

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION

Tuesday, January 12, 2021

Electronic Meeting – 3:30pm

Public Access – Facebook Live at [www.Facebook.com/CityofRoseburg](https://www.facebook.com/CityofRoseburg)

✓
1-8-2021

Comments on agenda items only can be provided via e-mail to the Community Development Department General
E-mail at cdd@cityofroseburg.org prior to 12:00pm on Tuesday, January 12, 2021.

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. October 13, 2020 – Economic Development Commission
- IV. AUDIENCE PARTICIPATION: E-mail Submittals/See Information on the Reverse
- V. DISCUSSION ITEMS:
 A. Coronavirus Relief Fund Update
 Nikki Messenger – City Manager
 Theresa Haga – Executive Director, CCD Business Development Corporation
- VI. INFORMATIONAL
 A. Partnership Report
 B. Experience Roseburg Report
- VII. BUSINESS FROM THE COMMISSION
- VIII. BUSINESS FROM STAFF
- IX. NEXT SCHEDULED MEETING – April 13, 2021
- X. ADJOURNMENT

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

AUDIENCE PARTICIPATION INFORMATION

The Roseburg Economic Development welcomes and encourages participation by citizens at all our meetings. To allow the Commission to deal with business on the agenda in a timely fashion, we ask that anyone wishing to address the Commission follow these simple guidelines:

Persons providing comments via e-mail to the Commission must include their name and address for the record, including whether or not they are a resident of the City of Roseburg. Anyone wishing to provide comments on an agenda item may do so by e-mailing the Community Development Department at cdd@cityofroseburg.org prior to 12:00pm on January 12, 2021. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
October 13, 2020

CALL TO ORDER

Chair Brian Prawitz called the Zoom meeting of the Economic Development Commission to order at 3:04 p.m.

ROLL CALL

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

Absent Excused: Commissioner Ross

Others Present: Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, City Manager Nicole Messenger, Finance Director Ron Harker, Executive Director Brad Niva from Travel Southern Oregon, Cam Campman, Dani Raines, and Kristi Rifenbark from Anvil Northwest.

APPROVAL OF MINUTES

Commissioner Beach moved to approve the minutes of the July 14, 2020 meeting as submitted. 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.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

DISCUSSION ITEMS

Economic Recovery Efforts – Coronavirus Relief Fund (CRF)

Mr. Cowie updated the Commission surrounding COVID-19 economic recovery activity, specifically Coronavirus Relief Funds (CRF) issued by the State of Oregon to the City. 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.

Last July, Theresa Haga, Executive Director of the Coos, Curry, Douglas (CCD) Business Development Corporation spoke with the Commission regarding the work they were doing to administer economic recovery grant programs to the community. Two of those programs included direct participation with the City. Umpqua Community Action Network (UCAN) received funding and is providing rental and utility payment relief. Both organizations indicated additional funding would be helpful. The City is now in the position to supplement that funding.

On August 24, 2020, City Council adopted Order No. 2020-03, extending the declaration of emergency as a result of COVID-19 through December 31, 2020, unless cancelled sooner by Council. The City qualifies for relief funding and has entered into a grant agreement with the State of Oregon to receive \$771,520 worth of CRF money. Of that, \$70,000 has already been provided to CCD for small business grants. The grant will reimburse the City for eligible expenses related to COVID-19. Eligible expenses are outlined in the grant agreement and are based on the federal guidelines for the CARES Act. Funds must be delivered to those in need prior to December 30, 2020. The emergency declaration provides the City Manager broad authority for spending.

On September 28, 2020, Ms. Messenger presented City Council with a plan to distribute the \$625,000. Council voted to authorize Ms. Messenger to spend the funds in the following manner. The following table indicates maximum allocations to each possible category. The intent is to provide a high degree of flexibility to ensure that staff can react quickly when needs are identified. As a result, the total exceeds \$625,000. Staff will be responsible to ensure that actual expenditures do not exceed the grant amount.

Category	Maximum Amount
City COVID Expenses	Actual
1. Support for Local Businesses	\$250,000
2. Support for Local Citizens	\$250,000
3. Support for Non-Profits	\$200,000
4. Economic Recovery Planning	\$50,000
5. Tourism Recovery	\$50,000

Ms. Messenger shared that it was a scramble to connect with partners in order to distribute funds. CCD did a great job in phase four. The State provided additional funds to organizations that have been successful in distributing funds before releasing the \$550,000. The goal is to distribute a million and a half dollars of funding. The first half million has been delivered. CCD did an outstanding job getting funds delivered to small businesses. UCAN is setup to administer funding to assist with mortgages/rent, which is not based on income. Amy Sowa, City Recorder is preparing applications to go out to nonprofits.

Mr. Cowie shared that Ms. Haga said the City of Roseburg and the Port of Umpqua have assisted in distributing funding.

Chair Prawitz commended the City for being proactive in their assistance.

Roseburg Tourism Grant Program

Mr. Cowie provided an update on the current status of the Tourism Grant Program which is typically offered fall/winter and spring/summer. The grant provides opportunities for individuals or groups looking to promote local tourism within our area. Grant opportunities are made possible due to a portion of the hotel/motel tax being used for this purpose.

Due to COVID-19, the money available within the hotel/motel tax fund appears to be significantly less than what was initially anticipated. As a result, the City has chosen to suspend the tourism grant program for the fall/winter cycle, in order to ensure that there is enough money to meet the contractual agreements the City has, utilizing this same funding. The status of the fund will be re-evaluated in the spring to determine whether or not the City may continue with the grant program during the spring/summer cycle.

