

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION  
Thursday, April 24, 2025 at 3:30 p.m.  
Roseburg City Hall, Council Chambers**

W  
4-18-2025

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

**AGENDA**

1. **CALL TO ORDER**
2. **ROLL CALL**  
Zack Weiss, Chair                      Mickey Beach                      Michael Widmer                      Paul Zegers  
Sarah Everman                      Joel Goodwillie                      Theresa Haga
3. **APPROVAL OF MINUTES**  
A. February 27, 2025 – Economic Development Commission
4. **AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.  
See Information on the Reverse**
5. **DISCUSSION ITEMS**  
A. Destination Marketing Organization (DMO) RFP Scoring Results & Recommendation  
B. Tourism Grant Application Proposed Adjustments & Recommendations  
C. Stewart Park Tennis & Pickleball Renovation Project Funding Request  
D. Urban Growth Boundary (UGB) Swap Update  
E. EDC Involvement with Addressing Downtown Perception
6. **BUSINESS FROM THE COMMISSION**
7. **BUSINESS FROM STAFF**
8. **NEXT MEETING – July 24, 2025**
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@roseburgor.gov](mailto:cdd@roseburgor.gov) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on the day of the meeting. 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 but will not be read out loud 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@roseburgor.gov](mailto:cmatthews@roseburgor.gov).

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION MINUTES  
February 27, 2025**

**CALL TO ORDER**

Chair Weiss 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 Zack Weiss, Commissioners Mickey Beach, Sarah Everman, Joel Goodwillie, Theresa Haga, Michael Widmer and Paul Zegers.

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

Others Present: Webb Kittinger from Dole Coalwell Attorneys.

Commissioner Goodwillie moved to approve the minutes of January 23, 2025, as submitted. The motion was seconded by Commissioner Everman and approved with the following vote: Commissioners Beach, Everman, Goodwillie, Haga, Widmer and Zegers, voted yes. No one voted no. Chair Weiss abstained.

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

**COMMISSIONER TRAINING**

Kittinger provided the Commission training regarding conflict of interest, financial benefit and exparte contact and the importance of transparency.

Commissioner Zegers disclosed he is on the board of the Douglas County Museum Foundation which has applied for tourism grants.

Commissioner Beach disclosed he is a musician and may play at local events and wineries that receive tourism grant funding.

Cowie advised the Commission to review agenda packets carefully and, if an item appears to involve or could be perceived as involving a conflict of interest, financial benefit, or exparte contact, to reach out to him for a discussion. Legal counsel could be obtained, if needed. Maintaining transparency is important.

**DISCUSSION ITEMS**

**Tourism Grant Applications**

Chair Weiss read the hearing procedures and asked the Commission if there was any conflict of interest, exparte conflict or financial benefit to disclose.

Commissioner Beach reiterated that he is a musician and may play at local events and wineries that receive tourism grant funding

Cowie welcomed Zack Weiss to the Commission.

Cowie stated tourism grant applications are evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350, that indicates 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.

Umpqua Valley Winegrowers Association (UVWA) – Digital Marketing Campaign.  
Initially, UVWA requested \$7,499 to create a digital marketing campaign. During the January 23, 2025 meeting the Commission approved a motion to fund the UVWA application at a lesser amount to be determined at a later Commission meeting. Staff worked with UVWA on the refinement of their request and determined \$1,500 will be used for market research for the digital marketing campaign.

Staff recommended the Commission fund \$1,500 to UVWA to begin market research with ZoePDX Design Studio as outlined in the cost breakdown.

Commissioner Everman asked if the \$1,500 would fund the research to identify how to market the videos and asked how this process would work if the videos had not yet been created.

Cowie stated UVWA could apply for future grant funding for other portions of the marketing campaign, as the \$1,500 would be a start to the project.

Commissioner Goodwillie asked if the status of the project has changed from the last Commission meeting.

Ali Rodgers, Executive Director of the UVWA, said nothing has changed. They have video content which will be refreshed and supplemented. The original request was to pay for advertising. The videos aim to promote tourism by showcasing our region, inviting visitors to explore and provide an experience.

Chair Weiss asked how the platform costs were estimated and if there are matrixes from the past that gauge the success.

Rodgers stated the costs were based on importance and the budget allocated to the platform to ensure the optimal use of funds for a video campaign.

Commissioner Goodwillie asked if the videos could benefit other entities.

Rodgers confirmed the videos would benefit other entities. They will feature shopping and restaurants, as well as showcase journeys from wineries to other areas. They will partner with Zoe PDX since they lack the skills for in-house copy editing and video editing.

