

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
Thursday, July 27, 2023 at 3:30p.m.  
City Council Chambers, Roseburg City Hall**

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

**AGENDA**

- 1. CALL TO ORDER**
- 2. ROLL CALL**  
Mickey Beach, Vice Chair      Don Baglien      Leah Jones  
Misty Ross                      Michael Widmer      Paul Zegers
- 3. APPROVAL OF MINUTES**  
A. January 10, 2023 – Economic Development Commission
- 4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.  
See Information on the Reverse**
- 5. DISCUSSION ITEMS**  
A. Tourism Grant Applications
- 6. INFORMATIONAL**  
A. Experience Roseburg Report
- 7. BUSINESS FROM THE COMMISSION**
- 8. BUSINESS FROM STAFF**
- 9. NEXT MEETING – October 10, 2023**
- 10. ADJOURNMENT**

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

**AMERICANS WITH DISABILITIES ACT NOTICE**

Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470 (Phone 541-492-6700) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

## **CITIZEN PARTICIPATION**

**Comments can be provided via email to the Commission at [cdd@cityofroseburg.org](mailto:cdd@cityofroseburg.org) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on July 27, 2023. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.**

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

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

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION MINUTES  
January 10, 2023**

Due to technical difficulties the last 22 minutes of the meeting was recorded.

**CALL TO ORDER**

Chair Brian Prawitz called the meeting of the Economic Development Commission to order at 3:33 p.m. in the Roseburg Public Library, Deer Creek Room.

**ROLL CALL**

Present: Chair Brian Prawitz, Commissioners Mickey Beach, Leah Jones, and Misty Ross.

Absent: Commissioners Don Baglien, Michael Widmer and Paul Zegers.

Others Present: City Manager Nikki Messenger, Community Development Director Stuart Cowie and Department Technician Chrissy Matthews.

*Commissioner Beach moved to approve the minutes of the July 12, 2022 meeting as submitted. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

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

**DISCUSSION ITEM**

**Tourism Grant Applications**

1. Thrive Umpqua – 2023 Umpqua Grown Guide
2. NeighborWorks Umpqua – Roseburg Blocktoberfest
3. Growing Miracles Lavender Garden – 6th Annual Lavender Festival & Farm Tour
4. Umpqua Velo Club – The Vineyard Tour
5. Umpqua Valley Quilters Guild – Quilt Show – Seams Like Home
6. Umpqua Valley Arts – 2023 Umpqua Plein Air
7. Umpqua Valley Winegrowers – Taste of Umpqua – Bend
8. Umpqua Valley Adventures - Wine & Brewery Tours
9. Umpqua Homes Inc. – Everything Roseburg Mural
10. Saving Grace Pet Adoption Center – Barks and Recreation Event
11. Umpqua Valley Rainbow Collective/HIV Alliance – Douglas County Pride Event

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

**Thrive Umpqua – 2023 Umpqua Grown Guide**

The applicant requested \$1,500 for City sponsorship for the 2023 Umpqua Grown Guide. They are currently recruiting sponsors, updating content and publishing the second edition for 2023. The project will complement and expand upon the current Great Umpqua Food Trail and Umpqua Home Grown by providing a comprehensive guide to all local food sources throughout the County, from Glendale to Curtin and Reedsport to Diamond Lake. The project includes production of 7,500 print copies of the guide, a social media presence and website

with links. The guide will be made available at tourism related businesses and community locations in Douglas County, as well as the Eugene Airport and Ashland Visitor Center. The total project budget is \$22,940.

The Economic Development Commission (EDC) supported grant funding in 2022 for Thrive Umpqua for the development of the Umpqua Grown Guide.

Staff recommended funding in the amount of \$1,500 to Thrive Umpqua for City sponsorship for the 2023 Umpqua Grown Guide.

Jessica Hand, Executive Director was present.

*Commissioner Beach moved to approve the request for Thrive Umpqua in the amount of \$1,500 for the City to participate as a sponsor for the 2023 Umpqua Grown Guide. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

**NeighborWorks Umpqua (NWU): Roseburg Blocktoberfest Annual Event**

Cowie advised amounts of \$5,000 or more are required to be reviewed by City Council and recommended the Commission revise the amount to \$4,999 in order to be reviewed and voted on by the Commission only. The applicant agreed.

The applicant requested \$4,999 for marketing to include website, digital advertising, banners/posters and local Guide. The event is a celebration of Roseburg and will host a street fair with music, food, entertainment, vendors, beer and wine. The event will feature local businesses, nonprofits, craftsmen, and performers showcasing the richness of our local culture and economy. The total project budget is \$17,000.

The EDC previously supported this event in 2022.

Staff recommended funding in the amount of \$4,999 to NeighborWorks Umpqua for marketing the Roseburg Blocktoberfest event.

Erica Mills, Representative for NeighborWorks Umpqua was present.

Commissioner Jones shared last year's event was a great event and brought the community together.

*Commissioner Jones moved to award funding in the amount of \$4,999 to NeighborWorks Umpqua for marketing the Roseburg Blocktoberfest event. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissioners Jones and Ross voted yes. No one voted no. Commissioner Beach abstained.*

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

The applicant requested \$4,999 for advertising expenses including radio spots, newspaper ads, posters, handouts, Facebook event page funding, Instagram advertising funding, social media graphics, website graphics, billboard design, Experience Roseburg banner ad and purchase of additional directional signage. The event is planned for July 7-9, 2023, which coincides with Graffiti Weekend. The festival is a free family-friendly event that exposes people to agriculture and the farming culture with self-led tours to demonstrate the farm

operation. The festival will include more than 65 local vendors and will include the participation of other local lavender farmers. The total project budget is \$16,100.

Staff recommended funding in the amount of \$4,999 to Growing Miracles Lavender Garden for marketing the 6<sup>th</sup> Annual Lavender Festival.

*Commissioner Ross moved to approve the request in the amount of \$4,999 to Growing Miracles Lavender Garden for marketing the 6<sup>th</sup> Annual Lavender Festival. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

**Umpqua Velo Club – The Vineyard Tour**

The applicant requested \$4,999 for marketing to include social media, advertising in a California cycling magazine, radio spots, a website and link on/to the Experience Roseburg website. The event includes five different route distances to cater to varying abilities, includes social events and provides food vouchers, to enable participants to visit local participating restaurants. The ride is scheduled for the Sunday of Labor Day weekend. The total project budget is \$14,000.

The EDC previously supported this event in 2014, 2018, 2020 and 2022.

Staff recommended funding in the amount of \$4,999 to the Umpqua Velo Club for marketing the Vineyard Tour.

Paul Whitworth, President of the Umpqua Velo Club was present. He shared the event was previously a one day event but moved to Labor Day weekend to include all three days. Last year they incorporated a \$20 food voucher with entry fee and 20 restaurants participated. This year they hope to add a mountain bike event at Cooper Creek, if possible.

*Commissioner Beach moved to approve the request in the amount of \$4,999 to the Umpqua Velo Club for marketing the Vineyard Tour. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones, and Ross voted yes. No one voted no.*

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

The applicant requested \$4,800 for advertising to include cards, Country Register, Google (News Review), radio, KEZI. The 38<sup>th</sup> Annual Quilt Show is planned for April 28-30, 2023 at the Douglas County Fairgrounds with 300 quilts on display. The show will bring in judges from out of the area and will have local and out of area vendors. The total project budget is \$24,300.

The EDC previously supported this event in 2016, 2018, 2020, and 2022.

The Quilters Guild did not have a representative present.

Staff recommended funding in the amount of \$4,800 to the Umpqua Valley Quilters Guild for marketing the 38<sup>th</sup> Annual Quilt Show.

*Commissioner Beach moved to approve the request in the amount of \$4,800 to the Umpqua Valley Quilters Guild for marketing the 38th Annual Quilt Show. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

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

The applicant requested \$4,999 for contracted web design to improve the event webpage to assist event participants in finding paint-out locations, accommodations, and things to do while visiting the Roseburg area. The event is an annual, weeklong event involving 70+ artists visiting and painting locations throughout the Umpqua Valley. The total project budget is \$16,200.

