

CM
4-19-2024

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Thursday, April 25, 2024 at 3:30 p.m.
Roseburg City Hall, Council Chambers**

Public Access – Facebook Live at www.Facebook.com/CityofRoseburg

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Patrice Sipos, Chair
Sarah Everman

Mickey Beach
Joel Goodwillie

Michael Widmer
Theresa Haga

Paul Zegers

3. APPROVAL OF MINUTES

A. February 1, 2024 – Economic Development Commission

**4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.
See Information on the Reverse**

5. INFORMATIONAL ITEMS

A. Ordinance No. 3600 & 3601 – Increasing the EDC's granting authority

B. Urban Growth Boundary (UGB) Swap Update

C. Umpqua Economic Development Partnership Update – Brian Prawitz, Executive Director

D. Experience Roseburg Report – Cam Campman, Creative Director Anvil Northwest

6. BUSINESS FROM THE COMMISSION

7. BUSINESS FROM STAFF

8. NEXT MEETING – July 25, 2024

9. ADJOURNMENT

The agenda packet is available on-line at:

<http://www.cityofroseburg.org/your-government/commissions/economic-development/>

AMERICANS WITH DISABILITIES ACT NOTICE

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

CITIZEN PARTICIPATION

Comments can be provided via email to the Commission at cdd@cityofroseburg.org or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on April 25, 2024. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.

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

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

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION MINUTES
February 1, 2024**

CALL TO ORDER

Chair Patrice Sipos called the meeting of the Economic Development Commission to order at 3:35 p.m. in the City Hall Council Chambers.

ROLL CALL

Present: Chair Patrice Sipos, Commissioners Mickey Beach, Michael Widmer and Paul Zegers.

Others Present: Community Development Director Stuart Cowie, and Department Technician Chrissy Matthews.

Commissioner Beach moved to approve the minutes of the October 19, 2023 meeting with correction. The motion was seconded by Commissioner Zegers and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer, and Zegers voted yes. No one voted no. The motion passed unanimously.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None

Chair Sipos opened the public hearing and read the procedures.

No conflicts of interest were disclosed by the commissioners.

DISCUSSION ITEMS –

Tourism Grant Applications -

Cowie stated the City received a total of sixteen tourism grant applications. Three applicants withdrew their application after discussion with City staff. He shared the definition of tourism promotion and tourism related facility. \$75,000 is allocated for the tourism grant funding.

Cowie briefly described the request from each application.

Thrive Umpqua requested \$4,500 to help increase production of the 2024 Umpqua Grown Guide.

The project includes increased production of print copies from 7,500 to 10,000, continued social media and website presence. The guide will be made available at tourism and community centers throughout Roseburg and Douglas County, as well as being placed at strategic locations in Lane, Coos, Curry, Josephine, and Jackson counties.

Staff recommended the Economic Development Commission (EDC) award the requested amount of \$4,500 for the 2024 Umpqua Grown Guide.

Erin Maidlow, Umpqua Valley Farm to School and a partner on the Umpqua Grown Guide, stated the for last two years they printed 7500 copies of the guide, and last year they went through 7,500 copies in about two months. They saw a need for more guides and anticipate printing 10,000 copies this year, which is an added cost. This year they increased the size of the guide and added maps and QR codes offering tours of local

farms, wineries and the various local goods available. The guide offers resources for assistance programs - Women, Infants, and Children program (WIC), Supplemental Nutrition Assistance Program Education (SNAP-Ed), and Double Up Food Bucks and the farmers markets that participate in those resources.

Commissioner Zegers moved to award funding in the amount of \$4,500 to Thrive Umpqua to increase production of the Guide from 7,500 to 10,000. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Umpqua Valley Wine Growers Association requested \$4,999 to help promote their Umpqua Valley Wine Tasting Pass for 2024.

Tasting passes were created with the assistance of Travel Southern Oregon and offered in one-day, three-day or seven-day options. The pass provides complimentary tastings and exclusive discounts for wine enthusiasts visiting our area. Advertising will specifically market the three-day and seven-day passes advertised through digital platforms such as Google, Facebook, Instagram and others to wine enthusiasts 50 miles away from Roseburg in Portland, Salem, Bend and coastal communities.