*Commissioner Zegers moved to fund \$1,500 to UVWA to begin market research with ZoePDX Design Studio as outlined in the breakdown of costs listed in the staff report. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.*

Urban Blendz – 2nd Annual Southern Oregon Music and Arts Festival (SOMAF).  
The applicant requested \$2,500 to market and advertise the 2nd Annual Southern Oregon Music and Arts Festival. During the January 23, 2025 meeting the Commission approved a

motion to have Urban Blendz work with staff to provide more details regarding their application to be brought back to a later Commission meeting.

Staff recommended the Commission fund \$2,500 to Urban Blendz for advertising the 2nd Annual Southern Oregon Music and Arts Festival as outlined in the cost breakdown listed in the staff report.

*Commissioner Beach moved to award \$2,500 to Urban Blendz to be used for advertising the 2nd Annual Southern Oregon Music and Arts Festival as outlined in the cost breakdown listed in the staff report. The motion was seconded by Commissioner Zegers and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.*

## **BUSINESS FROM COMMISSION**

Commissioner Haga inquired of the status of replying to the downtown survey presented at the January 23, 2025, Commission meeting.

Cowie stated he would address the downtown survey in the business from staff.

## **BUSINESS FROM STAFF –**

Commissioner Everman asked if the Commission has a role in the Request for Proposal (RFP) for the destination marketing organization (DMO) for the city.

Cowie stated that the RFP is due on March 5, 2025, and the plan is to present the scoring from the selection committee for the applications to the Commission during the next scheduled meeting, where they could make a recommendation to the City Council if they chose to do so.

Discussion ensued regarding the DMO process, eligibility, and allocation of funds.

Cowie explained there are parameters such as eligibility being limited to government or nonprofit entities that have operated in Oregon. No applications were received at the time of the meeting.

Cowie discussed some of the questions of the downtown survey Commissioner Haga inquired about. City government does not personally go from business-to-business downtown or anywhere else in the city asking how we can better serve their business. The city provides support through infrastructure projects. Cowie provided a list of improvements the city conducted from 2015-2025.

A discussion ensued regarding the importance of educating businesses and promoting city achievements. Suggestions included using the city's social media and newsletter to share positive outcomes and to share the success of awarded tourism grants. It was also suggested that the City's Destination Marketing Organization (DMO) share with the public the result of promoting Roseburg.

Commissioner Beach shared that when the Downtown Roseburg Association (DRA) was operating the City actively engaged in the board meetings and provided guidance and support. He found value in the City's involvement.

Cowie proposed that the Commission could consider making a motion to provide him with some directions on what they would like to see happen so he can have a broader discussion with staff about how disseminating information could occur.

Commissioner Everman mentioned, at the last city council meeting, Blair Bailey wanted to volunteer to be a liaison between the city and downtown. She asked if that was a possibility of having a volunteer liaison downtown.

Cowie stated Blair Bailey mentioned he wanted to be an assistant city manager; however, that is an unrealistic expectation. Cowie acted in the capacity of liaison when the DRA was active. It is beneficial to have a liaison if a downtown organization is formed. It may be more beneficial for Blair Bailey to volunteer with a downtown organization.

*Commissioner Haga made a motion to have staff and council consider sharing educational information, and tourism grant results through the city's newsletter on a quarterly or semiannual basis. A motion was seconded to Commissioner Beach.*

Discussion ensued regarding support of a work study to address perception challenges.

Cowie state the city's communication specialist does a great job highlighting what is occurring throughout the city, but he is in support of a work study to address additional efforts to provide information to the public. He further stated the importance of organizations like the Main Street Program to spread the message, highlighting efforts in the downtown area.

*Commissioner Haga made a motion to amend the original motion to add to schedule a work study session to address the downtown perception and establish goals and timelines. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, Haga, Widmer, and Zegers voted yes. No one voted no. The motion passed unanimously.*

Cowie stated the City's tourism grant application and processes are currently being updated and will be presented for discussion at the April EDC meeting. The work study will also be on the agenda.

Commissioner Everman suggested the work study start at 2:30.

Commissioner Haga inquired if staff reached out to other organizations to see how their tourism grant program/application operates.

Cowie stated statutes are applied to each tourism grant program and programs operate differently across the board. We have researched other tourism programs and have gleaned application information to assist in updating the city's tourism grant application.

Commissioner Zegers advised he would like to participate in the work study but he is out of the office the week of April 21<sup>st</sup>.