The EDC previously supported this event in 2016 and 2019.

Staff recommended funding in the amount of \$4,999 to Umpqua Valley Arts for redesigning the event webpage marketing the 2023 Umpqua Plein Air show, with the condition that the final report for the 2022 Umpqua Valley Arts Show tourism grant be submitted prior to the release of this current grant funding.

*Commissioner Ross moved to approve the request in the amount of \$4,999 to Umpqua Valley Arts for redesigning the event webpage marketing the 2023 Umpqua Plein Air show with the condition that the final report for the 2022 Umpqua Valley Arts Show tourism grant be submitted prior to the release of this current grant funding. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

### **Umpqua Valley Winegrowers (UVWA) – Taste of Umpqua – Bend**

Cowie advised amounts of \$5,000 or more are required to be reviewed by City Council and recommended the Commission revise the amount to \$4,999 in order to be reviewed and voted on by the Commission only. The applicant agreed.

The applicant requested \$4,999 for marketing. The event is hosted by Umpqua Valley Winegrowers and will be held at the Tetherow Resort outside of Bend. The event is an exclusive wine tasting featuring only Umpqua Valley wineries that enables guests to taste up to one hundred Umpqua Valley wines in one venue. The intent is to showcase the Umpqua Valley wines, promote the area as a diversified nature and agri-business based community, and encourage customers to travel to Roseburg to tour the area. The total project budget is \$28,000.

The EDC supported grant funding in 2021 for Umpqua Valley Winegrowers social media campaign.

Staff recommended funding in the amount of \$4,999 to the Umpqua Valley Wine Association for the Taste of Umpqua – Bend event with the condition that the final report for the 2021 for Umpqua Valley Winegrowers social media campaign be submitted prior to the release of the grant funding.

Rob Ikola, UVWA Vice President was present and shared how the event is designed to draw tourism to the Roseburg area to enjoy wineries and all our area offers.

*Commissioner Jones moved to award funding in the amount of \$4,999 to the Umpqua Valley Wine Association for the Taste of Umpqua – Bend event with the condition that the final report for the 2021 for Umpqua Valley Winegrowers social media campaign be submitted prior to the release of the grant funding. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

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

The applicant requested \$3,900 to establish a webpage for marketing to people outside of the area and for signage on the tour bus. Shuttle service for wine and brewery tours are offered along with shuttle service around Roseburg and surrounding areas. The objective is to bring tourists and other local people to the area so they can experience local businesses. The total project budget is \$3,900.

Cowie stated this business is not currently registered to do business in the City of Roseburg. The application indicated they plan on providing transportation services for weddings, and other city wide events like the pub crawl. This type of operation may require additional registration with the City. Registration could be acquired after the grant award, prior to the execution of the grant agreement.

Staff recommended not funding the grant application at this time, given the newness of the company and the fact that they have additional registration requirements to accomplish prior to being eligible to work within the City of Roseburg. Once established, the applicant could reapply during a future funding cycle.

Chair Prawitz stated this type of funding request may be able to participate in Pitch Night.

*Commissioner Beach moved to deny the request in the amount of \$3,900 to Umpqua Valley Adventures - Wine & Brewery Tours given the newness of the company and the fact that they have additional registration requirements to accomplish prior to being eligible to work within the City of Roseburg. The motion was seconded by Commissioner Ross and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

### **Umpqua Homes Inc. (UHI) – Everything Roseburg Mural**

The applicant requested \$4,730 for advertising, labor costs to paint the mural and supplies to include paint, brushes and primer. Umpqua Homes, Inc. is located at 662 SE Jackson Street (on the corner of Jackson and Cass). Under the grant proposal, UHI will commission two local artists to paint a mural on the wall facing Jackson Street and then launch a social media campaign #EverythingRoseburg to highlight local establishments and festivities, highlighting 1 to 2 entities a week for six months. The total project budget is \$4,730.

Staff recommended funding in the amount of \$4,730 to Umpqua Homes, Inc. for a mural on the outside of UHI's building located at 662 SE Jackson St. with the conditions that the mural be the same artwork sample as provided within the application, the mural be painted by professional artists, and prior to painting the mural UHI receive authorization from the Historic Resource Review Commission (HRRC) since the building is located in the historical downtown district.

Commissioner Ross inquired if the HRRC has reviewed the proposed mural. Cowie stated they have not.

Commissioner Beach asked if the HRRC reviewed the other murals that have recently been painted downtown. Cowie stated they were approved by the HRRC.

Commissioner Jones inquired why #EverythingRoseburg is being utilized instead of #ExperienceRoseburg. In an effort to stay consistent marketing Roseburg, it would seem more appropriate to have the downtown murals marketed in a cohesive manner. She asked if there is a plan in place if the mural were to need repaired.

Natasha Atkinson, Representative for Umpqua Homes Inc., stated the intention of the mural is to draw people to downtown and utilize the mural as a photo drop. The feedback of their team was to utilize #EverythingRoseburg because they felt the word "experience" was hard to spell. She stated they are open to changing it to #ExperienceRoseburg. Two Roseburg artists will paint the mural utilizing paint that is specifically designed for murals and is intended to last for approximately 10 years before maintenance is needed. The mural will be highlighted in posts to spotlight different downtown businesses.

*Commissioner Beach moved to approve the request in the amount of \$4,730 to Umpqua Homes, Inc. for a mural on the outside of UHI's building located at 662 SE Jackson St. with the conditions that the mural be the same artwork sample as provided within the application, the mural be painted by professional artists, and prior to painting the mural UHI receive authorization from the Historic Resource Review Commission since the building is located in the historical downtown district. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

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

The applicant requested \$4,999 for materials, supplies, labor costs and advertising the event. The event is planned to be an annual event around the third weekend in May held at Stewart Park. According to the application, the 2022 event drew about 400 guests. The event is a fundraiser for Saving Grace. It is free to attend and is dog friendly. The total project budget is \$6,000.

Staff recommended funding in the amount of \$4,999 to Saving Grace Pet Adoption Center – Barks and Recreation Event.

Saving Grace Pet Adoption Center did not have a representative present.

*Commissioner Ross moved to award funding in the amount of \$4,999 to Saving Grace Pet Adoption Center – Barks and Recreation Event for materials, supplies, labor costs and advertising. The motion was seconded by Commissioner Beach and approved with the following votes: Chair Prawitz, Commissioners Beach and Ross voted yes. No one voted no. Commissioner Jones abstained.*

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

The applicant requested \$4,999 for entertainment equipment, performers, marketing costs (social media, the News Review, Experience Roseburg, Southern Oregon Travel and various radio stations), signage and swag. Douglas County Pride is a free one-day event at the Douglas County Fairgrounds on July 1, 2023 and includes food trucks, 50+ vendor

booths, community partners and LGBTQIA+ friendly resources, two stages with a full program of speakers, performers and a DJ. The total project budget is \$15,000.

Chi Mei Tam, Representative for Umpqua Valley Rainbow Collective/HIV Alliance was present.

Staff recommended funding in the amount of \$4,999 to HIV Alliance on behalf of Umpqua Valley Rainbow Collective for the 2023 Douglas County Pride Event.

*Commissioner Beach moved to award funding in the amount of \$4,999 to HIV Alliance on behalf of Umpqua Valley Rainbow Collective for the 2023 Douglas County Pride Event. The motion was seconded by Commissioner Jones and approved with the following votes: Chair Prawitz, Commissioners Beach, Jones and Ross voted yes. No one voted no.*

## **INFORMATIONAL**

### **Partnership Report**

The Partnership Report was received and included in the agenda packet for review. Due to the numerous tourism grant applications reviewed, a verbal report was not received from the Partnership.

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

Experience Roseburg's Quarterly Report was received and included in the agenda packet for review. Due to the numerous tourism grant applications reviewed, a verbal report was not received from Experience Roseburg (ER)/Anvil Northwest.

## **BUSINESS FROM COMMISSION**

Commissioner Beach shared his thoughts on previously awarding a grant to Buzz Collective for the creation of a web-based app to draw tourists to the area last grant cycle. He stated, in hind-site, he's unsure if it met the criteria since it is unclear how it connects with the City. It appears Experience Roseburg would have to purchase the data the app collects if they were interested in utilizing the information.

