEC 12 2022

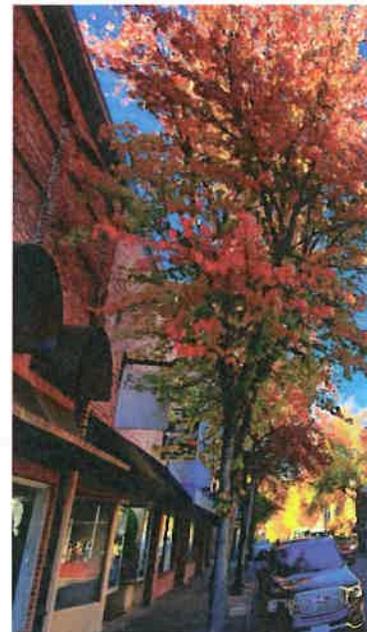
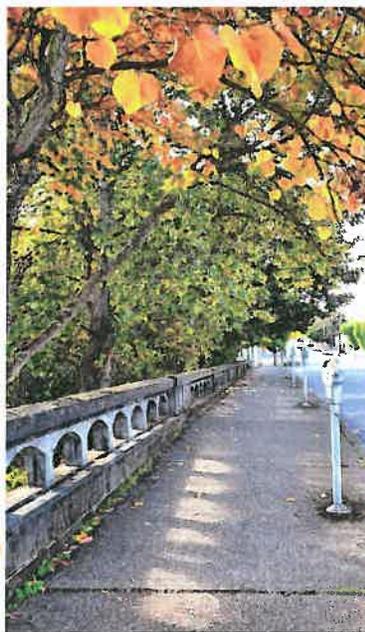
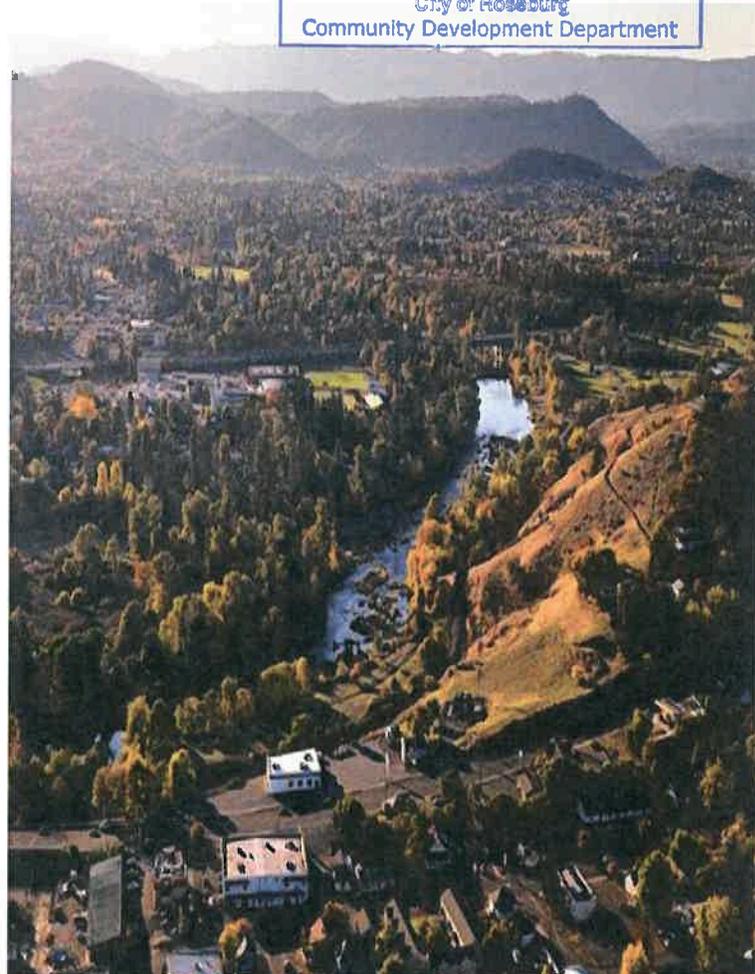
City of Roseburg  
Community Development Department



# TOURISM GRANT PROGRAM

**FALL 2022**

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.



## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.

# TOURISM GRANT APPLICATION

## CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470

(541) 492-6750

Amount Requested: **\$4999**  
Project/Event Name: **The Vineyard Tour (an Umpqua Velo Club Cycling Event)**  
Applicant Organization: **Umpqua Velo Club**

Governmental Entity  Non-Profit Organization  Business Enterprise

Address: **PO Box 2538, Roseburg, OR 97470**

Phone: **541.672.6303**

E-Mail Address: **whitworthpd@gmail.com**

Responsible Party: **Paul Whitworth**

Co-Sponsors (if applicable): **N/A**

### Description of Project/Event:

The Vineyard Tour is an annual cycling event that draws riders from throughout the western states. The event consists of five different route distances in order to cater to varying abilities. The routes try to highlight the beauty of our area. Rest stops are provided to refuel riders. The stops are often at local wineries in order to showcase the Umpqua winery community. The first version of this event dates back to the 1980's. We encourage feedback from participants, and try to improve the event for future editions. 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 Vineyard Tour is putting the Umpqua Valley on the map as a cycling destination. Over the years, the event routes have changed. Doing this shows participants that we have a variety of routes to ride so they will be enticed to come back. We feel that this also shows them that there is reason to visit our area at other times other than just the event day. More recently, the event date has moved to the Sunday of Labor Day weekend. Having a long weekend gives us the opportunity to expand our event and get participants to stay longer in the Roseburg area. With that expansion, we have a better chance to showcase the Umpqua Valley's other attributes, including the vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants, etc. The long weekend has provided us the chance to have both social and cycling events over four days. 2022 was our first time with this expansion, and it was a big hit with visitors. This past event year, riders were given a food voucher and a list of participating local restaurants. The voucher was an effort to get participants into our community and explore a bit. The Vineyard Tour website is linked to the Experience Roseburg site to further aide visitors. By exposing Vineyard Tour participants to our wonderful community, we increase the likelihood of them returning and maybe telling their friends. Hopefully, they come again to see the other wonderful things we have to offer in our area...or at least do more cycling beyond the actual event day.

### Objectives of the Project:

The objectives we have for the Vineyard Tour 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 weekend, we are creating even more opportunities for riders from out of

the area. Creating a weekend event with other options in addition to cycling requires increased marketing. We will capitalize on the state's bicycle tourism efforts, plus the City's bronze Bike Friendly Business award. Consistently, we are able to attract about 85% of our participants from outside of our area. Of those visitors, about 30% are usually from out of state. Overwhelmingly, riders told us that the area was wonderful and that they would return again. We note that this type of project is well supported by the Oregon Department of Parks and Recreation, Travel Oregon (<http://industry.traveloregon.com>, and <http://rideoregonride.com>), as well as Experience Roseburg. Bicycle tourism and event rides have been successful in many parts of the state and the Northwest. Oregon was first in the Nation to designate Scenic Bikeways, one of which the Umpqua Basin Economic Alliance proposed for our area. Another informative website about the benefits of bicycle tourism is <https://www.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 into our community not only to ride but to enjoy many cultural, food, and historic resources that Douglas County has to offer. Many riders not only spend money for lodging, food, and drink, but also shop for souvenirs of their visit to our locale. It is rewarding to hear of riders being so pleased with our event that they intend to return and ride independently of the Vineyard Tour. While we tend to focus on each year's Vineyard Tour as a single event, we expect long-term benefits via our efforts and word-of-mouth. The positive experience of participating in the Vineyard Tour can result in future visits to our county, as well as potential relocations. We do know folks who have moved here due, in part, the fine cycling on our rural roads.

**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. The road rides tend to attract an older crowd. The average age is about 55. Adding the gravel event, and possibly a mountain bike event in 2023, we aim to attract a wider variety of ages to the area. We use a variety of means to promote the rides. 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, and judicious use of rack cards and posters to distribute to bike shops and other similar locations.

**Project Strategy:**

The strategy of the Vineyard Tour is to provide an enjoyable weekend adventure for bicycle riders in the Pacific Northwest. Our social events introduce visitors to local friendly folks and great food and drink. Our voucher program gives participants the option to visit local restaurants in order to further showcase what our area has to offer. There will also be enough information about the area and its many attractions that the riders will 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.

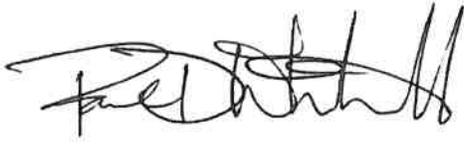
**Have you previously applied for funding from the City?**

**Yes**    **No**

If so, when?            2014, 2018, 2020, 2022

**Amount granted?** \$3000, \$4999 (cancelled), \$2500 (shortened period in which to apply prior to the event), \$4999

*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. Registration materials indicate where riders live, and we also do a post-ride survey to gather more information about the riders and their thoughts on the ride and the area.*

A handwritten signature in black ink, appearing to read "Paul Whitworth". The signature is stylized with a large initial "P" and "W".

Paul Whitworth, President, Umpqua Velo Club

Date: December 7, 2022

## BUDGET PROPOSAL

Amount Requested: \$4999

Project/Event Name: The Vineyard Tour (a weekend of cycling), an Umpqua Velo Club event

Date of Project/Event: Labor Day Weekend 2023, Sept 1-4

Do you charge for attendance?  Yes  No

If yes, how much? Varies, \$30-75

Expected attendance: 150

Expected attendance revenue: \$6500

<b>BUDGET</b>	
Expected attendance revenue:	\$6500
Other Revenues (Without City funds):	
Sponsorships	\$2500
<b>Total Non-Tourism Funds</b>	<b>\$9000</b>
Estimated Expenses:	
Materials and Supplies	\$7100
Labor Costs	\$0
Advertising	\$6900
Capital Outlay	\$0
<b>Total Expenditures</b>	<b>\$14,000</b>
<b>Net Income / Loss Without City Participation</b>	<b>(\$5000)</b>
<b>City Funding Request</b>	<b>\$4999</b>

*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:*

Our rider surveys show the effectiveness of the various marketing used, so we increased spending on social media in 2022 as well as adding heavy advertising in a California cycling magazine. In 2022, we also added radio spots at KLCC, which proved to be effective. This next year our spending will target our known markets, and use a larger variety of marketing techniques in order to find more riders that need to come and experience our wonderful area.

