

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

✓  
7-22-2024

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

**AGENDA**

- 1. CALL TO ORDER**
- 2. ROLL CALL**

Patrice Sipos, Chair	Mickey Beach	Michael Widmer	Paul Zegers
Sarah Everman	Joel Goodwillie	Theresa Haga	
- 3. APPROVAL OF MINUTES**
  - A. April 25, 2024 – 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
  - B. Roberts Creek Enterprise Zone
  - C. Urban Growth Boundary (UGB) Swap Update
  - D. Experience Roseburg Report
- 6. BUSINESS FROM THE COMMISSION**
- 7. BUSINESS FROM STAFF**
- 8. NEXT MEETING – October 24, 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](mailto:cdd@cityofroseburg.org) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on July 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](mailto:cmatthews@cityofroseburg.org).

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION MINUTES  
April 25, 2024**

**CALL TO ORDER**

Chair Patrice Sipos called the meeting of the Economic Development Commission to order at 3:30 p.m. in the City Hall Council Chambers.

**ROLL CALL**

Present: Chair Patrice Sipos, Commissioners Sarah Everman, Joel Goodwillie, Theresa Haga, and Michael Widmer.

Absent: Commissioners Mickey Beach, and Paul Zegers.

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

Others Present: Umpqua Economic Development Partnership Brian Prawitz, Experience Roseburg Cam Campman and Suzanne Riley.

Cowie welcomed new commission members Sarah Everman, Joel Goodwillie, and Theresa Haga.

**AUDIENCE PARTICIPATION NON-AGENDA ITEMS**

Ali Rodgers, Executive Director - Umpqua Valley Winegrowers Association inquired about the outcome of Destination Ready. This was a program that was created during COVID, and funded by a grant that brought different Roseburg stakeholders in tourism together to discuss tourism. She also inquired what the City is doing to compete with other cities to attract tourism.

Winery tourism is down 15% to 30% and they need help driving tourist to Roseburg to experience the Umpqua Valley's significant wineries. Six wine and travel writers from California recently stayed for four days and were excited to share about the Umpqua Valley, but more help is needed.

Chair Sipos stated we will be talking about the topic in the future.

*Commissioner Widmer moved to approve the minutes of the February 1, 2024 as submitted. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer, voted yes. No one voted no. Commissioner Everman abstained.*

**INFORMATIONAL ITEMS**

**Ordinance No 3600 & 3601 – Increasing the Economic Development Commission's (EDC) granting authority.**

Cowie stated at the February 1, 2024 EDC meeting, the Commission discussed the possibility of increasing the \$5,000 amount due to inflation.

Staff proposed 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.

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.

On February 12, 2024, City Council was presented with the consideration of increasing the EDC's authority to grant \$5,000 to \$7,500 due to inflation.

On April 22, 2024 City Council adopted Ordinance 3601, entitled, "An Ordinance Repealing Section 2.32.060 and Ordinance No. 3600, entitled, "An Ordinance Amending Chapter 2.18 of the Roseburg Municipal Code". The new changes will become effective 30 days from April 22, 2024.

The spring tourism grant cycle will open upon the effective date. Tourism grants will be reviewed and awarded at the next EDC meeting on July 25, 2024.

Commissioner Goodwillie asked staff to share some successful events relevant to awarded grant funding.

Cowie stated the Statute dictates how tourism promotions and capital improvement related to tourism can be used. The following are examples of awarded grants:

Wildlife Safari is the largest tourism generator in Douglas County. They have received grant funding for capital improvements for several years. The most recent awarded grant was for a giraffe exhibit.

Umpqua Watersheds received grant funding for a capital improvement to construct a stage at their downtown building to hold community events which can draw tourism.

Grant funding for other successful tourism events have included downtown Blocktober Fest, Umpqua Velo Club Vineyard cycle tour, Growing Miracles Lavender Garden Festival, the Umpqua Valley Quilters Guild – quilt show, and Ghosts of Roseburg Past downtown walking tour.

### **Urban Growth Boundary (UGB) Swap Update**

Cowie stated the UGB Swap will be heard at a joint public hearing between the Roseburg Planning Commission and the Douglas County Planning Commission on May 6, 2024 at 6:00 p.m. in the Council Chambers.

Cowie provided a power point and highlighted the following: Purpose of the UGB Swap, existing zoning and proposed zone for the properties involved, history of Charter Oaks identified for urban expansion, City Council asked staff to pursue the UGB Swap, code criteria and criteria ranking/density, and infrastructure needed before development.

Commissioner Everman stated the UGB Swap is a great project and needed. She inquired if the State has final approval/timeline, ward map updates, and how public opposition is handled.

Cowie stated the ward map will change as properties are annexed in the city. The urban growth boundary map will be updated, as well as the map to include the portion of Troost Street public right of way that will be annexed in the city, if the UGB Swap is approved. The City is being transparent and holding public hearings and open houses where individuals can express themselves, as well as a dedicated webpage for the UGB Swap on the City's website.

The Land Conservation and Development Commission (LCDC) could choose to hold a public hearing; however, at this point the Department of Land Conservation and Development (DLCD) reviewed the application to ensure it met State Statute and Administrative Rule and they did not feel like they needed to hold a public hearing. The decision rests with the local decision makers who are City Council and the Douglas County Board of Commissioners.

Commissioner Haga asked how the Commission supports the UGB swap.

Cowie stated the UGB Swap is proposed because there is a housing shortage and more housing is needed in our community. Commissioners can come to the public hearings to express being in favor, or submit a letter of support collectively as a Commission.

*Commissioner Haga moved to have the Commission provide a letter of support for the UGB Swap. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Sipos, and Commissioners Everman, Goodwillie, and Haga voted yes. No one voted no. Commissioner Widmer abstained.*

Cowie stated he will draft a letter in support of the UGB Swap on behalf of the Commission for their signature, and it will be added to the record.

### **The Umpqua Economic Development Partnership Update**

Prawitz provided the following update.

- Focusing on securing the organization financially through attracting new members, and strengthening the relevance of the organization within the economic development ecosystem in Douglas County.
- Hosted the Southern Oregon Economic Summit May 14-15, 2024 designed to attract business owners, representatives from education and health institutions, non-profits, and other municipalities and organizations from around the state. The goal was to introduce attendees to outstanding innovation, partnerships, and lifestyle that make our region such a great place to live and work. They plan to make the Summit an annual event.
- Transitioned from survival mode in July to action mode this spring. Actively seeking additional support in the form of revenue from new members and other funding sources to expand their services. Engaging in housing funding forums, fostering positive community collaboration, learning about state and regional funding networks, and facilitating connections between local organizations and available resources.
- In the final stages of updating their strategic plan, the Partnership is committed to proactively reaching out to employers for resource review meetings in cooperation with Business Oregon. Additionally, they will facilitate meetings between organizations working in the same ecosystem, like workforce housing and career-connected learning efforts.

Commissioner Haga asked how the Partnership and the Commission can collaborate to drive tourism in the same direction.

Prawitz state he served as the former EDC chair during his time on City Council. The EDC primarily focused on reviewing tourism grant applications to ensure they met the criteria for awarding grant funds, as well as heard reports from the Partnership and Experience Roseburg as a touch point for the city government to keep track of the efforts the City supports. The City is a member of the Partnership, and Experience Roseburg is the destination marketing organization for the City.

The Partnership is establishing Facebook and Instagram accounts to highlight their purpose, and promote their activities, as well as promote other events to engage individuals beyond our local community. The collaborative effort fosters open communication and helps to showcase our area.

The following was highlighted in the Partnership's report. Agenda, members and renewals, projects summary/progress report, and the Southern Oregon Economic Summit's website.

Commissioner Everman inquired about the participants attending the Summit and whether the event had been marketed.

Prawitz stated they are partially relying on Pac/West Lobby Group out of Salem to engage their statewide network of attendees. Their audience includes business owners seeking relocation, education and health leaders, and individuals interested in moving to our area. The goal is to leave attendees with a fresh perception of the area. Email marketing, social media ads, and sponsor outreach is utilized for marketing the event.

Commissioner Haga inquired if the Partnership intends to submit for a future tourism grant application for next year's Economic Summit to promote tourism by encouraging attendees to explore our area early.

Prawitz clarified that the City contributed financially to the event and hold a diamond sponsorship. Initially, they organized a broad range of tours, but due to it being their first event, they had to scale back. Going forward, they plan to enhance the event and encourage longer stays in the area.

Messenger conveyed the City received complimentary tickets as part of the sponsorship. The tickets are now available for the Commission if they wish to attend.

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

Campman provided a presentation on the quarterly review.

The updated visitor guide now features six new covers, each showcasing different seasons, and is printed on uncoated paper, and follows a minimal, uncluttered layout scheme. The Commission received copies of the new visitor guides.

In March, the Experience Your Next Adventure campaign was launched, featuring new content across streaming TV, social media, YouTube, print, billboards, and three seasonal subject matters - wine, fishing, and family activities downtown. The campaign's commercial has already garnered 22,000 views.

Commissioner Haga inquired how businesses become aware of the campaign so they can align their advertising efforts with it.



Campman stated Suzanne Riley plays a key role is providing information about Experience Roseburg, particularly in the downtown area. However, the primary challenge has been establishing trust with businesses. They would like to collaborate with local businesses to promote the city and boost tourism, all without any cost to the businesses. They encourage any local business owner or groups with ideas to reach out to them. Additionally, a new video is produced each month to entice visitors and to Roseburg.

Riley organizes quarterly stakeholder meetings, providing partners with updates and creating networking opportunities. The meetings take place at various venues, including the Southern Oregon Wine Institute, Sunnyside Theatre, and the DC Museum. The venues are a great place to remind partners of the amazing resources our area offers to visitors.

Commissioner Haga recommended sharing the valuable information with other businesses and organizations, including the Partnership and the Coos Curry Douglas Business Development Corp (CCD) so they can share the information with their respective networks. She emphasized the importance of establishing a unified economic development voice for our community. This effort will promote tourism and engage local residents to participate in the events.

