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**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Thursday, January 23, 2025 at 3:30 p.m.
Roseburg City Hall, Council Chambers**

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

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
Mickey Beach Joel Goodwillie Michael Widmer Paul Zegers
Theresa Haga Sarah Everman
3. **APPROVAL OF MINUTES**
A. July 25, 2024 – Economic Development Commission
4. **AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.
See Information on the Reverse**
5. **DISCUSSION ITEMS**
A. Tourism Grant Applications
6. **SPECIAL PRESENTATION**
A. Experience Roseburg
7. **ELECTION OF VICE-CHAIR**
8. **BUSINESS FROM THE COMMISSION**
9. **BUSINESS FROM STAFF**
10. **NEXT MEETING – April 24, 2025**
11. **ADJOURNMENT**

The agenda packet is available on-line at:
<http://www.cityofroseburg.org/your-government/commissions/economic-development/>

AMERICANS WITH DISABILITIES ACT NOTICE

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

CITIZEN PARTICIPATION

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

The Community Development Director will provide any comments received prior to 12:00 p.m. on the day of the meeting to the Commission but will not be read out loud during the meeting.

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

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

CALL TO ORDER

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

ROLL CALL

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

Absent: Commissioners Mickey Beach, Sarah Everman, and Paul Zegers.

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

Others Present: Experience Roseburg Cam Campman, and Dani Raines.

AUDIENCE PARTICIPATION NON-AGENDA ITEMS – None.

APPROVAL OF MINUTES

Commissioner Haga moved to approve the minutes of the April 25, 2024 as submitted. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

DISCUSSION ITEMS

Chair Sipos read the procedures and opened the public hearing. Eight tourism grant applications were received; two applications did not qualify for funding, and six were presented to the Commission for consideration.

Commissioner Goodwillie recused himself from participating in the tourism grant funding request for the UCC Foundation's application.

Tourism Grant Applications

Cowie explained tourism grant applications are evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350. Grants are funded through the Transient Lodging Tax. The current 2024-2025 fiscal year budget includes \$125,000 for the tourism grant program, and is available for the tourism grant applications before the Commission.

Wildlife Safari requested \$7,499 to help fund construction of two new features; a new tortoise habitat, and ADA accessible gem mining exhibit. Due to the tourism success of Wildlife Safari, staff recommended funding the requested amount.

Commissioner Haga inquired whether Wildlife Safari has a budget to complete the project in case other pending sources of funding fall through. She also inquired about the expected completion timeframe.

A Wildlife Safari representative was not present. Cowie shared there hasn't been a situation where a project fell through that received tourism grant funding; however, if that were to occur, Wildlife Safari would be required to return the funding to the City. All events or projects have a completion date, and are required to submit a written final report to the success of the grant.

Commissioner Haga moved to award funding in the amount of \$7,499 to Wildlife Safari to help fund construction of two new features involving a new tortoise habitat and ADA accessible gem mining exhibit. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer. No one voted no. The motion passed unanimously.

UCC Foundation requested \$4,999 for marketing and advertising the UCC's 60th Anniversary Celebration which will consist of two separate events: September 20, 2024 in downtown Roseburg, and September 21, 2024 at the UCC campus.

Staff recommended funding the requested amount as submitted.

Commissioner Haga moved to award funding in the amount of \$4,999 to UCC Foundation to market and advertise UCC's 60th Anniversary Celebration events. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Haga, and Widmer. No one voted no. Commissioner Goodwillie abstained. The motion passed unanimously.

Roseburg Elks Lodge requested \$7,500 for marketing the 3rd Annual UCC Back to School Auto Extravaganza and Street Fair scheduled for September 21, 2024 at the UCC Campus.

Staff recommended funding the requested amount as submitted.

Commissioner Widmer inquired how many attended the event last year.

Bruce Penttengill, President of the Elks Lodge, reported that around 2,500 people attended last year's event, which was well-received. In the first year, 45 cars participated in the car show, and last year's event saw 85 participating cars.

Commissioner Goodwillie moved to award funding in the amount of \$7,500 to Roseburg Elks Lodge to market the 3rd Annual UCC Back to School Auto Extravaganza and Street Fair. The motion was seconded by Commissioner Haga and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer. No one voted no. The motion passed unanimously.

Umpqua Valley Winegrowers Association (UVWA) requested \$4,850 to expand their website adding three new features: 1) Filterable Winery Directory, 2) Interactive Regional Map, and 3) Filterable Event Calendar, which will make it easier for wine tourists to create and design their own wine tours based on their personal interests.

Staff recommended funding the requested amount as submitted.

Cowie mentioned Commissioner Goodwillie is a member of the UVWA; however, he could participate in voting if he does not have a financial gain in the UVWA.

Commissioner Haga moved to award funding in the amount of \$4,850 to Umpqua Valley Winegrowers Association to add three new features on their website: a Filterable Winery Directory, Interactive Regional Map, and a Filterable Event Calendar to their existing website. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer. No one voted no. The motion passed unanimously.

Umpqua Valley Winegrowers Association requested \$7,499 for marketing and advertising the Umpqua Valley Harvest Tour on September 14, 2024.

Staff recommended funding the requested amount as submitted.

Commissioner Haga asked whether this project was a first-time endeavor, and if there is enough time to market the September event.

Ali Rogers, Executive Director for UVWA shared that 15 wineries have already committed to the event. The logo and ticketing are in place. They've noticed that attendees tend to book at the last minute, so they feel they have sufficient time to advertise the event. Their goal is to have 275 attendees, with ticket prices at \$85 each. There's a possibility that the four categories may be consolidated into two, depending on Mother Nature's influence.

Commissioner Haga moved to award funding in the amount of \$7,499 to Umpqua Valley Winegrowers Association to market and advertise the Umpqua Valley Harvest Tour. The motion was seconded by Commissioner Widmer and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer. No one voted no. The motion passed unanimously.

Douglas County Cancer Services requested \$7,499 for advertising the 12th Annual "Get Tee'd Off at Cancer" Benefit Golf Tournament on May 10, 2025 at the Bar Run Golf Course and RV Resort.

Cowie stated the applicant indicated \$850 would be used for prize money, and \$1000 for local advertising. Statute prohibits the use of transient lodging tax for prize money, and the intended purpose of the funding is to reach tourists outside the area rather than the local community.

Staff recommended funding in the amount of \$5,649 (\$250 necessary to revise, print, and distribute the registration form, as well as the \$5,399 for advertising outside the area throughout the west coast).

Commissioner Haga inquired whether the applicant could adjust the other budget line items in order to receive the requested \$7,499.

Cowie advised an application could be modified prior to the tourism grant submission deadline. The Commission would need to consider the application currently before them.

Commissioner Haga moved to award funding in the amount of \$5649 for advertising the 12th Annual "Get Tee'd Off at Cancer" Benefit Golf Tournament. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Chair Sipos, and Commissioners Goodwillie, Haga, and Widmer. No one voted no. The motion passed unanimously.

Cowie stated all awarded grants are to acknowledge the City's sponsorship by featuring the City's logo on advertising and marketing materials.

Roberts Creek Enterprise Zone

Commissioner Haga is the Executive Director for Coos Curry Douglas (CCD) Business Development Corporation. She provided a brief update on the Roberts Creek Enterprise Zone in the absence of Lehi Dowell, CCD Community and Economic Development Director.

Enterprise zones are a State of Oregon program. CCD oversees the management of Roberts Creek Enterprise Zone, and other enterprise zones. The program was designed to create jobs and offer exemption from local property taxes on new investments for a specified amount of time.

The enterprise zone is a valuable tool, and useful when marketed and managed effectively. CCD's capacity has shifted, and no longer has the capacity to manage the program. Through careful consideration and evaluation they will cease managing the Roberts Creek Enterprise Zone by December 31, 2024. They are committed to ensure a smooth transition over the next six months.

Cowie stated the City of Roseburg is a sponsor for the Roberts Creek Enterprise Zone, and will be talking with the other sponsors as to what happens next. He thanked the CCD for all their hard work managing the enterprise zones for so many years.

Urban Growth Boundary (UGB) Swap Update

Cowie stated City Council approved the Land Use Actions referenced in File No. CPA-23-002, and authorized Staff to prepare Findings of Fact on behalf of City Council to be presented at the Council meeting August 12, 2024. Once the Findings of Fact are adopted, Douglas County Board of Commissioners will vote on the UGB Swap. If the UGB Swap is approved, the first step is to install the infrastructure to allow for housing development to occur.

Commissioner Haga stated the CCD Business Corporation recognizes the housing shortage, and the strain it creates on employers hiring and retaining employees.

Experience Roseburg (ER) Report

Campman provided a presentation on the latest content, and campaign stats. They were invited to attend a Travel Oregon Tourism Commission meeting where they received great feedback from the board members regarding the quality of the content they produce.

Campman extended an invitation to the Commission and City staff for a detailed analysis of the campaign's statistics at Anvil Northwest.

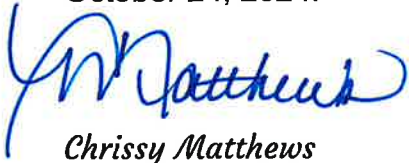
Raines provided a presentation on the latest information gathered through Datafy, which is a service Experience Roseburg subscribes to. Datafy provides historical visitor data for marketing, including visitor behaviors and spending used for targeted campaigns.

BUSINESS FROM COMMISSIONION – None.

BUSINESS FROM STAFF –

Cowie thanked the Commissioners and Experience Roseburg for their great work.

ADJOURNMENT - Meeting adjourned at 4:58 p.m. The next meeting is scheduled for October 24, 2024.



Chrissy Matthews
Department Technician



**CITY OF ROSEBURG
MEMORANDUM**

DATE: January 23, 2025
TO: Economic Development Commission
FROM: Stuart Cowie, Community Development Director
SUBJECT: FALL 2024/WINTER 2025 TOURISM GRANT APPLICATIONS

ISSUE STATEMENT AND SUMMARY

The City received a total of 17 tourism grant applications. Staff has reviewed each application and provided the EDC with a recommendation concerning whether to approve or deny the tourism grant based on the criteria contained in ORS 320.350. The issue for the Commission is whether to approve or deny the request for each tourism grant application submitted.

BACKGROUND

The Tourism Grant Program is funded through collection of the City's Transient Lodging Tax (TLT). The City's TLT rate is 8%. The allocation of the City's TLT funds was set by ordinance in 2002 with 57.25% dedicated to tourism promotion, 32.89% dedicated to streetlights, sidewalks, and traffic signals, and 9.86% dedicated to economic development.

Organizations that qualify to apply for the City's grant program include registered businesses, registered 501(c)(3) non-profit organizations, other 501(c) tax exempt organizations, or governmental entities. The Commission can directly approve grants under \$5,000. Grant requests for \$5,000 and above require Council approval, after a recommendation from the Commission.

Tourism grant applications are evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350, which indicates that the use of transient lodging tax revenue may be used to fund tourism promotion or tourism related facilities. The terms Tourism Promotion and Tourism Related Facilities are defined in ORS 320.300 to mean the following:

"Tourism promotion" means any of the following activities:

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

"Tourism-related facility" means:

- (a) A conference center, convention center or visitor information center; and
- (b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

FINANCIAL AND/OR RESOURCE CONSIDERATIONS

The current fiscal year budget includes \$125,000 for the tourism grant program. This is funding separate and in addition to the funding for the DMO contract with Experience Roseburg. To date, \$37,595.24 has been expended for the 2024 summer grant cycle. As such, adequate funding is available to fund the submitted grant requests, should the Commission choose to do so.

GRANT APPLICATIONS

Below is a brief synopsis taken from each application and staff's recommendation regarding whether to fund the request.

Thrive Umpqua – 2025 Umpqua Grown Guide

Requested funding amount: \$3,500

Total project budget: \$23,595

Thrive Umpqua is requesting \$3,500 in order to develop the "Umpqua Grown Guide", a comprehensive guide of food resources in Douglas County including restaurants, food trucks, grocery stores, farmer's markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries and more. The project is meant to complement and expand on the Great Umpqua Food Trail and Umpqua Home Grown by providing a comprehensive guide to all local food sources throughout the county. The Guide targets is used by resident consumers, but is also used for tourism purposes.

The applicant anticipates economic benefits from the Umpqua Grown Guide to be the following:

1. Drive traffic to our area's retail markets and community food and nutrition programs;
2. Inform consumers about the history behind our produce and local food movement;
3. Cultivate a sense of pride for the community's agriculture and small businesses; and
4. Foster a regional identity for the goods produced in our county.

The project includes production of 10,000 print copies of the guide and continued social media presence and website. The applicant has indicated the guide will be made available at tourism and community centers throughout Roseburg and Douglas County, as well as strategic locations in Lane, Coos, Curry, Josephine, and Jackson counties.

The City has helped to provide funding for the Umpqua Grown guide in 2022 and 2023.

Staff Recommendation: Staff recommends the EDC award a \$3,500 grant to Thrive Umpqua for the 2025 Umpqua Grown Guide and utilize the City's logo as helping to sponsor the guide.

Umpqua Valley Winegrowers Association – Umpqua Valley Wine Trail Brochure

Requested funding amount \$7,499

Total project budget \$10,838

The applicant is requesting \$7,499 to help create and distribute 20,000 Wine Trail Brochures highlighting wineries in the Umpqua Valley. The goal of the project is to entice visitors to

Roseburg and the local area and encourage overnight stays by including lodging, dining, and entertainment options.

The brochure will include a large pictorial map of 23 wineries in the Umpqua Valley, including additional icons for regional activities (e.g. Wildlife Safari) that show the City of Roseburg as the hub.

The Wine Trail Brochure will be distributed at the following locations, via Certified Folder Display Service:

1. Oregon Welcome Centers: Portland Airport, Portland Airport Rental Car Facility, Oregon City, Seaside, Boardman, Ontario, Brookings, Klamath Falls, Ashland
2. Rogue X Visitor Center in Medford, Oregon
3. Medford Airport
4. Eugene Airport (via contract directly w/ Eugene Airport)

UVWA will also plan to distribute the Wine Trail Brochure to hotels and tourism offices in other large regional areas including Eugene, Grants Pass, Medford, the Oregon Coast; plus local wineries and with brochure advertisers. Advertisers will also be added to the UVWA website, free of charge, to promote those visitors planning their trips online.

Funding will be used by UVWA to hire professional branding and web designer ZoePDX to assist in creating the brochure and adding advertisers to the UVWA website. Funding will also be used for the purpose of distribution by UVWA and costs associated with utilizing Certified Folder Display Services.

Tracking of the brochure will occur in the spring of 2025 through tasting rooms who will submit visitor data to UVWA on a monthly basis. The information will include where they're from, how long they're visiting for, and how they heard about the Umpqua Valley wine region.

Staff Recommendation:

Similar types of Oregon food trail brochures have been used throughout Oregon and specifically within the Umpqua Valley region utilizing local funding and Travel Oregon funds. These food trail brochures have been successful. Staff recommends that the EDC approve the request and authorize the grant funding to the Umpqua Valley Wine Growers Association in the amount of \$7,499. The City requests that recognition of the City's sponsorship occur through the use of the city's logo on the brochure and UVWA website.

Umpqua Valley Winegrowers Association – Digital Marketing Campaign

Requested grant amount \$7,499
Total project budget *Unknown*

The applicant is requesting \$7,499 in order to create a digital marketing campaign to be published across multiple social media platforms and email newsletter to draw visitors to the Umpqua Valley.

The objective of the project is to take existing content-videos and photos-and supplement them with new images and video snippets to create imagery that convinces potential wine

travelers to plan a visit to the Umpqua Valley. Deliverables would include still images including a campaign slogan, plus videos of different length.

Research to define specifically what people are searching for, which will drive content creation, has yet to occur. \$1,500 toward market research would need to be conducted prior to the creation of video and copy editing. In addition, the application fails to demonstrate time frames in which the marketing campaign would be completed and operational.

Since 2001, the City has supplied the UVWA with \$27,497 worth of tourism grant funding and may supply an additional \$7,499 for a Wine Trail Brochure idea.

