

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION

Tuesday, July 14, 2020

New Location: Roseburg Public Library Ford Room, 3:30 p.m.

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7-7-2020

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

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL: Brian Prawitz, Chair Angela Brown Michael Widmer
 Don Baglien Misty Ross Paul Zegers
 Mickey Beach
- III. APPROVAL OF MINUTES
 A. February 5, 2020 – Economic Development Commission
- IV. AUDIENCE PARTICIPATION: At this time, anyone wishing to address the Commission concerning items of interest not included in the agenda may do so. The person addressing the Commission shall, when recognized, give his/her name and address for the record. All remarks shall be directed to the whole Commission. The Commission reserves the right to delay any action, if required, until such time when they are fully informed on the matter.
- V. DISCUSSION ITEMS:
 A. Tourism Grant Applications - Update
 B. COVID-19 Economic Recovery Activity
- VI. INFORMATIONAL
 A. Partnership Report
 B. Experience Roseburg Report
- VII. BUSINESS FROM THE COMMISSION
- VIII. BUSINESS FROM STAFF
- IX. NEXT SCHEDULED MEETING – October 13, 2020
- X. ADJOURNMENT

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The agenda packet is available on-line at: <http://www.cityofroseburg.org/your-government/commissions/economic-development/>

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
February 5, 2020**

CALL TO ORDER

Chair Brian Prawitz called the meeting of the Economic Development Commission to order at 3:30 p.m. in the City Hall third floor conference room at 900 SE Douglas Avenue, Roseburg, Oregon.

ROLL CALL

Present: Chair Brian Prawitz, Commissioners Don Baglien, Mickey Beach, Angela Brown, Michael Widmer and Paul Zegers

Absent - excused: Commissioner Misty Ross

Others Present: City Manager Nikki Messenger, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Caleb Stevens, Associate Planner, Cam Campman, Dani Raines, Kathy Heidt, and Kristi Rifenburg from Anvil Northwest, and Wayne Patterson from Umpqua Economic Development Partnership.

APPROVAL OF MINUTES

Commissioner Zegers moved to approve the minutes of the October 8, 2019 meeting as submitted. The motion was seconded by Commissioner Brown and approved with the following votes: Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no. Chair Prawitz abstained since he was not present at the October 8th meeting.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

ELECTION VICE-CHAIR

Commissioner Zegers moved to re-elect Commissioner Beach as vice-chair. The motion was seconded by Commissioner Baglien and approved with the following votes: Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

PRESENTATION & DISCUSSION ITEMS

Mr. Cowie stated eight grant applications were received for the Commission's consideration. The applicants were notified of the meeting and many were present to answer any questions the Commission had. Funding for the requests come from the Hotel/Motel Tax fund. The EDC tourism grant requests and proposals is \$80,504.

Mr. Cowie defined the statute as it relates to the applications submitted and briefed the Commission on each application.

Wildlife Safari - Solar Powered Lanterns The applicant requested \$3,899.50 to purchase 32 solar powered lanterns that will be placed in Safari Village. Currently lighting within the village is limited. The hope is that with additional lighting, Wildlife Safari can offer additional activities and longer hours during the winter months after sunset within Safari Village.

Wildlife Safari serves approximately 200,000 people annually and is the largest single tourism provider in Douglas County. The Wildlife Safari plans to recognize the City's sponsorship through the Safari's Facebook, Twitter and Instagram pages. The City has historically funded tourism events and capital improvement projects at Wildlife Safari. The most recent contributions helped to construct the new events and educational center named after Cheryl Ford and also to purchase a portable stage, tent and generator for year round events at different locations at the park and around the community.

Hearing no questions or discussion, Chair Prawitz asked for a vote.

Commissioner Beach moved to approve the request for Wildlife Safari funding in the amount of \$3,899.50 to purchase 32 solar powered lanterns that will be placed in Safari Village. The motion was seconded by Commissioner Zegers, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Umpqua Valley Quilters' Guild - 2020 Quilt Show "Vintage Meets Modern" - The applicant requested \$4,378 to cover marketing and advertising costs for their quilt show to be held April 24 - 26th at the Douglas County Fairgrounds. This is the event's 37th year. The quilt show is the largest of its kind in Southern Oregon and attracts participants from all over the state including Washington and California. The show offers multi-day activities and is a destination event in which quilters stay within the area for the duration of the three day show. Previous reports show attendance of more than 1000 people in past events. The show continues to grow and the Quilters' Guild is anticipating 1,500 attendees for this year's event.

Marketing for the event will consist of print media including postcards distributed to quilt shops, guilds and related businesses throughout Oregon, Washington and California. In addition, significant funding will be utilized for online advertising, radio and television advertisement.

Recognition of the City's sponsorship will be provided on the Quilters' Guild website and other advertising material.

The EDC has funded this event in the past. Last year, not all awarded funds were utilized and the Quilters' Guild returned the funds to the City.

Hearing no questions or discussion, Chair Prawitz asked for a vote.

Commissioner Baglien moved to approve the request for the Umpqua Valley Quilters Guild - 2020 Quilt Show funding in the amount of \$4,378 to cover marketing and advertising costs for their quilt show to be held April 24 - 26th at the Douglas County Fairgrounds. The motion was seconded by Commissioner Beach, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

2020 Vineyard Tour Road Bike Ride – The applicant requested \$4,999 to help cover advertising costs associated with the event including rack cards, web placement, print ads in ORBike and post card printing and mailing.

The event is held in September and is organized by the Umpqua Velo Cycling Club. It includes five cycling routes. Routes run throughout the Umpqua River valleys and showcase vineyards and wineries within our area.

One of the objectives of the bike ride is to increase overall bicycle tourism in the Roseburg area. This is the tenth year this event will occur. The event has grown and continues to increase its participants. Last year 152 people participated in the event. Seventy two (72) percent of those individuals were from out-of-county and 12 percent were out-of-state riders.

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

Commissioner Beach asked if the Vineyard Tour Bike event will coincide with the N.U.T. Cracker Mountain Bike event. Mr. Dolgonas stated the two events will not coincide with each other this year. He does not believe it will have a negative impact. They received positive feedback from last year's event and they will hold it again on Labor Day weekend. The three day weekend allows individuals more time to travel.

Commissioner Baglien asked if the City requires insurance for this event. Mr. Dolgonas stated the event carries insurance. Mr. Cowie stated each applicant awarded tourism grant funds is required to sign a Profession/Personal Services Contract with the City, which has a clause that requires proof of insurance, if necessary.

Commissioner Beach moved to approve the request for the 2020 Vineyard Tour Road Bike Ride funding in the amount of \$4,999 to go toward the costs of marketing and advertising the event. The motion was seconded by Commissioner Brown, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

The N. U. T. Cracker Mountain Bike Event - The applicants requested \$4,999 to assist in the cost of advertising, and marketing to promote the N.U.T. Cracker Mountain Bike event. This is the third year of the mountain bike event. This event spun out of efforts from the 2017 Travel Oregon Bicycle Tourism Studio. Funding provided by the City through the EDC helped the Partnership to work as the lead organization in creating the event. This year the Partnership will be handing off the event to Cog Wild who will be working with Mike Ripley, from Mudslinger Events. Mr. Ripley has participated in the N.U.T. Cracker race the last two years and has a significant number of mountain bike followers that participate in other events he promotes like the High Cascades 100, the Oregon 24 hour race and the Sisters Stampede.

In order to reach a broader demographic and more sustainable model, the format of the event will be changing from a race to a two day guided mountain bike event for 60 experienced riders. The event will be held September 25 - 27th. The kick-off dinner will be

held in Roseburg on Friday the 25th, which encourages most participants to stay overnight in Roseburg. Cog Wild will then shuttle participants to Lemolo Lake for the beginning of the ride the following morning.

The event will be promoted online, social media, trade magazines, and promotional cards to participants of similar events. To reach a national audience, the event will be promoted on pelotonmagazine.com and pinkbike.com; two significant cycling and mountain biking websites that reach an international audience. In addition, print marketing will also be used for the same audience in Bike Magazine.

In addition to this funding request, Experience Roseburg is providing \$2,500 worth of in kind funding to help promote the event. Mountain biking along the North Umpqua was a key tourism activity raised during their initial stakeholder meetings.

Recognition of the City's sponsorship will be provided by including the City logo on marketing materials recognizing each sponsor.

Pinkbike will photograph the event and advertising will include a write-up illustrating why you want to visit Roseburg, highlighting our areas' unique features such as, the North Umpqua trail, historical areas, local food and drink, maps of the area and attractions, and a list of sponsorships.

Commissioner Beach asked what percentage of out-of-state people and money was spent in our area occurs with this event.

Mr. Patterson stated there wasn't a metrics for quantifying the money spent from out-of-state visitors. However, the first N.U.T. Cracker event, 70 percent were people from out-of-state. Last year's event had 50 percent from out-of-state. He stated the two day guided mountain bike event for 60 experienced riders is appealing to out-of-state or out of area individuals who prefer to attend a structured ride that is put together as a package, including food, drink, and lodging.

Mr. Cowie stated the event promotor, Cog Wild is from Bend and Mudslinger is from Salem.

Mr. Patterson added Cog Wild and Mudslinger are reputable event management companies and are the best of the best. Details of the dinner and packages offered are not finalized at this time.

Commissioner Zegers moved to approve the request for the N.U.T. Cracker Mountain Bike event funding in the amount of \$4,999 to go to Cog Wild Mountain Bike Tours toward the costs of marketing the N.U.T. Cracker Mountain Bike event. The motion was seconded by Commissioner Beach, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Great Umpqua Food Trail - The applicant requested \$3,742.50 in order to help cover the costs associated with updating the Great Umpqua Food Trail. The food trail is a collaborative effort between state (Travel Oregon), regional (Travel Southern Oregon) and local tourism operators in conjunction with local businesses in order to promote culinary and agritourism experiences in the Umpqua Valley region.

The EDC was instrumental in helping to fund the Partnership as it worked to create the first iteration of the food trail two years ago. The food trail now is in a state of transition. In order for it to be successful, the content within the brochure must be updated every two years. The Partnership served as the lead organization in the first iteration of the food trail, but is now handing it over to Experience Roseburg, who has offered to be the lead organization in helping it to continue. The City was pleased to see Experience Roseburg step into this role and is excited to help assist in making the transfer of this program smooth and successful.

The update will include a refresh of the brochure including photography, listings and itineraries; updating the listings with the Oregon Tourism Information System which is the content management system that powers TravelOregon.com; and restructuring the website landing page to move to the Experience Roseburg website. A project timeline located within the application indicates time frames in which the update will occur. The costs associated with the update will come from Experience Roseburg, Travel Southern Oregon and the City of Roseburg, EDC tourism grant.

Hearing no questions or discussion, Chair Prawitz asked for a vote.

Commissioner Brown moved to approve the request for the Great Umpqua Food Trail funding in the amount of \$3,742.50 to go to Experience Roseburg toward the costs of updating the Great Umpqua Food Trail. The motion was seconded by Commissioner Widmer, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

3rd Annual Lavender Festival & Farm Tour - The applicant requested \$4,955 to pay for the costs associated with advertising and marketing the 3rd Annual Lavender Festival & Farm Tour scheduled for July 10 – 11th at the Growing Miracles Lavender Garden on Lower Garden Valley Road near Cleveland Rapids park and boat launch. Advertising and marketing will include postcards, magnets, posters, brochures, online social media and website advertisement.

The event provides 35+ vendor booths, farm tours, and oil distillation demonstrations. The event has experienced rapid growth. In 2018, the first year of the event 3,500 people attended. Last year the event drew 9,500 visitors and based on figures presented by the applicant, approximately \$75,000 passed through our area as a result of it. This year the applicant is anticipating 12,000 attendees.

Growing Miracles Lavender Garden is featured as one of 15 lavender farms within the state as part of the Oregon Lavender Destinations website/brochure as produced by the Oregon Lavender Association. This type of exposure helps to draw people interested in lavender farms/events not only within our state but nationally and even internationally.

Recognition of the City's sponsorship will be provided by including the City's logo on the Growing Miracles Lavender Garden webpage where the festival is advertised and other advertising and marketing material produced for the event.

Commissioner Baglien asked if parking is a challenge for the event.

Owner, Keri Roid replied, the Douglas Future Farmers of America (FFA) volunteered to park the vehicles last year and committed to this year as well. They angle cars in on both sides of Lower Garden Valley Road along the hazel nut orchard, which Ms. Roid's family owns, and the neighbors allow parking along their properties as well. Advertising and signs alert visitors to enter on Lower Garden Valley Road and exit from Cleveland Rapids Road.

Commissioner Zegers moved to approve the request for the 3rd Annual Lavender Festival & Farm Tour funding in the amount of \$4,955 to go toward the costs of advertising and marketing the event. The motion was seconded by Commissioner Baglien, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Hammer N' Ales Brewfest - The applicant requested \$4,000 to assist in paying for the costs associated with advertising the Hammer N' Ales Brewfest, scheduled for Saturday, April 18th from 4:00 – 11:00 p.m. at Backside Brewing Company. The Hammer N' Ales Brewfest features local and regional breweries, with craft food and regional live music.

The Brewfest event has occurred annually for the last six years. In 2019, it attracted over 500 participants. Funding made during the event goes to Habitat for Humanity to help build future homes for individuals in need. The event includes raffle and auction packages that feature local businesses and experiences unique to our community and region, which help to promote Roseburg and our area.

The applicant is in contact with local hoteliers to provide hotel packages or rooms at reduced rates for this event in an effort to promote overnight stays from visitors coming from outside the area.

Advertising will include TV ads with KEZI that will reach audiences from Grants Pass to Albany and Coos Bay to Bend. Poster design and distribution to the same areas will occur. Social media will also be used to advertise on regional breweries social media accounts.

Recognition of the City's sponsorship will be provided by including the City's logo on advertising material both printed and digital.

Ms. Hartmann stated the event generally has 50-70 regional brewers which have a following which brings people from out-of-town. The event moved from Seven Feathers to Roseburg at Backside Brewery. The event promotes overnight stay since the event ends at 11:00. Hotel packages are offered and the auction packages encourage people to come back and visit the area.

Commissioner Brown moved to approve the request for the Hammer N' Ales Brewfest funding in the amount of \$4,000 to go toward the cost of advertising the Hammer N' Ales Brewfest event. The motion was seconded by Commissioner Zegers, and approved with the following votes: Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no. Chair Prawitz recused himself from participating in the vote because he is a participant at the event.

Commissioner Zegers requested the year-end report show the return on investment.

Roseburg Summer Steelhead Concert Series –The applicant requested \$21,500 in order to assist in advertising costs associated with holding three concerts in the downtown area during the annual steelhead salmon angling season from July to September. The applicant has indicated the events will be a mixture of music, street fair, brews and food.

Advertising is anticipated to consist of billboards, print, radio and social media. Experience Roseburg provided a letter of support for \$2,500, in kind worth of advertising and marketing design and promotion. Billboards are anticipated to be placed in the Salem/Portland area, while print advertising is anticipated in magazines such as 1859, Willamette Weekly, and the Portland Monthly. The objective of each event is to capture anglers and visitors during the steelhead season while promoting the Umpqua Rivers as a key steelhead angling destination.

The Partnership for the Umpqua Rivers is partnering with the Downtown Roseburg Association (DRA) regarding the concert series as each concert will be held downtown, utilizing key businesses.

Recognition of the City's sponsorship will be provided by including the City's logo on advertising material both printed and digital.

Mr. Cowie reported staff has concerns surrounding the amount of the request, but recognized it relates to three events rather than one. Staff also recognizes the benefits tourism promotion could have for the downtown area as a way to bolster revitalization efforts in downtown, but also showcase the new improvements within the area.

This funding request amount is outside the normal scope of the EDC tourism requests. An amount over \$5,000 requires an authorization from City Council.

Commissioner Brown asked if the concert dates have been selected.

Ms. Johnston-Forte stated the three concerts in the downtown are Thursday, July 23 at Old Soul Pizza, Saturday, August 22 at North Forty, and Saturday, September 12 at Salud Brewery.

Discussion ensued regarding the feasibility of hosting a concert on a Thursday night.

Commissioner Beach disclosed he talked with Ms. Johnston-Forte and Thomas McGregor, to get an understanding of the proposed event. He inquired if local bands will be invited to participate, if so, he would need to recuse himself from the discussion since his band participates in local music events. He stated there is a draw for this type of event.

Ms. Rifenbark stated they are seeking to book a recognizable touring band that travels I-5 possibly allowing more flexibility to perform on a Thursday. Their budget is \$24,000 for funding the band(s). They are interested in local band participation also.

Commissioner Widmer asked if this will be an annual event with a reoccurring request for annual funding.

Ms. Johnston-Forte replied, the success of the event will depend if it is an annual event; however, they will not ask for funding annually.

Mr. Cowie reminded the Commission the funding request is strictly for advertising and promoting the event.

Ms. Johnston-Forte stated there will be demonstrations on fly fishing and promoting the river. The DRA is working on promotions and sponsorships. The budget for the bands will increase if more sponsorships are received.

Commissioner Zegers stated he supports the event concept; however, feels the amount budgeted for the bands may not be sufficient.

Ms. Messenger asked Ms. Johnston-Forte to clarify the fundraiser aspect of the event.

Ms. Johnston-Forte stated their fundraising efforts will include selling merchandise, beverage sales, grants and sponsorships. A recent grant application is currently being reviewed.

Chair Prawitz stated the \$21,500 funding request isn't a typical request for the Commission and asked Mr. Cowie for direction.

Mr. Cowie stated the EDC has the authorization to approve up to \$5,000. Any amount above \$5,000 requires City Council authorization. The Commission can entertain funding a portion of the \$21,500 or recommend forwarding the request to City Council for review.

Commissioner Beach commented that he thinks it is beneficial to utilize the available Hotel/Motel Tax fund for events and projects that attract people to the community.

Commissioner Baglien stated the proposed concert series has the potential of being a significant event; however, he expressed being unsure if a concert on a Thursday will be successful.

Hearing no further questions or discussion, Chair Prawitz asked for a vote.

Commissioner Zegers moved to recommend City Council approve the request for the Roseburg Summer Steelhead Concert Series funding in the amount of \$21,500 to go toward the cost of advertising associated with holding three concerts in the downtown area during the annual steelhead salmon angling season from July to September. The motion was seconded by Commissioner Brown and approved with the following votes: Commissioners Baglien, Brown, Widmer and Zegers voted yes. No one voted no.

Commissioner Beach abstained due to his possible participation in the concert event. Chair Prawitz abstained because he is on City Council. Ms. Messenger stated that it is not a conflict of interest for being a councilmen. If Chair Prawitz doesn't have a conflict of interest he is able to participate in the vote. Chair Prawitz said he does not have a conflict of interest and changes his vote to yes. The vote was approved with the following votes: Chair Prawitz, Commissioners Baglien, Brown, Widmer and Zegers voted yes. No one voted no.

Funding Request – Southern Oregon Medical Workforce Center –

Ms. Messenger reported the Umpqua Valley Development Corporation (UVDC) was formed as a 501c3 nonprofit organization to move the Southern Oregon Medical Workforce Center project forward. In July 2019, the Oregon Legislature committed \$10 million in funding to the City with the caveat that there be a match of at least \$10 million.

UVDC has contracted with PacWest to provide ongoing support and project management to continue to move the project forward. The Partnership has agreed to forward the remaining funds previously dedicated to Oregonians for Rural Health (ORH) to UVDC. CHI Mercy has been the biggest funding partner to date and has committed to continued project funding for UVDC.