**BUSINESS FROM COMMISSION** – None.

**BUSINESS FROM STAFF –**

Cowie introduced Associate Planners Andy Blondell and Reese Carson.

April is volunteer appreciation month. Commissioner Widmer was recognized with a certificate for distinguished public service. The three new Commission members will receive recognition during volunteer appreciation month in 2025.

**ADJOURNMENT** - Meeting adjourned at 5:03 p.m. The next meeting is scheduled for July 25, 2024.



*Chrissy Matthews*  
*Department Technician*

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** July 25, 2024

**TO:** Economic Development Commission

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

**SUBJECT: SPRING/SUMMER 2024 TOURISM GRANT APPLICATIONS**

**ISSUE STATEMENT AND SUMMARY**

The City received a total of eight tourism grant applications. Two of the applications did not qualify for funding and were not included within the packet. The issue for the Commission is whether to approve the request for each of the remaining six tourism grant applications.

**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 of up to \$7,500. Grant requests for more than \$7,500 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**

The current fiscal year budget includes \$125,000 for the tourism grant program. This is funding separate and in addition to the funding for the Destination Marketing Organization (DMO) contract with Experience Roseburg. As fiscal year 2024-2025 has just begun, none of this funding has been spent or is reserved for other types of tourism related projects. 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 – Expansion of new tortoise exhibit and ADA gem mining**

*Requested funding amount: \$7,499*

*Total project budget: \$80,000*

The applicant is requesting \$7,499 to help fund construction of two new features involving a new tortoise habitat and ADA accessible gem mining exhibit. These two new features will be located within the "The Barnyard", a newly renovated children's zoo exhibit. This is one of the parks most popular attractions and is available for the public to view free of charge inside the Safari Village.

The objective of the project is to increase hands-on experiences in the Safari Village that highlight animal conservation and natural resources (e.g. gems and minerals).

Wildlife Safari serves approximately 300,000 people annually and is the largest single tourism provider in Douglas County. Capital improvement projects for locations such as the Wildlife Safari are consistent with Oregon Revised Statute 320.350, which enables the use of transient lodging tax dollars to be used for tourism-related facilities.

The total cost of the construction project is approximately \$80,000. Additional pending funding sources include the Swigert Foundation, Randall Trust, Autzen Foundation, and the Oregon Cultural Trust. It is anticipated these contributions will bring in \$50,000 of funding.

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, 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, construction of a new giraffe viewing platform, and enhancements to the Barnyard children's petting zoo.

*Recommendation:* Given the tourism success the Wildlife Safari has on the local area, Staff recommends funding in the amount of \$7,499 to assist in construction costs associated with the construction of the new tortoise habitat and ADA accessible gem mining exhibit.

### **UCC Foundation – UCC's 60<sup>th</sup> Anniversary Celebration**

*Requested funding amount \$4,999*

*Total project budget \$25,000*

The applicant is requesting \$4,999 to help promote and advertise UCC's 60<sup>th</sup> Anniversary Celebration. This will consist of two separate events: one being a downtown event on the evening of Friday, September 20<sup>th</sup>; and the other being an all-day event on the UCC campus, Saturday, September 21<sup>st</sup>. The applicant has indicated that the UCC Foundation plans to partner with downtown businesses during the month of September in order to "paint downtown green", celebrating UCC's achievements, but also welcoming families with the new UCC downtown housing projects. Downtown businesses will be asked to feature special "Riverhawk" offerings and in turn be given UCC swag to provide to customers. UCC is anticipating hanging light post banners and seeing window displays.

Alumni from across the U.S. will be invited to attend. UCC alumni basketball and volleyball games will be played on the campus of UCC Saturday and The Brothers Doobie, a tribute band to the Doobie Brothers will perform Saturday evening in the Swanson Amphitheatre.

If awarded the funding will be used strictly for advertising and promoting the event outside our area. It will be required that the City of Roseburg's logo will be used in conjunction with advertising and promotional material recognizing the City's sponsorship of the event.

Staff Recommendation:

Staff recommends the EDC award a grant for \$4,999 to the UCC Foundation for marketing and advertising UCC's 60<sup>th</sup> Anniversary Celebration event.

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

*Requested funding amount \$7,500*

*Total project budget                \$16,250*

This grant request is for financial support of the 3rd Annual UCC Back to School Auto Extravaganza and Street Fair scheduled for September 21, 2024. The EDC has previously supported this event in 2022 and 2023. The event will be held at the UCC campus and will consist of a car show and street fair.

Last year's final report, submitted by the applicant, indicated that approximately 1,500 to 2,000 people were in attendance. A collection of zip codes from registered vehicles and raffle participants helped to indicate a number of attendees were from outside our area. People visited from Florence, North Bend, Mill City, Elmira, Cottage Grove, Harrisburg, Medford, Prospect, California and even Texas.

A significant increase in participation occurred from the first event in 2022 as compared to the second event in 2023. The applicant is anticipating even further growth for 2024. Sponsorship through the Cow Creek Tribe is being provided and additional sponsorship is also anticipated through a local veteran motorcycle club. Recognition of the City's sponsorship will be required on advertising and marketing materials through the use of the City's logo.

The applicant will hire Anvil NW to assist in advertising and marketing the event. Advertising will consist of TV advertising in the Eugene and Medford areas, streaming radio and television directed at Portland, Chico-Redding CA, Eugene, Medford-Klamath Falls, and digital media through Travel Oregon and Travel Southern Oregon.

Staff Recommendation: Staff recommends the EDC award a grant for \$7,500 to the Roseburg Elks Lodge for marketing the 3rd Annual UCC Back to School Auto Extravaganza and Street Fair.

**Umpqua Valley Winegrowers Association - Online Winery Directory, Interactive Map, and Event Listing**

*Requested funding amount: \$4,850*

*Total project budget: \$5,900*

In 2021, the Umpqua Valley Wine Growers Association (UVWA) was awarded \$10,000 from City Council in order to cover the costs associated with producing a social media campaign and creating a visitor-friendly website and database to promote the winery scene in the Roseburg area. \$8,750 of the funding was utilized to hire AHM Brands in order to design the current website, programming, and copy. The remaining \$1,750 was used in order to hire Big Wrench Media in order to edit client provided video for the web banner.

UVWA is now requesting \$4,850 worth of funding to expand their website by adding three new features: a Filterable Winery Directory, Interactive Regional Map, and a Filterable Event Calendar. Adding these new features and including keywords throughout the website will help to increase search engine optimization, ranking the Umpqua Valley higher among competing wine regions.

The objective of the website upgrades is to make it easier for wine tourists to create and design their own wine tours based on their personal interests. The current website does not allow for these capabilities. UVWA is anticipating hiring an experienced web designer that focuses on the wine industry and understands what wine consumers are looking for in a website. The requested funding will be used solely for the purposes of hiring the web designer to create these upgrades.

Wine tourism supports many aspects of the local economy including hotels/Air B&B's, restaurants, shops, and of course wineries and vineyards.

Staff Recommendation: Staff recommends the EDC award a \$4,850 to the Umpqua Valley Winegrowers Association for the purpose of adding three new features: a Filterable Winery Directory, Interactive Regional Map, and a Filterable Event Calendar to their existing website. The applicant must utilize the City's logo on their webpage acknowledging the City's sponsorship.

**Umpqua Valley Winegrowers Association – Umpqua Valley Harvest Tour**

*Requested funding amount \$7,499*

*Total project budget \$22,550*

The applicants are seeking \$7,499 in order to market and advertise the Umpqua Valley Harvest Tour happening on September 14, 2024. The Harvest Tour is geared toward wine enthusiasts wanting to learn more about the harvest experience. Attendees will purchase a ticket, design their own itinerary and visit local wineries to learn more about one of the four harvest themes: picking grapes; fermenting grapes; pressing grapes; or aging wine. Each

winey will give educational 15-minute seminars at predetermined times showing a different aspect of the harvest.

The objective is to bring individuals from outside our area to experience Umpqua wines and learn more about wine-making in our region. As this is an all-afternoon style event attendees will be encouraged to have dinner in local restaurants and spend the night in the Roseburg area.

If awarded, grant funding will be used to advertise and promote the event. The Harvest Tour will be advertised to people outside of Douglas County, and will focus primarily on Eugene, Grants Pass, Medford, Ashland, Bend, the Oregon Coast, Portland, Vancouver and the I-5 corridor of Washington State. Targeted social media advertising, including Facebook and Instagram have been the most successful for ticket sales during past events. Limited TV and radio advertising will also be used. Online ticket sales, will require city and/or zip code information for each attendee and help the applicant to collect data on the number of people from outside the area and where they are coming from. This information will be included as part of the applicants report involving the event.

Recognition of the City's sponsorship will be required on advertising and marketing materials through the use of the City's logo.

Staff Recommendation: Staff recommends the EDC award \$7,499 to the Umpqua Valley Wine Growers Association, in order to market and advertise the Umpqua Valley Harvest Tour.

**Douglas County Cancer Services – 12<sup>th</sup> Annual “Get Tee’d Off At Cancer” Benefit Golf Tournament**

<i>Requested grant amount</i>	<i>\$7,499</i>
<i>Total project budget</i>	<i>\$19,499</i>

The applicant is requesting \$7,499 in order to pay for advertising costs in promoting the 12<sup>th</sup> Annual “Get Tee’d Off At Cancer” Benefit Golf Tournament to be held May 10, 2025 at the Bar Run Golf Course and RV Resort. The EDC awarded the Douglas County Services a similar grant request for last years tournament.

Bar Run Golf is a new course that recently opened July of 2021. The objective of the Bar Run Golf and RV Resort is to provide an overall destination experience with the intent to reach golfers throughout the Pacific Northwest region and the nation.

The Bar Run Golf Course hopes to help bring tourism to the Roseburg area through outside advertising efforts, specifically golf tournaments like the “Get Tee’d Off At Cancer” benefit tournament.