**ADJOURNMENT** - Meeting adjourned at 4:54 p.m. The next meeting is scheduled for April 24, 2025.



Chrissy Matthews  
Department Technician

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** April 24, 2025

**TO:** Economic Development Commission

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

**SUBJECT: DESTINATION MARKETING ORGANIZATION (DMO) RFP SCORING RESULTS & RECOMMENDATION**

**ISSUE STATEMENT AND SUMMARY**

City staff is seeking a recommendation from the EDC to forward to City Council concerning a future Destination Marketing Organization (DMO) service provider.

**BACKGROUND**

The current contract for DMO services between the City and Anvil Northwest expires June 30, 2025. The City published a Request for Proposal (RFP) on February 5, 2025 to solicit new DMO proposals for those interested in providing this service for the City of Roseburg. Three proposals were submitted from the following organizations:

- Anvil Northwest
- Agency Tourism Marketing
- Watson Creative

Staff formed a selection committee and reviewed all three proposals. Requirements within the RFP outlined that each proposer meet the minimum qualifications provided within the RFP. Among the listed requirements are standards identified in ORS 320.300(8) which indicate the proposer must be one of the following:

- (a) An incorporated nonprofit organization or governmental unit that is responsible for the tourism promotion of a destination on a year-round basis.
- (b) A nonprofit entity that manages tourism-related economic development plans, programs and projects.
- (c) A regional or statewide association that represents entities that rely on tourism-related business for more than 50 percent of their total income.

Watson Creative and Agency Tourism Marketing do not meet this standard. Despite not meeting this requirement staff moved forward with an interviewing process involving all three proposers. The idea was that perhaps Watson Creative or Agency Tourism Marketing might be able to convey how they could meet possibly this minimum qualification.

Both failed to do so, and it became apparent through each interview that although they appeared to be excellent marketing/creative agencies neither have worked as an actual DMO. Rather, they have provided marketing/creative services developing campaigns for established DMO's.

Conversely, Anvil Northwest satisfied all the necessary qualifications. They have worked as the City of Roseburg's DMO for the last six years and have provided marketing/creative services while establishing the Experience Roseburg brand.

Scoring of each proposal and interview was completed by members of the steering committee based upon evaluation criteria provided at the end of the RFP. The lack of understanding from Watson Creative and Agency Tourism concerning the purpose of the RFP and the City's need for a DMO not just a marketing/creative agency led to significantly lower scores from all those involved on the steering committee.

On the other hand, Anvil Northwest scored considerably higher as much of their proposal addressed items needed from a future DMO service provider. Significant deliverables include the hiring of a new employee to act as the Destination Marketing Manager. Essential functions of this new position will include stakeholder and industry engagement, destination development, and special event program management. Functions which the City and Anvil have discussed as areas where we could improve future DMO services.

Additional deliverables include greater coordination with hoteliers to create possible performance indicators to identify tourism-related hotel stays. Enhanced coordination with Travel Southern Oregon and Travel Oregon to better align trending subject matter. Plus, more face time with community partners to ensure feedback is provided and stakeholders are clear concerning messaging Experience Roseburg is providing. In addition to these items Anvil will continue to deliver high quality brand management and content creation concerning Experience Roseburg. This includes plans to refresh the current website and social media offerings. Visitor Center services including merchandise and apparel will continue to be prioritized.

The evaluation criteria form as provided in the RFP offers a total of 120 combined points for each proposal. The average points assigned to each proposal from the members of the steering committee are as follows:

- Anvil Northwest - 99
- Agency Tourism Marketing - 61
- Watson Creative – 66

As required within the RFP, the contract is awarded to the proposer with the highest overall score.

## **FINANCIAL AND/OR RESOURCE CONSIDERATIONS**

While Watson Creative and Agency Tourism were unable to provide specifics around a proposed budget, Anvil was able to offer an accurate picture of exactly how Experience Roseburg would need to be funded. The current contract provides Anvil with a fixed base fee of \$500,000 per year, plus 15% of the tourism promotion portion of the revenues collected by the City from the transient lodging tax, with a combined not to exceed amount of \$750,000. The fixed base fee increased 3% per year and is currently \$530,450. Because this method of payment includes a 15% "kicker" each quarterly payment has been different, making it difficult to forecast spending. For fiscal year 22-23 Anvil was paid a total annual amount of \$642,449. For fiscal year 23-24 Anvil was paid \$648,255. Projections indicate that for fiscal



year 24-25 Anvil will receive approximately \$650,000. Anvil is now proposing a consistent flat fee that could be paid on a quarterly or possible even a monthly basis. Anvil is proposing to provide the services as outlined within the RFP for \$700,000 annually.