The requests before the Commission were as follows:

1. UVDC requested financial support to continue to develop the project. There will be costs associated with overall project management, including the work involved with site selection, cost estimating, lease negotiation, etc. UVDC requested \$60,000 from the City for calendar year 2020.
2. The state bond sale to fund the \$10 million in state funding will occur in spring of 2021. In order to continue working on the project prior to the bond sale, staff is seeking authorization to submit an Intent to Reimburse Capital Costs to the Department of Administrative Services. This would allow the City (as the grantee) to seek reimbursement of project related capital expenses that are incurred prior to the bond sale. This is critical to moving the project forward prior to the state bond sale in spring of 2021.

The Economic Development Fund FY 19-20 budget includes \$100,000 for the Med Ed project. There is a strong possibility that additional funding requests will be forthcoming to secure architectural and/or engineering services for the project. Money has been budgeted and is available to meet the \$60,000 request.

Commissioner Widmer moved to recommend the City Council authorize staff to negotiate and execute an agreement with Umpqua Valley Development Corporation to provide \$60,000 from the Economic Development Fund for project management services related to the Southern Oregon Medical Workforce Center Project. The motion was seconded by Commissioner Baglien and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Commissioner Widmer moved to recommend the City Council authorize staff to submit an Intent to Reimburse Capital Costs to the Oregon Department of Administrative Services for the Southern Oregon Medical Workforce Center Project. The motion was seconded by Commissioner Baglien and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Funding Request - Umpqua GrowthTalks - UEDP (Partnership) – Mr. Cowie stated the Partnership is requesting the EDC contribute \$4,999 from the Economic Development Fund to help support the launch of a new project called GrowthTalks in 2020.

GrowthTalks is a monthly event designed to attract more new and young local businesses. Events will include elements found at similar successful pub talk style events held in Ashland, Bend and Portland. Attendees will learn from guest speakers and panels focused on entrepreneurship. They will also have the opportunity to pitch at these events for various levels of funding.

The kick-off event for GrowthTalks was January 22nd at Backside Brewing. In February a Pitch Night will be held in which various levels of funding will be offered. The plan for GrowthTalks is to reach a sustainable level through sponsorship and a possible membership fee model; however, until that occurs the Partnership is seeking additional financial support to launch the project through 2020. Funding would be used to support marketing and operational costs.

In recognition of the City's participation, the City's logo will be included alongside other sponsors on banners, website, emails and other promotional material. In addition, stage time can be offered to promote how the City is supporting local entrepreneurship.

Mr. Patterson stated they've had great attendance at GrowthTalks which prompted a change in venue and registration is required to help track data. There are successful entrepreneurs in our community. Douglas County sees about 10 new companies make a profit each year with about three of them hiring employees within their first year; these three are called scalable businesses.

Commissioner Beach moved to authorize the City to enter into an agreement to provide \$4,999 to the Partnership to help launch the 2020 Umpqua GrowthTalks project. The motion was seconded by Commissioner Baglien, and approved with the following votes: Chair Prawitz, Commissioners Baglien, Beach, Brown, and Zegers voted yes. No one voted no. Commissioner Widmer abstain due to being a member of the Economic Development Board.

INFORMATIONAL

Experience Roseburg/Anvil Northwest Report

Mr. Campman provided a power point presentation and discussed the second quarter report for Experience Roseburg. He discussed the design process, previewed the rough layouts, explained the website build - how the site is organized and why, and provided an update on the current financial status.

Mr. Campman highlighted the following:

- The Web build has a lot of writing with over 95 pages.
- They are working with Simpleview, a destination marketing Solutions Company.
- Research data from Google shows Crater Lake is the most popular search term.
- The website will include information that people are most interested in.
- The featured video content will be updated monthly, specific to the season.
- A featured video that tells a story.
- Get-togethers around sports is on the rise, so a sports section will be offered, as well as a Top 10 Events featured.

Mr. Campman reported Experience Roseburg is 100 percent on track.

Commissioner Beach commented he was surprised Wildlife Safari wasn't a more popular search and the Umpqua Valley wineries weren't on the list at all. Mr. Campman stated he was surprised by the findings as well.

Ms. Raines briefly discussed Media Buys & Placement, highlighting the following media partners:

- Oregon Festivals & Events Calendar 2020 – five event listings in January (Umpqua Quilters' Guild event, Graffiti weekend, Greatest of the Grape event, and Hammer N' Ales).
- Eugene Airport – Eight digital displays located at the baggage claim in April.
- UV Magazine (visitor guide) - print & digital - full page, feature story, 2 short stories and seasonal event listings in March.
- Digital billboard, Lamar -I-5 at Salem – Rotate two ads with capability to advertise a multiple day event. Considered flexible advertising.
- Travel Southern Oregon Visitor Guide 2020 - full page print in May.

Ms. Rifenburg briefly provided the statistics for Experience Roseburg social media including social audience, cross-channel audience, social activity, cross-channel posts, social engagement, cross-channel engagement total, Facebook audience, top landscape posts and Instagram followers. She stated statistics are organically grown. The social audience statistics are from October 1, 2019 – December 31, 2019 which was below average; however, it was the landscape leader for social audience growth.

Mr. Campman invited the Commission and audience to the Launch party for Experience Roseburg on April 16th at the Sunnyside Theatre at 663 SE Jackson Street from 4:00 – 7:00 p.m.

Partnership Report –

Mr. Patterson briefly provided the Partnership report referencing the documents in the EDC packet.

BUSINESS FROM COMMISSION –

Commissioner Beach requested a financial report on the Hotel Motel Tax fund regarding the beginning balance, monies awarded and ending balance to be presented at the next commission meeting.

Mr. Cowie stated he will provide the requested information.

Commissioner Zegers asked for the status of the installation of the car charging stations.

Mr. Cowie stated the project is complete. The car charging stations, two at each location, were installed at the Roseburg Public Library, Umpqua Valley Art Center, and the downtown parking garage. A ribbon cutting ceremony was held December 19th at the Roseburg Public Library.

Ms. Raines indicated she recently added new car charging locations on travel Oregon's website. The Webshare app can be utilized to locate car charging stations.

BUSINESS FROM STAFF –

Mr. Cowie stated the EDC has a commission size of 10 members due to combining the Visitors and Convention Commission with the EDC. At times, it is challenging to get a quorum for quarterly meetings which then requires meetings to be rescheduled. As previously mentioned in prior meetings, the City's goal is to have all City commission sizes be consistent with seven members. With the resignation of Hanna Duncan, Tim Allen and Gary Leif, the EDC currently has seven commissioners. The proposal for amending the Ordinance regarding the Economic Development Commission membership will be heard at the next City Council meeting.

Commissioner Beach moved to recommend City Council amend Ordinance Section 2.18.040 of the Roseburg Municipal Code decreasing the size of the Commission from ten members to seven members. The motion was seconded by Commissioner Brown and passed with the following vote: Chair Prawitz, Commissioners Baglien, Beach, Brown, Widmer and Zegers voted yes. No one voted no.

Mr. Cowie mentioned the EDC meetings are outgrowing our current meeting space in the City Hall third floor conference room. A larger capacity venue is being considered for future meetings.

ADJOURNMENT - Meeting adjourned at 5:30 p.m. The next meeting is scheduled for April 14, 2020.



Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: July 14, 2020
To: Economic Development Commission
From: Stuart Cowie, Community Development Director
Subject: COVID-19 Economic Recovery Opportunities

ISSUE STATEMENT AND SUMMARY

The purpose of this discussion item is to give the EDC an update surrounding COVID-19 economic recovery activity. Many different organizations throughout the community have been working to provide or point people in the right direction toward economic relief resulting from the effects of COVID-19 on our local economy.

Theresa Haga, Executive Director of the Coos, Curry, Douglas (CCD) Business Development Corporation will be speaking to the EDC surrounding different economic recovery grant programs the CCD has recently been administering. Two of those programs have included direct participation with the City. They are outlined below for your review.

The first program involves the City acting as the applicant in order to apply for a federal Community Development Block Grant designed to provide COVID-19 small business and microenterprise assistance. The grant will serve as a joint project benefitting both the City of Roseburg and Douglas County. The City will act as the “lead applicant” as part of the grant application, while Douglas County will be referred to as a “participating county”. If funded, an IGA will be established. The CCD Business Development Corporation will assist throughout the entirety of the project and act as the sub-grantee within the grant process. CCD will be responsible for writing the grant application, helping to administer the grant, and allocating money to qualifying businesses. The object of the grant is to assist small businesses with the following:

- Avoid job loss caused by business closure related to social distancing by providing short-term working capital assistance to small businesses to enable retention of jobs held by low- and moderate-income persons.
- Help businesses remain solvent through the crisis and be ready/able to rebuild and/or reopen.
- Fill specific cash flow gaps in businesses’ larger efforts to scale down, reduce expenses, and take any additional defensive measures to survive the crisis.

- Provide technical assistance, grants and other financial assistance to establish, stabilize, and expand microenterprises that provide medical, food delivery, cleaning, and other services to support home health and quarantine.

On June 8th, the City Council adopted Resolution 2020-10 directing staff to move forward with the CDBG application process. The CCD is now in the process of submitting the application to the State. If awarded, the CDBG grant will last 12 months from the date in which the grant contract is executed.

The second COVID-19 economic recovery program involves money from the State General Fund allocated by the Legislature and Governor in conjunction with funding redirected from existing programs at the Oregon Business Development Department (Business Oregon). This program is designed to provide financial assistance to small businesses adversely affected by economic conditions associated with COVID-19 that have not received federal emergency assistance under the federal CARES Act or other federal programs for emergency pandemic funding.

The CCD is administering this grant to qualifying businesses throughout Douglas County. In addition to the money received from the State, the City has helped to provide an additional \$20,000 from the Economic Development Fund to help assist CCD in providing funding relief directly to Roseburg businesses.

In order to qualify a business must meet the following eligibility requirements:

- The business is registered with the Oregon Secretary of State to do business in Oregon.
- The business has 25 or fewer employees.
- The business was adversely affected in either one of the following two ways:
 1. For-profit and non-profit businesses that were prohibited from operation as directed by Executive Order 20-12.
 2. For-profit businesses that can demonstrate a one-month decline in sales greater than 50% in the month of March 2020 or April 2020 as compared against sales in the month of January 2020 or February 2020. Those non-profit businesses that can demonstrate a decline in revenue greater than 50% across the months of March 2020 and April 2020 as compared against the same period of time in 2019.
- The business has been unable to access federal Cares Act funding.

Those businesses that may be eligible to receive funding are encouraged to contact the CCD. Applications will be available at www.ccdbusiness.org.

CCD Business Development Corporation State of Oregon COVID-19 Emergency Business Grant Application

Purpose: To provide financial assistance to small businesses adversely affected by economic conditions associated with the COVID-19 pandemic that have not received federal emergency assistance under the federal CARES Act or other federal programs to date.

Funds are limited. Applications will be reviewed on an ongoing basis. Applicants will be notified once approved.

It is intended that these funds are equally accessible to all businesses including the historically disadvantaged population groups (Asian, Black, Hispanic, Native American, and Women Owned Businesses).

Eligible Applicants: Small businesses located in **Coos, Curry and Douglas counties**. Businesses that have been adversely affected economically in one of the following two categories:

- Those for-profit and non-profit (limited to 501(c)(3) corporations) businesses that were prohibited from operations as directed by Executive Order 20-12.
- Those eligible for-profit businesses that can demonstrate a one month decline in revenue greater than 50% in the month of March or April 2020 as compared against sales in the month of January or February 2020. Those non-profit businesses (limited to 501(c)(3) corporations) that can demonstrate a decline in revenue greater than 50% across the months of March and April 2020 as compared against the same period of time in 2019.
- Businesses with 25 or fewer employees.
- Businesses that have been unable to access federal CARES Act funds including:
 - Small Business Administration's Paycheck Protection Program (PPP)
 - Economic Injury Disaster Loan Emergency Advance Program (EIDL); or
 - Other federal programs to date for emergency pandemic funding.

Eligible Grant Amounts: \$2,500 - \$25,000.

To Apply: Application will be available at www.ccdbusiness.org on June 29, 2020 or by contacting CCD. Submit a complete application with the required supporting documentation to CCD Business Development Corporation. Potential supporting documentation **may include** the following:

- Oregon Employment Department Form 132.
- Financials that demonstrate a one month decline in revenue greater than 50%. (*Profit & Loss, Income Statement or Sales Reports*)
- Copies of eligible business expenses.
- Sole Proprietor not registered with State of Oregon can supply a copy of their Schedule C.

Submit application package to: covid19grants@ccdbusiness.com

OR deliver to one of CCD Business Development Corporation offices:

Coos Bay Office	Roseburg Office
540 Anderson Ave.	522 SE Washington Ave., Ste 111A
Coos Bay, OR 97420	Roseburg, OR 97470

For additional information, contact:

Theresa Haga
Executive Director/Finance Manager
541-756-4101 x1
t.haga@ccdbusiness.com

The program was funded in part with State of Oregon General Funds and Lottery Funds administered by the Oregon Business Development Department.

CCD IS AN EQUAL OPPORTUNITY LENDER, PROVIDER AND EMPLOYER

Complaints of discrimination should be sent to:

Federal Trade Commission, Equal Credit Opportunity, Washington, DC 20250

State of Oregon COVID-19 Emergency Business Grant Application

The Oregon Legislature, in partnership with the Governor, allocated \$5 Million from the State General Fund, which will be combined with \$5 Million redirected from existing programs at the Oregon Business Development Department (Business Oregon), for the purpose of providing financial assistance to small businesses adversely affected by economic conditions associated with the COVID-19 pandemic that have not received federal emergency assistance under the federal CARES Act or other federal program for emergency pandemic funding.

To fill gaps not reached by other programs, these state funds are directed to adversely affected businesses with 25 or fewer employees, and only those that have been unable to receive federal CARES Act funding, including the Small Business Administration's Paycheck Protection Program, Economic Injury Disaster Loan Emergency Advance program, or other federal programs for emergency pandemic funding to date. Businesses may use the proceeds for any business-related operating expenses.

This application is for a business that meets all of the following eligibility requirements:

- The Business is headquartered in Oregon and has its principal operations in Oregon.
- If required by Oregon law to be registered with the Oregon Secretary of State to do business in Oregon, the Business is so registered.
- The Business has 25 or fewer employees.
- The Business was adversely affected in either one of the following two ways:
 - For-profit and non-profit (limited to 501(c)(3) corporations) businesses that were prohibited from operation as directed by Executive Order 20-12.
 - For-profit businesses that can demonstrate a one-month decline in sales greater than 50% in the month of March 2020 or April 2020 as compared against sales in the month of January 2020 or February 2020. Those non-profit businesses (limited to 501(c)(3) corporations) that can demonstrate a decline in revenue greater than 50% across the months of March 2020 and April 2020 as compared against the same period of time in 2019.
- The Business that has been unable to access federal CARES Act funds including:
 - The Paycheck Protection Program (PPP);
 - Small Business Administrations' (SBA) Economic Injury Disaster Loan Emergency Advance program (EIDL); or
 - Other federal programs to date for emergency pandemic funding.

The following Businesses are ineligible to apply for or receive funding under the Program:

- Passive real estate holding companies and other entities holding passive investments.
- Non-profit entities that do not have federal 501(c)(3) status.
- Businesses that are delinquent on federal, state or local taxes that were due before April 1, 2020.
- Businesses that do not comply with all federal, state and local laws and regulations.

- Businesses that have already received grant funds through this State of Oregon COVID-19 Emergency Business Grant program.
- Businesses that do not otherwise meet the eligibility requirements sets forth above.

Awards to eligible businesses will be made as a grant. The amount of the grant will be the greater of two figures: first based on the number of employees before the COVID-19 crisis (as of February 29, 2020); or the second based on the documented amount of fixed operating expenses for the 60 day period of January 1 through February 29, 2020:

- 1-5 employees
 - \$2,500, or
 - 60-day fixed expenses up to a maximum of \$5,000.
- 6-10 employees
 - \$5,000, or
 - 60-day fixed expenses up to a maximum of \$10,000.
- 11-15 employees
 - \$7,500, or
 - 60-day fixed expenses up to a maximum of \$15,000.
- 16-20 employees
 - \$10,000, or
 - 60-day fixed expenses up to a maximum of \$20,000.
- 20-25 employees
 - \$12,500, or
 - 60-day fixed expenses up to a maximum of \$25,000.

Only employees reported to the Oregon Employment Department on Form 132, for Q4 2019 or Q1 2020, will be considered eligible when calculating the number of employees.

Business information, ownership information and demographic information will be reported to the State for all applications submitted, reviewed, approved and/or denied. Information reported includes, but is not limited to:

- Name of company
- Employer Identification Number (EIN)
- Oregon Business Identification Number (BIN)
- Address of company
- Industry/NAICS
- Amount of award
- Legal business structure
- # of employees as of February 29, 2020
- # of employees expected to be retained as a result of this award

Section 1: Business Information

Business Name

Business Type

Telephone

Street Address

City

State

Zip Code

County

Employer Identification Number (Federal EIN)

Business Identification Number (issued by Oregon Employment Department)

NAICS Code (as listed on the businesses most recent federal tax filing)

Description of product(s) or service(s) offered:

Section 1A: Business Contact Information

Name

Title

Phone Number

Email

Section 2: Business Details

Company Principals

<input type="text"/>	<input type="text"/>	<input type="text"/>
Name	Title	Percent Ownership

<input type="text"/>	<input type="text"/>	<input type="text"/>
Name	Title	Percent Ownership

<input type="text"/>	<input type="text"/>	<input type="text"/>
Name	Title	Percent Ownership

<input type="text"/>	<input type="text"/>	<input type="text"/>
Name	Title	Percent Ownership

<input type="text" value="0"/>
Total Percent Ownership

<input type="text"/>
Amount requested

<input type="text"/>

How many jobs will be retained at your business as a result of the grant?
(Include jobs lost since February 29, 2020 that can now be retained because of the grant.)

Number of Employees:

Check one of the boxes below based on employee headcount on February 29, 2020.

- 1-5 Employees
 - \$2,500 (no verification required)
 - Up to \$5,000 (verification of 60 days fixed expenses)
- 6-10 Employees
 - \$5,000 (no verification required)
 - Up to \$10,000 (verification of 60 days fixed expenses)
- 11-15 Employees
 - \$7,500 (no verification required)
 - Up to \$15,000 (verification of 60 days fixed expenses)
- 16-20 Employees
 - \$10,000 (no verification required)
 - Up to \$12,000 (verification of 60 days fixed expenses)
- 21-25 Employees
 - \$12,500 (no verification required)
 - Up to \$25,000 (verification of 60 days fixed expenses)

Verification of Eligible Expenses, Employment and Sales Decline (if applicable)
(Check all attached)

- Copy of rent/lease agreement
- Copy of recent business utility bills
- Copy of Profit & Loss, Income Statement or Sales reports demonstrating 50% or more sales declined as detailed on Page 1 of this application.