The applicant has provided information concerning how they plan to utilize the funding if awarded. \$250 will be utilized in order to revise, print and distribute the registration form in order to better capture data for out of town players. \$5,399 will be utilized through social media ad postings in order to attract golfers on the west coast (Washington, Oregon, California) for a three-month period. \$850 is indicated to be used as prize money and \$1,000

will be utilized for local print, radio and digital advertising through the News Review, 541 Radio websites, and local radio stations.

Statute prohibits the use of TLT funding for prize money and the purpose of the funding is to reach tourists outside the area, rather than the local community. Tourist means a person residing in a different community and traveling more than 50-miles from their home. Utilizing local advertising media does not achieve the purpose of reaching an audience that would constitute a tourist to our area.

Staff recommends that the EDC authorize the \$250 necessary to revise, print and distribute the registration form, as well as the \$5,399 to be used for outside the area advertising throughout the west coast. Staff would advise not to award the remaining requested funding as it does not meet the requirements concerning the use of the TLT dollars when attracting tourists. Recognition of the City's sponsorship will be required on advertising and marketing materials through the use of the City's logo.

Staff Recommendation: Staff recommends funding in the amount of \$5,649 to the Douglas County Cancer Services organization toward the costs of advertising their 12<sup>th</sup> Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament.

## **ATTACHMENTS**

Grant applications

RECEIVED

JUL 02 2024

**TOURISM GRANT APPLICATION**  
**CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION**

City of Roseburg  
Community Development Department

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 \$ 7499

Project/Event Name: Expanding interactive activities with new Tortise exhibit and ADA Gem Mining

Applicant Organization: Wildlife Safari

☐

Governmental Entity

☒

Non-Profit Organization

☐

Business Enterprise

Address: 1790 Safari Road

Phone: 541-679-6761

E-Mail Address: jdickinson@wildlifesafari.net

Responsible Party & Authorized Signer: Dan Van Slyke, Executive Director

Co-Sponsors (if applicable):

**Description of Project/Event:**

We are opening a new petting zoo this month - called The Barnyard. This request to the City of Roseburg will allow us to add two new features: A new ADA accessible gem mining exhibit and a new tortoise habitat will house our current tortoise and allow us to add more.

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

By being able to advertise the opening of new, interactive exhibits, tourists stay longer at our park, often extending their stay overnight and visiting local restaurants, wineries and hotels in addition to visiting Safari.

**Objectives of the Project:**

The objective of this project is to increase hands-on experiences in our Safari Village that highlight animal conservation through our tortoise exhibit and our natural resources.

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

This Gem Mining portion of the project will highlight our natural resources (e.g. gems and minerals), the impact of water erosion and how it was used during our country's gold mining era, and about native artifacts (e.g. arrowheads) that share the Umpqua Valley.



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

The new exhibits will be marketed on our website, an e-blast sent to all members, showcased on our social media channels (Facebook = 164k followers, Instagram = 92k followers), and featured in local radio and newspapers.

**Project Strategy:**

The main strategy for this project is to raise funds necessary to pay for the construction of the two exhibits and then to widely publicize the two new exhibits to encourage increased traffic to our newly expanded petting zoo (called The Barnyard) which will now include the ADA accessible Gem Mining exhibit and an expanded tortoise exhibit.

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

Yes ☒ No ☐ If so, when? July 2023

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.***

Wildlife Safari will take pictures of the new exhibits and document the number of people visiting the gem mining exhibit, being able to show increase from the previous exhibit. We will also be starting a tortoise encounter in the new tortoise exhibit.

Dan Van Slyke



Date 7-2-23

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: 7499

Project/Event Name: Expanding interactive activities with

Date of Project/Event: Set to open Spring Break 2025

Visitors will have free access to both exhibits in our Safari Village. However, gem mining bags are sold at a fee.

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

Expected attendance: 300-5000 people

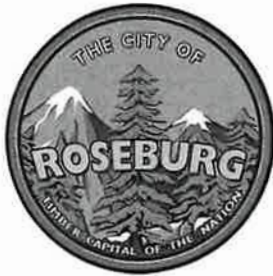
Expected attendance revenue: 67,000

Other Revenues (Without City funds):

Type	Amount
Swigert Foundation (pending)	10000
Randall Trust (pending)	15000
Autzen Foundation (pending)	10000
Oregon Cultural Trust (pending)	15000
Total Non-Tourism Funds	50000
Estimated Expenses:	
Materials and Supplies	71100
Labor Costs	8900
Advertising	
Capital Outlay	
Total Expenditures	80,000
Net Income/Loss without City Participation	-30000
City Funding Request	7499

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:

Grant funds will support the construction costs of the new exhibits. Construction costs total \$80,000 and include: Concrete & Block: \$13,000, Tortoise House building materials and labor: \$25,000, Landscaping \$2,000 Electricity & Heat \$5,000, SMH 200 Sluice: \$17,600, Shade/Rain Structure for Sluice: \$3,500, Labor and materials costs to demolish old exhibit and install new exhibits \$8,900, Contingency \$5,000. Revenue includes \$50,000 in pending grants, \$7,499 in pending Tourism dollars. The balance will come from Safari's general operations. After the buildings are constructed, they will be maintained by Wildlife Safari's general operations.



# TOURISM GRANT PROGRAM

**SPRING 2024**

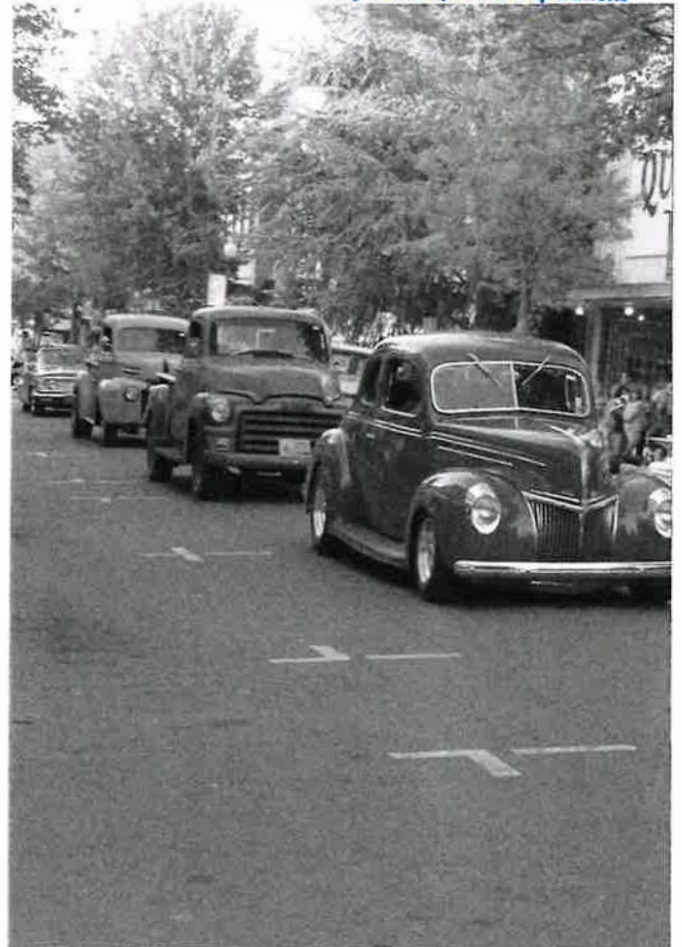
The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

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## APPLICATIONS DUE

July 5, 2024 by 5:00 p.m.

---



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

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

Amount Requested \$ 4,999

Project/Event Name: Umpqua Community College's 60th Anniversary Celebration

Applicant Organization: UCC Foundation

☐

Governmental Entity

☒

Non-Profit Organization

☐

Business Enterprise

Address: 1140 Umpqua College Rd Roseburg, OR 97470      Phone: 541-440-4614

E-Mail Address: foundation@umpqua.edu

Responsible Party & Authorized Signer: Jessica Paugh

Co-Sponsors (if applicable):

**Description of Project/Event:**

Founded in 1964, UCC is celebrating it's 60th anniversary this year with a community-wide and beyond celebration. There are two components to this event. One being a downtown celebration on the evening of Friday, September 20 and an all day event on campus on Saturday, September 21. We are driving attendance to the campus event to over 2,000 attendees.

**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):

By increasing advertising for the 60th Anniversary, UCC Foundation will be able to attract more tourists to Roseburg. UCC will promote the event in its entirety, but the big draw for out of town guests to stay the night in Roseburg are both alumni volleyball and alumni basketball games and the headlining performer, The Brothers Doobie, coming all the way from Massachusetts.

**Objectives of the Project:**

Celebrating UCC's 60th anniversary events. Reconnecting with alumni from all over the United States and our local community. Bringing people from across the state to Roseburg and on campus to participate in our activities and raise awareness of UCC.

**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 the 60th Anniversary Celebration, we are encouraging folks to visit downtown Roseburg on Friday, September 20 through a hopeful partnership with downtown businesses and the City of Roseburg. We hope to "paint downtown green" for the month of September not only to celebrate UCC's milestone event but also to welcome families to town with all of the new downtown housing projects taking place. We will reach out to local businesses to ask them to feature a special "Riverhawk" offering (special appetizer, beverage, etc) and in turn will provide them with some UCC swag to hand out to their customers. We hope to hang banners on the lamp posts, having windows painted, and more. We have also reached out to local lodging establishments for a special Riverhawk room rate. The band alone is bringing seven folks in from out of state as well as 25 confirmed alumni volleyball players coming from out of town.

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

Events are promoted on social media, website, email newsletters, radio, news and more. The event will be promoted across Southern Oregon and with our alumni audience across the United States. Athletes traveling to Roseburg from California, Idaho, and Washington.

**Project Strategy:**

Increase awareness of Roseburg and our community college by reaching more audiences and reconnecting with alumni who have moved away.

