CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION



Thursday, July 24, 2025 at 3:30 p.m. Roseburg City Hall, Council Chambers

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

AGENDA

- 1. CALL TO ORDER
- 2. ROLL CALL

Zack Weiss, Chair

Mickey Beach

Michael Widmer

Paul Zegers

Sarah Everman

Joel Goodwillie

Theresa Haga

- 3. APPROVAL OF MINUTES
 - A. April 24, 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. Tourism Grant Applications
- 6. SPECIAL PRESENTATION
 - A. Experience Roseburg
- 7. BUSINESS FROM THE COMMISSION
- 8. BUSINESS FROM STAFF
- 9. NEXT MEETING October 23, 2025
- 10. ADJOURNMENT

The agenda packet is available on-line at:

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

AMERICANS WITH DISABILITIES ACT NOTICE

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

CITIZEN PARTICIPATION

Comments can be provided via email to the Commission at cdd@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 aloud 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.

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION MINUTES April 24, 2025

CALL TO ORDER

Chair Weiss called the meeting of the Economic Development Commission to order at 3:33 p.m. in the City Hall Council Chambers.

ROLL CALL

Present: Chair Weiss, Commissioners Mickey Beach, Sarah Everman, Joel Goodwillie, and Theresa Haga.

Absent: Commissioners Michael Widmer, and Paul Zegers.

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

Others Present: Anvil Northwest Cam Campman.

Commissioner Beach moved to approve the minutes of February 27, 2025, as submitted. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, and Commissioners Beach, Everman, Goodwillie, and Haga voted yes. No one voted no.

Chair Weiss opened the public hearing and read the procedures.

Cowie stated three responses were received and copies were provided to the Commissioners at the meeting.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS

Gary Quist, 1152 W Harris Hills Dr. – Concerned with the city not offering free public access to the outdoor pickle ball courts.

Commissioner Beach asked if the fee schedule is within the purview of the Economic Development Commission (EDC).

Messenger stated the Roseburg Tennis Club leases the facility from the city. The fee schedule is under purview of the lease. Anyone 18 years old and under can play for free, and adults pay \$2. The Stewart Park Tennis & Pickleball Courts Project Bid Award recommendation will be an item on the April 28th City Council agenda. Comments should be provided to City Council.

Bernie Woodard, 3261 NE Follett – Discussed his email he submitted regarding completing the connection to downtown Roseburg's riverfront renaissance.

DISCUSSION ITEMS

The Commissioners did not report any conflicts of interest, ex-parte contact, or directly gain financially from their recommendation.

Destination Marketing Organization (DMO) RFP Scoring Results & RecommendationsCowie provided the staff report and discussed the criteria, scoring results from the three proposals received, and the recommendation from the review committee.

Anvil Northwest was the only proposal meeting the minimum qualifications and ranked highest in the scoring criteria. Their proposal addressed items needed as a DMO service provider which included hiring a new employee to act as the destination marketing manager. Essential functions of the manager would include stakeholder and industry engagement, destination development, and special event program management.

Key deliverables included improved collaboration with hoteliers to develop tourism-related performance indicators, stronger partnerships with Travel Southern Oregon and Travel Oregon to align with industry trends, and increased engagement with community partners for clear messaging. Anvil will continue to enhance brand management and content creation for Experience Roseburg, with plans to refresh the website and social media. Visitor Center services, including merchandise and apparel, will remain a priority.

Commissioner Haga suggested adding language to the contract to ensure accountability in meeting the deliverables.

Messenger stated that the city's initial feedback was not as strong as Anvil had hoped. Recognizing this, staff implemented monthly discussion meetings with Anvil to provide feedback, establish milestones, and ensure they are met. The first contract required adjustments, as it was launched just as Anvil was beginning their first campaign, and then COVID hit. They successfully navigated that challenging two-to-three-year period, adapting the theme of their already-developed collateral. This experience has been a learning process, and that knowledge is being applied to the next contract. Setting milestones has proven to be highly valuable.

Chair Weiss mentioned since being appointed to the Commission he hasn't seen Experience Roseburg's quarterly report.

Messenger stated the quarterly report is included in the agenda packet; however, the data is streamlined to highlight key information relevant to the Commission within the allotted meeting time. Anvil provides a verbal update during Commission meetings, while a comprehensive report is submitted to the city.

Cowie noted that quarterly reports and communication between Anvil and staff have improved, ensuring valuable information is provided to both the Commission and public.

Commissioner Goodwillie inquired of Campman what the plan is moving forward.

Campman stated he reports to the Commission on what is happening with the current campaign, the latest and greatest social media stats, next quarter's content, as well as what they will be creating seasonally. They report on every Key Performance Indicators (KPI) they have access to.

Commissioner Everman asked how the data is tracked.

Campan stated in addition to the social media stats, they work with Datafy to track cell phone and credit card pings within a certain geofenced area. They choose the most popular tourist

areas which include the North Umpqua Highway, Highway of Waterfalls, Crater Lake, Wildlife Safari, various wine country areas and downtown Roseburg. Data pings from these areas show the pattern of individuals and if they return and compare those to campaign analytics to look for correlations.

They attended the Governor's conference in Portland on tourism to learn more about KPI. Travel Oregon continues to utilize Transient Lodging Tax (TLT) data, though fluctuations in TLT do not necessarily indicate the reasons behind those changes. Strengthening connections with hoteliers is crucial for capturing insights into customers' reasons for visiting, which helps improve tourism data collection. Several data-gathering ideas have been discussed, including implementing QR code surveys at check-in, training hotel staff to ask guests about their visit and record responses, and compiling visitor information from participating hotels.

Discussion ensued regarding hiring a DMO manager, cross referencing the accuracy of data, and the possibility of creating an oversite committee for feedback.

Campman stated that when they became the city's DMO, they were starting from scratch. While they specialize in content creation and graphic design, the process of building the Experience Roseburg brand highlighted the need for a point person with expertise in tourism, hotel management, or recreation.

They currently do not have an external data analyst to verify accuracy but plan to collaborate with hoteliers, who will play a key role in providing feedback. Input from stakeholders is encouraged and considered essential for shaping content, prompting plans for engagement and strategy development. The DMO manager will work closely with various groups, businesses, and associations to align efforts and enhance tourism in the Roseburg area.

Efforts to draw more visitors to Roseburg include mural projects to enhance downtown aesthetics and initiatives to boost foot traffic. The establishment of downtown student housing by Umpqua Community College has brought increased youth energy, prompting a focus on developing venues and opportunities that encourage young people to stay. Collaborations with Roseburg's Japanese sister city aim to showcase the region's distinctive solitude and natural beauty. Stakeholder meetings, originally held monthly since their inception six years ago, are now conducted quarterly. To improve participation, meetings will be accessible both online and in person.

They are open to holding regular meetings to review creative efforts but do not see the need to establish a separate board, given their small staff and existing reporting structure under the Economic Development Commission. Anyone interested in providing feedback is encouraged to reach out.

Messenger explained that the city previously had a standalone Visitor's Commission, which was later merged with the EDC. If the EDC wishes to re-establish the Visitor's Commission as an oversight body for the DMO contract, the proposal will need City Council approval. However, forming a separate commission is a distinct decision from the EDC's current task—making a recommendation to City Council on whether to award the DMO contract to Anvil Northwest.

Commissioner Haga stated that Anvil's plan to hire a DMO manager with specialized skills to provide outreach and development of stakeholders will help gather the feedback needed to assess whether establishing a board or commission is necessary.

Commissioner Haga moved to recommend City Council award the DMO contract to Anvil Northwest. Commissioner Beach seconded the motion.

Commissioner Everman stated she didn't think there should be two commissions, but inquired if the EDC would incorporate the function of a visitor's commission.

Messenger stated that discussions could take place about adding or adjusting industry-specific seats on the EDC. Since the Commission primarily focuses on reviewing tourism grants and related activities, the workload appears heavier on the visitor side than on economic development side. Conducting staff research and presenting recommendations would provide valuable insight into potential adjustments.

Discussion ensued.

The motion was approved with the following vote: Chair Weiss, Commissioners Beach, Everman, Goodwillie, and Haga voted yes. No one voted no.

Tourism Grant Application Proposed Adjustments & Recommendation

The Commissioners did not report any conflicts of interest, ex-parte contact, or directly gain financially from their recommendation.

Cowie provided the staff report outlining the proposed changes to the application.

Commissioner Goodwillie excused himself from the meeting to attend a prior engagement.

Discussion ensued regarding the proposed changes and how data is collected.

Messenger proposed that Experience Roseburg could use geofencing to collect cell phone data at an event. However, the question remains: to what extent is data collection the responsibility of the grant-funded organization versus the DMO?

The Commission agreed not to limit how often an organization can apply for a grant, instead evaluating success based on meeting application benchmarks attracting tourists from 50 miles outside of Roseburg. If benchmarks aren't met, limiting future requests may be considered. Given the challenges in obtaining data, it was suggested to develop a toolkit with methods on how to collect data.

Messenger noted that not all awarded grants go toward events. Grants have been awarded for capital improvements, Food Trail brochure, and other projects.

Cowie stated staff will make application changes and present it at the next EDC meeting.

Commissioner Haga moved to approve the revised tourism grant application with the changes discussed and begin its implementation during the 2025 fall tourism cycle. The motion was seconded by Commissioner Everman.

Discussion ensued regarding providing applicants with ideas of how to collect data.

Cowie mentioned that a list of suggested data collection methods could be provided, but emphasized that there are various approaches, and it would be up to the organizer to determine the most effective method.

The motion was approved with the following vote: Chair Weiss, Commissioners Beach, Everman, and Haga voted yes. No one voted no.

Stewart Park Tennis & Pickleball Renovation Project Funding Request

The Commissioners did not report any conflicts of interest, ex-parte contact, or directly gain financially from their recommendation.

Cowie provided the staff report. The city is requesting the use of \$120,000 of Transient Lodging Tax to help fund the cost associated with renovating the outdoor tennis and pickleball court project.

Commissioner Haga supported the infrastructure project stating it can help generate tourism.

Commissioner Beach inquired about the waterline fund.

Messenger stated water funds will be utilized to relocate the waterline that is under the tennis courts. A sidewalk will be constructed along NW Harvey and Americans with Disabilities Act (ADA) access will be constructed to access the tennis courts.

Commissioner Beach moved to recommend 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. The motion was seconded by Commissioner Haga and approved with the following vote: Chair Weiss, Commissioners Beach, Everman, and Haga voted yes. No one voted no.

Commissioner Everman asked if anything can be done concerning Gary Quist's concerns regarding not offering free outdoor use of the pickleball courts.

Messenger stated that the city holds a lease with the Tennis Center, which maintains the courts and facility through revenue they generate. The Tennis Center contributed \$1.1 million to this project. Any fee structure changes require city approval. Outdoor pickleball is free for those 18 and under, with a \$2 fee for adults.