- | | | |
|--------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Electricity | <input type="checkbox"/> Water/Sewer | <input type="checkbox"/> Natural Gas |
| <input type="checkbox"/> Phone | <input type="checkbox"/> Garbage | <input type="checkbox"/> Broadband |
| <input type="checkbox"/> Cell phone | <input type="checkbox"/> Business Mortgage statement | |

Other:

- Oregon Employment Department Form 132
* For businesses with more than 5 employees, provide a copy of Q4 2019 or Q1 2020 Oregon Employment Department Form 132 (redact employee names and Social Security Numbers)

Section 3: Certifications and Representations

The information in this application, including all attachments and certifications, are, to the best of the knowledge of the undersigned, complete, current and accurate. The application presents fairly the conditions of the eligibility of the undersigned. Proceeds of the award are intended to solely support the operations and reopening expenses of the applicant business. Initial all the following certifications that apply:

- The applicant business was adversely impacted as a direct result of the COVID-19 crisis.
- The applicant business had 25 or fewer employees as of February 29, 2020.
- The applicant business:
 - Was determined to be a non-essential business in accordance with Governor's Executive Order 20-12, or
 - Experienced a 50% or more reduction to sales as a result of the COVID-19 crisis.
- The applicant has not received federal financial funding relief through the CARES Act of 2020 (Paycheck Protection Program or Emergency Injury Disaster Loan assistance program) or any subsequent federal act that provides emergency pandemic funding as of the date of application.
- The applicant business is current on all federal, state and local taxes as of the date of application.
- The applicant business is headquartered in and has primary operations in Oregon.
- The applicant business is currently registered with the Oregon Secretary of State to do business in Oregon if such registration is required.
- The applicant business is compliant with all federal, state and local laws.
- The applicant business agrees to provide business, financial and ownership information necessary to determine and verify eligibility.
- The applicant business will only use these proceeds to support business-related expenses to maintain operations and/or reopen and that Oregon COVID-19 Emergency Business Grant Program proceeds will not be used for personal purposes.
- Unless otherwise directed by Executive Order, the applicant is open, or has reopened for business.

Failure to comply with eligible use of proceeds, or making a material misrepresentation about the business and its operations to qualify for an award will be a provision of default of the award and subject the award to recapture. The State of Oregon reserves the right to request additional documentation from the applicant to verify the accuracy and authenticity of the information provided.

Should the State determine a misrepresentation exists creating a default, the award may be forfeited and subject to repayment. Failure to repay or cure a default will result in any and all collection actions permissible by law, including through third party collection services or the Oregon Department of Revenue. The applicant agrees to allow the State to pursue such collection actions.

As these funds are being provided by the State of Oregon, Business Oregon and affiliated state agencies may use your company in future promotions of their programs and services.

General Certification

I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that, to the best of my knowledge:

1. The application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority, and/or in accordance with the organization's articles of incorporation, articles of organization or bylaws, and
2. Signature authority is verified.

Check one:

- Yes, I am authorized to submit on behalf of the applicant within authority granted in the applicant's articles of incorporation, articles of organization or bylaws. (e.g., President, Secretary, Chief Executive Officer, Board Chair, etc.)
- No, I am not authorized to submit on behalf of the applicant within authority granted in the applicant's articles of incorporation, articles of organization, or bylaws so I have attached documentation that verifies my authority to sign on behalf of the applicant.

The department will only accept applications with proper signature authority documentation.

--	--

Signature

Date

--	--

Printed Name

Printed Title

**Roseburg Economic
Development
Commission Meeting**

Tuesday, July 14th, 2020



Our Mission:

To encourage economic development, diversify local economies, support industry, and enhance quality of life for all in the region.

March 2020 - CCD Establishes COVID-19 Loan Program:

The program was to provide immediate assistance to cover their operating expenses like payroll, rent, utilities, etc.

- Available to businesses in Coos, Curry and Douglas counties.
- Business for a minimum of 1 year.
- Eligible Loan Amounts \$1,000 - \$15,000.
- Payment deferred for three (3) months. 4% interest rate with a five (5) year repayment period.
- Personal Guarantee(s) required.

As of 7/2020:

- 18 loans closed
- \$153,000 disbursed
- 28 Jobs



State of Oregon COVID-19 Emergency Business Assistance Grant Program

Round 1 – Match 1:1

CCD Submitted Round 1 Proposal May 2020 – Requested \$225,000

Purpose of the fund is to provide financial assistance to small businesses adversely affected by economic conditions associated with the COVID-19 pandemic that **have not** received emergency assistance under the federal CARES Act or other federal programs to date.

Program Contributions:

- CCD COVID-19 Loan Program \$200,000.
- City of Roseburg \$20,000.
- Rogue Credit Union \$5,000.

Business Oregon received 46 proposals seeking nearly \$7.5m in matching funds. Business Oregon was distributing \$2.5m in Round 1.

CCD received \$115,000 in Round 1 matching funds.

CCD received \$35,000 from the Port of Umpqua to increase Grant Program to **\$175,000**.

CCD launched Grant Program on June 29th, 2020. *(Deployed in 7 working days.)*

47 Businesses Received Grants

- 21 – Sole Proprietors
- 17 – Limited Liability Company (LLCs)
- 3 – Corporations
- 6 – Non Profits

- 23 – Coos County
- 8 – Curry County
- 16 – Douglas County

State of Oregon COVID-19 Emergency Business Assistance Grant Program

Round 2 – Economic
Development Districts
(EDDs) & Certified
Development Financial
Institutions (CDFIs)

CCD Submitted Round 2 Proposal June 2020 – Requested \$400,000

Purpose of the fund is to provide financial assistance to small businesses adversely affected by economic conditions associated with the COVID-19 pandemic that **have not** received emergency assistance under the federal CARES Act or other federal programs to date.

Business Oregon was distributing \$5m in Round 2. CCD received \$300,000.

Round 2 Contained Geographic Restrictions as Follows:

Coos County - \$100,000

Curry County - \$ 50,000

Douglas County - \$150,000

CCD launched Grant Program on June 29th, 2020. *(Same launch date as Round 1.)*

TBD - Businesses Received Grants

CCD Submitted Round 3 Proposal July 2020 – Requested \$115,000 *(The remaining balance of Round 1 match not received.)*

Structured the same as Round 1 with no boundary restrictions.

*Once completed – Project will have deployed over **\$590,000** in grants to businesses in Coos, Curry and Douglas counties.

City of Roseburg (Lead Applicant) and Douglas County – Community Development Block Grant (CDBG) Application

Community Development Block Grant Application Submitted July 2020 – Requested \$150,000 (12 Months Grant Period)

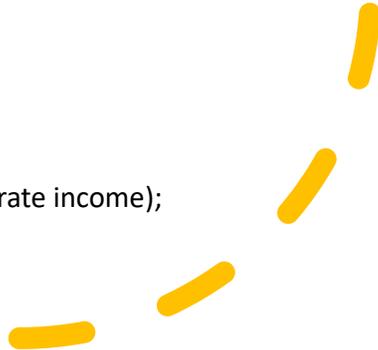
Purpose to establish an Emergency Small Business and Micro-Enterprise Grant Assistance Program for businesses located in Douglas County.

The City of Roseburg plans to partner with CCD Business Development Corporation to administer and process this grant program.

To aid small businesses, the grant program will provide the following assistance:

- New businesses or business expansion to create jobs and manufacture medical supplies necessary to respond to COVID-19.
- To avoid job loss caused by business closures related to social distancing by providing short-term working capital assistance to small businesses to enable retention of jobs held by low- and moderate-income persons.
- Provide technical assistance, grants and other financial assistance to establish, stabilize, and expand microenterprises that provide medical, food delivery, cleaning, and other services to support home health and quarantine.

Eligible Businesses:

- Those immediately impacted by the public health restrictions;
 - Were generally stable/strong prior to the crisis;
 - Employ low-moderate income individuals;
 - Be a microenterprise (5 or fewer employees, owner is low-moderate income);
 - Must have been in business for a minimum of one (1) year.
- 

July 2020 – Established New EDA CARES Act CCD Revolving Loan Fund (RLF)

May 2020 - CCD Applied for \$1.4M EDA Revolving Loan Fund Grant.

The RLF will enable CCD to help respond to the immediate and recovery needs of small businesses in Coos, Curry and Douglas counties.

- **Funds must be deployed within 24 months.**
- **Eligible Loan Amounts \$5,000 - \$250,000.**
- **Interest Rate 3% Fixed.**
- **Waived Leverage Requirements.**
- **Collateral will be required.**
- **CCD direct lender.**



August 2020 – Begin Developing a Regional Economic Recovery & Resiliency Plan



May 2020 - CCD Applied for \$400,000 EDA Supplemental Disaster Recovery and Resiliency Grant (24 months Grant Period)

The project goal is to develop a short-term and long-term economic development disaster recovery and resiliency plan. The plan will focus on pandemic recovery and resiliency. The proposed scope of work is intended to be a general guideline of the type of work to be performed.

- **Update the current CEDS to include a focus on pandemic recovery and resiliency based on the existing or anticipated COVID-19 impact.**
- **Identifying potential resiliency, mitigation, and economic recovery projects in Coos, Curry and Douglas counties.**
- **Assist in local, state, and federally led COVID-19 recovery planning efforts.**
- **Help identify economic development grant-eligible projects with state and federal resources for locally impacted communities.**
- **Serve as a liaison between local, state and federal partners in order to speed the recovery process through strategic technical assistance and local capacity building.**
- **Technical assistance and capacity building for local businesses and other local stakeholders impacted by the COVID-19 pandemic.**

City of Roseburg Microenterprise Assistance Services Program— Community Development Block Grant (CDBG) Update

Microenterprise Assistance Services Program \$100,000 CDBG

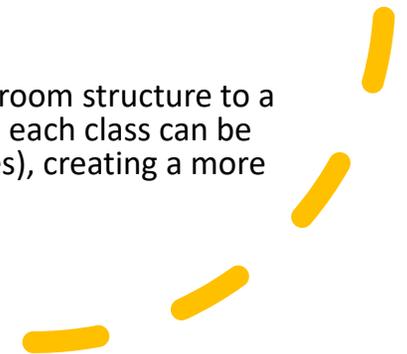
Technical Assistance provided through the City of Roseburg CDBG in partnership with CCD Business Development Corporation to administer and process the grant program.

The program enables low- and moderate-income owners of microenterprises and persons developing microenterprises access to information, training and resources for their individual circumstances.

The general classroom training includes topics ranging from business planning and strategy, budgeting, writing a business and marketing plan, understanding financial statements, projections, record keeping, access to markets, and more.

Due to COVID-19 crisis the original timeline was interrupted. Alterations to the original plan and timeline was permitted by the City of Roseburg and Business Oregon.

Due to social distancing, the plan was changed from a classroom structure to a teleconference model. By providing these courses digitally, each class can be open to the whole region (Coos, Curry and Douglas counties), creating a more diverse cohort for each course.



QUESTIONS?

Thank you!



UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

2020 JAN-JUL

REPORT FOR ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

RECRUITMENT

MARCH: PROJECT CHAMP

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

NOVEMBER: PRIVATE PROJECT

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

SEPTEMBER: PROJECT NDT

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

JULY: PROJECT BRAVE

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

Partnership Newsletters

[Quarter One - March 20, 2020](#)

[Quarter Two - June 26, 2020](#)

2020 Renewing Members as of July 7:

- City of Roseburg
- Century 21 The Neil Company Real Estate
- Douglas Education School District
- Mercy Medical Center
- Avista
- Pacific Power
- North River Boats

A Message from Wayne

Greetings to everyone. As we continue to face an uncertain economic future and wait to understand more about what the recovery landscape will look like, there is hope. I can't help to remember that last month marked the 50th anniversary of Senator Robert F. Kennedy's "Ripple of Hope" speech delivered at the University of Cape Town on June 6, 1966, during the height of apartheid; most believe RFK's "Ripple of Hope" address was the greatest speech of his life. Ripples of hope seems to be a great mantra for our times. Here is one part from Robert Kennedy's speech:

"It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance."

It is these ripples of hope in Douglas County that will cross each other and build the current of recovery to economic vitality. Stay positive, help others, and do things that can have an impact today is where we are now. What the future will bring is still an unknown but we all can make some ripples.

The Partnership has been working on a new project board these last couple months. Items on this new board have come from you based on community and business needs. Some are items we have been working on for a while that will fit with any future economic landscape while others are born from COVID-19 needs and responses. We are open to your comments on these items and also new ideas that are not listed here, these are listed in no certain order:

- Food Hub - Feasibility Study Underway
- Sutherlin Industrial Park
- Homeless Issues
- Opportunity Zone Plan of Action
- Childcare Needs
- County Owned Land Developments
- Douglas County City Manager Council
- GrowthTalks and New Business Development
- Parklet Project Support for Downtown Roseburg

We look forward to continuing our partnership with the City of Roseburg Economic Development Commission.

Thank you,



Wayne Patterson
Executive Director

COVID-19 RESPONSE

The Partnership continues to take part in various meetings surrounding a COVID-19 response and recovery. The one thing that remains constant is the fact that we are still in the middle of this pandemic. Although our case count is low here in Douglas County, it continues to increase telling us that the virus is still in our community and we must continue to put effort towards physical distancing, personal hygiene and mask wearing.

The Partnership continues to receive COVID-19 resources on a local, state and national level. Our weekly resource email now goes out on a weekly basis. The summary report from the Douglas County Business Impact survey sent on May 12 can be found [here](#).

On July 6, the Partnership answered a request for proposal from CCD Business Development Corporation. The proposal is a two-year contract to build a COVID-19 economic recovery and resiliency plan with CCD and other select organizations. We hope to know if the Partnership is selected for this work by the end of July.

PROJECT SUMMARY

Sutherlin Sewer Line

Sewer line will support new development. Approved by DCIDB and is now being worked on by the City of Sutherlin.

Executive Housing

Still in discussion on timing for this project.

GrowthTalks

Now discussing next steps.

RAIN

Still in discussion on timing of this project.

South Umpqua Valley Industrial Park

Commercial rezoning of the 8 acres is being discussed again with funding found for a traffic light. Working with two different potential buyers now that meet existing zoning.

Career Pathway

Baseball Cards

Due to COVID-19 we were unable to deliver all of the 8,219 packs to Douglas County public, private and charter schools. We will need to regroup once school openings have been decided on and develop a new distribution plan.

Backpack/Allied Health Certificate Program - 2019

Over 408 students enrolled in program's first year. Seven allied health certificates awarded and 516 college credits earned.

Food Hub/Agriculture Distribution Center

Feasibility consultant was here in June.

Boutique Hotel

On hold at this time.

MEETINGS

Dan Hults, Douglas County Fairgrounds

Jerry Gillham, City of Sutherlin

Doug Faust, City of Oakland

Southern Oregon Workforce Investment Board - Douglas Workgroup X 2

Joshua Shaklee, Douglas County

Analicia Nicholson, Douglas Education School District

Umpqua Economic Development Partnership Board Meeting X 4

Douglas County Industrial Development Board X 3

Commissioner Boice, Douglas County Board of Commissioners

Health Advisory Meeting, Douglas Education School District

Janelle Evans, City of Canyonville

CCD Team Meet X 3

Build Our Won Tech Community Stakeholders Meeting

Umpqua Business Center Board Meeting

Blue Zones Project Committee Meeting

Greg Byrne, Roseburg Area Investor Network

Roseburg Area Think Tank X 2

Douglas County Industrial Development Board Budget Meeting

Alex Campbell, State of Oregon

Roseburg Economic Development Commission

Pam Speta, Pitch Night Applicant

Michael Widmer, Rogue Credit Union

Joel & Shalayn Allen, V7 Weapons Technologies

Strategic Planning Committee, SOWIB

Wood Products Manufacturing Sector Partnership, SOWIB

Rick Matthews, Back 9

Melony Marsh, G Stiles Realty

MEETINGS

July 4th Committee

The Partnership Executive Committee Meeting X 2

Matt Sybrant, EDCO

Jake Gibbs, Lone Rock Timber Management

Jared Cordon, Roseburg Public Schools

GrowthTalks Event X 2

February DCPSS Executive Team Meeting X 2

CCD Board Meeting

SOWIB Board Meeting

Steve Vincent, Avista

Douglas County Board of Commissioners Meeting

Jim McCreight, Oregon Technology Business

Chris Guastafarro, Area Health Education Center of Southwest Oregon

Laura Engstrom, Business Oregon

Aaron Larsen, SwiftRock LLC

SOWIB COVID-19 Update X 10

Business Service Coordination

COVID-19: A Ten-Point Action Plan for Economic Developers

SOWIB Board Meeting - Emergency Session

Food Hub Study Kick-Off Call, Blue Zones Project

CCD Recovery Planning X 4

Regional Economic Response Team X 7

What's Next? Planning Strategies for COVID-19 Economic Recovery

Food Hub Study Core Team

Webinar - How Different Regions are Planning for COVID-19 Economic Recovery

Webinar - Understanding the Economic Disruption in Your Community Caused by COVID-19

MEETINGS

Community Development Block Grants - COVID-19 Funds

Blue Zones Project Committee Meeting

South Coast Regional Discussions X 2

Webinar - Reopening Oregon: What Small Businesses & Startups Need to Know

South Coast Regional Discussions X 3

Anthony and Shaun, Blue Zones Project

Food Hub Study Core Team

EDA NOFO Q&A with Nympha Garces

SOWIB Finance/Budget Meeting

Health Advisory Committee, Douglas Education School District

SOWIB Board Meeting

Food Hub Study Core Team

Larry Chase, Next Steps LLC

Julie Hurley, Douglas Educations School District

CCD Fiber Call



**THANK
YOU**



UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

WAYNE PATTERSON

*Executive
Director*

LEAH JONES

*Office
Manager*

EXPERIENCE ROSEBURG

QUARTERLY REVIEW

3RD QUARTER 2020

CONTENTS

WHERE WE'RE AT NOW:

Review of 2020 collateral

MESSAGING:

Plans for 2021.

VISITOR CENTER:

Weighing the pros and cons.

MEDIA BUYS:

Dani will briefly touch on our media spend and placement.

SOCIAL MEDIA:

Kristi will go over our social media statistics and discuss plans for next quarter.

WEB STATS:

Overview of web traffic to date.

FINANCIALS:

Summary of our budget spend thus far.



WHERE WE'RE AT

Since signing with the City in July we had roughly eight months to create the new tourism brand, produce necessary content and flow it into the proper channels. Currently we're sitting in a really good spot as we've produced the majority of photo and video assets needed for 2020. With this much scheduled content "in-the-can" we can now start to focus on 2021. Ideally we want to keep our content offering as fresh as possible, which is why each year we should be visually evolving the brand.