**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.***

Jessica Paugh

Digitally signed by Jessica Paugh  
Date: 2024.07.05 15:26:34 -07'00'

Date 7/3/24

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

Date 7/3/24

Co-Sponsor Typed Name and Signature

Date 7/3/24

Co-Sponsor Typed Name and Signature

## BUDGET PROPOSAL

Amount Requested: 4,999

Project/Event Name: Umpqua Community College's 60th

Date of Project/Event: Friday, Sep 20 and Saturday, Sep 2

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

Expected attendance: Over 2,000

Expected attendance revenue: varies

Other Revenues (Without City funds):

Type	Amount
UCC/UCC Foundation	20,000
Total Non-Tourism Funds	20,000
Estimated Expenses:	16,999
Materials and Supplies	
Labor Costs	1,000
Advertising	7,000
Capital Outlay	
Total Expenditures	24,999
Net Income/Loss without City Participation	20,000 estimated
City Funding Request	\$4,999

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:



JUN 17 2024



# TOURISM GRANT PROGRAM

**SPRING 2024**

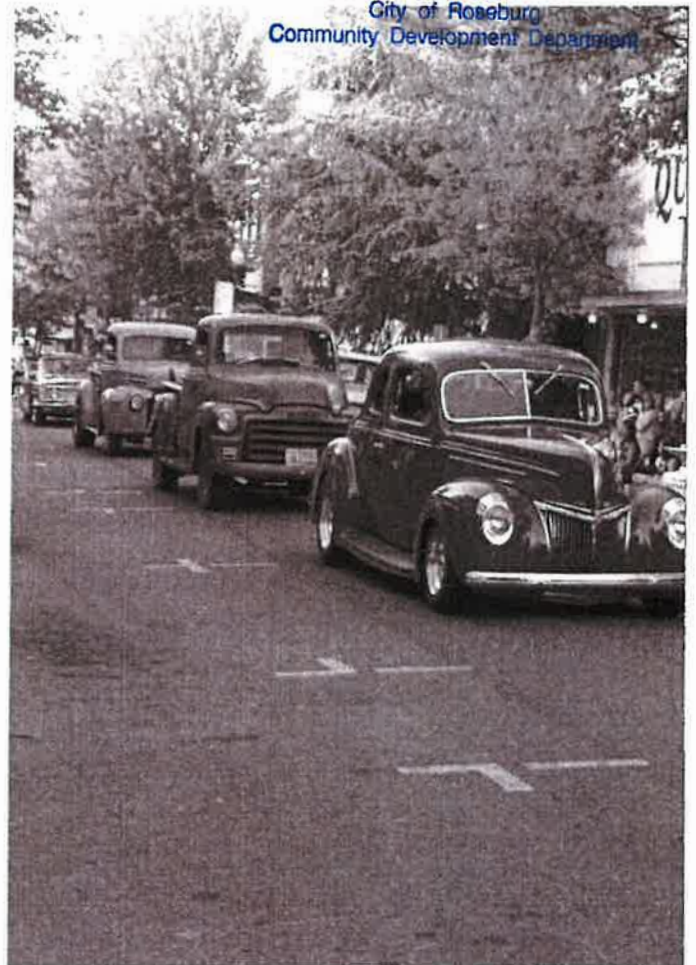
The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

---

## APPLICATIONS DUE

July 5, 2024 by 5:00 p.m.

---



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

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

Amount Requested \$ 7500

Project/Event Name: UCC Back to School Auto Extravaganza and Street Fair

Applicant Organization: Roseburg Elks Lodge #326

☐

Governmental Entity

☒

Non-Profit Organization

☐

Business Enterprise

Address: P.O. Box 717 Roseburg OR 97470

Phone: 541-672-4455

E-Mail Address: 326secretary@cmspan.net

Responsible Party & Authorized Signer:

Co-Sponsors (if applicable):

**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.

**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 automotive and motorcycle 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.

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

Yes ☒ No ☐ If so, when? Spring 2023 Amount granted \$4999

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

We intend to gather this information in three ways:

- 1) gather Zip codes from Car Registrations.
- 2) gather zip codes from Raffle ticket purchases
- 3) a 3 question survey

\*

*Dan R. Malore*

Date *6/11/2024*

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: 7500

Project/Event Name: UCC Back to School Auto Extravaganza

Date of Project/Event:

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

Expected attendance: 2500+

Expected attendance revenue:

Other Revenues (Without City funds):

Type	Amount
Total Non-Tourism Funds	

Estimated Expenses:

Materials and Supplies	5800
Labor Costs	0.00
Advertising	750
Capital Outlay	0.00
Total Expenditures	6550
Net Income/Loss without City Participation	9770
City Funding Request	7500

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:

Sponsor Contributions are the biggest unknown variable, With regards to revenue. The expenditure Buget includes enough funding for local advertising. To reach people outside of the local area (50 Miles) requires a broader range of media tools to connect with the targeted Automotive enthusiasts, state and region wide.





*UCC Back to School Auto  
Extravaganza and Street Fair  
presented by: the Roseburg Elks Lodge #326*

October 31, 2023

City of Roseburg,

On behalf of the Roseburg Elks Lodge #326, I would like to express our most sincere gratitude for your contribution of the Tourism Grant to the growth of our event. Without it, I sincerely believe that we would not have been as successful.

Included is the Event Report of what we achieved this year. The growth of this event was indeed significant, and this year's success can be directly attributed to the Tourism Grant funds.

Thank You,

A handwritten signature in black ink, reading "Bruce D. Pettengill".

Bruce D. Pettengill  
Back to School Auto Extravaganza Chair



## *UCC Back to School Auto Extravaganza and Street Fair*

*presented by: the Roseburg Elks Lodge #326*

Event Final Report October 2023

Roseburg Elks Lodge held the second annual Back to School Auto Extravaganza and Street Fair on Saturday September 16, 2023. From 9:30AM to 5PM, on the Campus of Umpqua Community College.

The event consisted of a Car Show which allows for all years of cars, trucks, and motorcycles. We also had a Street fair which included craft vendors, a magician, family-oriented games such as Cornhole and Foos Ball. A Cornhole Tournament was scheduled, but due to a conflict in schedules, ended up being canceled for this event. We also had a Poker Walk, hosted by the Rogue/Umpqua Valley Submariners Association. This allowed entrants and guests to walk around the Campus to stations placed at various locations, including the Memorial.

This year's event included 83 registered vehicles. 24 Vendors. Two Food vendors. This event was free to the public.

The Tourism Grant from the City of Roseburg allowed for a significant increase in the advertising and promotion of the event. With the assistance of ANVIL NW, the following advertising was utilized to reach the various Designated Market Area's (DMA).

- 1) Television:
  - KVAL (CBS) – Eugene Broadcast Area
  - KOBI (NBC) – Medford Broadcast Area
- 2) Streaming Radio: Spotify – directed at Chico-Redding CA, Portland, Eugene, and Medford-Klamath Falls DMA's (Specifics: Encl 1)
- 3) Streaming Television: HULU – directed at Portland, Eugene, and Medford DMA's (Specifics: Encl 2)
- 4) Digital Media:
  - Travel Oregon, Event Listing
  - Travel Southern Oregon, Event Listing
  - Oregon Festivals & Events Association, Event Listings
  - Experience Roseburg, Event Listing
- 5) Display Advertising
  - OutFront Media, digital billboard

Local Advertising not associated with the grant.

Radio: KRSB – Best Country 103.9

KQEN – 1240AM

We also utilized the Roseburg Elks Facebook Page, as well as the website [www.uccautoextravaganza.com](http://www.uccautoextravaganza.com) to provide information to perspective vehicle owners and Sponsors. Flyers were distributed and hung in businesses from Yoncalla to





## *UCC Back to School Auto Extravaganza and Street Fair*

*presented by: the Roseburg Elks Lodge #326*

Glendale, as well as sent to car clubs utilizing social media. Seven banners were hung in locations throughout Douglas County.

Regarding the goal to reach out beyond 50 miles of Roseburg, we were quite successful. The collection of zip codes of registered vehicles, and raffle participants indicated that we drew a substantial number of people from outside the area. Notably: Tokatee/Diamond Lake, Florence, North Bend, Mill City, Elmira, Cottage Grove, Harrisburg, Medford, Azelea, Prospect, Contra Costa CA, and Jamica Beach TX. With total participation estimated to be between 1500 to 2000 people in attendance of this one-day event.

Compared to our first show in 2022, in 2023 we significantly increased participation across all aspects of the event.

- Number of registered vehicles up 80%
- Number of Vendors up 22%
- Number of Food Vendors up 50%
- Number of guest visits up more than 100%

### Financials

Revenue: \$10,096.50 (does not include the Tourism Grant)

Expenditures: \$7907.46

Net Proceeds: \$2188.04 – less Food vendor fees

Unused grant funds: \$369.03

Note: We are considering this an exceptional success, as in 2022 we did not break even.



## *UCC Back to School Auto Extravaganza and Street Fair*

*presented by: the Roseburg Elks Lodge #326*

### **Glossary of Terms for Enclosures**

- Impressions - The total number of ads within the campaign served on the specific digital service.
- Frequency - The average number of times each person your ads. Only for ads delivered on the specific digital service.
- Reach - The number of unique people who heard your ads. Only for ads delivered on the specific digital service.
- Clicks - The total number of times users have clicked on an ad within the ad sets. Only for ads delivered on the specific digital service.
- CTR - The click-through rate or "CTR" is equal to clicks / impressions. Only for ads delivered on the digital service.
- Completion Rate - The percentage of ads played to completion. Common reasons for incomplete ads include users muting or exiting the app during the ad. For Spotify completion rate are only ads placed in music.
- DMA – Designated Market Area, also referred to as a media market, is a region of the United States that is used to define television and radio markets.



