

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION**

*Tuesday, January 11, 2022 at 3:30 p.m.*

**Electronic Meeting**

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

*W  
1-7-2022*

**AGENDA**

**1. CALL TO ORDER**

**2. ROLL CALL**

Brian Prawitz, Chair	Don Baglien	Mickey Beach	Leah Jones
Misty Ross	Michael Widmer	Paul Zegers	

**3. APPROVAL OF MINUTES**

A. October 12, 2021 – 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

1. Umpqua Velo Club – 2022 Vineyard Tour Cycling Event
2. Umpqua Valley Quilters Guild – 2022 Quilt Show “On the Quilt Road Again”
3. Growing Miracles Lavender Garden – 5<sup>th</sup> Annual Lavender Festival & Farm Tour
4. TenDown Bowling – Oregon State USBC Open Championship
5. Umpqua Valley Arts Association – 2022 Summer Arts Festival
6. Thrive Umpqua – 2022 Umpqua Grown Guide

**6. INFORMATIONAL**

- A. Partnership Report
- B. Experience Roseburg Report

**7. BUSINESS FROM THE COMMISSION**

**8. BUSINESS FROM STAFF**

**9. NEXT MEETING – April 12, 2022**

**10. ADJOURNMENT**

The agenda packet is available on-line at:

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

**AMERICANS WITH DISABILITIES ACT NOTICE**

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

## CITIZEN PARTICIPATION

**Comments can be provided via email to the Commission at [cdd@cityofroseburg.org](mailto:cdd@cityofroseburg.org) or hand delivered to City Hall, 900 SE Douglas Avenue in Roseburg, prior to 12:00 p.m. on January 11, 2022. Comments must include the person's name and address, including whether or not they are a resident of the City of Roseburg, for the record. The Commission reserves the right to delay any action requested until they are fully informed on the matter.**

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

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

**CITY OF ROSEBURG  
ECONOMIC DEVELOPMENT COMMISSION MINUTES  
October 12, 2021**

**CALL TO ORDER**

Vice Chair Mickey Beach called the Zoom meeting of the Economic Development Commission to order at 3:33 p.m.

**ROLL CALL**

Present: Vice Chair Mickey Beach, Commissioners Don Baglien, Leah Jones, Misty Ross, Michael Widmer and Paul Zegers.

Absent: Commissioner Brian Prawitz

Others Present: City Manager Nikki Messenger, Community Development Director Stuart Cowie, Department Technician Chrissy Matthews, Cam Campman and Dani Raines from Anvil Northwest and Wayne Patterson from Umpqua Economic Development Partnership.

Mr. Cowie introduced RARE AmeriCorps Member Kate Bentz who is interning with the Community Development Department for a year working on long range projects.

**APPROVAL OF MINUTES**

*Commissioner Ross moved to approve the minutes of the July 13, 2021 meeting as submitted. The motion was seconded by Commissioner Zegers and approved with the following votes: Vice Chair Beach, Commissioners Baglien, Jones, Ross, Widmer and Zegers voted yes. No one voted no.*

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

**DISCUSSION ITEMS**

**U.S. Economic Development Administration – American Rescue Plan Act (ARPA) Travel, Tourism & Outdoor Recreation Grant Application.**

Ms. Messenger shared the U.S. Economic Development Administration (EDA) has developed a competitive grant program funded by \$240 million of American Rescue Plan Act funding to help communities nation-wide that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.

The project the City is proposing to submit the application on is within Stewart Park to create a regional sports facility that will bring tournament play to the area. The projects being considered could include converting existing soccer and softball facilities from grass to turf, adding lighting and spectator facilities (shaded where possible), reconstructing the outdoor tennis facilities with improved lighting, spectator and concession/restroom facilities, constructing new basketball courts and potentially additional sand volleyball and pickle ball courts. Other improvements may include adding electric vehicle charging stations, restroom improvements and/or expansions, backup power at the tennis center so that it may serve as an emergency response site, and additional parks amenities such as benches, shade, etc.

On October 22, 2018, City Council granted preliminary approval of the Umpqua Valley Tennis Center's conceptual expansion plans, and on August 24, 2020, they granted preliminary approval of the Umpqua United Soccer Club's conceptual improvement plans for the Fir Grove Soccer Complex in Stewart Park.

Stewart Park provides recreational opportunities and sports fields for local youth recreation programs, Roseburg School District teams (baseball, softball, soccer, cross-country, lacrosse), Umpqua Community College teams, Umpqua Valley Christian teams, YMCA and Church leagues, and others.

The turf fields would be multi-use to accommodate all different types of activities, competitions and tournaments, some examples are: marching band competitions, ultimate Frisbee & lacrosse tournaments. More activities and larger events bring more people to Roseburg which would increase the tourism dollars for the area.

Staff is working with professional consultants Sequoia Consulting, i.e. Engineering, and Land & Water Environmental in order to prepare a competitive grant application. The grant is first come first served. Staff anticipates applying for the maximum amount of \$10 million. There is a 20 percent match requirement, committing \$2 million. Raising funds would come from a combination of sources, which could include the Park Improvement Fund, Stewart Park Trust Fund, Economic Development Fund, Hotel/Motel Tax Fund, General Fund, state and private grants, and fundraising by invested community partners. Staff anticipates recommending the Parks Commission and City Council consider a program to sell advertising rights within the new improved facilities to help cover the costs of the match and to establish funding for future replacement costs.

This was brought before City Council on Monday, October 11, 2021. Council authorized Staff to submit a U.S. Economic Development Administration – ARPA Travel, Tourism & Outdoor Recreation Grant Application.

The grant opportunity is a chance to accomplish the projects within Stewart Park to create a regional sports facility to draw teams from outside the area and regional type tournaments. The City will commit to hiring a position to coordinate all the activities, as well as promote activities to come to town. Currently, volunteers coordinate the activities and asking them to do more would not be possible.

Commissioner Ross asked if the new position will be full-time.

Ms. Messenger anticipates it being a full-time position possibly funded under a combination of funds as well as fundraising.

## **INFORMATIONAL Partnership Report**

Mr. Patterson submitted the Partnership report and provided a brief update on the following: Growth Talks – Pitch Night is hoping to start again soon. They continue to get more sponsors and contributions. They have over \$30,000 to give away to small businesses in \$5,000 increments and \$10,000 in funding to give away to start-ups in \$1,000 increments. They are looking for a space to host the event that will accommodate 150 people in order to adhere to COVID guidelines.

He stated he wasn't able to provide details and not at liberty to name the business but shared 2 of the top 10 businesses in Roseburg are under a major expansion and the Partnership is assisting by working on grants, zoning, and infrastructure. Out of the top 20 employers in Douglas County, approximately 8 are working toward expanding and hiring more employees and building more infrastructure.

Commissioner Beach asked if the 8 companies that are working toward expanding were rooted in the community.

Mr. Patterson stated the companies are rooted in the community. The Partnership report includes all employers, private and government. There are 6 new companies moving to Douglas County. The Sutherlin Industrial Park has a new company moving in and providing 40 new jobs.

Commissioner Ross asked what Seven Robotics Assistance is. Mr. Patterson stated it is a separate company operated by Convey to manufacture robotics equipment. Convey is a custom manufacturer for equipment.

### **Experience Roseburg/Anvil Northwest Report**

Mr. Campman provided a presentation on the Quarterly Review and highlighted the following:

- Anvil Northwest moved to its new location at 555 SE Kane Street and is currently under renovation.
- Content Creation – Gathering last minute “good weather” imagery.
- Between Two Rivers – Over 300 subscribers on YouTube channel. Future episodes- Touring, Dining & Winter Sports.
- Visitor Guide – Printed copies available in two weeks.
- Secret Spot – New Secret Spot giveaway has launched and building success. 340 current subscribers, with 118 being contest entries. Drawing is bi-annual with a larger gift package. Enter by subscribing to the newsletter.
- Noteworthy: Experience Roseburg has a full page back cover of the 2022 Oregon Sport Fishing magazine. Printed circulation is 450,000!
- Episode 14 of Between Two Rivers, A Night in the Parrott House had over 1600 views. Episode 14 became their 15<sup>th</sup> video of 2021 and the 25<sup>th</sup> Experience Roseburg video.
- Added Google AdWord Campaign and visitor email marketing in the third quarter. Facebook followers now over 2,800.
- Dani Raines will be attending the Bay Area Travel & Adventure Show.

Commissioner Beach stated it is nice to have Anvil Northwest downtown and asked if they will be joining the Downtown Roseburg Association (DRA).

Mr. Campman stated Jessica Bogardus has already reached out for them to join the DRA. They are excited to be joining.

Commissioner Ross inquired about Anvil's office hours and the status on the retail space for the Roseburg Visitors Center.

Mr. Campman stated their office hours vary from 7:00 a.m. to 5:00 or 6:00 p.m. The retail space for the Visitors Center is currently being remodeled.

**BUSINESS FROM COMMISSION – None**

**BUSINESS FROM STAFF –**

Mr. Cowie thanked the Commission for their volunteer service.

**ADJOURNMENT** - Meeting adjourned at 4:07 p.m. The next meeting is scheduled for January 11, 2022.



*Chrissy Matthews*  
*Department Technician*

**CITY OF ROSEBURG  
MEMORANDUM**

**DATE:           JANUARY 8, 2021**

**TO:             ECONOMIC DEVELOPMENT COMMISSION**

**FROM:          STUART COWIE, COMMUNITY DEVELOPMENT DIRECTOR**

**SUBJECT:       TOURISM GRANT APPLICATIONS**

Six grant applications were received for the Commission's consideration. The complete applications are attached for your review. The applicants have been notified of the meeting and are aware that they may not make a presentation, however, the Commission may pose questions regarding their applications. Funding for these requests will come from the Hotel/Motel Tax fund in which an expenditure line item of \$250,000, referred to as Tourism Promotion has been created in order to help fund the tourism grant program and other possible tourism efforts.

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.

Below is a brief synopsis of each application and staff's recommendation concerning funding the request.

**2022 Vineyard Tour Cycling Event**

*Sponsor/Applicant: Umpqua VELO Club*

*Requested funding amount: \$4,999*

The applicant is requesting \$4,999 in order to cover costs associated with marketing and advertising the Vineyard Tour Cycling Event. The first version of this event dates back to the 1980's and the City of Roseburg has been utilizing tourism funds over the last several years to assist in this event. The ride is held the Sunday of Labor Day weekend and is organized by the Umpqua Velo Cycling Club. It includes five cycling routes that range in number of miles ridden.

Routes run throughout the Umpqua River valleys and showcase vineyards, wineries, breweries, historic and natural attractions, hiking, restaurants and other cycling opportunities within our area.

Numbers from previous events show that the majority of participants come from outside the area. The requested amount of \$4,999 will help to cover advertising costs associated with the event including a variety of marketing techniques, including the use of social media, and advertising in specific California cycling magazines.

Recognition of the City's sponsorship will be provided by including the City logo on marketing materials and on the Vineyard Tour website which recognizes each sponsor.

Recommendation: Staff recommends funding in the amount of \$4,999 go to the Vineyard Tour Cycling Event toward the costs of marketing and advertising the event.

### **Umpqua Valley Quilters Guild – 2022 Quilt Show “On the Quilt Road Again”**

*Sponsor/Applicant: Umpqua Valley Quilters Guild*

*Requested funding amount: \$3,500*

The applicant is requesting \$3,500 to cover marketing and advertising costs for their quilt show to be held April 22 – 24th at the Douglas County Fairgrounds. This year will mark the 37<sup>th</sup> time in which this event has been held. The quilt show is the largest of its kind in Southern Oregon and attracts participants from all over the state including Washington and California. The show offers multi-day activities and is a destination event in which quilters stay within the area for the duration of the 3-day show. Previous reports show attendance of more than 1000 people to past events. The show continues to grow and the Quilters' Guild is anticipating 1,500 attendees for this year's event.