Chair Prawitz asked if Commissioner Beach was seeking action. Commissioner Beach stated he just wanted to air his thoughts and suggested the commission be more cautious about applying the criteria for awarding funding.

Messenger stated it is good practice to be specific with how the funding request fits the criteria.

Chair Prawitz inquired about an update from Buzz Collective. Cowie stated Mr. Deedon had an immediate family matter to take care of but would provide an update in the near future.

Cowie stated the contracts will be prepared for the awarded grants and will be sent out in a couple weeks.

## **BUSINESS FROM STAFF –**

Cowie stated Jennifer Grafiada was awarded a tourism grant for the Roseburg Ghost Tours which is now available. The tour is offered to the commission for free to utilize on their own time.

**ADJOURNMENT** - Meeting adjourned at 4:33 p.m. The next meeting is scheduled for April 11, 2023.



*Chrissy Matthews*  
*Department Technician*

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** July 27, 2023

**TO:** Economic Development Commission

**FROM:** Stuart Cowie, Community Development Director

**SUBJECT: SPRING/SUMMER 2023 TOURISM GRANT APPLICATIONS**

**ISSUE STATEMENT AND SUMMARY**

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

**BACKGROUND**

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

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

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

"Tourism promotion" means any of the following activities:

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

"Tourism-related facility" means:

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

**FINANCIAL AND/OR RESOURCE CONSIDERATIONS**

Fiscal year 2021-22 was a very successful year for the Hotel/Motel Fund, with a little over \$1.8 million in revenues collected through the TLT between July 1, 2021 and June 30, 2022. Fourth quarter TLT funds are still being collected for FY 22-23, however based on first, second and third quarter numbers it appears that FY 22-23 will also be a successful year. Currently after three quarters the total TLT revenue collected is a little over \$1.25 million.

The current fiscal year budget includes \$250,000 for tourism promotion. This is funding separate and in addition to the funding for the DMO contract with Experience Roseburg. None of this funding has been spent or reserved for a specific tourism related project. As such, adequate funding is available to fund the submitted grant requests, should the Commission choose to do so.

**GRANT APPLICATIONS**

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

**Wildlife Safari – 2023 Holiday Events**

*Requested funding amount: \$4,999*

*Total project budget: \$20,721*

The applicant is requesting \$4,999 to help increase advertising related to holiday events in 2023 such as the "Safari After Dark" family friendly Halloween display, "Turkey Trot" Thanksgiving run, and December events including "Wild Lights," "Elephant Elves" and "Breakfast with Santa." Funding will also help to pay for the purchase of additional lighting to enhance light displays at "Safari After Dark" and December holiday events.

Wildlife Safari serves approximately 300,000 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. Recent contributions have aided in constructing the new events and educational center, purchasing a portable stage, tent and generator for year round events at different locations at the park and around the community, new solar powered lanterns in the Safari Village, and construction of a new giraffe viewing platform.

*Recommendation:* Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of \$4,999.00 to assist in increasing advertising related to holiday events in 2023 and to help to pay for the purchase of additional lighting to enhance light displays during holiday events.

**Umpqua Valley Wine Growers Association – Roseburg Wine & Travel Influencer Tours**

*Requested funding amount \$4,999*

*Total project budget \$5,406*

The applicant is requesting \$4,999 to use toward hosting wine and travel writers to come and visit the Umpqua Valley through a "media tour" using an itinerary based out of Roseburg that

includes lodging, dining, plus a private tour with a local wine touring company to visit local wineries and vineyards. In turn, as is customary in the media industry, these writers then write about the Umpqua Valley in their respective publications. Potential publications could include the Oregon Wine Press, The Wine Enthusiast, SIP Northwest and 1859.

Staff Recommendation: Although different from paying for traditional advertising in a wine magazine, there is no guarantee that the wine and travel writer will write an article about us in their respective publication even though it is customary that they do. In addition, it appears that although this type of activity may occur, no writers as of yet have been secured to come.

Based upon the budget it appears that no other local wineries, vineyards, winery organizations are assisting in helping to cover the costs associated with this different type of advertising approach. The idea of paying the travel and accommodation expenses utilizing TLT dollars appears to fall outside the definition of tourism promotion as identified in ORS 320.300.

Perhaps if a writer was already secured, there was a better type of guarantee that an article would be published, and other organizations invested in the winery industry were participating the City may be able to better entertain the proposal.

For the reasons provided above staff recommends that the EDC deny the request and not authorize the grant funding to the Umpqua Valley Wine Growers Association in the amount of \$4,999.

**Roseburg Elks Lodge – UCC Back to School Auto Extravaganza & Street Fair**

*Requested funding amount \$5,000*

*Total project budget \$3,042*

The Roseburg Elks Lodge is seeking \$5,000 to go toward advertising costs associated with the UCC Back to School Auto Extravaganza event to be held at the UCC campus on September 16, 2023. The event will consist of a car show, street fair, food and ware vendors, games, prizes and a corn-hole tournament in conjunction with the Southern Oregon Cornhole Association.

The objective of the event is to raise funds for the UCC endowment fund, the UCC memorial maintenance, and the UCC general fund for student activities.

The target audience for the event will be car and motorcycle enthusiasts, cornhole enthusiasts and families.

Staff Recommendation: Based upon the narrative within the application, it appears that the objective of this event is to be a fundraising opportunity for UCC. Although it may draw tourists, its primary objective is not tourism. The application fails to identify how it plans to advertise and market the event to individuals who qualify as tourists based on statute, living at least 50 miles outside the area. In addition, the submitted budget does not accurately reflect the use of the requested funding amount. Staff recommends the EDC deny the request and not authorize grant funding to the Roseburg Elks Lodge in the amount of \$5,000.

**Umpqua Watersheds – Umpqua Outback Stage and Community Space Project**

*Requested funding amount \$20,000*

*Total project budget \$175,000*

The applicant is requesting \$20,000 to construct a multi-use covered community bandstand and patio area behind their building at 539 SE Main Street in downtown Roseburg. The application includes a preliminary drawing of the possible facility. The facility would be constructed in two phases. The first phase would consist of the covered stage, while the second phase would consist of the covered seating areas.

The application indicates that the covered stage and community space will contribute to tourism by providing engaging events, fostering community engagement, supporting local businesses and community groups, and enhancing overall visitor experience.

The applicant indicates that the covered stage will offer a platform for hosting a variety of events, such as live music performances, presentations, cultural festivals and community gatherings.

Staff recommendation: ORS 320.300 defines tourism-related facility as other improved real property that has a useful life of 10 or more years and has substantial purpose of supporting tourism or accommodating tourist activities.

The application indicates that the covered stage will increase tourism to the area by providing engaging events and enhancing overall visitor experience, but it fails to describe how it will do this and or what types of specific events will draw people from 50 miles outside of our area or further. Based upon the application, the stage appears to be a speculative venture and needs further analysis and identified programming if City staff were to recommend the EDC recommend this proposal go before City Council for consideration.

Staff recommends the EDC not forward the request to City Council for further review.

**Origami Creative Co. – (re)Discover Downtown – a Downtown Roseburg Biannual or Quarterly Guide**

*Requested grant amount \$4,999*

*Total project budget \$6,700*

The applicant is requesting \$4,999 worth of funding in order to publish either a biannual (twice a year) or quarterly guide featuring a map of downtown business locations divided into restaurants/coffee shops, breweries, wineries, and beauty/wellness services. The guide would also include retail featured articles on downtown businesses and events and attractions occurring within the downtown area.

The applicant has indicated that the guide would bring awareness to downtown area businesses and events. The guide will be promoted through placement at coffee shops, eateries, wineries, breweries, hotels, and air bnbs in the surrounding counties.

Staff Recommendation: Staff has determined that more information needs to be conveyed before the application could be approved. The applicant needs to determine whether this will

be a biannual or quarterly report. Determining whether the guide will be published twice a year or four times a year plays a significant role in the costs of the project. There also needs to be a more detailed plan about distribution to areas outside Douglas County. At this point it does not appear that any other downtown businesses are participating in helping to finance the project. Based upon this reasoning staff recommends the EDC deny the request and not authorize grant funding to Origami Creative for a downtown guide in the amount of \$4,999.