CLIENT Roseburg Elks #326  
CAMPAIGN Back to School Aut Exrav g nz 20 3  
MARK TS  
ARGE ED  
Status Completed  
Lifetim budget \$1,375.00 Format: Video  
CPM \$31.40  
Start d e S u d y, Sep m 2 2 2  
En d e F i d y Sep e be 5 2 2

A n c s

Audie ces		Co pl	I
Demographics   Financ	\$100k+	14,096	\$442.61
Demographics   Financial	\$50k+	3,299	4 7.59
Demographics   Financial	\$75 +	9,263	2 .86
Demographics   Financial   C d t Card U		4,3	38.
Demographics   Financial   Donat T Charity		,668	77. 8
I   Trav   Frequ Travelers		6 2	
Interest   Travel   Family Travel		1 8	\$6 6
O			
TOT L		7	9 69

G

Ge e	Co ple ed I p essio s	Cos
Comedy	11 6	\$ 6 6
Drama	1	\$ 8 8
A and Cartoons		\$1 8 8
Family	88	\$8
H and Su		
R and G Show		
Action and Advent re	8	\$ 16
Science Fiction	1 8	\$ 1
Doc mentaries	1 6	\$ 6
Teen	1 8	\$ 8
N w and Inf		
Lf		
Anime	8	\$18 1
International		\$16 86
Food	6	\$
Sports	8	\$8 1
Classics	166	\$ 1
M		
Latino	1 6	\$ 6
LGB		
Health and W		
Other		\$1
K Drama		\$ 16
V		
TO L	4	4 7

P f

Pl fo	Co ple ed I p essio s	Cos	R h	vg F eq
Computer	2,314	\$72.66	1,203	1.924
Living Room	33,447	\$1,05 .2	5	\$
Ph ne	6	6	666	966
Tabl t		8	5	5
TOTAL	45,237	\$1,420.44	21660	2.09





**CLIENT** Roseburg Elks #326  
**CAMPAIGN** Back to School Aut Extravaganza 2023  
**MARKETS** P r land, OR DMA; Medf rd-Klama Falls, OR DMA; Eugene, OR DMA  
**TARGETED**  
 Status Completed  
 Lifetime bu get \$1,375.00 Format: Vi o  
 CPM 4  
 Star da Sa ur ay p mb 2 2 2  
 En da F i y p mb 2 2

Loc ons

	DMA TOT L	Com l	l	ss	s
	Atlanta		1		
	Bend		3		
	Chicago		2		
	Columbia - Jefferson City		1		
	Denver		1		
TARGE ED	Eugene		7	6	
	Eureka		26		
	Los Angeles		2		
TA GE ED	M dford - Klamath Fall		4939		
	N w York		2		
	Orlando - Daytona B ach - Me b urn		1		
	Oth		27		
	Phi d p i		1		
	P enix		1		
TA G T D	P nd		33002		
	R				
	S c mento - Stock - Modesto		60		
	Salt L k Cl y		1		
	San Fr - Oa land - San J		6		
	Seattle - T		3		
	Spo ane		3		
	Ty - Longv w - Luf - Nacog h		1		
	W - Temple - B yan		1		
	Was ngton D		4		
	Y - Pasco - R c land - K w		11		
	GR N TOT L		2		

CLIENT  
CAMPAIGN  
MARKETS  
Status  
Lifetime budget  
Start date  
Placement

Roseburg Elks #326  
Back to School Aut Extravaganza 2023  
C ic -Redding, CA DMA; P r land, OR DM ; Medf rd-Klama Falls, OR DM ; Eugene, OR DM  
Completed  
\$1,125.00  
Saturday, September 2, 2023  
Automatic  
End date  
Format  
Saturday, September 16, 2023  
Audio



Total	Impressions	Reach	Frequency	Clicks	CTR	Bidding goal	CPM	
	118,532	82,781	1.43	596	0.005	Clicks	9.49	
	Spend	Bid cap	Average daily budget	Completion rate	Starts	Ad played to:	Ad played to:	Ad played to:
	\$1,125	\$17.00	-	90.74%	0	93.90%	92.20%	90.70%

Audience Insights

Age	13-17	18-24	25-34	35-44	45+			
Impressions	0.00%	50.20%	21.20%	13.70%	14.90%			
Clicks	0.00%	54.00%	15.40%	12.90%	17.60%			
CTR	0.00%	0.5	4	5	6			
CPM		886	981	1.4	1.12			
REACH		2	23.10%	15.7	7.2			
Gender	Female	Male	Non_binary					
Impressions	48	44	6					
Clicks			9					
CTR								
CPM	9	9	9					
REACH								
Genre	Hip-Hop	Pop	Other Genre	Latin	Rock	Indie Rock	R&B	Other
Impression								
Click	9			7.9	7	9		
CT								
CP								
REA								



CLIENT  
CAMPAIGN  
MARKETS  
Status  
Lifetime budget  
Start date  
Placement

Roseburg Elks #326  
Back to School Auto Extravaganza 2023  
Chico-Redding, CA DMA; Portland, OR DMA; Medford-Klamath Falls, OR DMA; Eugene, OR DMA  
Completed  
\$1,125.00  
Saturday, September 2, 2023  
Automatic  
End date  
Format  
Saturday, September 16, 2023  
Audio



Platform	iOS	Android	Desktop
Impression			
Click			
CTR	0.50%	0.50%	0.00%
CP	1.00%	0.00%	0.00%
REA			
Placement	Music	Podcasts	
Impressions	98.90%	1.10%	
Clicks	98.50%	1.5	
CTR			
CPM			
REA H			

Daily Performance

Date	Impressions	Reaches	Spent	Clicks
2-Sep-2023	3,197	3,86	\$32.26	24
3-Sep-23	1,767	57	\$	6
4-Sep-23	2	7,372	\$77.6	64
5-Sep-23	27	2	\$2	64
6-Sep-23	3	346	\$	3
7-Sep-23			\$2.4	3
8-Sep-23	342	63	\$3	43
9-Sep-23	7	73	\$4	46
10-Sep-23		74	\$4.47	33
11-Sep-23	4	346	\$7.3	4
12-Sep-23	727	62	\$6	4
13-Sep-23	76	7	\$2.4	3
14-Sep-23	46	76	\$3.3	3
15-Sep-23	73		\$2.66	2
16-Sep-23	3	3	\$6	
	118,532	111,022	\$1,125	596





CLIENT Roseburg Elks #326  
CAMPAIGN Back to School Aut Extravaganza 2023  
MARKETS C ic -Redding, CA DMA; P r land, OR DM ; edf rd-Klama Falls, OR D ; Eugene, OR D  
S u C p  
L f bu g \$1,125.00  
St t te S t y,Se te be 2,20 3  
P e e t A E te S t y Se te be 16 2023  
F A



JUL 03 2024



# TOURISM GRANT PROGRAM

**SPRING 2024**

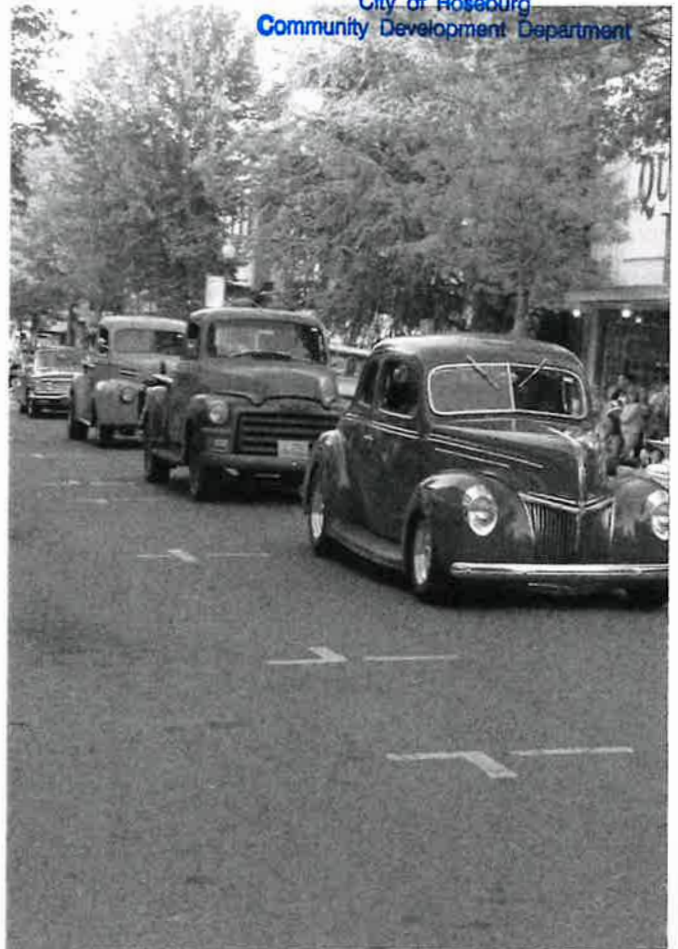
The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

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## APPLICATIONS DUE

July 5, 2024 by 5:00 p.m.

---



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

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

Amount Requested \$ \$4,850

Project/Event Name: Online Winery Directory, Interactive Map, and Event Listing

Applicant Organization: Umpqua Valley Winegrowers Assc

☐

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 & Authorized Signer: Ali Rodgers

Co-Sponsors (if applicable):

**Description of Project/Event:**

See Appendix #1

**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 Appendix #2

**Objectives of the Project:**

See Appendix #3

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

See Appendix #4

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

See Appendix #5

**Project Strategy:**

See Appendix #6

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

Yes ☒ No ☐ If so, when? Spring '23 and Fall '23 Amount granted \$ 0 and \$4,999

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

We will provide Google Analytics data to show web traffic before and after the project implementation. Additionally, we will start tracking visitor traffic at wineries this fall and winter, after implementation, to provide year-over-year visitor numbers.

**Alison Rodgers**

Digitally signed by Alison Rodgers  
Date: 2024.06.28 14:29:30 -07'00'

Date 7/3/24

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

**Alison Rodgers**

Digitally signed by Alison Rodgers  
Date: 2024.07.03 15:27:36 -07'00'

Date 7/3/24


Co-Sponsor Typed Name and Signature

Date 7/3/24

Co-Sponsor Typed Name and Signature

## BUDGET PROPOSAL

Amount Requested: \$4,850

Project/Event Name: Online Winery Directory, Interactive 

Date of Project/Event: August - September

Do you charge for attendance? Yes <sup>n/a</sup> No If yes, how much?