1. Spring 2001 – New Website; \$10,000
2. Fall 2022 – Taste of Bend; \$4,999
3. Fall 2023 – Tasting Pass; \$4,999
4. Fall 2024 – Harvest Tour; \$4,999
5. Possible Fall 2025 – Wine Trail Brochure; \$7,499

Staff suggests that UVWA perhaps complete some of the market research necessary to then begin content creation for the digital marketing campaign and apply at a later date.

Staff Recommendation: Staff recommends the EDC not fund this request and encourages the applicant to begin market research to then determine what could be future content for the digital marketing campaign.

Growing Miracles Lavender Garden – 8th Annual Lavender Festival & Farm Tour

Requested funding amount \$6,500
Total project budget \$18,700

This grant request is for financial support of the 8th Annual Lavender Festival & Farm Tour, which is planned for July 11-13, 2025. The EDC has previously supported the Lavender Festival in 2021, 2022, 2023, and 2024. The festival is a free family-friendly event that exposes people to agriculture and the farming culture with self-led tours to demonstrate the farm operation. The festival will include more than 80 local vendors and includes the participation of other local lavender farmers. Based on data from previous events it is anticipated that the event will draw at least 15,000 attendees. The event uses “Capture Cards” as entry to daily drawings, that then help to detail where visitors are from. In 2023, data collected indicated attendees came from all over Oregon as well as Washington, California, Idaho, New York, Oklahoma, and Hawaii.

The current funding request would be applied to ‘Save the Date’ handouts distributed through other events in Lane and Coos counties, Portland, Klamath Falls, Grants Pass and Medford. Advertising through digital platforms like Facebook, Instagram and the Growing Miracles Lavender Garden website. Additional advertising includes Experience Roseburg banner ad, and additional directional signage.

Staff Recommendation: Staff recommends the EDC award a grant for \$6,500 to Growing Miracles Lavender Garden for marketing the 8th Annual Lavender Festival, while utilizing the City’s logo on advertising material and website as a sponsor of the event.

Experience Umpqua – Experience Umpqua Lavendar and Wine Trail Tours

Requested grant amount \$7,500
Total project budget \$21,265

The applicant is requesting \$7,500 in order to support Experience Umpqua’s advertising budget to increase awareness of their services as locally owned tour operator that curates tours and provides transportation for tourists and locals wanting to experience the Umpqua Valley. The application indicates that this funding would help to build momentum for Experience Umpqua, as a start-up business dedicated to promoting tourism and strengthening the local economy.

It is clear that Experience Umpqua already exists as a business, in which guests can reserve private tours by visiting their website (experienceumpqua.com) and booking existing wine and brewery tours. However, the purpose of the tourism grant funding is not to promote individual start-up tourism related businesses, rather promote, market and advertise tourism related activities and events as a whole.

Staff Recommendation: Staff recommends the EDC not fund this grant application request, as it is specifically designed around the promotion of a new start-up business. We encourage Experience Umpqua to work with organization like UVWA, the Growing Miracles Lavendar Garden or Experience Roseburg in order to help promote their touring services to guests and visitors.

The Berd Haus Vacation Rental – Roseburg Wine and Outdoor Adventure Initiative

Requested grant amount \$7,500
Total project budget \$7,500

The applicant is requesting \$7,500 in order to create a Roseburg Wine and Adventure Initiative promoting Roseburg as a destination for wine enthusiasts and outdoor adventurers. The initiative aims to integrate the applicants vacation rental, The Berd Haus, into the existing tourism market by offering a personalized hub for wine and outdoor adventurers.

The initiative would include the following:

1. Enhancing digital resources with personalized lodging information and interactive trip-planning tools.
2. Promoting curated “stay and explore” packages in collaboration with local wineries and outdoor outfitters.
3. Running strategic marketing campaigns to attract tourists and showcase Roseburg.

Many of the strategies identified to help establish the initiative are designed in an effort to showcase and highlight The Berd Haus, a privately owned vacation rental. The purpose of the tourism grant funding is not to promote private individual tourism related businesses, rather promote, market and advertise tourism related activities and events as a whole. Staff recommends that the applicant work with UVWA concerning similar types of winery promotional activities in which the EDC has provided tourism funding for in the past, like the Tasting Pass or Harvest Tour. Staff also recommends that the applicant work with Experience Roseburg, which the City contracts with to develop and conduct strategic marketing campaigns and attract tourists to the Roseburg area.

Staff Recommendation: Staff recommends the EDC not fund this grant application request as it leans toward promoting a single private business and many of the ideas being promoted are currently being completed through city tourism funds by UVWA and/or Experience Roseburg.

NeighborWorks Umpqua: Roseburg Blocktoberfest

Requested funding amount: \$7,499

Total project budget: \$40,000

In 2022, NeighborWorks Umpqua (NWU) received \$4,999 from the EDC for the Roseburg Blocktoberfest, an event held downtown as part of a series of events celebrating the City of Roseburg's sesquicentennial. After a successful event in 2022, NWU has decided to make this an annual event. NWU obtained additional funding for the event in 2023 and 2024 and is now requesting \$7,499 to assist with funding the event in 2025. The purpose of the funding will be for marketing and advertising the event to potential tourists. Advertising will come in the form of social media and web marketing, targeted video, television, streaming, radio marketing, and billboards along the I-5 corridor. NWU indicates they will be working with Experience Roseburg, Anvil NW, and Buzz Collective, on marketing efforts. Their budget indicates total advertising costs of \$12,000.

The event consists of a family-friendly celebration of Roseburg that will include a street fair with music, food, entertainment, vendors, beer and wine. The event will feature local businesses, nonprofits, artisans, and performers showcasing the richness of our local culture and economy.

Staff Recommendation: Staff recommends the EDC award a \$7,499 grant to NeighborWorks Umpqua for marketing the Roseburg Blocktoberfest event, while utilizing the City's logo on advertising and marketing material acknowledging the City's sponsorship of the event.

Douglas County Fairgrounds – Rebuilding Website to Expand Digital Outreach

Requested funding amount \$7,500

Total project budget \$24,000

The Douglas County Fairgrounds is seeking funding to rebuild its website, creating a modern and user-friendly platform to promote year-round events and facilities creating opportunities for visitors to plan extended stays in Roseburg. Rebuilding the website will enhance tourism promotion by improving online visibility making it easier for potential visitors to discover Roseburg as a destination.

To ensure the development of a high-quality, effective website aimed at increasing off-season tourism the Douglas County Fairground plans the following as part of this project:

1. Partnering with a professional web developer who will create a visually appealing, easy to navigate site compatible with multiple devices.
2. Implementing SEO best practices to maximize online visibility, including optimizing page content, metadata, and images; improving site speed and performance; and targeting key search terms.

3. Integrating tools to track visitor engagement and feedback by integrating advanced analytic tools to monitor visitor behavior, including page views, time spent on the site, and popular content – something the current website is unable to do.

The Douglas County Fairgrounds feels that updating the website will enable them to better partner with regional tourism organizations like Experience Roseburg and increase their digital presence to attract more visitors. Events such as the Douglas County Fair, Dirt Track Races, American Kennel Club (AKC) dog show, trade shows and others will receive greater attention as these events are all held at the Douglas County Fairground complex.

Staff Recommendation: Many of the events that the EDC has funded in the past are held at the Douglas County Fairgrounds. This facility helps to sponsor tourism related activity throughout the year. Staff recommends the EDC award a \$7,500 worth of funding to the Douglas County Fairgrounds in order to assist in rebuilding their website and expanding their digital outreach. As part of securing this funding the Douglas County Fairgrounds agrees to utilize the City's logo on their new website acknowledging the City's sponsorship in the website rebuild.

Douglas County Museum Foundation – Museum Railroad Depot Roof Revitalization

Requested funding amount \$7,499

Total project budget \$30,000

The Douglas County Museum Foundation is requesting funding to pay for the cedar-shingle roof repairs on the historic railroad depot, established in 1882. This structure was the last standing depot of the Californian-Oregon railway. This project will help maintain a historic facility and improve Roseburg's tourism industry.

The applicant has indicated that by re-shingling the roof, the depot will maintain its structural integrity and historical charm, attracting visitors interested in history and cultural heritage. The historic railroad depot serves as part of the O&C Railroad exhibit, which also displays the last remaining Californian and Oregon rail car and showcases antique images of trains and historical railroad life. The railroad depot and O&C Railroad exhibit will continue to be featured as an important exhibit within the Douglas County Museum and will be promoted through the museum website and other digital mediums.

ORS 320.300 defines tourism-related facility as other improved real property that has a useful life of 10 or more years and has substantial purpose of supporting tourism or accommodating tourist activities. If the EDC chooses to approve the grant funding, City staff recommends that the applicant show proof of funds in the way of a bank statement devoted to construction of the project. In addition, staff would also recommend that the applicant obtain appropriate building permits for the roof revitalization project prior to issuance of the funding.

Staff recommendation: Staff recommends the EDC award the grant to the Douglas County Museum Foundation for \$7,499 for assistance with the roof repairs necessary for the historic railroad depot. Approval of the grant should be subject to the following conditions: (1) Release of the funds should only occur upon proof of funds necessary for the remaining portion of the costs to repair the roof; and (2) Prior to the release of the funds the applicant must obtain the appropriate building permits necessary for construction of the project.

Douglas County Museum Foundation – O&C Rail Car Tourism Marketing

Requested grant amount \$5,000
Total project budget \$5,000

The applicant is requesting \$5,000 in order to market and draw visitors to the Douglas County Museum for the upcoming opening of the O&C Railcar exhibit. The Foundation will use the grant funding to design advertising and publicity materials, and to purchase ad and marketing space in various traditional and social media platforms in different geographic regions.

The applicant has also submitted a grant application to replace the roof of the historic railroad depot at the museum, which is part of the same O&C Railroad exhibit. City staff has recommended the EDC award this grant request, but is not recommending funding advertising and marketing of the O&C railcar at this time. Based upon a photo submitted by the applicant, it appears construction work is still occurring inside the railcar to complete its restoration. The application indicates summer of 2025 as the timeframe for when the work will be completed, but does not provide a specific date for when the grand opening for this portion of the O&C Railroad exhibit will occur.

Staff Recommendation: Staff recommends the EDC not fund this grant application request, but would encourage the applicant to resubmit at a later date, when the rail car is completed and more solid dates around the exact grand opening have been established.

Urban Blendz/Bobalous Billiards – 2nd Annual Urban Blendz Bobalous Billiards Block Party

Requested funding amount \$ 2,000
Total project budget Unknown

This event will be held August 2, 2025 at the Bobalous Billiard Hall and parking lot. The event will focus on a large billiard tournament, live music, art vendors, car show, and food vendors. The applicant has indicated that last year’s inaugural event pulled 48 billiard players from out of the area. The event also included 5 different bands and 15 vendors.

If awarded the funds, \$1,000 of the money would be used for radio and print ads, while the other \$1,000 would be used for banners, flyers, and cost of social media ads. The applicant plans to advertise from Portland to the Medford area and from Bend to the coast.

Tracking of event participants will occur based upon addresses provided on the billiards tournament application.

Staff Recommendation: This is a new event of its kind within the Roseburg area looking to cater to billiard enthusiasts. Staff recommends the EDC award \$2,000 to Urban Blendz/Bobalous Billiards for marketing and advertising the 2nd Annual Urban Blendz Bobalous Billiards Block Party, while utilizing the City’s logo on advertising and marketing material acknowledging the City’s sponsorship of the event.

Urban Blendz – 2nd Annual Southern Oregon Music and Arts Festival (SOMAF)

Requested grant amount \$2,500

Total project budget \$2,400 - \$2,900

The applicant is requesting \$2,500 worth of funding in order to market and advertise the 2nd Annual Southern Oregon Music and Arts Festival. Based upon the application, this event would focus on local musicians and artists along with musicians and artists outside Douglas County.

The application indicates that \$1,000 would be utilized for banners, design and print flyers, plus social media and print ads. Flyers would be posted in outside areas like Salem, Bend, Medford and coastal regions, but the application fails to give specifics about where the flyers will be posted in these areas and or the duration of the posting. The remaining \$1,500 is identified within the application as being used for radio ads, print ads and event merchandise. Although funding can be used for radio advertisement or print ads, the application fails to indicate details around this advertising. In addition, tourism funds may not be used for event merchandise.

Staff Recommendation: Staff recommends the EDC not fund this request and encourages the applicant to resubmit in the future with more details surrounding the event and specifics detailing how the advertising funds will be utilized.

Umpqua Valley Quilters Guild – Quilt Show; Sampling Umpqua

Requested funding amount \$5,350
Total project budget \$26,525

The Umpqua Valley Quilters Guild (UVQG) is hosting the 40th Annual Quilt Show April 25-27, 2025 at the Douglas County Fairgrounds. The show will feature 300 quilts and exhibits from across Oregon and portions of Washington and California. The show is bringing in judges from out of the area and will have local and out of area vendors. During the 2024 show, 37% of the attendees came from outside the area including individuals from California, Washington, Idaho, Nevada and Arizona. This year increased attendance is anticipated from Jackson County and Northern California.

The funding for the current grant request would be used strictly for advertising the show outside of the area. Printing and postage of “Save the Date” cards to quilters’ guilds throughout Oregon and northern California, advertising in the Country Register, a popular publication for quilters, TV and radio ads from northern Oregon to northern California, and online advertising via Facebook and Instagram. The EDC has supported the quilt show in the past with grants for the 2016, 2018, 2020, 2022, 2023 and 2024 shows.

Staff recommendation: Staff recommends the EDC award a grant to the Umpqua Valley Quilters Guild for \$5,350 for marketing the 40th Annual Quilt Show, while utilizing the City’s logo on advertising and marketing material acknowledging the City’s sponsorship of the event.

Umpqua Gem and Mineral Club (UGMC) – UGMC 53rd Annual Rock and Gem Show

Requested grant amount \$5,000
Total project budget \$15,325

The applicant is requesting \$5,000 worth of funding in order to advertise their 53rd Annual Rock and Gem Show held at the Douglas County Fairgrounds during May 3-4, 2025.

The UGMC are requesting grant funding in order to hire the Lotus Media Group, a local media company, to assist them in providing digital marketing and advertising services to provide outreach outside Douglas County. This will include outreach to rockhound clubs in other parts of Oregon, Washington, Idaho, and Northern California, as well as an all-inclusive type of approach for those that may just be interested in the event or hobby.

Advertising will include digital banner ads of various sizes to advertise on people's desktops or mobile devices. Lotus Media Group will also be using search based advertising on Google to appear in related search results and reach people that may be expressing interest in the rockhound hobby. The funds from the grant will cover design and deployment costs.

Staff Recommendation: Staff recommends the EDC authorize \$5,000 to the UGMC for marketing and advertising efforts to promote the 53rd Annual Rock and Gem Show. Staff recommends the EDC require the City's logo be used on advertising and marketing material acknowledging the City's sponsorship of the event.

R&R Promotions LLC – Annual Diamond Lake Snowbike Race

Requested grant amount \$3,000
Total project budget \$8,850

The applicant is requesting \$3,000 in order to hold a snowbike, snowmobile, UTV race at Diamond Lake Resort. Funding would be used in all aspects of holding the race. The application indicates the race would be held February 1-2, 2025. The applicant spoke with staff and indicated the race could be held off a month and could occur at the beginning of March.

The applicant was told that the tourism grant funding is required to be used for advertising and marketing purposes and cannot be used for other event purposes like prize money, insurance, permit costs, etc. The applicant was also advised that the funding comes from the transient lodging tax and that as such one of the primary objectives of the funding is to help promote additional overnight stays in Roseburg hotels. An event at Diamond Lake, where most participants would be staying either at the resort or on the east side of the Cascades would defeat that purpose.

Staff Recommendation: Based on the timeframes indicated for the event by the applicant, both verbally and within the application, and for the reasons provided above, conveyed to the applicant, staff recommends the EDC not fund this grant application.