**ATTACHMENTS**

Grant applications

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JUN 20 2023

City of Roseburg  
Community Development Department

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

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

Amount Requested \$ 4,999

Project/Event Name: 2023 Holiday Events

Applicant Organization: Wildlife Safari

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: PO Box 1600, Winston, OR 97496    Phone: 541-679-6761

E-Mail Address: jdickinson@wildlifesafari.net

Responsible Party: Dan Van Slyke, Executive Director

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

**Description of Project/Event:** Wildlife Safari's 2023 Holiday events draw thousands every year for our "Safari After Dark" family friendly Halloween display, "Turkey Trot" thanksgiving run, and December events including "Wild Lights," "Elephant Elves" and "Breakfast with Santa."

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This project will attract more tourists by increasing advertising relating to these events as well as purchasing more lights to enhance light displays at "Safari After Dark" and during December holiday events.

**Objectives of the Project:** Increase tourism through increased awareness of Wildlife Safari's October 2023-December 2023 holiday events.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** By attracting more people to our holiday events, we are encouraging out of town guests to spend time in Roseburg and visit other places. Many wineries, breweries and restaurants are highlighted at our holiday events.

**Target Market or Audience** - How and where will this be promoted? Events are promoted on social media (83,000 followers) our website (400,000 annual visits), email newsletters (24,000 subscribers), radio, News and Review, travel magazines, groupon, and more!

**Project Strategy:** Increase awareness of Wildlife Safari's holiday events by reaching more audiences and increasing light displays.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Wildlife Safari's holiday events showcase our amazing community and foster a sense of community pride and promote a sense of "hometown." Many families return year after year bringing multiple generations to celebrate.

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

Yes  No  If so, when? June 2022 Amount granted? 4,900

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

DAN VAN SLYKE  Date 6-20-23  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: 2023 Holiday Events

Date of Project/Event: October 2023 to December 2023

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

Expected attendance: varies Expected attendance revenue: varies

## Other Revenues (Without City funds):

Type	Amount
<u>Event Ticket Sales October 2023 to December 2023</u>	<u>38,329</u>
<u>Sponsorships</u>	<u>14,000</u>
<u>Gift Shop, Food, and Auxiliary Activities</u>	<u>11,857</u>
<u> </u>	<u> </u>
<b>Total Non-Tourism Funds</b>	<b><u>\$64,186</u></b>

## Estimated Expenses:

<u>Materials and Supplies</u>	<u>9,749</u>
<u>Labor Costs</u>	<u>7,770</u>
<u>Advertising</u>	<u>3,202</u>
<u>Capital Outlay</u>	<u> </u>
<b>Total Expenditures</b>	<b><u>\$20,721</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>\$43,465</u></b>
<b>City Funding Request</b>	<b><u>\$4,999</u></b>

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

\$3,500 - advertising

\$1,499 - additional lights to use on display during Safari After Dark and Holiday events

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

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

Amount Requested \$ 4,999

Project/Event Name: Roseburg Wine & Travel Influencer Tours

Applicant Organization: Umpqua Valley Winegrowers Association

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: PO Box 447 Roseburg, OR 97470 Phone: (541) 673-5323

E-Mail Address: info@umpquavalleywineries.org

Responsible Party: Ali Rodgers, Executive Director

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

**Description of Project/Event:** Host wine and travel writers on a "media tour" of the Umpqua Valley wine region. Invite these influencers on an itinerary based out of Roseburg that includes lodging, dining, plus a private tour with a local wine tour company to visit local wineries and vineyards.

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This project will not only directly bring visitors (wine & travel writers) to the area, but the goal is to "wine and dine" these writers, show off our region, and they will then write about the Roseburg area in their respective publications, which will bring many more visitors to the area from this "earned" media.

**Objectives of the Project:** Drive wine tourism to the Umpqua Valley to support local hotels, restaurants, wine shops/bars, wineries, and vineyards. We plan to accomplish this by going upstream & targeting the travel writers who will share the Umpqua Valley story with hundreds of thousands of their readers

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Aside from the visitors that will provide direct tourism dollars, this project will create demand for the wine produced by local wineries, which in turn supports our local vineyards. Since local wineries make wine from local grapes, this supports the local agriculture industry of grape farming and vineyard management, which employs hundreds of workers in Douglas County.

**Target Market or Audience - How and where will this be promoted?** Regional wine and travel writers will be targeted through connections that our local wine professionals have in the wine and travel industry. These existing connections include publications like Oregon Wine Press, Wine Enthusiast, SIP Northwest, and 1859 Magazine, which target not only Oregon and the Northwest, but nationwide.

**Project Strategy:** Create a custom 2-day/2-night itinerary for each wine writer that will include: private wine tastings and tours at local wineries during the afternoon; morning walks around downtown Roseburg and nearby recreational opportunities; plus evenings spent dining at local restaurants and exploring the nightlife of downtown Roseburg.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** In addition to providing economic benefits to wineries and vineyards, this project will provide off-season tourism support. This project will encourage the wine and travel writers to showcase "harvest," which is one of the most exciting times to visit a winery, between September - November.

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

Yes  No  If so, when? Fall 2022 Amount granted? \$4,999.00

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

Ali Rodgers Digitally signed by Ali Rodgers  
Date: 2023.06.23 13:40:48 -07'00' Date 06/23/2023  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: Roseburg Wine & Travel Influencer Tours

Date of Project/Event: Ongoing Summer/Fall 2023 for Winter/Spring 2024 publications

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

Expected attendance: 1,200 Expected attendance revenue: \$1,243,200

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

Type	Amount
<u>Please see attached Narrative</u>	_____
_____	_____
_____	_____
_____	_____
<b>Total Non-Tourism Funds</b>	_____

**Estimated Expenses:**

Materials and Supplies	\$0
Labor Costs	\$156
Advertising	\$0
Capital Outlay	\$1,195.59 for hotel, restaurant, mileage, wine tour
<b>Total Expenditures</b>	<b>\$1,351.59 x 4 = \$5,406.36 for 4 tours</b>
<b>Net Income/Loss Without City Participation</b>	<b>\$5,406.36 loss</b>
<b>City Funding Request</b>	<b>\$4,999</b>

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

Please see expanded budget in attached narrative  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Narrative for City of Roseburg Grant Proposal – Spring 2023

**Project Name:** Roseburg Wine & Travel Influencer Tours

**Applicant Organization:** Umpqua Valley Winegrowers Association

**Additional Information:**

Since the cost of traditional advertising has become so expensive, we are thinking outside the box on how to tell the story of wine in the Umpqua Valley. With the hub of the Umpqua Valley being Roseburg, it all starts here.

Instead of trying to reach individual wine tourists, we plan to go “upstream,” to where those wine lovers read about wine and wine regions. We would like to have wine and travel writers help tell the story of the Umpqua Valley, and help drive tourism to Roseburg.

We propose the concept—used frequently in the tourism industry—of hosting wine and travel writers for a couple of days to show off Roseburg in the form of a “media tour.” This includes paid-for accommodation, dinner at local restaurants, mileage reimbursement, and a wine tour for the writers to safely visit wineries. In turn, as is customary in the media industry, those travel writers will write about the Umpqua Valley in their respective publications, which will drive tourists to Roseburg.

Is there a guarantee that the wine & travel writers will write an article about us in their respective publications? No, but it is customary in the media industry to do so. Since these are contacts that our local wine industry already has relationships with, and that we have spent years nurturing, we will only extend invitations to the wine and travel writers who we know will return the favor by writing articles about Roseburg in their respective publications.

We have the potential to reach the following customers:

Oregon Wine Press – monthly magazine with 25,000 copy distribution

The Wine Enthusiast – monthly magazine with 307,000 subscribers

SIP Northwest – magazine published 3 times a year with 20,000 subscribers

1859 – bi-monthly magazine with 24,360 subscribers

As for logistics, we would like to host one wine/travel writer at a time. Since the costs are virtually the same for 1 person as it is for 2 people, it is customary to let the writer bring along 1 spouse/partner/friend on the trip. The only additional cost is meals for the 2<sup>nd</sup> person, which we have included in our budget.