The Hotel/Motel Tax Fund is projected to generate \$1.7 million in the current fiscal year. After administrative costs and transfers to the Sidewalk/Streetlight Funds and Economic Development Funds, the fund will net just over \$1 million. The ending fund balance July 1, 2025 is projected to be in excess of \$2.2 million. Funding is available to support the contract. That said, staff intends to add language that allows the contract to be renegotiated should a major economic downturn impact TLT tax revenues.

#### **STAFF RECCOMENDATION**

Money has been budgeted and is available in the proposed FY 25-26 Hotel/Motel Tax Fund to support this contract. Anvil Northwest was the only proposer meeting the minimum qualifications and ranked highest in the scoring criteria. Staff recommends that the EDC forward a recommendation to the City Council to award the DMO contract to Anvil Northwest.

#### **SUGGESTED MOTION**

I move to recommend the City Council award the DMO contract to Anvil Northwest.

#### **ATTACHMENTS**

Attachment 1 – RFP Evaluation Criteria Form

**EXHIBIT "E"**  
**RFP NO. CDD-25-01**

**EVALUATION CRITERIA**

Responsive proposals will be evaluated under the criteria set forth below. For each criterion, the proposal will receive a number of points within the available range for that criterion. Unless negotiations are conducted as provided in Section 14 of the RFP, the contract will be awarded to the proposer with the highest overall score.

1. Proposal Substantially Complies with all RFP requirements.  
Yes\_\_\_ No\_\_\_ If No, indicate the manner in which the proposal is non-conforming.  
Non-conforming proposals will not be considered for award:

---

---

- |    |   |                             |
|----|---|-----------------------------|
| 2. | Availability/capability to perform the work   | <b>0 – 20 Points</b>        |
| 3. | Key personnel and their experience on similar projects  | <b>0 - 20 Points</b>        |
| 4. | Understanding of the City's requirements,<br>as shown by its proposed approach, implementation plan,<br>data collection and analysis plan | <b>0 - 25 Points</b>        |
| 5. | Cost  | <b>0 - 20 Points</b>        |
| 6. | Sample work   | <b>0 - 15 Points</b>        |
| 7. | Special services  | <b>0 - 10 Points</b>        |
| 8. | References/experience of proposer (including prior work with City)  | <b><u>0 - 10 Points</u></b> |

**Total Points =                   0-120 Points**

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** April 24, 2025

**TO:** Economic Development Commission

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

**SUBJECT: TOURISM GRANT APPLICATION PROPOSED ADJUSTMENTS & RECCOMENDATION**

**ISSUE STATEMENT AND SUMMARY**

City staff is seeking feedback and a recommendation from the EDC concerning adjustments to the tourism grant requirements and application form.

**BACKGROUND**

The City of Roseburg tourism program awards tourism grants in support of special events and in some cases capital improvement projects, utilizing the transient lodging tax (TLT) revenue to fund tourism promotion or tourism related facilities. 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.

The program operates on a spring and fall cycle, contingent on available funding. Applications generally open twice a year, in May and October, and remain available for submissions for approximately 30 days each time. Announcements regarding grant availability are shared via the City's social media platforms, website, and local news outlets. The EDC evaluates grant applications at their regular spring and fall meetings and has the authority to approve funding requests of \$7,500 or less. Any grant exceeding \$7,500 that receives EDC approval must also be authorized by the City Council. 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.

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.

Applicants are welcome to attend the Commission meetings, however, there isn't an opportunity to make a presentation to the Commission. If the EDC has questions from the applicant, they are allowed to respond. Successful applicants will be required to enter into a personal services contract with the City. Depending on the project or event, insurance may be required which is outlined in the contract. Grant funding is disbursed by check or electronic bank transfer. Depending on the project or event, a status report and/or final report will be required. The reporting and timelines will be outlined in the contract. The City reserves the right to reject all applications.

The current application form has been used in its present configuration for more than 10 years. Minor adjustments have been made, but no major improvements have occurred. Over the years staff have fielded complaints concerning the layout of the application and responded to questions about how to address the criteria outlined within it. Outside of the generalized criteria in ORS 320.350, staff have struggled with questions such as how many applications can one organization submit during a given grant cycle? How many consecutive years in a row can an organization receive funding? Should the grant amount cover the entirety of the cost of the event or project? How many tourists will actually attend the event?

This new application form attempts to address these concerns. The goal in establishing a new application form is twofold. One create a more clear and intuitive application for applicants to work with and submit; and two, tighten up the application process by better defining parameters around qualifications outside the standards identified in statute.