Hotel/Motel Tax Update - Ron Harker, Finance Department Director

Mr. Harker updated the Commission on the quarterly remittance the City has received at the time of the meeting involving the hotel/motel lodging tax. A Hotel Tax Analysis was provided which showed the revenue prior to COVID and the decline in revenue due to the COVID impact, resulting in a decrease of \$149,503 in revenue for last quarter ending June 30, 2020. The total decrease in revenue for fiscal year 2020 is \$222,679. At this time, the budget impact for fiscal year 20-21, is a net change of reduction in the balance of \$96,064. Due to the City's contractual obligations the reduction balance will increase.

A discussion ensued regarding the constraints of promoting tourism under the guidelines of Oregon Health Authority during this time of COVID-19 and the effect it is having on revenue.

Statewide & Southern Oregon Tourism Update - Brad Niva, Executive Director - Travel Southern Oregon

Mr. Niva shared the current state of tourism in southern Oregon, as well as statewide and the future of tourism. Travel Southern Oregon works with five counties and seven cities and shared the City's model should be modeled everywhere.

Smith Travel Resource (STR) was discussed. Southern Oregon is trending better than the other areas. Recent data showed Douglas County's occupancy was up 21% compared to other counties.

A new cell phone app was developed to collect data showing how many days someone stays in an area, which showed Wildlife Safari as a popular place to visit during this time of social distancing.

Discussed opportunities and next steps for recovery, including wine and outdoor recreation:

- Developing a cell phone targeted marketing campaign which will launch in winter 2020/2021 for wine tourists who have visited the Willamette Valley, as well as Napa/Sonoma Valley, and continue efforts to align the Umpqua Valley Winegrowers Association.
- Travel Southern Oregon manages 14 air monitors which visitors can view on the live Air Quality Dashboard on their website which assists visitors in selecting a place to visit. This is also accessible through their app.

INFORMATIONAL

Partnership Report

Mr. Cowie stated Mr. Patterson was unable to attend the meeting to provide a verbal report; however, the Partnership Report was available for review in the EDC packet.

Experience Roseburg/Anvil Northwest Report

Mr. Campman provided a power point presentation and financial information. He stated the creative content for 2020 is complete and ready to share; however, with COVID and the wildfires, they were made to think about their content, focus and messaging while keeping public safety in mind.

In 2021, the focus will be on the following:

- Find your _____ campaign (Find a spot that is all yours)
- "Secret Spot" Awareness (Coordinates provided to locate the featured secret spot)
- Public Safety
- Focus on City proper (Downtown will get a lot of love)
- Addition of YouTube (Things to do locally and outside our area)
- Activity Channel "mapped out" (video shared)
- Event Channel (video shared)

Commissioner Beach commended Anvil for producing impressive videos.

Commissioner Zegers agreed the videos are impressive; however, he offered a critique that the sepia tone in the video resembles bad air quality.

Mr. Campman acknowledged the sepi tone and stated he will be mindful of the visual tone when finalizing the video.

Chair Prawitz asked Mr. Campman how he has approached promoting tourism during the difficult times of COVID, wildfires and social unrest.

Mr. Campman shared the internet is volatile right now, so they are mindful to promote responsibly and be cognizant of spatial issues. They were unable to use some of their media content they already had because it didn't fit the social tone.

Ms. Raines provided an update regarding website stats for July 2020-June 2021. She shared that social media was silent during the onset of COVID and the wildfires, and they saw a decline in likes and content. The Travel Southern Oregon website has been steering people to our area.

The Great Umpqua Food Trail was featured on the Experience Roseburg website and trended 4th for the most popular page. The Lavender Farm Festival was also featured.

Ms. Raines stated UV Magazine distribution will increase slightly to Roseburg area businesses, and she is preparing for an article on Cat Skiing Mount Bailey in November's issue of UV magazine.

Commissioner Beach inquired if advertising at the Eugene Airport is expensive. Ms. Raines stated the price is about \$800-\$900. The benefit of advertising at the airport is the high volume of travelers and visibility, especially if Eugene hosts the 2021 Track and Field event. Ms. Raines stated she will try to negotiate a rate change during the COVID crisis.

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

Chair Prawitz commended Anvil for their tremendous work under the current difficult times.

BUSINESS FROM COMMISSION –

Chair Prawitz shared the Festival of Lights will hold their annual event this year while conducting safe practices. Tickets will be sold online and group rides through the park will not be offered this year.

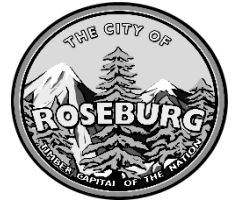
BUSINESS FROM STAFF –

Mr. Cowie thanked Anvil Northwest and Mr. Niva for their informative presentations.

ADJOURNMENT - Meeting adjourned at 5:03 p.m. The next meeting is scheduled for January 12, 2021.

Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION DISCUSSION ITEM SUMMARY



Date: January 12, 2021

To: Economic Development Commission

From: Nikki Messenger, City Manager/Stuart Cowie, Community Development Director

Subject: Coronavirus Relief Funds Update

ISSUE STATEMENT AND SUMMARY

The following is a brief report on the City's distribution of Coronavirus Relief Funds (CRF).

BACKGROUND

On August 10, 2020, City Council received an update that the City had accepted a CRF grant from the State of Oregon with reimbursement up to \$771,520.24. On September 28, 2020, City Council authorized the City Manager to execute agreements necessary to provide CRF funding to qualified community partners to deliver COVID-related programs within the City. On October 13, 2020, the EDC was given a report on current COVID economic recovery items to date. On November 9, 2020, City Council authorized an interfund loan from the Assessment Improvement Fund to the Grant Fund to provide the cash flow needed to implement the CRF grant program.

In order to receive funding, the City entered into an agreement with the State of Oregon. The agreement outlined certain conditions that had to be met by the grantee (City) and any subgrantees. This included things like what the funds could be used for, insurance requirements, timelines for spending funds, and assurances that funds would not be duplicated with other CARES Act funding.