Here are the budgeted costs per itinerary/publication, for a 2 day/2 night stay:

**Accommodation:** \$329 at Belle Sister flats or less expensive at C.H. Bailey House (Planning to buy one night and get one night in-kind in exchange for publicity)

**Dinners:** \$200 (2 x \$100 each dinner)

**Mileage reimbursement:** \$441.59 (\$0.655/mile for 356 miles driving round trip from Portland or round trip airfare from Seattle for a single traveler, including a rental car, for \$650.) This number is an average of the two.

Narrative for City of Roseburg Grant Proposal – Spring 2023

**Wine Tour:** \$225 (One tour at \$45/hour x 5 hours)

**Wine tasting/tour at winery:** Complimentary from the winery

**Labor costs to coordinate itinerary:** \$156

**Total:** \$1,351.59 x 4 = \$5,406.36 for 4 tours

Based on the current budget, if we are awarded a grant, we plan to produce 4 media tours, targeting the above-mentioned media outlets. Since we hope to create a formula for these media tours and then do many of them, we plan to form relationships with many of our local establishments, i.e. restaurants and local B&Bs, which we hope will lead to discounted rates. These budgeted costs are on the high side for the initial tours, but we expect these costs to lower over time as the businesses experience the value of the publicity coverage and desire more of it.

As for how many visitors this media coverage will drive to Roseburg, it is a hard number to estimate, but based on the above readership, we expect an additional 100 visitors per month to Roseburg in 2024. Those additional visitors will generate \$1,036 per visitor, and \$1,243,200 for the year. (Based on 2022 Travel Oregon Visitor profile of \$259 average daily spend per person, for an average party size of 2 people for 2 days x 100 visitors per month x 12 months.)

Conclusion:

Instead of paying for a traditional advertisement in a wine magazine, which cost thousands of dollars each, we are taking the grass roots approach of trying to earn the publicity. When an expert writes about a destination, it is proven to be more trusted by consumers than an advertisement about the destination. In addition, so many different facets of a city/area can be communicated in a multi-page article, instead of a 1-page advertisement.

Thank you for your consideration.

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

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

Amount Requested \$ 5,000.00

Project/Event Name: Umpqua Community College Back to School Auto Extravaganza and Street Fair

Applicant Organization: Roseburk Elks Lodge - #326

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 749 SE Jackson Street, Roseburg, OR 97470 Phone: 541-672-4455

E-Mail Address: http://www.uccautoextravaganza.com/ pettengillbruce@gmail.com

Responsible Party: Doris Kobernik / Roseburg Elks Lodge

Co-Sponsors (if applicable): Bruce Pettengill

Description of Project/Event: See attached

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

**Objectives of the Project:** See Attached

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

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

Project Strategy: See Attached

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

Have you previously applied for funding from the City?  
Yes  No  If so, when? \_\_\_\_\_ Amount granted? \_\_\_\_\_

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

Doris F. Kobernik Doris F. Kobernik Date 6-15-23  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Bruce D Pettengill B.D. Pettengill Date 6-15-23  
Co-Sponsor Typed Name and Signature

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

# BUDGET PROPOSAL

Amount Requested: \$ 5000

Project/Event Name: Umpqua Community College Back to School Auto Extravaganza and Street Fair

Date of Project/Event: September 16, 2023

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

Expected attendance: 7500+ Expected attendance revenue: \_\_\_\_\_

## Other Revenues (Without City funds):

Type	Amount
<u>Show Cars (100)</u>	<u>\$3250</u>
<u>Craft Vendors</u>	<u>\$1650</u>
<u>Food Vendors (2) (15% of their gross)</u>	<u>\$550</u>
<u>Sponsors/gen sales/other</u>	<u>\$3275</u>
<b>Total Non-Tourism Funds</b>	<b><u>\$8725</u></b>

## Estimated Expenses:

Materials and Supplies	<u>\$2592</u>
Labor Costs	<u>0</u>
Advertising	<u>\$450</u>
Capital Outlay	<u>0</u>
<b>Total Expenditures</b>	<b><u>\$3042</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>\$5683</u></b>
<b>City Funding Request</b>	<b><u>\$5000</u></b>

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

See Attached

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

Requestor: Roseburg Elks Lodge #326

**Description of Project/Event:** Car Show and Street Fair - Community gathering on the Campus of Umpqua Community College. A gathering of car enthusiasts, and families interested in wholesome family fun and entertainment.

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This is a marketing campaign targeting car enthusiasts and families on the west coast. The event is family-oriented and features food and ware vendors, games, prizes, and a unique car show that focuses on cars outside of the graffiti car requirements. The goal is to provide wholesome fun for families while also showcasing unique and interesting cars. We are also proud to announce that the Southern Oregon Cornhole Association has joined with us and will be holding a one-day Cornhole Tournament drawing contestants from the entire Pacific Northwest and northern California.

**Objectives of the Project:** The objective of the event is to raise funds for the UCC endowment funds, the UCC Memorial maintenance, and the UCC General Fund for student activities. As well as funds to support the Roseburg Elks lodges many local charities, Veterans, and Scholarship fund.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The event not only showcases the UCC Campus, but an opportunity for visitors to explore and enjoy the surrounding city and its recreational, entertainment, food, and fun offerings. It encourages visitors to stay for the weekend and take in all that the area has to offer.

**Target Market or Audience - How and where will this be promoted?** The target markets for this event are car and motorcycle enthusiasts, cornhole enthusiasts, as well as families seeking wholesome fun and entertainment.

**Project Strategy:** The marketing strategy for this event includes utilizing radio, TV, and social media platforms to reach as many people as possible. The event welcomes both participants and observers, with various competitions, games, food, and relaxation opportunities available.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The event not only showcases the UCC Campus, but also provides an opportunity for visitors to explore and enjoy the surrounding city and its recreational, entertainment, food, and fun offerings. It encourages visitors to stay for the weekend and take in all that the area has to offer.

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

Requestor: Roseburg Elks Lodge #326

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

We are requesting \$5000 to focus on advertising this event. Net proceeds from the event will go to UCC per a prescribed agreement for student activities, Memorial Maintenance, and endowment funds. This grant would help ensure that more money will go toward the Students and Roseburg Elk community charities, veterans, and scholarship programs. Funds will also go to our Back-To-School Shopping Spree, where every year, dozens of local children from needy families receive new clothes for school.

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

City of Roseburg  
JUN 22 2023  
Community Development Department

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

Amount Requested \$ 20,000

Project/Event Name: Umpqua Outback Stage and Community Space Project

Applicant Organization:

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 539 SE Main Street

Phone: 541-671-6578

E-Mail Address: kasey@umpquawatersheds.org

Responsible Party: Umpqua Watersheds

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

**Description of Project/Event:** The Umpqua Outback Stage and Community Space will create a multi-use covered community bandstand and patio area behind our building at 539 SE Main Street.

It will consist of two phases, Phase I Covered Stage. Phase II Covered Seating areas.

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): The Umpqua Outback Covered Stage and Community Space will contribute to tourism by providing engaging events, fostering community engagement, supporting local businesses and community groups, and enhancing the overall visitor experience.

**Objectives of the Project:** \_\_\_\_\_

To create a vibrant community space in downtown to support local nonprofits and businesses. We have tremendous community support for this project and will use it as a catalyst for community events.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The covered stage offers a platform for hosting a variety of events, such as live music performances, presentations, cultural festivals, and community gatherings.

By hosting diverse events, the Umpqua Outback Covered Stage and Community Space celebrates the local culture and arts scene.

**Target Market or Audience** - How and where will this be promoted? The Umpqua Outback and Community Space will become a popular gathering space for nonprofits, community groups and local businesses to bring people together to inform and celebrate community.

**Project Strategy:** We have letters of support from ten different community organizations and have an experienced project team which will manage the project and donate significantly with labor and materials.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The covered stage offers a platform for hosting a variety of events, such as live music performances, presentations, cultural festivals, and community gatherings.