Roseburg Optimist Club Foundation – Haunted Roseburg

Requested grant amount \$7,499
Total project budget \$27,096

The applicant is requesting \$7,499 in order to create a guided haunted tour of downtown Roseburg during the weekends of October 10-11th and October 17-18, 2025. The tour would piggyback off the "The Ghosts of Roseburg Past" tour created for the downtown area, which

was funded through a tourism grant approved by the EDC in 2021. This initial tour was designed to be self-guided, but has since been adapted in an effort to provide guided tours by community members in character and costume. The application indicates that local theatre clubs and high school drama programs would be recruited to help assist in providing actors to assist with the live tour.

Although the original tour appeared to be successful, a final report was never submitted by the applicant, so it has been difficult to ascertain the overall effects that the tour has had on tourism efforts from outside the area.

Based on the application, funding would be used for a myriad of different purposes including costumes and actor stipends. Items that go beyond the scope of what tourism grant funds may be used for.

Staff Recommendation: Staff recommends the EDC not fund this grant application request as the EDC has already acted as the sole funding resource for the previous Ghosts of Roseburg Past tour. If the tour is continued and data provided indicating a headcount of actual tourists participating in the event, then perhaps future applications may be submitted in, which funding is specifically used for marketing and advertising.

Umpqua Valley Farmers Market – Creating Cultural Connections

Requested grant amount \$7,000
Total project budget \$28,700

The applicant is requesting \$7,000 in order to create a weekly event featuring live music, arts and entertainment, which highlights the various cultures present throughout Douglas County and beyond. Events will be aligned with specific heritage months (e.g., Hispanic Heritage Month, Black History Month, Asian American Pacific Islander Month, etc.).

The Farmers Market hopes by bringing new performances and activities to their long standing farmers market, that they can draw an even larger crowd creating Roseburg as a focal point for visitors each weekend.

The application indicates that funding would be utilized for labor costs, performers, material and supplies, and advertising. Tourism funds could not be utilized for many of the items requested in order to establish the event connected with the Farmers Market. If the event were to occur, funding may be used to advertise the activity as identified in the budget.

Staff Recommendation: Staff recommends the EDC not fund the entirety of this grant application, but authorize up to \$2,000 to be used for advertising the event in conjunction with the application. Staff recommends the EDC require the City's logo be used on advertising material acknowledging the City's sponsorship of the event.

ATTACHMENTS

Grant applications

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

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

Amount Requested \$ 3,500

Project/Event Name: 2025 Umpqua Grown Guide

Applicant Organization:

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 556 SE Jackson Street

Phone: 541-816-1726

E-Mail Address: jessica@thriveumpqua.com

Responsible Party & Authorized Signer: Jessica Hand

Co-Sponsors (if applicable): Umpqua Valley Farm to School, Smooth Operations, Feeding Umpqua, F

Description of Project/Event:

The Umpqua Grown Guide is a comprehensive directory of local food resources in Douglas County including restaurants, food trucks, grocery and artisan stores, farmers' markets, farms and ranches, CSAs, U-Picks, food pantries, wineries, breweries and more.

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

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

The 2025 Umpqua Grown Guide will provide robust regional marketing and promotion of local foods in all retail sectors. Up to 10,000 free copies of the magazine will be made available to tourists and residents at central tourism locations and community centers starting in spring 2025. Additionally it will be available on the Umpqua Grown website.

Objectives of the Project:

The Umpqua Grown Guide connects 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 (additional information attached).

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

benefits to the community aside from tourism:

1. Drive consumer traffic to our region's full spectrum of food 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, and
4. Foster a regional identity for the good produced in our County.

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

The Guide targets both tourists and resident consumers. Up to 10,000 copies will be made available at tourism and community centers in Roseburg and throughout Douglas, Lane, Coos, Curry, Jackson and Josephine Counties as in previous years. It will be promoted through print, radio, and social media as well as its dedicated website with a searchable directory and downloadable pdf of

Project Strategy:

If awarded a EDC Tourism Grant we will be able to print 10,000 copies of the Guide again in 2025 and to host a farm to table feature event that will serve as a launch party for the Guide in the spring.

Have you previously applied for funding from the City?

Yes No If so, when? 2023, 2022 Amount granted \$4,500, \$1,500

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 to which they were distributed, we will survey the visitor centers/locations to determine how many printed guides are remaining at the end of the calendar year. 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

Jessica Hand

Date 12/31/24

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

Date 12/31/24

Co-Sponsor Typed Name and Signature

Date 12/31/24

Co-Sponsor Typed Name and Signature



TOURISM GRANT APPLICATION 2025
THRIVE UMPQUA SUPPORTING DOCUMENTATION

Amount Requested: \$3,500

Project/Event Name: 2025 Umpqua Grown Food Guide

Applicant Organization: Thrive Umpqua

Description of Project/Event:

A collaborative of agency representatives from Thrive Umpqua, Umpqua Valley Farm to School, Rogue Food Unites, Umpqua Valley Farmers' Market, Smooth Operations, and Feeding Umpqua have produced the magazine format of the Umpqua Grown Guide for the last three years. This request is for the 2025 guide which comprises 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 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 short-term next step.

The 2025 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. 10,000 free copies of the guide will be made available to tourists and residents at central tourist locations and community centers starting in May 2025. 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 connects 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 provides 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:

Since 2022, 7,500-10,000 copies of the annual guide have been circulated throughout southwestern Oregon each year. In addition to promoting tourism, this publication promotes 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 are a central component featured in the Guide. The benefits of the Umpqua Grown Guide are 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. 10,000 copies of the guide will be available at tourism and community centers throughout Roseburg and Douglas County, as well as Lane, Coos, Curry, Jackson and Josephine Counties, before the peak growing season begins in June. Our team and contractors 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 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 Umpqua Grown Guide each year utilizing our vast networks in the food system. Affordable advertising spots and listings in the Guide are 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 is professionally edited and designed by a contracted graphic designer and website designer.

If awarded an EDC Tourism Grant, we will be able to support an increased circulation of 10,000 guides again this year. We will also host a farm to table feature event that will serve as the launch party for the 2025 Guide in the spring. The City of Roseburg would be listed as a sponsor of the Guide.

Reporting

In addition to tracking the circulation rate of the printed guides and the locations to which they were distributed, we will survey the visitor centers/locations to determine how many printed guides are remaining at the end of the calendar year. 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, which will be reported to the City.

BUDGET PROPOSAL

Amount Requested: \$3,500

Project/Event Name: 2025 Umpqua Grown Guide

Date of Project/Event: Data collection, design, printing and distribution will be completed by March 30, 2025

Estimated Expenses:

In Kind	\$ 1,400
Printing and Reproduction	\$ 14,200
Graphic Design	\$ 2,500
Photography	\$ 1,000
Writers/Contributors	\$ 800
Advertising & social media	\$ 1,000
Web and domain	\$ 95
Website hosting	\$ 250
Venmo/Paypal fees	\$ 150
Kick-off and sponsor event	\$ 2,000
Distribution (mileage)	<u>\$ 800</u>
Total Expenditures	\$ 23,595

Net Income/Loss Without City Participation

Advertising Income	\$ 2,500
Business Sponsors	\$ 6,000
Other Grants / In Kind	\$ 14,500
City Funding Request	<u>\$ 3,500</u>
	\$ 26,500

Budget information must include anticipated expenditures and revenues

Projected expenditures: \$23,595 Projected revenues: \$26,500

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

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

Amount Requested \$ 7,499.00

Project/Event Name: Umpqua Valley Wine Trail Brochure

Applicant Organization: Umpqua Valley Winegrowers Assn

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: PO Box 447 Roseburg, OR 97471

Phone: 541-673-5323

E-Mail Address: info@UmpquaValleyWineries.org

Responsible Party & Authorized Signer: Ali Rodgers

Co-Sponsors (if applicable):

Description of Project/Event:

See attached Appendix A

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

See attached Appendix A

Objectives of the Project:

See attached Appendix A

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

See attached Appendix A

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

See attached Appendix A

Project Strategy:

See attached Appendix A

Have you previously applied for funding from the City?

Yes No If so, when? Spring 2024

Amount granted \$12,349

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

See attached Appendix A

Alison Rodgers

Digitally signed by Alison Rodgers
Date: 2024.12.31 14:34:49 -08'00'

Date 12/31/2024

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

Date 12/31/2024

Co-Sponsor Typed Name and Signature

Date 12/31/2024

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: 7,499.00

Project/Event Name: Umpqua Valley Wine Trail Brochure

Date of Project/Event: March - December, 2025

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

Expected attendance: 200

Expected attendance revenue: \$103,600

Other Revenues (Without City funds):

Type	Amount
Ad revenue x 10 ads	\$3,000
Total Non-Tourism Funds	\$3,000
Estimated Expenses:	
Materials and Supplies	\$2,658.65 to print 20,000 brochures
Labor Costs	\$4,940 (see attached breakdown)
Advertising	\$3,240 for Certified Folders + Eugene Airport
Capital Outlay	
Total Expenditures	\$10,838.65
Net Income/Loss without City Participation	(\$7,838.65) (loss)
City Funding Request	\$7,499.00

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



Wine Trail Grant Application Appendix A

Description of Project/Event:

With this project, we plan to create and distribute 20,000 Wine Trail Brochures highlighting wineries in the Umpqua Valley. Our goal is to entice visitors to Roseburg and the local area—and encourage overnight stays—by including lodging, dining and entertainment options.

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

With Roseburg as the hub of the Umpqua Valley, this tourism brochure will lure visitors to the region by showcasing the beauty, wine touring opportunities, and the variety of things to do in the area.

The brochure highlights not just wine, but places like Wildlife Safari, encouraging visitors to plan a trip and travel to Roseburg from around the state. This project directly funds tourism promotion by showcasing some of the major draws to our region.

Objectives of the Project:

The front/back of the Wine Trail Brochure will be visually appealing with pictures showing the beautiful landscapes of the Umpqua Valley, modern fonts/styling, plus our updated Umpqua Valley Winegrowers Association logo.

On the inside, the brochure will provide a large pictorial map of 23 wineries in the Umpqua Valley, including additional icons for regional activities (eg. Wildlife Safari) that show the City of Roseburg as the hub. The inside will also include a listing of local wineries.

The last portion of the brochure will include local restaurants, accommodation, and attractions, to entice visitors to stay overnight and spend a few days exploring the region.

(See Appendix B below for a sample of last year's brochure.)

We plan to print 20,000 brochures for distribution. Our previous experience has proven that most—if not all—of these brochures end up in a tourist's hands. Additionally, our previous experience with Certified Folder Display Service, to help with distribution, was positive with a good return on investment.



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

Supporting this project will drive tourists to local businesses all year long, which will support our local economy during the tourism high-season, but also the low-season.

The wine industry in the Umpqua Valley provides hundreds of jobs at different levels of the industry—from vineyard jobs, to wine production jobs, to tasting room jobs. Supporting winery and vineyard businesses in the Umpqua Valley has the trickle-down effect, in turn supporting the local hospitality businesses too, like dining and lodging. The large vineyards also provide property tax revenue to the region.

The economic impact of the Oregon wine industry (state-wide) in 2022 was \$8.1 billion dollars. The Umpqua Valley's share of that is estimated to have a local economic impact in the \$10s of millions.

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

The Wine Trail Brochure will be distributed around the state of Oregon, enticing travelers to visit the Umpqua Valley and experience the bounty that we have to offer.

The Wine Trail Brochure will be distributed at the following locations, via Certified Folder Display Service:

- a. Oregon Welcome Centers: Portland Airport, Portland Airport Rental Car Facility, Oregon City, Seaside, Boardman, Ontario, Brookings, Klamath Falls, Ashland
- b. Rogue X Visitor Center in Medford, Oregon
- c. Medford Airport
- d. Eugene Airport (via contract directly with Eugene Airport)

We also plan to distribute the Wine Trail Brochure to hotels and tourism offices in other large regional areas: Eugene, Grants Pass, Medford, the Oregon Coast; plus at local wineries and with Brochure advertisers.

Advertisers will also be added to the Umpqua Valley Wineries website, free of charge, to promote those visitors planning their trips online.

Project Strategy:

Work on the Wine Trail Brochure will begin right away, starting with recruiting partners to advertise/list their business in the Brochure. Then design work will begin on the Brochure,



coordinating with each listing as to what they would like to say about their business. Contracts will then be signed with Certified Folder Display Service, and the Eugene Airport, and Brochures will be printed. The Brochures will then be distributed and visitor metrics will be gathered on a monthly basis.

This brochure will also entice people to visit during the off-season, since it will be distributed March - December. This will help local businesses and hotels with tourism revenue outside of their usual busy season.

Upon completion of the project/event...

Tasting rooms in the Umpqua Valley will start capturing visitor data in February 2025, and submit it to the UVWA on a monthly basis. The information will include where they're from, how long they're visiting for, and how they heard about the Umpqua Valley wine region. This will also determine if they're staying overnight, and if they've traveled from 50 miles or more outside of the area.

Explanation for requested amount:

Expected attendance:

A conservative assumption is that an average of 20 people (10 couples) per month will come to Roseburg because of the brochure. The program will run 10 months (March - December), so 20 people x 10 months = **200 visitors**. Wine tourists usually travel in couples and primarily stay overnight, so we will conservatively assume that 5 couples are staying 1 day, and 5 couples staying 3 days/2 nights.

Expected attendance revenue:

Based on the [2022 Travel Oregon Visitor profile](#), the average tourist spends \$259 per day in Oregon.

10 people at 1 day = $10 \times 1 \times \$259 = \$2,590$

10 people at 3 days = $10 \times 3 \times \$259 = \$7,770$

Added together is \$10,360 per month x 10 months = **\$103,600**

This equates to an additional \$103,600 annually for the local economy, with the majority of funds paying for accommodation in the City of Roseburg.

Labor Costs breakdown:

\$1,750 for design work (for Designer ZoePDX)

\$1,170 for project mgmt (for Marketing contractor)

\$1,125 for distribution in Eugene, Medford, Coast (for Marketing contractor)


\$375 to distribute to wineries and travel partners in the Umpqua Valley (for Marketing contractor)

\$520 Add advertisers to website (for Designer ZoePDX)

\$4,940 Total

**Wine Trail Grant Application
Appendix B**

It's All Here in the Umpqua Valley!



Welcome to the land of a hundred valleys, home to Oregon's oldest fine wine region. Discover over 30 wineries in the Umpqua Valley, a region of Southern Oregon with soils and microclimates so diverse that over 50 grape varieties thrive here. For generations, our artisan and family-owned wineries have remained dedicated to producing high-quality wines through sustainable farming and gentle winemaking practices.



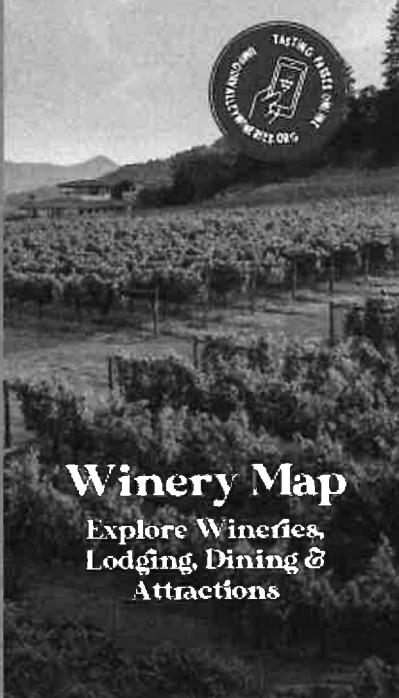
In a single afternoon, taste delicately nuanced Pinot Noir and Chardonnay from the east bordering part of the AVA, then taste full-bodied Tempranillo and aromatic Viognier from the warmer south. Everything you've been looking for... it's all here in the Umpqua Valley.

Drink it all in...

Explore our wine region with an Umpqua Valley Tasting Pass. Includes complimentary tastings and discounts throughout the valley.