Staff recommended the EDC award the requested amount of \$4,999 emphasizing the three-day and seven-day passes, which will necessitate the need for visitors to stay the night in Roseburg hotels and utilize Roseburg amenities, with the focus on advertising in areas more than 50 miles from our area in Portland, Salem, Bend and coastal communities.

Commissioner Beach moved to award funding in the amount of \$4,999 to Umpqua Valley Wine Growers Association for advertising the wine tasting passes, emphasizing the three-day and seven-day passes and with the focus on areas more than 50 miles from our area in Portland, Salem, Bend and coastal communities. The motion was seconded by Commissioner Zegers and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Growing Miracles Lavender Garden requested \$4,999 for advertising the 7th Annual Lavender Festival & Farm Tour.

The festival is a free family-friendly event which exposes people to agriculture and farming culture with self-led tours to demonstrate the farm operation. The festival is July 12-14, 2024 and will include more than 80 local vendors, including participation of other local lavender farmers.

Staff recommended the EDC award funding in the amount of \$4,999 to Growing Miracles Lavender Garden for marketing the 7th Annual Lavender Festival.

Commissioner Zegers moved to award funding in the amount of \$4,999 to Growing Miracles Lavender Garden for marketing the 7th Annual Lavender Festival. The motion was seconded by Commissioner Beach and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

NeighborWorks Umpqua requested \$4,999 for marketing the Roseburg Blocktober Fest.

The event is a free family-friendly celebration of Roseburg held October 5, 2024. The event includes a street fair with music, food, entertainment, vendors, beer and wine, featuring local businesses, nonprofits, artisans, and performers showcasing the richness of our local culture and economy.

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

Commissioner Zegers asked if NeighborWorks Umpqua is able to track where people attending the event come from.

Erica Mills, CEO NeighborWorks Umpqua, said they work with Experience Roseburg to track where people come from using their software to show people come from out of the area and out of state. She can provide detailed information if the Commissioners would like.

Commissioner Beach disclosed that he may participate at the event so he abstained from voting.

Commissioner Zegers moved to award funding in the amount of \$4,999 to NeighborWorks Umpqua for marketing the Roseburg Blocktober Fest. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Widmer and Zegers. No one voted no. The motion passed unanimously. Commissioner Beach abstained.

Fly Fishing Veterans/Umpqua Valley Fly Fishers requested funding in the amount of \$4,500 for advertising the Southern Oregon Fly Tying & Fly Fishing EXPO.

This is an annual event within the area for approximately 15 years but this is the first year held at the Douglas County Fairgrounds. The event is October 5, 2024. The goal is to draw fishing enthusiasts throughout the Northwest. The event will showcase experts in the field of fly tying, provide opportunity for demonstrations and instruction, and will include fly casting competitions.

Staff recommended the EDC award funding in the amount of \$4,500 to the Fly Fishing Veterans and Umpqua Valley Fly Fishers for advertising the Southern Oregon Fly Tying & Fly Fishing EXPO.

Commissioner Zegers asked for clarification on the requested amount since it was listed differently in two places. Cowie confirmed \$4,500 was the requested amount.

Commissioner Zegers moved to award funding in the amount of \$4,500 to Fly Fishing Veterans/Umpqua Valley Fly Fishers for marketing the Southern Oregon Fly Tying & Fly Fishing EXPO. The motion was seconded by Commissioner Beach and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Umpqua Velo Club requested funding in the amount of \$4,999 for advertising the 2024 Vineyard Tour.

The annual Vineyard Tour is a cycling event that draws riders throughout the western states, and includes five different route distances catering to varying abilities. The event is October 4-7, 2024.

Staff recommended the EDC award funding in the amount of \$4,999 to the Umpqua Velo Club for marketing the 2024 Vineyard Tour.

Commissioner Widmer asked how many people participate in the event.