By hosting diverse events, the Umpqua Outback Covered Stage and Community Space celebrates the local culture and arts scene.

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

Yes  No  If so, when? 2015 Amount granted? \$2,750 (Umpqua Brew Fest VI)

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



**Kasey Hovik**

Digitally signed by Kasey Hovik  
DN: cn=Kasey Hovik, c=US, o=Umpqua Watersheds, email=kasey@umpquawatersheds.org  
Reason: I attested to the accuracy and integrity of this document  
Location: Umpqua Watersheds  
Date: 2023.06.22 11:30:20 -0700

Date 6/22/23

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

Date \_\_\_\_\_

Co-Sponsor Typed Name and Signature

Date \_\_\_\_\_

Co-Sponsor Typed Name and Signature

## BUDGET PROPOSAL

Amount Requested: \$ 20,000

Project/Event Name: Umpqua Outback Stage and Community Space Project

Date of Project/Event: Phase I (Stage) completion goal 10/1/23 Phase II (Covered Patios) 5/1/24

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

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

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

### Other Revenues (Without City funds):

Type	Amount
<u>Cash from Capital Campaign</u>	<u>\$25,000</u>
<u>In-Kind Labor and Materials</u>	<u>\$50,000</u>
<u>Ford Family Foundation Grant</u>	<u>\$50,000</u>
<u>Other grant funding</u>	<u>\$30,000</u>
<b>Total Non-Tourism Funds</b>	<b><u>\$155,000</u></b>

### Estimated Expenses:

Materials and Supplies	\$75,000
Labor Costs	\$50,000
Advertising	\$5,000
Capital Outlay	\$45,000 (permits, engineering, etc.)
<b>Total Expenditures</b>	<b><u>\$175,000</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>-\$20,000</u></b>
<b>City Funding Request</b>	<b><u>\$20,000</u></b>

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

We estimate the cost of building the covered stage to be \$75,000 and the cost of building the covered patio space to be \$100,000  
We have in-kind pledges for material and labor for \$50,000 and have raised \$25,000 cash and pledges in our  
capital campaign. We have met with the Ford Family Foundation and are working with Roseburg CCD Buisness  
Development Corporation to submit a grant to them in July for \$50,000.



*Dedicated to the protection and restoration of the ecosystems of the Umpqua watershed and beyond through, education, training, advocacy and ecologically sound stewardship.*

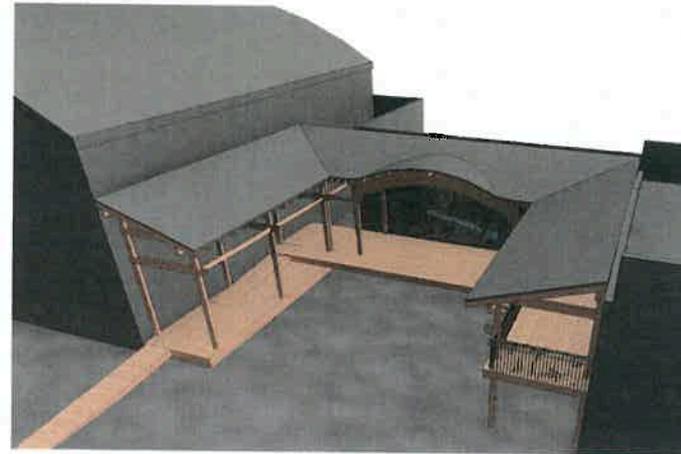
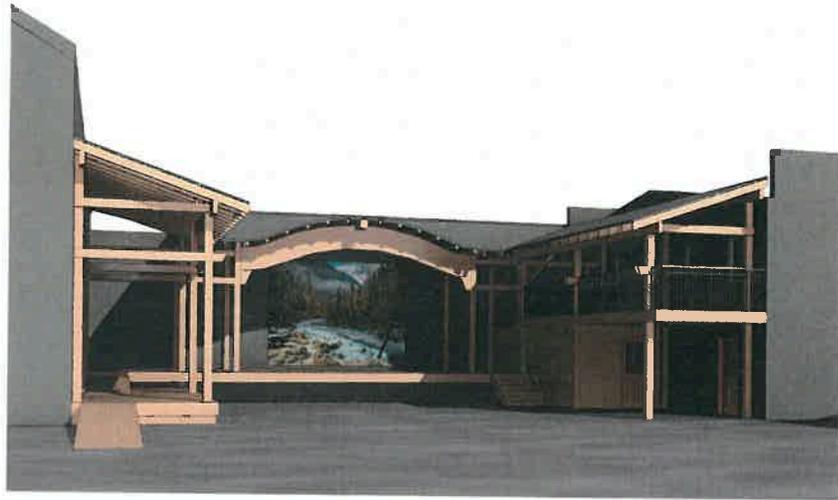
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**The Umpqua Outback Stage and Community Space in downtown Roseburg will provide a variety of community benefits beyond just being a space for community events. Here is an overview of some potential benefits:**

1. **Community Engagement:** It will provide a public space for community events, such as concerts, festivals, and theatrical performances, encouraging engagement and promoting a sense of community.
2. **Educational Opportunities:** It will be used for educational events and activities, such as science fairs, historical reenactments, and other educational events. It will help foster a sense of curiosity and learning in the community and contribute to the overall education and enrichment of our community.
3. **Economic Development:** It will attract tourists and visitors to the area, boosting local businesses and promoting economic growth. It will provide a much-needed outdoor venue for downtown events and activities.
4. **Cultural Preservation:** It will provide a venue for local artists and performers to showcase their talents, preserving the cultural heritage of the community.
5. **Youth Development:** It will provide opportunities for youth to participate in theater, music, and other performance arts, encouraging creativity and promoting personal development.
6. **Accessibility:** It will offer a safe and accessible venue for people with disabilities and older adults to participate in cultural and recreational activities.
7. **Environmental Stewardship:** It will promote sustainable practices and environmental stewardship, by minimizing energy use, promoting recycling and waste reduction, and incorporating sustainable design features.
8. **Increased Collaboration Among Nonprofits and Community Organizations:** It will provide an affordable space for local nonprofits and community organizations to host their own events, such as fundraisers, awareness campaigns, and educational events.
9. **Improved Quality of Life:** It will enhance quality of life by bringing people together for community events, increasing a sense of social kinship and fostering pride in being part of a vibrant downtown community.

**Budget for the project is \$175,000. We will provide \$25,000 in cash and have pledges for \$50,000 in in-kind contributions of labor and materials.**

---



I HEREBY CERTIFY THAT THE PLAN SPECIFICATION OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED ARCHITECT IN THE STATE OF OREGON.

SIGNATURE:

JESSE HOPKINS  
LICENSE # 43899

OWNER:  
KASEY HOVIK  
UMPQUA WATERSHEDS INC.  
539 SE MAIN ST.  
ROSEBURG, OR. 97470  
(541) 672-7095

ARCHITECT:  
JESSE HOPKINS  
HHR ARCHITECTURE  
P.O. BOX 304  
BRainerd, MN 56401  
(216) 515-0821

CIVIL ENGINEER

STRUCTURAL ENGINEER

MECHANICAL ENGINEER

ELECTRICAL ENGINEER

No.	Description	Date

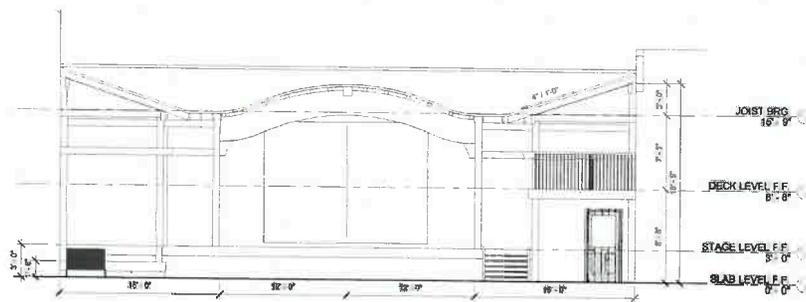
UMPQUA WATERSHEDS  
539 SE MAIN ST.  
ROSEBURG, OR. 97470