Collateral Created For 2020:

Tourism Website

Print Ad Series

Billboards

Trade Show Booth

POP Swag

Travel Guide (UV Mag)

Insta & FB Content

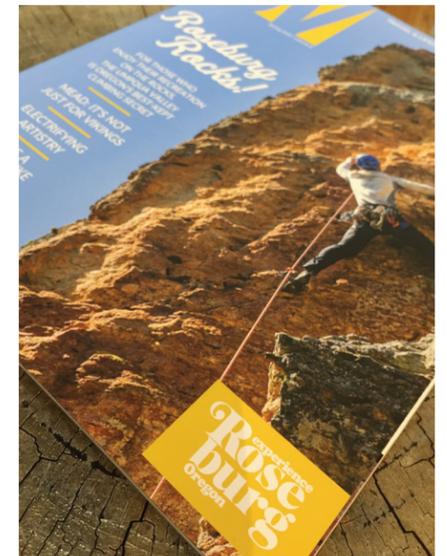
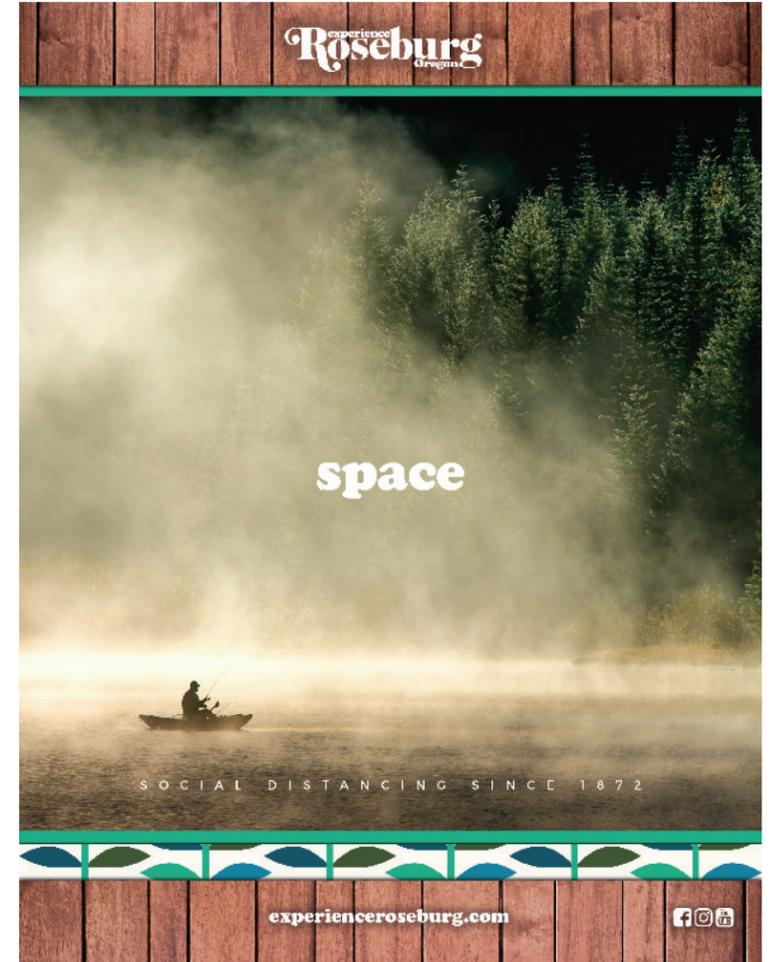
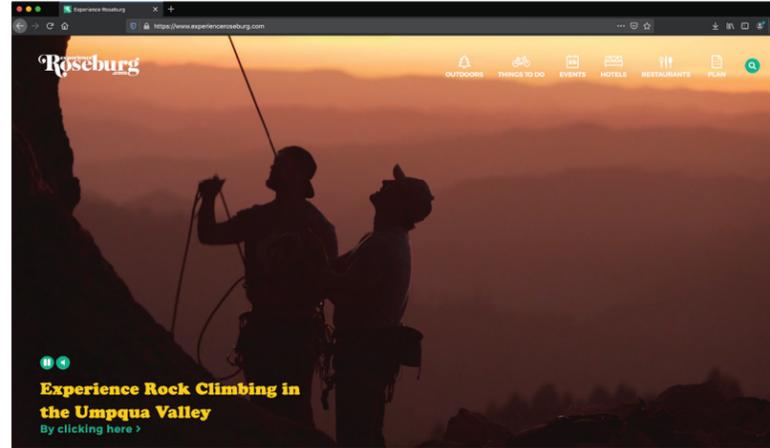
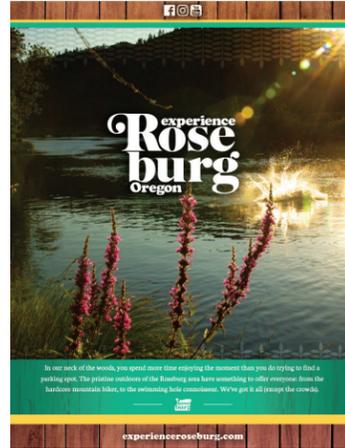
ER Evolution for 2021:

Updated Messaging

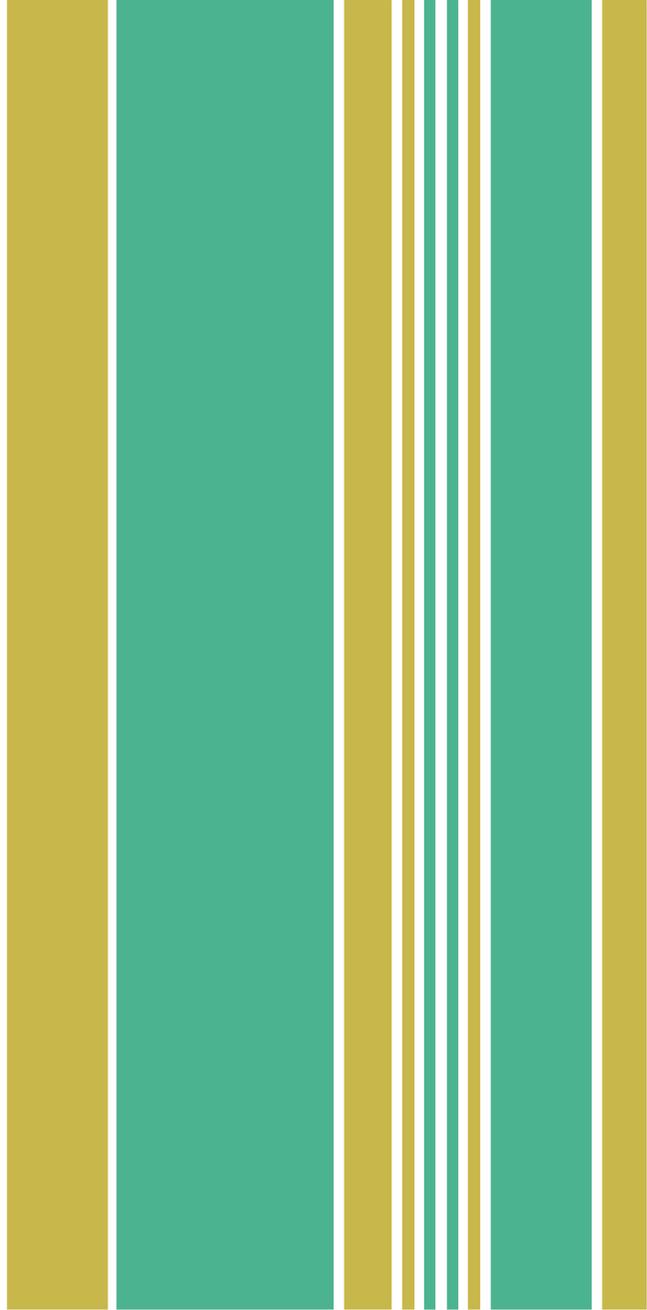
New Graphic Assets

New Video Story Theme

Additional Video Platform



WHERE WE'RE AT



2021 MESSAGING

Given our current state, tourism and travel is something that the general public may be tentative about. As we re-jigger our 2020 messaging, we need to consider what our public offering will be out of the gate for 2021.

As we consider safety, social distancing and crowd control, we keep coming back to our greatest asset, the outdoors. And though many city events have been canceled, we can still push many aspects for our surrounding area, while still being in compliance with federal and state guidelines.

Assets to Focus on:

Solitude

Slow-paced life

Unrefined Living

Pristine Outdoors

Untamed

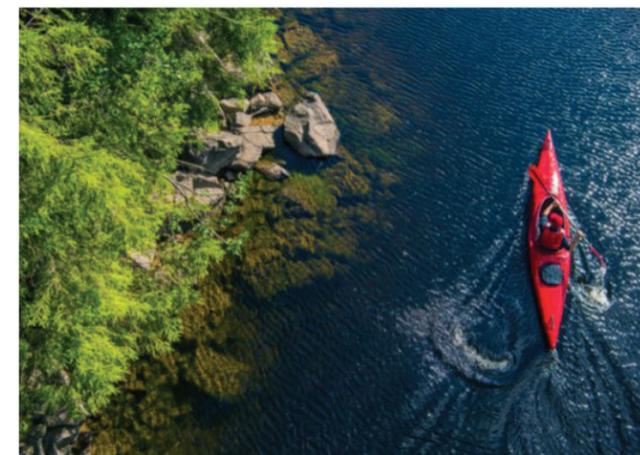
Raw

Possible Marketing Concepts:

The Secret Spot (precious, local tip)

Local Mascots (riffing off of the “who”)

Away From the Frey (all about solitude)



VISITOR CENTER

Since acquiring the contract in 2019, we've explored possibilities for solutions to providing a visitor center. Simply put, our options moving forward are utilizing the existing space, find a new location, or create multiple "micro" locations.

Current Location Pros:

Established
Beautiful building
Lots of space

Current Location Cons:

Co-habitation
Repair Costs
Traffic flow

New Location Pros:

Fresh start
Traffic friendly location
Less start-up costs

New Location Cons:

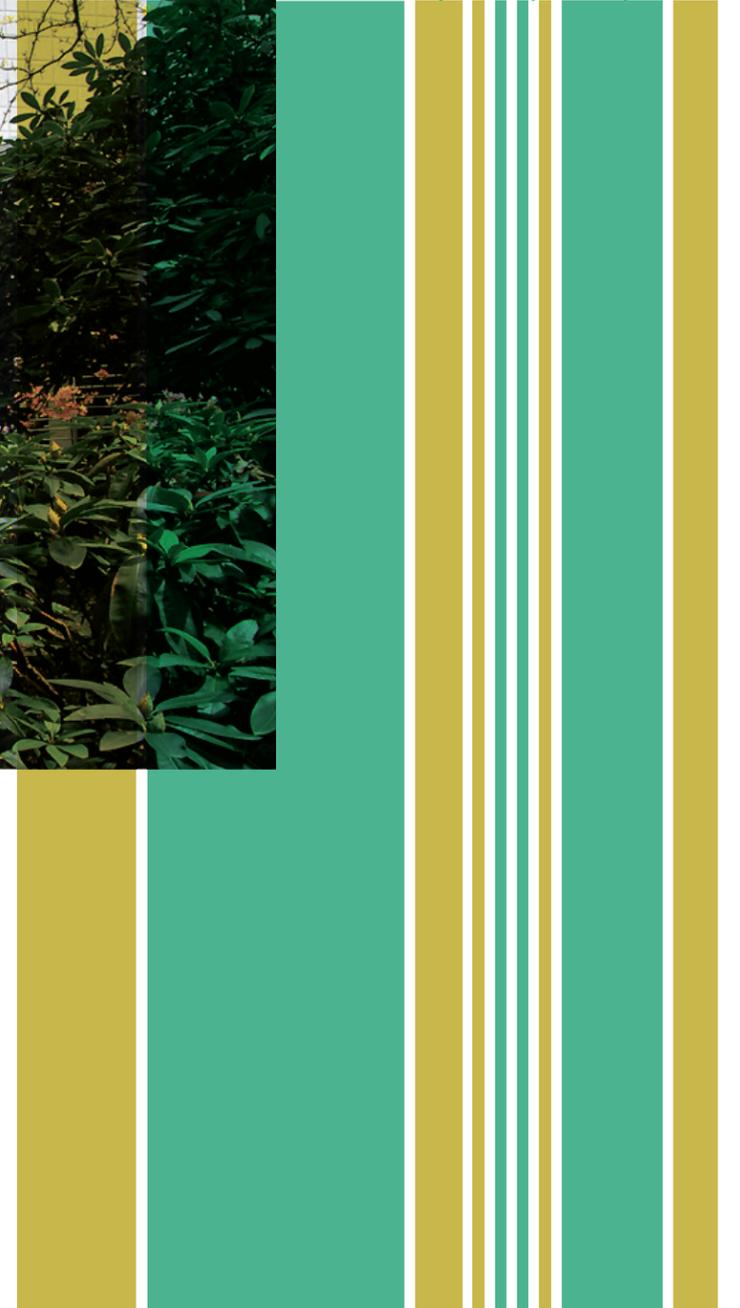
Educating public
Dilution of message
Availability

Micro Site Pros:

Nimble
Contemporary
Tech forward

Micro Site Cons:

Too soon (not ready)
Tech curve
Unstaffed

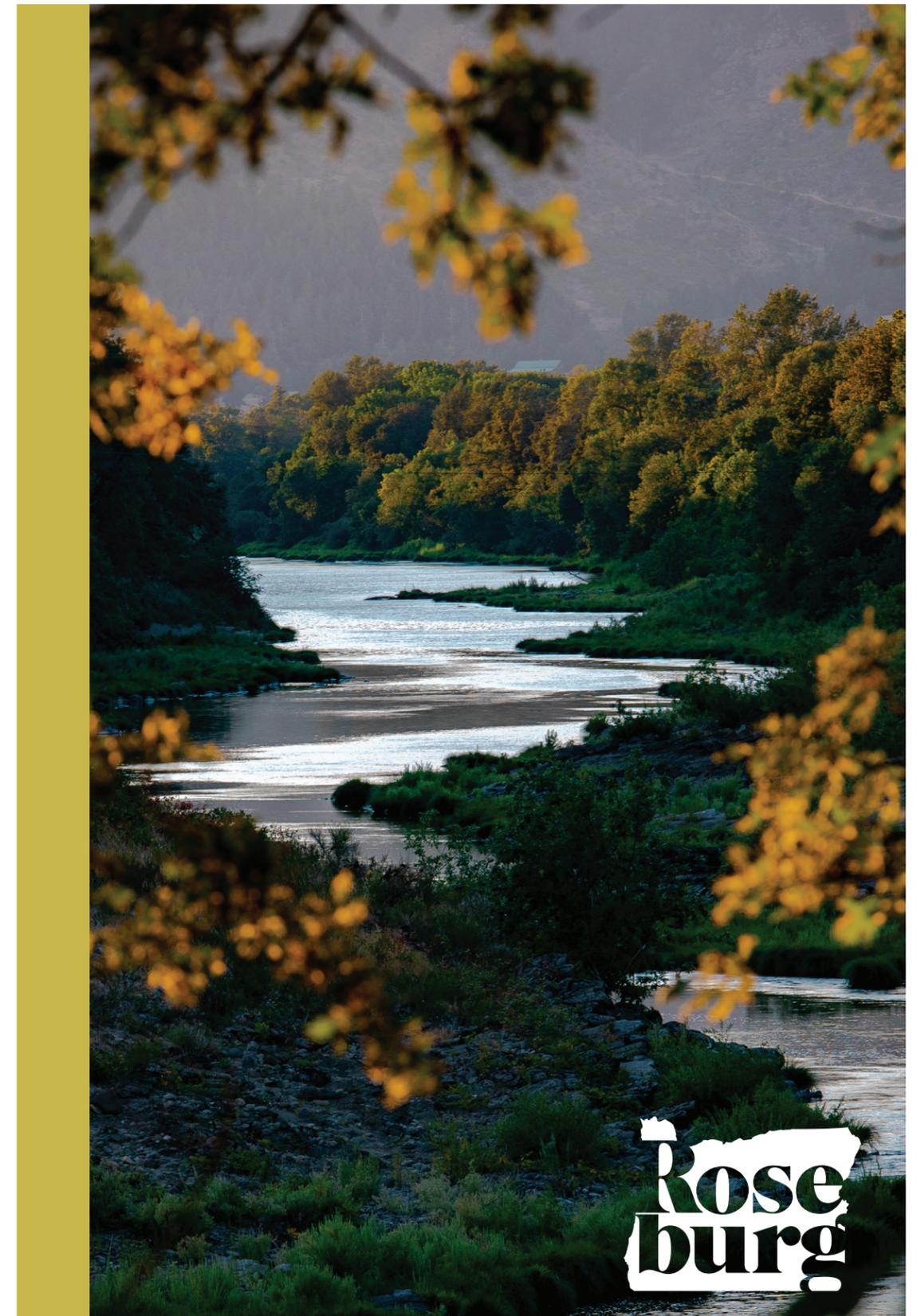


MEDIA PARTNERS & DIST.

Media Partner	Distribution / Circulation
Facebook.com/experiencerooseburg [ORGANIC]	metrics noted monthly -- September 66 likes, 50 engagements (reactions, shares, comments); October 563 likes, 338 engagements; November 660 likes, 563 engagements; December 689 likes, 391 engagements; January 742 likes, 238 engagements; February 806 likes, 293 engagements; March 923 likes, 468 engagements; April 1036 likes, 1941 engagements; May 1046 likes, 413 engagements
Facebook.com/experiencerooseburg [PAID]	metrics noted monthly -- February 84,463 reach (ppl), 256,496 impressions; March 84,521 reach (ppl), 154,902 impressions
Instagram.com/experiencerooseburg	metrics noted monthly -- September 40 followers, 45 engagements (likes, comments); October 162 followers, 538 engagements; November 256 followers, 741 engagements; December 327 followers, 676 engagements; January 418 followers, 665 engagements; February 528 followers, 568 engagements; March 637 followers, 1,111 engagements
TravelOregon.com	More than 12 million pages viewed annually with 3.8 million unique visitors
Oregon Festivals & Events Calendar 2020	90,000 copies distributed to visitors bureaus, chambers of commerce and other public outlets.
OregonFestivals.org	Event listings from the Calendar are also posted on Travel Oregon's website.
YouTube.com/experiencerooseburg	metrics to come post launch & provided monthly
Sponsorship - Travel Southern Oregon Symposium (March 8-9)	650 Direct Mail Postcard mailing list; online registration live Nov 21.
Travel Oregon Visitor Guide 2020	AUDIENCE 300,000 copies distributed via TravelOregon.com; year-round distribution and inquiry fulfillment. Also, free leads via the Travel Oregon Online Leads system. ONLINE VIEWING: Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones. 13,000 + users; More than 1.1 million pageviews; 66 average pages per session; 78% new sessions; 6:38 average minutes per session
UV Magazine, AHM Brands (visitor guide)	30,000 distributed each issue; 90,000 per year Metrics to come post launch. Digital metrics of total magazine click throughs on ExperienceRoseburg.com and UVMag.com.
UV Magazine, AHM Brands (visitor guide)	Metrics to come post launch. Digital metric of ExperienceRoseburg.com page views of feature story.
UV Magazine, AHM Brands (visitor guide)	Digital metric of ExperienceRoseburg.com page views of each short story noted monthly
Certified Folder - UV Magazine throughout Oregon, est. 1000 locations	1024 locations: 8 Oregon Welcome Centers; 77 Medford including Rogue Valley Int'l Airport; 49 Grants Pass; 45 Klamath Falls; 107 S. Oregon Coast; 105 Central Oregon Coast; 71 N. Oregon Coast; 75 Eugene; 60 Salem; 227 Portland; 64 Bend/Redmond; 18 Mt Hood; 59 The Dalles/Hood River; 59 Roseburg
Lamar - I-5 @ Salem	Weekly impressions, ages 18+: 83,015
ExperienceRoseburg.com	metrics to come post launch & provided monthly
SouthernOregon.org (Travel Southern Oregon website)	45,000 unique visitors per month
TravelOregon.com	More than 12 million pages viewed annually with 3.8 million unique visitors
Google Adwords	As of 6.19.20 Adwords not yet activated. Metrics to come post launch & provided monthly
Eugene Airport	2 million travelers and greeters annually
Pacific Outdoor - I-5 @ Salem	Weekly impressions, ages 18+: 138,331
Travel Southern Oregon Visitor Guide 2020	90,000 copies distributed to visitors bureaus, chambers of commerce and other public outlets.
Travel Southern Oregon E-News	9500 subscribers: 40% open rate
Great Umpqua Food Trail 2.0; Travel Oregon	180 locations: 8 Oregon Welcome Centers; 113 S. Oregon Coast; 59 Roseburg
Oregon Business Magazine, May 2020	13,000+ Circulation, 47,000 e-News impressions per month, 61% male / 39% female. This is a combined advertising value of \$1,170 with Oregon Home magazine available FREE to all current customers of MEDIAmerica Inc.
Oregon Home Magazine, Summer 2020	53,000 Circulation, 494+ newstand retailers statewide This is a combined advertising value of \$1,170 with Oregon Business magazine available FREE to all current customers of MEDIAmerica Inc.