Commissioner Haga offered that the Tennis Center could explore other grant programs or sponsorship type resources in the community that may be willing to assist families that are unable to afford the use of the facilities. However, that is outside the role of the EDC.

Urban Growth Boundary Swap Update

Cowie stated the city obtained approval from City Council, and the Douglas County Board of Commissioners. The application was also reviewed by the Department of Land Conservation and Development (DLCD). Sane Orderly Development (SOD) raised objections through an attorney. The application was remanded back to the city. There were 11-12 objections and DLCD agreed with five of the objections. The city appealed the decision.

In the meantime, the city reached out to the Governor for assistance, who suggested working with State Representative Virgil Osborn to draft a house bill approving the UGB Swap, with the Governor expressing support for it. HB 3921 was created and is progressing through the legislature. The House has approved the bill, and it is now moving to the Senate, awaiting a public hearing before the Senate Committee on Housing. If approved, the bill will then go to the Governor for signature.

Commissioner Haga recommended submitting a letter of support from the EDC for the upcoming public hearing.

Cowie offered to draft a letter on behalf of the EDC for Chair Weiss' signature.

Commissioner Beach inquired about the circulation plan for the Charter Oaks area. Currently there is one way in and one way out. An old map showed a bridge across the river to Old Melrose Rd.

Cowie stated the bridge concept is still an option but would be one of the last improvements made. Before construction of a bridge, a north-south connection to Melrose Road would occur. Currently, the county is working on designing a roundabout at the intersection at Garden Valley Road and Melrose Road because of safety issues. The city has been in discussions with the county during the roundabout design process, ensuring consideration of a future north-south connection in the planning.

Commissioner Everman inquired if a new ward seat would be created if the UGB Swap were to be approved.

Commissioner Haga moved to submit a letter of support of the UGB Swap from the Economic Development Commission. The motion was seconded by Commissioner Everman and approved with the following vote: Chair Weiss, Commissioners Beach, Everman and Haga voted yes. No one voted no.

Messenger noted that when the area is developed and annexed, the ward boundaries would be redrawn. The Charter established the number of wards which are analyzed to ensure they remain balanced.

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 and possible ideas around future goals and timelines the EDC could establish to help change the negative perception of downtown.

Cowie acknowledged the challenge of addressing perception and asked the Commission if they had goals or recommendations for addressing the negative perception.

Chair Weiss recommended setting up a work study session and inviting a representative from the DMO.

Messenger asked if the discussion of perception is of people downtown or downtown's perception of city government.

Chair Weiss stated he believes it is the perception of the people downtown.

Commissioner Haga thought the survey revealed both perceptions, people downtown and downtown's perception of city government. However, she highlighted five questions where the EDC and the city could make an impact by showcasing the city's past and ongoing contributions to downtown.

Commissioner Beach expressed the survey revealed confusion about roles and a communication gap, with many not fully recognizing city improvements.

Chair Weiss suggested developing a media or marketing campaign to address the concerns.

Commissioner Everman inquired about what role the EDC could have in helping the broader Roseburg community recognize downtown's offerings and attract more visitors.

Chair Weiss stated the survey revealed a consensus that downtown residents feel the city is not supporting them, whether that perception is valid or not. Maintaining the existing DMO contract may demonstrate the ongoing marketing efforts benefiting downtown.

Messenger shared that Anvil has conducted downtown marketing campaigns. She advised the Commission to be mindful of the perception of focusing solely on attracting people to downtown, as two commissioners are downtown business owners. She emphasized that businesses throughout the city deserve equal attention.

Commissioner Beach expressed that he believes downtown communication falls more within the responsibility of a downtown organization rather than the DMO.

Messenger is hopeful about the establishment of the Main Street Program. As a grassroots effort, the city cannot lead it but is ready to offer support once it is in place.

Discussion ensued.

Messenger stated that the EDC serves as an ambassador, and anyone with questions or information to share should contact the city.

Cowie suggested the city could share information regarding grants awarded to events held downtown.

Messenger noted that Anvil has a billboard in Salem where they can advertise local events.

BUSINESS FROM COMMISSION - None.

BUSINESS FROM STAFF – None.

ADJOURNMENT - Meeting adjourned at 5:46 p.m. The next meeting is scheduled for July 24, 2025.

Chrissy Matthews

Department Technician

CITY OF ROSEBURG MEMORANDUM

DATE:

July 24, 2025

TO:

Economic Development Commission

FROM:

Stuart Cowie, Community Development Director

SUBJECT: SPRING/SUMMER 2025 TOURISM GRANT APPLICATIONS

ISSUE STATEMENT AND SUMMARY

The City received a total of six tourism grant applications. Staff has reviewed each application and provided the EDC with a recommendation concerning whether to approve or deny the tourism grant based on the criteria contained in ORS 320.350. The issue for the Commission is whether to approve or deny the request for each tourism grant application submitted.

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 \$7,500 or less. Grant requests for over \$7,500 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 2025-2026 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 – Lemur House Renovation

Requested funding amount: \$7,499

Total project budget: \$35,000

The applicant is requesting \$7,499 to help fund renovation of the lemur exhibit located in Safari Village. The current lemur house is more than 20 years old, limits breeding options, lacks modern husbandry and care necessities, and is in need of a new floor. The new renovation will help to address these issues.

The lemur exhibit is a popular attraction within Safari Village. More activity at the exhibit means longer stays at the park and increases the likelihood that visitors from outside the area will stay the night within our area.

Wildlife Safari serves approximately 200,000 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 \$35,000. 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 \$27,500 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, enhancements to the Barnyard children's petting zoo, and expansion of the tortoise exhibit.

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.

Umpqua Velo Club - The Vineyard Tour

Requested funding amount: \$ 1,500

Total project budget: \$6,650

The annual Vineyard Tour is a cycling event that draws riders from throughout the western states. The event includes four different route distances to cater to varying abilities. The routes try to highlight the beauty of our area and often stop at local wineries to showcase the Umpqua winery community.

The event is scheduled for the weekend of October $3^{rd} - 5^{th}$ of 2025. The applicant indicates that 85% of participants are from out of the area, and about 30% of those are from out of state. The event coincides with the same weekend as Blocktoberfest and provides people from outside the area with the ability to enjoy the different cultural, food and historical venues the community has to offer.

The target market for the event consists of cyclists throughout the Pacific Northwest. The rides tend to attract an older population. The average age of riders is about 58 years old, according to the applicant. Marketing efforts will include e-mail promotion, social media advertising, flyers, postcards and posters mailed to other cycling clubs and bike shops throughout the Northwest. The applicant has provided a detailed account of how the grant funding will be allocated for advertising purposes. The breakdown is as follows:

Webpage: \$190.00 Mail Chimp: \$310.00

Facebook/Instagram: \$500.00 Postcards/stamps: \$200.00 Flyers/rack cards: \$70.00

Posters: \$30.00

Event entry costs: \$200.00

Total: \$1,500

The EDC has previously supported this event in 2014, 2018, 2020, 2022, 2023 and 2024.

Recommendation: Staff recommends the EDC award a \$1,500 grant to the Umpqua Velo Club for marketing the Vineyard Tour. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on advertising and the webpage promoting the event.

Umpqua Valley Winegrowers Association – Digital Marketing Campaign Part 2

Requested funding amount: \$7,500

Total project budget: \$7,500

The applicant is requesting \$7,500 to help create and distribute videos and photographs designed to invite visitors to Roseburg and the Umpqua Valley. The videos and photographs will be utilized year-round through a marketing campaign that promotes the region as a wine destination, targeting wealthy travelers seeking good wine, food, and adventure.

On February 27, 2025, the Umpqua Valley Winegrowers Association was awarded \$1,500 to be used for market research involving the project. The applicant hired Client Czar, a professional marketing strategies company, to research specifically what people are searching for when visiting a wine destination, to then help drive content creation for the 3

future marketing campaign. This work was recently completed and a final report from UVWA was submitted to the City in June detailing the market research Client Czar completed for UVWA.

Based on the market research conducted earlier this year, the UVWA will focus their marketing campaign on the following channels and key demographics:

- 1. **Facebook and Instagram** Videos and images tailored to reach wine lovers, culinary tourists, and outdoor enthusiasts aged 30 to 60 with household incomes over \$75,000. Organic content will be supported by paid advertising and possibly influencer collaborations. Budget: 50-60% of funds.
- 2. **YouTube** Videos of multiple lengths that engage travelers aged 25 to 55. Strong potential for those planning future trips. Budget: 10-15% of funds.
- 3. **TikTok** Short videos appealing to younger, experience-driven audiences aged 25 to 40. Budget: 5-10% of funds.
- 4. **Email newsletter and website** Storytelling with photos and videos in our email newsletter (6,000+ subscribers), and on our website (2,000+ visits per month). Budget: 10-20% of funds.
- 5. **TripAdvisor and Booking.com** Target users on these travel platforms–that are actively researching travel destinations–with fresh images and videos of Roseburg and Umpqua Valley wine country. Budget: 5-10% of funds.

UVWA will utilize the funding to hire a professional photographer, cinematographer and copy writer to create video and photography that will be tailored to each of the platforms identified above.

A breakdown of the funds is identified below:

Video & Photo Production/Editing: \$2,500

Copywriting Services: \$750

Graphic Design: \$750

Social Media Advertising: \$3,500

Total: \$7,500

The applicant has indicated that UVWA has an additional \$4,000, outside of the budget listed above, allocated to this project to be used where needed if labor costs exceed what was budgeted or additional ad space is purchased.

Recommendation: Based on previous funding the City has allocated toward the research aspects of this project, staff recommend that the EDC approve the request and authorize the grant funding to the Umpqua Valley Wine Growers Association in the amount of \$7,500, to finish the project and produce the digital marketing campaign. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on marketing material and UVWA website.

Umpqua Valley Arts Association (UVAA) - 2026 Summer Arts Festival

Requested funding amount: \$7,500

Total project budget: \$10,400

The applicant is requesting \$7,500 in order to pay for the costs associated with marketing the Summer Arts Festival that will be happening the last weekend of June. Marketing efforts will include ad design, website updates, postcard mailings, and billboards. Additional funding provided by UVAA will also be used to pay licensing fees for ZAPP, an online application system for artists to apply for multiple art shows using one central website. This online platform helps to attract artists from outside the region who then come to the art festival for multiple days as vendors.

The Summer Arts Festival is an annual event that has been occurring in Roseburg for the last 56 years. The objective of the UVAA in organizing this year's 3 day event is to attract a total of 110+ artist vendors, 14 local and regional food truck vendors, and dozens of visiting musicians and entertainers. It is anticipated that the event will draw anywhere from 8,000 to 10,000 attendees.

The festival provides a local attraction that helps to promote the historic Umpqua Valley Arts Association building and surrounding City parks property. Money generated from the festival helps to promote additional art activities and events throughout the year for UVAA.

UVAA plans to utilize billboards and postcard mailings to publicize the event beyond Douglas County. In addition funding will be used to update the portion of the UVAA website devoted to marketing this event.