FLOOR PLAN

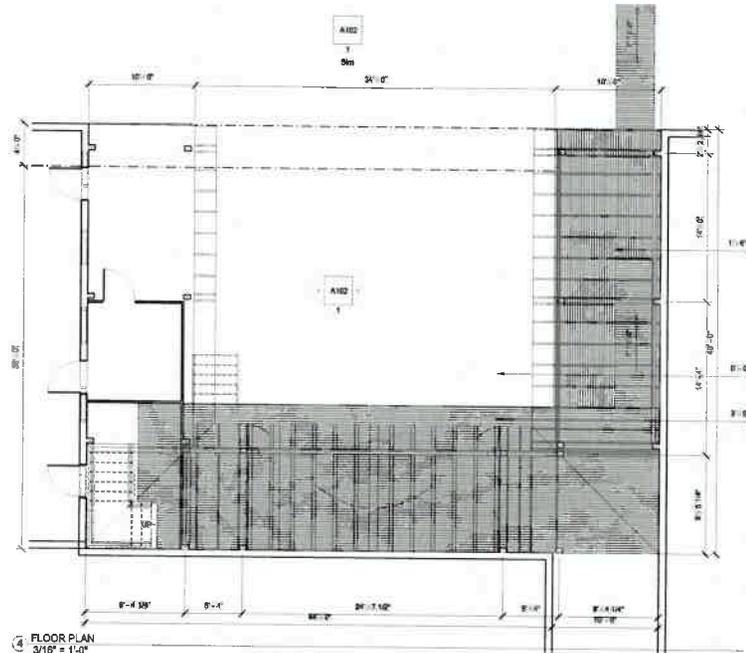
Project Number 2207  
Date 1-30-2023

**A102**

Scale 3/16" = 1'-0"



ELEVATION  
3/16" = 1'-0"



FLOOR PLAN  
3/16" = 1'-0"

**PRELIMINARY**

1/30/2023 1:05:08 PM

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

City of Roseburg  
JUN 22 2023  
Community Development Department

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

Amount Requested \$ 4999

Project/Event Name: (re)Discover Downtown - a Downtown Roseburg Biannual or Quarterly Guide

Applicant Organization: Origami Creative Co., LLC

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: 190 NE Lombardy Dr Phone: 619.227.0663

E-Mail Address: origamicreativeco@gmail.com

Responsible Party: Origami Creative Co., LLC (Eric Andrews)

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

**Description of Project/Event:** a biannual or quarterly guide featuring, a map of downtown businesses divided into restaurants/coffee shops; breweries, wineries, bars; beauty/wellness services and retail featured articles on downtown businesses, events and attractions, and advertising for downtown bus

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Bringing awareness of the renaissance of businesses in downtown through the map, articles and advertising. Possible tracking readers via qr code giveawa

**Objectives of the Project:** to bring awareness about and promote Downtown Roseburg and the businesses, event and attractions

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** Bringing awareness of the renaissance of businee in Downtown. Allowing an opportunity to local printers to bid and win the printing contract. Allow local writers and photographers to be paid to showcase their work.

**Target Market or Audience** - How and where will this be promoted? Target audience 20-50 years old  
Coffee shops, eateries, wineries breweries, hotels, air bnbs in the local and surround counties

**Project Strategy:** Give people the opportunity to read and become aware of the resurgence in  
Downtown Roseburg

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** \_\_\_\_\_  
Allowing an opportunity to local printers to bid and win the printing contract. Allow local  
writers and photographers to be paid to showcase their work

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

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

Eric Andrews Digitally signed by Eric Andrews  
Date: 2023.05.11 12:59:29 -07'00' Date 06/14/2023  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Eric Andrews Digitally signed by Eric Andrews  
Date: 2023.06.14 12:52:25 -07'00' Date \_\_\_\_\_  
Co-Sponsor Typed Name and Signature

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

## BUDGET PROPOSAL

Amount Requested: \$ 4999

Project/Event Name: (re)Discover Downtown Roseburg Guide

Date of Project/Event: biannual or quarterly

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

Expected attendance: n/a Expected attendance revenue: n/a

Other Revenues (Without City funds):

Type	Amount
<u>advertising</u>	<u>5600 appr</u>
_____	_____
_____	_____
_____	_____
<b>Total Non-Tourism Funds</b>	<b>_____</b>

Estimated Expenses:

Materials and Supplies	3300
Labor Costs	2400
Advertising	1000
Capital Outlay	0
<b>Total Expenditures</b>	<b>6700</b>
<b>Net Income/Loss Without City Participation</b>	<b>-1100 appr</b>
<b>City Funding Request</b>	<b>4999</b>

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A stylized graphic of a sun and rainbow. The sun is a yellow semi-circle with a white outline, and the rainbow is a green semi-circle with a white outline. A small black bird is flying to the right of the sun.

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

A graphic of three wheat stalks, each with a white outline and a green fill, positioned between two horizontal lines.

**A YEAR IN REVIEW**

## VISITOR CENTER

We can't believe that our little visitor center has been open for a year! Thus far the experience has been great and has given us a chance to hear real feedback from folks passing through our area. For those who haven't had a chance to swing by, the ER visitor center is located in the Anvil building at 555 SE Kane Street. Inside you'll find features on local attractions, on-line access to our website, as well as Experience Roseburg merch and apparel. Even if you're a local we welcome any and all. Come check us out! Below are some stats for our first year.

**Visitors: 1510**

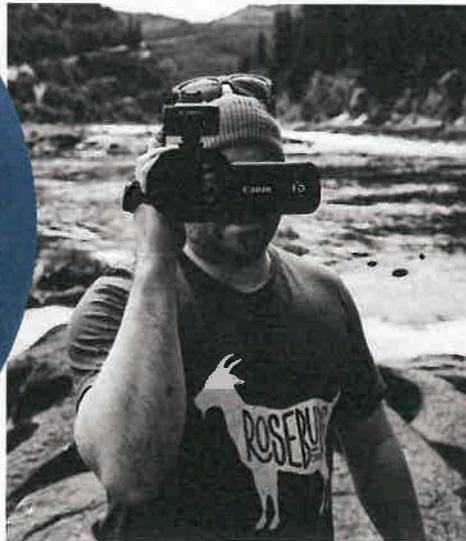
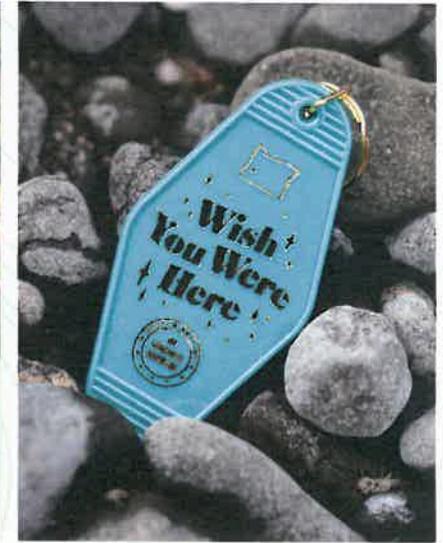
**Visitors Coming From: Within OR**

**Revenue From Sales: \$11,307**



## LATEST MERCH & THINGS

With summer upon us, we've added some new styles and options for our ER apparel line, as well as some newer items like glassware, and a custom frisbee golf disc known as "The Goat" to commemorate the Mount Nebo goats! All of the ER merch can be found at the visitor center, as well as on-line at [Experiencerosenburg.com](http://Experiencerosenburg.com). And if you happen to be attending Blocktober Fest, the ER booth will be there selling merch as well!