Paul Whitworth, Umpqua Velo Club President, said it varies from year to year but typically 100-130 attendees. They have struggled over the last five years due to the fires. They decided to schedule the event to coincide with the Blocktober Fest instead of the Labor Day Weekend, providing more opportunity for participants to engage in more events. The Roseburg hotels, Airbnb's and camping are utilized, and each participant receives a \$20 voucher to use at the 20-22 participating restaurants.

Commissioner Beach moved to award funding in the amount of \$4,999 to the Umpqua Velo Club for marketing the 2024 Vineyard Tour. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Umpqua Valley Quilters' Guild requested funding in the amount of \$4,700 for marketing the 39th Annual Quilt Show - Follow the Stars.

The show is April 26-28, 2024 at the Douglas County Fairgrounds and will feature 300 quilts and exhibits from all across Oregon. The show is bringing in judges from out of the area and will have local and out of area vendors.

Staff recommended the EDC award the funding in the amount of \$4,700 to the Umpqua Valley Quilters' Guild for marketing the 39th Annual Quilt Show.

Commissioner Widmer moved to award funding in the amount of \$4,700 to the Umpqua Valley Quilters' Guild for marketing the 39th Annual Quilt Show - Follow the Stars. The motion was seconded by Commissioner Zegers and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Umpqua Watersheds – Umpqua Outback Project requested funding in the amount of \$4,999 to construct the second phase of their project consisting of a multi-use covered community bandstand, patio and mural behind their building at 539 SE Main Street in downtown Roseburg. A third phase for covered seating is planned for the future.

This request is reviewed as a tourism related facility since it is real property that has a useful life of 10 or more years and has the ability to support tourism related events and activities.

The Umpqua Watersheds applied for a tourism grant in 2023 in the amount of \$20,000 to construct a stage which needed further analysis before staff was able to make a favorable recommendation to the EDC to recommend it go before City Council. The EDC denied the request, but encouraged the applicant to fine tune their application and reapply. The applicant obtained cash funding and has constructed the first phase of the project.

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

Staff recommended the EDC award funding in the amount \$4,999 to the Umpqua Watersheds for construction of the covered area of the stage. Approval of the grant should be subject to the following conditions: (1) Release of the funds should only occur upon proof of funds necessary for the construction of covered stage portion of the second phase of the project; and (2) Prior to the release of the funds the applicant must obtain an approved site review and building permit for construction of the project.

Commissioner Beach said it is good news of the expansion of an event space downtown. He plays music at this venue several times a year so he will abstain from voting.

Commissioner Zegers moved to award funding in the amount of \$4,999 to the Umpqua Watersheds for construction of the covered area of the stage. With the following conditions: (1) Release of the funds should only occur upon proof of funds necessary for the construction of covered stage portion of the second phase of the project; and (2) Prior to the release of the funds the applicant must obtain an approved site review and building permit for construction of the project. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Widmer and Zegers. No one voted no. Commissioner Beach abstained.

Rat Rod Round-Up requested funding in the amount of \$2,000 for marketing the 9th Annual Rat Rod Round-Up.

The event is a hot rod car show along with burn-out and pinup competition held in Glide on July 12, 2024. This event coincides with Graffiti Weekend.

Staff recommended the EDC award the funding in the amount \$2,000 to the Rat Rod Round-Up for the 9th Annual car show given the success of Graffiti Weekend events drawing car enthusiasts from outside the area.

Commissioner Beach moved to award funding in the amount of \$2,000 to the Rat Rod Round-Up for marketing the 9th Annual Rat Rod Round-Up. The motion was seconded by Commissioner Zegers and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Umpqua Gem and Mineral Club (UGMC) requested \$4,999 for advertising the UGMC 52nd Annual Rock and Gem Show. The event is May 4-5, 2024 at the Douglas County Fairgrounds.

The funding will be used to hire Lotus Media Group to provide marketing to include Washington, Idaho and Oregon.

Staff recommended the EDC award funding in the amount of \$4,999 for additional marketing and advertising to promote the 52nd Annual Rock and Gem Show.

Commissioner Beach asked if there is a fee for advertising or promoting local events on the Experience Roseburg's calendar as they are the destination marketing organization for the City of Roseburg.