Recognition of the City's sponsorship will be requested by including the City's logo as a sponsor on the UVAA Summer Arts Festival event webpage and including sponsorship recognition on marketing and promotional material.

Recommendation: Given the historical success of the Summer Arts Festival in attracting both vendors and visitors from outside the area for a multi-day event, staff recommends funding in the amount of \$7,500 to the Umpqua Valley Arts Association toward the costs of marketing and advertising the 2026 Summer Arts Festival. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on marketing material and UVAA website.

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

Requested funding amount: \$7,500

Total project budget: \$8,250

This grant request is for financial support of the 4th Annual UCC Back to School Auto Extravaganza and Street Fair scheduled for September 20, 2025. The EDC has previously supported this event in 2022, 2023 and 2024. 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 2,500 to 4,000 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, Cottage Grove, Medford, and Rogue River.

The applicant will hire Anvil NW to assist in advertising and marketing the event. Advertising will consist of radio, TV, digital media, social media and billboard advertising.

A breakdown of the use of funds is identified below:

Radio:

KPNW-AM - Willamette Valley/Eugene/Talk Radio - \$620 KFLY-FM - Willamette Valley/Eugene/Rock - \$400 KCNA - Rogue Valley/Grants Pass/Medford - \$500 KROG - Rogue Valley/Grants Pass/Medford - \$500

Streaming Radio:

Spotify (Portland, Eugene, Medford DMA \$1125

Television: -

KVAL (CBS) - Eugene DMA - \$1500 KOBI (NBC) - Medford DMA - \$1000

Streaming TV: HULU - \$1375

Digital Media:

Travel Oregon, Travel Southern Oregon, Oregon Festivals and Events Association, Experience Roseburg - \$180

Social Media: Facebook - \$150

Display Advertising:

Outfront Media - Digital Billboard - \$150

Total of Tourism Grant: \$7500

Local Radio (Paid by Elks)

Mass Mail Outs to Car Clubs of the Pacific NW and Northern California - \$750

Total Advertising Budget: \$8250

Recommendation: Staff recommends the EDC award a grant for \$7,500 to the Roseburg Elks Lodge for marketing the UCC Back to School Auto Extravaganza and Street Fair. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on marketing material.

Veterans of Foreign Wars (VFW) - Remembrance Wall & Appreciation Golf Tournament

Requested funding amount: \$6,500 Total project budget: \$8,000-\$12,500 The VFW submitted a tourism grant application for two specific items. One was for an expansion to the existing VFW Remembrance Wall located at 1127 NE Walnut St. The other request was to assist in funding a Veteran's Appreciation Golf Tournament at Bar Run Golf & RV Resort. The golf tournament was scheduled for July 19, 2025, prior to the EDC meeting scheduled for July 24th.

After having a discussion with the applicant, it was explained that tourism grant funding is required to be used for advertising outside the Douglas County area and that the date of the golf tournament did not allow for enough time to utilize funding for this purpose and was prior to the EDC's meeting to even discuss the matter. The applicant indicated they may possibly apply for funding concerning this golf tournament in the future.

The applicant indicated they did want to move forward with a funding request for the remembrance wall. They were told that tourism funding could be utilized for capital improvement projects, but that Oregon Revised Statute (ORS) 320.350 required that capital improvement projects could only be utilized if it was associated with a tourism related facility. It was explained that the VFW would need to provide data surrounding out of the area visitors to the remembrance wall in order for us to determine if the location could be considered a tourism related facility.

The applicant submitted a new application, revising their request for funding from \$6,500 to \$5,350, but unfortunately the new application only included information about how they planned to utilize the funding and failed to provide data around the number of tourists that come from outside the area to visit the remembrance wall.

Without this data we are unable to determine how much tourist attention the wall receives and would be unable to recommend the EDC authorize the grant. We are encouraging the VFW to compile this data, so we may evaluate the number of tourists visiting the site and ensure that ORS 320.350 may be satisfied. If so, we are recommending that the VFW apply again in the future.

Recommendation: Staff recommends the EDC not fund this grant application request to the VFW at this time and encourages the VFW to obtain tourist data at their remembrance wall in an effort to determine they qualify for tourism grant funding as required in ORS 320.350 and re-apply at a later date.

ATTACHMENTS

Grant 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 Nequested \$ 7,100		
Project/Event Name: Lemur House Renov	ation	
Applicant Organization: Wildlife Safari		
Governmental Entity	on-Profit Organization	Business Enterprise
Address: 1790 Safari Rd, Winston, OR 974	96 Phone:	541-679-6761
E-Mail Address: jdickinson@wildlifesafari.r	et	
Responsible Party & Authorized Signer: Da	n Van Slyke, Executive D	irector
Co-Sponsors (if applicable):		

Description of Project/Event:

Amount Poguested \$ 7 /199

This grant will help to renovate Wildlife Safari's beloved Lemur exhibit. Located in Safari Village, our Leap of Lemurs are located on an island in the middle of our duck pond. Families can feed the ducks and watch the lemurs frolic and play on the climbing structures on their island. The island is also viewable from our restaurant windows, making it a key attraction for people to enjoy while eating.

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):

For every new project, Wildlife Safari sends out a press release when it's complete and heavily market to Oregon, Washington and California. We've seen increased attendance every time we showcase a new exhibit. Due to the popularity of Lemurs, we know this new exhibit will bring people in to view the new lemur home at Wildlife Safari.

Objectives of the Project:

The renovated Lemur exhibit will (1) inspire life-long commitment to animals among our 200,000 annual visitors to our park, (2) improve quality of life in Douglas County by increasing tourism (3) improve animal husbandry, care and enrichment for our Leap of Lemurs; (4) contribute to the Species Survival Plan for Ring-tailed and Red Ruffed lemurs.

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

More activity on Lemur Island means longer stays at the park. This increases the likelihood that visitors from outside the local area will stay overnight in a hotel and visit the park over two days and visit more of our restaurants, wineries and hotels.

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

The renovated Lemur house will be promoted via our social media accounts (166,000 followers on Facebook alone), our website as well as sending press releases to local newspapers, radio and TV stations.

Project Strategy:

Our current Lemur house is 20+ years old and is in need of renovation. It limits breeding options, lacks modern husbandry and care necessities, and the floor needs to be replaced. This project will renovate the house and include at least 3 rooms which will facilitate breeding, animal care and give us the ability to keep lemur families housed together. The new house will have concrete floors and allow more space for enrichment activities and improved keeper access. This will enable the park to continue to inspire lifelong commitments to wildlife conservation among our guests and enable Wildlife Safari to continue to be a key partner in the AZA Species Survival Plan for lemurs.

Have you previously applied for funding from the City?	
Yes No If so, when? Aug 2024	Amount granted \$7,499
Upon completion of the project/event, the grantee will be as to the success of the grant. Part of this report will people visited Roseburg as a result of the project. Designance this information.	include information on how many
We will be able to measure the number of people visiting Lemur Island Lemur Island is in the middle of our duck pond and many people that	
Dan Van Slyke, Executive Director	Date 6.2.25
Applicant Typed Name and Signature (This person shall be responsi	ble for contract execution.)
Co-Sponsor Typed Name and Signature	Date
Co Spanner Timed Name and Oissature	Date
Co-Sponsor Typed Name and Signature	

BUDGET PROPOSAL

Amount Requested: 7,499

Project/Event Name: Lemur House Renovation

Date of Project/Event: Set to open early 2026

Lemur Island is in our

free access Safari

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

Other Revenues (Without City funds):

Туре	Amount
Autzen Foundation	7,500
C. Giles Hunt Foundation	10,000
Swigert Foundation	10,000
Total Non-Tourism Funds	\$27,500
Estimated Expenses:	***
Materials and Supplies	\$30,000
Labor Costs	\$5,000
Advertising Capital Outlay	
Total Expenditures	\$35,000
Net Income/Loss without City Participation	-\$7,500
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:

Labor will cost \$5,000, Inside Fencing will cost \$7,500, Roofing will cost \$2,500 and other Materials (including concrete) will cost \$20,000. Estimates are based on a quote from a local construction professional who has completed many projects at Safari.

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470 (541) 492-6750

Amount Requested:

\$1500

Project/Event Name:

The Vineyard Tour (an Umpqua Velo Club Cycling Event)

thevineyardtour.com

Applicant Organization:

Umpqua Velo Club

Governmental Entity

X Non-Profit Organization

Business Enterprise

Address: PO Box 2538, Roseburg, OR 97470

Phone: 541.672.6303

E-Mail Address: whitworthpd@gmail.com

Responsible Party: Paul Whitworth

Co-Sponsors (if applicable): N/A

Description of Project/Event:

The Vineyard Tour is an annual cycling event that draws riders throughout the western states. The event consists of four different route distances in order to cater to varying abilities. The routes try to highlight the beauty of our area. Rest stops are provided to refuel riders. The stops are often at local wineries in order to showcase the Umpqua winery community. The first version of this event dates back to the 1980's. We encourage feedback from participants, and try to improve the event for future editions.

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

The Vineyard Tour is showcasing the Umpqua Valley as a cycling destination. Over the years, the event routes have changed. Doing this shows participants that we have a variety of routes to ride so they will be enticed to come back again and again. We feel that this also shows them that there is reason to visit our area at other times other than just the event day. More recently, the event has become a weekend long event. Having a weekend of events gives us the opportunity to expand our event offerings and get participants to stay longer in the Roseburg area. With that expansion, we have a better chance to showcase the Umpqua Valley's other attributes, including the vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants, etc. The weekend has provided us the chance to have both social and cycling events over four days. 2022 was our first time with this expansion, and it was a big hit with visitors. Over the past few years, riders were given a food voucher and a list of participating local restaurants. The voucher was an effort to get participants into our community and explore a bit. We now have local restaurants asking to be on the list. The Vineyard Tour website is linked to the Experience Roseburg site to further aide visitors. By exposing Vineyard Tour participants to our wonderful community, we increase the likelihood of them returning and maybe telling their friends. Hopefully, they come again to see the other wonderful things we have to offer in our area...or at least do more cycling beyond the actual event day.

Objectives of the Project:

The objectives we have for the Vineyard Tour include; increasing the recognition of the Umpqua basin as a great place to ride, visit, and potentially relocate. Particularly now that the event is over a full weekend, we are creating even more opportunities for riders from out of the area. Creating a weekend event with other options in addition to cycling requires increased marketing. We will capitalize on the state's bicycle tourism efforts, plus the City's Bronze Bike Friendly award. Consistently, we are able to attract about 85% of our participants from outside of our area. Of those visitors, about 30% are usually from out of state. Overwhelmingly, riders told us that the area was wonderful and that they would return again. We note that this type of project is well supported by the Oregon Department of Parks and Recreation, Travel Oregon (http://rideoregon.com, and http://rideoregon.com, as well as Experience Roseburg. Bicycle tourism and event rides have been successful in many parts of the state and the Northwest.