In 2020, the EDC awarded funding to this event, but unfortunately, it was cancelled due to COVID. Remaining funding was returned to the City

In 2022, marketing for the event will consist of print media involving bookmarks distributed to quilt shops, guilds and related business throughout Oregon, Washington and California. In addition, funding will be utilized for radio and television advertisement in the Medford area market to capture specific areas of southern Oregon and northern California, as well as the coast.

Recognition of the City's sponsorship will be provided on the Quilters Guild website and other advertising material.

Recommendation: Given the continued success of the quilt show and growing attendance, Staff recommends funding in the amount of \$3,500 for out-of-area marketing and advertising.

### **5th Annual Lavender Festival & Farm Tour**

*Sponsor/Applicant: Growing Miracles Lavender Garden*

*Requested funding amount: \$4,999*

The applicant is requesting \$4,999 in order to pay for the costs associated with advertising and marketing the 5th Annual Lavender Festival & Farm Tour happening July 8 – 10<sup>th</sup> at the

Growing Miracles Lavender Garden on Lower Garden Valley Rd. near Cleveland Rapids park and boat launch. This year the event anticipates 50+ vendor booths, with wreath and lavender wand making classes, essential oil distillation demonstrations, and local food trucks. Funding will be utilized specifically to advertise and market the event, including magnets, postcards, posters, radio ads, and online social media and website content.

This will mark the 5th year in which the lavender festival will occur at Growing Miracles Lavender Garden. The event has experienced rapid growth. In 2018, the first year of the event 3,000 people attended. In 2019, the event drew 9,500 visitors and in 2021, despite COVID, the event drew 15,000 visitors. This year the applicant is anticipating at least 15,000 attendees visiting again.

Growing Miracles Lavender Garden is featured as one of 15 lavender farms within the state as part of the Oregon Lavender Destinations website/brochure as produced by the Oregon Lavender Association. This type of exposure helps to draw people interested in lavender farms/events not only within our state but nationally and even internationally.

Recognition of the City's sponsorship will be provided by including the City's logo on the Growing Miracles Lavender Garden webpage in which the festival is advertised and other advertising and marketing material produced for the event.

*Recommendation:* Staff recommends funding in the amount of \$4,999 go to Growing Miracles Lavender Garden toward the costs of advertising and marketing the 5th Annual Lavender Festival & Farm Tour.

### **2022 Oregon State United States Bowling Congress (USBC) Open Championship**

*Sponsor/Applicant: TenDown Bowling & Entertainment*

*Requested funding amount: \$4,999*

TenDown Bowling & Entertainment is requesting \$4,999 in order to fund marketing and special promotions to league bowlers and all 59 bowling centers within the state to encourage increased entries for the Oregon State USBC Open Championship to be held in Roseburg in the spring of 2022. The tournament will run over the course of an 8-week period in which tournament play will occur each weekend at TenDown Bowling Alley. TenDown was due to host the tournament in 2020 and was awarded funding by the EDC, but the event was cancelled due to COVID and TenDown returned the money.

The tournament attracts participants from throughout the state. Prior to COVID, the last few years in which the tournament was held, an average of approximately 1,300 individuals participated. This does not include family members and friends that may also be traveling with those participating in the tournament. The Oregon State USBC has nearly 16,000 members and TenDown feels with proper advertising and promotions Roseburg has the opportunity to attract many more participants.

Bowlers registering for this event will travel to Roseburg for tournament play during the weekend and will stay for one-night, possibly two, over an 8-week period looking for activities to do while not competing. Tendon believes that with increased advertising and promotion they can secure participants travel plans to incorporate extra activities that would require them to stay longer than their scheduled tournament time.

Professionally created tournament posters will be sent to each bowling center within the state. Web ads will be created and posted on websites and social media outlets for the OSUBC and OSBPA, as well as regional bowling association social media sites.

TenDown plans to recognize the City's sponsorship by including the City's logo on all advertising and promotional material.

*Recommendation:* Staff recommends funding in the amount of \$4,999 go to TenDown Bowling & Entertainment in order to help advertise and promote the 2022 Oregon State USBC Open Championship.

### **2022 Summer Arts Festival**

*Sponsor/Applicant: Umpqua Valley Arts Association (UVAA)*

*Requested funding amount: \$4,999*

The applicant is requesting \$4,999 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, coordinating ad placement, ads in art focused/travel magazines and social media.

The Summer Arts Festival is an annual event that has been occurring in Roseburg for the last 52 years. The objective of the UVAA in organizing this year's 3 day event is to attract a total of 130+ artist vendors, 12 local and regional food truck vendors, visiting musical and dance stage events, and 8,000 – 14,000 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 expand and intensify advertising and publicizing beyond Douglas County by focusing efforts on markets like the Oregon Coast, greater Eugene area, and greater Medford/Ashland area. In 2022 UVAA, will be utilizing funding to help rebrand the festival so that it is marketable to outside areas and becomes more recognizable as a regional event to tourists.

Recognition of the City's sponsorship will be provided 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:* Staff recommends funding in the amount of \$4,999 go to the Umpqua Valley Arts Association toward the costs of rebranding, marketing and advertising the 2022 Summer Arts Festival.

### **2022 Umpqua Grown Guide**

*Sponsor/Applicant: Thrive Umpqua*

*Requested funding amount: \$4,999*

The applicant is requesting \$4,999 in order to develop a comprehensive guide for locally grown and produced food and beverage resources. This guide will be similar to that of the food trail efforts completed by the Partnership, Travel Oregon and most recently Experience Roseburg. Creation of the 2022 Umpqua Grown Food Guide will be a collective effort between Thrive Umpqua, Rogue Food Unites, and Umpqua Valley Farm to School. The guide will point people to food and beverage-oriented businesses including farms and ranches, restaurants and caterers, food trucks, grocery specialty stores, farmers markets, etc.

The applicant has indicated that this project will continue to build upon the agri-tourism and culinary marketing efforts that have been occurring over the last few number of years. Once created, the Umpqua Grown Food Guide will be made available at tourism and community centers and will be promoted through print, radio and social media, as well as a dedicated website that will house a searchable directory and pdf of the print version.

Recognition of the City's sponsorship will be provided by including the City's logo within the guide and on promotional material.

*Recommendation:* Staff recommends funding in the amount of \$4,999 go to Thrive Umpqua toward the costs of establishing the 2022 Umpqua Grown Food Guide.

**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 \$4999

Project/Event Name: The Vineyard Tour (an Umpqua Velo Club Cycling Event)

Applicant Organization: Umpqua Velo Club

Governmental Entity     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 from throughout the western states. The event consists of five 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 ride for each edition. The Vineyard Tour was voted to be the fourth best ride, out of seventy-two, in Oregon.

**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 putting the Umpqua Valley on the map as a cycling destination. Over the years, the event routes have changed. Showing participants that we have a variety of routes to ride will hopefully keep them coming back. We further hope 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 date has moved to the Sunday of Labor Day weekend. Having a long weekend gives us the opportunity to expand our event 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. This past event year, 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. 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 ride is on the Sunday of the Labor Day 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 Business award. The 2019 ride, the last prior to the pandemic, showed we had 84.8% of riders from outside of the Roseburg area. The 2021 ride numbers showed 89.4% traveled from outside the area. Riders from out of state made up 22.7% of the total participants. The 2021 event was plagued with poor local Covid numbers and heavy smoke from nearby fires. Despite this, we brought in many people from outside our area. 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://industry.traveloregon.com>, and <http://rideoregonride.com>), as well as Experience Roseburg. Bicycle tourism and event rides have been successful in many parts of the state and the Northwest. Oregon was first in the Nation to designate Scenic Bikeways, one of which the Umpqua Basin Economic Alliance proposed for our area. Another informative website about the benefits of bicycle tourism is <https://www.pathlesspedaled.com/bike-tourism-101/>. In addition, our efforts are a continuation of a strategic plan for bicycle promotion developed with a technical assistance grant from the Ford Family Foundation (copies available upon request).

**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. 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** - Based on prior years' ridership, our target market is bicycle riders in the Pacific Northwest. With 5 different routes and distances, the ride is perfect for groups or families. We use a variety of means to promote the ride. Based on surveys of riders, the Internet is a valuable source of information, which we will couple with print and social media to expand the marketing, and judicious use of rack cards and posters to distribute to bike shops and other similar locations.

**Project Strategy:** The strategy of the Vineyard Tour is to provide an enjoyable weekend adventure for bicycle riders in the Pacific Northwest. 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:** 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.

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

Yes  No

If so, when?

2014, 2018, 2020

Amount granted?

\$3000, 4999, \$4999 (cancelled), \$2500 (shortened period in which to apply prior to the event)

***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 12/14/21

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

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

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

## BUDGET PROPOSAL

Amount Requested: \$4999

Project/Event Name: The Vineyard Tour (an Umpqua Velo Club Cycling Event)

Date of Project/Event: Labor Day Weekend, September, 2022

Do you charge for attendance? Yes  No  If yes, how much? Varies, \$30-75

Expected attendance: 150 Expected attendance revenue: \$6500

Other Revenues (Without City funds):

Type	Amount
<u>Sponsorships</u>	<u>\$2500</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<b>Total Non-Tourism Funds</b>	<b>\$9000</b>

Estimated Expenses:

Materials and Supplies	\$7,100
Labor Costs	\$0
Advertising	\$6,900
Capital Outlay	\$0

Total Expenditures \$14,000

Net Income/Loss Without City Participation (\$5,000)

City Funding Request \$4999

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.

After cancelling the 2020 Vineyard Tour, we were excited to build on our years of success yet a bit concerned about the 2021 ride due to the unknown impact of the shutdown on ridership, plus determining how to safely provide rest stops, water, sports drinks and food while producing a quality event. Marketing was important, but time was very limited. We also struggled with the change in ride listings in Oregon which limited our ability to get the word out. Our rider surveys show the effectiveness of the various marketing used, so we increased spending on social media in conjunction with heavy advertising in a California cycling magazine. This year our spending will target our known markets, and use a larger variety of marketing techniques.

**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 \$ 3,500

Project/Event Name: Umpqua Valley Quilters' Guild, Annual quilt show "On the Quilt Road Again"

Applicant Organization: Umpqua Valley Quilters' Guild

Governmental Entity       Non-Profit Organization       Business Enterprise

Address: PO Box 2125, Roseburg, OR 97470 Phone: Shirley - 541-430-2566

E-Mail Address: Shirleyquilts2@gmail.com

Responsible Party: Shirley Pyle, Chair of the quilt show, 2022

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

**Description of Project/Event:** UVQG's 37th Annual Quilt Show "On the Quilt Road Again" will be held 22-24, 2022, following a 2 year break due to COVID restrictions. The show had continued to grow prior to the break and we expect an increase in attendance, estimate 1,500 attendees.

**Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion.** (Ex: Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists/Marketing special events and festivals designed to attract tourists) or tourism related facilities (Ex: Conference, convention or visitor information center or a capital project that has a substantial purpose of supporting tourism or accommodating tourist activities): Each year visitors from around Oregon and beyond attend our show. Our judged show, featured quilter, special exhibits and classes have been chosen to bring more attendees. We will work with other local attractions to encourage people to stay longer.

**Objectives of the Project:** To have the best quilt show in Southern Oregon. To have so many quilts, & activities that visitors will want to attend more than one day. To share the JOY of Quilting by providing fun, instructions and inspiration.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** This show has a reputation for being a destination quilt show. We are known for being friendly, having quality vendors, quality quilts and classes. An efficient welcoming website, and coordinating local activities signify, our community is open for business.