Proposed significant changes that staff would like the Commission to weigh in on include the following:

- 1) How many consecutive years should the same organization be funded.  
*The current proposal is three years, with a stipulation that the organization will not be eligible for one year after receiving funding for three (3) consecutive years.*
- 2) Should organizations be allowed to apply for more than one grant per cycle?  
*Proposal is to allow one grant application per organization per cycle.*
- 3) What percentage of the total project should a tourism grant support?  
*Proposal is to allow for up to 50% of the cost of the 'project'.*
- 4) What percentage of attendees must have travelled more than 50 miles to be eligible for tourism funding?  
*Proposal is to require a minimum of 25%.*

Attached within the packet is a copy of the current application and the revised draft. Please review the draft and be prepared to provide feedback and recommendations concerning the proposed changes.

#### **STAFF RECCOMENDATION**

Staff recommend the EDC make a motion approving the revised tourism grant application. Implementation of the new application is proposed for the fall tourism cycle, giving staff time to provide regular applicants with the new changes, so they can appropriately plan and prepare for future requests.

#### **SUGGESTED MOTION**

I move to approve the revised tourism grant application and begin its implementation during the 2025 fall tourism cycle.

#### **ATTACHMENTS**

Attachment 1 – Current Tourism Grant Application

Attachment 2 – Revised Draft Tourism Grant Application

## TOURISM GRANT PROGRAM

### PROCESS

1. Depending upon availability of funds, the Economic Development Commission considers applications for tourism related events or projects each spring and fall. Notice of grant availability is disseminated through the City's website and local news media.
2. Applications must be submitted by email (cdd@cityofroseburg.org), mail or in person to the Community Development Department located at City Hall, 900 SE Douglas, Roseburg, OR 97470 by 5:00 p.m. on the advertised submission closing date. Any application submitted after this date shall not be considered.
3. After the closing date, a review team shall evaluate all applications for compliance with the City's tourism goals.
4. The review team shall forward all applications and recommendations for funding to the City's Economic Development Commission for consideration at their regular spring and fall meeting.
5. Applicants shall be notified as to the status of their application. Those that successfully pass the initial screening are welcome to attend the Commission meeting. It is important that the application provide all necessary information to support the grant request. Applicants shall not be allowed to make a presentation to the Commission; however, if the Commission deems necessary, five minutes shall be allowed to respond to specific questions.
6. Upon completion of the Commission review, applicants shall be notified as to grant award or denial.
7. Successful applicants will be required to enter into a Personal Services Agreement with the City of Roseburg. In most circumstances, insurances that are required to comply with this agreement are listed below:
  - **Commercial General Liability.** Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.
  - **Automobile Liability Insurance.** At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

- **Liquor Liability Insurance.** Should an event include the provision of alcohol, CITY shall be named as an insured for liquor liability in the amounts listed under Commercial General Liability. Proof of liquor liability insurance with the City as an insured must be provided prior to contract execution and release of grant funds.
8. Upon completion of the event or project for which a grant is awarded, the applicant shall submit a financial statement and report to the City. This written report shall include attendance information and statistics regarding out-of-town visitors attracted to Roseburg as a result of the grant.
  9. In the event that awarded funds are not completely used for the project/event intended, it is at the discretion of the City to request the funds be returned or allocated to be used for seed money for a subsequent year's project.

# HOTEL/MOTEL TOURISM GRANT PROGRAM

## INSTRUCTIONS

1. Applications will not be considered if the instructions or format are not followed or they are submitted after the published deadline.
2. Applications must be legible. All portions and requirements of the application must be completed, if only to note that it may not be applicable.
3. Applications must be complete with budget and signatures of the applicant representative and any co-sponsors. The applicant representative shall be responsible for executing the Personal Services Agreement with the City of Roseburg and providing the required insurance certification and taxpayer identification.
4. Applications shall only be considered from:
  - Registered businesses (Roseburg registration may be filed after grant award)
  - Registered 501(c)(3) organizations
  - Other 501(c) tax exempt organizations, or
  - Governmental entities
5. The following is a partial list of activities that are **not eligible** for grant consideration:
  - Funds to cover general administrative costs
  - Funds to cover operational expenses
6. Any grant of \$7,500 or more, approved by the Economic Development Commission must also receive approval from the Roseburg City Council.
7. Extra consideration shall be given to projects that will increase tourism during the off-season (Labor Day through Memorial Day) and long-term capital projects with a life expectancy of at least ten years.
8. The City reserves the right to reject any and all applications.