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

Bicycling brings people into our community not only to ride but to enjoy many cultural, food, and historic resources that Douglas County has to offer. For 2025, we are again moving our event date until October. This should help us miss the fire season that has been plaguing us for several years. The 2024 edition saw perfect weather. There was also no conflicts with other PNW cycling events. It also gives us the chance to be involved with Blocktoberfest. Many riders not only spend money for lodging, food, and drink, but also shop for souvenirs of their visit to our locale. It is rewarding to hear of riders being so pleased with our event that they intend to return and ride independently of the Vineyard Tour. While we tend to focus on each year's Vineyard Tour as a single event, we expect long-term benefits via our efforts and word-of-mouth. The positive experience of participating in the Vineyard Tour can result in future visits to our county, as well as potential relocations. We do know folks who have moved here due, in part, the fine cycling on our rural roads.

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

Based on prior years' ridership, our target market is bicycle riders in the Pacific Northwest. With 4 different routes and distances, the ride is perfect for groups or families. The road rides tend to attract an older crowd. The average age is about 58. We use a variety of means to promote the rides. Word of mouth and social media seem to be effective ways to advertise. Email promotion to all of our past participants will remind them and give them the opportunity to pass the information on to their friends. In 2025, we plan to send club members to other events in the Northwest. This will give us a chance to share our information flyers and as well as provide an opportunity to ride with others and talk up our event while wearing our event kit. Flyers, postcards, and digital media will be shared with other cycling clubs and bike shops around the Northwest. Our event will be listed on various event web pages for both cycling and PNW events. We also plan to do even more social media based advertising on platforms such as Facebook, Instagram and YouTube. Marketing directs potential participants to the web page with detailed event information.

Advertising	\$1500.00
Webpage	\$190.00
Mail Chimp	\$310.00
Facebook / Instagram	\$500.00
Postcards / stamps	\$200.00
Flyers / rack cards	\$70.00
Posters	\$30.00
Event entry costs	\$200.00

Project Strategy:

The strategy of the Vineyard Tour is to provide an enjoyable weekend adventure for bicycle riders in the Pacific Northwest. Our social events introduce visitors to local friendly folks and great food and drink. Our voucher program gives participants the option to visit local restaurants in order to further showcase what our area has to offer. There will also be enough information about the area and its many attractions that the riders will recognize the benefits of travel to the Umpqua region. The Vineyard Tour website has a link to the Experience Roseburg website which is a perfect complement so potential riders can see all of the attributes of the area.

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

Our weekend of events covers quite a range of area around the Roseburg area. This will show visitors a wide range of landscapes. In 2025, we plan to link our event with Blocktoberfest so visitors can see many of the best of what Roseburg has to offer in a compact and festive atmosphere. The link to Experience Roseburg on the Vineyard Tour web site will show what our area has to offer and provide many options for visitors to stay to visit the wineries they have ridden past, hit local breweries, try our local restaurants, and encourage people to consider additional visits or relocating to the area.

Every participant will receive a \$20 Voucher to use at local restaurants and wineries. Participating locations include:

Restaurants

Alexander's Greek

Ami Sushi

Brix Grill

Burgers and Q Food Truck

Dino's Ristorante Italiano

Lamplighter Cafe & Lounge

Little Brothers Pub

Mariachi Loco

McMenamin's

North Forty

Old Soul Pizza

Pete's Drive-in

The Secret Wine Society

Seven Thai

The Atom Bistro and Coffee Bar

Two Shy Brewing

Urban NY Pizza & Grill

Dakota Street Pizza

Sol de Sutherlin

Yummy House

Backside Brewing Co. Outpost

Wineries

Abacela Winery

Cooper Ridge Vineyard

Freed Estate Winery

Girardet Wine Cellar & Vineyards

Joseph Jane Winery

Knostman Family Winery

Meadows Estate Winery

Oakland Creek Vineyards

Trella Vineyards

Triple Oak Wine Vault

Spangler Vineyards & Winery

The Wine Destination

Cycling Routes:

Friday has no ride, but there is a social event at Two Shy Brewing.

Saturday routes start and finish at Joseph Jane Winery and head north and east through Wilbur, Umpqua and Garden Valley. The winery then hosts a post ride social event.

Sunday has four routes with distances from 17 to 100 miles. All routes start and finish in Oakland. Routes extend south to Plat I Reservoir, east to Nonpariel, north to Meadows Estate Winery, and west to Umpqua. Cascade Community Credit Union will host a rest stop at Plat I Reservoir. All routes will stop there. Monday's ride starts and finishes in downtown Roseburg and heads east and south then returns through Green and along the bike path back into town. The group will end with a coffee downtown.

Have you previously applied for funding from the City? Yes No

If so, when? 2014, 2018, 2020, 2022, 2023, 2024

Amount granted? \$3000, \$4999 (cancelled), \$2500 (shortened period in which to apply prior to the event), \$4999, \$4999 in 2024 but we returned about \$3500 unused.

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. Registration materials indicate where riders live, and we also do a post-ride survey to gather more information about the riders and their thoughts on the ride and the area.

Paul Whitworth, President, Umpqua Velo Club

Date: May 13, 2025

BUDGET PROPOSAL

Amount Requested:

\$1500

Project/Event Name:

The Vineyard Tour (a weekend of cycling), an Umpqua Velo Club event

Date of Project/Event:

Weekend of October 3-5, 2025, with main event on Sunday

Do you charge for attendance?

Yes No

If yes, how much?

Varies, \$40-85

Expected attendance:

120

Expected attendance revenue:

\$7400

BUDGET	
Expected attendance revenue:	\$7,400.00
Other Revenues (Without City funds):	
Sponsorships	\$350.00
Total Non-Tourism Funds	\$7,750.00
Estimated Expenses:	
Materials and Supplies	\$4,600.00
Labor Costs	\$0.00
Advertising	\$1,500.00
Registration Fees	\$550.00
Total Expenditures	\$6,650.00
Net Income / Loss Without City Participation	\$1,100.00
City Funding Request	\$1,500.00

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:

Our rider surveys show the effectiveness of the various marketing used, so we increased spending on social media in 2024. This next year our spending will target our known markets, and use a larger variety of marketing techniques in order to find more riders that need to come and experience our wonderful area. In 2024, we found more effective methods of advertising at a lower cost, hence asking for less this year.

VINEYARD TOUR 2025 REST STOPS

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The Full Flight, 102.6 miles
    36.4 miles, Plat I (13.6 mi)
    102.6 miles, Oakland Finish (13.5 mi)
The Metric Flight, 63,3 miles
    4.6 miles, Ford's Pond Park, pathroom a water (unsupported)
A Tasting, 38-5 miles
Just A Sip, 17 0 miles
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the VINEYARD TOUR • Umpqua

Event put on by the **Umpqua Velo Club** October 4-7, 2024

For the 2024 Vineyard Tour, the goal was to create a weekend full of events in order to attract participants from out of the area and then stay in the Roseburg area. In order to do this, we created both cycling events and social events. The format was the same as the past two years except that the event was pushed back a month this year. Fires and smoke have hampered our event for many years now. I decided to push the date into October in the hope of missing the fire season. The Blocktoberfest became a good reason to have our event on the same weekend.

This was our schedule:

Friday:

Social event at Triple Oak Wine Vault in Oakland

Saturday:

Road ride from town to Lookingglass, Happy Valley, and back on the bike path of about 25 miles. Gravel ride at Cavitt Creek of about 30 miles. Social at Two Shy Brewing

Sunday:

The main event, the Vineyard Tour. Routes of 17, 39, 63, or 104 miles.

Monday:

Coffee / social road ride starting at Brix and looping to Dixonville/Green of about 25 miles.

2023 was another challenging year due to fires and smoke. We moved the Sunday event to Oakland, and it worked really well. We decided to keep a similar format for 2024. Downtown Oakland became our start / finish location. The route choices went from 5 to 4, also to simplify things. I created all new routes for 2024 based on feedback from 2023. Oakland is a great choice of venue since it is quiet and the surrounding roads are relatively car free. The City offered camping in the park, and Triple Oak Winery offered camping in their vineyard. Both of these choices were popular.

In 2023, we had 66 riders pre-registered. Another 12 registered on the weekend, so we had 78 total. 2024 saw a big jump as we had 116 pre-registered and 4 the day of for a total of 120 participants.

Every rider that crossed the finish line did so with a big smile. Everyone was so pleased with the routes and rest stops. We had Cascade Community Credit Union as a sponsor, and they ran the main rest stop at Plat I Reservoir. We also had UCC student athletes helping out at other locations. Participants were overwhelmingly pleased with everything. Several said it was the best event of the year.

Socially, we had a nice group of people on Friday evening at Triple Oak. More people arrived Saturday and there was a really good turnout on Saturday at Two Shy. Quite a few visitors made it to the Blocktoberfest event.

Support Rides: There were 14 riders (+locals) for the Saturday Road Ride. Out at the Gravel Ride venue, there were 4 riders that were joined by several locals. Monday morning's Coffee Ride had 4 riders as well as a good number of locals. Previously, the Monday was Labor Day. We kept it this year anyways.

The number of riders broke down to this:

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17 miles 12 with 6 locals
39 miles 43 with 6 locals
63 miles 48 with 3 locals
104 miles 17 with 2 locals
Total 120 with 17 locals
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This means 103 riders were from out of town - that is 86%, and most of them stayed overnight in the area. People staffing the rest stops heard a lot of positive comments. Riders were happy with the weather, the scenery and the quality of the roads. Riders talked about the lack of cars on the routes we chose.

We had riders from:

```
Montana
           1
Washington 8
California 9
Oregon
           85
   Roseburg
                   17
   Ashland / Medford / Phoenix / Jacksonville / Grants Pass 20
   Coast (Coquille, Bandon, North Bend, Coos Bay)
                                                        6
   Bend, Central OR
                          5
   Eugene/Springfield
                          18
   Salem area
                          4
                          26
   Portland area
   Other
                          6
```

The other attempt at getting people into Roseburg was our voucher idea. All riders received a \$20 Voucher that was good at local participating restaurants/wineries. These were like cash. Restaurants were reimbursed by the club after the event. I added locations in Sutherlin this year to have options closer to the finish in Oakland.

Here is where the vouchers were used:

Alexanders	3
Ami Sushi	5
McMenamin's	6
Brix Grill	4
Triple Oak Wine Vault	26
Lamplighter Cafe & Lounge	21
The Secret Wine Society	2
Oakland Creek Winery	2
Burgers & Q Food Truck	6
Two Shy	2
FnB	2
Old Soul	1
7 Thai	2
Sol de Sutherlin	1
Yummy House	2
Backside Outpost	1

We had 23 participating restaurants and 12 wineries. Not all participating restaurants/wineries had patrons. Many tried to use the Voucher downtown during Blocktoberfest, but it was just too busy.

The City of Roseburg gave us a grant in order for us to advertise our event.