# CITY OF ROSEBURG

UMPQUA VALLEY QUILTERS  
QUILT SHOW - SEAMS LIKE HOME



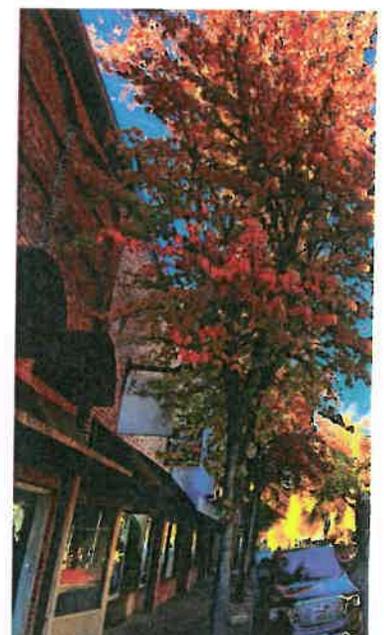
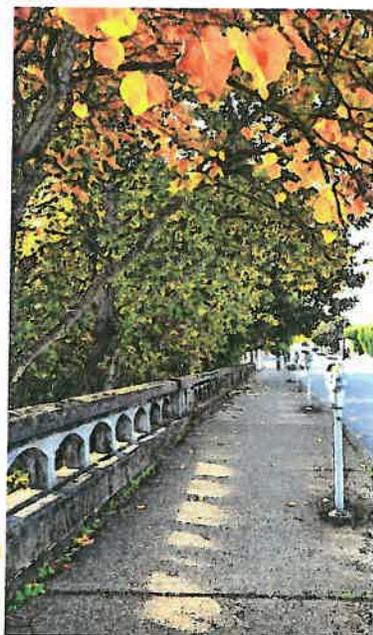
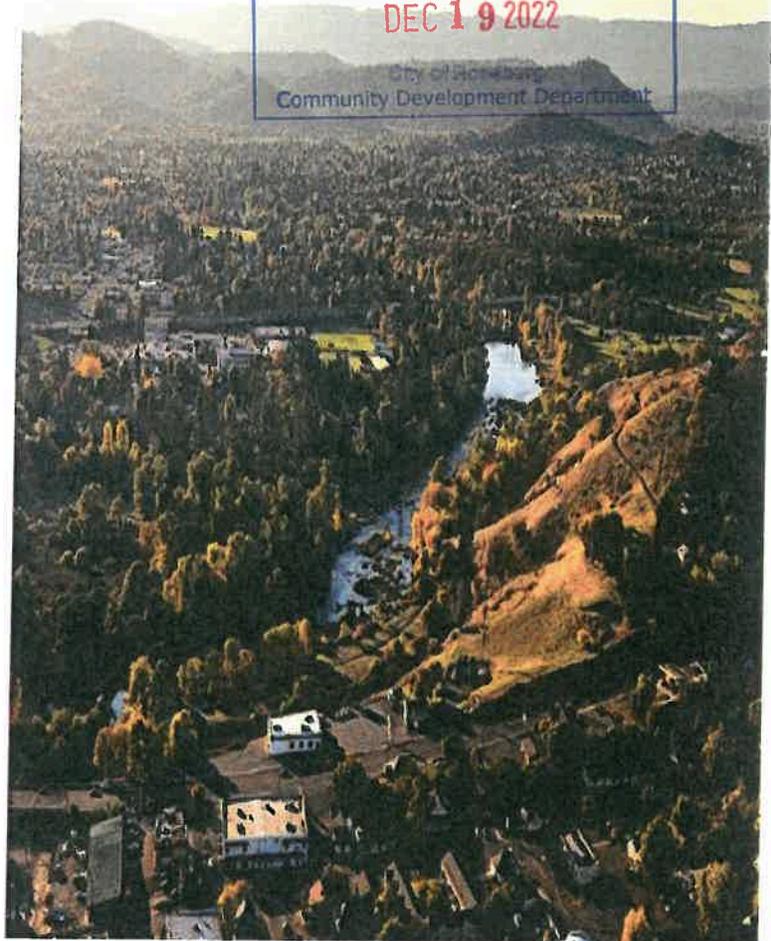
## TOURISM GRANT PROGRAM

**FALL 2022**

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

### APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



**ECONOMIC DEVELOPMENT COMMISSION**



# Tourism Grant Application

Prepared for the  
City of Roseburg

Economic Development Commission

From



*Umpqua Valley Quilters' Guild*

P. O. Box 2125  
Roseburg, OR 97470

Regarding the 2023 Quilt Show

## “Seams Like Home”

December 19, 2022

Umpqua Valley Quilters' Guild (UVQG)  
PO Box 2125  
Roseburg, OR 97470  
[www.uvquilters.com](http://www.uvquilters.com)

City of Roseburg  
Economic Development Commission  
900 SE Douglas Ave  
Roseburg, OR 97470

Greetings,

We are pleased to submit our Tourism Grant application in support of the Umpqua Valley Quilters' Guild 38<sup>th</sup> Annual Quilt Show.

The 2023 Quilt show, "Seams Like Home" will be held April 28-30, 2023, at the Douglas County Fairgrounds in Douglas and Cascade Halls. We continue our outreach to all quilters as well as other craft artisans in Oregon, Southern Washington, Northern California and beyond. The Quilt Show features quilting experts from throughout the west coast. The show will have a lecture from our Featured Quilter, Linda Ballard and hands-on quilt classes.

UVQG will again honor military veterans by awarding quilts during the "Quilts of Valor" presentation. The UVQG honored 16 veterans at the 2022 Quilt Show as well as many other veterans throughout the year.

A copy of our sponsorship letter is enclosed as it further describes the activities of UVQG and the Quilt Show.

The UVQG would like to continue to expand our ability to market the show, our sponsors and other local activities to bring potential visitors to the Roseburg area. This grant will allow us to promote the show using multiple platforms, expanding both the area and types of advertising. It will also include the ability to track attendee demographics.

We appreciate your time and thank you for considering our application. Should you have any question please don't hesitate to contact me at 541-430-2566 or [shirleyquilts2@gmail.com](mailto:shirleyquilts2@gmail.com).

Sincerely,



Shirley Pyle  
UVQG 2023 Quilt Show Chair

Enclosures: Tourism Grant Application and Sponsorship Letter

**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: Umpqua Valley Quilters' Guild 2023 Quilt Show. "Seams Like Home"

Applicant Organization: Umpqua Valley Quilters' Guild (UVQG)

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: PO BOX 2125, Roseburg, OR 97470 Phone: (Shirley Pyle) 541-430-2566

E-Mail Address: Shirleyquilts2@gmail.com

Responsible Party: Shirley Pyle, Quilt Show Committee Chair for UVQG

Co-Sponsors (if applicable): Boersma's,

**Description of Project/Event:** UVQG's annual Quilt Show, "Seams like Home" will be held April 28-30, 2023 at the Douglas County Fairgrounds. We will be exhibiting about 300 quilts from quilt entries and exhibits. The show is bringing in judges from out of the area. We will have local and out of the area vendors. The featured quilter is from California. We are planning to expand and build on the 2022 record attendance by expanding our advertising.

**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 are working with Experince Roseburg; advertising by print, digital, radio & TV. This show brings people to Roseburg from other areas, as shown by our tracking in 2022. In 2022 over 50% of the attendees were from out of the area and a number stayed overnight.

**Objectives of the Project:** To continue to have the best show in Southern Oregon. To grow the show by having a professional featured quilter and judges, engaging classes and lots of quilts.

All this to share the JOY of Quilting, encourage multiple day attendance and a returning visitor next year.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Attending a successful event makes our area more appealing to visitors. You never know which visitor is considerig to move or relocate their business. It is another oppportunity to showcase our many local activities, provide a friendly, positive experience.

**Target Market or Audience** - How and where will this be promoted? \_\_\_\_\_  
in Oregon, an ad in Country Register (goes to western states) and expand our digital, TV & radio marketing.

Target quilters and crafters with digital marketing, TV, Radio, facebook and instagram.

**Project Strategy:** \_\_\_\_\_  
To build on the success of 2022, continue to improve the efficiency of the show operation.  
Our classes are now open, the earliest ever. Our website is improved. Expand marketing and signage.

Currently seeking more sponsors and vendors.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** \_\_\_\_\_  
Visitors come for the show but shop the local area. In doing so, they find other reasons to return to Roseburg. It could be shopping, other activities, the beautiful scenery, etc. Having a positive experience makes one more comfortable and likey to return.

**Have you previously applied for funding from the City?**  
Yes  No  If so, when? 2022 Amount granted? \$3,500

***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.***

Shirley Pyle Shirley Pyle Date 12-19-2022  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4,800

Project/Event Name: "Seams Like Home", Umpqua Valley Quilters' Guild 38th Annual Quilt Show

Date of Project/Event: April 28-30, 2023

Do you charge for attendance? Yes  No  If yes, how much? \$8 per day

Expected attendance: 1800 Expected attendance revenue: \$8,000

**Other Revenues (Without City funds):**

Type	Amount
<u>Sponsors</u>	<u>\$2,500 (to date)</u>
<u>Vendors</u>	<u>\$3,500</u>
<u>Guild booth sales</u>	<u>\$2,500</u>
<u>Classes, quilt entry fees, etc</u>	<u>\$3,000</u>
<b>Total Non-Tourism Funds</b>	<b><u>\$19,500</u></b>

**Estimated Expenses:**

Materials and Supplies	<u>\$4,000</u>
Labor Costs	<u>\$6,500</u>
Advertising	<u>\$4,800</u>
Capital Outlay	<u>\$9,000 (rental - fairgrounds)</u>
<b>Total Expenditures</b>	<b><u>\$24,300</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>(-4,800)</u></b>
<b>City Funding Request</b>	<b><u>4,800</u></b>

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 requested amount is strictly for advertising the UVQG show outside our area.

Estimate: cards - \$300, Country Register - \$400, Google (news Review) - \$800, Radio - \$800, KEZI - \$2500 = \$4,800. We were able to leverage the funds last year, along with our nonprofit status to receive matching advertising as a donation or sponsorship, by the companies where we advertised.



# Umpqua Valley Quilters' Guild

P. O. Box 2125  
Roseburg, OR 97470

Greetings,

The Umpqua Valley Quilters' Guild (UVQG) is preparing for our 38<sup>th</sup> Annual Quilt Show, “**Seams Like Home**” to be held April 28-30, 2023. The 2022 Annual Quilt Show was a huge success, we had our best attendee numbers, most quilt entries and exceeded our sponsorship goals! The 2023 Annual Quilt Show Committee is underway and has a goal to exceed all of the 2022 numbers.

It is with the support of sponsors like you our quilt show has grown to be the largest judged quilt show in Southern Oregon. We would like to invite you to be a sponsor for this amazing destination event filled with local and regional quilt related art, history and talent. Your sponsorship demonstrates your support of UVQG’s developing, educating, enhancing and enriching all levels of quilters. Get more exposure by securing your sponsorship early so your listing/logo name is included in all promotional materials. That can equal months of visibility for your organization. For additional information about the guild visit our website at [www.uvquilters.com](http://www.uvquilters.com).

The UVQG is a not-for-profit organization 501(c)(3) (EIN 05-0590045) which means your sponsorship is tax deductible. Our annual quilt show helps funding efforts for a number of community outreach projects such as:

- ADAPT – Deer Creek, Adolescent Treatment Center
- Peace at Home
- Camp Millennium
- Douglas ESD Early Intervention
- Family Development Center
- Healthy Family (formerly Healthy Start)
- Mercy Hospital Newborn
- Mercy Palliative Care
- Quilts of Valor
- Safe Haven Maternity
- Sleep in Heavenly Peace
- UCAN Healthy Families

Over 150 quilts were provided to the various charities in just one (1) year.