TASTING PASSES AT
UMPUQUAVALLEYWINEERS.ORG

Umpqua Valley
WINEGROWERS ASSOCIATION
100 W. 2nd Street, Seaside, OR 97138
503.738.2222 or info@umpquavalleywineries.org

Winery Map

Explore Wineries,
Lodging, Dining &
Attractions

Umpqua Valley

WINEGROWERS ASSOCIATION

The Wineries

- 1 Abacela**
 Renowned for producing world-class Pinot Noir and Pinot Gris, we grow 17 different varieties that produce wines of exceptional quality and character. We offer award-winning, award-winning Pinot Noir, Pinot Gris, Pinot Blanc, and Pinot Meunier. 3200 Lookout Lane, Roseburg 541-679-6662 | abacela.com
- 2 Bradys Vineyard**
 We are a 2nd generation, farm-to-table and award-winning winery. Our tasting room overlooks 20 acres of grapes used exclusively for estate grown wine including Pinot Noir, Pinot Gris, Pinot Blanc, Pinot Meunier, and Pinot Blanc. 3000 Abacela Drive, Elsie 541-664-1888 | bradysvineyard.com
- 3 BRANDBORG**
 Cool climate cool-climate wine. 2015 Oregon Winery of the Year. 345 First Street, Elsie 541-584-2899 | brandborgwinery.com
- 4 COOPER RIDGE**
 Family owned winery with 400+2016 pinot noir vines. Outdoor patio, farm-to-table friendly. Award-winning wines from estate-grown fruit. 1360 Old Buckle Valley Road, Roseburg 541-473-2373 | cooperidgevineyard.com
- 5 AVID WINE**
 Estate wine, all grapes, 2016 wine, 2V farm-to-table, pet-friendly. Family owned and operated. 450 Hester Road, Elsie 541-523-9948 | avidwinery.com
- 6 GIRARDOT**
 Established in 1991, it is one of the oldest continuously owned and operated vineyard and winery in the Umpqua Valley. Home of the world famous Gewürztraminer. 100% Estate grown and dry hived wine. 605 Redden Road, Roseburg 541-679-7252 | girardotwinery.com
- 7 Kalina Creek**
 Regenerative farming meets passionate winemaking at our award-winning 1,000+ acre vineyard estate. Pinot Noir, Pinot Gris, Pinot Blanc and Pinot Meunier. 1575 Village Drive, Elsie 541-374-2826 | kalinacreekvineyard.com
- 8 HILLCREST**
 Oregon's oldest estate winery and the birthplace of Pinot Noir, Pinot Gris, and Pinot Blanc. We grow 10 Italian, French and Spanish varieties on our 27 farms. Make your wine. Not just in Elsie. Tasting daily. 148 Vineyard Lane, Roseburg 541-677-3709 | hillcrestvineyard.com
- 9 Josephine**
 Enjoy our large selection of estate produce wine, wood-fired pizza, local beer and coffee. Large outdoor patio and the old overing. 202 and 3rd Street 855 Lower Galilee Valley Road, Roseburg 541-677-3709 | josephinewinery.com
- 10**
 Our estate wine is estate-grown and produced with the best grapes for tasting and purchase in the Umpqua Valley. Estate in Elsie. Award-winning, delicious Pinot Noir and our gift provide delicious pairing for your collection. 14806 Highway 28, Elsie 541-584-2111 | knobbs.com
- 11 KNOX**
 Knox Family Winery is a farm-to-table and award-winning winery. We make award-winning Pinot Noir, Pinot Gris, Pinot Blanc, and Pinot Meunier. Our tasting room is located on the historic Knox Winery. 323 Independence Lane, Roseburg 541-900-1156 | knoxfamilywinery.com
- 12 LEXEME**
 Lexeme Wine Winery and Tasting Room is located on the historic Knox Winery. 1856 Bullock Road, Elsie 541-607-6056 | lexemewine.com
- 13**
 Estate grown wine produced on 200 acres. Daily. Come enjoy our wine and food with views of our vineyard. Stop for our events or to sit on your own wine or wedding. 803 Maple Road, Roseburg 541-673-6040 | oregonvineyards.com
- 14 OAKLAND CREEK**
 Historic Oakland Tasting Room showcasing wines from one of Umpqua's newest vineyards. Come and enjoy wine made from estate grown and locally sourced grapes that benefit from warm summer days and cool nights. 135 Laurel Street, Oakland 541-224-2666 | oaklandwinery.com
- 15 PAUL O'BRIEN**
 Umpqua Valley's first urban winery and open-air restaurant. Farm-to-table. Farm-to-table. Farm-to-table. 609 SE Pine Street, Roseburg 541-679-2380 | paulobrienwinery.com
- 16 REUSTLE**
 2024 Winery of the Year. Experience our wine from the Elsie Vineyard and our award-winning Pinot Noir, Pinot Gris, Pinot Blanc, Pinot Meunier, and Pinot Blanc. 1612 Oak Hill Road, Roseburg 541-679-6040 | reustlewinery.com
- 17**
 One of the top 100 wineries in Oregon. From the Elsie Vineyard and our award-winning Pinot Noir, Pinot Gris, Pinot Blanc, Pinot Meunier, and Pinot Blanc. 1300 Hill Street, Elsie 541-584-2899 | reustlewinery.com
- 18**
 Big Oregon Best Farm. Estate. Open-air restaurant. California Pinot, Pinot Gris, Pinot Blanc, Pinot Meunier, Pinot Gris, Pinot Blanc, Pinot Meunier. 494 Winery Lane, Roseburg 541-679-6040 | oregonvineyards.com
- 19**
 Family owned and operated, featuring a rustic farm setting, delicious wine, great views from the large patio, beautiful Pinot Noir, Pinot Gris, Pinot Blanc, Pinot Meunier, and Pinot Blanc. 1740 Redden Meadows Lane, Oakland 541-600-1899 | estatewinestate.com
- 20 TRILLA**
 Umpqua Wine 2024 Urban Tasting Room in downtown Roseburg. Enjoy a tasting 8 per cent wine by the glass and bottle purchase. 1000 1st Street, Roseburg 541-671-3938 | trillawinegrape.com

UMPQUA VALLEY



Get Your Tasting Pass Online

Pass includes complimentary tastings and discounts. Across the valley. Details at our website!

- 21 TRIPLE (AKA) "WINE TASTING"**
 Triple Oak Wine and Gallery, located in the beautiful old bank in historic Coos Bay. Come taste our wine and relax with a glass and a snack. Our Wine Room guest suite is at Allie's Inn. 127 Laurel Street, Oakland 541-679-2380 | tripleoakwinery.com
- 22 UNPQUA**
 Southern Oregon Wine Institute at Umpqua Community College offers quality education in Winemaking, Grape Growing and Wine Marketing. Please contact us to schedule a wine tasting at the winery. 1540 Umpqua College Road, Roseburg 541-650-6629 | unpqua.com
- 23 White Rabbit Ridge**
 Private tastings by appointment, groups up to 20. High elevation vineyard. Beautiful views from our tasting room. Over 15 different Pinot and Pinot Blanc grapes and Pinot Blanc and Pinot Blanc grapes to taste. 5926 Flamingo Valley Rd, Roseburg 541-580-3340 | whitelabridgevineyard.com

Hospitality

Attractions & Events

Lodging

Bar Run Golf & RV Resort

420 Shady Grove, Roseburg
541-623-8200 | barungolf.com
Cree cottages and spacious high-end coaches RV pads, with scenic views of both the golf course and forest. 5-hole mini-golf. Located in our own 400-acre, 18-hole, 9-hole in our Putt-Putt Junior-sports facility, or relax with a float down our 1/2 mile river.

Ball Sister Flats

630 SE Main Street, Roseburg
541-888-4332 | ballsisterflats.com

Experience a historic modern home - a special experience in the historical heart, located in the heart of downtown Roseburg. Relaxation made with the modern fully furnished upscale suites with kitchen. But we're located on the second story of a 1909 building.

C.H. Bailey House

121 Market Road, Roseburg
541-315-0044 | chbaileyhouse.com

Historic historic country retreat with beautiful modern amenities and amazing views. Complimentary local wine and beer, and a full gourmet breakfast.

Cooper Ridge Vineyard Guest House

1819 Old Gordon Valley Rd., Roseburg
541-671-8273 | cooperidgeguesthouse.com

Enjoy waking up each morning overlooking the view from your balcony. Days in the hot sun in your private complimentary observation tower and world class wine tastings and public with spectacular views of the Umpqua River and valley. Sleep up to four in one of two bedrooms with King size beds.

Hampton Inn & Suites

1520 20th Street SW, Roseburg
541-682-4232 | hamptonroseburg.com

located off I-5 in Roseburg, we are less than a 10-minute drive from Umpqua Valley Wineries, and the Umpqua Valley is 20 miles away. Breakfast and WiFi are free, and our hotel includes a heated indoor outdoor pool and a 24-hour fitness center.

Holiday Inn Express

376 W. Hamard Ave., Roseburg
541-673-7610 | hie.com

5 suite 124. All rooms have a four-poster view and WiFi. Guests can enjoy our indoor pool, spa, and breakfast.

Renaissance Vineyards Inn

712 Oak Hill Road, Roseburg
541-623-4848 | renaissancevineyards.com

Private, air-conditioned cottage house furnished with full amenities. The main floor offers comfortable living space, kitchen and bathroom covered and in the main hall. Restaurant has a queen bed with a full bath.

Seven Feathers Casino & Resort

166 Chief Mowata Lane, Coquille
541-623-2881 | sevenfeathers.com

Delight in the thrill of Reno-style gaming, fabulous food and beverages, nightly entertainment, a full service spa, indoor pool, Ross casino, a nationally recognized RV resort and unmatched personal service.

Whitetail Ridge Vineyard Cottage

1920 Pleasant Valley Rd., Roseburg
541-688-1248 | whitetailcottage.com

Mountain retreat featuring beautiful views, wine, staggered floor, open-plan living and dining areas. Visit whitetailcottage.com and choose the accommodation to book.

Dining

Dina's Ristorante Italiano

404 SE Jackson Street, Roseburg
541-623-0143 | dinas.com

Classic Italian dishes featuring House made pasta, Ossu Bone, Tronchi & other regional regional specialties. Vegetarian, vegan & gluten free pasta options available. Offering since Italian Hospitality for over 30 years. Reservations recommended.

True Kitchen + Bar

427 SE Main Street, Roseburg
541-365-8000 | truekitchenandbar.com

New American cuisine in an inviting, upscale setting. Offering local wines, craft cocktails and a diverse menu made from quality ingredients. Reservations recommended, walk-in welcome.

Shop & Sip

The Wine Destination

636 SE Jackson Street, Roseburg
541-673-3881 | thewinedestination.com

Up, Close & Personal! The wine destination is your passport to the world of wine. 1902 is a wine store, wine bar and cheese shop with options from all over the world. Come experience all available too to offer.

Attractions

Bar Run Golf Course

420 Shady Grove, Roseburg
541-623-8200 | barungolf.com

Spectacular new 18 hole golf course designed by Pacific Northwest Value Golf. Located along the South Umpqua River. Enjoy the 43rd hole, one of the golf course's most anticipated new golf courses in the world.

Seven Feathers Casino & Resort

166 Chief Mowata Lane, Coquille
541-623-2881 | sevenfeathers.com

Delight in the thrill of Reno-style gaming, fabulous food and beverages, nightly entertainment, a full service spa, indoor pool, Ross casino, a nationally recognized RV resort and unmatched personal service.

Wildlife Safari

2700 Sunset Road, Westport
541-437-4741 | wildlifesafari.net

Oregon's premier 400-acre drive-thru safari park featuring over 150 native and exotic animals from Africa, Asia and the Americas. Spectacular in-view close animal encounters.

Wine Tours

Touch of Class Limousines

4400 Helgata Street, Roseburg
541-678-2323 | touchofclass.com

Private, luxury and custom limousine tours with over 10 years of winery experience in the Umpqua Valley. Specializing in wine tours or any special occasion. Call today to book your next special experience.



ANNUAL CELEBRATION
of the Grape



Don't miss Oregon's oldest wine celebration, The **Greatest of the Grape** is an annual event presented by the Umpqua Valley Winegrowers Association every year. Taste your way through the valley's diverse red and white wines—with appetizers to pair.

Feb 1st - View all events and get tickets
2025 at UmpquaValleyWinefest.org

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

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

Amount Requested \$ 7,499.00

Project/Event Name: Digital Marketing Campaign

Applicant Organization: Umpqua Valley Winegrowers Assn.

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: PO Box 447 Roseburg, OR 97471

Phone: 541-673-5323

E-Mail Address: info@UmpquaValleyWineries.org

Responsible Party & Authorized Signer: Ali Rodgers

Co-Sponsors (if applicable):

Description of Project/Event:

See attached Appendix A

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

See attached Appendix A

Objectives of the Project:

See attached Appendix A

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

See attached Appendix A

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

See attached Appendix A

Project Strategy:

See attached Appendix A

Have you previously applied for funding from the City?

Yes No If so, when? Spring 2024

Amount granted \$12,349

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

See attached Appendix A

Alison Rodgers

Digitally signed by Alison Rodgers
Date: 2024.12.31 14:33:09 -08'00'

Date 12/31/2024

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

Date 12/31/2024

Co-Sponsor Typed Name and Signature

Date 12/31/2024

Co-Sponsor Typed Name and Signature



Digital Marketing Campaign Grant Application Appendix

Description of Project/Event:

Create a digital marketing campaign to be published across multiple social media platforms and via email newsletters to draw visitors to Umpqua Valley wine country.

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

This project will seek to increase tourism by promoting the region as a "wine country" to the lucrative wine consumer/traveler market.

We also plan to run this campaign during the off-season: Labor Day through Memorial Day. April & May are especially green and beautiful times to go wine tasting. September, October, and November spans the annual grape harvest, which is an exciting time for consumers to visit and learn more about winemaking.

According to the [2022 Vineyard & Wine Economic Impact study](#) the impact of wine-related tourism in Oregon contributed \$758.4 million in revenue to the state economy. The Umpqua Valley is currently only receiving a small share of that pie, because wine tourism is not promoted to its fullest extent. With more of a focus on the Umpqua Valley as a wine tourism destination, as this project would do, Roseburg would be able to generate \$100s of thousands of dollars in additional tourism revenue.

Objectives of the Project:

Our objective is to take existing content—videos and photos—and supplement them with new/fresh images and video snippets to create imagery that convinces potential wine travelers to plan a visit to the Umpqua Valley. This will be published on different platforms as paid and unpaid content.

Deliverables include still images with a catchy campaign slogan, plus videos of different lengths for different platforms:

- Facebook: 2 videos of 60 seconds each
- Instagram: 4 videos of 30 seconds each
- YouTube: 1 video that is 2 minutes long

Some of these videos will be used in conjunction with an Umpqua Valley Wine Country "Getaway" sweepstakes, to generate "organic" (unpaid advertising) views, and drive consumers to our website where they can begin planning their trip. The sweepstakes promotion will run during the 2025 calendar year, also enticing website visitors to sign up for our mailing list, which



Digital Marketing Campaign Grant Application Appendix

increases the reach of our newsletter marketing campaigns. The getaway will include accommodation, dining, and wine that has been donated by local businesses. These different businesses in the Umpqua Valley will be featured in images and video to entice signups, plus this will also promote the businesses that have donated these items.

Funds from this project will also be used to “boost” these images and videos on their respective platforms to get more eyes on them (paid advertising).

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

This digital marketing campaign will use photographic images and video to showcase the City of Roseburg and the Umpqua Valley. We plan to use existing footage, as [showcased on our homepage](#), and edit the video segments into shorter reels. (We also have more of this footage available in our archives.) As you can tell, this footage not only shows local wineries and vineyards, but highlights other attractions in the area including rivers, waterfalls, hiking areas, and Crater Lake.

According to the [2022 Vineyard & Wine Economic Impact study](#), the wine industry brought over \$132 million in Wine-Related Revenue to Douglas County in 2022. This included 858 wine industry related jobs generating over \$30 million in wages in Douglas County, plus 544 indirect & induced jobs in Douglas County. The more we can invest in wine tourism promotion, the more this number will grow, having a spillover effect on the local economy.