Expected attendance: 240 people

Expected attendance revenue: \$124,320

Other Revenues (Without City funds):

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

Estimated Expenses:

Materials and Supplies	
Labor Costs	<hr/> \$4,850 for ZoePDX web/graphic designer
Advertising	<hr/>
Capital Outlay	<hr/> \$1,057.60 from UVWA
Total Expenditures	<hr/> <b>\$5,907.60</b>
Net Income/Loss without City Participation	<hr/> <b>-\$5,907.60</b>
City Funding Request	<hr/> <b>\$4,850</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:



Online Winery Directory, Interactive Map, and Event Listing  
Grant Application Attachments

## Appendix #1

### Description of Project/Event:

This project will add 3 new features to the Umpqua Valley Wineries website:

1. A Filterable Winery Directory
  - a. This new lookup tool will enable customers to plan their trip based on the style of winery they'd like to visit.
  - b. Filters would include:
    - i. Types of wines produced
    - ii. If food is available at the winery
    - iii. If the winery is dog friendly
    - iv. Which days of the week the winery is open
    - v. Which part of the Valley (north, central, south) the winery is located in
    - vi. Any other parameters a tourist might be looking for
  - c. A page for each winery would be added to the website with a description, small photo gallery, and upcoming events (more below) to entice the visitor to their winery
2. An Interactive Regional Map
  - a. This map will be based off of the new map image that was created when our brochure was updated this spring, so a new image does not have to be designed. (View the image in Appendix #8, below.)
  - b. The map would be embedded into our home page, and visitors could hover their mouse over a winery, and a small image of that winery would pop up, bringing the map to life. They could then click on the image to be directed to the winery's detailed listing on our website.
3. A Filterable Event Calendar
  - a. This calendar would be populated with winery events so customers can go **one place** to find winery events in the Umpqua Valley
  - b. Filters would include:
    - i. Cost to attend
    - ii. Type of event (live music, etc.)
    - iii. Family-friendly event
  - c. Additionally, each winery's detail page on our website would list all events taking place at their winery, pulling from the same event database.
  - d. Customers could go to the calendar to search/filter for events, or go to a winery page specifically, to see what events are coming up

Adding these new features, plus sprinkling "keywords" throughout the website will help with our SEO (Search Engine Optimisation) so that the Umpqua Valley ranks higher among competing wine regions.



Online Winery Directory, Interactive Map, and Event Listing  
Grant Application Attachments

## Appendix #2

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

Wine-related tourism in Oregon contributed \$758M to the state's economy in 2019<sup>1</sup>, and if we can get more of those visitors to come to the Umpqua Valley, this will greatly help our local economy.

Roseburg is the hub of the Umpqua Valley, and if wine tourists are coming to the Umpqua Valley to go wine tasting, they are coming to Roseburg. Additionally, the Umpqua Valley is one of 7 major wine regions in the state of Oregon, and as a city/county/region, we have yet to fully capitalize on these wine tourists.

Since websites are now the main way that people find information, we want to be one of the first regions that comes up when tourists are looking for a region to go wine tasting. Adding these new features to the website, and including keywords like "wineries in Oregon" or "Southern Oregon wineries," will help the Umpqua Valley rank higher in Google searches, which is the starting point when consumers are considering which wine region to visit.

These winery filters will help visitors find the perfect winery for them, which will solidify a reason to visit. Additionally, they will see that there are lots of events happening, so they will be encouraged to plan a trip. The interactive regional map will show tourists the different groupings of wineries so that they see that a trip can be easily navigated.

Just like with any event happening in Roseburg, we can't force people to come, but if we give them the tools to make planning a trip easy, and appealing, they will eventually come.

## Appendix #3

### **Objectives of the Project:**

We want to build a website that will make it easy for wine tourists to plan a trip to the Umpqua Valley. We want to keep their best interests in mind, and let them design their own wine tour based on where THEY want to go. Our current website does not have these capabilities, but upgrading the website with the 3 specific features (above) will make it easier for tourists to plan a trip to Umpqua Valley Wine Country, which will in turn generate more revenue for the City of Roseburg.

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<sup>1</sup>

<https://industry.oregonwine.org/press-releases/2022-economic-impact-of-the-wine-and-wine-grape-industries-on-the-oregon-economy/>





Online Winery Directory, Interactive Map, and Event Listing  
Grant Application Attachments

## Appendix #4

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

The wine industry brings more than just tourists to Roseburg hotels—it brings jobs and tax revenues too. At a state-level, Oregon had:

- 39.4K wine-supported jobs in Oregon in 2022
- \$265M generated in local and state taxes due to wine-related activity in 2022
- \$8.1B statewide economic impact of the wine industry in 2022

according to the 2022 Vineyard & Wine Economic Impact study<sup>2</sup>. The Umpqua Valley is one of the less-frequented wine regions in Oregon, but you can see how even a small slice of the above statewide numbers can be impactful. The more wine visitors we get, the more dramatic the impact will be.

Roseburg has so much potential for a charming downtown, and we are getting close to being there. Wine tourists love to shop in charming downtowns and support local small businesses, and Roseburg is full of small businesses. If we can get tourists downtown, and expose them to the delicious wines of the region, they will tell their friends and come back again & again.

When wine tasting in the Umpqua Valley, visitors aren't tied to one spot, like they might be for an event. Wine tourists need to drive around the valley to visit different wineries, and this is how they take in the beauty of our hills, rivers, and trees. We continually hear visitors say that they had no idea it was so beautiful here, and by exploring the backroads and finding hidden gems (wineries), they are really able to take it in. (And then tell their friends about it, and plan a trip to come back.)

Wine tourism supports many aspects of the local economy: hotels/B&Bs, restaurants, shops, wine tour companies, and of course wineries and vineyards. Additionally, if a winery is able to convert a visitor into a wine club member, who then receives multiple wine shipments per year, that visitor creates lasting revenue and economic growth for the region. Lastly, a winery is dependent on vineyards for their raw materials (grapes), so that stimulates local vineyards jobs and property taxes too.

## Appendix #5

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



## Online Winery Directory, Interactive Map, and Event Listing Grant Application Attachments

Our target market for this project is wine tourists using Google or a search engine to plan a trip. Fortunately, wine tourists spend more than the average tourist coming to Roseburg. Since Roseburg is the hub of the Umpqua Valley wine region, tourists that are visiting the area for wine tasting normally a) stay in a hotel/AirBnB in Roseburg for 1 - 3 nights, b) spend money at wineries during the day, then c) come back to Roseburg and dine in restaurants at night.

When people search for "Umpqua Valley wineries" in Google, our website ranks at the top of the list. But to hook the people searching for "Oregon wineries" or "Southern Oregon wineries," we need to show that our website has helpful information on these type of wineries, which makes a consumer want to stay on the website longer. (That's one of the main ways a website ranks high—by being an expert on the searched topic.) These additional tools will help accomplish our website being an "expert" on the topic, and ranking higher for it in the future.

This new functionality will be promoted with a press release, social media, and our e-newsletter that goes out to over 6,000 subscribers, but the majority of visitors will find it organically.

## Appendix #6

### Project Strategy:

Our web designer, Zoe Mendell of [ZoePDX<sup>3</sup>](https://zoepdx.com/), is also our graphic designer and has been working in the wine industry for over 20 years. Zoe has the knowledge and expertise to know what wine consumers are looking for in a website. Zoe has also done many websites for boutique hotels in Oregon and Washington, and has gained insight into the tourism industry over the years, which is apparent in her work.

Zoe loves wine, loves to see underdogs succeed, and she will be graciously extending a non-profit discounted rate for the project. She has already helped us update our website with our new logo and font, plus refresh our homepage, which was paid for by the UVWA directly.

## Appendix #7

**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:

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<sup>3</sup> <https://zoepdx.com/>



Online Winery Directory, Interactive Map, and Event Listing  
Grant Application Attachments

**Project Revenue:**

Based on the [2022 Travel Oregon Visitor profile](https://industry.traveloregon.com/resources/2022-oregon-visitor-profile/), the average tourist spends \$259 per day in Oregon<sup>4</sup>. With an average party size of 2 people, staying for 2 days, that equates to a per-trip spend of \$1,036. If we can recruit an additional 10 couples per month to come wine tasting in the Umpqua Valley, this would equate to an additional \$124,320 annually for the local economy, with the majority of that going to accommodation in the City of Roseburg.

**Project Cost:**

\$4,850 for ZoePDX design & implementation

\$1,057.60 in labor to work with the wineries directly to get the new modules implemented, which the UVWA will cover

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<sup>4</sup> <https://industry.traveloregon.com/resources/2022-oregon-visitor-profile/>



Online Winery Directory, Interactive Map, and Event Listing  
Grant Application Attachments

## Appendix #8

New winery map from UVWA wine trail map/brochure:



JUL 03 2024



# TOURISM GRANT PROGRAM

**SPRING 2024**

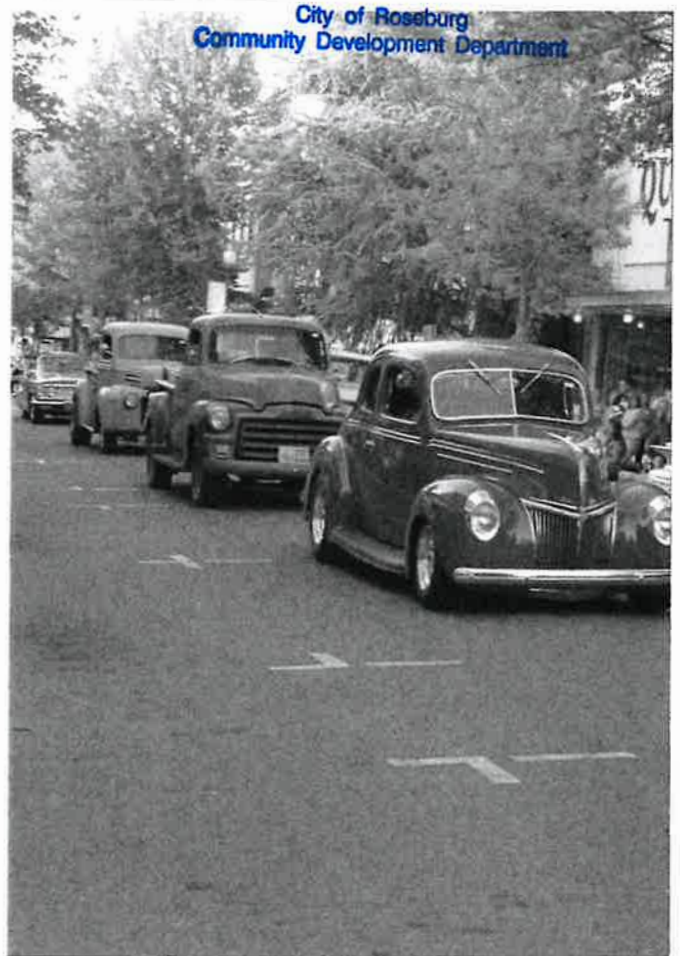
The City's Tourism Grant Program is funded through the Roseburg transient lodging tax collected within city limits.