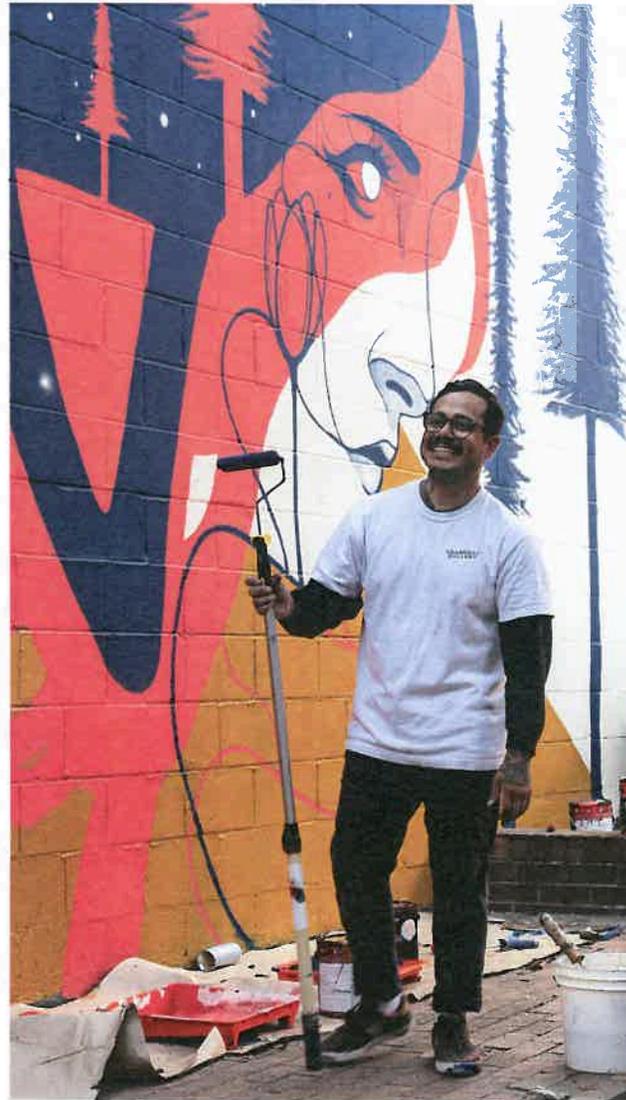
## MURAL PROJECT & BLOCKTOBER

The Experience Roseburg Mural project kicked off last spring in the downtown area, starting with our first piece, painted on the back wall of the Wine Destination, and created by Raymond Argumedo. Since that time, two other murals were created in the downtown area. This summer we'll be wrapping up the first series of murals for the ER Mural Project. From what we've seen the experiment was a great success, which also helped beautify a lovely part of our city.

It's our belief that public art helps define and bind a community through society's shared love of expression. Over a matter of days, once boring walls transform into cherished spaces. We hope to be a part of more projects like this in the future. Be sure to look for us at Blocktober Fest, where we'll be overseeing another live painting along Jackson Street (hopefully).

### Future Prospective Locations:

- The Grand Building (downtown)
- Arts Center Pottery Building
- Elks Lodge (downtown)



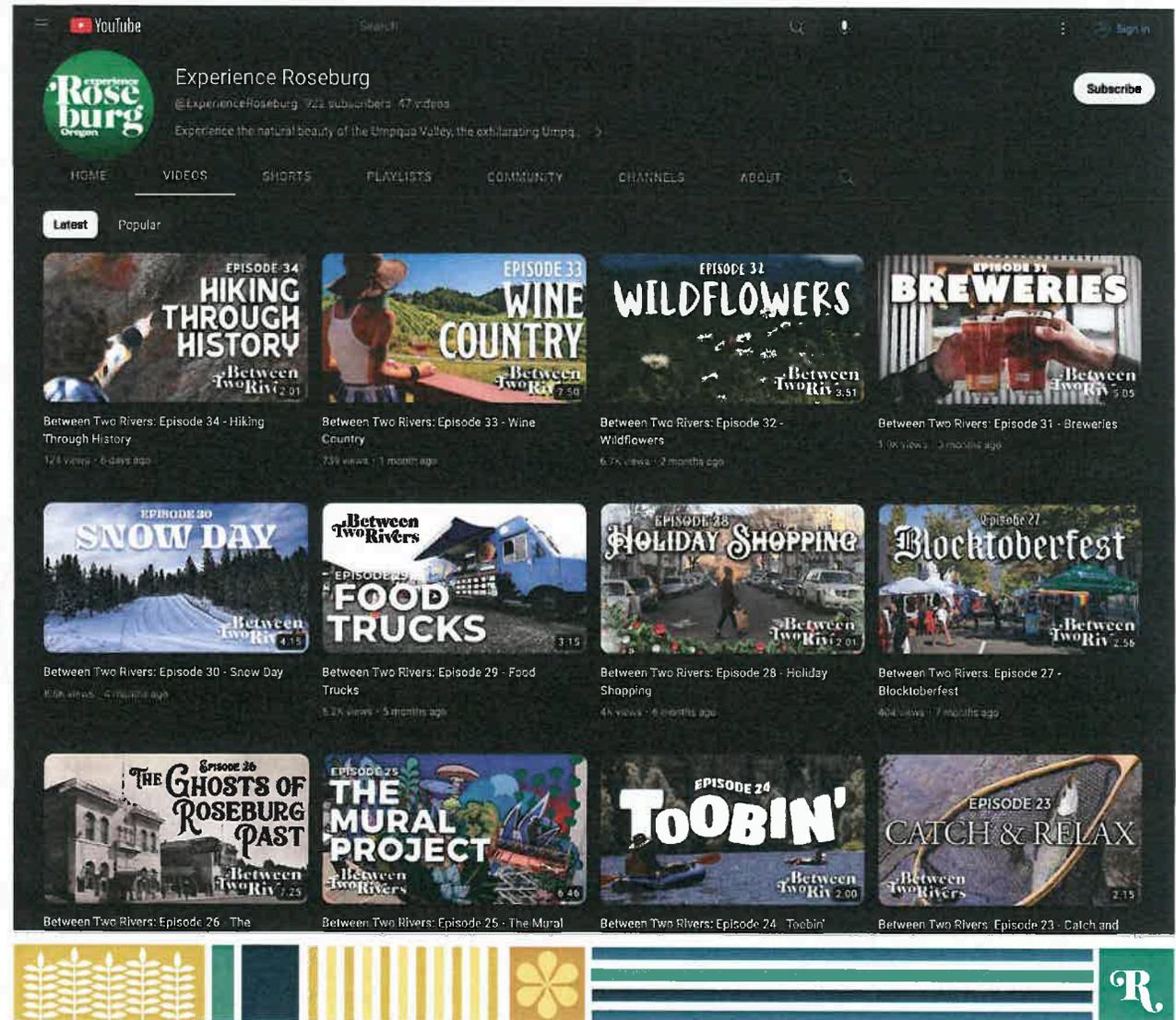
## BETWEEN TWO RIVERS

Launched as ER's flagship video series, *Between Two Rivers* continues to grow, featuring monthly vignettes of attractions, events, and secret spots throughout Roseburg and the surrounding areas. As we plan out our content calendar, we're always trying to feature our area's attractions in new and unique ways, and we're always open to new ideas. If any of the viewers know of an event or attraction that we haven't covered and would like to see featured on B2R, please reach out.

**Current Subscribers: 924**

**Total Videos Produced: 48**

**Average Views Per Piece: 3.9k**



## DEMOGRAPHICS & DATA

The gathering of data is a constant for destination marketing. The information helps paint a picture of who is actually coming to our area, and also what those people are doing when they're here. Two tools that ER has been utilizing are Datafy and Construct Connect.

### **Datafy:**

Datafy is a business intelligence tool that logs GPS data from cell phones and credit card activity. Since starting with Datafy, we now have three years of historical visitor data to tell us visitor behaviors and spending habits. We use this to help target various digital ad collateral such as MAID digital campaigns, Google Ads, and YouTube.

### **Construct Connect:**

A subscription based service that allows viewers to see future and current construction reporting. Great tool for planning, especially for Hoteliers.



## LOOKING AHEAD

As we look at the year ahead, planning is in full swing for several heavy lifts. Recently we've begun filming for a new campaign set to officially drop by Spring of next year. The campaign will be comprehensive, stemming from a series of commercial length videos, and trickling down into social media posts, paid streaming ads, as well as print. The idea will be to start "teasing" out the spots by January 1 of next year, followed by a full release of the spots in the Spring as the tourist season starts to kick-off. So, stay tuned ! There'll be more sneak peaks as shooting continues.