Cowie stated if someone wanted Experience Roseburg to create a banner to advertise on their website then it would be up to the person to hire Experience Roseburg; however, there is no fee if someone wanted to promote tourism related events on their calendar to encourage things to do in our area.

Commissioner Zegers moved to award funding in the amount of \$4,999 to the Umpqua Gem and Mineral Club (UGMC) for advertising the 52nd Annual Rock and Gem Show. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Douglas County Cancer Services requested funding in the amount of \$4,999 for advertising the 12th Annual "Get Tee'd Off at Cancer" Benefit Golf Tournament.

The event raises money for cancer patients in Douglas County, and is held at Bar Run Golf and RV Resort on May 11, 2024.

Staff recommended the EDC award funding in the amount of 4,999 to the Douglas County Cancer Services organization toward the costs of advertising the 12th Annual "Get Tee'd Off at Cancer" Benefit Golf Tournament.

Commissioner Widmer asked if the RV Park pays city lodging tax. Cowie stated they do not since they are outside the city limits of Roseburg.

Commissioner Beach moved to award funding in the amount of \$4,999 to the Douglas County Cancer Services for advertising the 12th Annual "Get Tee'd Off at Cancer" Benefit Golf Tournament. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

The City requested recognition utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship for all events that are awarded grant funding.

Elk Island Trading Group requested funding in the amount of \$4,990 for advertising, publicizing and distributing information for the purpose of attracting customers to their touring shuttle business - Umpqua Valley Vino Ventures.

Cowie stated it appeared the business was not actually operating as the application stated, "We believe our project on a regular Friday/Saturday/Sunday schedule can attract tourists into downtown." The application indicated the organization had already purchased a 22 seat touring shuttle, but then mentions laying out a project strategy indicating the need to purchase a touring vehicle that will work for large groups and work with local wineries and vineyards on touring options and routes. The application appeared to contradict itself suggesting a Friday/Saturday/Sunday schedule as indicated above, but then stated daily tours starting from the Paul O'Brien Winery at 10AM, 1PM, and 4PM. The City reached out to the owner of Paul O'Brien Winery to determine if coordination or permission to use their

property for this purpose had occurred and was determined it had not. The application was offering site seeing over the Pine Street Overlay; however, this area is not developed at this time.

Staff recommended the EDC not fund this grant application since the applicant has yet to operate the possible business or obtain approval from the other wineries necessary to operate.

Commissioner Beach moved to deny funding in the amount of \$4,990 to the Elk Island Trading Group. The motion was seconded by Commissioner Widmer and denied with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

Elk Island Trading Group - Fishing & Lodging Steelhead Season Adventure requested funding in the amount of \$4,400 to advertise, publicize and distribute information offering fishing with a guide service or off the popular north end of Elk Island in downtown Roseburg and stay in the Airbnb units that Elk Island Trading Group owns along the north end of NE Pine Street, north of SE Douglas Ave.

Staff recommended the EDC not fund this grant application since the applicant has yet to begin operating a fishing guide service licensed through the City of Roseburg.

Commissioner Beach commented the idea is good; however, is too premature at this time.

Commissioner Beach moved to deny funding in the amount of \$4,400 to the Elk Island Trading Group. The motion was seconded by Commissioner Widmer and denied with the following vote: Chair Sipos, and Commissioners Beach, Widmer and Zegers. No one voted no. The motion passed unanimously.

BUSINESS FROM COMMISSION –

Commissioner Beach stated the \$5,000 grant funding amount has remained the same for many years and suggested the amount be increased due to inflation, keeping with the same criteria. He encourages applicants to dream big and submit applications even if it means requesting an amount over the \$5000 required to go before City Council for approval.

Cowie stated he would revisit the conversation with administrative staff to determine if the grant amount should be increased and what that entails. He agreed applicants should submit an application even if it is required to go before City Council for approval.

BUSINESS FROM STAFF –

Cowie shared there are three EDC member vacancies. Several applications were received and he will review and discuss with Chair Sipos for recommendation to City Council.

A future meeting will be scheduled to introduce the new commissioners and receive Experience Roseburg's presentation.