This is how we spent the grant money (\$4999):

- ESD printed rack cards, postcards, posters, as well as the food vouchers. (Rack cards were sent to bike shops and events around Oregon). \$183.19
- Postage. \$119.22
- Web page. \$183
- Emails. \$318
- Social Media ads. \$145
- Wine glasses. \$415.37

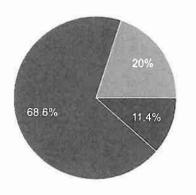
We spent less money getting the word out this year. Instead, we used our contacts at shops, clubs, and other events to get the word out.

VT Survey Results

I created and sent out a follow up survey. Only 35 of the 120 participants responded, but here are the results.

Where did you travel from?

35 responses



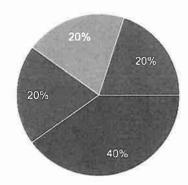
Outside the state of Oregon

Inside Oregon, but outside of Douglas County

Within Douglas County

How many nights did you stay?

35 responses

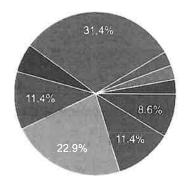


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Where did you stay?

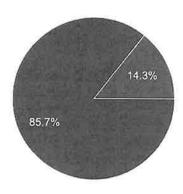
35 responses



- Camping, free in Oakland (vineyard or park)
- Camping, paid
- Motel
- AirBnB, VRBO, or similar
- Friends / Family
- Just came for the Sunday event day a....
- at home
- Home
- I live at Roseburg, OR

Did you use your Voucher for \$20?

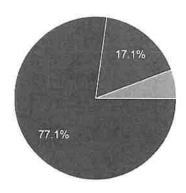
35 responses



Yes

No

How many NON riders/participants were in your party? 35 responses

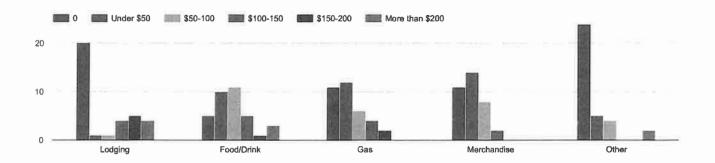


0, I came alone or with other rider(s)

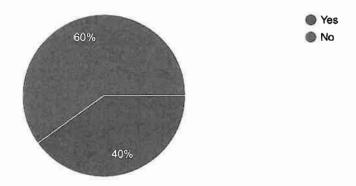
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2 or more

Where did you spend money?



Did you check out the Blocktoberfest in downtown Roseburg on Saturday afternoon? 35 responses



Any overall feedback for the event?

- The ride was very well supported, course was easy to follow, and beautiful scenery
- Everyone was friendly and we talked to several people about places to ride in the area
- Staff is amazing. Rest stops were fully stocked. Ride is amazing with wonderful views.
- I have ridden a lot of organized rides but I would rank this one as the best from how easy it was to follow the route, to rest stop food and bathrooms, to Triple Oak Wine Vault allowing riders to hang out and the amazing volunteers.
 Just a GREAT ride! I will do it again!
- A pleasant well organized ride in interesting and scenic location. Second year for me and will be back next year. A
 great weekend getaway.
- · It's worth coming from miles away to do this event!
- Really amazing ride. I didn't know how scenic the roads around Oakland were or how vibrant the wine scene was.
- Such a well organized ride through a picturesque part of Oregon! The course was well-marked and the lack of road traffic made it a very enjoyable ride. The healthy (and some salty) snacks at the rest stop were fabulous, and everyone was so friendly! We'll definitely be back.
- Overall- awesome planning and friendly locals.
- A seamlessly designed and executed event from the voucher afternoon to the finish.
- · Great ride, great time of the year, loved being able to use the vouchers in town.
- · Fabulous community of volunteers and riders!
- · This was my first ride in the Umpqua Valley; I definitely will be back!

- What a great event! Route was gorgeous, sag stops were well stocked, and the people were friendly. Would definitely do this event again!
- The volunteers were fantastic and the rest stops were top-notch. Great variety in food choices. Chocolate milk was a nice way to end the ride.
- Enjoy Oregon, stunningly beautiful rides, delicious craft beers, and amazing wines! A fantastic weekend!
- It was a great time- Really enjoyed having Triple Oak Wine shop available before and after the ride!
- One of the funnest and friendliest events I've ever ridden in (and I've been doing this for decades!).
- · People/riders are awesome, come and join the umpqua vineyard tour, and Go for Bikes a healthier way of life!
- Because we signed up for the Vineyard Tour we have visited Oakland and probably would not have.
- Picture perfect harvest time cycling in the Umpqua Valley.
- A fun and festive event! Definitely looking forward to the Vineyard Tour next year.
- Very fun weekend
- It's always fun to socialize at the rest stops.
- Great route!
- We had a great time in the vineyard ride, the rest stops were well equipped and the roads were nice and quiet

What was the best thing about the weekend?

- Bike ride on Saturday with a stop at a vineyard.
- Well organized. I could tell that it was put together by cyclists for cyclists. Also enjoyed the club ride on Saturday
 afternoon. Made the decision to participate easier since I could do 2 rides on the weekend.
- The gravel ride and the hospitality we experienced
- The beautiful scenery, the rest stop at the lake, the route, the \$20 food voucher
- Staff/support
- Great scenery on ride
- Great ride, beautiful scenery, friendly people and the organizers had it perfectly dialed in
- The view through the early morning fog
- The century was amazing. Two Shy Brewing was fabulous, food at the rest stops great. Paul was a great organizer, along with his wife Allison
- Beautiful ride on a well organized course
- A good turn out of people and a good course
- The rest stop was great. Ride was great without too many cars. Very well organized. Everyone was so friendly.
- Having the ride in October
- Fellowship with cyclists from near and far. Also, making new discoveries in "our own backyard."
- Hanging at Two-Shy brew pub and visiting with new friends
- The volunteers and support, the weather, route
- The great roads and scenery; the friendly people; and wonderful route.
- The route (the 38 miler was wonderful.)
- Perfect weather (foggy and a little chilly to start, though). EXCELLENT rest stops.
- I enjoyed Two Shy Brewery and the food truck there. The century was our favorite for the 2024 season. The Saturday and Monday rides were also fun and scenic. Loved the folks on the Saturday ride. Oakland and Roseburg had nice eateries and places to catch a drink/coffee.
- The route and road conditions- low traffic areas
- There were so many, but if I had to choose just one it would be the people! The non-riding locals, the other riders, the volunteers EVERYBODY were all awesome. I left having made new friends.
- Weather was cold on first /two hours, but noon to afternoon was perfect. The full flight century ride was a lot better than last year (2023). Food/snacks and drinks were well provided, rest stops every 25-30 miles. People are kind and respectful. Some free stuffs like flashlights and wine glass. Thanks to the event sponsors.
- · We loved the course.
- The full weekend package of a wine night, gravel ride, happy hour, street fest, vineyard ride and a bonus coffee ride
 on Monday for those among us who are able to give the work week the middle finger
- 1. The beautiful riding course. 2. Camping at the park. 3. Fabulous food at the Lamplighter.

- Fellowship with other riders
- Well organized and a beautiful ride
- The support. Thankful people kept track of us and stayed for the last rider.
- The vouchers were a great surprise. The bike rides and rest stop at the damn

Our goal was to showcase the city of Roseburg and the surrounding area. I think we achieved this. We had people on bikes over several days in different local areas. The participants wandered into town and found places to eat, and of course, many people stayed in hotels and B&Bs over the weekend.

Thank you so much to the City of Roseburg for their support.

With gratitude,

Paul Whitworth, Umpqua Velo Club President

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 \$ \$7,500
Project/Event Name: Digital Marketing Campaign Part 2
Applicant Organization: Umpqua Valley Winegrowers Assog 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 Attached Appendix A
Describe how the project will fulfill the City's objectives to increase tourism by funding
tourism promotion . (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): See Attached Appendix A
Objectives of the Project: See Attached Appendix A

Describe how this project/event may showcase the Roseburg area and provide other economic

benefits to the community aside from tourism:

See Attached Appendix A

Target Market or Audience - How a See Attached Appendix A	nd where will this be promot	ed?
Project Strategy: See Attached Appendix A		
	9	
Have you previously applied for fu	inding from the City?	
Yes ✓ No If so, when	n? 2023, 2024	Amount granted \$4,999, \$21,349
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. See Attached Appendix A		
Alison Rodgers Applicant Typed Name and Signature (Digitally signed by Alison Rodgers Date: 2025.06.30 14:03:32 -07'00' This person shall be respons	Date 06/30/2025 ible for contract execution.)
Co-Sponsor Typed Name and Signat	ure	Date 06/30/2025
Co-Sponsor Typed Name and Signat		Date 06/30/2025

BUDGET PROPOSAL

Amount Requested: \$7,500 Project/Event Name: Digital Marketing Campaign Part 2 Date of Project/Event: Aug 1st, 2025 - Sep 30th, 2026 No X Do you charge for attendance? Yes If yes, how much? Expected attendance: n/a Expected attendance revenue: n/a Other Revenues (Without City funds): Amount Type \$4,000 **UVWA Budget for Campaign** \$4,000 Total Non-Tourism Funds Estimated Expenses: Materials and Supplies **Labor Costs** \$4,000 \$3,500 Advertising Capital Outlay \$7,500 Total Expenditures \$-3,500 (Loss) Net Income/Loss without City Participation \$7,500 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:



Digital Marketing Campaign Grant Application - part 2 Appendix A

Background:

In early 2025, the UVWA received a grant from the City of Roseburg to conduct market research in preparation for a comprehensive digital marketing campaign. The market research identified priority keywords/search terms, target demographics, media platform selection, and content strategies to help maximize the impact of our marketing efforts. (Please reference document titled "Final Report for City of Roseburg Grant - Digital Marketing Campaign Market Research.")

Below, we have assembled a proposal to implement the actual digital marketing campaign, based on the market research that was conducted.

Description of Project/Event:

This campaign will produce and distribute videos and photographs that are designed to invite visitors to discover Roseburg and the Umpqua Valley. These images and videos will be published/advertised year-round, and spotlight the region's award-winning wineries, food, and scenic landscapes.

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

This project aims to increase tourism by creating a marketing campaign that promotes the region as a premier wine country destination, targeting wealthy travelers seeking good wine, food, and adventure.

Objectives of the Project:

This marketing campaign aims to expand awareness of the Umpqua Valley as a premier wine destination, driving increased year-round visitation that extends beyond the traditional Memorial Day to Labor Day season.

The Umpqua Valley is home to more than 30 wineries spread across a scenic, rural landscape, making it difficult to fully experience in a single day. By highlighting the diversity of wines, tasting experiences, and natural attractions, the campaign will encourage visitors to plan extended stays. These multi-day itineraries not only enhance the visitor experience but also increase the likelihood of overnight bookings at local hotels and B&Bs, generating greater economic impact for the region's lodging sector.