**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 \$

Project/Event Name:

Applicant Organization:

☐

Governmental Entity

☐

Non-Profit Organization

☐

Business Enterprise

Address:

Phone:

E-Mail Address:

Responsible Party & Authorized Signer:

Co-Sponsors (if applicable):

**Description of Project/Event:**

**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):

**Objectives of the Project:**

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

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

**Project Strategy:**

**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.***

Date

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:

Project/Event Name:

Date of Project/Event:

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

Expected attendance:                                      Expected attendance revenue:

Other Revenues (Without City funds):

Type	Amount
_____	_____
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies  
Labor Costs  
Advertising  
Capital Outlay

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Expenditures

\_\_\_\_\_

Net Income/Loss without City Participation

\_\_\_\_\_

City Funding Request

\_\_\_\_\_

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:

**MURAL BUDGET PROPOSAL (if applicable to application)**

***Any grant application for a mural must be accompanied by a rendering of the proposed mural***

Mural Location:

Property Owner:

Estimated date of completion:

Other Revenues *(Without Tourism Funds)*

<u>TYPE</u>	<u>AMOUNT</u>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
Total Non-Tourism Funds	<hr/>

Estimated Expenses:

Materials and Supplies

Labor Costs

Other

Total Expenditures

Net Income/Loss

Without Tourism Participation

Tourism Funding Request

Explanation for requested amount:



Applications will not be considered if the instructions or format are not followed.  
Application deadline (time and date). No late submissions will be accepted.

## Tourism Program Grant Application

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES AS DEFINED IN OREGON REVISED STATUTE (ORS) 320.300:**

### **TOURISM PROMOTION:**

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

### **TOURISM RELATED FACILITY:**

- A conference center, convention center or visitor information center
- 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

### **STATE LAW DEFINING TOURIST**

"Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip: (a) Requires the person to travel more than 50 miles from the community of residence; or (b) Includes an overnight stay.

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Roseburg tracks the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event/Project Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location: \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign contracts with the City)*

Please explain your project (no more than 75 words).

If grant funding is awarded, the applicant will be required to sign a contract with the City of Roseburg outlining the terms and conditions of the event or project. At the end of the event or project a final report is required, including contracts and invoices paid with grant funding.

☐ Acknowledge

Organization is: ☐ Governmental Entity ☐ Non-Profit 501-C\* ☐ Business Enterprise\*

\*Non-Profit 501-C - Please provide verification of your non-profit status with the application.

\*Business Enterprise - May be required to apply for a Roseburg business license depending on the type of event. Staff will review the application and contact the applicant if a business license is required.

Which type of category does your project fall under per ORS 320.300?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)
- ☐ Tourism marketing/development
- ☐ Capital improvement

Have you previously received a City of Roseburg Tourism Grant?

☐ No

☐ Yes \* If so, when and grant amount: \_\_\_\_\_

**\*Grant applications will not be accepted if the organization has received grant funding for three (3) consecutive years.**

**\*Organization will not be eligible to apply for grant funding for one (1) year after receiving grant funds for three (3) consecutive years.**

**\*Only one (1) grant application per organization may be submitted.**

## FUND CRITERIA

### 1. Funding:

ESTIMATED BUDGETED REVENUE		ESTIMATED BUDGETED EXPENSES	
*Grant amount requested:	\$ _____	Marketing:	\$ _____
Your organization funding given to this project:	\$ _____	Operations:	\$ _____
Sponsorships:	\$ _____	Staff:	\$ _____
Other Grants:	\$ _____	Other:	\$ _____
**Other revenue sources:	\$ _____	Other:	\$ _____
Total project revenue:	\$ _____	Total project expenses:	\$ _____

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, sponsorships, ticket sales, etc.**

### 2. Tourism Promotion:

Please read the below carefully and provide estimates	Estimates
Overall attendance expected for this project?  <i>If this is a multi-day event, include TOTAL attendance for the entire event/project. (example - how many people will come for all 5 days of event or project programming?)</i>	
Of the total attendance, how many are predicted to travel more than 50 miles?  <i>This number must be at least 25% of your total attendance to qualify for this grant.</i>	

Of the people who travel more than 50 miles, how many are expected to travel from another state or country?	
Total number of attendees who are estimated to stay overnight.	

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers? (600-word limit)

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticket sales information, hotel room data, etc.). (600-word limit)



If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?  
(600-word limit)

How will your project use these funds to attract an audience from outside of Roseburg? Is there an appeal for visitors from more than 50 miles away to come to your event or project? (600-word limit)

Note: This funding is awarded with the intention of attracting visitors from more than 50 miles away and to generate paid overnight stays in Roseburg.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away. (600-word limit)

Is there a targeted market or specific audience for this project and if so, please specify? (600-word limit)

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain. (600-word limit)

### **4. Benefit and Impact to the Community**

Does your event benefit Roseburg businesses? If so, how? (600-word limit)

How will you evaluate the success of the project? (600-word limit)

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Oregon limits how hotel/motel taxes may be used. If awarded, requested funds will be used only for the purposes described and established by state law.