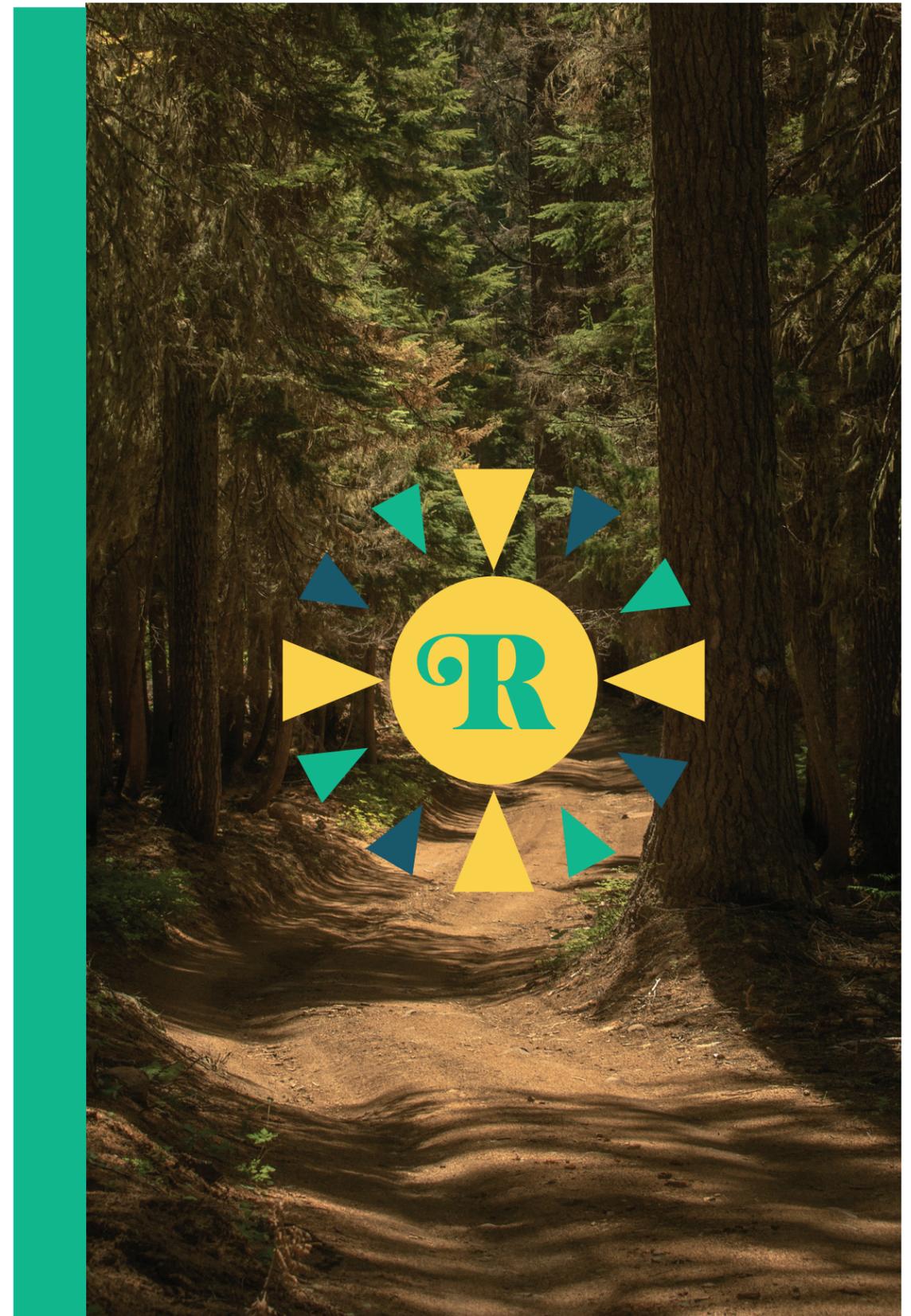


ALL INTELLECTUAL PROPERTY RESERVED / 2020



MEDIA BUYS & PLACEMENT

Media Partner	Media	Ad size	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
Facebook.com/experiencerosburg	Social	-	Street Date	In distribution	In distribution	In distribution	In distribution	Advertising Budget	Advertising Budget	In distribution	In distribution	In distribution	Advertising Budget	Advertising Budget
Instagram.com/experiencerosburg	Social	-	Street Date	In distribution	In distribution	In distribution	In distribution	Advertising Budget	Advertising Budget	In distribution	In distribution	In distribution	Advertising Budget	Advertising Budget
YouTube.com/experiencerosburg	Social	-					Street Date	In distribution	In distribution	Street Date				
ExperienceRoseburg.com	Digital	entire site							Mar 28	In distribution				
Eugene Airport	OOH/Digital	:10								Advertising Budget				
Pacific Outdoor - I-5 @ Salem	OOH/Digital	14'x48'								Advertising Budget				
Lamar - I-5 @ Salem	OOH/Digital	10'6" x 36"								Advertising Budget				
UV Magazine, AHM Brands (visitor guide)	Print, Digital	full page, back cover							Advertising Budget	In distribution	In distribution	In distribution	In distribution	Advertising Budget
UV Magazine, AHM Brands (visitor guide)	Print, Digital	Feature Story							Advertising Budget	In distribution	In distribution	In distribution	In distribution	Advertising Budget
UV Magazine, AHM Brands (visitor guide)	Print, Digital	2 Short Stories							Advertising Budget	In distribution	In distribution	In distribution	In distribution	Advertising Budget
Certified Folder - UV Magazine throughout Oregon, est. 1000 locations	Distribution	-							Advertising Budget	In distribution	In distribution	In distribution	Advertising Budget	Advertising Budget
Travel Oregon Visitor Guide 2020	Print	full page							Advertising Budget	In distribution				
TravelOregon.com	Digital	Square 300x250, basic bundle							Advertising Budget	In distribution	In distribution	In distribution		
OTIS Listings: TravelOregon.com	Digital	Roseburg Listings	120	120	120	120	130; 1 rev, 10 new	130	130	130; 3 rev, 12 new	130			
Travel Southern Oregon Visitor Guide 2020	Print	full page							Advertising Budget		In distribution	In distribution	In distribution	In distribution
SouthernOregon.org (Travel Southern Oregon website)	Digital	Run of Site Footer 3rd pos. 730x90							Advertising Budget	In distribution				
Travel Southern Oregon E-News	Digital	Small Tile 200x128 + 3 lines copy								May 14				Aug tbd
Oregon Festivals & Events Calendar 2020	Print	5 event listings			Advertising Budget		Street Date	In distribution						
OregonFestivals.org	Digital	logo, listings			Advertising Budget		Street Date	In distribution						
Sponsorship - Travel Southern Oregon Symposium	Direct Mail, Digital	logo			Advertising Budget		Street Date	Advertising Budget						
Great Umpqua Food Trail 2.0; Travel Oregon	Collateral, Digital, Social	logo										Advertising Budget	In distribution	In distribution
GUFT 2.0 in Travel Southern Oregon Visitor Guide 2020	Print	full page										Advertising Budget	In distribution	In distribution
Google DMO Project	Digital	Google Business Listings												
Oregon Business Magazine, May 2020	Print	FREE 1/9th pg, full color								Street Date				
Oregon Home Magazine, Summer 2020	Print	FREE 1/9th pg, full color											Street Date	In distribution



NEW RESOURCE TOOL FROM TRAVEL SOUTHERN OREGON

WHO AND HOW MANY ARE VISITING

Total number of visitors to your community as a whole and to specific venues within your community that you choose.

VISITOR SPENDING

Cell phone GPS data combined with credit card spending and demographic data identifies:

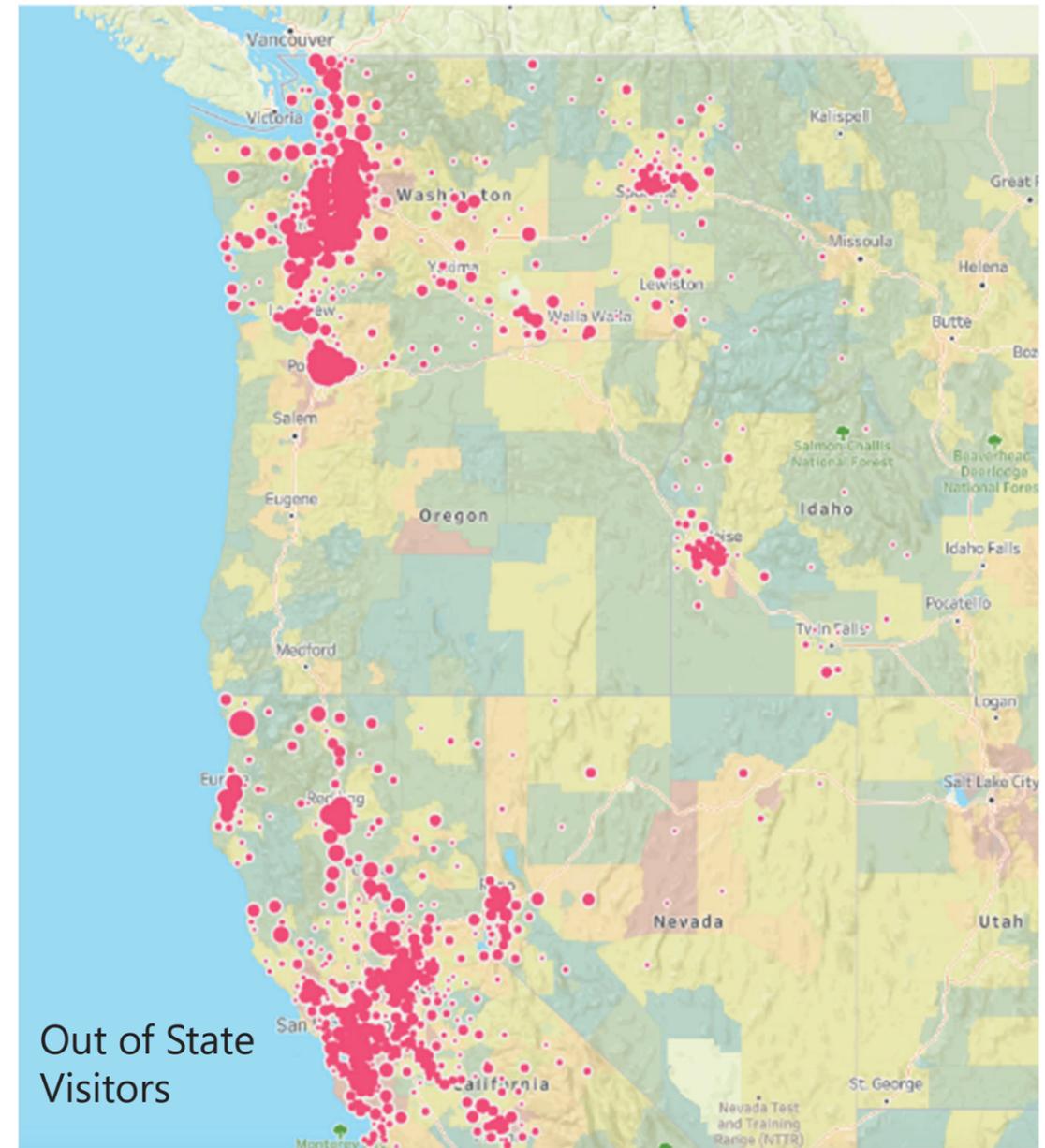
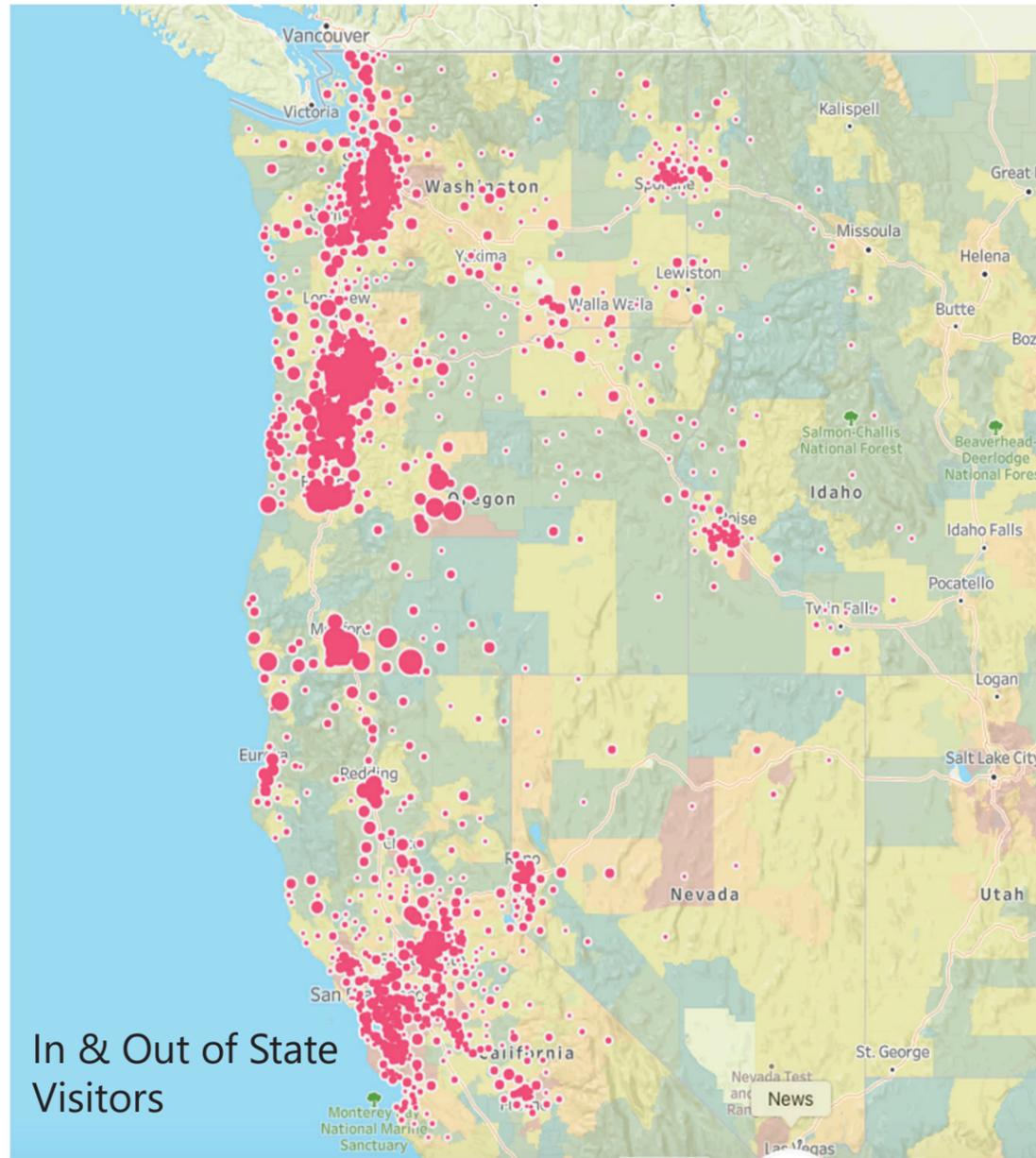
- City, zip code and demographics of top spenders
- Spending by category (retail, restaurants, rentals, sporting goods, accommodations, etc.)
- Breakdown of spending between locals, regional visitors and tourists

MOST POPULAR ATTRACTIONS

Cell phone GPS data learns which attractions are most popular, how many visitors go and how long they stay

Ref: SeeSource.com

US Map of Total Unique Visitors 50-500 miles from Roseburg | Jan 2018 – Dec 2019



Zip Codes of Visitors coming to Roseburg Jan 2018 – Dec 2019

Zip Code	State Abbr	City Name	Roseburg Hotel Clus..
97504	OR	Medford	3,721
97501	OR	Medford	3,221
97402	OR	Eugene	2,864
97526	OR	Grants Pass	2,748
97502	OR	Central Point	2,735
97603	OR	Klamath Falls	2,556
97527	OR	Grants Pass	2,407
97303	OR	Salem	2,264
97477	OR	Springfield	2,100
97478	OR	Springfield	2,002
97401	OR	Eugene	1,812
97045	OR	Oregon City	1,713
97756	OR	Redmond	1,712
98682	WA	Vancouver	1,618
97302	OR	Salem	1,618
97080	OR	Gresham	1,587
97124	OR	Hillsboro	1,568
97355	OR	Lebanon	1,567
97322	OR	Albany	1,504
97404	OR	Eugene	1,487
97601	OR	Klamath Falls	1,456
97304	OR	Salem	1,454
97305	OR	Salem	1,454
97229	OR	Portland	1,451