## BUDGET PROPOSAL

Amount Requested: \$3,500

Project/Event Name: UVQG 2022 Annual Quilt Show

Date of Project/Event: April 22-24, 2022

Do you charge for attendance? Yes  No  If yes, how much? \$8 per day, varies

Expected attendance: 1,500 Expected attendance revenue: \$6000

Other Revenues (Without City funds):

Type	Amount
<u>Sponsors</u>	<u>\$5,000</u>
<u>Vendors</u>	<u>\$3,700</u>
<u>Stitch &amp; Sew Emporium</u>	<u>\$2,500</u>
<u>Classes, quilt entries, small raffle, etc</u>	<u>\$2,600</u>
<b>Total Non-Tourism Funds</b>	<b><u>19,800</u></b>

Estimated Expenses:

Materials and Supplies	\$2,200
Labor Costs	\$4,400
Advertising	<u>\$3,500</u>
Capital Outlay	<u>\$8,900 (facility rental)</u>
<b>Total Expenditures</b>	<b><u>\$19,000</u></b>
<b>Net Income/Loss Without City Participation</b>	<b><u>Income -\$ 800</u></b>
<b>City Funding Request</b>	<b><u>\$3500</u></b>

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

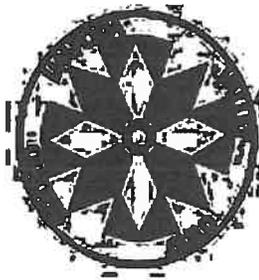
Materials; Supplies - 1,200; Awards - 1,000 = 2,200. Capital outlay: rent \$8,900  
Labor: Judges- 1,500; Featured Quilter - 2,000; clean - 400; web content/design - 500 = \$4,400  
Advertising: signs, bookmarks, banners, postage, radio and newspaper = \$3,500  
Grant funds would be used for more advertising of the advertising items listed above and to also include  
such as TV and radio advertising in the Eugene, Medford and northern California areas.  
\*attendee information will be gathered at Admissions.

## Tourism Grant Application

Prepared for the   
City of Roseburg

Economic Development Commission

From:



*Umpqua Valley Quilters Guild*

**P. O. Box 2125  
Roseburg, OR 97470**

Regarding the 2022 Quilt Show:

# “On the Quilt Road Again”

Umpqua Valley Quilters' Guild  
PO Box 2125  
Roseburg, OR 97470  
[www.uvquilters.com](http://www.uvquilters.com)

December 22, 2021

City of Roseburg  
Economic Development Commission  
900 SE Douglas Ave  
Roseburg, OR 97470

We are pleased to submit our Tourism Grant application in support of the Umpqua Valley Quilters' Guild 37<sup>th</sup> Annual Quilt Show.

The 2022 Quilt show, "On the Quilt Road Again" will be held April 22-24, 2022 at the Douglas County Fairgrounds. The show will use Douglas Hall and Cascade Hall at the fairgrounds. We continue our outreach to all quilters as well as other craft artisans in Oregon, Southern Washington, Northern California and beyond. The show features quilting experts from throughout the west coast. The experts will be providing lectures, educational sessions and hands-on classes.

At the annual quilt show, UVQG will again honor military veterans by awarding quilts during "Quilts of Valor" presentations, there will be a presentation on Friday and Saturday of the Show. The UVQG honored over 40 veterans in 2019. Even during the pandemic, the UVQG continued to present "Quilts of Valor" to numerous veterans in 2020 and 2021.

A copy of our sponsorship letter is enclosed as it further describes the activities of the Guild and the Quilt Show.

The UVQG would like to expand our ability to market the show, our sponsors and other local activities to potential visitors to the Roseburg area. This grant will allow us to promote the show using multiple platforms. It will also include the ability to track attendee demographics.

Please note the UVQG refunded \$3,496.20 of the \$4,378 that was awarded for the canceled 2020 Quilt Show.

We appreciate your time and thank you for considering our application. For any questions, please contact me by phone or email.

Sincerely,

Shirley Pyle  
UVQG 2020 Quilt Show Co-Chair  
541-430-2566  
[shirleyquilts2@gmail.com](mailto:shirleyquilts2@gmail.com)



Greetings,

The Umpqua Valley Quilters' Guild (UVQG) is preparing for our 37<sup>th</sup> Annual Quilt Show, **"On the Quilt Road Again"** to be held April 22-24, 2022. The Guild is so excited to be working on putting together our quilt show after postponing it two (2) years in a row. Can you just imagine how many beautiful quilts that will be on display and judged!

It is with the support of sponsors like you our quilt show has grown to be the largest judged quilt show in Southern Oregon. We would like to invite you to once again be a sponsor for this amazing destination event filled with local and regional quilt related art, history and talent. Your sponsorship demonstrates your support of UVQG's developing, educating, enhancing and enriching all levels of quilters. Get more exposure by securing your sponsorship early so your listing/logo name is included in all promotional materials. That can equal months of visibility for your organization. For additional information about the guild click on the following link: <https://uvquilters.com/>.

The UVQG is a not-for-profit organization 501(c)(3) (EIN 05-0590045) which means your sponsorship is tax deductible. Our annual quilt show helps funding efforts for a number of community outreach projects such as:

- Quilts of Valor, quilts for Douglas County Veterans
- Sleep in Heavenly Peace
- Mercy Newborn
- Mercy Palliative Care
- Early Intervention ESD
- Family Development Center
- ADAPT
- Battered Persons Advocacy
- Healthy Families
- Safe Haven Maternity Home
- Douglas County Cancer Services (3 quilts presented for their auction)

Over 132 quilts were provided to the various charities in just one (1) year.

If you don't see a sponsorship that you think will meet your marketing goals and objectives, let us know and we will work with you to create one that will. The value of an In-Kind Donation will determine the level of sponsorship.

Benefits	Platinum \$1,000+	Gold \$500+	Silver \$250+	Bronze \$100+
Listing in Quilt Show Program	x	x	x	x
Quilt Show - one day pass	8	6	4	2
Business Marketing Material on Display at Quilt Show Information Table	x	x	x	x
Link to Your Website from the UVQG Webpage	x	x	x	
Listing on Quilt Show Sponsor Webpage	x	x	x	x

<b>Benefits</b>	<b>Platinum \$1,000+</b>	<b>Gold \$500+</b>	<b>Silver \$250+</b>	<b>Bronze \$100+</b>
Issue \$50 Sponsor Quilt Award <sup>1</sup> (cash sponsorship only)		x		
¼ Page Ad in Quilt Show Program		x		
Logo in Quilt Show Program	x			
Logo on UVQG Website – Home Page	x			
Logo on Quilt Show Sponsor Webpage	x			
Issue \$100 Sponsor Quilt Award <sup>2</sup> (cash sponsorship only)	x			
½ Page Ad in Quilt Show Program	x			
Social Media Promotion	x			

Production deadlines begin January 14, 2022. A 50% deposit is due at the time of your sponsorship commitment. The remaining balance must be paid in full by March 1, 2022. Not all sponsorship benefits can be guaranteed after February 15, 2022 due to publication constraints and deadlines.

We appreciate your consideration in being a sponsor for the 2022 Quilt Show. If you have any questions, please call Joanne at 541-900-0594 or [uvqg.sponsors@gmail.com](mailto:uvqg.sponsors@gmail.com).

Sincerely,

Joanne Longie  
2022 Quilt Show Co-Chair  
Sponsorship Chair

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<sup>1</sup> Sponsor may choose or request Quilt Show Chair to choose winner.

<sup>2</sup> Sponsor may choose or request Quilt Show Chair to choose winner.

This is additional information on sponsorships.

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**Major Sponsor** – As a major sponsor your organization will contribute to the overall success of the 2022 Quilt Show.

**Wi-Fi Sponsorship** – As the quilt show Wi-Fi sponsor, your organization will be recognized as the provider of complimentary wireless high-speed Internet throughout the show.

**Featured Quilter** – As a sponsor of the featured quilter, your organization will be recognized at the featured quilter's booth throughout the show. You will have the privilege of introducing the featured quilter during her Saturday lecture.

**Show Judges** – As a sponsor of the show judges, your organization will be recognized in the quilt show materials and signage.

**Printing** – As the sponsor of the printed materials, your organization's name will appear on all printed marketing materials.

**Advertising** – As the sponsor of advertising your organization will be recognized in various mediums such as the newspaper, radio and the *Country Register*.

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**SOLD** **Quilts of Valor Ceremony** – As the sponsor of the Quilts of Valor Ceremony, your organization will have a signage at the ceremony. The ceremony area will be provided all three days of the show and will be a meeting/resting place throughout the show.

**Audio Visual** – The audio-visual sponsor will be acknowledged through signage in the areas requiring audio visual.

**Awards** – The awards sponsorship provides ribbons, cash award and gifts for the following categories: Best of Show, People's Choice, Mayor's Choice and The UVQG President's Choice.

**Instructors** – As a sponsor of the instructors your organization will be recognized with signage at the classroom.

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**SOLD** **Women's Suffrage Quilt Challenge (100 Year Anniversary, Passing of the Nineteenth Amendment)** – As a sponsor your organization will select a Suffrage Quilt and award the recipient their ribbon and a cash award.

**SOLD** **Classroom** – As the sponsor of the classroom your organizations name will be on signage at each of the classrooms.

**Quilt Setup** – The quilt setup sponsorship provides funding to setup and tear down over 300 quilts for the show.

**Children Classes** – As sponsor of the children's classes your organizations name with signage at each of the classrooms.

## Current 2022 Annual Quilt Show Sponsors

Sponsor
Abacela Winery
Abby's Pizza
Alexis Atchinson, DDS
City of Roseburg
Cooper Ridge Vineyard
Costco
Country Lady Quilt Shop
Electric Hospital LLC
G. Stiles Realty
Gammill Northwest
Hampton Inn
Kim's Cupcakery
League of Women's Voters
Northwest Compounding Pharmacy
Paul O'Brien Winery
Simply Featherweights
Umpqua Bank
Umpqua Endodontics
Watters & Fryer CPA
Wrappin & Rollin

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

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

Amount Requested \$ 4,999

Project/Event Name: 5th Annual Lavender Festival + Farm Tour

Applicant Organization: Growing Miracles Lavender Garden

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 508 Lower Garden Valley Rd <sup>97471</sup> Phone: 541-817-6111

E-Mail Address: Keri@growingmiracleslavendergarden.com

Responsible Party: Keri Kovach Reid

Co-Sponsors (if applicable): n/a

Description of Project/Event: please see attached.

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

**Objectives of the Project:** please see attached.

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

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

Project Strategy: please see attached

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

Have you previously applied for funding from the City?

Yes  No  If so, when? 2019 Amount granted? \$ 4,950

*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.*

Keri Kovach Roid KRoid Date 12/23/2021  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: 5th Annual Lavender Festival + Farm Tour

Date of Project/Event: July 8, 9, 10 - 2022

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

Expected attendance: 15,000 Expected attendance revenue: \$90,000

Other Revenues (Without City funds):

Type	Amount
<u>Booth + U-pick Sales</u>	<u>\$10,000</u>
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	<u>\$10,000</u>

Estimated Expenses:

Materials and Supplies	<u>\$4,000</u>
Labor Costs	<u>\$2,000</u>
Advertising	<u>\$5,000</u>
Capital Outlay	<u>\$1,097</u>
Total Expenditures	<u>\$12,097</u>
Net Income/Loss Without City Participation	<u>\$2,097</u>
City Funding Request	<u>\$4,999</u>

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 enjoy mostly volunteer help but now are paying a few people for their help. Approx \$2,000 was paid in 2021. Porta-potties + hand washing stations - \$500. Radio ads - \$250. Dumpster - \$97. Musicians - \$250. Cost to produce products - \$4,000. Our personal booth + u-pick revenue is estimated to be \$10,000.