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

This marketing campaign will target wine lovers in the north west via Facebook, Instagram, and YouTube. We specifically chose a digital marketing campaign—instead of print—because we are able to scope our audience to people already interested in wine. We can omit paying for views from an audience below a certain age that might not a) be of legal drinking age, or b) have the discretionary funds to spend on wine.

We are also able to target wine consumers that live in regions that are more apt to visit the Umpqua Valley. The geographic focus of this campaign will be Eugene, Grants Pass, Medford, and the Southern Oregon Coast, with a smaller focus on the Portland metro area.

A digital campaign also enables us to measure which advertisements are getting the best response—measured by clicks and interactions—and focus on those ads.



Digital Marketing Campaign Grant Application Appendix

Project Strategy:

We plan to start with research to define specifically what people are searching for, which will drive content creation, so that we are creating the tourism experience that people want. Video editing will then take the existing content and modify it into different videos. Copy editing will deliver phrasing to hit keywords and search terms that we will want to use when placing the ads. Graphic design will tie everything together and produce visually appealing ads.

While the experts at ZoePDX are working their craft, the UVWA will approach local businesses to solicit items to be included in the Umpqua Valley Wine Country "Getaway" sweepstakes. These items will then be compiled and listed on our website, and the sweepstakes will begin.

Upon completion of the project/event...

We will be able to measure the "reach" of this campaign as it relates to video/image views, and we can also measure the "click-thru" rate of people that clicked on a post/ad to visit our website. From our website, we can then see how many people went to the "Visit" section of our website to start planning their trip.

Umpqua Valley Tasting rooms will start capturing visitor data in 2025 and the UVWA will compile that information on a monthly basis. Under the "how did you hear about our region" section of visitor data, we will be able to tell how many people mentioned that they heard about our region on Facebook, Instagram, or YouTube. This will then be directly attributable to this campaign.

Explanation for requested amount:

Expected visitor revenue:

Based on the [2022 Travel Oregon Visitor profile](#), the average tourist spends \$259 per day in Oregon. 400 visitors at \$259 = \$103,600 revenue generated in the area—primarily spent on lodging in the City of Roseburg.

Labor Costs breakdown:

- Market Research \$1,500
- Video editing \$1,250
- Copy editing \$1,000
- Graphic design \$750

Advertising breakdown:

- Facebook \$1,750



Digital Marketing Campaign Grant Application Appendix

- Instagram: \$2,500
- YouTube: \$750

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 \$ 6500

Project/Event Name: 8th Annual Lavender Festival & Farm Tour

Applicant Organization:

Governmental Entity Non-Profit Organization Business Enterprise

Address: 508 Lower Garden Valley Rd, Roseburg OR 97477 Phone: 541-817-6111

E-Mail Address: keri@growingmiracleslavendergarden.com

Responsible Party & Authorized Signer: Keri Roid

Co-Sponsors (if applicable):

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

Have you previously applied for funding from the City?

Yes No If so, when? 2021, 2022, 2023 & 2024 Amount granted \$4999 per year

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

We will use the Capture Cards again in 2025 along with the clickers to count vehicles.

Date 12/31/2024

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

Date 12/31/2024

Co-Sponsor Typed Name and Signature

Date 12/31/2024

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: 6500

Project/Event Name: 8th Annual Lavender Festival & Fair

Date of Project/Event: July 11-13, 2025

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

Expected attendance: 15000

Expected attendance revenue: \$200,000

Other Revenues (Without City funds):

Type	Amount
Vendor Applications (80 x \$200)	16000
_____	_____
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____
 Estimated Expenses:	
Materials and Supplies	8300
Labor Costs	2500
Advertising	6900
Capital Outlay	1000
Total Expenditures	18700.00
Net Income/Loss without City Participation	(2700)
City Funding Request	6500

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

Tourism Grant Application Exhibits # 1-8

EXHIBIT #1 – Description of Project/Event

Growing Miracles Lavender Garden is hosting the 8th Annual Lavender Festival & Farm Tour July 11-13, 2025. 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. 2022 just blew every other year out of the water with considerably more visitors and an estimate of at least \$200,000 in sales. 2023 and 2024 equaled that attendance and exceed the sales figures. 2025 is projected to equal or exceed those numbers. This figure is garnered from a sample of 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 in 2025 with a large portion of those coming from out of the local area.

Each day, we offered 80 vendor booths, and anticipate the same for 2025. We will have essential oil distillation demonstrations, lavender de-budding demonstrations, and yoga in the lavender field classes each day. 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 have also partner with a local FFA chapter to facilitate parking, and to sell Lavender Lemonade with all proceeds donated to that chapter. In six of the past festival seasons, this has allowed us to donate \$23,972 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.

In 2022, we began using what we call 'Capture Cards' as entry to a drawing each day for a giant gift basket of goods donated by the vendors. In 2023, 487 entries were received and analyzed. Most of these cards indicated Roseburg and the surrounding areas. Southern Oregon was represented as were

the Portland areas, north coast, Oregon's Bay Area, Eugene/Springfield plus more. We had attendees from Washington, California, New York, Oklahoma, Hawaii, Arizona, Salem, Seaside.

For the second year of using the Capture Cards, word of mouth was most indicated as how the attendees learned of the festival which includes us talking about it beginning the day after the last festival and all of the Save the Date cards we hand out, Facebook/Instagram is next, and signage has been effective. Online/website/internet/Google gathered mentions and posters too. News Review ads and stories radio ads are indicated as well.

EXHIBIT #3 – Objectives of the Project:

The objectives of the 8th 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 self-led tour occurs through each day to demonstrate the farm operation. More than 80 local vendors are expected 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 like 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, as in previous years, 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 1,000 festival Save the Date handouts throughout our local area but also in events in Lane and Coos Counties. This year will include distribution at shows in Portland, Klamath Falls, 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 fliers 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. This year I do not have the poster design ready but it will be similar to previous years. This years photo was my winner in a contest I ran on Facebook and Instagram from photos taken during last year's festival. Kevin Eckerman is the winner.

We will have professional social media promotions through Facebook, Instagram and our website.

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.

We place 45 signs around the area advertising the festival and marking the route to the festival and now have seven 4x4 signs for greater visibility. I am also planning on purchasing 3 new banners to hang in areas we have not had signage previously.

In addition, but outside of the scope of what we are asking to be funded through this grant, Growing Miracles Lavender Garden has been featured each year on a radio interview with Kyle Bailey. Again this year, we will reach out to Anvil Northwest to ensure the festival is included in all the available marketing of our area. We utilize the Calendar of Events that are available to us. Three years running now we have been gifted a giant digital billboard along I-5 in Salem by Anvil Northwest. Our only cost has been to have the image designed.

EXHIBIT #7--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 information provided in EXHIBIT #4, benefits to the community aside from tourism include this: The booth sales of each individual vendor have been outstanding and have grown each year. This is how many of these vendors make their living so every dollar spent here at the festival circulates again through the economy whether it be what puts the next meal on the table for that vendor or whether it pays utility bills. For other vendors, their booth is their 'side hustle' and the income

they generate goes to their family's luxuries such as attending movies, bowling, meals eaten out, Wildlife Safari and the like. In my case, my luxury every year after festival is a new pair of shoes—generally because I've walked through the soles of my current pair when the festival ends. The past two years, I actually rented a golf cart!

The Lavender Festival showcases the Roseburg area in a couple of ways: first, the drive to the festival takes visitors past many wineries, by productive farms and businesses—including the hazelnut orchards in our little valley, and through some of the amazing natural scenery. They pass golf courses, the beautiful Umpqua river and mountain views. A day here reminds people that agriculture is critical and thriving and fun and it supports the heartbeat of our area.

EXHIBIT #8 – Describe how the applicant intends to garner this information (how many people visited Roseburg as part of this event)

We will continue with a repeat of the drawings using the existing Capture Cards with each card including location information upon submitting the card for drawings for various donated prizes. The FFA students keep a clicker count of cars but the number from 2024 was not reported.

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.*

Amount Requested: \$7,500

Project/Event Name: Experience Umpqua Lavender and Wine Trail Tours

Application Organization: Business Enterprise

Address: 237 Rowan St, Roseburg, OR 97471 **Phone:** (541) 238-3023

E-mail Address: info@experienceumpqua.com

Responsible Party & Authorized Signer: Tristyn Whisler, Owner

Co-sponsors: (if applicable): N/A

Description of the Project/Event:

Experience Umpqua is a locally owned tour operator that curates tours and provides transportation for tourists and locals to experience the unique offerings of the Umpqua Valley. Funds will support the promotion of the 1st Annual Umpqua Lavender & Wine Trail. The trail is a captivating full-day sightseeing lavender and wine experience package. Bringing the inspiration and popularity of the lavender fields and wine in Provence, France to our very own Douglas County. These tours are during the peak blooming season of June through August and allow visitors and locals to explore the beauty, flavors, and sensory delights of lavender farms and wineries.

Our tour experience will touch on the unique differences between local lavender farms and wineries spanning from Oakland to Tenmile, Oregon. Guests will learn about the organic and naturally grown, manually operated boutique farms to large scale commercially run farms. Locals and visitors can learn more about the vast number of grape varietals and lavender cultivars that can be grown in the Umpqua Valley.

Guests can reserve private tours and join-in tours by visiting our website, landing page or call. For join-in tours, a minimum of four and maximum of eight guests can participate in the lavender and wine trail tour. For private tours, a maximum of 10 guests can participate. Tours include reservations and

event planning services, wine tour tips and survival kits, complimentary water, complimentary digital photos, and safe, reliable transportation throughout the adventure. Guests reserving private tours can add-on additional services including lunch or dinner for the party.

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

Hosting the Lavender and Wine Trail Tours will benefit the Umpqua Valley by attracting tourists to explore this region’s offerings. By creating an immersive and memorable experience, the tours aim to encourage visitors to spend more time in the area, supporting restaurants, hotels and other accommodations like Airbnb, Hip Camps and Harvest Hosts, and other local tourist attractions. For decades people have travelled to France for these tours. This is an opportunity for Roseburg to be on the map and draw lavender and wine lovers from all over the state and throughout the country.

These tours will increase local sales by safely transporting guests to local wineries and lavender farms during the peak season and off-season months. We aim to increase awareness of the outstanding local wineries and lavender farms to visitors and locals to boost sales of local wine and lavender products. These tours will also promote future opportunities for visitors to engage with the Roseburg economy by participating in events including destination weddings, private parties, workshops/classes, outdoor live music, etc. More people are planning rural escapes in a country setting. These guided tours will introduce tourists to our beautiful landscapes and relaxing spaces; inspiring people to come back for more. Studies show that people desire to escape from their daily routines and are motivated to travel to places that promote relaxation to improve their well-being. We have a unique opportunity to inspire visitors to make Roseburg their annual vacation destination to improve their health by experiencing the great outdoors and connecting with others. Our local lavender farms add value to this experience as visitors learn about the healing properties of lavender while experiencing the serenity of lavender fields.

Objectives of the Project:

The objective of this project is to host Annual Lavender and Wine Trail Tours that bring significant benefits to the Umpqua Valley by attracting tourists to explore the region’s diverse offerings. These tours highlight the unique charm of local farms and wineries, increasing visibility for small businesses and driving sales of locally produced goods. By creating an immersive and memorable experience, the tours encourage visitors to spend more time in the area, supporting restaurants, accommodations, and other local services. This influx of tourism boosts the local economy, creates opportunities for future events, and fosters sustainable growth for Douglas County's agritourism industry.

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

These tours will boost local sales by bringing visitors to wineries and lavender farms during both peak and off-season months, creating year-round economic opportunities. Many of these businesses are expanding their online presence to grow their customer base, and we aim to encourage visitors to continue purchasing wine and lavender products long after their tours. Additionally, the tours will support local restaurants and other businesses by driving foot traffic and promoting the Umpqua Valley as a thriving destination for agritourism and community engagement.

Most importantly, The Umpqua Lavender & Wine Trail along with Signature Wine Tours throughout peak season will support Experience Umpqua's ability to provide affordable activities in the off-season, focused on families and local events including but not limited to:

- Visiting farms and farm stands for Pumpkin Patch Tours - October-November 2025
- Festival of Lights Tours - November-December 2025
- Axes, Alleys & Aces Tour (A fun-filled day of bowling at Ten Down, indoor golf at Cattle Dogs Gold Center and Axe throwing at The Blade Axe House) - September 2025-May 2026
- Wine Harvest Tour - September 2025
- Other winery and lavender farm events such as Greatest of the Grape, The Annual Lavender Festival, Annual Harvest Tours, U-pick events with self-guided tours, etc.

Project and Marketing Strategy (Target Market & Audience) - How and where will this be promoted?

The Lavender and Wine Trail Tours project strategy is designed to showcase the Umpqua Valley's unique charm through partnerships with three lavender farms and six wineries. These tours will offer guests a curated journey, beginning and ending at designated wineries, with a lavender farm visit as the heart of the experience. We will provide a minimum of nine join-in tours during the season, along with private party options, ensuring flexibility for both locals and visitors. Our local lavender farms—Goebel Family Farm in the north, Growing Miracles Lavender Garden in the central region, and McLeod's Lavender in the south—enhance the tours with unique offerings such as u-pick opportunities, oil distillation demonstrations, plant sales, and handcrafted lavender products. The wineries involved will complement the experience with wine tastings, fostering a deeper appreciation of the region's agricultural and viticultural heritage.

To attract visitors and promote bookings, Experience Umpqua will implement a comprehensive marketing strategy designed to increase visibility and drive engagement. This strategy includes distributing visually appealing rack cards and brochures to key locations such as hotels, visitor centers, and local businesses, ensuring travelers can easily discover our unique tours. Social media will play a crucial role, using Facebook and Instagram advertisements reaching our target demographic. This target demographic are men and women aged 28-65 with disposable income. Another target market are hotel guests within a specific radius (i.e. Roseburg, Eugene, Medford) during peak travel times. These ads will highlight the benefits of booking our tours, such as stress-free exploration, curated experiences, and access to the best of Douglas County's wine,

lavender fields, and other attractions. Continual brand awareness campaigns will showcase the uniqueness of our offerings and encourage early bookings, ensuring a steady stream of interest throughout the year.

Additional promotional efforts include distributing information through tourism-focused organizations such as Umpqua Valley Winegrowers Association, Travel Oregon, Travel Southern Oregon, Northwest Lavender Association, and the United States Lavender Association to reach a broad audience and drive bookings. To evaluate the project's success, pre- and post-tour surveys will gather feedback on how guests discovered us, their travel motivations, and overall satisfaction, ensuring we continuously refine and improve the tour experience.

We will also strengthen partnerships with local businesses, such as hotels, wineries, and farms to create referral programs and collaborative promotions that drive mutual success. By targeting this diverse demographic—visiting professionals, couples, and retirees seeking unique travel experiences—we'll tap into a market of individuals who value memorable, well-organized activities during their stay, ultimately boosting local tourism and economic growth.

Have you previously applied for funding from the City? No

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

We will garner valuable information about our guests by implementing a pre-tour survey during the booking process. These surveys will include three key questions: How did you hear about us?, Where are you visiting from?, and What brought you to the area? The responses will provide insights into the effectiveness of our marketing efforts, the geographic reach of our tours, and the motivations of our visitors. We will also utilize post-tour surveys to determine the overall satisfaction of the Experience Umpqua and local accommodations.

All data collected from these surveys will be recorded and organized in a "Bookings" spreadsheet. This spreadsheet will allow us to track trends, measure the success of promotional strategies, and refine our outreach to target demographics more effectively. This systematic approach ensures we can evaluate and report on the impact of the Lavender and Wine Trail Tours while identifying opportunities for future growth.