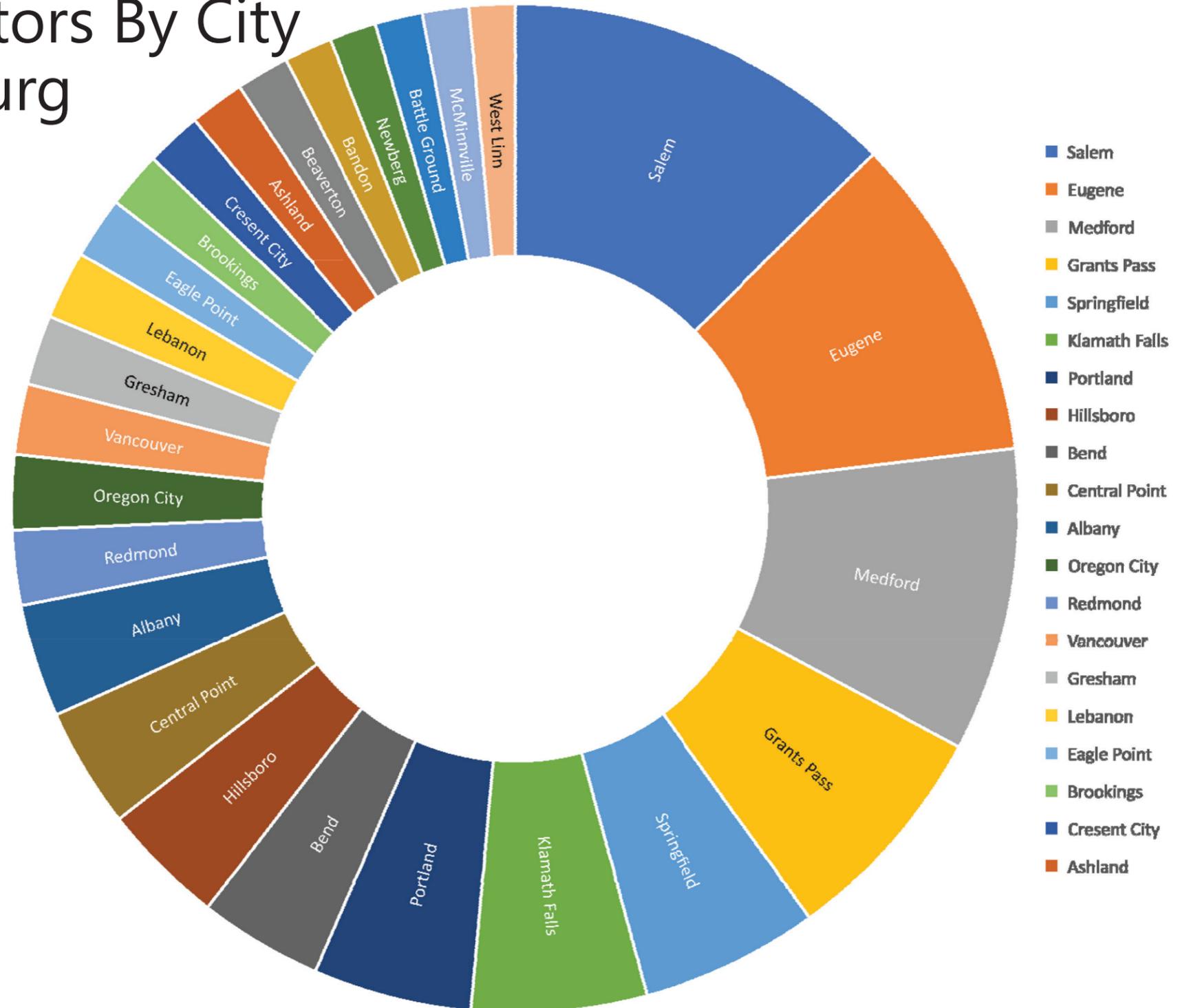
97701	OR	Bend	1,424
97524	OR	Eagle Point	1,422
97702	OR	Bend	1,362
97405	OR	Eugene	1,324
97415	OR	Brookings	1,292
95531	CA	Crescent City	1,278
97520	OR	Ashland	1,263
97123	OR	Hillsboro	1,261
97007	OR	Beaverton	1,210
97301	OR	Salem	1,149
97266	OR	Portland	1,113
97411	OR	Bandon	1,100
97321	OR	Albany	1,084
97132	OR	Newberg	1,083
98604	WA	Battle Ground	1,082
97230	OR	Portland	1,068
97128	OR	Mcminnville	1,063
97306	OR	Salem	1,048
97068	OR	West Linn	1,047

Zip Codes of Out of State Visitors coming to Roseburg Jan 2018 – Dec 2019

Zip Code	State Abbr	City Name	Roseburg Hotel Clus..
98682	WA	Vancouver	1,618
95531	CA	Crescent City	1,278
98604	WA	Battle Ground	1,082
98632	WA	Longview	985
98684	WA	Vancouver	952
98661	WA	Vancouver	938
98012	WA	Bothell	905
96003	CA	Redding	905
98052	WA	Redmond	824
96002	CA	Redding	792
98662	WA	Vancouver	776
98607	WA	Camas	772
96001	CA	Redding	760
95993	CA	Yuba City	743
98664	WA	Vancouver	726
98671	WA	Washougal	712
95991	CA	Yuba City	712
98387	WA	Spanaway	691
98503	WA	Lacey	678
98665	WA	Vancouver	677
98683	WA	Vancouver	662
98685	WA	Vancouver	660
98501	WA	Olympia	631
98642	WA	Ridgefield	630
95670	CA	Rancho Cordova	626

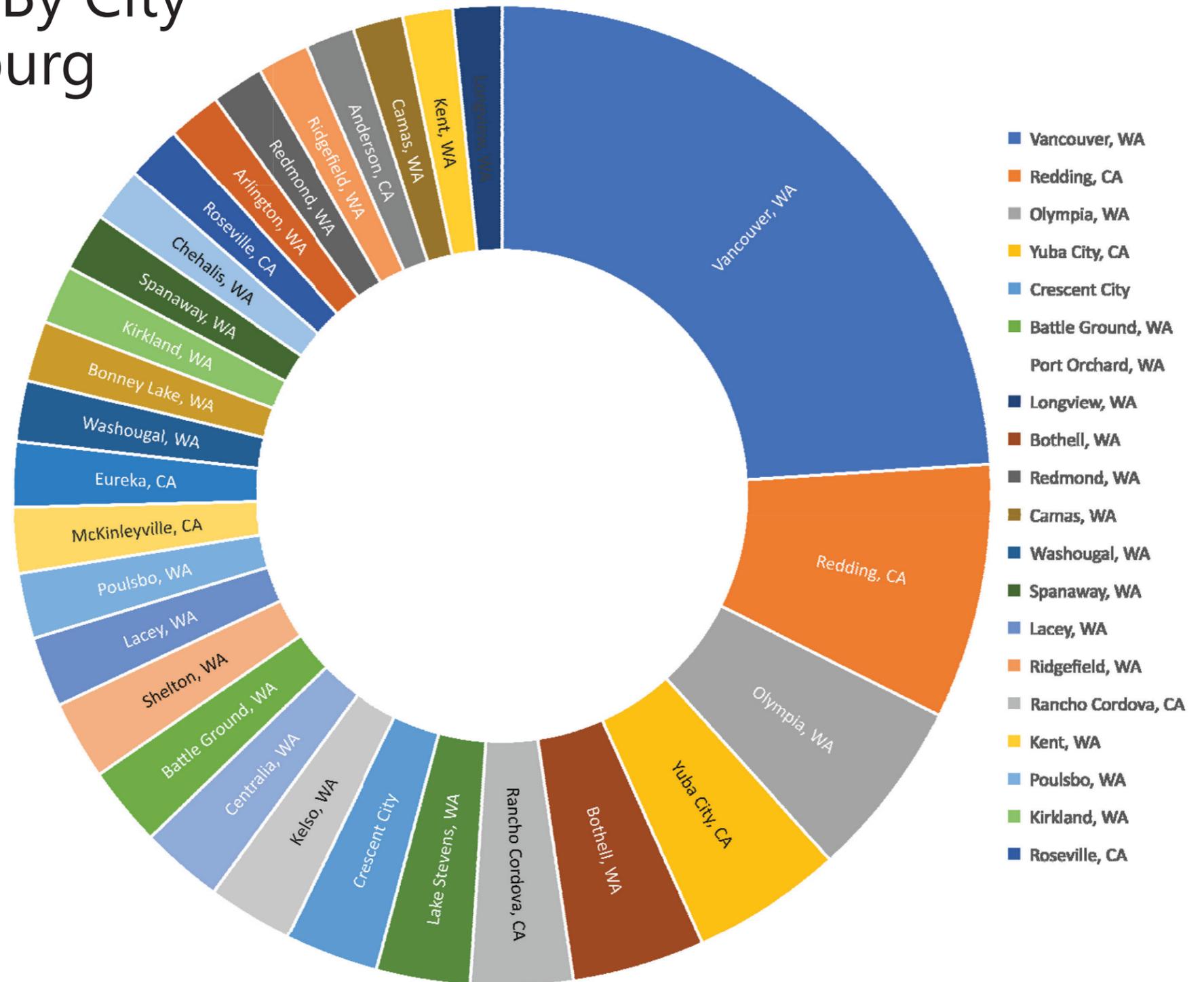
98042	WA	Kent	589
98370	WA	Poulsbo	583
98513	WA	Olympia	565
98034	WA	Kirkland	564
98502	WA	Olympia	532
95747	CA	Roseville	532
98223	WA	Arlington	516
98367	WA	Port Orchard	513
96007	CA	Anderson	513
98391	WA	Bonney Lake	503
95503	CA	Eureka	500
98258	WA	Lake Stevens	497
98531	WA	Centralia	493
98584	WA	Shelton	483
98626	WA	Kelso	482
98366	WA	Port Orchard	482
95519	CA	Mckinleyville	480
98532	WA	Chehalis	474

Top In & Out of State Visitors By City 50-500 miles from Roseburg Jan 2018 – Dec 2019



Data supplied by Travel Southern Oregon

Top Out of State Visitors By City 50-500 miles from Roseburg Jan 2018 – Dec 2019



Data supplied by Travel Southern Oregon



Days in Area: In & Out of State Visitors

<u>Jan - Dec 2018</u>	<u>Jan - Dec 2019</u>	
2.03	2.06	Medford / Jacksonville Hotel Cluster
2.02	2.03	Seven Feathers RV Resort
2.04	2.00	Klamath Falls Hotel Cluster
1.99	1.96	Roseburg Hotel Cluster
1.77	1.84	Ashland Hotel Cluster
1.80	1.82	Seven Feathers Casino Resort
1.78	1.79	Grants Pass Hotel Cluster
1.22	1.24	Lithia Park
1.21	1.21	Crater Lake National Park
1.08	1.06	Wildlife Safari
1.13	1.04	Oregon Caves National Monument
1.55	1.00	Steamboat Inn



Days in Area: In & Out of State Visitors

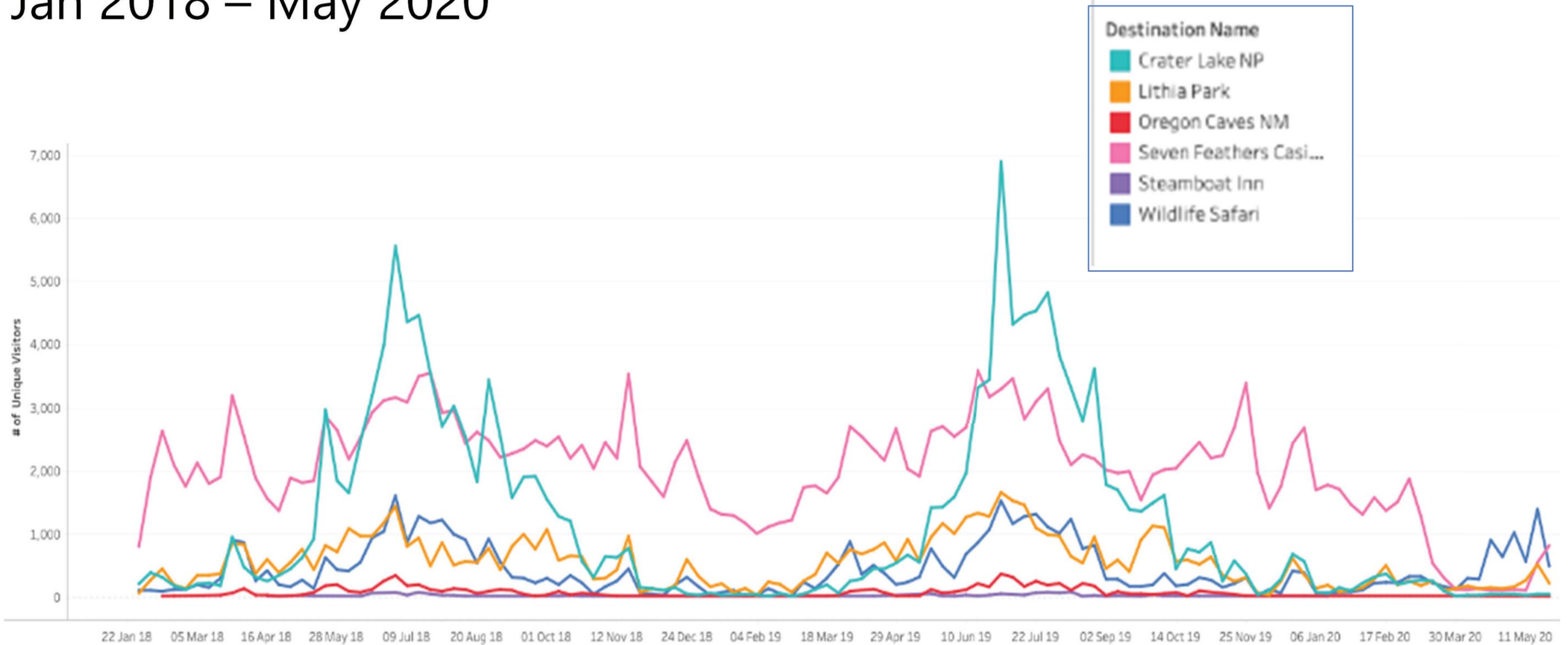
	<u>Jan - Dec 2018</u>	<u>Jan - Dec 2019</u>	
ATTRACTIONS	2.02	2.03	Seven Feathers RV Resort
	1.80	1.82	Seven Feathers Casino Resort
	1.22	1.24	Lithia Park
	1.21	1.21	Crater Lake National Park
	1.08	1.06	Wildlife Safari
	1.13	1.04	Oregon Caves National Monument
	1.55	1.00	Steamboat Inn
CITIES	<u>Jan - Dec 2018</u>	<u>Jan - Dec 2019</u>	
	2.03	2.06	Medford / Jacksonville Hotel Cluster
	2.04	2.00	Klamath Falls Hotel Cluster
	1.99	1.96	Roseburg Hotel Cluster
	1.77	1.84	Ashland Hotel Cluster
1.78	1.79	Grants Pass Hotel Cluster	



Monthly # of Unique Out of State Visitors

DESTINATIONS: Crater Lake, Wildlife Safari, Seven Feathers Casino Resort, Steamboat Inn, Oregon Shakespeare Festival, Oregon Caves

Jan 2018 – May 2020



Data supplied by Travel Southern Oregon

Top States by Point of Interest for Out of State Visitors

DESTINATIONS: Crater Lake, Wildlife Safari, Seven Feathers Casino Resort, Steamboat Inn, Oregon Shakespeare Festival, Oregon Caves

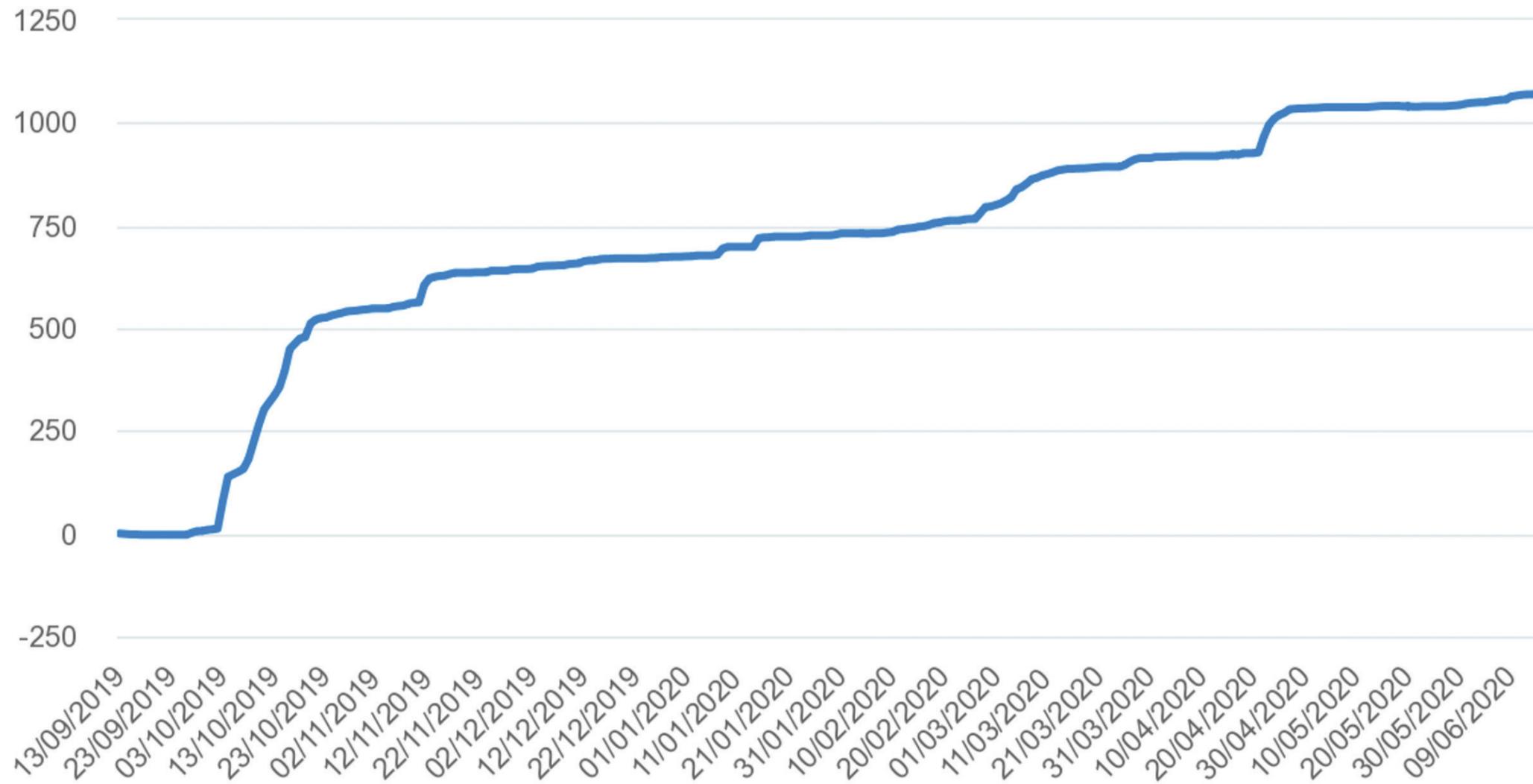
Jan 2018 – May 2020

State	Crater Lake National Park	Lithia Park	Oregon Caves National Monument	Seven Feathers Casino Resort	Steamboat Inn	Wildlife Safari
California	73,576	48,856	4,571	102,894	493	23,795
Washington	53,081	9,970	2,684	81,752	588	26,758
Idaho	8,448	903	386	4,571	90	2,086
Utah	4,571					
Nevada	4,571	2,216	152	4,571	48	1,406
Montana	1,388	122		644	13	307