## **Tourism Grant Application Exhibits # 1-6**

### **EXHIBIT #1 – Description of Project/Event**

Growing Miracles Lavender Garden is hosting the 5th Annual Lavender Festival & Farm Tour July 8-10, 2022. This festival is free to attend thus allowing participation by all sectors of the population. The first festival drew a crowd of 3,000 attendees with an estimated \$30,000 passing through the local economy. The festival in 2019 drew 9,500 visitors and approximately \$75,000 in revenue passed through our area because of it. The 2021 festival was phenomenal with an attendance of approximately 15,000 visitors and \$90,000 in revenue. This figure is garnered from all vendors who participated. This does not include hotel/motel or restaurant revenue from the out of area visitors who came from all over the state and country. We anticipate drawing at least 15,000 attendees again this year with a large portion of those coming from out of the local area.

Each day, we offered 46 local vendor booths, and anticipate 50+ for 2022. We are hoping to reinstate a farmer led tour which was suspended the previous two festivals due to COVID concerns. There will be wreath making classes, lavender wand making classes, essential oil distillation demonstrations, lavender de-budding demonstrations, and yoga in the lavender field classes. Local food trucks will provide food and refreshments.

We provide free booth spaces for local nonprofits. Saving Grace participates with Field Trips with Fido to promote pet adoption. Douglas County Bee Association will be invited again to set up a booth with a hive and literature to educate the public on honeybees.

We also partner with a local FFA chapter to facilitate parking, and sell Lavender Lemonade with all proceeds donated to that chapter. In the past four festival seasons, this has allowed us to donate \$11,500 to help support FFA.

### **EXHIBIT #2 – Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion:**

This festival draws attendees from our local population, statewide population and nationwide. There have been a handful of attendees who have come from out of the country. The request for this Tourism Grant will fund an advertising campaign that will target a wide reach thus promoting tourism to our area from both within and outside our area. Many attendees utilize hotel/motel lodging, local restaurants, local attractions, local shopping, winery tours plus more while in our area. By increasing our advertising reach, attendance will increase. Many attendees return each year.

### **EXHIBIT #3 – Objectives of the Project:**

The objectives of the 5th Annual Lavender Festival & Farm Tour are to provide a family-friendly event that is free to attend. This exposes people to Agriculture and the farming culture; a farmer led tour occurs each day at 11 a.m. to demonstrate the farm operation. More than 46 local vendors choose to vend at the festival which provides the attendees with a wide range of products and services to experience. It creates income for us all. Other local lavender farmers participate in the festival so there is a local collaborative effort to draw visitors to our area. Growing Miracles Lavender Garden has a strong desire to help make our area a tourist destination during the lavender season. We are helping other local lavender farms get established with the end goal of other lavender farms opening for the festival weekend. This will create an opportunity here similar to the Applegate Trail lavender season where many visitors come to tour 4-5 lavender farms.

Specifically, the grant request is focusing on advertising so it will allow us to widen our reach thus increasing out of area tourist attendance.

**EXHIBIT #4** – Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:

Aside from tourism, increased attendance of the Lavender Festival & Farm Tour provides income to local small businesses who vend at this event. Last year, all vendors who also participate in the Art Festival reported higher sales at this festival than they had at the Art Festival. Funds running through our community make for a stronger local economy. EXHIBIT #1 explores this more fully.

As mentioned in EXHIBIT #3, showcasing the Roseburg Area with a larger Lavender Festival Weekend that includes other lavender farms provides no to low-cost family events, it encourages stops at other businesses such as local wineries which are located along the Lavender Festival Tour Route.

**EXHIBIT #5** – Target Market or Audience:

We will target local, statewide, and a nationwide audience. We want to provide a great experience for our local population but want to continue to draw tourists into our area. This festival is fun and educational to all ages. From children to the elderly; there is something here to enjoy. While these visitors are in our area, they also take advantage of other attractions and activities.

**EXHIBIT #6** – Project Strategy:

This advertising campaign will be all encompassing. We start with an enormous amount of word-of-mouth advertising that literally begins the day after the previous festival. Beginning in January we distribute 500 Save the Date magnets throughout our local area but also in events in Lane and Coos Counties. This year will include distribution at shows in Grants Pass and Medford so the personal reach is widening to a whole new audience. All local vendors who participate in the festival hand out magnets too allowing us to get them into the hands of people we would not otherwise reach.

Festival Posters are placed in businesses around this area, Coos County and any other community that we can reach. Each year, this has been incredibly successful in bringing awareness to the festival and is widely commented on so we know the posters are raising awareness. Our festival vendors are also

asked to distribute some of these 500 posters, so they end up in locations we would not otherwise reach.

We will have professional social media promotions through Facebook, Instagram and our website. The Facebook Event last year reached over 11,000 people.

This advertising campaign will include a 59 second drone video that showcases the farm and festival. In 2019 there was an organic reach of 3,200 with no focused promotion. This year's drone video will have a campaign surrounding it with an estimated wide reach of 400,000 or more views.

Our website will have a Featured Event Page promoting the festival. Last year the page was just on the website. This year, there will be a focused campaign to draw people to that page to expose them to the festival.

In previous years during the festival, we would hand out a bi-fold brochure with an event map which listed the names and location of each vendor. It also featured local sponsors. This encouraged attendees to continue to do business with vendors they meet at the festival. In 2022 we are trying a different approach and will display a large festival map but will also include a sign-up card to enter a drawing for a large gift basket featuring donated vendor products. It will also allow us to gather more information on where the attendees come from.

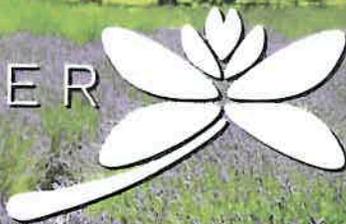
We place 45 signs around the area advertising the festival and marking the route to the festival and now have four 4x4 signs for greater visibility. This grant request includes funding for two signs that will indicate ENTER and EXIT on the tops of the roads leading to the festival to help alleviate traffic congestion.

In addition, but outside of the scope of what we are asking to be funded through this grant, Growing Miracles Lavender Garden uses local radio advertising, we have been featured each year on KPIC with the Spotlight on Douglas County, the Roseburg Visitor Center includes the festival in its publication and distributes Festival brochures from its Center. Over 16,000 copies of this brochure are distributed throughout the state at airports, visitor centers, in display racks in hotels/motels and stores. This year we will again reach out to Anvil Northwest to ensure the festival is included in the marketing of our area. We utilize the Calendar of Events that are available to us.

4th Annual  
**Lavender Festival**  
& Farm Tour



# Growing Miracles

LAVENDER  GARDEN

**July 9 - 11th 2021**

9am-5pm 9am-4pm  
(Fri. & Sat.) (Sunday)

Find Us On



[growingmiracleslavendergarden.com](http://growingmiracleslavendergarden.com)

5008 Lower Garden Valley Rd Roseburg, Oregon  
**FREE ADMISSION**

35+ Artisan Booths

U-Pick Lavender

Food

Essential Oil Distillation

Music

Sam Yoga in the Lavender

Lavender Wreath & Wand Booths

\$2 PARKING DONATION  
GRACIOUSLY ACCEPTED  
TO BENEFIT DOUGLAS FFA



Invoice #533

Nov 30, 2021

BILL TO

**Growing Miracles Lavender**

thesignfactory@jps.net

FROM

**Kyler Barraza**

1224 NE Walnut St 266

Roseburg, OR 97470

thesignfactory@jps.net

+1 5416734850

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INVOICE ITEMS	AMOUNT
THIS IS A QUOTE	\$0.00
18"X24" Aluminum signs, purple background, black and red vinyl lettering. 2 units x \$100.00/unit	\$200.00

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**\$200.00**

PAYMENT DUE **DEC 01, 2021**

MESSAGE

THIS IS A QUOTE



Growing Miracles Lavender Garden  
Festival Promotion & Print Quotation



## Who We Are

Burt Marketing Group is a small business local to Roseburg consisting of Husband and Wife, William and Tiana Burt. We eat, sleep, and breathe marketing and high-level branding. William works full-time in the Marketing Department at Seven Feathers and works on our business during nights and weekends. Tiana is the CEO, content creator, and branding specialist that works (well over) full-time to continue growing and promoting this wonderful area and the businesses that inhabit it. Promoting all that Douglas County has to offer, increasing tourism, and shining a light on the goodness that is in Roseburg is a passion both of us. We have been in business for 3 years and 8 months and have over 20 years of combined marketing experience. We are fluent in the entire Adobe Creative Cloud Suite and enjoy Illustrator, Photoshop, and InDesign the most. Tiana is an Adobe Beta Tester and an FAA licensed drone pilot, providing a unique perspective for obtaining stylish, modern content and applying it to marketing efforts. We love technology and pride ourselves on being nerds. Utilizing the latest and greatest technology is something we strive to do to deliver modern multimedia design that helps your brand to stand out.

### Our Mission

Burt Marketing Group is committed to providing professional marketing services with modern platforms, innovative design, and diverse media that will increase opportunities for small businesses in Roseburg, Douglas County, and all of Oregon.

### Our Values

We are committed to our clients and to developing relationships that create a positive difference in our clients lives and businesses.

We provide quality professional services that deliver a great value to our clients.

We work together to cross boundaries to meet the needs of our clients to create the positive sustainable growth they are searching to achieve.

We respect all walks of life and encourage their development.

Rewards are reaped by increased sales due to higher demand.

We are good citizens that are creating a positive working environment in the community in which we live.

We exhibit a strong will to succeed in our marketplace and in every aspect of Burt Marketing Group, Inc.

We are personally accountable for delivering on our commitments and service contracts.



## Our Creative Team



Tiana Burt | CEO & President of  
Creative Services

“Let the world be your canvas.”

I am an active, Oregon girl born and raised in Springfield. I graduated from the University of Oregon and have built professional experience in creative design, information technology, and business. I enjoy running, hiking, traveling, and wine tasting in Douglas County and around the state. My positive attitude and drive will help promote any project!

Billy Burt | CFO & Vice President  
of Content Development

“Communication is key.”

I was born and raised right here in Roseburg, Oregon and graduated from the University of Oregon with a degree in Journalism. I love to spend time gardening, following sports, spending time outdoors, and enjoying local craft beer. I bring unique perspective to marketing and communications. I will learn your company’s story and help you share it!

When you meet with us, you are meeting with the photographer, videographer, content creator, graphic designer and branding specialist. We never hire out third-party work. We feel strongly that bringing value to our client’s business is paramount, and the quality of our work is always proposed and crafted to create perceived and measurable value. We answer the phone nights and weekends and are “on the clock” 24/7 to meet your needs.