Tristyn Whisler 

Date 12-30-24

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

BUDGET PROPOSAL

Amount Requested: \$7,500

Project/Event Name: Experience Umpqua Lavender and Wine Trail Tours

Date of Project/Event: June 2025 - August 2025

Do you charge for attendance? Yes If yes, how much? \$75/person for "Join-in" & \$120/hr for private

Expected attendance: 110 People Expected attendance revenue: \$16,650

Other Revenues (Without City funds):

Type	Amount
<u>Add-on Lunch</u>	<u>\$2,000</u>

Total Non-Tourism Funds **\$18,650**

Estimated Expenses:

Materials and Supplies	<u>\$5,890</u>
Labor Costs	<u>\$6,000</u>
Advertising	<u>\$7,500</u>
Capital Outlay	<u>\$1,875</u>

Total Expenditures **\$21,265**

Net Income/Loss without City Participation (\$2,615)

City Funding Request \$7,500

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

We are requesting funds to support our advertising budget to increase awareness of our services and build momentum as a start-up business dedicated to promoting tourism and strengthening the local economy in the Umpqua Valley. Our projected revenue for the Lavender and Wine Trail Tours 3-month peak season is \$18,650, based on hosting 9 "join-in" tours with an average of 6 participants at \$75 per person and 21 private tours averaging 5 hours at \$120 per hour. Additionally, half of the private tours are expected to include an optional lunch for 10 tours, with an average of 5 participants at \$35 per person.

Expenses for the project total \$21,265, including \$5,890 for materials and supplies (gas, insurance, permits, registration, maintenance, cleaning fees, food, and business subscriptions), \$6,000 for labor costs, \$7,500 for advertising, and \$1,875 for the van lease. The advertising breakdown includes \$2,000 to brand the van, \$1,625 for print advertisements, \$1,500 for peak season digital campaigns, \$1,000 for year-round brand-awareness campaigns, \$500 for a 6-month photo distribution and CRM system, and \$600 for partner membership and brochure ad with the Umpqua Valley Winegrowers Association, and \$275 for guest welcome kits. Without assistance from the city tourism grant funding, we anticipate a net loss of \$2,615.

Support from this grant will enable us to execute our advertising strategy effectively, drive awareness, and foster a flourishing economy for local wineries, lavender farms, and surrounding businesses. Additionally, any net income from this project will help us offer affordable tours for locals during the off-season, ensuring that our services remain accessible to the community year-round.

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

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

Amount Requested \$ 7,500

Project/Event Name: Roseburg Wine and Outdoor Adventure Initiative

Applicant Organization: The Berd Haus Vacation Rental

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 354 W. Berdine St. Roseburg, OR 97471

Phone: 541-595-8187

E-Mail Address: westhosttravel@gmail.com

Responsible Party & Authorized Signer: Gary Huhn

Co-Sponsors (if applicable):

Description of Project/Event:

Due to space limitations in this form, I have provided detailed responses in the attached document titled "Appendix I- Tourism Grant Application - Fall 2024." The attachment corresponds to all questions where space was insufficient. Please refer to it for complete answers.

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

Objectives of the Project:

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

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

Due to space limitations in this form, I have provided detailed responses in the attached document titled "Appendix I- Tourism Grant Application - Fall 2024." The attachment corresponds to all questions where space was insufficient. Please refer to it for complete answers.

Project Strategy:

Have you previously applied for funding from the City?

Yes No If so, when? Amount granted \$

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

Due to space limitations in this form, I have provided detailed responses in the attached document titled "Appendix I- Tourism Grant Application - Fall 2024." The attachment corresponds to all questions where space was insufficient. Please refer to it for complete answers.

Gary Huber

Date 12/27/2024

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

Date 12/27/2024

Co-Sponsor Typed Name and Signature

Date 12/27/2024

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: 7,500

Project/Event Name: Roseburg Wine and Outdoor Adventure

Date of Project/Event: Ongoing starting February 2025

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

Expected attendance: N/A (tourism initiative)

Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type

Amount

Due to space limitations in this form,

I have provided detailed responses in the attached document

titled "Appendix I- Tourism Grant Application - Fall 2024."

Please refer to it for complete answers.

Total Non-Tourism Funds

Estimated Expenses:

Materials and Supplies

Labor Costs

Advertising

Capital Outlay

Total Expenditures

Net Income/Loss without City Participation

City Funding Request

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

Appendix I
Tourism Grant Application - Fall 2024
City of Roseburg, Oregon

Amount Requested: \$7,500

Project/Event Name: Roseburg Wine and Adventure Connection

Applicant Organization: The Berd Haus Vacation Rental

Governmental Entity Non-Profit Organization Business Enterprise: Business Enterprise

Address: 3564 W. Berdine St. Roseburg, OR 97471

Phone: 541-595-8187

E-Mail Address: westhosttravel@gmail.com

Responsible Party & Authorized Signer: Gary Huhn

Co-Sponsors (if applicable): Experience Umpqua, Local Wineries, Outdoor Outfitters

Description of Project/Event:

The Roseburg Wine and Adventure Connection aims to integrate The Berd Haus into the city's existing tourism ecosystem by offering a personalized hub for wine and outdoor adventure tourism. This initiative includes:

1. Enhancing digital resources with personalized lodging information and interactive trip-planning tools.
 2. Promoting curated "stay and explore" packages in collaboration with local wineries and outdoor outfitters.
 3. Running strategic marketing campaigns to attract tourists and showcase Roseburg's unique offerings.
-

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

This project supports the City's objectives by:

1. Expanding awareness of Roseburg as a premier destination for wine and outdoor tourism through targeted digital advertising.
2. Leveraging and enhancing an existing wine trail map by personalizing it with interactive features and accommodation information.

3. Driving increased bookings for local lodging, tours, and activities, particularly during off-peak seasons, through exclusive promotional packages.
-

Objectives of the Project:

- Increase overnight stays at The Berd Haus vacation home and other local accommodations.
 - Promote Roseburg as a destination for wine enthusiasts and outdoor adventurers.
 - Strengthen partnerships with local businesses to create a more cohesive tourism ecosystem.
-

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

The initiative will highlight Roseburg's unique blend of wineries and outdoor adventures, boosting visibility for local businesses and encouraging longer stays. It will create economic benefits by:

1. Generating additional revenue for partner businesses (wineries, outfitters, and tour operators).
 2. Increasing visitor spending at restaurants, retail shops, and other local establishments.
 3. Building Roseburg's reputation as a vibrant and accessible tourism destination.
-

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

Target Market:

The Roseburg Wine and Adventure Connection aims to attract a diverse group of travelers, including:

- Wine enthusiasts from California, Idaho, Nevada, Oregon, and Washington seeking immersive tasting experiences.
- Couples looking for romantic getaways in scenic surroundings.
- Families seeking unique, memory-filled vacations.
- Bachelorette parties and girlfriends' wine weekends for bonding experiences among friends.
- Avid fishers and hunters exploring the rich natural resources of the Umpqua Valley.
- Outdoor adventure enthusiasts interested in hiking, kayaking, mountain biking, and other recreational activities available in the area.

Promotion Channels:

1. Digital Marketing:

- Run targeted Google Ads campaigns with keywords tailored to wine, outdoor adventures, and regional travel.
- Launch social media campaigns on platforms like Facebook and Instagram, focusing on visually compelling imagery and storytelling.
- Engage in influencer marketing by collaborating with regional travel, wine, and outdoor adventure influencers to expand reach and build credibility.
- Develop an email marketing campaign aimed at past guests and targeted demographics to announce special promotions and curated packages.

2. Partner Promotions:

- Collaborate with local wineries, outdoor outfitters, and tour companies to create cross-marketed “stay and explore” packages.
- Offer exclusive discounts and promotions through these partnerships, ensuring mutual benefits and broader visibility.

3. Regional and Online Tourism Networks:

- Leverage platforms like Experience Roseburg and Experience Umpqua to promote curated packages, pending their promotional guidelines.
 - Collaborate with local wineries and tour operators to include The Berd Haus in their promotional materials, such as tasting room brochures and event itineraries.
 - List packages and promotions on popular travel planning sites and forums, such as TripAdvisor, Visit Oregon, and niche adventure platforms.
-

Project Strategy:

The Roseburg Wine and Adventure Connection strategy focuses on creating an integrated, dynamic, and collaborative approach to attract both wine enthusiasts and outdoor adventurers:

1. Develop Exclusive Curated Packages:

- Create customizable “Wine and Adventure” packages that combine luxury accommodations with exclusive activities, such as guided wine tastings, private fishing & hunting charters, and hiking tours.
- Offer seasonal promotions like “Spring Blossoms and Bottles” or “Autumn Adventures and Wine Trails” to encourage off-peak tourism.

2. Interactive Digital Presence:

- Build an interactive online platform showcasing The Berd Haus alongside a dynamic wine trail and outdoor adventure map, allowing visitors to explore itineraries tailored to their preferences.
- Include detailed itineraries, partner links, and package booking capabilities for seamless planning.

3. Geo-Targeted Campaigns:

- Utilize digital advertising to target high-interest regions within a 200-mile radius, emphasizing the Umpqua Valley's unique offerings.
 - Highlight The Berd Haus as a central hub for exploring Roseburg's wineries and natural attractions.
- 4. Local Collaboration and Community Integration:**
- Partner with wineries to host on-site tastings or meet-the-vintner experiences exclusively for guests.
 - Work with outdoor outfitters to create exclusive adventure packages like "Catch and Sip," which combines fishing trips with wine tastings.
 - Offer a discount card for Berd Haus guests to use at partner locations, driving traffic and supporting local businesses.
- 5. Expand Awareness through Media:**
- Pitch stories to travel and wine-focused publications, blogs, and podcasts to increase regional awareness of The Berd Haus and its unique offerings.
 - Collaborate with local photographers and videographers to create high-quality marketing assets showcasing the experiences available to guests.
- 6. Enhance On-Site Guest Experience:**
- Provide guests with a welcome package including vouchers to wineries and outfitters, along with a curated guidebook to the Umpqua Valley.
 - Create an ambiance that encourages repeat visits, such as personalized thank-you gifts featuring local products like wine or artisanal crafts.
-

Describe how the applicant intends to garner information on tourist visits:

Data collection methods include:

- Surveys distributed to guests at The Berd Haus and partner establishments.
 - Tracking bookings for wine tours and outdoor adventures through partner reports.
 - Analytics from the dedicated website and marketing campaigns, including clicks and conversions.
-

Date of Project/Event: Ongoing starting February 2025

Do you charge for attendance? No

Expected attendance: N/A (tourism initiative)

Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type: Collaborative business contributions (wineries, tour companies, guides)

Amount: \$3,000

Total Non-Tourism Funds: \$3,000

Estimated Expenses:

- **Materials and Supplies:** \$1,500 (Digital platform and trip-planning tools)
 - **Labor Costs:** \$2,000 (Partnership coordination and campaign management)
 - **Advertising:** \$3,000 (Digital marketing campaigns)
 - **Capital Outlay:** \$1,000 (Website enhancements)
- Total Expenditures:** \$7,500
-

Net Income/Loss without City Participation: 5,000

City Funding Request: \$7,500

The requested grant amount of \$7,500 will be allocated as follows:

1. **Development of Interactive Digital Resources (\$1,500)**
 - Creation of digital trip-planning tools integrated with The Berd Haus website.
 - Development of curated “stay and explore” packages for wine and outdoor enthusiasts, presented as downloadable itineraries.
 - Costs include design, content writing, and integration into the website platform.
2. **Labor for Partnership Management and Content Creation (\$2,000)**
 - Time and effort to foster collaborations with local wineries, outdoor outfitters, and tour companies.
 - Coordination of exclusive seasonal promotions with local businesses.
 - Creation of promotional materials, such as high-quality brochures and digital assets, to support cross-marketing efforts.
3. **Digital Marketing Campaigns (\$3,000)**
 - Running geo-targeted Google Ads campaigns aimed at key markets within a 200-mile radius.
 - Social media advertising on platforms like Facebook and Instagram to promote curated packages.
 - Costs include ad design, placement, and audience targeting.
4. **Website Updates to Integrate Promotional Resources (\$1,000)**
 - Enhancements to The Berd Haus website to feature digital resources and interactive tools.

- SEO optimization to increase visibility in search results for wine and outdoor travel experiences in Roseburg.
-

Anticipated Expenditures and Revenues

- **Total Expenditures: \$7,500**
 - Materials and Supplies: \$1,500
 - Labor Costs: \$2,000
 - Advertising: \$3,000
 - Website Development: \$1,000
- **Anticipated Revenues Without City Funds: \$2,500**
 - Revenues generated from increased bookings of curated packages, including stay-and-explore promotions.
- **Net Funding Gap Without City Participation: \$5,000**

This grant funding will bridge the financial gap, enabling us to execute the project effectively and attract more visitors to Roseburg. By integrating marketing, collaboration, and technology, the initiative will drive economic growth and bolster the region's appeal as a top-tier travel destination.

Project Summary and Commitment

Thank you for considering this application for the Roseburg Tourism Grant Fall 2024.

The Roseburg Wine and Adventure Connection is designed to enhance the city's tourism appeal, drive economic benefits to local businesses, and create memorable experiences for visitors.

By investing in this initiative, the City of Roseburg can further position itself as a premier destination for wine enthusiasts and outdoor adventurers.

We are committed to ensuring the success of this project and look forward to collaborating with the city and local partners to achieve these goals.

Sincerely,
Gary Huhn
Owner, The Berd Haus Vacation Home Rental

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

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

Amount Requested \$ 7,499

Project/Event Name: Roseburg Blocktober Fest 2025

Applicant Organization: NeighborWorks Umpqua

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 605 SE Kane St., Roseburg, OR 97470

Phone: 541-6734909

E-Mail Address: emills@nwumpqua.org

Responsible Party & Authorized Signer: Erica Mills

Co-Sponsors (if applicable):

Description of Project/Event:

This family-friendly street fair showcases Roseburg's economic vitality, local businesses, local beer & wine industry, with music, food, entertainment, and more!

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

Blocktober Fest will promote tourism through targeted marketing efforts. Experience Roseburg, Anvil NW and Buzz Collective Marketing will collaborate to advertise the event via social media, web campaigns, print media, and a billboard along I-5. These efforts will increase visibility, attract visitors, and strengthen Roseburg's appeal as a travel destination.

Objectives of the Project:

Blocktober Fest aims to showcase downtown Roseburg, while promoting local businesses, community benefit organizations and tourism through a fun-filled, community spirited, family-friendly event, attracting local residents and visitors alike.

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

This event drives traffic downtown, increasing sales for local businesses and vendors. Local organizations benefit from increased market exposure and community engagement. The event strengthens connections among residents fostering community pride and engagement.

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

We will be targeting local audiences throughout the Umpqua Valley, as well as tourists from our region and key market areas, such as Portland/Salem, Eugene, and Medford.

Project Strategy:

This family-friendly event will attract tourists to come to downtown Roseburg to eat, drink, play and stay. We will attract locals to participate and engage with local community benefit organizations, and build relationships with local business. The event provides many fun activities for people of all ages to enjoy the rich Roseburg culture and community.

Have you previously applied for funding from the City?

Yes No If so, when? 2024

Amount granted \$4,999

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

NeighborWorks Umpqua partners with Anvil NW to track traffic to the City and specifically to the downtown area. Additionally, social medial and web marketing campaigns will include reporting to identify the location and number of individuals interacting with the ads and posts.

Date 12/30/2024

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

Date 12/30/2024

Co-Sponsor Typed Name and Signature

Date 12/30/2024

Co-Sponsor Typed Name and Signature

Erica Mills

BUDGET PROPOSAL

Amount Requested: 7,499

Project/Event Name: Roseburg Blocktober Fest 2025

Date of Project/Event: 10/04/2025

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

Expected attendance: 10,000+

Expected attendance revenue: n/a

Other Revenues (Without City funds):

Type	Amount
Vendor Fees	5,000
Token and Merchandise Sales	10,000
Other Grants & Sponsorships	17,500
Total Non-Tourism Funds	32,500
Estimated Expenses:	20,000
Materials and Supplies	8,000
Labor Costs	12,000
Advertising	
Capital Outlay	
Total Expenditures	40,000
Net Income/Loss without City Participation	(7,500)
City Funding Request	7,499

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

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

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

Amount Requested \$ \$7,500

Project/Event Name: Rebuilding Website to Expand Digital Outreach

Applicant Organization: Douglas County Fairgrounds

Governmental Entity Non-Profit Organization Business Enterprise

Address: 2110 SW Frear Street, Roseburg, OR 97471 Phone: 541-957-7010

E-Mail Address: ciera.keith@douglascountyor.gov

Responsible Party & Authorized Signer: Dan Wilson

Co-Sponsors (if applicable): Ciera Keith

Description of Project/Event:

The Douglas County Fairgrounds seeks funding to rebuild its website, creating a modern, ADA compliant and user-friendly platform to promote year-round opportunities for extended stays in Roseburg by publicizing events and facilities.