City Council approved the funding maximums listed below:

Category	Maximum Amount
City COVID Expenses	Actual
Support for Local Businesses	\$250,000
Support for Local Citizens	\$250,000
Support for Non-Profits	\$200,000
Economic Recovery Planning	\$50,000
Tourism Recovery	\$50,000

Support for Local Businesses:

CCD Business Development Corporation – The City provided three rounds of funding to CCD totaling \$220,000. Theresa Haga, Executive Director of the CDD will be presenting more with us how CCD deployed these funds.

Roseburg Area Chamber of Commerce – The City provided \$34,100 to the Roseburg Chamber for them to develop and deliver a free PPE and sanitation supply program for local businesses.

Support for Local Citizens:

Many of the items in the non-profit category overlap with this category.

United Community Action Network – The City provided \$75,000 to UCAN to provide the following to Roseburg residents or unhoused living the Roseburg area: Emergency assistance to prevent eviction or foreclosure, emergency assistance to prevent loss of utilities, emergency nutrition assistance and personal protective equipment, and related administrative costs.

Douglas Education Service District – The City provided \$30,000 to Douglas ESD to provide funds and materials to Roseburg childcare providers necessary due to the pandemic. Funds may be used to assist in providing resources for additional staffing, equipment, supplies, PPE, and/or cleaning supplies to meet COVID-related requirements, or additional equipment or internet capacity to facilitate comprehensive distance learning.

Support for Non-Profits

Staff created a simple application and publicized the grant program with a press release and social media posts. A team of four department heads reviewed each of the applications. Any questions raised were sent to the applicants. Some applications were approved as submitted. Others were partially approved, or revisions were requested. Once the process was complete and the applicant submitted their proof of insurance with the City listed as additional insured, agreements were executed and checks were delivered to the agencies.

The City has entered into CRF Funding Agreements with the following non-profits:

Salvation Army – The City provided \$15,000 to the Salvation Army to provide the following types of assistance to COVID-impacted individuals and families within the city: mortgage or rental payment assistance, utility payment assistance, food assistance, temporary shelter.

Peace at Home – The City provided \$15,000 to Peace at Home to provide or support emergency shelter and/or housing (rental assistance) for clients within the City of Roseburg.

St. Vincent de Paul – The City provided \$40,000 to St. Vincent de Paul to provide sanitation services to homeless individuals through the purchase of a two-stall shower trailer with a washer/dryer system.

YMCA of Douglas County – The City provided \$10,000 to the YMCA to provide additional staffing, PPE, materials and supplies required to provide childcare and remote learning assistance related to the current pandemic.

Chadwick Clubhouse – The City provided \$5,000 to the Chadwick Clubhouse to provide one or more of the following to their members: assistance to unhoused individuals, mortgage and/or rental assistance, utility payment assistance, and food assistance.

Roseburg Rescue Mission – The City provided \$20,000 to the Roseburg Rescue Mission to provide services to the homeless, including: providing meals to go, increased COVID-related janitorial expenses and the installation of sneeze guards, and lost income due to required closure of the thrift stores to meet the Governor’s Executive Orders.

Roseburg Senior Center – The City provided \$5,000 to the Roseburg Senior Center to provide low cost meals to the public at the center.

Meals on Wheels – The City provided \$2,000 to Meals on Wheels toward their senior assistance meal program.

Thriving Waters/Umpqua Valley Farm to School – The City provided \$6,731 to support their program that provides kits and at home garden lessons and expenses related to moving to comprehensive distance learning at the elementary schools they are working with (estimated 487 students).

Safe Haven Maternity Home – The City provided Safe Haven Maternity Home with \$8,000 in funds to support their program as their fundraising efforts have been significantly impacted by COVID.

Connecting Point (HIV Alliance) – The City provided Connecting Point with \$2,619 toward the purchase of two laptop computers that can be used to connect their clients virtually to service providers.

Tourism Recovery

The City provided Anvil Northwest with \$29,428 to go toward tourism promotion changes and recovery efforts necessitated due to the pandemic.

CONCLUSION

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



UMPQUA ECONOMIC DEVELOPMENT **PARTNERSHIP**

2020 OCTOBER- 2021 JANUARY REPORT FOR THE
ECONOMIC DEVELOPMENT COMMISSION

A New Year Message from Wayne

Happy New Year everyone. Before we look forward it is important to remember 2020 for all the changes it brought to Douglas County. At the top of the list is COVID-19 which has affected everyone some more than others. We all need to give thanks for all the hard work our Commissioners (a special callout to Commissioner Freeman who led the County charge), healthcare organizations, front line workers, PPE donations and the hundreds of volunteers who made our County one of the lowest infected areas in the state of Oregon. The list of everyone who has contributed to helping with this pandemic is way too long to list here, so again a big thank you to all who have contributed. We also need to recognize the loss of lives, those who have had difficult recoveries, plus all the businesses impacted-- with a special note to all the restaurants. In other news, we had the Archie Creek fire that burnt over 131,000 acres that caused significant damage. We had our schools close, businesses close (both temporally and permanently), and experienced many other newsworthy events. I believe the most important message here is what makes Douglas County a great place are the people who live here. They care and are willing to walk-the-walk in support of others.

2021 will be a year of recovery, a year of building, and a year of healing. This year will bring new changes to the Partnership as we focus on new needs based on what has happened to all our sectors. One of the best ways I have heard this coming year described is to think about COVID as a fog that has covered the business landscape. We will need for this fog to lift a little to see the damage that has been done in all areas. The Partnership will continue taking on infrastructure projects since these are needed now and will be tomorrow. We will grow GrowthTalks into a larger entrepreneurial river, flowing startups and new businesses into our community. We will continue to work on workforce development and all the areas needed to support this. We will also support the community needs through building childcare resources, industrial park developments, building the City Manager's coalition, and continue to support handing out PPE wherever needed. We look forward to the new year and all it will bring to Douglas county.