ADJOURNMENT - Meeting adjourned at 4:35p.m. The next meeting is scheduled for April 25, 2024.



Chrissy Matthews
Department Technician

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION INFORMATIONAL ITEM SUMMARY



Date: April 25, 2024

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Proposed Ordinance No. 3600 & 3601 – Increasing the EDC’s granting authority

ISSUE STATEMENT AND SUMMARY

The following is a brief report on Council’s decision to consider updates to the Roseburg Municipal Code (RMC) to better reflect Commission expenditures and update the Economic Development Commission’s (EDC) granting authority to \$7,500 per tourism grant application.

BACKGROUND & PROCEDURE

City Council adopted Ordinance 3334 on March 22, 2010, establishing a Commission Expenditure Authority of \$5,000 as outlined in the RMC Section 2.32.060. At your last EDC meeting on February 1, 2024, the Commission discussed the possibility of increasing the \$5,000 amount due to inflation. On February 12, 2024, Council was presented with the situation and directed staff to explore options for increasing the maximum amount the EDC can directly award for the tourism grant program.

The original intent of the expenditure limit in RMC Section 2.32.060 was to allow Commissions to expend limited City funds as part of their work on behalf of the City and the Council. In reality, the EDC is the only Commission that utilizes RMC Section 2.32.060. Staff is recommending this section be repealed and a new section be added to RMC Chapter 2.18, which outlines the EDC’s roles and responsibilities to better reflect actual practice. If approved, a section will be added to reference the EDC’s authority to grant funds up to \$7,500.

Costs associated with tourism promotion have continued to rise since the Council adopted the \$5,000 limit on Commission expenditures. According to the CPI Inflation Calculator through the Bureau of Labor Statistics, \$5,000 in April of 2010 has the same buying power as \$7,117.27 in the current year.

In reviewing the RMC for possible updates related to this topic, it was determined that the EDC is the only commission utilizing RMC Section 2.32.060. As such, staff is proposing to repeal RMC Section 2.32.060 through Ordinance 3601 and amend RMC Chapter 2.18, concerning the EDC, by adding a new section outlining the EDC’s “Granting Authority” under RMC Section 2.18.050 through Ordinance 3600.

If approved, the new ordinance would require Council approval of any EDC recommended grant fund expenditures exceeding \$7,500. The FY 2023-24 approved budget includes \$75,000 for the Tourism Grant Program reviewed by the EDC. The Hotel/Motel Tax Fund is projected to have an ending fund balance in excess of \$1.9 million at the end of the current fiscal year. Staff is proposing to increase the available grant funding to \$125,000 in the FY 24-25 budget.

Council authorized the first reading of both ordinances at their April 8, 2024 meeting. Second reading of the ordinances is scheduled for this Monday, April 22, 2024. If adopted, the new changes will become effective 30 days following the second reading. The spring tourism grant cycle will open immediately upon the effective date. The grant application will be amended to indicate the EDC's ability to authorize up to \$7,500 of grant funding rather than \$5,000. Tourism grants will be reviewed and awarded by the EDC beginning on July 25, 2024.

ROSEBURG ECONOMIC DEVELOPMENT COMMISSION INFORMATIONAL ITEM SUMMARY



Date: April 25, 2024

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Urban Growth Boundary (UGB) Swap Update

ISSUE STATEMENT AND SUMMARY

The following is a brief report on the City's UGB Swap project.

BACKGROUND & PROCEDURE

The City recently submitted a UGB Swap application to the Oregon Department of Land Conservation and Development and the Douglas County Planning Department for their official review. An open house concerning the project was held last week on April 16th and the first public hearing before both the City and County Planning Commissions to address specific land use criteria is scheduled for May 6th. The purpose of this presentation is to give the EDC a status update concerning the application and approval process. If approved, this action could open the door to significant housing opportunities in the Charter Oaks area and have a major impact on economic development within the City of Roseburg. This presentation is for information purposes only.