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):

Rebuilding the website will enhance tourism promotion by improving online visibility and accessibility, making it easier for potential visitors to discover Roseburg as a destination. The optimized website will incorporate robust search engine optimization (SEO) strategies to attract out-of-area tourists by providing comprehensive and up-to-date information about upcoming events, facilities, and the unique attractions of the region. The new website will feature off-season events and activities, such as trade shows, conferences, and community festivals, to draw visitors during slower tourism periods. Highlighting multi-day events and collaborating with local hotels will further encourage extended stays, boosting occupancy rates in the hospitality sector. By marketing Roseburg as a year-round destination and emphasizing its amenities and natural beauty, the project will drive increased tourism throughout the year, creating economic benefits that extend beyond peak seasons.

Objectives of the Project:

To redesign our website to enhance accessibility with interactive features incorporating mobile responsiveness and ADA compliance, with navigation that allows visitors to easily find information about events and hospitality amenities. Integrated SEO will expand visibility and improve search results. We will leverage digital marketing techniques such as social media integration, email campaigns, and partnerships with regional tourism organizations, such as ExperienceRoseburg.com to increase our digital presence and attract more visitors. The website will also serve as a resource to showcasing the Umpqua Valley's amenities and events; providing a valuable tools for event organizers, including detailed venue specifications and booking procedures.

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

Events such as the Douglas County Fair, Dirt Track Races, the American Kennel Club (AKC) dog show, trade shows, and the annual Christmas Fair are often the first introduction to visitors to the area. Once they see the Umpqua Valley's natural beauty, outdoor amenities, and quality of life, many choose to relocate. By drawing attention to local events and amenities, the website will not only promote tourism but also encourage prospective residents and businesses to consider relocation. Long-term benefits include economic growth through new residents, particularly retirees, who contribute to the local economy via pensions, Social Security, and other income streams.

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

The updated website will target multiple audiences, including:

1. Tourists seeking unique experiences and events in the Umpqua Valley.
2. Event organizers and exhibitors interested in hosting events and conferences at the Fairgrounds while having convenient access to local hotels.
3. Prospective residents and retirees exploring relocation options.

Promotion will occur through online advertising, partnerships with local tourism organizations, and SEO strategies. Social media campaigns and event-specific marketing will also direct traffic to the website.

Project Strategy:

To ensure the development of a high-quality, effective website aimed at increasing off-season tourism our strategy includes: 1) Partnering with a professional web developer who will create a visually appealing, easy to navigate site compatible with multiple devices. 2) Implementing SEO best practices to maximize online visibility, including optimizing page content, metadata, and images; improving site speed and performance; and targeting key search terms. 3) Integrating tools to track visitor engagement and feedback by integrating advanced analytic tools to monitor visitor behavior, including page views, time spent on the site, and popular content - something our current site is unable to do.

Have you previously applied for funding from the City?

Yes No If so, when? N/A

Amount granted \$N/A

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.

Visitor data will be collected through website analytics tools such as Google Analytics, which will track traffic sources, visitor demographics, and behavior. Additionally, surveys and feedback forms linked to event registrations and ticket sales will capture insights into the number of visitors and their reasons for attending. Collaboration with local tourism organizations will also help estimate the economic impact of the website in attracting tourists to Roseburg.

Daniel E. Wilson

Digitally signed by Daniel E. Wilson
Date: 2024.12.30 08:33:24 -08'00'

Date 12/30/24

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

Ciera Keith

Digitally signed by Ciera Keith
DN: cn=Ciera Keith, o=Douglas County Fairgrounds, ou, email=ciera.keith@douglascountyor.gov, c=US
Date: 2024.12.30 08:32:08'00'

Date 12/30/24

Co-Sponsor Typed Name and Signature

Date 12/30/24

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$7,500

Project/Event Name: Rebuilding Website to Expand Digital

Date of Project/Event: October 1, 2025

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

Expected attendance: 200,000 views

Expected attendance revenue: N/A

Other Revenues (Without City funds):

Type	Amount
Douglas County Fairgrounds 2025-2026 budget allocation	<u>\$16,500</u>
Total Non-Tourism Funds	<u>\$16,500</u>
Estimated Expenses:	
Materials and Supplies	\$24,000 - see attached breakdown
Labor Costs	
Advertising	
Capital Outlay	
Total Expenditures	<u>\$24,000</u>
Net Income/Loss without City Participation	<u>\$16,500</u>
City Funding Request	<u>\$7,500</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:

**Douglas County Fairgrounds
Rebuilding Website to Expand Digital Outreach**

Breakdown of Scope of Work

Expenditure	Amount
Set-up: Complete mobile responsive website platform, training, testing & launch process	\$12,000
Design: Includes two customized themes for fair and fairgrounds facility	\$6,000
Hosting & Licensing: Covers quarterly updates to fetures, maintenance as need, ongoing training and unlimited support plus Azure cloud based hosting \$500 per month x 12	<u>\$6,000</u>
Total	<u>\$24,000</u>
Revenue	
Budget allocation from FY 2025-2026 Fairgrounds Budget	\$16,500
Grant Request from the City of Roseburg	<u>7,500</u>
Total	<u>\$24,000</u>

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 \$ 7499

Project/Event Name: Museum Railroad Depot Roof Revitalization

Applicant Organization: Douglas County Museum Foundation

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 123 Museum Drive Roseburg OR 97471

Phone: 541-957-7007

E-Mail Address: hunter.langley@douglascountyor.gov

Responsible Party & Authorized Signer: Hunter Langley

Co-Sponsors (if applicable):

Description of Project/Event:

Douglas County Museum Foundation is requesting funding to pay for the cedar roof repairs on our historic railroad depot, established in 1882. It was the last standing depot of the California-Oregon railway. This project will help maintain a historic facility and improve Roseburg's tourism industry.

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):

Our revitalization project will increase tourism for the city of Roseburg by maintaining a popular attraction for out-of-town visitors and train enthusiasts. The depot serves as an enticing draw for all that travel Interstate 5. This destination will bolster the number of visitors to the Museum, the city of Roseburg, and other establishments in Roseburg. It will also allow for us to maintain a historic part of the California-Oregon railroad that was paramount to the development of the city of Roseburg. This project will be vital to improve Roseburg's tourism, the number of travelers that stay overnight, and tourism to the County's Fairgrounds complex.

Objectives of the Project:

To reshingle the cedar roof on the historic 1882 railroad depot that was the last standing railroad depot in the California-Oregon railroad. It also serves to bolster tourism to the Museum and the City of Roseburg, while maintaining a historic facility and the exhibits it houses.

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

This project also benefits local history preservation, the train enthusiasts community, showcases the history of railroads and the purposes they served in the creation of Roseburg as a city, and will provide an important platform for historical education.

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

This will be promoted through our website, all our digital mediums (Google, Yelp, Tripadvisor, etc.), in-person to tourists, via signage on the Interstate, and through Douglas County's Public Affairs/local newspapers. The target audience will be historians, children, families, travelers commuting I-5, local organizations such as Sunrise Enterprises, and educational institutions.

Project Strategy:

The strategy of this project is to enhance tourism in the city of Roseburg by preserving and improving the historic 1882 Dillard Railroad Depot. By reshingling the roof, the depot will maintain its structural integrity and historical charm, attracting visitors interested in history and cultural heritage. It will provide an economic impact for the city, improve tourism, bolster community engagement, and serve an important role in historical preservation.

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.

We track attendance numbers daily for all categories of visitors on an Excel spreadsheet. We will be able to successfully garner this information from that database to provide the written report for the grant. It is also tracked in our Point-of-Sale system.

Date 12/30/24

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

Hunter Langley
Administrative Assistant, Douglas County Museum
Co-Sponsor Typed Name and Signature



Date 12/30/24

Date 12/30/24

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: 7499

Project/Event Name: Museum Railroad Depot Roof Revit

Date of Project/Event: 1/15/2025

\$8 Adult, \$2 Children,
\$5 Seniors
Children under 2 Free

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

Expected attendance: 5,067

Expected attendance revenue: \$19,725

Other Revenues (Without City funds):

Type	Amount
None	
_____	_____
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies	\$12500
Labor Costs	\$17500
Advertising	_____
Capital Outlay	_____
Total Expenditures	\$30000
Net Income/Loss without City Participation	-\$10,275
City Funding Request	\$7499

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

The requested amount for materials covers the cedar shingles, underlayment, and metal inserts gutters on the new roof for the railroad depot. The requested amount for labor costs is directly based on the quote we have been provided by Douglas County's Facilities department.

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 \$ 5000.00

Project/Event Name: O&C Rail Car Tourism Marketing

Applicant Organization: Douglas County Museum Foundation

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 730; Glide, OR 97443

Phone: 202-421-7613

E-Mail Address: matt@dougtimber.org

Responsible Party & Authorized Signer: Matt Hill (President, DCM Foundation)

Co-Sponsors (if applicable):

Description of Project/Event:

The Foundation is requesting a tourism grant to market and draw visitor to the Douglas County Museum for the upcoming opening of the O&C Railcar exhibit.

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 Foundation will use the grant to design advertising and publicity materials, and to purchase ad and marketing space in various traditional and social media fora in a diversity of geographic regions.

Objectives of the Project:

The goal will be to attract new visitors to the area to experience the railcar exhibit, which is quite unique and appeals to an eclectic audience nationwide. The O&C railcar at the Museum is the last

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

The Foundation has invested over \$50,000 in restoring the historic O&C railcar. The O&C railroad is inexorably linked to the history of Roseburg itself, and the combined railcar and O&C station exhibit

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

Beyond Oregon-based publications (e.g., 1859 magazine), we intend to target railroad and railcar enthusiasts nationwide, such as the North American Railcar Operators Association, Pacific Railcar Operators, various rail museums and clubs.

Project Strategy:

We believe this is a unique tourism attraction and will tailor an promotional strategy to reach our target audience.

Have you previously applied for funding from the City?

Yes No If so, when?

Amount granted \$ 5000.00

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



Date 12/23/24

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: 5000.00

Project/Event Name: O&C Rail Car Tourism Marketing

Date of Project/Event: Summer 2025

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

Expected attendance: Several thousand over time. Expected attendance revenue: \$5000

Other Revenues (Without City funds):

Type	Amount
Douglas County Museum Foundation	\$60,000.00
_____	_____
_____	_____
_____	_____
_____	_____
Total Non-Tourism Funds	_____

Estimated Expenses:

Materials and Supplies	_____
Labor Costs	\$2500.00
Advertising	\$2500.00
Capital Outlay	_____
Total Expenditures	\$5000.00
Net Income/Loss without City Participation	\$5000.00
City Funding Request	\$5000.00

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





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 \$ 2000.00

Project/Event Name: 2nd Annual Urban Blende Bobabus Billiards Block Party

Applicant Organization: Urban Blende / Bobabus Billiards

Governmental Entity Non-Profit Organization Business Enterprise

Address: 1028 NE Stephens St
Roseburg OR 97470

Phone: 541-671-9749

E-Mail Address: mikec@ubwine.com

Responsible Party & Authorized Signer: Mike Cronk

Co-Sponsors (if applicable): Robert Gering offering billiard hall and parking lot use.

Description of Project/Event: Event will focus on large billiard tournament, live music, art vendors, car show and food trucks.

Last years event pulled 48 billiard players from out of town, 5 bands, 15 vendors
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):

Project will advertise from Portland to Medford, coastal area to Bend area.
Event will target Billiard players for tournament, bands from local area and outside area. Car show will pull participants from Roseburg, Coast, Grants pass and Eugene

Objectives of the Project:

Provide a family friendly event, Showcase billiard players from local area and from outside area. Allow local vendors to display their art and other wares. Have something at event that would draw multiple denagr
Describe how this project/event may showcase the Roseburg area and provide other economic

benefits to the community aside from tourism:

Economic benefits will be bringing revenue in for Bobabus billiards, Food trucks that will be vending, vendors to make revenue and advertise their local business or art work. Hotel usage from people involved with event and patrons that travel from out of the area.

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

Billiard players, car enthusiasts, patrons that like live music.
Event will be catered to all ages and family friendly.

Project Strategy:

To reach patrons by combination of banners, flyers, radio and print ads. Utilizing & Social Media outlets for promotion.
Offer several enticing reasons for coming to event i.e. Live music
Billiard Tournament, car show, food trucks and vendors.

Have you previously applied for funding from the City?

Yes No If so, when? Last session Amount granted \$ 0

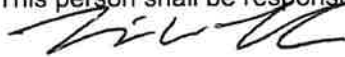
Upon completion of the project/event, the grantee will be required to provide a written report as to the success of the grant. Part of this report will include information on how many people visited Roseburg as a result of the project. Describe how the applicant intends to garner this information.

Persons participating in event will fill out application or sign up paper which will include address. Persons entering event can provide zip code to track how many out of town people participate

Date

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

Mike Cronk



Date 12-30-24

Co-Sponsor Typed Name and Signature

Robert Gering

Date 12-30-24

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$2000.00

Project/Event Name: Urban Blendz Bobalou Billiards Block Party 2nd Annual

Date of Project/Event: August 2nd 2025

Do you charge for attendance? Yes No If yes, how much? \$15

Expected attendance: 200 Expected attendance revenue: 3,000.00

Other Revenues (Without City funds):

Type	Amount
<u>Vendor fees (25.00 x 15)</u>	<u>\$ 375.00</u>
<u>Urban Blendz beverage/food sales</u>	<u>\$ 800.00</u>
<u>10% of tickets used for future event start up</u>	<u>\$ 300.00</u>
Total Non-Tourism Funds	<u>\$1475.00</u>

Estimated Expenses:

Materials and Supplies	<u>\$ 250.00</u>
Labor Costs <u>Urban Blendz staff and volunteers will cover labor for event</u>	<u>\$ 0.00</u>
Advertising	<u>\$ 400.00</u>
Capital Outlay (oilcc and food permits)	<u>\$ 250.00</u>
Total Expenditures	<u>\$ 900.00</u>
Net Income/Loss without City Participation	<u>\$ 575.00</u>
City Funding Request	<u>\$ 2000.00</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:

\$ 1000.00 will be used for radio and print ads.
\$ 1000.00 will be used for banners, flyers, hand bills and cost of social media ads.

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 \$2500.00

Project/Event Name: ^{Second Annual} SOMAF (Southern Oregon Music and Arts Festival)

Applicant Organization: Urban Blendz

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 2405 NE Diamond Lake Blvd SE #120
Roseburg OR 97470

Phone: 541 671 9749

E-Mail Address:

mikec@ubwine.com

Responsible Party & Authorized Signer:



Co-Sponsors (if applicable):

Description of Project/Event: Event will focus on local musicians and artist along with musicians and artist from outside Douglas county. Currently there are 20 bands/musicians signed up. Along with 14 vendors.

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):

Project will create advertising for the local Roseburg area. Event will be advertised in Grants Pass, Eugene, Medford, Coos Bay (coastal region) Bend and Salem.

Objectives of the Project:

To bring performers to the local area and pull patrons in from outside areas. Provide a fun and safe event for all ages and family fun. Allow local artists to showcase their wares and talents.

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

Other economic benefits:

- revenue to local food trucks that will attend the event
- revenue to local artists that set up vending booths
- revenue to local hotels used by patrons and performers
- allow local musicians a place/event to network at, to expand their reach to outside areas, representing the Roseburg area with out of town events

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

All ages / Families. Create a diverse music and art lineup so there is something for every patron.