If you don’t see a sponsorship that you think will meet your marketing goals and objectives, let us know and we will work with you to create one that will. The value of an In-Kind Donation will determine the level of sponsorship.

Benefits	Platinum \$1,000+	Gold \$500+	Silver \$250+	Bronze \$100+
Listing in Quilt Show Program	x	x	x	x
Quilt Show - one day pass	6	4	2	1
Business Marketing Material on Display at Quilt Show Information Table	x	x	x	x

<b>Benefits</b>	<b>Platinum \$1,000+</b>	<b>Gold \$500+</b>	<b>Silver \$250+</b>	<b>Bronze \$100+</b>
Logo and Link to Your Website from the UVQG Webpage	x	x	x	
Listing on Quilt Show Sponsor Webpage	x	x	x	x
Issue \$100 Sponsor Quilt Award <sup>1</sup> (cash sponsorship only)	x			
Issue \$50 Sponsor Quilt Award <sup>2</sup> (cash sponsorship only)		x		
Logo on UVQG Website – Home Page	x			
Logo on Quilt Show Sponsor Webpage	x			
Social Media Promotion	x			

Production deadlines begin January 14, 2023. A 50% deposit is due at the time of your sponsorship commitment. The remaining balance must be paid in full by March 1, 2023. Not all sponsorship benefits can be guaranteed after February 15, 2023 due to publication constraints and deadlines.

We appreciate your consideration in being a sponsor for the 2023 Quilt Show. If you have any questions, please contact Connie at 541-430-1536 or [uvqgsponsors2023@gmail.com](mailto:uvqgsponsors2023@gmail.com).

Sincerely,

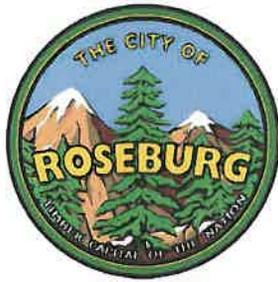
*Connie Hector*

Connie Hector  
2023 Quilt Show Sponsorship Leader

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<sup>1</sup> Sponsor may choose or request Quilt Show Chair to choose winner.

<sup>2</sup> Sponsor may choose or request Quilt Show Chair to choose winner.



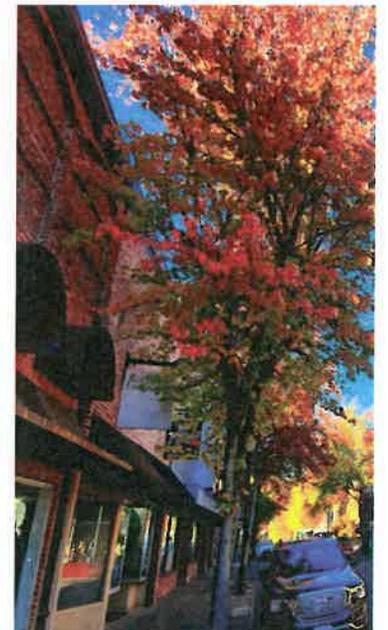
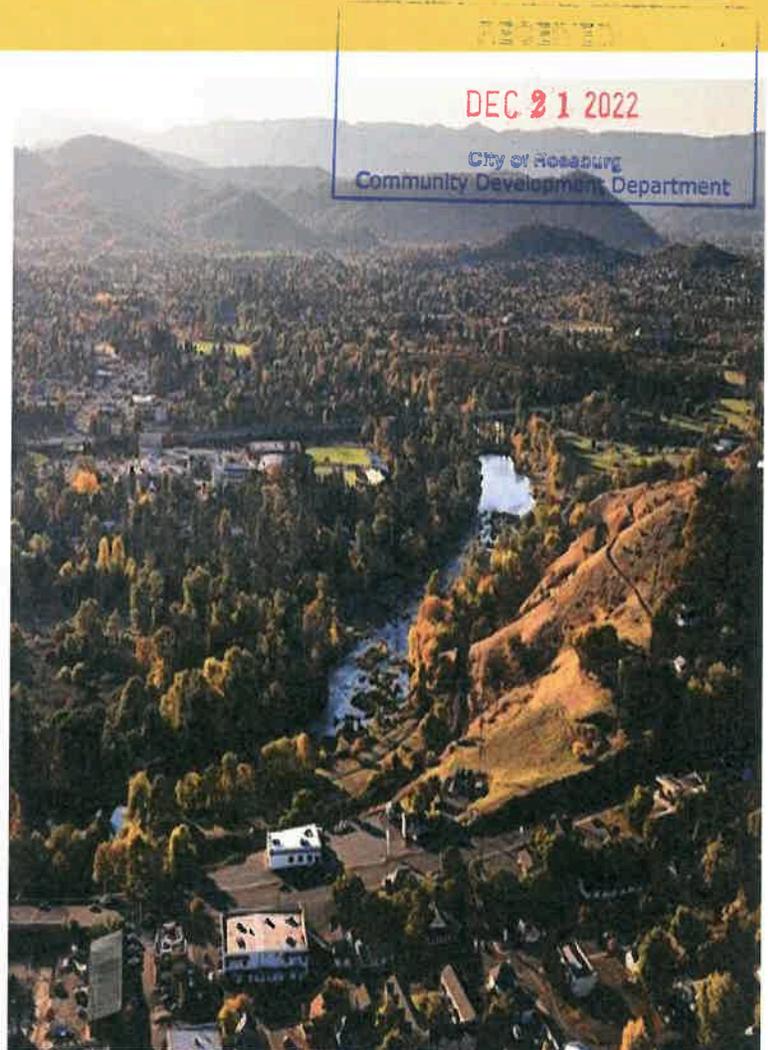
# TOURISM GRANT PROGRAM

## FALL 2022

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



# TOURISM GRANT PROGRAM

## PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website and local news media.
2. Applications must be submitted by email (cdd@cityofroseburg.org), mail or in person to the Community Development Department located at City Hall, 900 SE Douglas, Roseburg, OR 97470 by 5:00 p.m. on the advertised submission closing date. Any application submitted after this date shall not be considered.
3. After the closing date, a review team shall evaluate all applications for compliance with the City's tourism goals.
4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their regular spring and fall meeting.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a Personal Services Agreement with the City of Roseburg. In most circumstances, insurances that are required to comply with this agreement are listed below:
  - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
  - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant. An example report will be provided.
  9. In the event that awarded funds are not completely used for the project/event intended, it is at the discretion of the City to request the funds be returned or allocated to be used for seed money for a subsequent year's project.

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## *INSTRUCTIONS*

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$5,000 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

**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 \$ 4,999

Project/Event Name: Umpqua Plein Air

Applicant Organization: Umpqua Valley Arts

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 1624 W. Harvard Roseburg, OR 97471 Phone: 541-672-2532

E-Mail Address: emily@uvarts.com

Responsible Party: Emily Brandt, Executive Director

Co-Sponsors (if applicable): n/a

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

**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? 2021 Amount granted? 4,999

***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.***

Emily Brandt Date 12/20/22  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: Umpqua Plein Air Event Webpage Update

Date of Project/Event: August 2022

Do you charge for attendance? Yes  No  If yes, how much? \$50/person

Expected attendance: 60-75 Expected attendance revenue: \$3,000-\$3,750

**Other Revenues (Without City funds):**

Type	Amount
<u>Sales of Artwork (varies each year)</u>	<u>\$3,000</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<b>Total Non-Tourism Funds</b>	<b><u>\$3,000</u></b>

**Estimated Expenses:**

Materials and Supplies	<u>\$2,200</u>
Labor Costs	<u>\$8,000 (staff time &amp; contracted juror)</u>
Advertising	<u>\$6,000 (advertising &amp; contracted webdesign)</u>
Capital Outlay	<u> </u>
<b>Total Expenditures</b>	<b><u>\$16,200</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>(\$10,200)</u></b>
<b>City Funding Request</b>	<b><u>\$4,999</u></b>

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:

- Materials - printing a welcome packet, snacks for artists, hardware for hanging artwork in the gallery, opening reception catering
- Labor Costs - UVA staff time planning and executing the event, contractored juror (\$1,500)
- Advertising - \$5,000 contracted webdesign for critical event updates and linking to other local attractions, advertisements on social media, in Plein Air magazine, and with other regional news publications (\$1,000)



City of Roseburg Tourism Grant Program

Fall 2022 Application

Submission by: Umpqua Valley Arts for the Umpqua Plein Air 2023 Event

Description of Project/Event:

Since 2008, Umpqua Valley Arts (UVA) has celebrated the landscapes of the Umpqua Valley from its breathtaking emerald rivers to its abundant farmlands, dynamic coastline and historic towns, through a one week 'paint out' event called Umpqua Plein Air (UPA). Each Summer for this event, UVA promotes locations throughout the valley that define the area- all of which are favorite painting and recreation areas for the 70+ artists hosted annually. UPA offers artists the opportunity to connect with nature, fellow creatives and with a regionally recognized, contracted juror hired by UVA. After a week of painting in the great outdoors, artists display and sell their work in the UVA galleries; pieces are juried, judged, and eligible to receive awards. Artists searching to stretch their creative muscles, outdoor aficionados, and dedicated art collectors alike will all find something to love about this tribute to the land of the Umpqua. These artists typically find out about UPA through their Plein Air networks, through UVA advertising in local, regional, and nationwide publications, and through UVA's website.

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):

UVA advertises Umpqua Plein Air through local, regional, and nationwide publications throughout the year to promote the event and recruit a recognized juror and returning and new artists to stay the week in Douglas County to capture the landscapes through drawing or painting on site. This event attracts approximately 70 emerging and professional practicing artists primarily from all over the PNW who group camp in park campgrounds, stay in hotels, and air bnbs for one week in the Roseburg area. UVA works with local businesses to offer these visiting artists discounts at restaurants, wineries, and hotels to make the event affordable for visitors and promote the many amazing businesses located in Roseburg. UVA also invests in

marketing efforts through digital and printed Plein Air regional publications, with Travel Oregon, Travel Southern Oregon, the Eugene Weekly and others.

UVA's website, however, is the tool in which these artists truly decide if they are going to make the trip for one week to Roseburg. Artists plan their visit based on information we provide and they register for the event through the website. Feedback and results from surveys administered to participating artists in previous years show the need for UVA to update and improve the event's website. UVA is asking for this funding to help improve the UPA event webpage to better serve the visiting artists, visiting juror, and those in the Roseburg community who wish to connect to this event and the 8 week exhibit that follows.