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## APPLICATIONS DUE

July 5, 2024 by 5:00 p.m.

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

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

Amount Requested \$ \$7,499

Project/Event Name: Umpqua Valley Harvest Tour

Applicant Organization: Umpqua Valley Winegrowers Assc

☐

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 & Authorized Signer: Ali Rodgers

Co-Sponsors (if applicable):

**Description of Project/Event:**

See Appendix #1

**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 Appendix #2

**Objectives of the Project:**

See Appendix #3

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

See Appendix #4



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

See Appendix #5

**Project Strategy:**

See Appendix #6

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

Yes ☒ No ☐ If so, when? Spring '23 and Fall '23 Amount granted \$ 0 and \$4,999

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

When we sell tickets online, we will collect city and/or zip code information, so that we know how many people from out of the area visited Roseburg.

Alison Rodgers

Digitally signed by Alison Rodgers  
Date: 2024.06.28 14:29:30 -07'00'

Date 7/3/24

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

Date 7/3/24

Co-Sponsor Typed Name and Signature

Date 7/3/24

Co-Sponsor Typed Name and Signature

## BUDGET PROPOSAL

Amount Requested: \$7,499

Project/Event Name: Umpqua Valley Harvest Tour

Date of Project/Event: September 14, 2024

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

Expected attendance: 275 people at \$75-85 pp Expected attendance revenue: \$22,550

Other Revenues (Without City funds):

Type	Amount
Total Non-Tourism Funds	

Estimated Expenses:

Materials and Supplies  
Labor Costs  
Advertising  
Capital Outlay

**\$11,553**

\$3,500

\$7,500

(\$5,500) wine donated by wineries

Total Expenditures

**\$22,553**

Net Income/Loss without City Participation

**-\$7,503**

City Funding Request

**\$7,499**

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:



## Harvest Tour Grant Application Appendix

### Appendix #1

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

The Umpqua Valley Harvest Tour on September 14, 2024 is an immersive wine tasting experience, hosted at individual wineries around the Umpqua Valley, geared towards wine lovers wanting to learn more about wine. Attendees will purchase a ticket to the event, then design their own itinerary of up to 4 wineries, based on which aspect(s) of harvest they would like to learn about. Each winery will focus on one of four harvest-centered themes:

1. Picking grapes
2. Fermenting grapes
3. Pressing grapes
4. Aging wine

Each winery will give an educational 15-minute mini-seminar at the predetermined times of: 11:30 am, 1:00 pm, 2:30 pm, and 4:00 pm. These small events will take place in the vineyard or in the cellar, depending on which theme the winery is showcasing.

The wineries will also provide food to accompany the wines and enhance the tasting experience.

Additionally, some wineries will be encouraged to have "grape stomp" events that weekend (either Friday or Sunday) where customers will have the opportunity to experience harvest directly by crushing grapes with their feet.

### Appendix #2

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

This event will advertise the Umpqua Valley Harvest Tour to people outside of a 50 mile radius from Roseburg, encouraging customers to buy a ticket to the event and plan a weekend trip to explore the Umpqua Valley wine region. Since it is an all-day event, and people will be coming from out of the area, the majority of visitors will spend the night. Since Roseburg is the hub of the Umpqua Valley, most visitors will spend the night in a hotel/B&B in Roseburg.

Even if the customers are unable to attend this specific event, the advertising will have planted the seed that they should make a trip to Umpqua Valley wine country in the future.



## Harvest Tour Grant Application Appendix

In addition, since the Umpqua Valley Harvest Tour is scheduled for September 14, during the off-season period of Labor Day through Memorial Day, this event will help draw people to Roseburg during the slower tourism season.

### Appendix #3

#### **Objectives of the Project:**

The goal of this event is to lure people to the beautiful Umpqua Valley to taste wine, and learn more about the delicious wines made in our region. Wine consumers love to learn about wine, and this event enables them to engage in an in-depth, and even hands-on, way. Also, no other wine regions appear to be doing this kind of event, making it novel and more appealing.

Since the event is during the day, guests would be encouraged to have dinner at one of our many delicious Roseburg restaurants. Since wine consumers tend to spend more money on lodging and dining than the average traveler, this would generate additional revenue for the businesses in Roseburg.

### Appendix #4

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

Aside from the tourism revenue generated from weekend visitors to the Umpqua Valley Harvest Tour, this event will support the wineries and vineyards of the Umpqua Valley. Our local wineries buy grapes from local vineyards, which supports the local agriculture industry of grape farming and vineyard management and employs hundreds of workers in Douglas County. These wineries and vineyards also pay property tax, which helps to support the local services offered to Roseburg-area residents.

Unlike other events, wine tourism in the Umpqua Valley provides trailing dividends to the local economy. After visitors have visited the Umpqua Valley and tasted our delicious wines, they will not only take some home with them during their Harvest Tour, but they will continue to buy Umpqua Valley wines into the future. This will occur at restaurants and wine shops *outside* of our region, but the revenue will be generated by our local wineries, providing economic growth for our region.

Additionally, if customers choose to join the Wine Club of one of our wineries, this provides an additional income stream for local wineries in the form of wine shipments directly to the end consumer. As part of a Wine Club, wine will be shipped to the consumer multiple times a



## Harvest Tour Grant Application Appendix

year—whether they live in Oregon, Washington, or one of many other states around the US that enables direct shipments of wine.

### Appendix #5

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

The main goal of this event is to attract visitors from outside of our area. More specifically, we plan to target the regions of Eugene, Grants Pass, Medford, Ashland, Bend, the Oregon Coast, Portland, Vancouver (WA), and the I-5 corridor of Washington State. These are all regions more than 50 miles from Roseburg.

We have found that targeted social media advertising (more specifically Facebook and Instagram) have been the most successful avenues for ticket sales. We also plan to use radio advertising and TV advertising to a lesser extent because the rates are much higher and don't have quite as successful ROI. We hope to receive some in-kind radio and/or TV advertising in exchange for tickets to the event. (This worked with our Greatest of the Grape event on February 3rd.)

### Appendix #6

#### Project Strategy:

We have a proven track record of ticket sales using social media advertising. Our past successes include our Greatest of the Grape event (February 3rd), and for our Umpqua Valley Tasting Pass (ongoing). For Facebook and Instagram, we are able to refine the audience of who sees the ads based on age, geographic location, and interests, eg. people aged 25 - 85, outside of a 50 mile radius, with an interest in wine. This makes the best use of advertising dollars, so that 21+ wine lovers in the Northwest are the ones that see our ads.

Because Eugene is the 2nd largest city in Oregon, and is just over one hour away from Roseburg, we also hope to court these customers by advertising on KLCC with some radio ads. This will both advertise/market the specific event, but also entice consumers to visit the Umpqua Valley to taste wine at anypoint in the future.

We have also formed a good relationship with KMTR television, which is the local arm of the Eugene television news station, so there may be free publicity opportunities available there. (They helped to promote our Greatest of the Grape event in exchange for tickets to the event.)



## Harvest Tour Grant Application Appendix

### Appendix #7

**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:

<b>Estimated # of Attendees:</b>	<b>275</b>	<b>Price</b>		
Early bird	82.5	<b>\$75.00</b>		
Full price	192.5	<b>\$85.00</b>		
	<b>Fixed</b>	<b>Per Attendee</b>	<b>Total</b>	<b>Covered by UVWA and/or wineries</b>
<b>Income</b>				
Ticket Sales - early bird		\$75.00	\$6,188	
Ticket Sales - full price		\$85.00	\$16,363	
<b>Total Income</b>		<b>\$85.00</b>	<b>\$22,550</b>	
<b>Expenses</b>				
<b>Materials and Supplies</b>				
Printing	\$250		\$250	
Food (\$8 per attendee, at each of 4 wineries)		\$32.00	\$8,800	
Ticketing Fees (6%)		\$5.10	\$1,403	
Wine Glasses		\$4.00	\$1,100	
Insurance - covered by wineries and/or UVWA				Varies
<b>Materials and Supplies - total</b>			<b>\$11,553</b>	
<b>Labor Costs - event planning, promotion, and execution</b>	<b>\$3,500</b>		<b>\$3,500</b>	
<b>Advertising &amp; Promotion, including design</b>	<b>\$7,500</b>		<b>\$7,500</b>	
<b>Wine - donate by wineries</b>		<b>\$20.00</b>		<b>\$5,500</b>
<b>Total Expenses</b>	<b>\$11,250</b>	<b>\$61.10</b>	<b>\$22,553</b>	<b>\$5,500</b>
<b>Net</b>			<b>-\$3</b>	



## Harvest Tour Grant Application Appendix

Net Income (loss) without City participation			-\$7,503	
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**RECEIVED**  
**JUL 02 2024**

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

City of Roseburg  
Community Development Department

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

Amount Requested \$ 7,499

Project/Event Name: 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament

Applicant Organization:

☐ Governmental Entity

☒ Non-Profit Organization

☐ Business Enterprise

Address: 2880 NW Stewart Parkway #202

Phone: 541-440-9409

E-Mail Address: dccancerservices@hotmail.com

Responsible Party & Authorized Signer: Jackie Barnett, Executive Director

Co-Sponsors (if applicable): N/A

**Description of Project/Event:**

A fundraiser for financial assistance for Douglas County residents dealing with a cancer diagnosis and treatment.