Facebook Audience

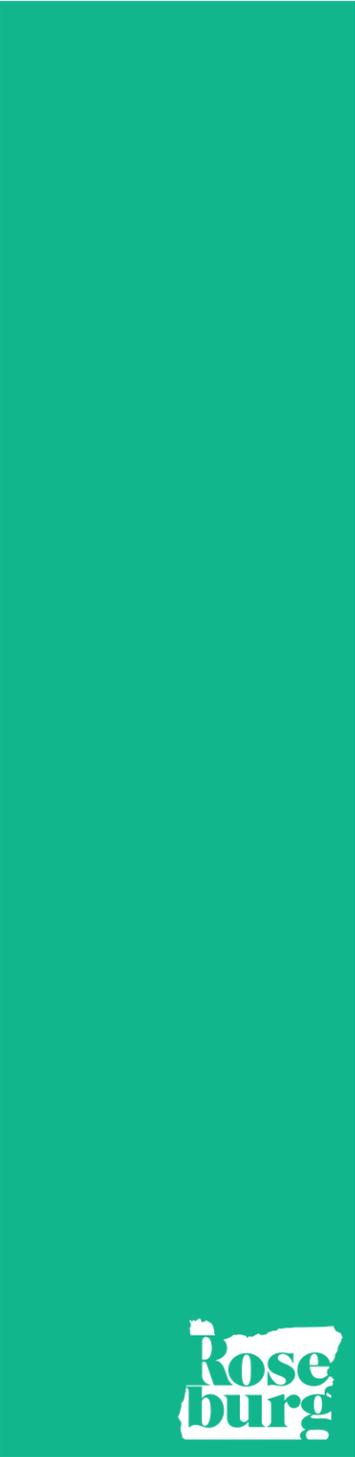
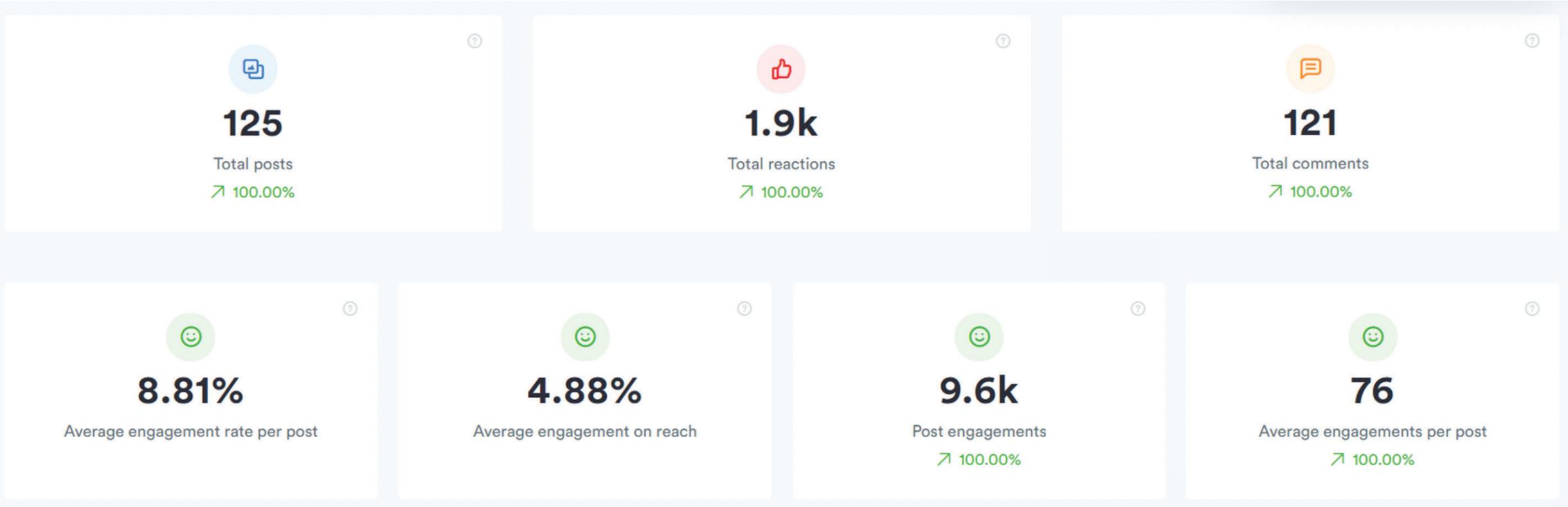
Jun 1, 2019 - Jun 16, 2020

Fan growth



Facebook Audience

Jun 1, 2019 - Jun 16, 2020



Facebook Audience

Jun 1, 2019 - Jun 16, 2020

Page Fans Age & Gender

PAGE FANS BY GENDER

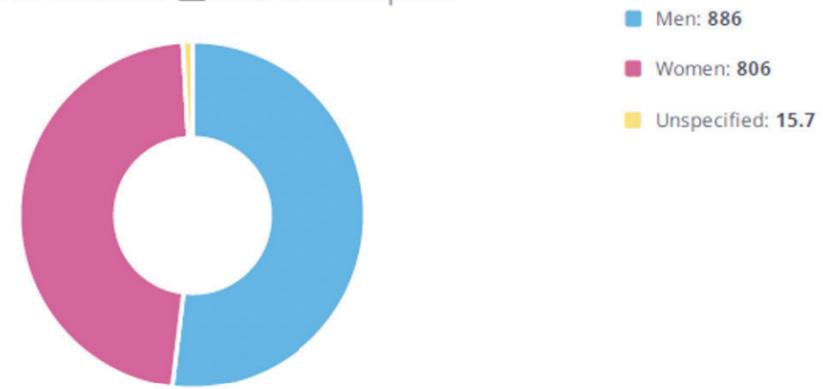


PAGE FANS BY AGE & GENDER

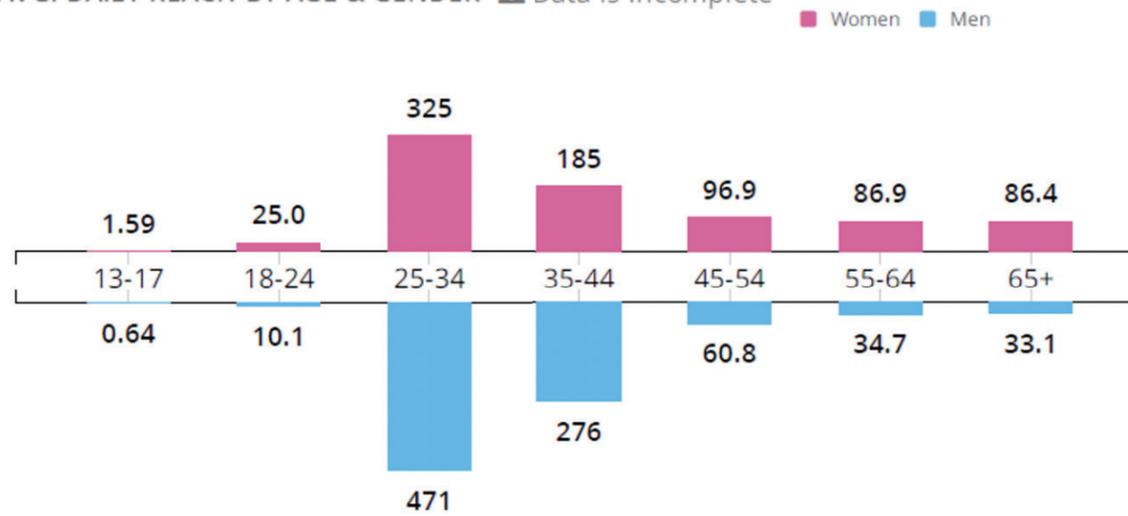


Presence Reach Age & Gender

AVG. DAILY REACH BY GENDER ⚠ Data is Incomplete



AVG. DAILY REACH BY AGE & GENDER ⚠ Data is Incomplete



Facebook Audience

Jun 1, 2019 - Jun 16, 2020

Page Fan Locations

PAGE FANS BY COUNTRY



Presence Reach Locations

AVG. DAILY REACH BY COUNTRY



PAGE FANS BY CITY



AVG. DAILY REACH BY CITY



Facebook Audience

Jun 1, 2019 - Jun 16, 2020

Page Fans

PAGE FANS

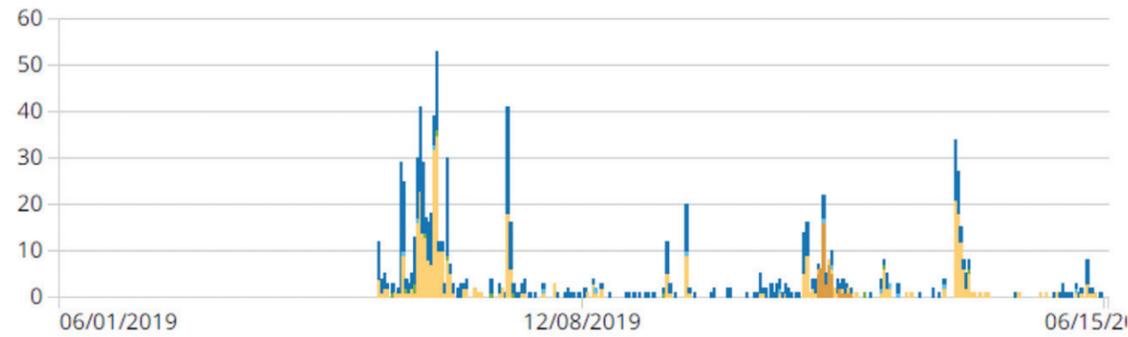
1.07k

--% vs. previous period

NEW PAGE FANS BY SOURCE

Ads	48	Search	13
News Feed	400	Suggestions	14
Restored	0	Your Page	442

FAN ADDS BY DAY



Presence Impressions

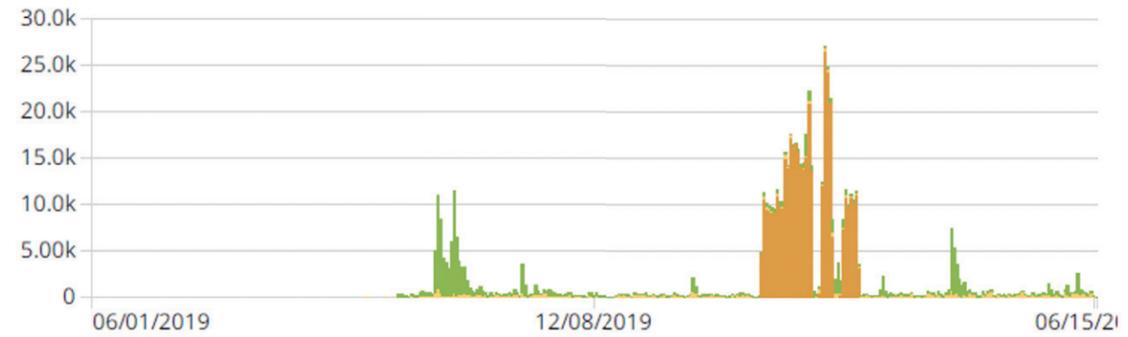
PRESENCE IMPRESSIONS

--% vs. previous period

IMPRESSIONS BY SOURCE

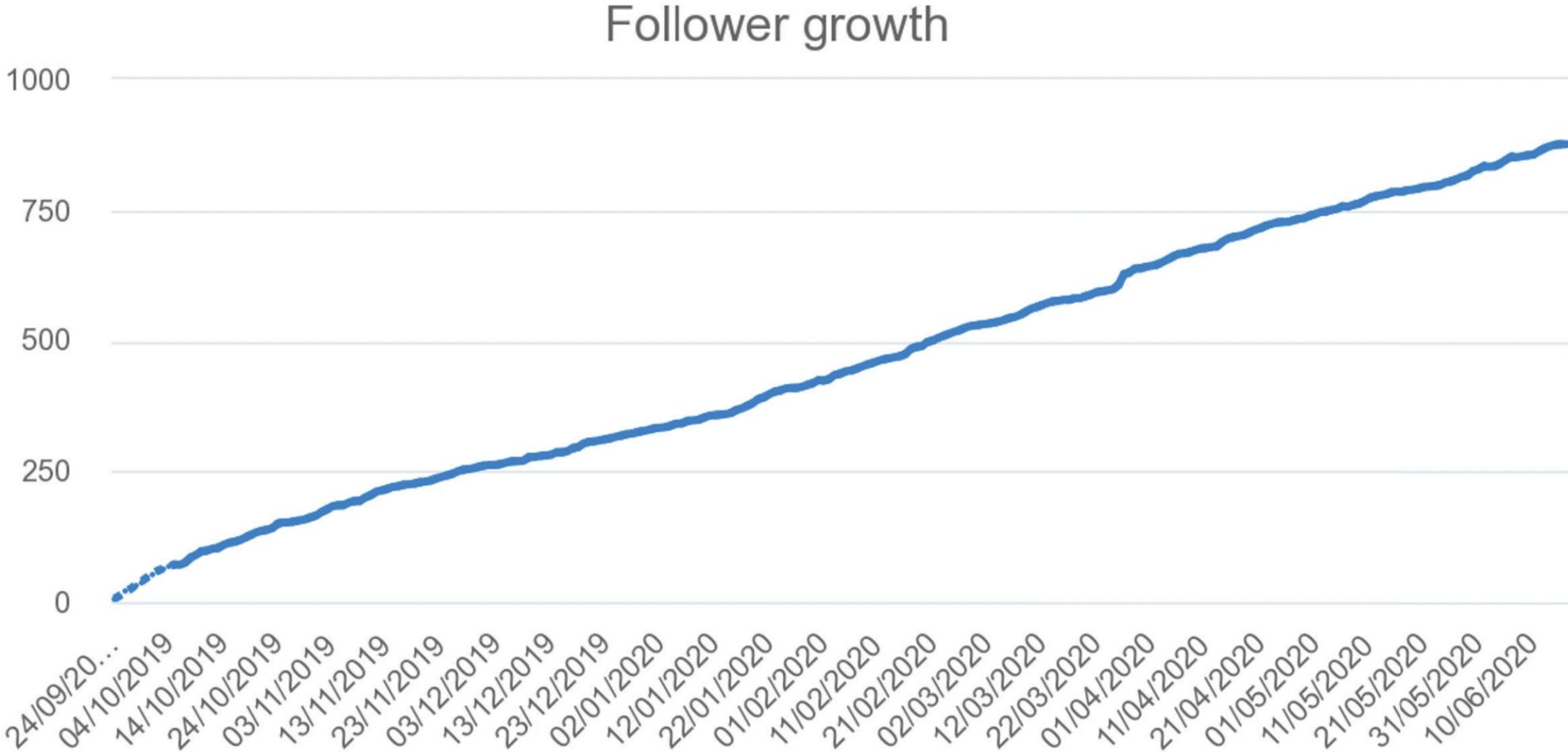
Paid	--
Organic	--
Viral	--

PRESENCE IMPRESSIONS BY DAY



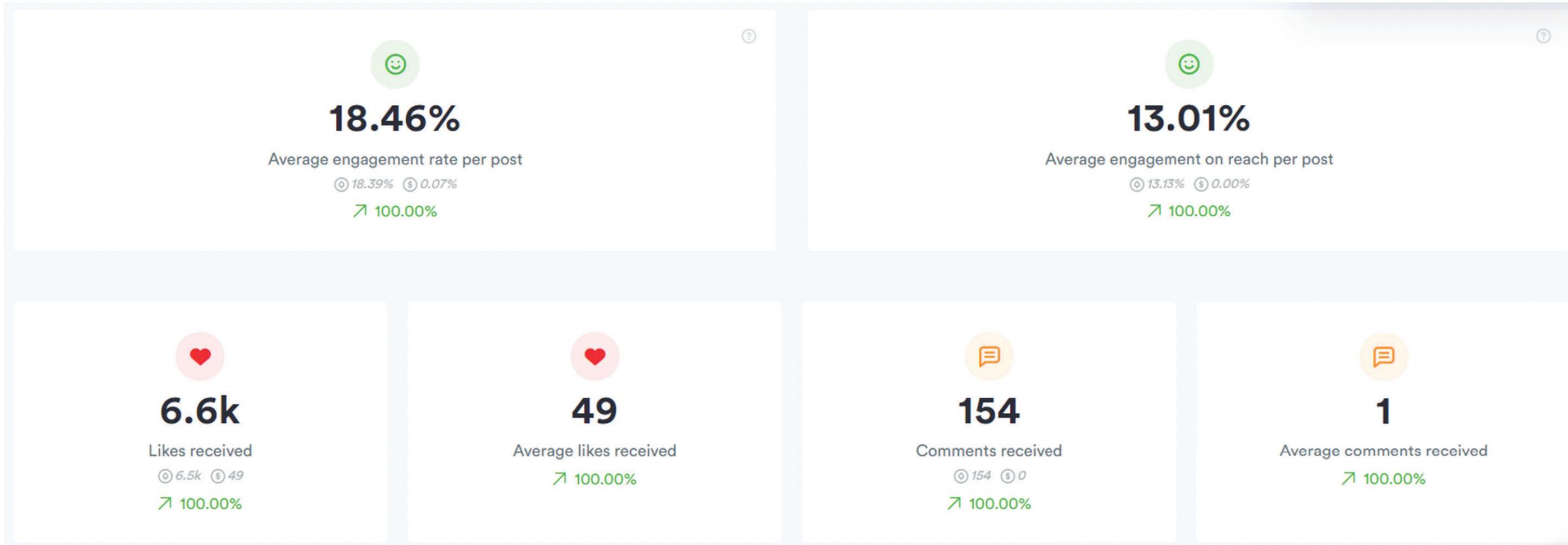
Instagram Audience

Jun 1, 2019 - Jun 16, 2020



Instagram Audience

Jun 1, 2019 - Jun 16, 2020



Instagram Audience

Jun 1, 2019 - Jun 16, 2020

Follower Age & Gender

FOLLOWERS BY GENDER

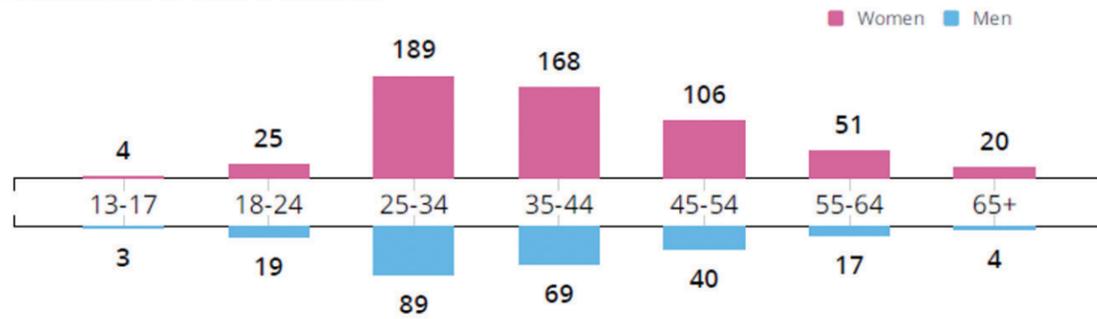


Follower Locations

FOLLOWERS BY COUNTRY



FOLLOWERS BY AGE & GENDER



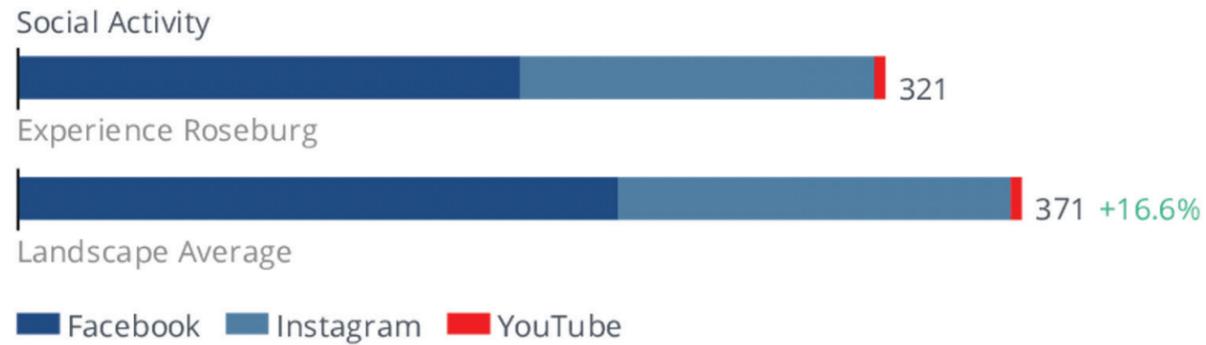
FOLLOWERS BY CITY



Social Activity

Jun 1, 2019 - Jun 16, 2020

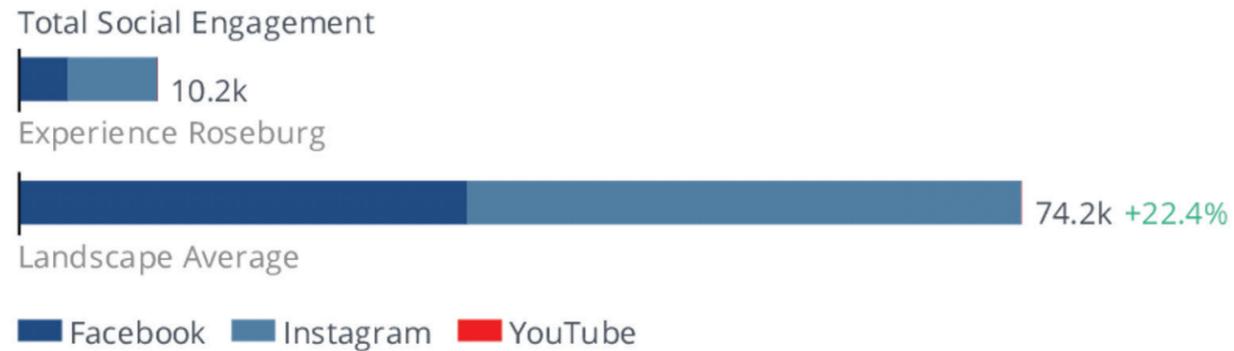
🚩 Experience Roseburg was below average for Total Social Activity, ranking 4th of 8. Visit Bend Oregon leads with 842 posts.