Objectives of the Project:

UVA aims to increase participation in the UPA event each year and seeks funding to support continued efforts to grow awareness of this event through its event webpage. Plein Air events have become increasingly popular in the last few years due to high demand for travel experiences and outdoor events during and after the pandemic. One major challenge for artists who participate in Plein Air events is identifying accessible paint-out locations and attractions to visit while they are in Roseburg. UVA will use this grant funding to design an improved event webpage that helps visiting event participants find paint-out locations, accommodations and things to do while they are visiting.

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

By improving the event webpage for UPA, UVA will be able to better serve the visiting artists by pointing them directly to paint-out locations, describe the accessibility of the locations, and promote other activities they can participate in while visiting the Roseburg and Douglas County areas. With an improved event page, UVA can showcase the beautiful locations, attractions of interest to the artists, businesses they can visit and receive discounts at, and display past artwork examples produced in the area.

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

UVA will promote this event in regional Plein Air publications, extensively through social media, in regional newspapers, and on UVA's webpage. UVA targets emerging and professional artists who paint or draw landscapes - both urban and wild. A network of Plein Air artists exists all over the country and the PNW is a particularly popular location to attend Plein Air events. UVA saw a 22% increase in participation in 2021 and aims to continue to grow participation through advertising and sharing event information to our existing contacts through email and social media.

## Project Strategy

UVA staff and volunteers start planning this event in January each year by recruiting a regionally known artist juror. This juror commits to hosting a demo on a site in Douglas County, jurors nearly 210 submissions, and gives a juror talk at UVA's opening reception for the event. After the juror is committed, UVA markets the event and starts taking registrations through our website, eblasts, and social media. This initial marketing effort recruits nearly 30 regular attending artists who return to this event annually. UVA also launches regional and nationwide marketing efforts through social media that points to UVA's UPA Event webpage. This reaches artists that might not have participated with us before and who are starting to travel what is becoming a Plein Air circuit. UVA aims to secure at least 70 participants each year and plans to continue the growth of the event to host upwards to 150.

# CITY OF ROSEBURG



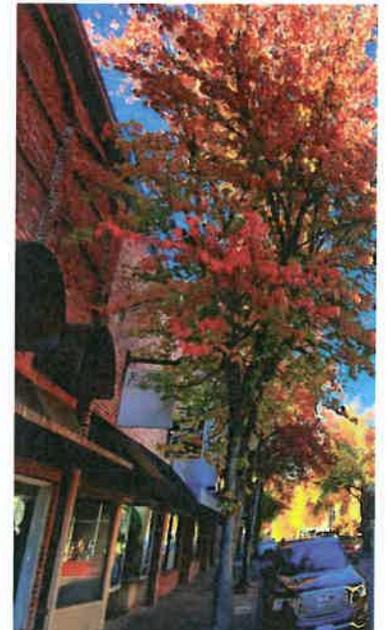
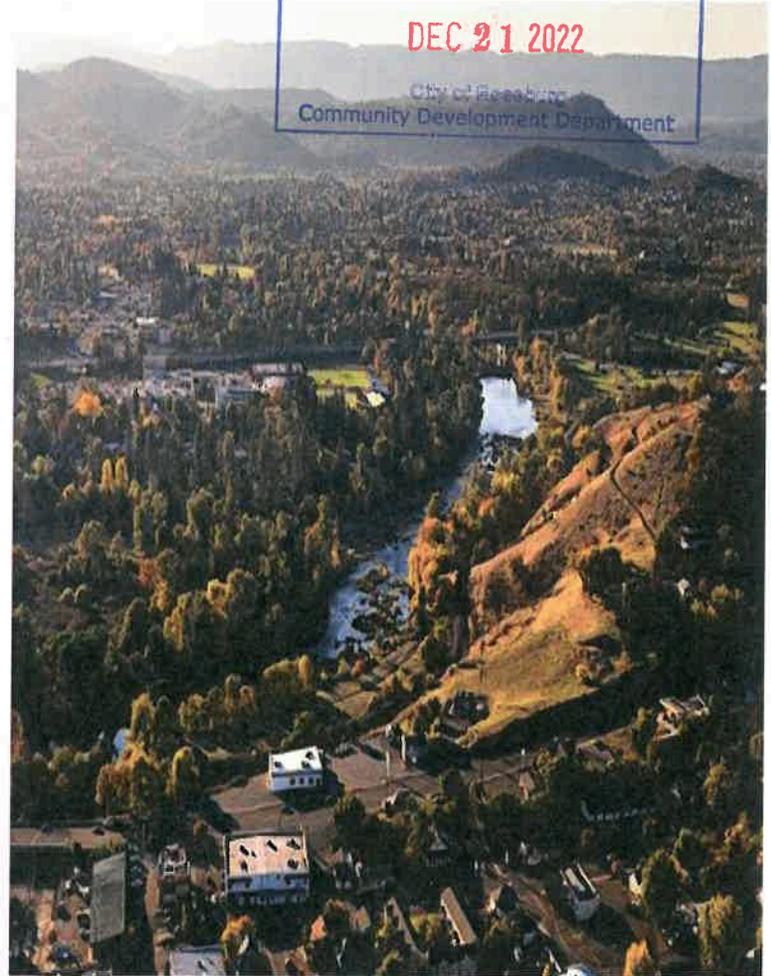
## TOURISM GRANT PROGRAM

FALL 2022

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

### APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



# TOURISM GRANT PROGRAM

## PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website and local news media.
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- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
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# HOTEL/MOTEL TOURISM GRANT PROGRAM

## *INSTRUCTIONS*

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2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$5,000 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

**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 \$ 5,000

Project/Event Name: Taste of Umpqua- Bend

Applicant Organization: Umpqua Valley Winegrowers Association

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 522 SE Washington Ave, Roseburg Phone: 541-673-5323

E-Mail Address: info@umpquavalleywineries.org

Responsible Party: Rob Ikola- UVWA Vice President, Marketing Co-Chair, 541-580-3340

Co-Sponsors (if applicable): \_\_\_\_\_

**Description of Project/Event:** Exclusive wine tasting featuring only Umpqua Valley Wineries. Guests are able to taste up to 100 UV wines in one venue. When guests can taste the diversity and quality of the wines we offer, they are more interested in traveling to our area and tasting all the wines this region has to offer.

**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 event is will bring people to our area that normally travel to the Willamette Valley, Southern Oregon, and California, bypassing our area. By showcasing our award wining wines, we are able to bring people to our area and it's number of events and attractions increasing both the attendance at our wineries, events, attractions, shops, Hotels and restaurants. Wine tasting is year round and not necessarily seasonal, thus improves traffic in off season.

**Objectives of the Project:** Showcase award winning Umpqua Valley wines and encourage customers to travel to Roseburg to tour our area. We also would work with our local DMO & other marketing staff to present to our guests at the event, what Roseburg has to offer in lifestyle and activities.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Promote our area as a diversified, nature and agri business based community. When people come to visit the beauty and the friendly small town atmosphere it promotes investment and engagement.

**Target Market or Audience** - How and where will this be promoted? Wine consumers are our primary audience.

This event will be promoted statewide as well as in the Bend Area. At our Eugene event we draw customers all over Oregon and Washington.

We have already started advertising the event on statewide calendars, and will increase our marketing starting in March to generate ticket sales.

**Project Strategy:** Offer Guests our wide variety of quality wines to create enthusiasm to visit our area

and plan multi-day trips to taste and experience all our area has to offer. From food, North Umpqua recreation area to

Wildlife Safari and the number of events to attend while wine tasting to make this a vacation destination.

**Describe how this project/event may showcase the Roseburg area and provide other**

**economic benefits to the community aside from tourism:** Besides Hotel and restaurant

visits, shopping and experiencing life in Roseburg which encourages both

investment and interest in our area.

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

Yes  No  If so, when? 2021 Amount granted? \$5,000

These Funds were used for upgrading our social media platform.

***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.***

Robert J. Ikola

Date 12-20-2022

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: \$ 5,000

Project/Event Name: Taste of Umpqua- Bend

Date of Project/Event: June 6, 2023

Do you charge for attendance? Yes  No  If yes, how much? \$55.00

Expected attendance: 250 Expected attendance revenue: \$13,750.00

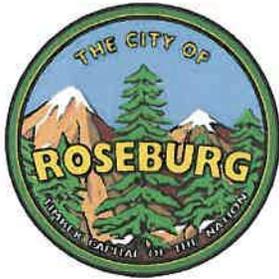
**Other Revenues (Without City funds):**

Type	Amount
<u>Winery Table Fees</u>	<u>\$2,400</u>
<u>In Kind advertizing</u>	<u>\$1,000</u>
<u>Sponsorships</u>	<u>\$5,000</u>
<u> </u>	<u> </u>
<b>Total Non-Tourism Funds</b>	<b><u>\$22,150.00</u></b>
 <b>Estimated Expenses:</b>	
Materials and Supplies	<u>\$12,500</u>
Labor Costs	<u>\$9,000</u>
Advertising	<u>\$6,500</u>
Capital Outlay	<u> </u>
<b>Total Expenditures</b>	<b><u>\$28,000</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>-\$5,850</u></b>
<b>City Funding Request</b>	<b><u>\$5,000</u></b>

**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 event will be held at Tetherow resort. It will be a catered event so there is food available. We hire an event co-ordinator that has run a similar event in Eugene, so we have a blueprint and success ratio. This event is advertising our wines and area, therefore even though we attempt to break even can attribute some loss to our advertising budget.  
The additional grant funding will help with our advertising budget to increase attendance and awareness. We have had amazing success with an average exceeding 15% of the attendee's showing up in our tasting rooms after the event. Because Bend is further away, overnight stays, and extended visits are inevitable.