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

We will showcase the Roseburg area with fresh photos and videos of locations like:



Digital Marketing Campaign Grant Application - part 2 Appendix A

- people drinking wine on a patio at a winery,
- downtown tasting rooms, shops, restaurants,
- local recreational opportunities including waterfalls, rivers, hiking trails, and nearby Crater Lake.

Videos filmed at the locations above will do an even better job of showcasing the natural beauty and appeal of our region, by showing potential visitors not just the look-but the feel-of the area too.

Typical wine tourists often look to explore beyond vineyards and tasting rooms, seeking out unique local experiences. This includes visiting local shops, merchants, and historical sites—where they spend money on local goods and services and provide economic benefits to the region.

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

Based on the market research conducted earlier this year, the UVWA will focus on the following marketing channels and key demographics:

- Facebook and Instagram videos and images tailored to reach wine lovers, culinary tourists, and outdoor enthusiasts aged 30 to 60 with household incomes over \$75,000.
 Organic content will be supported by paid advertising and possibly influencer collaborations. Budget: 50-60% of funds.
- 2. **YouTube** videos of multiple lengths that engage travelers aged 25 to 55. Strong potential for those planning future trips. Budget: 10-15% of funds.
- 3. **TikTok** short videos appealing to younger, experience-driven audiences aged 25 to 40. Budget: 5-10% of funds.
- Email newsletter and website storytelling with photos and videos in our email newsletter (6,000+ subscribers), and on our website (2,000+ visits per month). Budget: 10-20% of funds.
- 5. **TripAdvisor and Booking.com** target users on these travel platforms—that are actively researching travel destinations—with fresh images and videos of Roseburg and Umpqua Valley wine country. Budget: 5-10% of funds.

Project Strategy:

The first stage of the project will repurpose existing content to kickstart the campaign while determining what imagery gaps need to be filled. The UVWA will hire professional photographers and cinematographers to begin developing new, high-quality visuals that showcase the region.

A copywriter will help refine messaging to align with the high-impact keywords and search terms identified in the initial research phase. A graphic designer will produce visually compelling ads tailored to the platforms and formats identified above.



Digital Marketing Campaign Grant Application - part 2 Appendix A

The UVWA will then publish the content and run targeted paid advertisements across the platforms highlighted above.

Lastly, the UVWA will collaborate with community partners (like Experience Roseburg and the Sutherlin Chamber of Commerce) and share the digital assets produced for use in their own marketing, helping reinforce a consistent regional message.

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.

The UVWA will closely track campaign performance using Google Analytics, Facebook and Instagram metrics, Meta ad insights, Brevo newsletter open rates, and visitor foot traffic data collected directly from local tasting rooms. By comparing web traffic, ad performance metrics, and standardized visitor tracking sheets we will gain a comprehensive overview of the visitor impact throughout the campaign.

Cost and Estimated Breakdown of Budget

Video & Photo Production/Editing: \$2,500

Copywriting Services: \$750

Graphic Design: \$750

Social Media Advertising: \$3,500

Additional money provided by UVWA, allocated where needed: \$4,000

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: Summer Arts Festival	
Applicant Organization: Umpqua Valley Arts	
Governmental Entity Non-Profit Organization Busine	ess Enterprise
Address: 1624 W Harvard Ave, Roseburg Or 97471 Phone: 541672253	2
E-Mail Address: monica@uvarts.com	
Responsible Party & Authorized Signer: Monica Stanfield	
Co-Sponsors (if applicable):	

Description of Project/Event:

The Summer Arts Festival is a 56-year summertime tradition we are honored to have here in Roseburg, OR. Over 110 art vendors, dozens of musicians and entertainers, and over 14 food and craft beverage vendors come from all over the country to take part in this iconic summer kick-off event that takes place in beautiful Fir Grove Park. This event has not only become part of the vendor's annual festival circuit, it has also become a local tradition that people from the region and beyond make a point to attend. The festival is also UVA's biggest fundraiser of the year and helps to support year-around arts education, participation and appreciation.

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 continuing to elevate the Festival, UVA will continue to grow the momentum created by 56 years of history and gain the attention of people from even further regions to want to be a part of this iconic event. The Summer Arts Festival artwork has always been a big part of the event and the promotion of the event. With early promotion and concerted effort to connect with prospective vendors, interest and attraction of artists from around the Pacific Northwest region and beyond is beneficial to both UVA and the City of Roseburg. These kinds of efforts create a positive mark for the art and cultural representation of our community as well as bringing in revenue and doing good for the economic development of the community. Among most of the vendors from out of state, this event is known as the "Roseburg Arts Festival" because that is how many of them distinguish between the dozens of different festivals they attend each year. It is essentially a mini "convention" for vendors, and by fostering good relationships and support from the city, the event and the city gain a good reputation which makes the event more attractive to more vendors and increases visitors and tourism. This year the Summer Arts Festival had one of it's busiest day ever on June 28th and it has the potential to grow and have an even bigger impact.

Objectives of the Project:

The objective of this project is to maximize marketing efforts for the 57th Annual Summer Arts Festival and to use the assets to do marketing throughout the state. The campaign will be focused on placing a call to the Pacific Northwest region of the country, attracting artists from around the region to be involved with this annual local festival. The artistic assets would be used to promote the festival through billboards, advertising and publicity for the festival drowing thousands of people to Roseburg, OR for the last weekend of June. This year the festival brought almost 10,000 people in 3 days. As one of the largest events in the area, the objective of this project is to reach both vendors and festival goers from even further outside of our area and continue to grow.

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

The advertising opportunities that come with this event can gamer interest from regional artists and also showcase Roseburg as a center for arts and culture in Oregon. Roseburg has an incredible history of fostering an appreciation of the arts through the support of Umpqua Valley Arts in the iconic Old Soldier's Home building, in beautiful Fir Grove Park. UVA is proud to represent arts and culture in the City of Roseburg and is regularly receiving positive feedback as to the unique way this organization represents the arts in rural Oregon. Projects like this help to showcase our community as a culturally rich, vibrant place to be and do business in. UVA already draws visitors from around the region and the country 5 times a year, when the galleries change out and different artists are featured. This is in addition to the annual events such as the Summer Arts Festival and Umpqua Plein Air. It is well known that arts and culture help to bring economic development into communities, by creating jobs and by bringing consumers into the area.

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

Two primary target markets - artists and festival goers. This project would happen in two phases: Phase 1 - Producing marketing assets. This phase consists of a regional call for artists to develop a strong promotional package that represents UVA and Douglas Count. Phase 2 - Promotion of Summer Arts Festival - beginning January 2026. This phase consists of marketing online and throughout the state to promote tourism to the City of Roseburg, particularly for the last week in June 2026. This includes reaching out to hundreds of vendors, entertainers and musicians about registration for the event and getting the event in the industry circuit at the beginning of the year.

Project Strategy:

Through a two-phase approach, UVA will be drawing attention to the City of Roseburg and the annual event throughout the year. This approach will illustrate and help to reinforce the importance of support for the arts in the City of Roseburg, following on momentum created by other community partners such as Experience Roseburg and Thrive Umpqua. It will also gain a lot of attention for the festival itself and excitement around an already very popular element of this 56-year tradition. Materials will start to be developed for next year's promotional assets, all of which will include the City of Roseburg sponsorship acknowledgment. These assets will include updates to the Summer Arts Festival webpage, graphic design to create billboards, postcards, banners, mailers, online campaigns and other marketing materials to be used starting in January 2026.

Have you previously applied for fu	anding from the City?	
Yes ✓ No If so, wher	₁ ? 2023	Amount granted \$4999
as to the success of the grant. people visited Roseburg as a re garner this information. In addition to having the zip code informatio	Part of this report will sult of the project. Description of the vendors through their reges at the festival to better understand	required to provide a written report include information on how many cribe how the applicant intends to gistration process, in 2026, UVA plans to tand geographical data for how many people
Monica Stanfield Applicant Typed Name and Signature (Digitally signed by Monica Stanfield Date: 2025.06.30 17:28:57 -07'00' This person shall be responsil	Date 06/30/25 ble for contract execution.)
Co-Sponsor Typed Name and Signa	ture	Date 06/30/25
Co-Sponsor Typed Name and Signa	ture	Date 06/30/25

BUDGET PROPOSAL

Amount Requested: 7500		
Project/Event Name: Summer Arts Festival		
Date of Project/Event: June		
Do you charge for attendance? Yes X	No	If yes, how much?
Expected attendance: 8000		Expected attendance revenue: 35000
Other Revenues (Without City funds):		
Туре		Amount
The Summer Arts Festival is the biggest annual fundraising event for UVA.		
All expenses come out of the revenue earned for the annual fundraiser,		P
UVA will have to pivot the project plan with less of a regional reach without this funding.		423
		*
Total Non-Tourism Funds		
Estimated Expenses:		
Materials and Supplies		\$500 - vendor campaign through industry platforms such as Call for Entry
Labor Costs		1500 - graphic design for marketing and tourism campaign
Advertising Capital Outlay		4500 - billboard, print, web advertising
Suprial Sullay		
Total Expenditures		
Net Income/Loss without City Participation		-7500
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:

Umpqua Valley Arts

Summer Arts Festival - marketing and promotion

Project Target Dates October 2025 - June 2026

Project Budget	
Revenue	
City of Roseburg - Tourism Grant	\$7,500 p
Fundraising	\$2,900 p
Total Revenue	\$10,400
Expenditures	
Zapplication Licensing Fee	\$1,100
Billboards	\$5,000
Postcard mailing	\$1,800
Graphic Design	\$1,500
Website Updates	\$1,000
Total Expenditures	\$10,400
Net Revenue / Project Balance	\$0

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: Back to School Auto Extravaganza and Street Fair
Applicant Organization: Governmental Entity Non-Profit Organization Business Enterprise Address: P.O. Box 717, Roseburg Or 97470 Phone:
E-Mail Address: 326secretary@cmspan.net Responsible Party & Authorized Signer: Scott Harvey Co-Sponsors (if applicable): Bruce Pettengill BACAPUCK OCHARI ER, NET 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 promote	ed?
Project Strategy:	
e e	
Have you previously applied for funding from the City?	
Yes No If so, when? 2024	Amount granted \$7500
Upon completion of the project/event, the grantee will be as to the success of the grant. Part of this report will people visited Roseburg as a result of the project. Designance this information.	include information on how many
We have developed a 3-question survey to gather information f	from attendees.
Applicant Typed Name and Signature (This person shall be responsi	Date 6-23-2025
	2 5
Co-Sponsor typed Name and Signature	Date 6-23-2025

BUDGET PROPOSAL

Amount Requested:

7500

Project/Event Name: Back to School Auto Extravaganza ε

Date of Project/Event: September 20, 2025

Do you charge for attendance?

No

If yes, how much?