Social Engagement

Jun 1, 2019 - Jun 16, 2020

🚩 Experience Roseburg was below average for Total Social Engagement, ranking 7th of 8. Visit Bend Oregon leads with 385,638 interactions.



Experience Roseburg at a Glance

Jun 1, 2019 - Jun 16, 2020

YOUR POSTS PER DAY

0.84

Landscape Avg: 0.92

YOUR ENG. RATE

5.21%

Landscape Avg: 0.44%

YOUR POSTS WITH HASHTAGS

48.9%

Landscape Avg: 45.5%

YOUR TOP HOUR OF DAY

10pm PDT

Landscape Top: 1am PDT



Activity & Engagement

Jun 1, 2019 - Jun 16, 2020

YOUR POSTS IN PERIOD

321

Landscape Avg: 352

YOUR ENG. RATE

5.21%

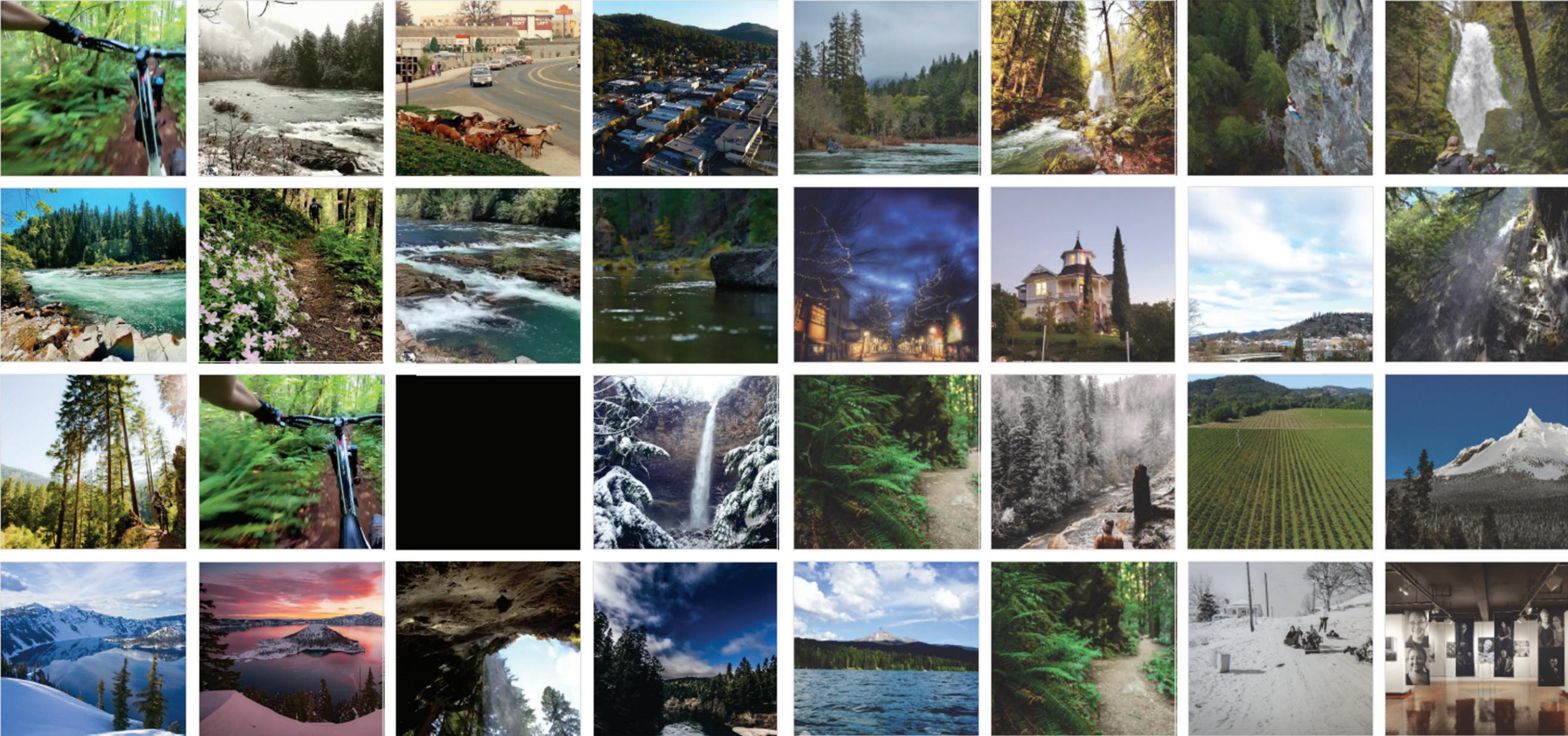
Landscape Avg: 0.44%

Company	Posts	Eng. Rate By Follower
 1. Travel Grants Pass	212	5.35%
 2. Experience Roseburg	321	5.21%
 3. Bandon	44	3.65%
 4. Walla Walla	172	1.09%
 5. Visit Roseburg	304	0.58%
 6. Travel Medford	598	0.53%
 7. Visit Bend Oregon	643	0.38%
 8. Southern Oregon	524	0.33%



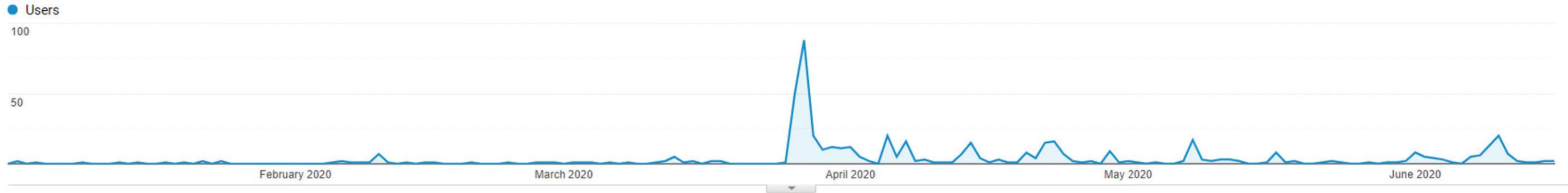
Top Posts (by total engagement)

Jun 1, 2019 - Jun 16, 2020



Website Referrals (from social media)

Jun 1, 2019 - Jun 16, 2020



Primary Dimension: Social Network Landing Page Other

Social Network	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	460 % of Total: 27.83% (1,653)	441 % of Total: 26.86% (1,642)	571 % of Total: 22.34% (2,556)	55.87% Avg for View: 53.48% (4.46%)	2.65 Avg for View: 3.33 (-20.26%)	00:01:43 Avg for View: 00:03:34 (-51.73%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Facebook	405 (87.66%)	387 (87.76%)	490 (85.81%)	59.39%	2.61	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Instagram	45 (9.74%)	42 (9.52%)	65 (11.38%)	27.69%	3.03	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. LinkedIn	6 (1.30%)	6 (1.36%)	7 (1.23%)	57.14%	2.57	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Pinterest	4 (0.87%)	4 (0.91%)	4 (0.70%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Instagram Stories	1 (0.22%)	1 (0.23%)	1 (0.18%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Paid Promotions

Jun 1, 2019 - Jun 16, 2020

Campaigns ⓘ

Export ▾

SPEND IN USD



- Brand awareness **\$1,000**
- Instagram Post: Love mountain biking?... **\$119**
- Post: "Love mountain biking? The NUT (... **\$81**
- Post: "Looking for some fun in the snow... **\$50**
- [03/03/2020] Promoting Experience Ros... **\$50**
- Other **\$49**



No significant outliers or highlights for this data.
Try filtering your view to a single Objective or Campaign.

Name	Spend ▾	Imp.	Frequency	Click-through rate	Results	Cost per Result
● Brand awareness	\$1,000.00	337k	2.54	 0.42%	14.0k Estimated Ad Recallers	 \$0.07 Cost per Estimated Ad Recallers
● Instagram Post: Love mountain biking? The NUT...	\$119.48	48.2k	2.19	 0.21%	100 Link Clicks	 \$1.19 Cost per Link Click
● Post: "Love mountain biking? The NUT (North Umpqua..."	\$81.48	9.57k	1.96	 0.64%	336 Post Engagements	 \$0.24 Cost per Post Engagement
● Post: "Looking for some fun in the snow? One of the..."	\$50.00	5.66k	1.69	 0.72%	200 Post Engagements	 \$0.25 Cost per Post Engagement

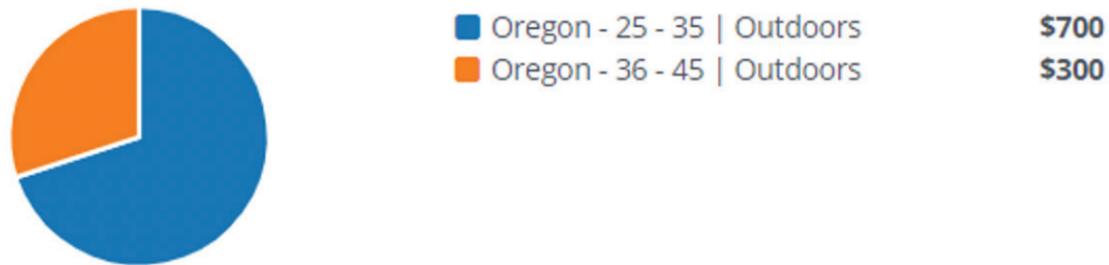
Paid Promotions

Jun 1, 2019 - Jun 16, 2020

<p>CPM ⓘ</p> <h2>\$2.97</h2> <p>Total Spent: \$1,000.00</p>	<p>FREQUENCY ⓘ</p> <h2>2.54</h2> <p>Impressions: 337k</p>	<p>CLICK-THROUGH RATE ⓘ</p> <h2>0.42%</h2> <p>Clicks: 1.43k</p>	<p>COST PER RESULT ⓘ</p> <h2>\$0.07</h2> <p>Total Results: 14.0k</p>
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Ad Sets ⓘ

SPEND IN USD



No significant outliers or highlights for this data.

Name	Spend	Imp.	Frequency	Click-through rate	Results	Cost per Result
● Oregon - 25 - 35 Outdoors	\$700.00	251k	3.09	0.40%	8.34k Estimated Ad Recallers	\$0.08 Cost per Estimated Ad Recallers
● Oregon - 36 - 45 Outdoors	\$300.00	86.4k	1.66	0.50%	5.85k Estimated Ad Recallers	\$0.05 Cost per Estimated Ad Recallers

Paid Promotions

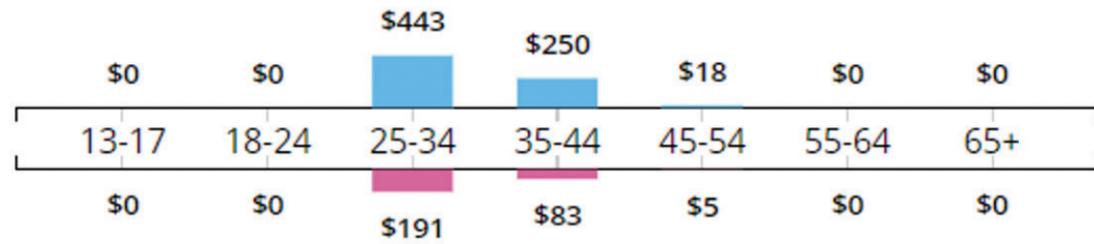
Jun 1, 2019 - Jun 16, 2020

Age & Gender ⓘ

Export ▾

SPEND IN USD

Women Men



UNDERPERFORMER ⓘ

Male 25-34 has a Cost per Result 44% higher than the average of \$0.07.

TOP PERFORMER ⓘ

Female 35-44 has a Cost per Result 44% lower than the average of \$0.07.

Name	Spend	Imp.	Frequency	Click-through rate	Results	Cost per Result
Male 25-34 <i>Underperformer</i>	\$443.02	154k	3.48	0.41%	4.32k Estimated Ad Recalls	\$0.10 Cost per Estimated Ad Recalls
Male 35-44	\$249.82	71.6k	1.86	0.42%	4.15k Estimated Ad Recalls	\$0.06 Cost per Estimated Ad Recalls
Female 25-34	\$191.33	74.7k	2.59	0.37%	3.10k Estimated Ad Recalls	\$0.06 Cost per Estimated Ad Recalls
Female 35-44 <i>Top Performer</i>	\$82.79	26.5k	1.72	0.63%	2.06k Estimated Ad Recalls	\$0.04 Cost per Estimated Ad Recalls

WEB STATS (AUDIENCE)

City	Users	% Users
1. Roseburg	432	27.14%
2. (not set)	140	8.79%
3. Beaverton	118	7.41%
4. Bellevue	58	3.64%
5. Tucson	50	3.14%
6. Eugene	38	2.39%
7. Medford	28	1.76%
8. Glide	22	1.38%
9. Marana	20	1.26%
10. Irvine	19	1.19%

Browser	Users	% Users
1. Chrome	616	40.61%
2. Safari	400	26.37%
3. Safari (in-app)	214	14.11%
4. Firefox	87	5.74%
5. Android Webview	81	5.34%
6. Edge	57	3.76%
7. Internet Explorer	26	1.71%
8. Samsung Internet	17	1.12%
9. UC Browser	14	0.92%
10. Amazon Silk	4	0.26%

Operating System	Users	% Users
1. iOS	572	37.71%
2. Windows	436	28.74%
3. Android	276	18.19%
4. Macintosh	217	14.30%
5. Linux	12	0.79%
6. Chrome OS	4	0.26%



WEB STATS (VIEWS)

 All Users
100.00% Users

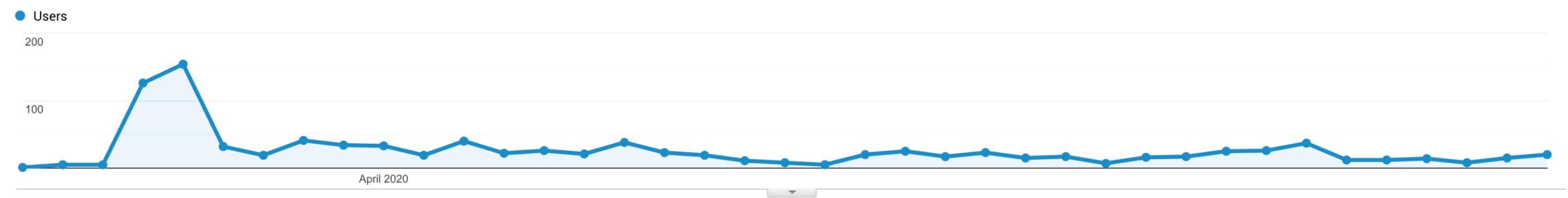
 + Add Segment

Mar 23, 2020 - Apr 30, 2020

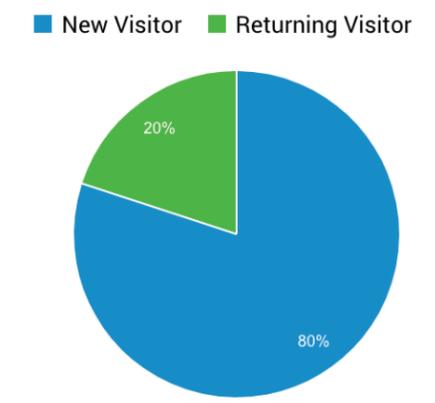
Overview

Users vs. [Select a metric](#)

Hourly Day Week Month



Users 786	New Users 761	Sessions 1,216	Number of Sessions per User 1.55	Pageviews 4,089	Pages / Session 3.36
Avg. Session Duration 00:03:17	Bounce Rate 47.62%				



WEB STATS (VIEWS)

All Users
 100.00% Users

 + Add Segment

May 1, 2020 - May 31, 2020 ▾

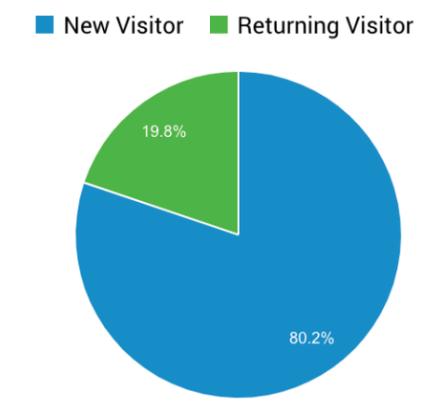
Overview

Users ▾ vs. [Select a metric](#)

Hourly **Day** Week Month



Users 404	New Users 368	Sessions 581	Number of Sessions per User 1.44	Pageviews 2,305	Pages / Session 3.97
Avg. Session Duration 00:04:04	Bounce Rate 50.60%				



FINANCIALS TO DATE

	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	
Income												
Total Income	\$50,000.00		\$112,500.00			\$ 112,500.00				\$ 112,500.00		\$387,500.00
Expenses												
Operational Expenses		\$ 1,618.00			\$ 425.00	\$ 1,738.75		\$ 96.87				\$ 3,878.62
Visitor Center			\$ 94.70	\$ 30.42	\$ 13.74	\$ 2,560.21	\$ 14.50	\$ 13.99	\$ 13.48	\$ 27.37		\$ 2,768.41
Marketing	\$ 7,534.50	\$10,934.39	\$ 20,287.20	\$20,383.65	\$10,535.00	\$ 32,193.84	\$20,265.55	\$22,586.55	\$54,174.85	\$ 12,730.25		\$211,625.78
Website	\$ 3,497.88	\$ 3,170.00	\$ 3,635.00	\$ 3,115.00	\$ 4,337.50	\$ 58,140.00	\$16,119.31	\$ 7,366.40	\$ 1,455.00	\$ 1,891.25		\$102,727.34
Public/Industry Relations	\$ 4,448.23	\$ 5,133.18	\$ 130.00	\$ 763.75	\$ 141.99	\$ 1,719.36	\$ 563.55	\$ 6,487.50	\$ 373.75	\$ 159.40		\$ 19,920.71
Advertising	\$ 1,500.00	\$ 1,625.00	\$ 2,250.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 2,183.20	\$ 6,982.40	\$17,750.67	\$ 8,556.00		\$ 45,347.27
Total Expenses	\$16,980.61	\$22,480.57	\$ 26,396.90	\$25,792.82	\$16,953.23	\$ 97,852.16	\$39,146.11	\$43,533.71	\$73,767.75	\$ 23,364.27	0	\$386,268.13