# CITY OF ROSEBURG



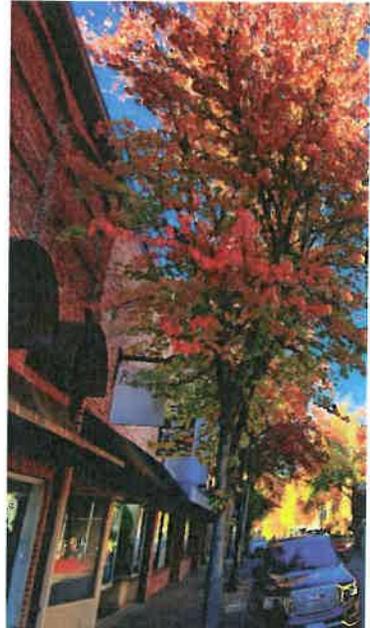
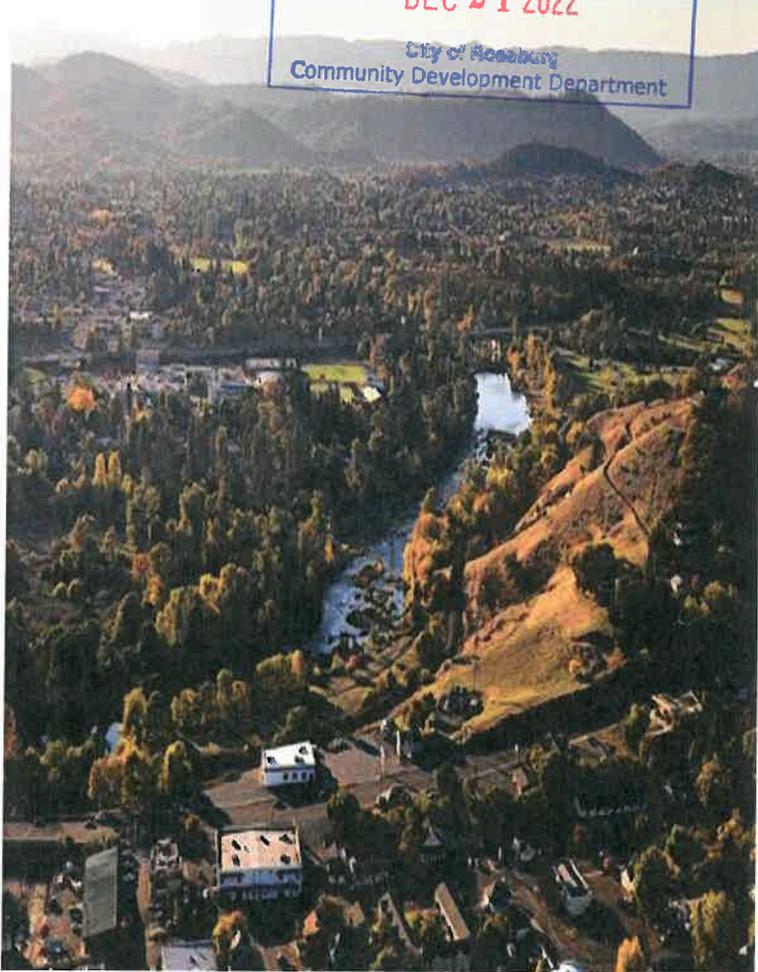
# TOURISM GRANT PROGRAM

**FALL 2022**

The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.



# TOURISM GRANT PROGRAM

## PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website and local news media.
2. Applications must be submitted by email (cdd@cityofroseburg.org), mail or in person to the Community Development Department located at City Hall, 900 SE Douglas, Roseburg, OR 97470 by 5:00 p.m. on the advertised submission closing date. Any application submitted after this date shall not be considered.
3. After the closing date, a review team shall evaluate all applications for compliance with the City's tourism goals.
4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their regular spring and fall meeting.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a Personal Services Agreement with the City of Roseburg. In most circumstances, insurances that are required to comply with this agreement are listed below:
  - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
  - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant. An example report will be provided.
  9. In the event that awarded funds are not completely used for the project/event intended, it is at the discretion of the City to request the funds be returned or allocated to be used for seed money for a subsequent year's project.

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## *INSTRUCTIONS*

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$5,000 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

**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 \$ 3900.00

Project/Event Name: Wine and Brewery Tours

Applicant Organization: Umpqua Valley Adventures

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: 675 SE Brush Ct., Winston, Or. 97496      Phone: 541-643-8510

E-Mail Address: adventuring.u.v@gmail.com

Responsible Party: Shyra Vaughn

Co-Sponsors (if applicable): Mark Rogers

**Description of Project/Event:** We are providing shuttling service for Wine, Brewery tours along with shuttle service around Roseburg and surrounding areas.

**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 are wanting to build a website to help promote the business. We are also wanting to have logos/signage on the bus that is easily visible so that the advertisement will be successful when traveling to get tourists.

**Objectives of the Project:** To bring tourists and other local people to the area so they can experience the local businesses. We would be willing to shuttle from Eugene and Medford airports to bring in tourists that do not have the means to travel further into our area.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** On the webpage we will be featuring different events that are going on throughout our community and offering discounts to book trips in our area. This will also include safe transportation around Roseburg during city wide events like Pub Crawl.

**Target Market or Audience** - How and where will this be promoted? Online, Facebook and Instagram.  
We would also like to market in parades and even local events like Graffiti Days and the charity events like toys for kids and stuff the bus.

**Project Strategy:** Promote businesses in Roseburg and surrounding areas through website. This will be able to reach a bigger geographic audience than Facebook and Instagram.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** This will showcase Roseburg and surrounding areas because we are providing Safe transportation to the local wineries and breweries. We are not limiting to only wine tours, we are providing safe travel for Wedding events in the area.

**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.***

Shyra Vaughn - Shyra Vaughn Date 12/21/2022  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Mark Rogers - Mark Rogers Date 12/21/2022  
Co-Sponsor Typed Name and Signature

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

## BUDGET PROPOSAL

Amount Requested: \$ 3900.00

Project/Event Name: Wine and Brewery Tours

Date of Project/Event: Annual - Start in January 2023

Do you charge for attendance? Yes  No  If yes, how much? \$40 per person

Expected attendance: 15 per tour Expected attendance revenue: \$600 per tour

Other Revenues (Without City funds):

Type	Amount
<hr/>	<hr/>
<b>Total Non-Tourism Funds</b>	<hr/>

Estimated Expenses:

Materials and Supplies	<u>\$1500 Bus Signage</u>
Labor Costs	<hr/>
Advertising	<u>\$2400 Website &amp; Maintenance</u>
Capital Outlay	<hr/>

Total Expenditures \$3900

Net Income/Loss Without City Participation \$600 per tour

City Funding Request \$3900

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:

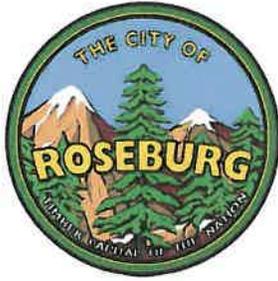
We would like to get a webpage up so that we are able to market to people outside of our area.  
Signage on bus would allow us to market while driving to the different areas while picking up  
tourist that are going to come into our area.

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# CITY OF ROSEBURG



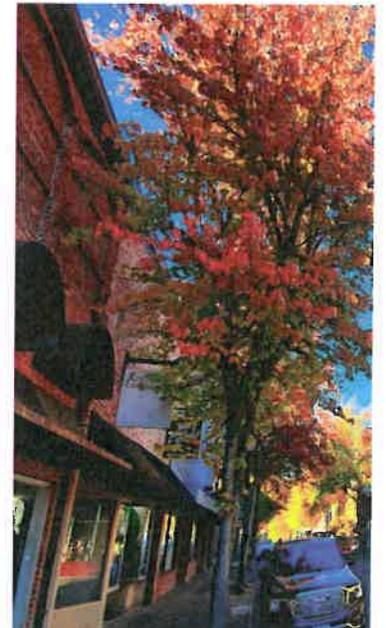
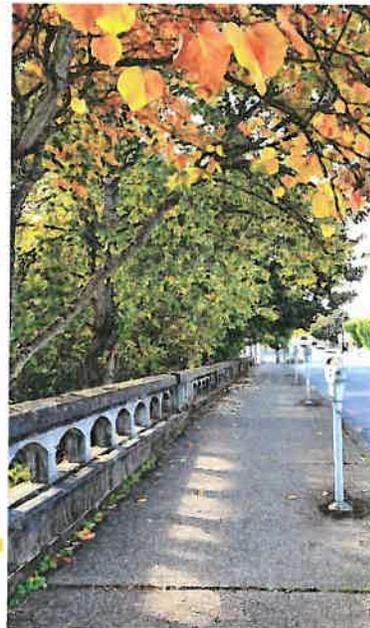
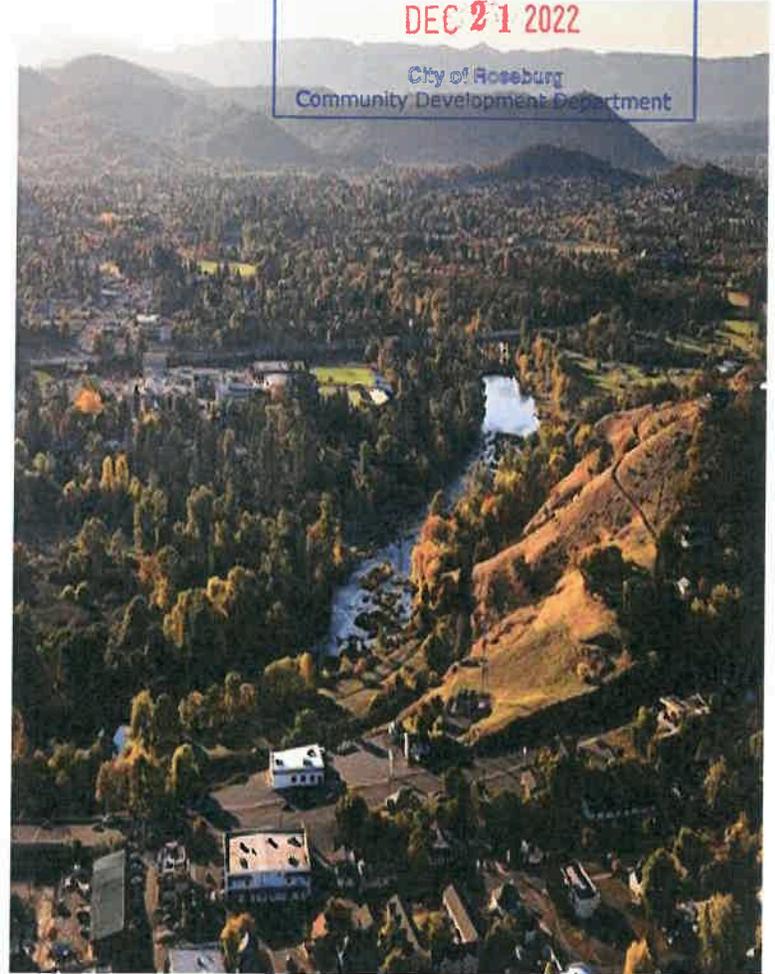
## TOURISM GRANT PROGRAM

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**ECONOMIC DEVELOPMENT COMMISSION**

# TOURISM GRANT PROGRAM

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# HOTEL/MOTEL TOURISM GRANT PROGRAM

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**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 \$ 4730.00

Project/Event Name: Everything Roseburg

Applicant Organization: Umpqua Homes, Inc.

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: 662 SE Jackson Street Roseburg Phone: 541-673-2240

E-Mail Address: uhi@umpquahomes.org

Responsible Party: Natasha Atkinson natasha@umpquahomes.org

Co-Sponsors (if applicable): Jenna Lanyon jenna@umpquahomes.org

**Description of Project/Event:** UHI will commission two local artists to paint a mural on the Jackson Street. Please see attached sample. We will then launch a social media campaign with our 150 team members and over 800 Facebook followers.

**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 launch the social media campaign, #EverythingRoseburg Utilizing this hashtag, we highlight the local establishments/ festivities, choosing 1-2 entities a week for 6 months. This will encourage patrons to visit downtown restaraunts, stores and events

**Objectives of the Project:** To broaden the exposure of Downtown Roseburg to rest of Oregon, using social media, with an amazing mural and hashtag/social media campaign

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** By bringing people to Roseburg we will encourage them to visit restaurants and shop local businesses. This could even lead to people choosing to relocate to the area.