As you may be aware, the City of Roseburg has been trying to expand its UGB toward the Charter Oaks area, west of the city limits, for many years. Different approaches have been tried, but each attempt has been unsuccessful. Six years ago, the City was approached by two land owners seeking to have their property removed from the City limits due to significant development constraints. The City looked at this request as an opportunity to re-evaluate the possibility of a new attempt at adjusting the UGB. Unlike previous attempts, which required significant population growth, this time the City plans to utilize the option of an "Urban Growth Boundary Exchange," also commonly referred to as a UGB Swap. This process includes removing the constrained land from the UGB and exchanging it for an equivalent amount of property in Charter Oaks.

In order to be successful, the City had a number of hurdles to jump before an application could be submitted. These hurdles have included a significant amount of coordination with outside organizations like the Roseburg Urban Sanitary Authority (RUSA), the Douglas County Planning Department, and the Oregon Department of Land Conservation and Development (DLCD). It has involved the City updating long-range planning documents concerning its Housing Needs Analysis (HNA) and Buildable Lands Inventory. It has required a major analysis of the existing UGB to evaluate other possible areas of expansion and to determine whether Charter Oaks is still the most viable option for the new UGB. It has

involved new studies being completed, including a Traffic Impact Study, to determine the effects of future traffic to the area and a storm-water feasibility analysis, to determine potential storm-water drainage concerns. It has required detailed analysis of the City's Comprehensive Plan and the Statewide Planning Goals. It has involved purchasing property for future right-of-way expansion and substantial communication with key stakeholders and members of the public, specifically within the Charter Oaks area.

Upon completion of each of these items, the City is now pleased to announce that we have submitted our application to both DLCD and Douglas County for their official review. We have created a special webpage on the City's website devoted to the UGB Swap, with general information, as well as a link to a copy of the application, a list of future meeting dates, and an area where you can sign up for e-mail updates. You can review our webpage and application at the following link:

<https://www.cityofroseburg.org/departments/community-development/special-projects/ugb>

Developing and implementing policies to enhance housing opportunities has been a primary goal of the Roseburg City Council since 2016. The objective of the UGB Swap is to increase residential development capacity in order to meet Roseburg's housing needs.

In order to obtain approval, the City must hold a public hearing before both the City Planning Commission and the Douglas County Planning Commission, in which they will then provide a recommendation to the City Council and Board of County Commissioners. The City Council and Board of Commissioners will consider their respective Planning Commission's recommendation, hold their own public hearing, and make a decision to grant, amend, or deny the proposed UGB Swap.

experience
Roseburg
Oregon

QUARTERLY REVIEW / JAN 2024

HAPPENING NOW

Wow, we can't believe that it's already 2024. In the next few months ER is gonna be introducing a lot of change to our regular lineup of content and advertising. Kicking off in March, we'll be showing our first series of ads for the "Choose Your Own Adventure" campaign! True to the books of the 80's, we'll be giving our viewers a glimpse of possible options and outcomes for their next adventure to the Roseburg area. The collateral offering for this campaign will include print ads, web ads, and social media posts.

The other major change to the ER content offering was finalizing of the Between Two Rivers series, and developing a new YouTube-based series for the ER channel. This new series will take a more deliberate and less idealized take on all our amazing spots. The new format is intended to be seen as more of a day-in-the-life-of for our viewers, where participants experience our area in an almost completely unscripted shoot. Previews coming soon!

CHOOSE YOUR OWN ADVENTURE CAMPAIGN

RETOOLING YOUTUBE VIDEO SERIES



Experience
Roseburg
Oregon

EXPERIENCE YOUR NEXT ADVENTURE

"Sleep Beneath the Stars" | Series 1, Volume 1
All Ages • 1 or More Players • Over 50 Different Outcomes!



THE WEEKEND IS SHORT, CHOOSE WISELY.

You and your friends take a left, instead of a right and head up the forest trail until you reach a clearing in the trees. You decide to set up your tent beneath the canopy. "Sleep Beneath the Stars" is the first in a series of adventures that will take you on a journey through the heart of the Roseburg area. After a while, as the stars begin to appear in the sky and the forest around you turns dark, you climb into your tent and start to drift off to sleep as you hear a forest call out, "What are we doing tomorrow?" The choice is yours. There is so much to do in Roseburg and around the Umpqua Valley that no matter what you decide, you are bound to have an adventure that is truly unique. The only question you have to answer is "What's next?" Join the experience today to start your next adventure.