On a personal note, here is a hope quote for 2021 that I really like:

I hope you live louder. I hope you laugh more. I hope you sing at the top of your lungs. I hope you drive with the windows down and let the wind rustle through your hair. I hope you hug. I hope you kiss. I hope you surround yourself with people who make you feel alive. I hope you become the type of person that brings good energy wherever you go, and the type of person people want to be around. I hope you speak what is on your mind, that you raise your voice for injustice, that you tell others that you love them, instead of waiting until it is too late. I hope you live louder, shine brighter. From this moment on....

RECRUITMENT

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

AUGUST: PROJECT PLUS

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

MARCH: PROJECT CHAMP

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

NOVEMBER: PRIVATE PROJECT

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

SEPTEMBER: PROJECT NDT

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

JULY: PROJECT BRAVE

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

PARTNERSHIP NEWSLETTERS

Quarter One - March 20, 2020

Quarter Two - June 26, 2020

2020 Renewing Members as of November 15

- SAIF
- Umpqua Dairy
- Con-Vey Keystone
- Rogue Credit Union
- City of Sutherlin
- Aviva Health
- Yockim Carollo LLP

2020 New Member as of December 1

- Banner Bank

PROJECT SUMMARY

COVID-19 Response

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

GrowthTalks

A lot has been happening in the last month with developing a live stream broadcast using social media. The idea came from watching Dr. Bob Dannenhoffer who has been doing a live Facebook Q&A stream. Our plan is to increase the reach of the live stream through a few sites including Facebook and LinkedIn and others. The goal will be to offer a live Q&A where individuals can submit questions on starting a business in real time. More coming on this in our board meeting next week.

South Umpqua Valley Industrial Park

An agreement is now finalized with the county and private sector to support the installation of the traffic light which will allow for the commercial rezoning of the eight acres. There is interest from factories in other portions of the remaining county-owned land.

Sutherlin Industrial Park

Wetland mitigation credits, City and County contributions, investment dollars and a new business is now underway on the old airport site. See mitigation site below for more information.

Career Pathway Baseball Cards

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

Opportunity Zone Plan

If requirements for opportunity zone investments relax, we will need a new plan for areas affected.

Douglas County City Managers Coalition

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

Homeless

We continue to stand ready to help and support this much needed area of concern.

PROJECT SUMMARY

Mitigation Site Purchase and Credits

This project is gaining speed with consultants and engineers now retained to complete applications for Oregon Department of State Land and U.S. Army Corp. of Engineers. We have an in-person meeting happening this next week.

Workforce Housing

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

Food Hub

The final assessment is now complete. A stand-alone food hub cannot not be sustained at this time. A lot of great information was put together and has tied together many different food resources. There is a lot of information in the final report and Power Point. If anyone is interested in reading this, please contact us and we will send it to you.

Childcare

The Child Care Coalition continues to meet along with Business Champions for Success. Staffing continues to be the biggest challenge with childcare providers. Reopening for many is also a priority.

MEETINGS

Southern Oregon Workforce Investment Board (SOWIB) Update
Douglas County Industrial Development Board
CCD Team Meet
Five Aces Film Crew
Commissioner Chris Boice
BZP Steering Committee: Community Certification Review
Brian Prawitz, BP Media Solutions
Brent Hutchings, North River Boats & Gary Leif, Oregon House of Representative
Douglas County Childcare Coalition
SOWIB Douglas Workgroup
Regional Economic Response Team
Sheri Carson, CTE Health Licensure
Roger Lee, Economic Development for Central Oregon
Food Hub Zoom Call
Dick Dolgonas, Transportation
Rural Youth Futures
SOWIB Board Meeting
Archie/South Obenchain WFERT
Aaron Larsen
Douglas County TSP Stakeholder Advisory Committee Meeting
Food Hub Stakeholder Meeting
Shaun Gibbs, South Coast Development Council
Governor's Office Budget Briefing for South Coast/Southern Oregon
Don Cook, Express Employment & Tim Allen, Roseburg Rentals/Tim Allen Equipment



THANK YOU



UMPQUA ECONOMIC DEVELOPMENT
PARTNERSHIP

WAYNE PATTERSON

*Executive
Director*

**CAROLINE
KEANE**

*Office
Manager*

experience **Roseburg** **Oregon**

QUARTERLY REVIEW / JAN 2021

PRESENTED A N V I L (NW)
BY:

CONTENTS

- LATEST HAPPENINGS
- SOCIAL MEDIA REPORT
- MEDIA PLACEMENT
- FINANCIALS
- 2021 CONTENT REVEAL



LATEST:

- CONTENT CREATION

Learning as we go. Large scale production shoots have pivoted to in-studio shoots in a controlled environment, promoting local businesses and public safety.

- ADDING ECOMMERCE

[Experiencerooseburg.com](https://www.experiencerooseburg.com) will soon have an on-line store offering all our branded swag and goods.

- SWAG PRODUCTION

We now have most of our initial offering of swag including beanies, mugs, hoodies and tees coming soon.

- CHANGES TO GUIDE

After the release of the spring issue of UV, we'll be parting with AHM and creating the ER visitor guide in-house.