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

Anyone that uses Facebook or Instagram. By launching a new hashtag we will be able to capture both those who may have been here before and people that would like to explore.

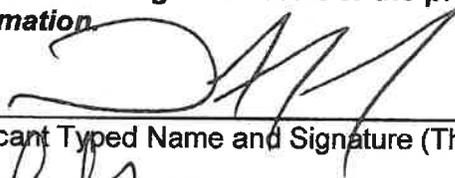
**Project Strategy:** We will launch a social media campaign that focuses on visiting downtown and Roseburg as a whole. We will highlight local shops, restaurants and events.

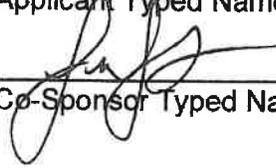
**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** \_\_\_\_\_

**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.*

  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.) \_\_\_\_\_ Date 12/21/22

  
Co-Sponsor Typed Name and Signature \_\_\_\_\_ Date 12/21/22

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

## BUDGET PROPOSAL

Amount Requested: \$ \$4730.00

Project/Event Name: UHI Mural

Date of Project/Event: 4/1/23- 6/1/23

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

Expected attendance: 100 Expected attendance revenue:     

Other Revenues (Without City funds):

Type	Amount
_____	_____
_____	_____
_____	_____
_____	_____

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

Estimated Expenses:

Materials and Supplies	\$430.00
Labor Costs	\$4000
Advertising	\$300 boosting FB and Gram
Capital Outlay	_____
<b>Total Expenditures</b>	<b>\$4730.00</b>
<b>Net Income/Loss Without City Participation</b>	<b>\$0</b>
<b>City Funding Request</b>	<b>\$4730.00</b>

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:

Supplies include: Mural paint, quality brushes and primer

\_\_\_\_\_

\_\_\_\_\_

**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: 662 SE Jackson, between UHI and Jackson Tattoo

Property Owner: 682 SE Jackson LLC, subsidiary of Umpqua Homes Inc

Estimated date of completion: 6/1/23

Other Revenues (Without Tourism Funds)

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

Estimated Expenses:

Materials and Supplies	<u>\$430</u>
Labor Costs	<u>\$4000</u>
Other	<u>\$300- FB boost</u>
Total Expenditures	<u>\$4730.00</u>
Net Income/Loss Without Tourism Participation	<u>\$0</u>
Tourism Funding Request	<u>\$4730.00</u>

Explanation for requested amount: Supplies include mural paint, brushes and primer

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RECEIVED

DEC 15 2022

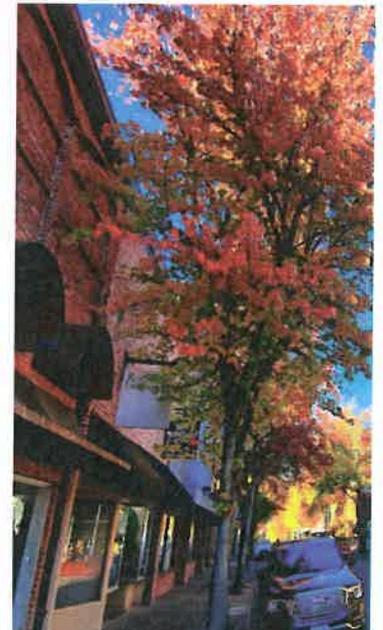
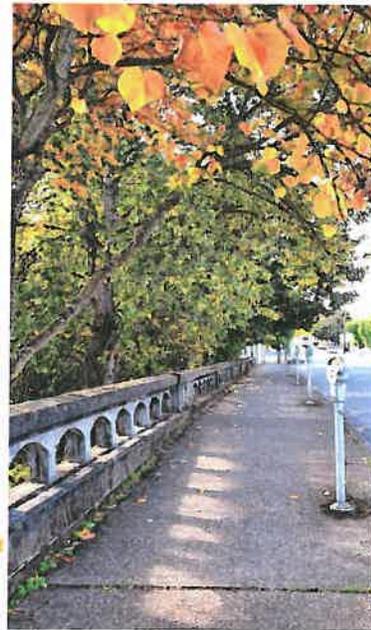
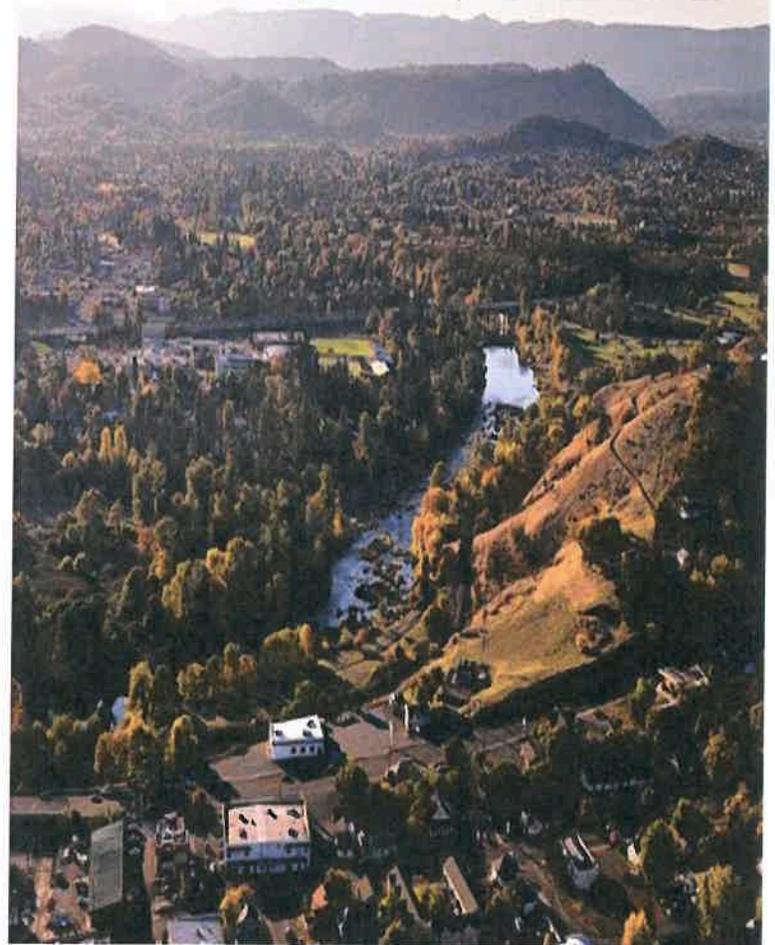
City of Roseburg  
Community Development Department



# TOURISM GRANT PROGRAM

**FALL 2022**

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## APPLICATIONS DUE

December 21, 2022 by 5:00 p.m.

**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

Project/Event Name: Barks and Recreation

Applicant Organization: Saving Grace Pet Adoption Center

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: 450 Old Del Rio Rd. Roseburg 97471 Phone: 5416723907

E-Mail Address: mgram@savinggrace.info

Responsible Party: Saving Grace Pet Adoption Center

Co-Sponsors (if applicable): \_\_\_\_\_

**Description of Project/Event:** Barks and Recreation is an annual event taking place in Stewart Park around the 3rd weekend in May. The event drew about 400 guests in it's inaugural year last year and  
The event is free to attend and is dog friendly.

**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 hope to attract tourists from areas throughout the southern, central and southeastern parts of the state by advertising in those areas months in advance to allow tourists time to plan a trip around this event. Advertisements will include information about the Umpqua Valley and other draws to our community for tourists.

**Objectives of the Project:** This project is ultimately a fundraiser for Saving Grace but also aims to draw awareness to responsible pet ownership, provide a fun and affordable outing for families and encourage people to  
being active in the outdoors.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** By marketing this event regionally we hope to attract people who will come for this Saturday event but stay for the entire weekend. By including other activities available in our area, we hope that people will book a hotel, visit local wineries and help to stimulate our local economy by shopping at local businesses. They will get to meet lots of local vendors at our event!

**Target Market or Audience - How and where will this be promoted?** This event will be promoted primarily on social media,  
using Facebook to target specific regional audiences as well as utilizing local event calendars in southeastern, central and southern Oregon.

Where it is cost effective we will also consider newspaper, radio and television advertisements in those three regions.

**Project Strategy:** Bring in local and regional vendors to help promote the event, advertise strategically on a regional  
level via social media and print/radio. Secure well known entertainment in order to attract a wider audience. Offer a safe, fun opportunity  
for families to spend a day in the outdoors with their dogs while raising funds to support our local shelter.

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

**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.***

\_\_\_\_\_  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.) Date Megan Gram 12/15/22

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4999

Project/Event Name: Barks and Recreation

Date of Project/Event: 5/20/23 - tentatively scheduled

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

Expected attendance: 800 Expected attendance revenue: N/A

## Other Revenues (Without City funds):

Type	Amount
<u>sponsorship</u>	<u>4000</u>
<u>vendor booths</u>	<u>500</u>
<u>raffle/alcohol sales</u>	<u>2000</u>
<u>donations</u>	<u>1000</u>
<b>Total Non-Tourism Funds</b>	<u>7000</u>

## Estimated Expenses:

Materials and Supplies	<u>1500</u>
Labor Costs	<u>2000</u>
Advertising	<u>2500</u>
Capital Outlay	<u>0</u>
<b>Total Expenditures</b>	<u>6000</u>
<b>Net Income/Loss Without City Participation</b>	<u>1500</u>
<b>City Funding Request</b>	<u>4999</u>

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:

Materials and supplies include purchase of or rental of tables/chairs/tents, permits, general supplies such as cups, tickets, wristbands, etc., insurance costs and cost to provide entertainment. Labor costs include staff time for planning and executing the event. Advertising includes cost for local and regional television commercials, radio and social media.