Burt Marketing Group

Burt Marketing Group  
2853 West Sherwood Ave.  
Roseburg, OR 97471

[tiana@burtmg.com](mailto:tiana@burtmg.com)  
[www.burtmg.com](http://www.burtmg.com)  
(531) 505-2259

Attention: Keri Roid  
Growing Miracles Lavender Garden

Quote Dated:  
11/30/2021

Item	Size(in)	Quantity	Extended Price	Detail/ Comments
Save the Date Magnets Design	3x4	1	\$300	
Magnet Print Fee	3x4	500	\$275	4 color front, 17pt, UV Coating, w/ Freight
Visitor Capture Card Design	5x7	1	\$250	5x7" postcard designed to fill out to capture how people heard about the Lavender Festival and where they are traveling from.
Visitor Capture Card Print Fee	5x7	1000	\$100	5x7" Postcard, one side, 4 color front
Sign Design	24x36	1	\$425	24x36" Outdoor Poster (x2) 4 color front
Sign Print Fee	24x36 (2)Poster	1	\$170	24x36" Poster (x2) + Aframe Metal Stand, w/ Freight
Festival Posters Design	11x17	1	\$500	
Poster Print Fee	11x17	250	\$280	4 color front, 100lb Gloss Book, No Fold
Social Media Event Page Creation, Graphics	FB & IG	1	\$250	Event Banner Creation, Save the Date Resizing & Posting, Event Page Creation, Event Detail Outline.
Social Media Drone Video Campaign	Expected impressions 400,000+	1	\$200	To reach more of an audience outside Douglas County and increase video views.
Social Media Website Event Page Promotion	Expected impressions 350,000+	1	\$200	To reach more of an audience outside Douglas County and get them to see the Event Web page.
Event Web Page Design		1	\$400	To be developed on clients current GoDaddy site.
Drone Video Promotion	59 seconds for FB&IG  (Last years video made 46,200 Impressions through organic reach)	1	\$1200	Includes 2 additional flights to capture lavender in bloom + last year's lavender festival footage + new promo video wrapper
<b>Total</b>			<b>\$4,550</b>	<b>Print Pricing Includes Freight</b>

Prices may be subject to change.

Quotation is valid for 7 days.



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# TOURISM GRANT APPLICATION

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City of Roseburg Economic Development Commission



JANUARY 5, 2022

*submitted by*

**TENDOWN BOWLING & ENTERTAINMENT**

2400 NE Diamond Lake Blvd, Roseburg OR 97470 [www.tendownbowling.com](http://www.tendownbowling.com)

Mariah Smith: (541) 580-0456 [mariah@tendownbowling.com](mailto:mariah@tendownbowling.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:** \$4,999

**Project/Event Name:** 2022 Oregon State USBC Open Championship

**Applicant Organization:** BJR Services, LLC dba TenDown Bowling & Entertainment

Governmental Entity  Non-Profit Organization  Business Enterprise

**Address:** 2400 NE Diamond Lake Blvd, Roseburg OR 97470      **Phone:** (541) 672-3601

**E-Mail Address:** mariah@tendownbowling.com

**Responsible Party:** Mariah Smith, Member, BJR Services, LLC dba Ten Down Bowling & Entertainment

**Co-Sponsors (if applicable):** N/A

**Description of Project/Event:** TenDown Bowling & Entertainment will host bowling's annual Oregon State USBC Open Championship for 2022. One of the premier events of the Oregon State USBC, the State Open will bring visitors to Roseburg throughout an 8 week period in the Spring of 2022. This tournament is open to all Oregon State USBC adult members with 5-person Team, Doubles, and Singles events in five average-based divisions. The couple years prior to Covid had seen an average of approximately 1,300 participants from all around the state - Roseburg and surrounding area residents make up approximately 70 of those participants. OSUSBC boasts nearly 16,000 members, and TenDown Bowling feels with proper advertising and promotions, Roseburg has the opportunity to attract many more participants and therefore providing economic benefits to the community. TenDown was due to host the tournament in 2020, but was cancelled due to Covid. 2021 was also offered to TenDown, we opted to offer the tournament to 2 smaller bowling centers in Portland as Douglas County was facing Covid-related closures/restrictions due to case counts. The Portland bowling centers had been shut down for a year at that time.

**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):** TenDown would like to be considered for the City of Roseburg's Tourism Grant Program to fund advertising and marketing to the state's bowling centers and league bowlers to encourage increased entries for this tournament. TenDown secured this tournament by providing an excellent venue and a highly competitive and reduced rate for the tournament play, and it is sure to increase the City's tourism during the off-season in 2022. Providing the state's 59 bowling centers and 16,000 league bowlers extra visibility/reminders, and promotional materials for the tournament, by advertising from the host bowling center and its City,

is something that they have not experienced before and will create opportunity for higher participation/travel to Roseburg for this event and for their future travel.

**Objectives of the Project:** If awarded, these grant funds would be used for advertising and marketing the 2022 event, and for promoting more of what the city has to offer other than our Family Entertainment Center at TenDown. Doing this will also encourage more tournament participants to use this event as a family trip, either with spouses and children or as a couples weekend getaway, creating more revenue opportunities for the City.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism.** Bowlers registering for this event will be staying in Roseburg one or two nights, and therefore look for activities to do while not competing. This gives us a captive audience to showcase the Roseburg area to the nearly 16,000 members of the Oregon State United States Bowling Congress, and to encourage that 2<sup>nd</sup> night stay in town. With improved advertising and marketing of local experiences outside of TenDown, we gain the opportunity to secure traveler's plans to incorporate extra activities that would require them to stay longer than their scheduled tournament time – and Roseburg will make a statement for future tourism from these people. Many participants are very active on social media when bowling/competing, and will be willing to share these great experiences, creating additional advertising for the area by word of mouth.

Aside from tourism, economic benefits for advertising this event are:

- additional staffing/labor
- volunteer experience for local high school bowling teams and USBC chapter volunteers
- our visitors are always encouraged to visit our local restaurants, breweries and wineries while in town, as we are very proud of what our area has to offer!

**Target Market or Audience – How and where will this be promoted?** This event will be promoted to nearly 16,000 member league bowlers in all 59 bowling centers in Oregon, on websites and social media outlets for the OSUSBC, OSBPA, as well as many regional bowling association social media groups. Promotion will be made by professionally designed posters, web ads, brochure/cards for mass distribution to league bowlers, as well as official tournament registration forms that will be displayed at bowling centers and web outlets as stated above. As mentioned above, to create additional social media advertising from bowler's shares, we will create a hashtag that will be included on all advertising and marketing materials, and posted in TenDown during tournament play as well.

**Project Strategy:** Tournament posters will be designed (with focus on Roseburg area activities and the incentive promotions), printed and mailed to all 59 Oregon bowling centers. These posters will also set the stage for Facebook ads that will be boosted/paid to coincide with the poster mailings and with the early registration deadline for those promotion periods. Brochures/cards will be printed and delivered to all bowling centers for mass distribution to their league bowlers. We will design/print an additional flyer to have the OSUSBC provide to registered bowlers with special negotiated rates with "Partner Hotels" just for this tournament, information about the Roseburg area by including Roseburg Visitor Center website address, and ideas for activities during their stay.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism.** As a Family Fun Center on Diamond Lake Boulevard, it is our business to promote Roseburg, welcome tourists and invite them to come back. This event is guaranteed to bring many families to Roseburg from out of the area, the City's added resources to

promoting the event and the area will increase tournament interest and number of participants/visitors. To promote the City's involvement in this project, all materials will include The City of Roseburg's logo and mention. We will also include a link to the Roseburg Visitors Center website for further visibility of our area's activities. While in our facility, visitors will see The City of Roseburg's logo or a designated advertisement for Roseburg tourism on all the bowling monitors (when not in play) and on our big screen at our main control desk.

As stated above, this event will provide economic benefits to the community by creating additional staffing needs for all businesses benefitting from these travelers.

***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.***

Information required for a report to show the success of the grant will be generated from the detailed registration the OSUSBC receives from each bowler, to include residence city, and any other information needed from the visitors. We will follow up with our "Partner Hotels" who are providing special lodging rates to report how many rooms were booked for this event.

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

Yes  No  If so, when? December 2017 Amount granted? \$4,999. Unused funds in the amount of \$4,424.53 were returned to the City of Roseburg on June 2, 2020 after cancellation of the 2020 event due to Covid closures.

Mariah Smith



Date 1/5/22

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

\_\_\_\_\_ Date \_\_\_\_\_

**Co-Sponsor Typed Name and Signature**

\_\_\_\_\_ Date \_\_\_\_\_

**Co-Sponsor Typed Name and Signature**

## BUDGET PROPOSAL

Amount Requested: \$ 4,999

Project/Event Name: 2022 Oregon State United States Bowling Congress Open Championship

Date of Project/Event: April 9, 2022 – May 29, 2022

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

Expected attendance: 1,300 bowlers, plus family members Expected attendance revenue: N/A

**Other Revenues (Without City funds):** *\*please see explanation below*

**\*Note:** Tournament Entry Fees are paid to OSUSBC. TenDown agreed to receive \$3 per game bowled from OSUSBC, \$1 off regular price for each game, to get the tournament to Roseburg. 2019 tournament in Klamath Falls resulted in 6,800 games. Hosting this tournament limits our ability to sell bowling on 24 of our 34 lanes at regular pricing, and also prevents Roseburg area families from bowling during a high traffic "bowling season" time. We will be promoting advance reservations for the remaining 10 lanes, arcade play, and food & beverage (separate from that of this grant request) to attempt to create revenues to make up for these losses during the 8 weeks of the tournament.

Type	Amount
Bowling Lineage _____	<u>6,800 x \$3.75 = \$25,500</u>
<b>Total Non-Tourism Funds</b>	<u>\$25,500</u>

**Estimated Expenses:** *\*please see explanation below*

**\*Note:** Our request for this grant is to help increase interest in this tournament's participation, and bring more people to Roseburg from out of the area. Grant funds would not be used to pay for any expenses TenDown incurs for hosting the tournament. Expenses listed below are for the proposed advertising of this event.

Materials and Supplies	_____
Labor Costs	<u>\$550</u>
Advertising	<u>\$4,449</u>
Capital Outlay	_____
<b>Total Expenditures</b>	<u>\$4,999</u>
Net Income/Loss Without City Participation	_____
City Funding Request	<u>\$4,999</u>

**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:**

- \$1,000 Poster and Logo Design. Design labor -  $\$125 \times 2 = \$250$ , Printing  $\$200 \times 2 = \$400$ . Mailing \$350.
- \$299 Social Media Ads. 3 facebook ads - to be boosted Fall, Winter & Early Spring
- \$3,000 Brochure/Card. Design \$200, Printing \$1,600, Mailing \$1,200
- \$700 Registration Acknowledgement. Design \$100, Printing \$200, Mailing \$400

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

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

Amount Requested \$ 4,999

Project/Event Name: UVA's 2022 Summer Arts Festival

Applicant Organization: Umpqua Valley Arts Association (UVA)

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 1624 W. Harvard Ave. Roseburg, OR 97471    Phone: 541-672-2532

E-Mail Address: executivedirector@uvarts.com

Responsible Party: Emily Brandt, UVA Executive Director

Co-Sponsors (if applicable): n/a

**Description of Project/Event:** UVA's annual Summer Arts Festival (SAF) is held in Roseburg's beautiful Fir Grove Park the last weekend of June. UVA hosts this 3 day event with 130+ local and regional artists vendors, 12 food trucks, and non-stop music, dance, and other entertainment on two stages, demos, and a young artist's zone. The event is run by 4 UVA staff, over 100 volunteers, and draws in 8,000-14,000 attendees. UVA is requesting funds to facilitate rebranding SAF during it's 53rd annual event and to intensify advertising in regional publications with the goal to bring in event goers from beyond Roseburg UVA will hire a graphic designer to consult with staff on rebranding strategies and will purchase ad space in regional publications with the newly branded event materials.

**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): UVA will expand and intensify advertising and publicizing beyond Douglas County by focusing efforts in areas within day trip distances such as the Oregon Coast, greater Eugene area, and greater Medford/Ashland area. In 2022, UVA will also be rebranding the festival so that it is marketable to outside areas and becomes a recognizable regional event that attracts tourists to stay over the 3 days for years to come.