EXPERIENCE ROSEBURG MEDIA PLAN

2020 Quarter 4

ExperienceRoseburg.com

Digital - Website

<https://www.experiencerooseburg.com/>

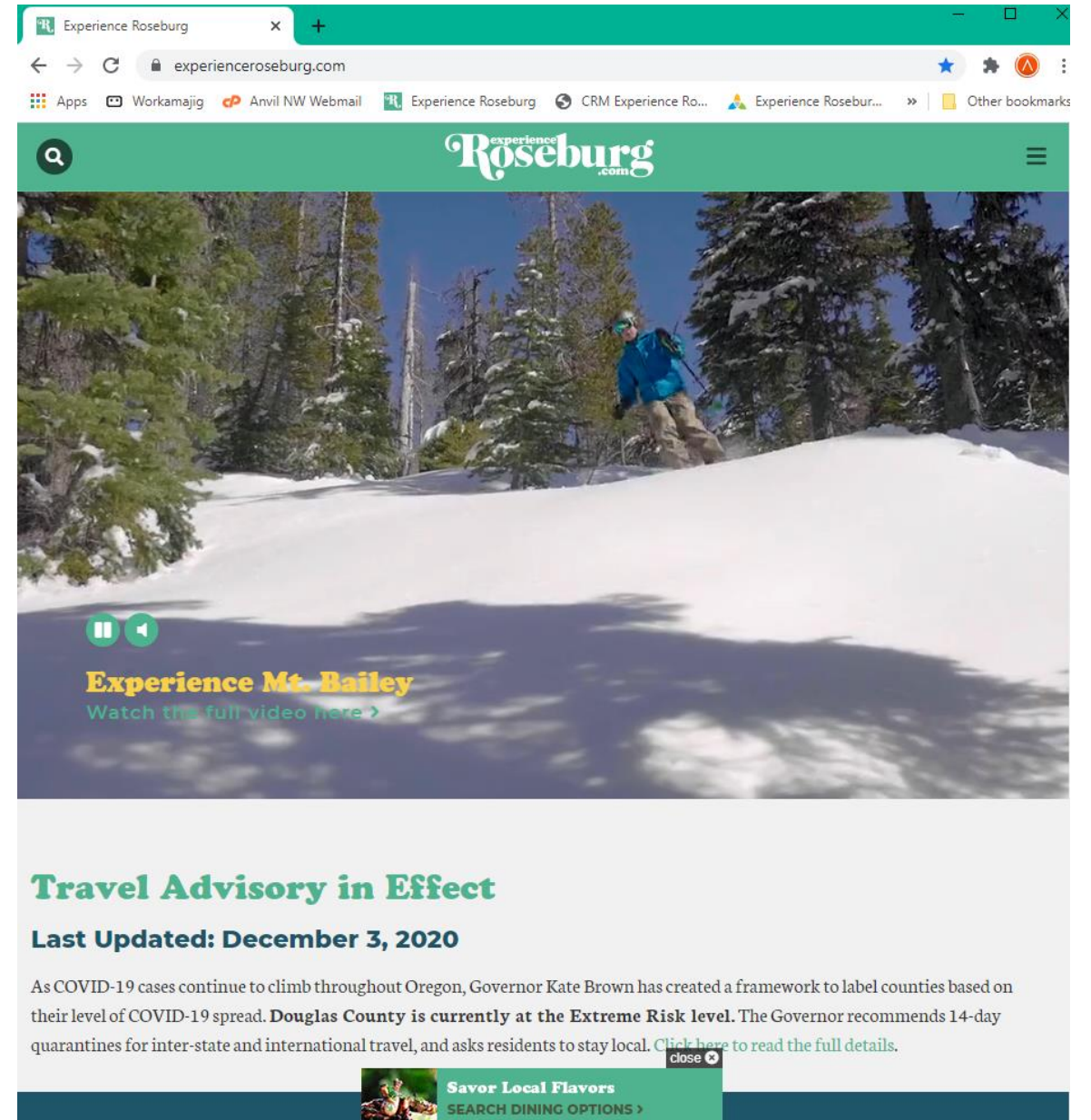
Metrics as of 12.28.20 on following pages

Monthly home page header content changes:

October - Wildlife Safari

November - Fishing

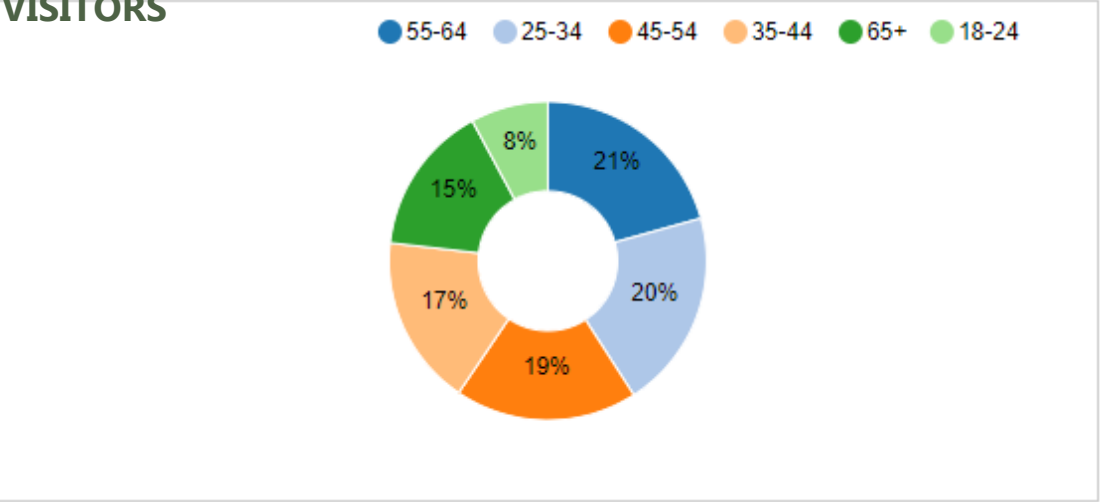
December - Mt Bailey Snowcat Skiing



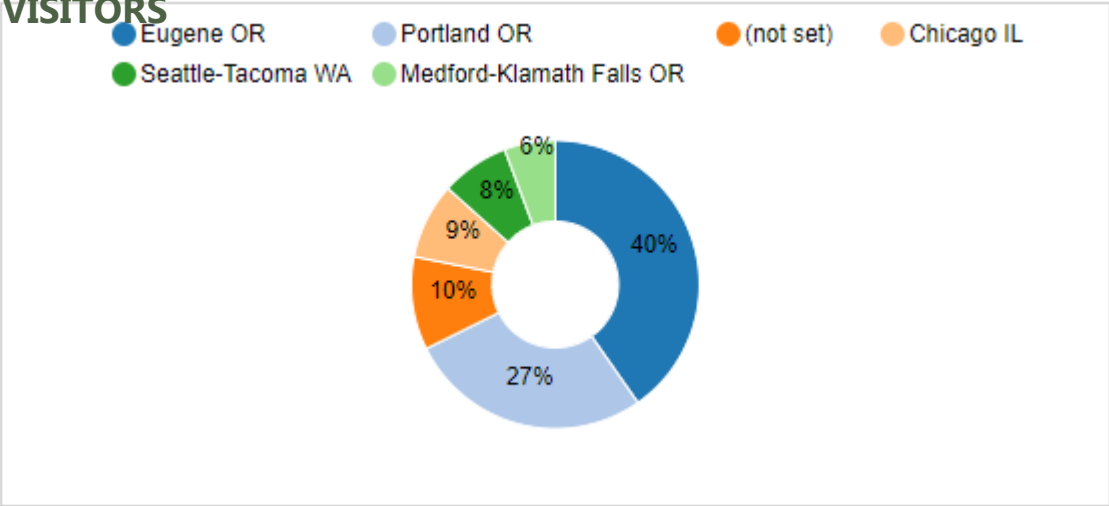
EXPERIENCEROSEBURG.COM WEBSITE STATS

AS OF 12.28.20

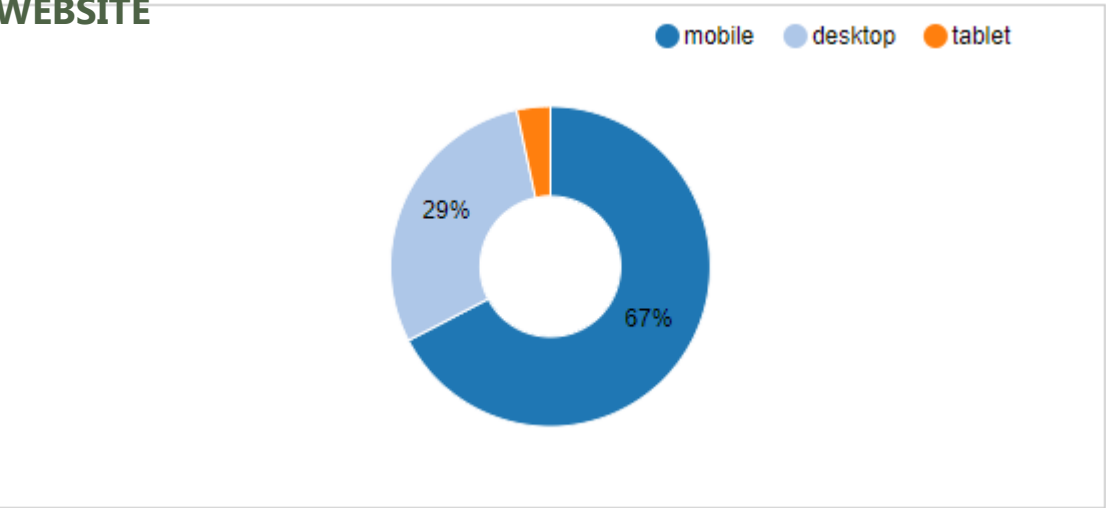