# CITY OF ROSEBURG



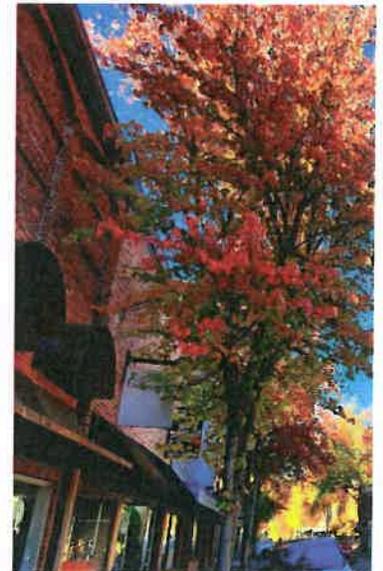
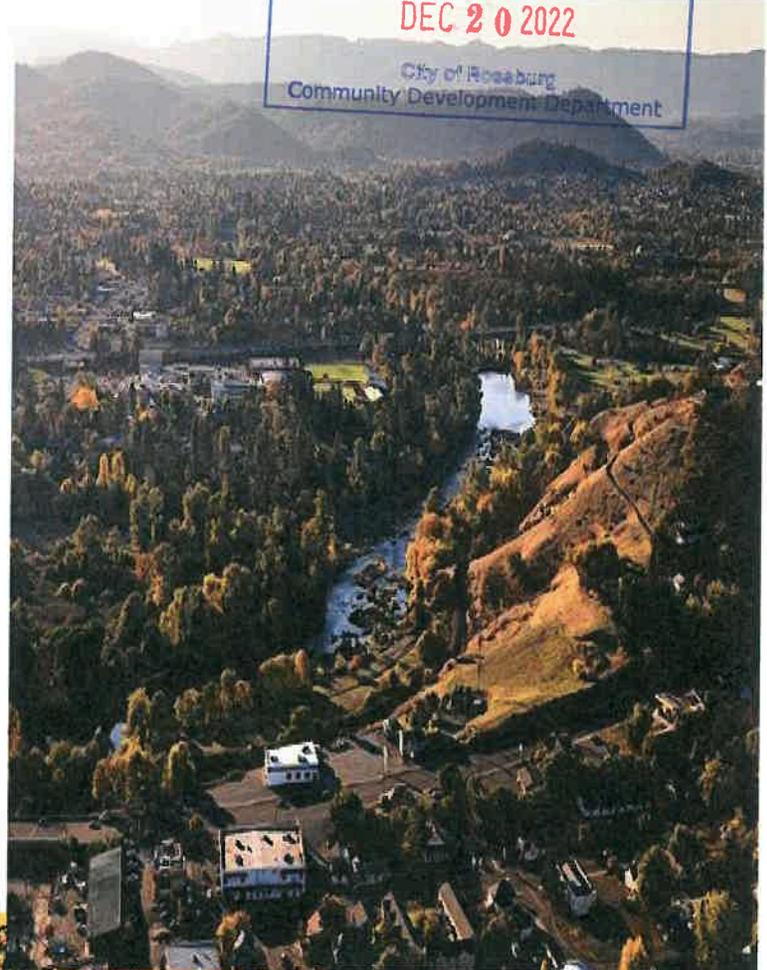
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FALL 2022

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## ECONOMIC DEVELOPMENT COMMISSION

## TOURISM GRANT PROGRAM

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4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their regular spring and fall meeting.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a Personal Services Agreement with the City of Roseburg. In most circumstances, insurances that are required to comply with this agreement are listed below:
  - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
  - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.

8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant. An example report will be provided.

9. In the event that awarded funds are not completely used for the project/event intended, it is at the discretion of the City to request the funds be returned or allocated to be used for seed money for a subsequent year's project.

## HOTEL/MOTEL TOURISM GRANT PROGRAM

### **INSTRUCTIONS**

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$5,000 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.

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## 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 **\$4,999.00**

Project/Event Name: **Douglas County Pride 2023**

Applicant Organization: **Umpqua Valley Rainbow Collective (Fiscally Sponsored by HIV Alliance)**

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: **PO Box #88, Yoncalla, OR 97499**

Phone: **541-580-5923** E-Mail Address: [umpquavalleyrainbow@gmail.com](mailto:umpquavalleyrainbow@gmail.com)

Responsible Party: **Chi Mei Tam**

Co-Sponsors (if applicable):

#### **Description of Project/Event:**

Douglas County Pride is a FREE, full-day event at the Douglas County Fairgrounds on July 1st, 2023 where we can come together in a safe, celebratory environment with a sense of community and belonging. It is a festival event with food trucks, 50+ booths of vendors, community partners and LGBTQIA+ friendly resources, two stages with a full program of speakers, performers, and a DJ.

**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):

Historically, Pride events throughout the country and around the world have been great tourism attractions. Those who attend Pride events will often go to several from late May through early July. During "Pride Season", areas where Pride events are held, people within and outside of the community spend a good amount of money on "Pride Gear" as well as visiting any LGBTQIA+ friendly businesses.

Before our Douglas County Pride event, we will be spending at least three months on a strategic marketing & advertising campaign as well as an expansive community outreach campaign throughout the county to ensure people know about the event. We expect the event to have 500-1000 attendees from Douglas and surrounding counties therefore attracting more tourists into the area.

**Objectives of the Project:** Douglas County Pride will offer our community a FREE full-day event

where we can come together in a safe, celebratory environment to build a sense of community and belonging. The event will feature businesses, organizations, and other attractions that are owned by and/or are supporters of our local LGBTQIA+ community.

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

Pride is an opportunity to showcase a side of the Roseburg area that is not often recognized. We have a rich history of LGBTQIA+ communities as well as other diversity in Douglas County. We want Roseburg and Douglas County to be seen as a welcoming community for all people of all identities.

In addition to tourism, we hope Pride can help create an image of welcoming, openness, and diversity for our community that will attract businesses to invest into Roseburg as well. Major businesses, especially bigger corporations, want to invest in and open facilities where the communities are perceived to be welcoming to a diverse population. Those businesses will help with our employment needs, improve wages for our community, and bring in talents from other areas that might not have otherwise come to our area.

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

Our target audience is the LGBTQIA+ community, allies, and supporters within and outside of Douglas County.

**Project Strategy:**

The event will be promoted via social media (Facebook-including ad buy, Instagram, TikTok, etc), News Review, Experience Roseburg, Southern Oregon Travel, and various radio stations. In addition to that, we reserved with the Fairgrounds to have a 30ft banner placed in view from the I-5 Freeway which gets annual average daily traffic of around 43,000 vehicles as reported for 2021. Through our aggressive marketing campaign, we will be attracting 500-1000 attendees to the event.

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

**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.*

Chi Mei Tam \_\_\_\_\_ Date 12-20-2022  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

## BUDGET PROPOSAL

Amount Requested: **\$4,999.00**

Project/Event Name: **Douglas County Pride 2023**

Date of Project/Event: **July 1st, 2023**

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

Expected attendance: **500-100** Expected attendance revenue: **\$0**

Other Revenues (Without City funds):

Type	Amount
<u>Grant Funds(Submitted, waiting on approva</u>	<u>\$7,000</u>
<u>Business Sponsorships &amp; Donations</u>	<u>\$2,000</u>
<u>Vender Fees</u>	<u>\$1,000</u>
<b>Total Non-Tourism Funds</b>	<b>\$10,000</b>

Estimated Expenses:

EXPENSES	
Venue Rental	\$2,000.00
Venue Insurance	\$1,000.00
Portable Restrooms	\$1,500.00
Security	\$1,000.00
Entertainment Equipments	\$1,000.00
Performers	\$1,000.00
Marketing Cost	\$1,000.00
Decorations	\$500.00
Educational	\$500.00
Information Tent	\$500.00
Wellness Space	\$1,000.00
Transportation	\$500.00
Copies	\$300.00

Signage	\$1,000.00
T-Shirts	\$500.00
Swag	\$1,000.00
Volunteers	\$200.00
Other	\$500.00
<b>Total</b>	<b>\$15,000.00</b>

**Net Income/Loss Without City Participation**

**- \$4,999**

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**City Funding Request**

**\$4,999**

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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 funds will be used to pay for the entertainment equipment, performers, marketing cost, signage, and swag.



1195 City View Street, Eugene, OR 97402  
541-342-5088 | hivalliance.org

**Executive Board:** Board President: Mark Molina | President-Elect: Omar Al-Rais | Secretary: Spencer McCoy | Treasurer: Paul Hempel

September 23, 2022

The Fiscal Sponsor, HIV Alliance, has determined that sponsorship of the Project would be consistent with its goals, and wishes to make arrangements with the Sponsored Organization, Umpqua Valley Rainbow Collective for the implementation and operation of the Project.

1. The Fiscal Sponsor hereby agrees to sponsor the Project and to assume administrative, programmatic, financial, and legal responsibility for purposes of the requirements of funding organizations. The Sponsored Organization agrees to implement and operate the Project, in accordance with the terms of this agreement and with any requirements imposed by funding organizations.
2. The Project shall be operated in a manner consistent with the Fiscal Sponsor's tax-exempt status and as described in this agreement. No material changes in the purposes or activities of the Project shall be made without prior written permission of the Fiscal Sponsor and in accordance with any requirements imposed by funding organizations, nor shall the Sponsored Organization carry on activities or use funds in any way that jeopardizes the Fiscal Sponsor's tax-exempt status.
3. The Sponsored Organization shall not, and shall not permit the Project to, attempt to influence legislation or participate or intervene in any political campaign on behalf (or in opposition to) any candidate for public office or otherwise engage in the carrying on of propaganda (within the meaning of section 501 (c) (3) of the Internal Revenue Code of 1986).
4. The Sponsored Organization will provide the Fiscal Sponsor with reports describing programs and services of the Project in accordance with the following schedule:
  - a. Monthly progress on program goals and challenges
  - b. Monthly fiscal reporting as required by the funder
5. The Sponsored Organization will provide all information and prepare all reports, including interim and final reports, required by funding organizations, with the Fiscal Sponsor's assistance and final approval.
6. On behalf of the Sponsored Organization, the Fiscal Sponsor will establish and operate for the use of the Project a designated account ("Account") segregated on the Fiscal Sponsor's books. All amounts deposited into a Project's Account will be used in its support, less administrative charges, if any, and subject to the conditions set forth below.
7. The Fiscal Sponsor will disburse funds from the Account in the following manner:
  - a. Per the funders instructions or
  - b. As available and requested in writing with appropriate documentation
8. The UVRC expenses will be paid as follows:
  - a. HIVA will pay vendor invoices submitted to HIVA 10 days prior to due date
  - b. UVRC authorizing official will purchase items as needed and will provide a monthly invoice including expense description (item & use), date, dollar amount and copies of documentation to obtain reimbursement. HIVA will pay invoices within two weeks.
9. The UVRC designates Chi-Mei Tam to act as authorizing official. The authorizing official shall act as principal coordinator of the Project's daily business with the Fiscal Sponsor, and shall



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**Executive Board:** Board President: Mark Molina | President-Elect: Omar Al-Rais | Secretary: Spencer McCoy | Treasurer: Paul Hempel

have authority to sign disbursement requests [add additional authority, at no time should a person approve their own disbursement].

10. The Fiscal Sponsor and Sponsored Organization will maintain all financial records relating to the Project according to generally accepted accounting principles, retain records as long as required by law, and make records available to auditors as required by law

11. The Fiscal Sponsor and the Sponsored Organization will reflect the activities of the Project, to the extent required, on their state and federal government tax returns and financial reports. All disbursements from an Account shall be treated as payments made to or on behalf of the Sponsored Organization to accomplish the purposes of the Project. The Sponsored Organization will provide the Fiscal Sponsor with proper documentation to accomplish this, including furnishing the Fiscal Sponsor with the Sponsored Organization's Federal Employer Identification Number

12. This agreement will be subject to review [set forth time period, e.g. annual], and will terminate if any of the following events occur:

- a. The Fiscal Sponsor requests the Sponsored Organization to cease activities that it deems might jeopardize its tax-exempt status and the Project fails to comply within a period of ten (10) days;
- b. The Sponsored Organization fails to perform or observe any other covenant of this agreement, and this failure remains unremedied fifteen (15) days after notice in writing;
- c. Upon expiration of four weeks after either the Sponsored Organization or the Fiscal Sponsor has given written notice of its intent to terminate the agreement.