**Objectives of the Project:** 1) Rebrand SAF with recognizable iconography that can be used annually in local and regional ads, 2) Attract 20+ new artist vendors, 3) Attract a headliner band for Saturday night to draw additional guests in from outside of Roseburg, 4) Create and widely distribute a digital guide featuring SAF content and nearby attractions in Roseburg out of towners may not know about, and 5) Promote Roseburg and DC tourism with the rebranded materials to best partner with local tourism experts such as Experience Roseburg and Travel Oregon.

**Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism:** The rebranded digital guide and ads in regional publications will highlight SAF vendors and entertainment to encourage attendees from outside of Roseburg to stay longer and to frequent local restaurants, businesses, see downtown, stay overnight and to enjoy SAF all 3 days. Approximately 75% (95-112) of SAF's vendors are from out of town and report that they bring employees and stay in hotels and dine locally. UVA works to promote shopping, staying and dining locally during SAF by making announcements on our stages, stage announcements, through blasts, on the radio, and on social media.

**Target Market or Audience** - How and where will this be promoted? UVA will promote the 2022 SAF by advertising regionally and nationally to artists vendors by using Zapplication add-on marketing options that will have a greater reach than the approach we have used in previous years. UVA will also focus on marketing to families, shoppers, and event goers in the greater Medford, Eugene, and coastal areas that have proven to be great day trip distances from Roseburg but also have potential for overnight visitors. UVA will also target ceramic buyers by promoting UVA's Clay Place which provides demonstrations, youth activities and make your own pottery opportunities during SAF. Advertisements will be created with the help of our graphic designer and placed in Eugene Weekly and other publications listed on page 6 of this application, and publications recommended by Experience Roseburg and Travel Oregon.

**Project Strategy:** UVA will be creating rebranding materials in 2022 with our graphic designer and will use the rebranded imagery for event advertisements on social media pages and publications with a regional reach which will help UVA reach new vendors and event goers. We aim to put SAF on the map similar to events such as the Corvallis Fall Festival, Lake Oswego Arts Festival, and Clay Folk in Medford. Further promoting arts and culture events in Roseburg adds to the economic vitality of the city by attracting quality vendors and entertainers, which in turn attracts additional attendees who will stay, dine, and shop while visiting during the SAF weekend.

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

**economic benefits to the community aside from tourism:** In addition to the benefits listed on page 4, UVA believes in-person outdoor events like SAF can help bring tourism back to the area as part of a recovery effort after the economic hits COVID-19 brought to communities like ours. UVA also partners with local hotels, restaurants and shops to support the 130+ artist vendors, food vendors, and entertainers who come to make SAF a vital part of the arts and culture experience in Roseburg. It's our sincere hope that this event will help UVA fundraise, while also promoting all the great reasons event goers have to stay and experience all the Roseburg area has to offer.

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

Yes  No  If so, when? 2018 Amount granted? \$4,995 for SAF

***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.***

UVA gathers city, state and zip code information for the 130+ artist vendors, 12 food vendors and 36+entertainment groups through the application process and again when vendors are selected for the festival. In addition to vendors, UVA gathers zip code data at the 3 entrance gates during the 3 day event by asking attendees and recording it on iPads. Zip code data is recorded at the gates and then transferred to an Excel database that breaks down the event and attendees by date. This helps UVA determine not only where attendees are from, but also which days they are most likely to visit Roseburg for the event.

During 2022, demographic and economic impact data will also be collected by UVA in greater detail than ever by asking all attendees and vendors to fill out economic impact surveys. This effort is part of the 6th national Arts & Economic Prosperity Study which looks at the economic impact of spending by nonprofit arts and cultural organizations and their audiences. UVA has been invited to lead this effort during 2022 and 2023 for Douglas County as part of an American for the Arts study. Results of this economic prosperity study will be made available to the City of Roseburg for use in understanding the economic impact arts and culture offers Roseburg and Douglas County.

Emily Brandt *Emily Brandt* Date December 13, 2021  
 Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

*n/a* Date \_\_\_\_\_  
 Co-Sponsor Typed Name and Signature

*n/a* Date \_\_\_\_\_  
 Co-Sponsor Typed Name and Signature

# BUDGET PROPOSAL

Amount Requested: \$4,999

Project/Event Name: UVA's 2022 Summer Arts Festival

Date of Project/Event: Project planning and marketing: Jan 2022-June 2022, Event including set up: June 22-26, 2022

Do you charge for attendance? Yes  No  If yes, how much? \$5/adult, kids under 8 free, family \$15, weekend passes per adult \$10

Expected attendance: 10,000-17,000 Expected attendance revenue: \$36,000-\$46,000  
(non pandemic numbers) (non pandemic numbers)

Other Revenues (Without City funds): *Revenue range is provided to show worst and best case scenerios due to effects of COVID in 2020 and 2021 and the record heat wave experienced in 2021 that resulted in closing the event one day early.*

Type	Amount
Artist Vendor Applications	\$1200- \$2,250
Artist Vendor & Food Vendor Fees	\$23,400-\$29,250
Corporate Sponsorships (Young Artist Zone, Stages, Food Court, Friends of the Festival)	\$25,000-\$40,000
Total Non-Tourism Funds	\$85,600 - \$117,500

**Estimated Expenses:**

Materials and Supplies Event Signage, Young Artist supplies, vendor support)	\$7,000
Labor Costs & Contracted Services (graphic design, bands, UVA staff, event services)	\$30,000
Advertising Local & Outside of Area advertising	\$6,000
Capital Outlay Major event equipment maintenance, purchase of additional tents, building maintenance, electrical connections for vendors	\$12,000

**Total Expenditures** \$55,000

**Net Income/Loss Without City Participation** \$30,600-\$62,500

Net Income range is provided to show best case and worst case scenerios due to effects of COVID in 2020 and 2021 and the record heat wave experienced in 2021.

**City Funding Request** \$4,999

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

The net income from SAF allows UVA to serve Douglas County through arts and culture programming for all ages, year round. With the requested funding from the City of Roseburg, UVA would be able to intensify advertising for both the recruitment of additional vendors and event attendees. The increase in vendors and attendees from outside the area would support UVA and other local businesses with additional foot traffic. The requested funds would specifically be used to hire a contracted graphic designer to rebrand SAF, and would be used to advertise UVA's digital guide and in publications within day trip distances such as: Eugene Magazine, Eugene Weekly, Oregon Coast Magazine, Southern Oregon Magazine, and other regional publications recommended by Travel Oregon and Experience Roseburg. By investing in rebranding (contracted service of \$2500) and advertising in relevant publications (advertising costs \$2,499) UVA will aim to increase the number of attendees back to the level we had before the pandemic, hopefully bringing attendance to an all time high and placing Roseburg on the map with a "must experience" event in June.

**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 \$ 5000

Project/Event Name: 2022 Umpqua Grown Guide

Applicant Organization: Thrive Umpqua (Fiscal Sponsor: Evergreen Family Medicine)

Governmental Entity     Non-Profit Organization     Business Enterprise

Address: 556 SE Jackson Street, Roseburg OR 97470    Phone: 541-816-1726

E-Mail Address: jessica@thriveumpqua.com

Responsible Party: Jessica Hand

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

**Description of Project/Event:** See attached.

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

**Objectives of the Project:** See attached.

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

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

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**Project Strategy:** See attached.

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

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

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

Jessica Hand Date 12/22/2021  
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

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

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

# BUDGET PROPOSAL

Amount Requested: \$ 5000

Project/Event Name: 2022 Umpqua Grown Guide

Date of Project/Event: June 2022

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

Expected attendance: N/A Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
<u>See attached budget</u>	_____
_____	_____
_____	_____
_____	_____
<b>Total Non-Tourism Funds</b>	_____

Estimated Expenses:

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

Total Expenditures \_\_\_\_\_

Net Income/Loss Without City Participation \_\_\_\_\_

City Funding Request \_\_\_\_\_

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

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

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

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

Mural Location: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Estimated date of completion: \_\_\_\_\_

Other Revenues (*Without Tourism Funds*)

<u>TYPE</u>	<u>AMOUNT</u>
_____	_____
_____	_____
_____	_____

Total Non-Tourism Funds \_\_\_\_\_

Estimated Expenses:

Materials and Supplies \_\_\_\_\_

Labor Costs \_\_\_\_\_

Other \_\_\_\_\_

Total Expenditures \_\_\_\_\_

Net Income/Loss  
Without Tourism Participation \_\_\_\_\_

Tourism Funding Request \_\_\_\_\_

Explanation for requested amount: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## TOURISM GRANT APPLICATION 2021 – THRIVE UMPQUA SUPPORTING DOCUMENTATION

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Amount Requested: \$5,000

Project/Event Name: 2022 Umpqua Grown Food Guide

Applicant Organization: Thrive Umpqua (Fiscal Sponsor: Centennial Medical Group East dba Evergreen Family Medicine)

### Description of Project/Event:

A consortium between Thrive Umpqua, Rogue Food Unites, and Umpqua Valley Farm to School intends to develop a comprehensive guide for all locally grown and produced food and beverage-oriented resources in Douglas County's food system, including farms and ranches, restaurants and caterers, food trucks, grocery and specialty stores, farmers' markets and farm stands, community-supported agriculture (CSA's) and U-Pick, community and school gardens, food pantries and community kitchens, wineries, breweries and more.

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

This project continues to build collective momentum for regional agri-tourism and culinary marketing efforts that have been underway over the past decade. In July of 2017, the EDC approved funding in the amount of \$5,000 in order to provide "matching" funds to the Umpqua Basin Economic Alliance in conjunction with \$10,000 from Travel Oregon to promote local culinary and agri-tourism (CATS) in the Umpqua region as a result of the Bicycle and Agri-tourism Studio held at UCC in May of 2017. In April of 2018, the EDC authorized an additional \$5,000 in order to assist in funding a RARE (Resource Assistance for Rural Environments) intern, Maegan Hollister, who was housed and worked under the umbrella of the Partnership. Maegan under the direction of the Partnership with assistance from Travel Oregon helped to establish The Great Umpqua Food Trail. The food trail provides a local itinerary of select places to stop within our area to experience local products that are grown, raised or created within the Umpqua region. In June of 2020, the City of Roseburg contributed \$3,000 in funding towards the 2020 Southwest Oregon Food Hub Feasibility Study in partnership with Ford Family Foundation, NeighborWorks Umpqua, and Thrive Umpqua (formerly Blue Zones Project-

Umpqua). The study strongly recommended creating a regional brand and marketing strategy for local products in the Umpqua Valley as a shorter-term next step.

The 2022 Umpqua Grown Guide will provide robust regional marketing and promotion of local foods in all retail sectors. It will expand upon and complement the Great Umpqua Food Trail in collaboration with Experience Roseburg by serving as a comprehensive online and printed directory to all local food resources throughout the County, from Glendale to Curtin and Reedsport to Diamond Lake. A minimum of 7,500 free copies of the guide will be made available in the first year to tourists and residents as an insert in the News Review, and on display at central tourist locations and community centers starting in June 2022. Additionally, it will be made available on a dedicated Umpqua Grown website available to the public year-round.

### Objectives of the Project:

The Umpqua Grown Guide will connect consumers with the stories behind our region's abundant farms, ranches, food- and beverage-oriented businesses, their locally grown and produced goods and the retailers who support them. It will provide education and resources for obtaining fresh local foods on any budget, learning how to garden and cook with nutritionally dense foods and understanding our County's food and nutrition-related assistance programs and agricultural events.