\_\_\_\_\_ I understand the use of these funds are subject to audit by the Oregon State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a contract with the City of Roseburg, provide proof of appropriate insurance required for the duration of the project naming the City of Roseburg as an additional insured in an amount determined by the City (detailed in the contract), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but is unable to receive special event permitting approval, or is cancelled, I understand the tourism funding will be terminated.

\_\_\_\_\_ If the awarded funds are not fully utilized for the project or event they were granted for, any remaining funds must be returned within 30 days.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive future funding.

\_\_\_\_\_ I understand I will need to promote the City of Roseburg logo on our website and other marketing materials.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

### **Funding:**

- Are there additional revenue sources used to support this project/event?
- Is this funding request for a new project/event or to continue or expand on-going project/event?

### **Tourism promotion:**

- Does the project/event:
  - Meet the basic state requirements for tourism promotion?
  - Promote the City as a destination place?
  - Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?
  - Support regional tourism planning?
  - Does the project or event have data to show proven positive impact on tourism in Roseburg?
  - Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

### **Benefit and Impact to the community:**

- Does the project promote a positive image for the City? How?
- What benefits to the community are anticipated?

### **Innovation:**

- Is this project/event unusual or unique? How?
- Does it move an existing program in a new direction? How?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Roseburg-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment, interest, or individual business
  - Supports regional tourism planning/promotion.
  - Promotes the unique attributes of Roseburg for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Roseburg equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **APPLICATION SUBMITTAL**

Please submit application by **5:00 p.m. on Month/day** via one of the following:

- Email application: Chrissy Matthews at [cdd@roseburgor.gov](mailto:cdd@roseburgor.gov)
- Mail application: City of Roseburg; Attn: Chrissy Matthews, 900 SE Douglas Avenue, Roseburg OR 97470.

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** April 24, 2025

**TO:** Economic Development Commission

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

**SUBJECT: STEWART PARK TENNIS & PICKLEBALL RENOVATION PROJECT  
FUNDING REQUEST**

**ISSUE STATEMENT AND SUMMARY**

City staff is seeking a positive recommendation from the EDC to City Council concerning the use of tourism funds to help assist in construction costs for the Stewart Park Tennis & Pickleball Renovation Project.

**BACKGROUND**

The City is looking to upgrade its outdoor tennis facility at Stewart Park by removing the existing 11 outdoor tennis courts and installing 8 new tennis courts and 10 pickleball courts with fencing, lighting, and seating.

On February 13, 2023, City Council adopted Resolution No. 2023-05, authorizing and supporting the application for an Oregon Parks and Recreation Department Local Government Grant Program for the Stewart Park Tennis and Pickleball Courts project.

April of 2023, staff applied for and received grant funding in the amount of \$750,000. Notice to Proceed was issued on November 16, 2023. The project was advertised for bid on February 20, 2025 and bids were opened March 20, 2025. On April 16, 2025, the Parks and Recreation Commission recommended to City Council to award the bid to JRT Construction, the lowest bidder for the project at \$2,360,310.

Total project construction costs are estimated as follows:

Engineering and Bidding:	\$ 73,600
Construction Bid:	\$ 2,360,310
Identified Cost Reductions	\$ (64,725)
Construction Admin.	\$ 35,000
Contingency (5%)	\$ 118,015
<b>Total Cost Est.</b>	<b>\$ 2,522,200</b>

Approximately \$2,524,895 in funding has been identified for this project, utilizing a combination of sources.

Oregon Parks and Rec. Grant	\$ 750,000
Umpqua Valley Tennis Association Fund Raising	\$ 1,091,895
Water Capital Fund	\$ 138,000
Sidewalk Improvement Fund	\$ 45,000

Park Improvement Fund	\$ 120,000
Stewart Trust and Other Grants	\$ 100,000
Tourism Funds	\$ 120,000
US Tennis Association Grant	\$ 160,000
<b>Total Funding</b>	<b>\$ 2,524,895</b>

Staff are recommending the use of \$120,000 of Transient Lodging Tax (TLT) funds to help assist in the costs associated with the project as outlined in the table above. The funding would be transferred from the Hotel/Motel Tax Fund to the Park Improvement Fund. The FY 24-25 Hotel/Motel Tax Fund budgets up to \$250,000 for transfer to Park Improvement Fund for tourism related capital improvements. The same amount is proposed for fiscal year 25-26.