13. In the event this Agreement is terminated, the Fiscal Sponsor and Sponsored Organization will comply with any termination conditions imposed by funding organizations.

In witness whereof, the parties hereto have executed this Agreement on the day and year first written above.

**Renee Yandel** Digitally signed by Renee Yandel  
Date: 2022.10.03 15:36:45  
-07'00'

Authorized signer \_\_\_\_\_ Date \_\_\_\_\_  
Accepted for the Fiscal Sponsor

*Chi Mei Tam* \_\_\_\_\_  
10-04-2022

Authorized signer \_\_\_\_\_ Date \_\_\_\_\_  
Accepted for the Sponsored Organization



**UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP**

**ROSEBURG ECONOMIC DEVELOPMENT  
COMMISSION**

October 2022 - January 2023

# Projects Summary

## UEDP WORKGROUP

During the last UEDP Board Meeting, housing was discussed as being a potential for our next workgroup item. More feedback is needed as this cannot be solved in one meeting. More to come on this.

## CITY MANAGERS COALITION

Roseburg City Manager Nikki Messenger has agreed to host the first City Managers Coalition meeting in Roseburg. We have sent a Doodle Poll out to the City Managers of Douglas County to find the best time for all. Our hope is to have a consistent meeting for City Managers to meet.

## CHILDCARE COALITION

The Partnership is involved with the Childcare Coalition to help solve the desperate need for childcare in Douglas County. Most recently the coalition has been working on improving its brand to better promote the career of childcare providers.

Robin Van Winkle has joined Douglas ESD and is reviving the Biz4Kids Program. Robin invited The Partnership to join the Advisory Team. The Partnership is an advocate for this program.

## MANUFACTURING SECTOR PARTNERSHIP

Umpqua Economic Development has joined efforts with the Manufacturing Sector Partnership. Many service providers from the Douglas County Area are showing up monthly to brainstorm creative ideas to solve the workforce needs of the industry. Some outcomes have been, celebrating the Manufacturing Month of October, with soon-to-be-announced events. As well as education for employers on younger generation desires in a workplace, job descriptions, onboarding, training, and cultural practices. There have also been externships created for teachers to go tour our local manufacturers to learn more and share the excitement with their students.

## GROWTH TALKS

We are happy to announce that Pitch Night is back up and running. We have started a newly revised Pitch Night format which encompasses both Startups and Small Businesses. Additionally, we will host a GrowthTalks Event with a guest speaker. These events will happen on the first Wednesday of every other month. Backside Brewing Company has signed an agreement with us to secure this location for our future events. On June 1st, 2022 we gave away \$20,000 donated by the Southern Oregon Workforce Investment Board to the Small Business Pitch Night winners. On August 3rd we had a Pitch Night for Startups where we gave \$2,000 to the winners. On October 5th event we welcomed Guest Speaker David Meltzer who delivered an inspirational speech live over the large LED screen, followed by a 20-minute Q&A segment at Backside Brewing Company. Due to the holiday season there was a lack of applicants which caused the December event to be postponed.

February 1st we are hosting a Pitch Night for Startups.

## HIGHSCHOOL PITCH NIGHT

The Partnership met with Jared Cordon and some of the team from Roseburg Public Schools to discuss the potential for a Roseburg Highschool Pitch Night. This discussion was met with much enthusiasm and we are looking forward to working together to create this event for our students.

# Projects Summary

## LARGEST EMPLOYERS OF DOUGLAS COUNTY

We are starting to see significant expanding movement within our top 20 employers. The specific projects cannot be made public at this time, but more information will be available soon. At this time multiple new companies are moving into Douglas County and there are a couple of large acquisitions happening.

## UCC COMMERCIAL KITCHEN

We have partnered with UCC, CCD, SBDC, and other local community members to create a plan for community use of the currently unused kitchen on the UCC campus. We held a focus group and toured the other commercial kitchens in surrounding cities.

## SUTHERLIN STEARNS LANE LAND

The Sutherlin Stearns Lane site has been purchased by a company called Sutherlin Ventures. A data center has shown interest in purchasing a portion of this site from the company Sutherlin Ventures and has taken steps to learn more. Douglas Electric, City of Sutherlin, Sutherlin Ventures, Dave Sabala, and The Partnership have been in discussions to answer any questions they have in regards to the site and area.

## SUTHERLIN INDUSTRIAL PARK

DCIDB approved a purchase agreement. A site plan is underway with the first land purchaser. The Dixonville wetland mitigation credits will be used for this site. The Sutherlin Industrial Park Removal-Fill Permit Application is finished and out for signature, next the land use certification will need to be signed by County Planning. We are close to submitting the 30-day pre-application meeting request to DEQ. Once all signatures are in place, the application can be submitted to DSL then once the 30-day pre-application period has passed, it can be submitted to the Corps and DEQ.

## SOUTH UMPQUA VALLEY INDUSTRIAL PARK

There has been interest on this property but we are waiting for potential buyer to complete another acquisition.

## RECRUITMENT

The recruitment is a summary of current proposals The Partnership has submitted to Business Oregon for the purpose of connecting outside/new businesses to available industrial land located in Douglas County.

### AUGUST 2022: NEW PROJECT

Business Oregon is working with a local company that is looking for a location within Douglas County to relocate to. They need 10+ acres, Zoned LMI or equivalent, Located South of Eugene and North of Roseburg, within 5 miles of the I5 corridor, and must have access to phase 3 power. Our office submitted four different location proposal packets for their consideration.

### SEPTEMBER 2022: RAIL QUICK INQUIRY

Business Oregon is working with a CLT (wood products) company that is looking for a location with rail access. Our office submitted one proposal packet for their consideration.

# From The Partnership



## PITCH NIGHT FOR STARTUPS

### December 7th Pitch Night for Startups

**POSTPONED**

The Partnership had to postpone the December 7th event due to a lack of applicants to participate. This event has been rescheduled for February 1st, 2023. We are looking forward to this next event as BP Media will be our Event Sponsor.

**FEBRUARY  
1ST, 2023**

**PITCH NIGHT  
FOR STARTUPS**

**TIME** 5:30 – 6:00 NETWORKING  
6:00 – 7:30 EVENT  
7:30 – ON... NETWORKING

**LOCATION** BACKSIDE BREWING CO.  
WAREHOUSE, ROSEBURG

# Meetings

North Umpqua Recreation Working Group  
Umpqua Economic Development Partnership Board Meeting  
Umpqua Valley Arts Board Meeting  
Stu Cowie, The City of Roseburg  
Nikki Messenger, The City of Roseburg  
Umpqua Bank Board Meeting  
Christopher Fraiser, Business Oregon - RST Monthly Meeting - Coos/Curry/Douglas  
Auther Fisher, Business Oregon - Oregon Incentives Workshop  
Jacob Gilman - Gilman Luxury Group  
Umpqua Valley Arts, Annual Members' Meeting  
The Abundancy Concept by CCD  
Melony Marsh, All Pro Realty  
Don Cook, Board Chair  
Jeff Ball, Orenco  
Abisha Stone, Strategic Economic Development Corporation (SEDCOR) Childcare Presentation  
Douglas County Childcare Coalition  
Southwestern Workforce Investment Board Meeting  
Women In Business Meeting  
Douglas County Industrial Development Board  
Steve Loosley, Board Chair Umpqua Community College  
Matt Kowal, Oregon Pacific Bank  
Thrive Umpqua Steering Committee  
Henry Fields, Work Force Analyst; Kemberly Todd, CCD Business Development Corp  
Biz4Kids Advisory Meeting  
Kemberly Todd, CCD Business Development Corporation  
Todd Brenot - New Business  
Heidi Marks, Thundering Waters  
Jim Wilson, Sunrise Enterprise  
Brent Hutchings, North River Boats  
Theresa Haga, Brandi Medeiros, Coos, Curry Douglas Business Development Corporation  
Shaun Gibbs, South Coast Development Council  
Sutherlin Ventures, Douglas Electric - Sterns Lane Update  
Oregon Business Incentives  
Brian Prawitz, BP Media Solutions - GrowthTalks Planning Meeting  
Henry Fields, Employ Oregon - UEDP Presentation  
Rachel Pokrandt, Umpqua Community College President  
Sustainable Transportation  
Chris Boice, County Commissioner



# Membership Renewals

**OCTOBER - JANUARY 2023**

## **2023 UEDP BOARD DIRECTORS**

Avista  
Aviva Health  
BP Media Solutions  
CCD Business Development  
CHI Mercy Health  
City of Roseburg  
Con-Vey  
Dave Sabala  
Dole Coalwell Attorneys  
Douglas County  
Douglas County Industrial Development Board  
Express Employment Professionals  
OLD 99 Brewing & Loggers Pizza  
Oregon Pacific Bank  
Rogue Credit Union  
Roseburg Forest Products  
Umpqua Community College

## **2023 UEDP MEMBERS**

Allen Rental Equipment  
Banner Bank  
City of Sutherlin  
Douglas ESD  
Orenco Systems  
Pacific Power  
SAIF  
The City of Sutherlin  
Umpqua Bank  
Umpqua Dairy

## **RENEWING UEDP BOARD DIRECTORS**

**October 2022 - January 2023**

Express Employment Professionals  
Umpqua Community College

## **RENEWING UEDP BOARD MEMBERS**

**October 2022 - January 2023**

Allen Rental Equipment  
Douglas ESD  
Orenco Systems  
Umpqua Dairy

# Thank You.

## EXECUTIVE DIRECTOR

WAYNE PATTERSON

## ASSISTANT EXECUTIVE DIRECTOR

JESSICA FEHRN



**experience**  
**Roseburg**  
**Oregon**

**QUARTERLY REVIEW / JAN 2023**

PRESENTED A N V I L (NW)  
BY:

# LATEST:

- Visitor Center

*As of the January 1<sup>st</sup> we'll be adding an additional team member to the visitor center. This part-time employee will serve as our day-to-day staffer, which will allow Suzanne the time she needs to be out in the field working with local stakeholders as well as spearheading our partnership with the Great Umpqua Food Trail.*

- Mural Project

*With Spring right around the corner, we're really trying to get the remaining murals locked in and scheduled for around April or May. Future mural spots this Spring will include the Adapt building downtown, Salud, and possibly Little Brother's Pub or the Grand building. More updates coming soon!*



# NOTEWOR

## THY:

- Visitor Center Stats:

Total visitors (QTR) – 189

Out-of-town visitors – 32

Total merch sales - \$1,951.00

- Website:

Website visits in 2022 were up 30% over 2021.

- Youtube New Subscribers:

October -114, November – 12, December -

56