**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):

To attract golfers from outside of the Roseburg area to view and enjoy the beauty, entertainment and amenities the area offers. Marketing will be conducted throughout the west coast to entice golfers to join in this fundraiser and experience the challenge of the Bar Run Golf and RV Resort where this fundraiser is held.

**Objectives of the Project:**

The objectives of the project is to raise funds financially assist Douglas County residents dealing with a cancer diagnosis and treatment. Through enticing West Coast golfers to participate in the 12th Annual "Get Tee'd Off At Cancer" Benefit Golf Tournament and be tourists who visit the Roseburg area

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

The tournament is held at the Bar Run Golf & RV Resort which is Roseburg's newest destination golf and RV Resort and a prestigious golf course. The out of area golfers will provide financial support to Bar Run Golf & RV Resort which benefits their local employees. The participation by those in the golf tournament will benefit DCCS in helping to provide funds to financially assist our Douglas County cancer patients.

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

The event will be marketed to a targeted audience through social media and print ads throughout the West Coast. The tournament will be posted on the Bar Run website as well as the DCCS website. "Save The Date" cards will be displayed in the golf cart visors

**Project Strategy:**

The project strategy is to market the golf tournament to golfers on the West Coast as a win-win to showcase the Roseburg area and to raise more funds for cancer patients in Douglas County through an increased number of golfers participating in the event.

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

Yes ☒ No ☐ If so, when?

Amount granted \$4,999

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

Jackie Barnett / 

Date 6-30-2024

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

N/A

Co-Sponsor Typed Name and Signature

Date

N/A

Co-Sponsor Typed Name and Signature

Date

## BUDGET PROPOSAL

Amount Requested: 7,499

Project/Event Name: 12th Annual "Get Tee'd Off At Canc

Date of Project/Event: May 10, 2025

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

Expected attendance: 150

Expected attendance revenue: \$27,000

Other Revenues (Without City funds):

Type	Amount
Raffle	\$3,000
Various Games on the course	\$2,000
Total Non-Tourism Funds	\$32,000
Estimated Expenses:	
Materials and Supplies	\$12,000
Labor Costs	-0- (Volunteers in-kind \$2500)
Advertising	\$7,499
Capital Outlay	-0-
Total Expenditures	\$19,499
Net Income/Loss without City Participation	\$12,501
City Funding Request	\$7,499

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:

With increased funding from the grant which will be used exclusively for marketing, more sponsorships and golfers will be approached to participate in the fundraising event and possibly once exposed to the event and the area, will return year after year. In order to gather information on how many golfers visited from out of the area, registration forms for participation in the event, will have a space to complete "Hometown".

## **Disbursement of Grant Funds 2025**

### Formatting and Printing

Douglas County Cancer Services (DCCS) will revise, print and distribute the golf registration form to designate the city of residence for each registered golfer to determine and gather data for out of town players.

Cost \$ 250

### Prize Package

A prize will be awarded to the golfer playing in the tournament who has come from the farthest away city. Includes a two (2) night stay at Bar Run Golf & RV Resort/ a round of golf with cart for two (2) and a gift card for \$200 at The Parrot House.

Cost \$ 850

### Print, Radio and Digital Advertising

Print \* 4 3x5 full color ads to run leading up to the event to promote event

Digital • 50,000 Impressions on The News Review, and 541 Radio websites.

Radio • 146 x:30's to play on the stations. Interview with Kyle Baily on inside Douglas County (All of above will focus on prize package to encourage out of town players)

Cost (In-Kind matching of \$1,000 by Lotus media) \$1,000

### Marketing

Through social media (Facebook, Instagram, YouTube, Rumble) ads posted and "boosted" with saturation to the west coast (Washington, Oregon and California) with focus on golfers to include tagging at various golf clubs through the west coast for a three (3) month period.

Cost \$5,399  
(Includes contract services of Pivot My Social media company)

**TOTAL COST \$7,499**

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION INFORMATIONAL ITEM SUMMARY



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Date: July 25, 2024

To: Economic Development Commission

From: Stuart Cowie, Community Development Director

Subject: Roberts Creek Enterprise Zone

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## **ISSUE STATEMENT AND SUMMARY**

The following is a brief report on the status of the Roberts Creek Enterprise Zone.

## **BACKGROUND & PROCEDURE**

Enterprise zones incentivize new business investments by abating local property tax for a certain number of years. Sponsored by city, port, county, or tribal governments, an enterprise zone may serve as a focal point for local development efforts. There are currently 74 enterprise zones throughout Oregon. Examples of eligible businesses may include manufacturers, processors, shippers, call centers, headquarter-type facilities, and hotels or resorts. 7Robotics, a local robotics and automation business located on the east side of Roseburg on the N. Umpqua Hwy is a business currently receiving benefits from the Roberts Creek Enterprise Zone.

The Roberts Creek Enterprise Zone is sponsored by the City of Roseburg, City of Winston, and Douglas County. The enterprise zone is managed by the CCD Business Development Corporation. On June 15, 2024, the City of Roseburg received a letter from CCD indicating that the CCD will no longer be able to serve as the zone manager and need to end their service on December 31, 2024.

The purpose of this memo is to make the EDC aware of the situation and the next steps the City can make moving forward. Lehi Dowell, Community and Economic Development Director at CCD will make a presentation at our meeting providing more information concerning the zone and the CCD's decision to move away as the manager.

## **ATTACHMENTS**

CCD Letter – June 15, 2024



2270 Aviation Way, Suite 4  
P.O. Box 1938  
Roseburg, OR 97470

(541) 672-6728 Phone  
(541) 672-7011 Fax

June 15, 2024

Roberts Creek Enterprise Zone  
c/o City of Roseburg – Zone Sponsor  
900 SE Douglas Ave.  
Roseburg, OR 97470

RE: Roberts Creek Enterprise Zone – CCD Business Development Corporation (CCD) Zone Management

Zone Sponsors: City of Roseburg, City of Winston, & Douglas County

Dear City of Roseburg:

Oregon's Enterprise Zones offer a unique resource to Oregon communities and an excellent opportunity for businesses growing or locating in Oregon. Primarily, Enterprise Zones exempt businesses from local property taxes on new investments for a specified amount of time, which varies amount the different zone programs.

After consideration and evaluation of our historical management of the Roberts Creek Enterprise Zone, CCD Business Development Corporation (CCD) is writing this letter to provide formal notification to the Zone Sponsors that we will be terminating our services as the designated Enterprise Zone Manager on December 31, 2024.

The decision was not made lightly. CCD has managed the zones in Coos County for 25+ years. Over the past 3 years, we have encountered challenges that have affected our ability to manage this program without a negative impact on CCD. Despite our best efforts to mitigate and address these issues, we find that the current arrangement is not compatible with our organization's current capacity.

Please understand that this decision is in no way a reflection of the program/incentive to encourage economic development in the region. It is simply a recognition that CCD would like to put our current resources to programs and services that are currently active like grant writing and administration, project development, labor standards, technical assistance services, and providing access to business capital.

We are committed to ensuring a smooth transition over the next six months. CCD will complete any outstanding work to the best of our ability and assist in transferring any correspondence requested by the Zone Sponsors.

CCD encourages the Zone Sponsors to meet and discuss their Zone. Topics should include the current Zone Sponsors and/or if any changes need to take place, training/marketing of the Zone, and management of the Zone (establishing a new manager/ point of contact) which will require Resolution(s) and notification to the county assessor, and Business Oregon. CCD will be available to assist with these matters.

Zone Managers: This person(s) is critical to both the promotional and ministerial operation of the Enterprise Zone. He or she will be the contact representative for the sponsors, serving as every business's principal resource seeking to invest in the zone and co-authoring eligible businesses for standard exemptions in tandem with the county assessor's office.

#### *Mission Statement*

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

Thought should be given to this appointment and the support that it will receive. At the same time, it is not a full-time job unto itself, but rather an assignment that might best complement other existing responsibilities. Two co-managers are permitted.

It has been an honor to serve in this role. This program has assisted several businesses with an incentive to encourage investment in their business and our region as well as create jobs.

Attached (Exhibit A) you will find a list of businesses who are currently receiving the Zone incentive benefit.

CCD would like to receive acknowledgment of receipt of this letter by signing and returning it to CCD in the enclosed self-addressed envelope. You may retain the other copy for your records.

Please let CCD know if you have any questions or would like to meet to discuss this matter in further detail.

Respectfully Submitted,

  
Theresa Haga  
Executive Director

Zone Sponsor Acknowledgement:

X \_\_\_\_\_  
City of Roseburg

Enclosure

***Mission Statement***

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



## **EXHIBIT A**

According to CCD Business Development Corporation records and confirmed by the county assessor's office the following business are currently receiving **Roberts Creek Enterprise Zone** benefits:

- 7Robotics

### ***Mission Statement***

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



## **ER QUARTERLY REVIEW (JULY) PRESO OVERVIEW**

### **LATEST CONTENT -**

The latest promo for the Experience Your Next Adventure campaign is now live! This next wave focuses on fishing and the North Umpqua corridor. This spot will touch ALL media outlets for us, including print, billboards, Insta, Facebook, Youtube, Datafy, and Hulu.

Also be sure to check out the latest installment of our Youtube series, focusing on camping on the North Umpqua corridor. Another thing worth mentioning is one of our videos from this past quarter set a record for views at over 32k!

### **CAMPAIGN STATS -**

Hulu viewership for the first promo in the EYNA campaign was roughly 75%. Which means that of all the times this spot aired on the Hulu streaming service, three quarters of the views watched the spot to completion, rather than opting to skip after 10 seconds.

We'll also be going over our latest numbers from our Datafy campaign.

### **TRAVEL OREGON PRESENTATION -**

Last month we were asked to give a presentation at the June 4 Oregon Tourism Commission Meeting in Medford. Heard a lot of great feedback from the board members of Travel Oregon, specifically about the quality of our content. Stoked!

### **FRESH SUMMER MERCH -**

We'll be giving previews of our latest summer merch, available online and in the ER Visitor Center.