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

In addition to promoting tourism, this publication will promote education of the food systems in Douglas County so that residents are informed about all the places to access local food and nutrition programs regardless of income. Information on food pantries, community kitchens and other assistance programs for food insecure or low income households such as redemption sites for SNAP/EBT, WIC, FarmDirect and VeggieRx Vouchers will be a central component featured in the Guide. Based on the success of these directories in other communities including Rogue Valley, Willamette Valley, and the High Desert region (see links on page 5), we believe the benefits of the Umpqua Grown Guide will be four-fold: 1) drive traffic to our area's full spectrum of retail markets and community food and nutrition programs, 2) inform consumers about the history behind our producers and our local food movement, 3) cultivate a sense of pride for our community's agriculture and small businesses, 4) and foster a regional identity for the goods produced in our County.

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

The Umpqua Grown Guide targets both tourist and resident consumers alike. It will be circulated as an insert in the News Review and will be available at tourism and community centers throughout Roseburg and Douglas County at the beginning of the peak growing season in June. We will promote it through print, radio, and

social media, as well as a dedicated website that will house a searchable directory and a downloadable pdf of the print version.

### Project Strategy:

With Thrive Umpqua Food Policy Committee's collaborative partnerships with Rogue Food Unites, OSU Extension, Feeding Umpqua, Umpqua Valley Farm to School, and several local farmers' markets, a full team of agency staff and volunteers have committed to systematically research and update the food system directory for Douglas County each year utilizing our large networks in the food system. Affordable advertising spots and listings in the Guide will be available to purchase for businesses or farmers markets, community groups and non-profits, and those wishing to promote local food and nutrition-related events, classes or services. The Guide's content will be professionally edited and designed by a contracted graphic designer and website designer.

### Reporting

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.

In addition to tracking the circulation rate of the printed guides and the locations they were distributed to, we will survey the business and community locations to determine how many printed guides are remaining at the end of the calendar year and the coupon redemption rate at their business. The website and social media account will provide us with analytics on the total number of online visitors, total engagement with content, and the geographical origin of website/social media traffic.

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## BUDGET PROPOSAL

Amount Requested: \$5,000

Project/Event Name: 2022 Umpqua Grown Guide

Date of Project/Event: Data collection, design, printing and distribution will be completed by June 30, 2022

### Total Non-Tourism Funds

#### Estimated Expenses:

Materials and Supplies	\$ 1,250 (1/2 in-kind)
Labor Costs	\$ 5,040 (In-kind; 180 x \$28 per hour)
Ad Sales Rep	\$ 800
Advertising	\$ 2,500
Capital Outlay	
Printing	\$ 4,000 (based on 7,500 magazines)
Distribution	\$ 400
Professional Services	\$ 2,000
Website	<u>\$ 1,620</u>
Total Expenditures	\$17,610 (\$5,665 of this is in-kind)
	<u>\$ -5,665</u>
	\$11,945

#### Net Income/Loss Without City Participation

Advertising Income	\$ 3,500
Business Sponsor	\$ 1,250
Grant	\$ 2,195
In-Kind	<u>\$ 5,665</u>
City Funding Request	\$ 5,000
	\$17,610

Budget information must include anticipated expenditures and revenues

Projected expenditures: \$17,610      Projected revenues: \$17,610

# Examples of Regional Food Directories in Oregon

## Rogue Valley Food System Network - Flavor Guide

<https://rvfoodsystem.org/roguetaste>



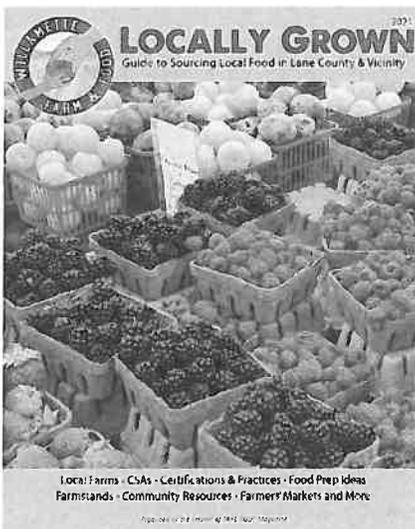
## High Desert Food and Farm Alliance – Get a Taste

<https://getataste.org/>



## Willamette Valley Farm and Food – Locally Grown Guide

<https://www.willamettefarmandfood.org/locally-grown-guide>





UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP

# ROSEBURG ECONOMIC DEVELOPMENT COMMISSION REPORT

October - January 2022

# From The Partnership

The Partnership continues working together with all stakeholders to prioritize sustainable economic development. We are working with public and private organizations on future plans to better serve our economy in long-term growth.

We recently met with City Manager Nikki Messenger and we discussed sending our survey out again to Douglas County businesses, asking what their needs are for support right now. With that, we can generate compelling and innovative ideas to assist and provide resources from our quiver of amazing local partners.

Our team is currently collaborating with our Board members, partners, and possible venue owners for Pitch Night. We are scheduling a Round Table meeting in the next month to foster open dialogue, present all ideas, and set the Partnership's Pitch Night up for an exciting 2022.

The Umpqua Economic Development Partnership met with Roseburg School District to discuss the future vision of a Pitch Night competition for high schoolers. How wonderful it will be for our local young entrepreneurs to experience the process of developing a business plan and compete in presenting them for a prize.

Happy New Year from us here at the Partnership,  
Wayne Patterson & Jessica Fehr



# Membership Renewals

October - January 2021

## 2022 UEDP BOARD DIRECTORS

Avista  
Aviva Health  
BP Media Solutions  
CCD Business Development  
CHI Mercy Health  
City of Roseburg  
City of Sutherlin  
Con-Vey Keystone  
Dave Sabala  
Dole Coalwell Attorneys  
Douglas County  
Douglas County Industrial Development Board  
Douglas ESD  
Express Employment Professionals  
Loggers Pizza  
North River Boats  
Rogue Credit Union  
Roseburg Forest Products  
Umpqua Community College

## 2022 UEDP MEMBERS

Allen Rentals  
Banner Bank  
First Call Resolution  
Pacific Power  
SAIF  
Umpqua Bank  
Umpqua Dairy

## RENEWING UEDP BOARD DIRECTORS

October - January 2022

City of Roseburg  
Umpqua Community College

## RENEWING UEDP BOARD MEMBERS

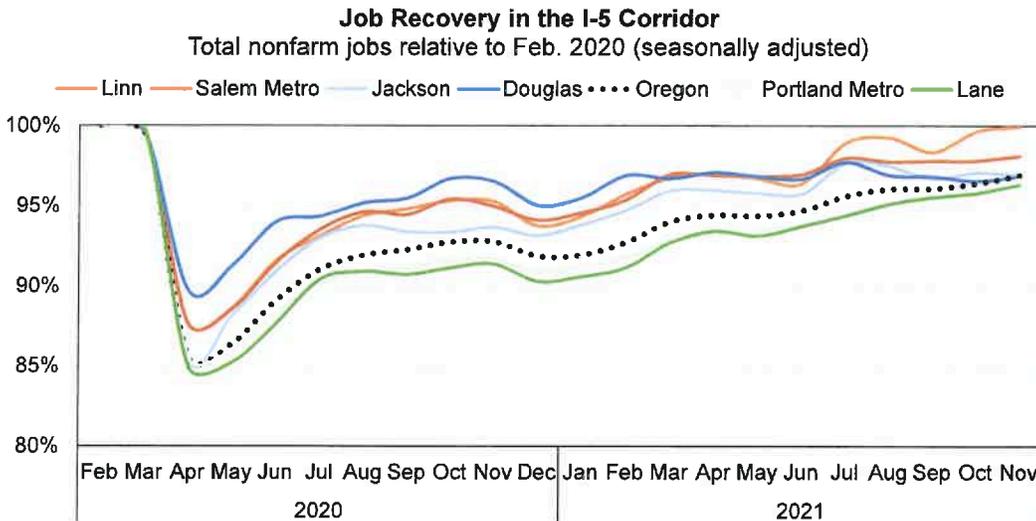
October - January 2022

None to report

# DOUGLAS COUNTY ECONOMIC INDICATORS

## December 2021

**Graph of the Month:** Job recovery in 2020 and 2021 varied considerably in the I-5 corridor. Southern Oregon (blue, including Douglas) had a strong 2020 but limited gains in late 2021. Larger and college metros (green) have consistently lagged behind, while Mid-Valley (orange) growth leads the state.



Source: [Oregon Employment Department Current Employment Estimates](#)

## Notable Over-the-Year Employment Changes

November 2020 to November 2021

**Leisure and Hospitality:** 140  
(+4%)

**Manufacturing:** 70 (+2%)

**Construction:** 90 (+5%)

**Professional and Business Services:**  
-190 (-6%)

**All Industries:** 130 (0%)

**Employment change from February 2020 (seasonally adjusted):**  
-1,240 (-3%)

Source: [Oregon Employment Department Current Employment Estimates](#)

## News and Articles

**Quality Info:** [Southwest Oregon Jobs Projected to Increase 10% by 2030](#) by Brian Rooney

**Quality Info:** [Oregon's Forestry and Logging Industry: From Planting to Harvest](#) by Brian Rooney

**Oregon Office of Economic Analysis Blog:** [Just How Much is Working from Home on the Rise?](#)

## Latest Douglas County Economic Data

Unemployment rate: [5.1%](#)  
(seasonally adjusted)

Change from previous year: [-1.4 pct. points](#)

2020 per capita personal income: [\\$46,342](#)

Rank among Oregon counties: [27th \(of 36\)](#)

Business highlights: [new openings, closings & hiring events](#)

- **New Firm:** Myrtle Drugs, a pharmacy, opened in Myrtle Creek. It employs eight people.
- **Expansion:** Pacific Air Comfort will open in-house training facilities at its Roseburg, Coquille, and Springfield locations to teach, train, and develop workers to become HVAC techs and installers.

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# Recruitment

## MARCH: PROJECT CHAMP

Looking for an existing building, 50,000 sf to 200,000 sf on five to 15 acres. Zoning should be industrial/manufacturing. The company makes thermoformed plastic packaging for the food medical and retail industries. The Reedsport Commerce and Technology Campus was submitted.

## NOVEMBER: PRIVATE PROJECT

Looking for a site to construct a one million SF manufacturing facility. Several sites are being considered at this time.

## SEPTEMBER: PROJECT NDT

Business Oregon is working with a company looking to locate a new technology data center, the sites submitted were the Reedsport Commerce and Technology Campus, 620 Stearns Ln in Sutherlin, and 2320 Buckhorn Rd in Roseburg.

## AUGUST: PROJECT PLUS

Business Oregon is working with a third-party consulting firm on an international food-related project that includes multiple processing components. They prefer an Enterprise Zone of 100 to 150 acres for three factories totaling 1,087,154 square feet in total.

## JULY: PROJECT BRAVE

European client looking for an industrial site to locate a pulp and paper mill. Their source material will come from recycled paper. The Reedsport Commerce and Technology Campus was submitted.

## APRIL 2021: PROJECT ICARUS

Business Oregon is working with a company to evaluate states and regions for a large-scale defense-related design and manufacturing facility.

## OCTOBER 2021: PROJECT ZANZIBAR

Business Oregon is working with a well-known institutionally backed private national data center developer who is actively evaluating investment and expansion. *The company held a state-wide search and the Dixonville Site 114 was one of two properties selected to go to the next round of consideration.*

# Project Summary

## HIGHSCHOOL PITCH NIGHT

The Partnership met with Jared Cordon and some of the team from Roseburg Public Schools to discuss the potential for a Roseburg Highschool Pitch Night. This discussion was met with much enthusiasm and we are looking forward to working together to create this event for our students.