VISITOR CENTER | 555 SE KANE ST, ROSEBURG, OREGON 97470 • EXPERIENCEROSEBURG.COM • 1-800-444-9584

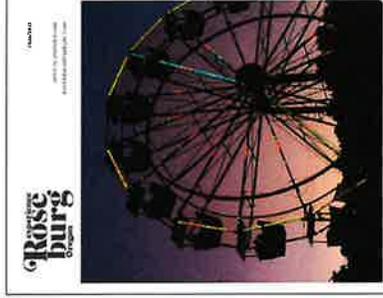
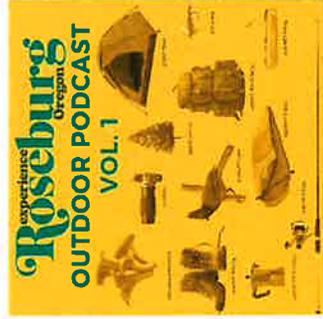
FRESH CONTENT

Starting this month ER will be launching a new podcast series! This multi-episode audio experience will be based solely around the listening journey to some of our most sought after spots in the Roseburg area. These episodes are intended to tap into the theater of the mind, as an escape for anyone stuck at their desk, in traffic, or just interested in learning more about the area. Give them a listen. You'll be surprised how de-stressing the experience is.

In March we'll be sending to press, the all-new visitor guide for the 2024/2025 season. The crew has been jamming for the past three months creating an all new fresh take on the guide. One of the coolest features will be that for the first time we'll be producing the guide with SIX different covers, each featuring beautiful photos that span all the seasons of the area. Other fresh takes will be the guides cleaner, more minimal layout scheme, as well as the use of QR codes for visitors to learn more about our area and local businesses.

NEW "EXPERIENTIAL" PODCAST SERIES

NEW VISITOR GUIDE 2024/2025



DOWN THE ROAD

With peak tourism season coming soon, we really wanna be sure that our messaging aligns with the folks who are coming to visit, as well as promoting the things people are wanting to see. Below is a summation of a latest Datafy report that speaks to visitor counts in comparison to 2022. This report also ranks the most popular draws for visitors to our area. It's these major attractions that we're constantly re-examining as to how they can be best featured.

First quarter 2023 had a 100.4% increase in Unique Visitors over Q1 2022! Surprisingly Q1 had 562,245 Visitor Days compared to Q3 with 551,576 Visitor Days.

No doubt summer is most visited time in our area with 198,861 Unique Visitors to Roseburg from July 1 – Sept 30. However Oct 1 – Dec 31, had a dip in visitation with 130,631 Unique Visitors. Compared to Q4 2023 vs Q4 2022 this was a -5.9% change in unique visitors.

Comparing each quarter of 2023 the North Umpqua Recreation Corridor was the top attraction 3 of the 4 quarters, with Seven Feathers coming in 2nd. Top four attractions for 2023 were same: North Umpqua Recreation Corridor, Seven Feathers Casino Resort, Wildlife Safari and Douglas County Fairgrounds.

A great media takeaway was the sponsored project by Travel Southern Oregon which Roseburg out performed the other Southern Oregon DMOs in the Weekend Sherpa 2023 campaign! Designed to entice travelers to road trip the Southern Oregon region, we were super stoked to find that ER got really good traction with that co-lab.

Lastly, as we're always thinking of ways to spread the ER gospel, one idea seems to be coming back into the fold. With content and advertising being our prime avenues for promoting our area, the idea of bringing the our area to potential visitors is gaining traction. The version of the "ER area" would be an Experience Roseburg branded vehicle and mobile visitor center. Admittedly, this idea is not fully fleshed out, BUT if done right, it could become a staple at both local and regional events, carrying info, merch, and lots of vibe... Stay tuned for more thoughts on this concept.

WHAT WE KNOW

TSO WEEKEND SHERPA PERFORMANCE

MOBILE VISITOR CENTER