Expected attendance: 5-6000

Expected attendance revenue:

Other Revenues (Without City funds):

Туре	Amount
Registration	2800
Vendors	1550
Raffle/Merchandise	1450
Sponsors	10,000
Total Non-Tourism Funds	15,800
Estimated Expenses:	0050
Materials and Supplies Labor Costs	2350
Advertising Capital Outlay	8250
Total Expenditures	10,600
Net Income/Loss without City Participation	5200
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:

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

Requestor: Roseburg Elks Lodge #326

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

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion. (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): This is a marketing campaign targeting car enthusiasts and families on the west coast. Elks Youth Eye Services sponsors a young NASCAR driver and his car. As a featured event, they will be present at this event. 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 typical 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 car and motorcycle enthusiasts, as well as families seeking wholesome fun and entertainment for the entire family.

Project Strategy: The marketing strategy for this event includes utilizing radio, TV, and social media platforms to reach as many people as possible. We have utilized mass mailing to reach out to Car Clubs in the Pacific Northwest The event welcomes both participants and observers, with various competitions, games, food, and relaxation opportunities available for all ages.

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

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

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

We are requesting \$7500 to focus on advertising this event. Previous Grants have significantly improved local community awareness, as well as more distant communities like Medford, Eugene, Florence, etc. and the smaller communities around them. Net proceeds from the event will go to UCC per a prescribed agreement for student activities, Memorial Maintenance, and endowment funds. This grant would help ensure that more money will go toward the Students and Roseburg Elk community charities, veterans, and scholarship programs. Funds will also go to our Back-To-School Shopping Spree, where every year, dozens of local children from needy families receive new clothes for school.

Explanation of Financials:

Sponsorship Revenue is not a guarantee. Being able to use the grant to focus on advertising would greatly help keep Revenues and Expenditures in check.

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 \$ \$6,500.00

Project/Event Name: VFW Remembrance Wall & Veteran's Appreciation Golf Tournament

Applicant Organization: VFW POST 2468

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 1127 NE Walnut St., Roseburg, OR 97470

Phone: 541-672-9716

E-Mail Address: VFW2468@HOTMAIL.COM

Responsible Party & Authorized Signer: Dave West -VFW Post 2468-Commander

Co-Sponsors (if applicable): Stephen Bennett -VFW Post 2468-Adjutant

Description of Project/Event:

10th Annual Golf Tournament-bringing players from across Oregon and Northern California. REMEMBRANCE WALL representing individual plaques from 22 states. Groups and individuals visit year round.

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):

Advertising On Social Media/Paper/Radio plus the Bar Run Golf & RV Resort for Golf Tournament. Remembrance Wall along with Post facility available year round for Celebration of Life Events. Brings in friends and families throughout the USA. Using lodging and restaurants while here.

Objectives of the Project:

Golf Tournament is a fund raiser to support Veterans & their families in Douglas County. Expand Remembrance Wall that will attract more visitors plus groups on Holidays and special events year round.

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

Show support for Veteran Community with additional Veteran Groups adding Historical plaques, e.g., Four Chaplains Community Added to the wall & Submarine Mariners Association. Douglas County officals and the public are great supporters of Veteran Community.

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

Golfers throughout State of Oregon and Northern CA. Social Media, Radio, Newspaper, Web Sites. Remembrance Wall thru Web Site, Referral from VA & Funeral Homes, Class Reunions, Schools, Business promoting an Event, Post special events.

Project Strategy:

Continue expanding Wall with current engagement with Women of the Military for additional inclusion of special plaques. Conacting out of town golfers to return every year.

Have you previously applied for funding from the City?	
Yes ✓ No If so, when? 2017	Amount granted \$1500
Upon completion of the project/event, the grantee will as to the success of the grant. Part of this report we people visited Roseburg as a result of the project. Digarner this information.	vill include information on how many
From Visitor Log being established for Wall and Post visitors form set up to gain city of Residence.	s for out of city visitors. Golf tournament
DAVE WEST ON I Wait! Applicant Typed Name and Signature (This person shall be responsed) STEPHEN BENNETT DEMENDED	Date June 27, 2025 Onsible for contract execution.) Date June 27, 2025
Co-Sponsor Typed Name and Signature	
Co-Sponsor Typed Name and Signature	Date June 27, 2025

BUDGET PROPOSAL

Amount Requested: \$6,500.00

Project/Event Name: VFW Remembrance Wall & Veterage

Date of Project/Event: July 19 / year round-Wall

Do you charge for attendance? Yes X

No

If yes, how much?

Expected attendance: 144 plus -Golf

Expected attendance revenue: \$21600.

Other Revenues (Without City funds):

Amount		
\$175.00-each		
\$12,000-\$16,000		
\$1,000-\$3,000		

Total Non-Tourism Funds

\$13,000-\$19,000

Estimated Expenses:

Materials and Supplies **Labor Costs** Advertising Capital Outlay

Total Expenditures

Net Income/Loss without City Participation

City Funding Request

\$2,500.00

\$350.00 \$3,850.00

\$6,700.00

\$5,000-\$14,000Net

\$6,500.00

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:

VETERANS OF FOREIGN WARS OF THE UNITED STATES

PATRICK W. KELLY POST 2468 1127 NE Walnut, Roseburg, OR 97470

vfwpost2468.com Phone - 541-672-9716

vfw2468@hotmail.com



July 11, 2025

Stuart Cowie Community Development Director City of Roseburg Roseburg, OR

Dear Stuart,

Thank you for contacting me regarding the VFW Post 2468 Submission of the Tourism Grant Program for Spring 2025. As we discussed the Golf Tournament will require a later Grant submission.

I have updated our Grant request with only the Remembrance Wall at this time. We have obtained some Price estimates on Signage/Plaques as well as Programming for the QR Code collection of visitor information. Thus, a variable price we will have to pay for the service at time of doing the work.

Thank you for your review and feel free to contact me to answer any questions.

Sincerely,

Steve Bennett

VFW POST2468-Adjutant

458-803-8982

Slbconsult.sb@gmail.com

TOURISM GRANT APPLICATION

CITY OF ROSEBURG ECONOMIC DEVELOPMENT COMMISSION

900 SE Douglas, Roseburg, OR 97470 (541) 492-6750

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

Amount Requested \$ \$5,350.00

Project/Event Name: VFW Remembrance Wall-add on

Applicant Organization: VFW POST 2468

Governmental Entity Non-Profit Organization Business Enterprise

Address: 1127 NE Walnut St., Roseburg, OR 97470 Phone: 541-672-9716

E-Mail Address: VFW2468@HOTMAIL.COM

Responsible Party & Authorized Signer: Dave West -VFW Post 2468-Commander

Co-Sponsors (if applicable): Stephen Bennett -VFW Post 2468-Adjutant

Description of Project/Event:

Remembrance Wall with individuals currently on the wall from 22 states, Visitors year round. Adding Women Veterans section and Visitor capture to the QR Code.

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):

Advertising On Social Media, Remembrance Wall for the living and veterans that have passed, with Post facility provided year round for Celebrations of Life events, bringing in friends and families from out of the area. Develop a promotional flyer for Mortuaries awareness and the VA.

Objectives of the Project:

Continue expansion of Wall with different types of Educational QR like a WWII plaque. Plus Personal Plaques bringing family & Friends to view. Special Groups meeting site for example Class Reunion Visits.

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

With additional Veteran Groups, Historical educational plaques, Specific areas like The Four Chaplains & Submarine Mariners Association provide a wider interest and reason to come visit the wall. Re-enforces Roseburg and Douglas County as a great supporter of Veteran Community by offering historical and educational place to visit.

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

Veteran and Families with a veteran that honorably served in the past. Current member serving today or recently completing his/her military service to our county. Promotion via Social Media, TV & Radio, Web Sites. Promotional piece developed to hand out to VA appropriate offices for referral, Local mortuaries to offer Wall info and location for referral from VA & Funeral Homes, Class Reunions, Schools, Business promoting Event, Post special events.

Project Strategy:

Continue expanding the Wall with current engagement with Women of the Military for additional inclusion of special plaques. Develop information by programming QR code to gain visitor information of those viewing the wall at this time and location of their residence.

Have you previously applied for funding from the City?	
Yes ✓ No If so, when? 2017	Amount granted \$1500
Upon completion of the project/event, the grantee will be ras to the success of the grant. Part of this report will it people visited Roseburg as a result of the project. Description this information.	include information on how many
From Visitor Log/QR Code entry being established for Wall and	Post use for out of city visitors.
DAVE WEST Signature (This person shall be responsible CTP PILEN OF MAINTER OF TO THE PILE OF THE PILE	7/9
STEPHEN BENNETT SHOW Co-Sponsor Typed Name and Signature	Date June 27, 2025
Co-Sponsor Typed Name and Signature	Date June 27, 2025

BUDGET PROPOSAL

Amount Requested: \$5,350.00

Project/Event Name: VFW Remembrance Wall-add on

Date of Project/Event: Year round-Wall Visitors

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

Other Revenues (Without City funds):

Туре	Amount	
Wall Plaques	\$175.00-each	
Donations - Sponsor	\$1,000 - minimum	
	8	
Total Non-Tourism Funds	\$2,000-\$4,500	
Estimated Expenses:		
Materials and Supplies	\$4,000-\$6,000	
Labor Costs	\$1,000-\$1,200 Programing	
Advertising	\$600-\$750	
Capital Outlay	N/A	
Total Expenditures	\$8,000-\$12,500	
Net Income/Loss without City Participation	N/A	
City Funding Request	\$5,350.00	
• •		

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:





LATEST HAPPENINGS

Lots of exciting things happening as we fly head first into Summer! Our search for a DMO lead continues, as we're still vetting contenders. Currently we're jamming on our content offering for Summer, wrapping up the Downtown Mural Project, and planning a hotel specific stakeholder meeting. Also earlier this month we launched the newly updated website! And lastly we held the Smash The Trash river clean-up event!