## GROWTH TALKS

After starting Growth Talks back up as a live event on Facebook, we were looking forward to getting Pitch Night up and running. This will now have to wait for social distancing requirements to change.

We signed an agreement with SOWIB to provide \$30k in funding in \$5k increments for a Small Business Pitch Night. These funds will now be used for Small Businesses vs. just Startups. We are also hopeful additional funding will come in to support a year-end finale. We will be announcing a whole new revised Pitch Night for Startups and Small Businesses shortly.

## TOP 20 EMPLOYERS AND MORE

We are starting to see significant expanding movement within our top 20 employers. The specific projects cannot be made public at this time but more information will be available soon. At this time multiple new companies are moving into Douglas County and there are a couple of large acquisitions happening.

## SUTHERLIN INDUSTRIAL PARK

DCIDB approved a purchase agreement. A site plan is underway with the first land purchaser. The Dixonville wetland mitigation credits will be used for this site. The Sutherlin Industrial Park Removal-Fill Permit Application is finished and out for signature, next the land use certification will need to be signed by County Planning. We are close to submitting the 30-day pre-application meeting request to DEQ. Once all signatures are in place, the application can be submitted to DSL then once the 30-day pre-application period has passed, it can be submitted to the Corps and DEQ.

## DIXONVILLE WETLANDS MITIGATION PROJECT

We are currently working with Douglas County, U.S. Army Corps of Engineers, Department of State Land, and PBS Engineering on acquiring existing wetlands in Dixonville. This project is continuing to move forward and all initial credits are spoken for.

## SOUTH UMPQUA VALLEY INDUSTRIAL PARK

We have had an interest in property here but COVID slowed down the site reviews. As the COVID fog lifts, we are seeing significant interest in many Douglas County and Roseburg locations.

## DOUGLAS COUNTY CITY MANAGERS COALITIONS

We had hoped with COVID restrictions relaxing we could get this started but it will have to wait.

**Please review the meeting list for a variety of new project movements.**

# Meetings

Jill Miles & Sean Stevens - Business Oregon, Oregon Prospector

Matt Kowal - Banner Bank

Archie Creek Fire Recreation Recovery

South Coast Regional Discussions

UEDP Board Meeting

Doug Feldkamp

UVA Board Meeting

Winston Economic Development Committee

UVA Annual Membership Meeting

Sanford Gillman & Zach Newman

Melvin Burke & Sierra Staten from DC Farmers Coop

Jeff Ball & Chris Boice - ORENCO Tour

Jill Miles & Sean Stevens - Business Oregon

Umpqua EDP - Business Oregon Guide

Neal Brown - Divisional Board Meeting

Army Corps of Engineers Call

BIZ Oregon - Project Zanzibar

CCD Team Meeting

South Coast Regional Discussion

Pam Leone - South Coast Business

John McCafferty -

Winston Economic Development Committee

Nikki Messenger - City of Roseburg

Dan Loomis - County Clerk

Jerry Gillham, Kristi Gilbert, & Rachel Pokrandt - City of Sutherlin

Jill Miles & Sean Stevens - Business Oregon

Chris Boice - Douglas County

Brian Prawitz, Josh Knox - BP Media Solutions & Systech

# Meetings

Caroline Cummings - Douglas County Angels & Startups RAIN

South Coast Regional Discussions

Jim McCreight, Julie Brown - Oregon Technology Business Center

Bill Cagle - ORENCO

Business Oregon Economic Recovery Plan

Douglas County Child Care Coalition

Kemberly Todd - CCD

Jill Miles, Sean Stevens, Dave Sabala - Project Zanzibar Follow Up

Planning for Economic Recovery - International City/County

Management Association

Greg Byrne - RAIN & Abby's Pizza

South Coast Regional Advisory Committee Meeting

Don Cook - Chair Agenda and Review

Aaron Larson - Pitch Night

John McCafferty & Nikki Messenger - Introduction Meeting

Data & Diversity - GIS Planning

Jared Cordon, Roseburg Public Schools Team - Growth Talks Pitch

Night for High Schoolers

South Coast Regional Discussions

Melony Marsh - Potential Glendale Mill Buyer

Brian Prawitz - BP Media

Winston Economic Development Committee

Douglas County TSP - Stakeholder Advisory Committee Meeting

Umpqua Business Center Holiday Gift Exchange

Transportation Electrification Meeting

UVA Board Meeting

CCD Team Meeting

South Coast Regional Discussions

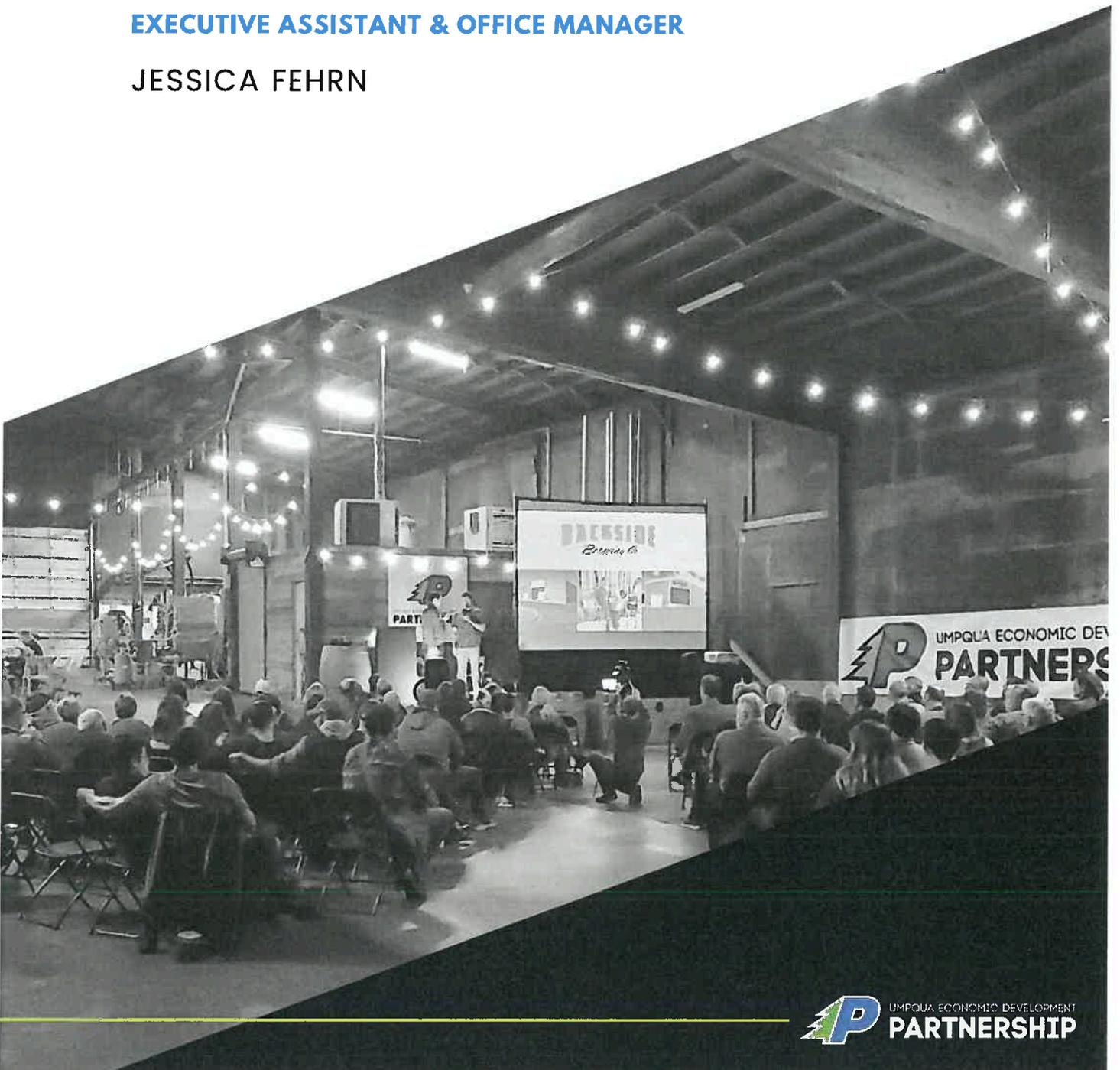
# Thank You.

**EXECUTIVE DIRECTOR**

WAYNE PATTERSON

**EXECUTIVE ASSISTANT & OFFICE MANAGER**

JESSICA FEHRN



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

**QUARTERLY REVIEW / JAN 2022**

PRESENTED A N V I L (NW)  
BY:

# LATEST:

- DMO DEV COORDINATOR

*Welcome Jessica Batchelor to the team!*

- VISITOR CENTER

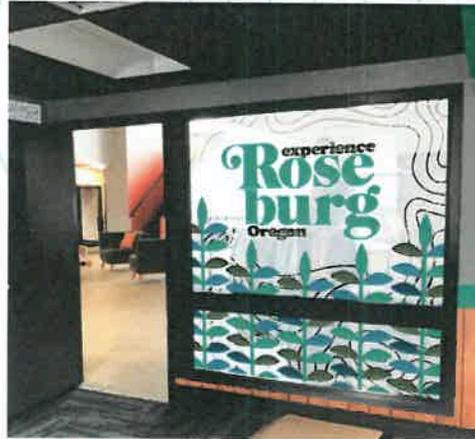
*Remodel is now underway. Budgeting roughly \$30k to outfit space, which includes wall treatments, fixtures, info graphics and artwork. Planning for a March soft open, followed by full opening to the public in April.*

- DESTINATION READY

## PROGRAM

*ER has been chosen by Travel Oregon to partake in aiding in tourism recovery to our area. The process identifies product development opportunities and helps with creating competitive funding proposals.*

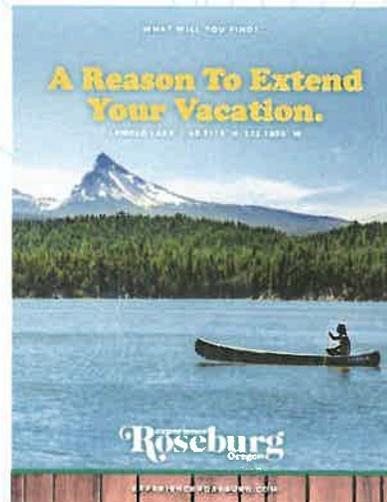
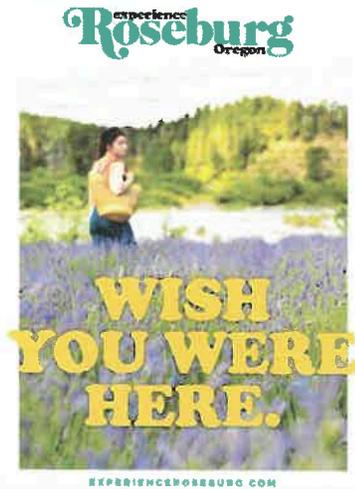
- FR NFWSI FTTFR



# NOTEWORTHY:

## HY:

- Planning stages for Roseburg's 150<sup>th</sup> anniversary (more to come)
- Mural project for Downtown to coincide with Roseburg 150
- Planned regular engagements with community stakeholders (kicks off Feb.7)
- Web traffic for 2021 is up 86% over 2020 (folks are getting out)
- Web stats showing Portland as second largest group currently using the website
- Top video is Skiing Mount Bailey, still gaining traffic based off seasonal searches



## GEAR UP

Sweatshirts. Tees. Beanies. Water bottles. Whether you're outfitting yourself or a loved one, we have everything you need to rep Roseburg. Head over to the Experience Roseburg website to shop all of the official Roseburg gear. [ExperienceRoseburg.com](https://www.experiencerosburg.com)