The Stewart Park Complex is designated as a regional park, one that provides unique features to residents from throughout the City and beyond. Regional parks can accommodate large group activities. Stewart Park has the infrastructure necessary to support significant sporting activities, musical events, and festivals.

Attendance from these types of events shows that many individuals come from outside our area. For example, on April 12<sup>th</sup> and 13<sup>th</sup> the existing Umpqua Tennis Center held a high school tennis tournament. Twelve teams of 14 players from across the state came to Roseburg for the weekend to play in the tournament. With these players came coaches, parents, and families. These individuals stayed in our local hotels, shopped in our stores, and ate in Roseburg restaurants.

Tennis and pickleball events are already being planned and scheduled for the renovated outdoor courts over the course of 2026. The following table identifies the type of event, the number of days the event will occur, number of participants, and how many of those participants are projected to be tourists as they are traveling to Roseburg from more than 50 miles away.

	<b>Pickleball Events</b>	<b>Month</b>	<b>No. of Days</b>	<b>Participants</b>	<b>Participants traveling from beyond 50 miles</b>
1	May Open tournament	May	2	175	105
2	summer youth	June/July	2	50	35
3	summer adult	June/July	2	150	90
4	fall youth	October	2	50	35
5	fall adult	October	2	220	150

	<b>Tennis Events</b>	<b>Month</b>	<b>No. of Days</b>	<b>Participants</b>	<b>Participants traveling from beyond 50 miles</b>
1	USTA level 3 junior	July	2	180	178
2	Level 6 junior	June	2	50	30

3	USTA level 4/5 junior	July	2	80	70
4	Boys high school tournament	April	2	104	92
5	Girls high school tournament	April	2	150	138
6	5A high school district	May	1	104	92
7	6A high school district	May	1	104	92
8	Umpqua Valley Adult Tournament	August	2	50	30

Based on these estimations it is determined that 1,137 individuals traveling from more than 50 miles away will be visiting Roseburg as part of the tennis and pickleball renovation project. Data shows that approximately 25 percent of out-of-town parents travel for high school events, plus coaches. Numbers for these visitors are not included in the participation list above.

Using tourism funds to help renovate the outdoor tennis and pickleball area will help to support the City's efforts to promote tourism within Roseburg. Staff requests that EDC recommend City Council fund \$120,000 to help assist in costs associated with the renovation.

#### **STAFF RECCOMENDATION**

EDC should recommend City Council authorize the transfer of \$120,000 from Hotel/Motel Tax Fund to the Park Improvement Fund to assist in costs associated with renovating the outdoor tennis and pickleball court project. This amount is less than five percent of the overall cost of the project. The Umpqua Valley Tennis Center has provided supporting documentation that the facility encourages tourism and meets the statutory requirements for use of capital funding.

#### **SUGGESTED MOTION**

I move to recommend the City Council authorize a transfer of \$120,000 from the Hotel/Motel Tax Fund to the Park Improvement Fund for the Stewart Park Tennis and Pickleball Courts Project.

#### **ATTACHMENTS**

Attachment 1 – Tennis and pickleball court project site plan





**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** April 24, 2025

**TO:** Economic Development Commission

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

**SUBJECT: URBAN GROWTH BOUNDARY (UGB) SWAP UPDATE**

Staff will be providing the EDC with a verbal update concerning the UGB Swap project. Significant development concerning the project has occurred since the EDC last discussed the issue. Please note this is not a public hearing and no decisions are being made. This is only a verbal update of the project to the EDC. Opportunity for testimony will not be provided.

**CITY OF ROSEBURG  
MEMORANDUM**



**DATE:** April 24, 2025

**TO:** Economic Development Commission

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

**SUBJECT: EDC INVOLVEMENT WITH ADDRESSING DOWNTOWN PERCEPTION**

During the February 27, 2025 meeting the EDC discussed a recent survey that was provided to downtown businesses and property owners. A discussion ensued regarding the importance of educating businesses and promoting downtown achievements. The Commission agreed that the survey created a negative perception of the City of Roseburg and the downtown area.

Commissioner Theresa Haga made a motion to schedule a work study session to see how the EDC may help to address the downtown perception establishing goals and timelines concerning how this could be accomplished. The motion was seconded by Commissioner Sarah Everman and approved by the Commission.

The purpose of this agenda item is to further that discussion, including possible ideas around future goals and timelines the EDC could establish to help change the negative perception of downtown.