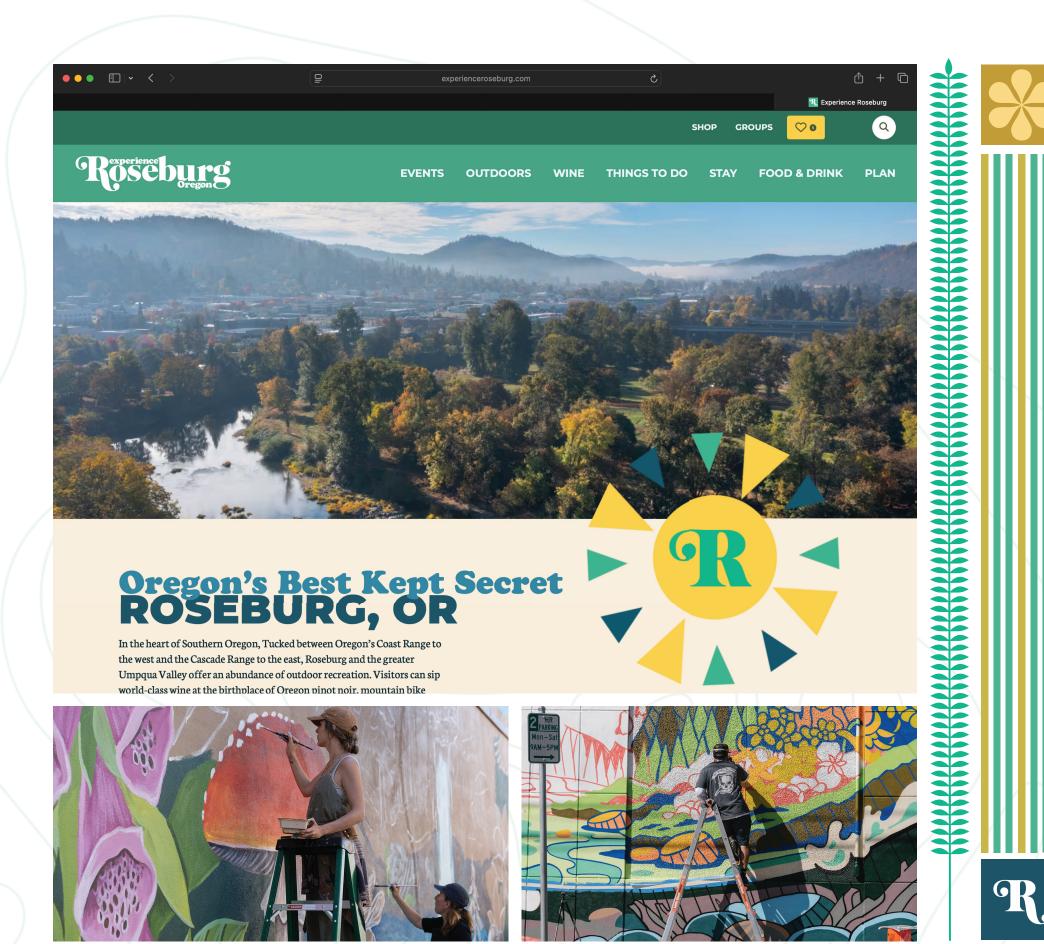
DMO Lead Search Continues

New website launched!

Final Murals Wrapped!

Hotel Based Stakeholder Meeting In Works

Smash The Trash!





CONTENT & SHOOTS

Experience Roseburg Content Calendar Q3

Marketing Channels	July	August		September		
Video	Notes		Notes		Notes	
Video Topic(Video Released on Youtube)	Guided Fishing on the Umpqua	Swimming Holes		Crater Lake (Summer)		
Shoot Month (Month to capture video)	Swimming holes	Crater Lake		Mural Tour		
Additional Video Content						
Website		The Disease Water Onfoto		Overteen Lake Overen en		
Blog Post	Fishing the Umpqua	The River, Water Safety, Floats		Crater Lake Summer Activities		
Updates	Ongoing New Photos/Copy		New Photos/Copy	Ongoing	New Photos/Copy	
Newsletter						
Topic	Camping	Beat the Heat		Final moments of summer		
Any major events this month?	Graffiti, Lavender Festival, halfshell					
Industry Newsletter	Summer Events	Accessibility		Attracting customers during shoulder season		
Media Buys/Campaigns		•		<u>*</u>		
Print				We Like It - Wine. OWB	-	
Broadcast				Experience Roseburg sponsored ad placement, creative by UVWA, Umpqua Valley Wine Growers - Come Explore With Us, OWB Oregon Wine Touring Guide 2025-27		
Billboard	We Like It - Wine, Sutherlin location					
Digital Billboard	We Like It - Wine, Salem location					
Digital Ad (Online)	We Like It - Outdoors, NW Tra	avel & Life Video Banner Ad				
Other		•				_
Additional Content						
Running Photo need list	Hiking with Dog	Summers Farmers Market		Farm Stands		
	Group Photos (Fifth Friday, Summer Dinners?)	Diamond Lake Area (Summer)		Early Fall photos		
	New Forest Photos			Downtown in Fall		



ADVERTISING STATS (SOCIAL)

CHANNEL	FOLLOWERS / LIKES / SUBSCRIBERS	IMPRESSIONS	ENGAGEMENT RATE (post)	VIEWS	WATCH TIME
Facebook	19,619 (+203%) / 18,116 (+203%)	2,293,196 (+262%)	2.61%* (-23%)		
Instagram	9,068 (+100%)	334,409 (-84.67%)	1.41%* (4.35%)		
YouTube	1,476 : 111 new subscribers (+48%)			91,195 (+27%)	675.3 hrs (-14%)

^{*}Travel Industry Benchmark (RivallQ) = 0.31%

Insights, wins, areas for improvement

- Page Fans Growth (Facebook): Increased from 15,970 in March to 18,116 through June, indicating continued audience growth.
- Users Reached (Facebook): Total users reached peak at 1,402,966 in April, with a total of 2,101,980 over three
 months, showcasing broad visibility.
- Significant Growth in Video Views (Facebook): 131,449 native video views this period compared to 13,183 native video views during the same period in 2024.
- Profile Follows (Instagram): Rose from 7,319 to 9,068 this quarter, indicating effective engagement strategies.
- Significant Reach Growth Observed (Instagram): Reach has shown a substantial increase from 149,695 in the
 previous period** to 491,679 in the current period. Notably, April 2025 saw a reach of 186,077, followed by a dip in May
 to 101,923, before rebounding to 203,679 in June. This trend indicates a strong upward trajectory in audience
 engagement over time.
- Click-Through-Rate Improvement (Facebook): Increased from 1.04% in April to 2.09% in June, indicating more
 effective ad targeting and content relevance.



^{**}numbers compared to same period 2024

- Significant Increase in Views Over Time (YouTube): Views have shown a positive trend, increasing from 33,485 in April 2024 to 64,819 in April 2025. Despite a dip in May 2025*, the overall trajectory remains upward, with a total of 91,195 views recorded, marking a 27% increase compared to the previous period.**
- Engaged Sessions Show Strong Growth (Website Analytics): Engaged sessions have significantly increased from 23,469 in the previous period** to 48,920 in the current period. Each month shows a consistent upward trend, with April 2025 at 17,743, May 2025 at 13,482, and June 2025 peaking at 18,662. This indicates a robust engagement strategy that is effectively attracting and retaining users.
- Conversions Show Strong Yearly Growth (Google Ads): Conversions have significantly increased from 945.96 in the
 previous year to 2,558.88 this year, indicating a robust upward trend. Each month from April to June 2025 shows higher
 conversions compared to the same months in 2024, with April 2025 reaching 1,013 conversions, a notable rise from
 383.11 in April 2024.
- Opportunity for Improvement: Despite a rise in page post engagements in June, overall engagement metrics like likes
 and comments have decreased. Focus on creating more engaging copy to boost interactions.

*Advertising hard cost spends decreased in May due to some limitations on Google (YouTube) with the topic of wine/alcohol

**numbers compared to the same period in 2024





ADVERTISING STATS (SOCIAL)

Experience Roseburg fb.com/experienceroseburg



Analyzing posts from Jun. 27 - Jul. 11, 2025



Travel Southern Oregon

fb.com/travelsouthernoregon

18.1k AUDIENCE

2.64 POSTS PER DAY 54.2
ENGAGEMENT PER POST ®



16.1
ENGAGEMENT PER POST ®

41.0k AUDIENCE

0.79
POSTS PER DAY

0.30%

Key Insights



Nice going! Experience Roseburg takes the trophy for receiving 3.4x more engagement per post than Travel Southern Oregon.



Experience Roseburg's crushing it with engagement, but still has work to do to catch **Travel Southern Oregon**'s 2.3x follower count.



Crushing it! Experience
Roseburg received 2.1x more
shares per post than Travel
Southern Oregon, which
explains how they're leading the
pack in post engagement.

Engagement Rate

Engagement rate evens the playing field between companies with varying audience sizes. A higher engagement rate means you're posting content that excites your followers.



Experience Roseburg



Travel Southern Oregon



Benchmark Average



0.039%



0.060%



ADVERTISING STATS (SOCIAL)

Experience Roseburg

@experienceroseburg



Analyzing posts from Jun. 27 - Jul. 11, 2025



Travel Southern Oregon

@travelsouthernoregon

9.08k FOLLOWERS

6 POSTS PER WEEK 66.9
ENGAGEMENT PER POST ®



64.3
ENGAGEMENT PER POST ®

18.2k

4 POSTS PER WEEK

Key Insights



Experience Roseburg takes the trophy for receiving more engagements per post than Travel Southern Oregon.



Experience Roseburg's crushing it with engagement, but still has work to do to catch **Travel Southern Oregon**'s 2x follower count.



Travel Southern Oregon received 3.4x more comments per post.

Engagement Rate •

Engagement rate evens the playing field between companies with varying audience sizes. A higher engagement rate means you're posting content that excites your followers.



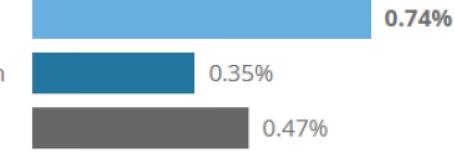
Experience Roseburg



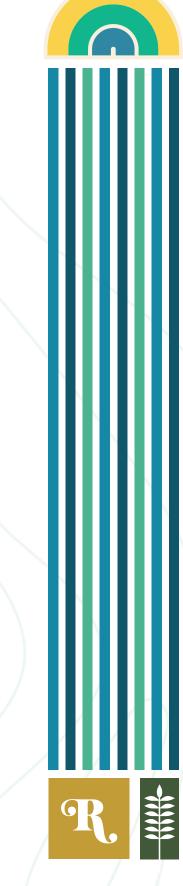
Travel Southern Oregon



Benchmark Average









SMASH THE TRASH EVENT

In light of this year's recent high-water and flooding, we felt the timing would be perfect to host a river clean-up and float! On July 19th ER hosted the Smash The Trash event! Starting from Amacher Park and ending at River Forks Park, the event gave attendees the chance to help keep one of our most beautiful waterways clean for future users. This year's high-water event placed heavy amounts of trash both on the river banks, and up in the trees and foliage. Our waterways are one of the most important assets to our area, and to local tourism. Knowing this, our staff felt it would be a great opportunity to hold an event that not only benefits this asset, but also is a great excuse to get out on the water and celebrate the beautiful North Umpqua river!





FINANCIALS

For the final quarter of our previous contract we're showing some large spends, due in part to a surplus of kicker funds. For "marketing" which includes content creation, we paid for our final two murals. Under our "website" category, the spend was to pay for the development of the newly rebuilt website. And "industry relations" reflects several sponsorships of local events, as well as advertising co-ops with local industry groups like UVWA.

	4/30/25	5/30/25	6/30/25
71000 Operational Expenses	2015.66	1390.66	1390.66
72000 Visitor Center	4035.36	4023.21	5290.85
75000 Marketing	39172.96	23556.11	60573.2
75025 Website	1266.75	3702.24	24716.35
76000 Public Industry Relations	1354.03	971.68	32787.62
77000 Advertising	53776.58	64285.75	76691.54
54170 Shipping & Handling			
54160 Merchandise Purchased		998	
//// (()	101621.34	98927.65	201450.22