AGE OF WEBSITE VISITORS



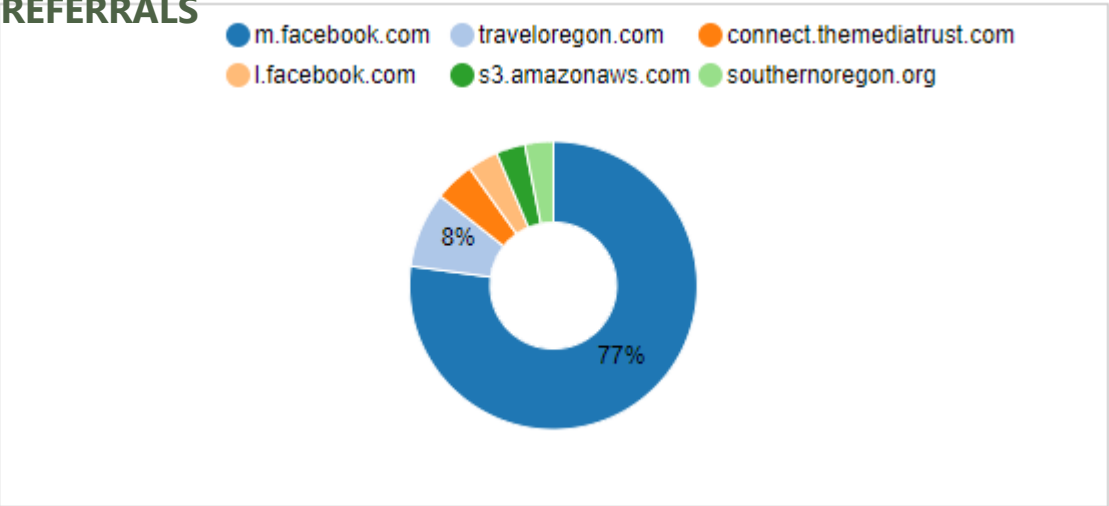
LOCATIONS OF WEBSITE VISITORS



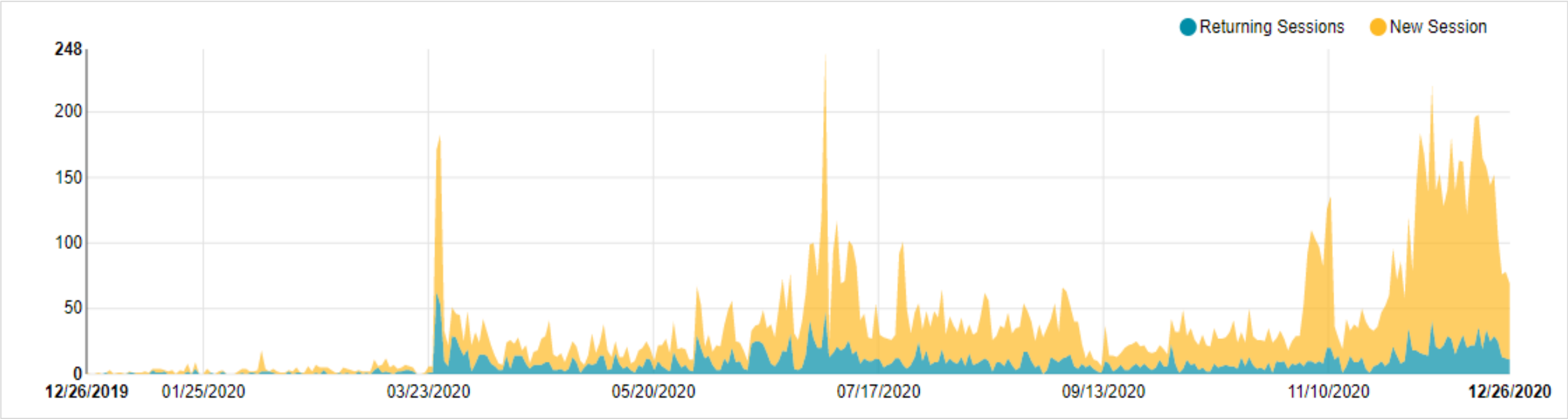
DEVICES USED TO VIEW WEBSITE



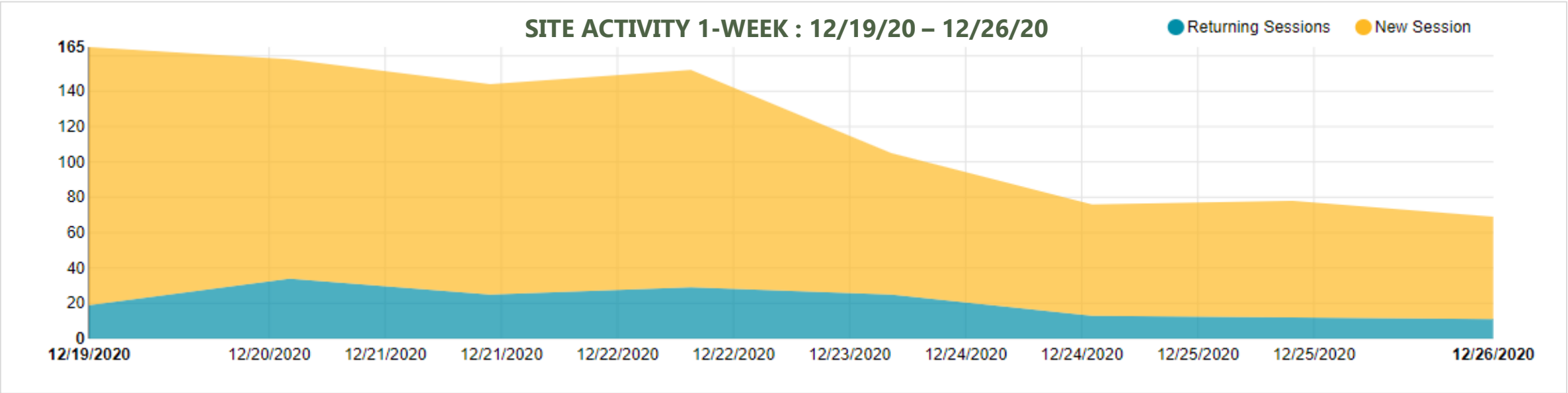
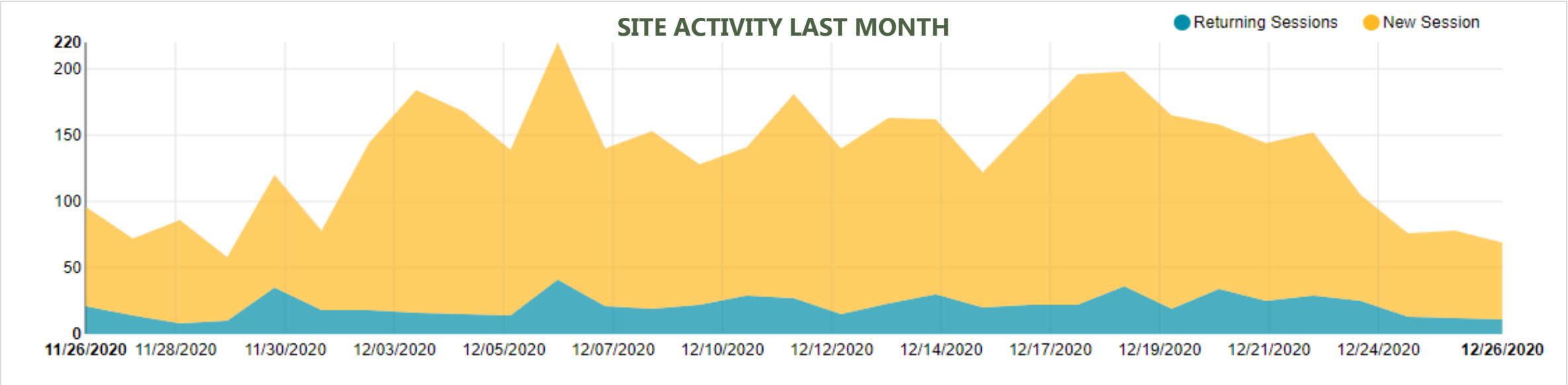
SITE REFERRALS



SITE ACTIVITY LAST 12 MONTHS



EXPERIENCEROSEBURG.COM WEBSITE STATS
AS OF 12.28.20



EXPERIENCE ROSEBURG MEDIA PLAN

2020 Quarter 4

Oct – Dec 2020

Pacific Outdoor - I-5 @ Salem

Out of Home - Digital Billboard

Contract Renewed, beginning: April 1, 2021

Ad Size: 12-month 14'x48'

LOCATION: I-5 .25 miles north of Portland Rd eastside, north face,

Regular, 1 Slot (Salem +44.98805, -122.99516)

Weekly impressions, ages 18+: 94,315



Eugene Airport

Out of Home - Airport Digital Displays in Baggage Claim

Contract Renewed, beginning: April 1, 2021

Ad Size: 12-month :10 video on 40" digital monitors

As of Nov 30, 2020 year-to-date passengers 499,777, nearly a 53% decrease from 2019



Lamar - I-5 @ Sutherlin

Out of Home - Static Billboard

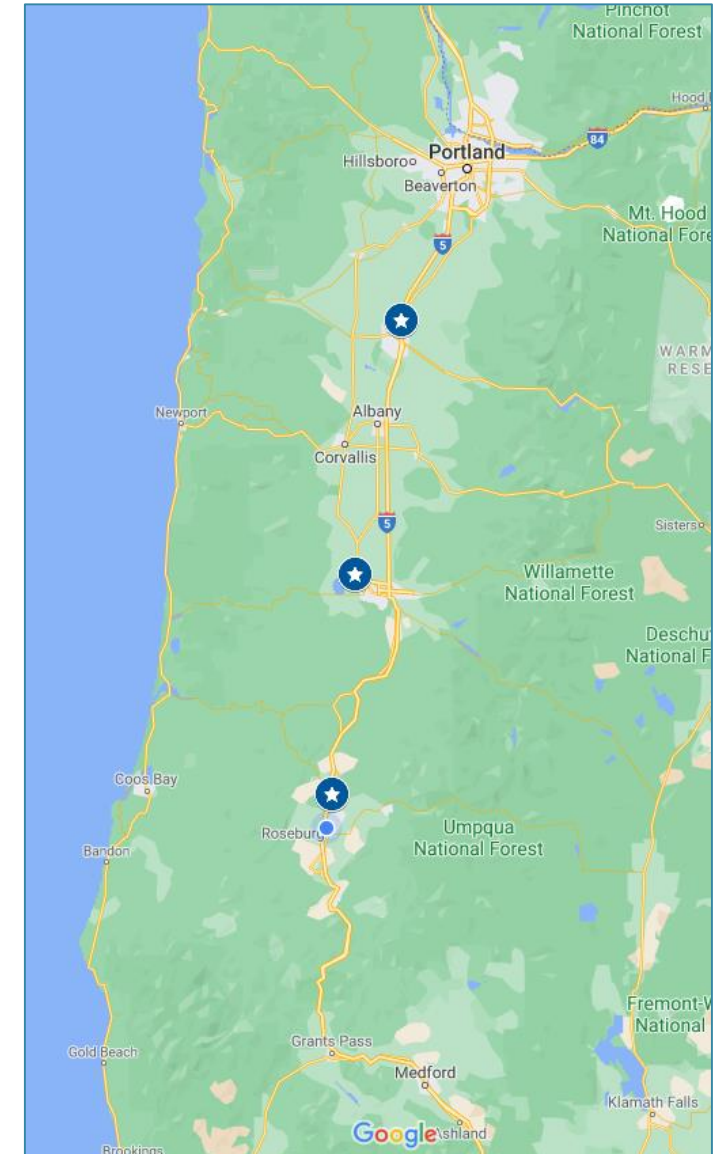
Contract Renewed, beginning: March 29, 2021

Ad Size: 12-month 10'6" x 36"

LOCATION: I-5 east line 90 feet south of Deady Crossing north face

(Sutherlin +43.35382, -123.32730)

Weekly impressions, ages 18+: 120,065



EXPERIENCE ROSEBURG MEDIA PLAN

2020 Quarter 4

OTIS Listings: TravelOregon.com Digital

Increased Roseburg Listings from 130 to 154

Categories: 22 Restaurants, 2 Coffee & Tea businesses

The Oregon Tourism Information System (OTIS) is powered by everyone. It allows destination marketing organizations (DMOs) and statewide trade associations to easily maintain and update content such as attractions, lodging, photos, deals and event listings. The platform is powered by open-source software, which allows tourism partners to push and pull content to and from each other via API. Currently, OTIS is open only to local DMOs and regional DMOs, as well as certain statewide groups (like the Oregon Wine Board, State Parks, etc.).



EXPERIENCE ROSEBURG MEDIA PLAN

2020 Quarter 4

UV Magazine – Fall/Winter 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: December 14, 2020

Ad Size: full page, back cover

DMO Feature Story – The Trail Less Traveled

Short Stories – When It Rains, Unique Boutiques, Where Memories Grow On Trees

<https://www.theuvlife.com/full-publication>

27,150 copies



EXPERIENCE ROSEBURG MEDIA PLAN

2020 Quarter 4

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FINANCIALS

2020 Quarter 4

Expenses	Oct-20	Nov-20	Total
Total 7100 Operational Expenses	\$ 35.00	\$ 235.00	\$ 270.00
Total 7200 Visitor Center	\$ 144.45	\$ 23.59	\$ 168.04
Total 7500 Marketing	\$ 17,719.42	\$ 10,764.69	\$ 28,484.11
Total 75025 Website	\$ 234.75	\$ 1,363.96	\$ 1,598.71
Total 7600 Public/Industry Relations	\$ 3,052.50	\$ 438.75	\$ 3,491.25
Total 7700 Advertising	<u>\$ 5,476.00</u>	<u>\$ 8,902.16</u>	<u>\$ 14,378.16</u>
Total Expenses	\$ 26,662.12	\$ 21,728.15	\$ 48,390.27