Project Strategy:

Promotion will be a combination of flyers posted at out of town areas including Salem to Medford and Bend to Coastal region. Face book promotion along with instgram, tiktok etc. Radio ads placed locally and Grantpass, Eugene areas. Local Banners and Flyers posted and displayed locally

Have you previously applied for funding from the City?

Yes No If so, when? Last session Amount granted \$ 0

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.

Tickets will be sold online requiring address and vendors, artists and performers will be accounted for when signing up.

Mike Cronk



Date 12-30-24

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: \$2500⁰⁰

Project/Event Name: SOMAF (Southern Oregon Music and Arts Festival)

Date of Project/Event: June 7^m 2025

Do you charge for attendance? (Yes) No If yes, how much? 25⁰⁰

Expected attendance: 250-300 Expected attendance revenue: 6,250 - 7500

Other Revenues (Without City funds):

Type	Amount
<u>Vendor Set up fees</u>	<u>500 - 600</u>
<u>Urban Blendz beverage / food sales</u>	<u>1500 - 2000</u>
<u>10% of Tickets to be used for future events</u>	<u>625 - 750</u>
Total Non-Tourism Funds	<u><u>2625 - 3350</u></u>

Estimated Expenses:

Materials and Supplies	<u>500 - 1000</u>
Labor Costs <u>labor is mostly covered with volunteers</u>	<u>400</u>
Advertising <u>(Ticket sales divided between performers)</u>	<u>1000</u>
Capital Outlay	<u>500</u>
Total Expenditures	<u><u>2400 - 2900</u></u>
Net Income/Loss without City Participation	<u><u>225 - 450</u></u>
City Funding Request	<u><u>\$2500⁰⁰</u></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:

- \$1000⁰⁰ to be used for banners (reusable for future events)
Design and print flyers, hand bills. Social media ads and print ads
 - \$1500⁰⁰ to be used on radio ads, print ads and event merch.
- With the added advertising we plan to boost attendance to 400-450 and add 35% to total revenue.

NOV 29 2024

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

City of Roseburg
Community Development Department

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

Amount Requested \$ 5,350

Project/Event Name: 40th Annual Umpqua Valley Quilters' Guild Quilt Show

Applicant Organization: Umpqua Valley Quilters' Guild UVQG

Governmental Entity Non-Profit Organization Business Enterprise

Address: PO Box 2125, Roseburg, OR 97470

Phone: Tammie Hunt 541-391-9354

E-Mail Address: tammieahunt@gmail.com

Responsible Party & Authorized Signer: Tammie Hunt, 2025 Quilt Show Chair for UVQG

Co-Sponsors (if applicable):

Description of Project/Event:

UVQG annual quilt show, "Sampling Umpqua" April 25 - 27, 2025 at Douglas County Fairgrounds. Event will feature over 300 quilts and exhibits from across OR, CA, and WA. Featured Quilter Scott Hansen, owner of Blue Nickel Studios in Whidbey Island, WA will join this year's show. Scott teaches classes annually at the renowned Sisters' Quilt Show. The UVQG quilt show is the only nationally certified judged quilt show south of Salem.

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):

UVQG continues to expand our attendees and participants by partnering with Experience Roseburg in print, digital, TV & radio advertising. In 2024, over 37% of the attendees came from outside of Roseburg and outside of Oregon - CA, WA, ID, NV, AZ, and NE. We continue to draw attendance from Northern CA, Central and Northern OR because of the advertising that we use. These out-of-town attendees stay in our local hotels, eat at our local restaurants, and visit and purchase items at our local stores. Many attendees stay for 2 or 3 nights and make a weekend out of the quilt show experience.

Objectives of the Project:

To promote the JOY of quilting as a creative expression and an art form. Continue to obtain nationally recognized quilters and judges for this professionally judged quilt show. Provide intriguing classes, unique exhibits from renowned quilters, and to encourage multiple day attendance and return visitors. To award and recognize Veterans by presenting Quilts of Valor in a two-day ceremony.

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

Providing a professional show may encourage an attendee to consider joining the Umpqua Valley Quilters' Guild and relocate or start a business in Roseburg, OR. Through our UVQG website, we are able to feature local sponsors and all of the attractive features and businesses of our community.

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

Save the Date cards will be mailed/delivered to all quilt stores and quilt guilds throughout Oregon and Northern CA. Advertisement in the Country Register (distributed throughout the Western states), along with digital marketing, TV & radio,(northern OR to Northern CA), UVQG website, Facebook, Instagram, and Twitter.

Project Strategy:

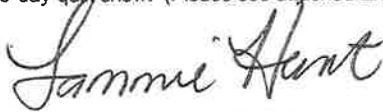
We have many returning committee members along with volunteers from Umpqua Community College which ensures a successful show. UVQG has a new website platform and it has proven to be much easier for quilt entries and ticket sales. We have new vendors and sponsors this year and each year we are always looking to expand our reach in advertising and attendance.

Have you previously applied for funding from the City?

Yes No If so, when? Fall 2023 & Fall 2022 Amount granted \$4,700 and \$4,800

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.

Last year we implemented a poster (that was always attended by one of our committee members) that asked attendees upon entrance if they lived "inside" or "outside" of the circle. The poster-sized map of was a section of OR with Roseburg in the center of the map. The circle's circumference outlines 50 miles outside of Roseburg, OR. If the attendee claimed that they were "outside" of the circle, the committee member asked where they were from. Records were kept for each of the 3-day quilt show. (Please see attached Exhibit A & B)

Tammie Hunt 

Date November 29, 2024

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

N/A
Co-Sponsor Typed Name and Signature

Date ~~November 29, 2024~~

N/A
Co-Sponsor Typed Name and Signature

Date ~~November 29, 2024~~

BUDGET PROPOSAL

Amount Requested: \$ 5,350

Project/Event Name: 40th Annual Umpqua Valley Quilters

Date of Project/Event: April 25 - 27, 2025

Do you charge for attendance? Yes No If yes, how much? \$ 10/day

Expected attendance: 1650

Expected attendance revenue: \$8500

Other Revenues (Without City funds):

Type	Amount
<u>Sponsors/Vendors</u>	<u>\$ 8,000</u>
<u>Admissions</u>	<u>\$ 8,500</u>
<u>Classes/entry fees/raffles/Quild Booth Sales</u>	<u>\$ 7,000</u>
<u>Other In-kind</u>	<u>\$ 5,000</u>
Total Non-Tourism Funds	<u>\$28,500</u>
Estimated Expenses:	
Materials and Supplies	<u>\$ 4,200</u>
Labor Costs	<u>\$ 6,500</u>
Advertising	<u>\$ 6,325</u>
Capital Outlay	<u>\$ 9,500</u>
Total Expenditures	<u>\$26,525</u>
Net Income/Loss without City Participation	<u>\$1,975</u>
City Funding Request	<u>\$ 5,350</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:

Exhibit A - Demographic Collection. Poster

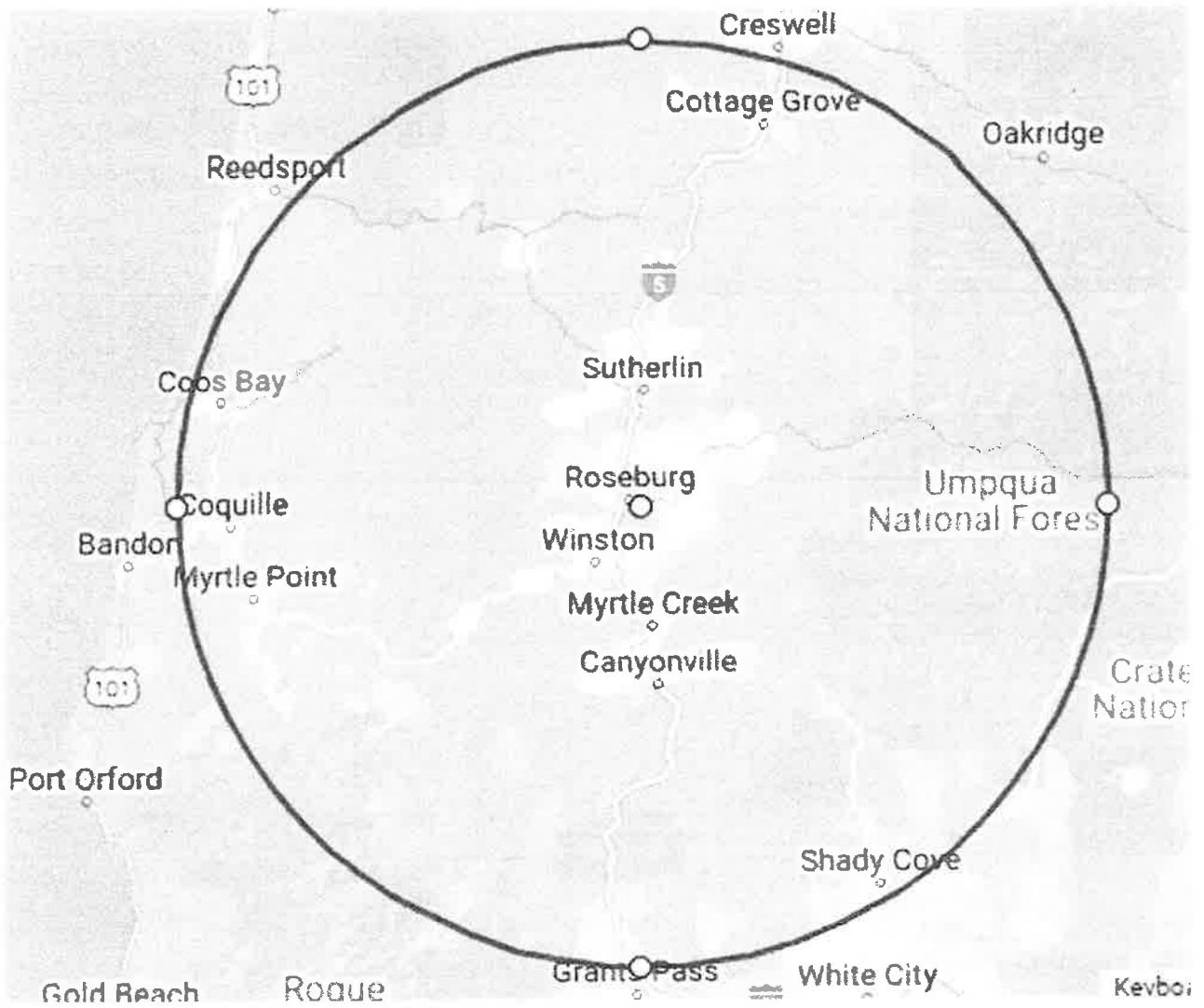
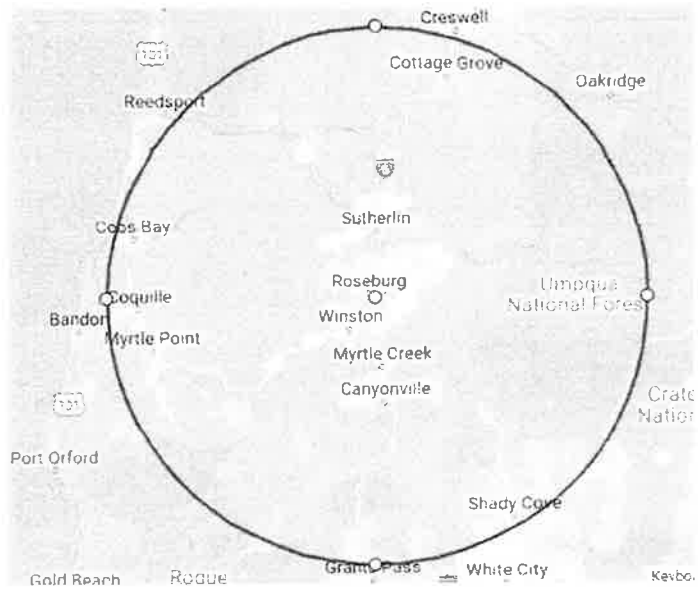


Exhibit B- Committee Member Data Collection

DEMOGRAPHIC DATA COLLECTION

Friday, April 26, 2024

“Do you live within this circle?”



Mark attendees answer in tally form on the attached sheet.

YES	NO	NORTH	SOUTH	EAST	WEST	STATE
EX: 	EX:					WA
Total:	Total:	Total:	Total:	Total:	Total:	

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 \$ 5000.00

Project/Event Name: Umpqua Gem and Mineral Club 53rd Annual Rock and Gem Show

Applicant Organization: Umpqua Gem and Mineral Club (UGMC)

Governmental Entity Non-Profit Organization Business Enterprise

Address: P.O. Box 1264, Roseburg, Oregon 97470 Phone: 435-592-1033

E-Mail Address: BOX24me@yahoo.com

Responsible Party: Audree Merrell

Co-Sponsors (if applicable): Kenneth Prescott 310 254 8349 Grant Writer

Description of Project/Event: UGMC 53rd Annual Rock and Gem Show is a community benefit host
lapidary related vendors and educational information about gems and minerals. Vendors include
local club members who display their work and demonstrate jewelry making techniques.

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): Past shows UGMC has relied on our mailing list to rockhounding clubs
from Oregon. Last year's Grant empowered UGMC partnered with Lotus Media Group to expand its
all inclusive out-reach through Oregon, Washington, Idaho and California.

Objectives of the Project: UGMC will partner with Lotus Media Group tp deliver digital advertising
to an audience outside of the Douglas County area in an effort to increase event attendance
and bring more indivudals and families to Douglas County.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: UGMC is seeking to expand advertising to
individuals and families outside of Douglas County. Individuals and families that decide to attend will
travel to Roseburg to attend the show increasing business for hotels, restuarants, & small business.

Target Market or Audience - How and where will this be promoted? Lotus Media Groups will target individuals and families outside the Douglas County area that are interested in lapidary work, as well as family activities. This will include jewelry, rocks, gems, minerals, and education.

Project Strategy: UGMC is partnering with Lotus Media Group to utilize digital advertising that will reach people in the areas of Washington, Idaho, Northern California & parts of Oregon.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism: Individuals and families who travel to the Roseburg to attend the show, from the digital advertising will have to make overnight arrangements. This will increase tourism in Douglas County.

Have you previously applied for funding from the City?
Yes No If so, when? _____ Amount granted? _____ \$5000.00 _____

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.

Audree Merrell Date DEC 23 2024
Audree Merrell, Name and Signature

Jay Thomas Date DEC 23 2024
Jay Thomas, Name and Signature

Kenneth Prescott Date DEC 23 2024
Kenneth Prescott, Name and Signature

BUDGET PROPOSAL

Amount Requested: \$ 5000.00

Project/Event Name: Umpqua Gem and Mineral Club, 52³rd Annual Rock and Gem Show

Date of Project/Event: May 3 - 4, ~~2024~~ 2025

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

Expected attendance: 4000 Expected attendance revenue: _____

Other Revenues (Without City funds):

Type	Amount
<u>Vendor Payments</u>	<u>\$8,000.00</u>
<u>UGMC Club Fundraising Efforts</u>	<u>\$4460</u>
_____	_____
_____	_____
Total Non-Tourism Funds	<u>\$12,460.00</u>

Estimated Expenses:

Materials and Supplies	\$3020.00
Labor Costs	\$875.00
Advertising	\$1930.00 ← 69.30 ⁰⁰
Capital Outlay	\$4500.00
Total Expenditures	15,325 \$10,325.00
Net Income/Loss Without City Participation	_____
City Funding Request	<u>(\$5,000.00)</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:

Lotus Media Group will provide digital services to assist UGMC in its outreach to areas 50 miles outside of the local Douglas County area. This will include parts of Oregon, Washington, Idaho, and Northern California. Advertising will be on the digital ad exchange using banner ads of various sizes to advertise to people on desktops and mobile devices. Lotus Media Group will also be using search based advertising on Google to appear in related search results and reach people interested in the event or hobby. The funds from this grant will cover design and deployment costs.

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 \$ 3,000

Project/Event Name: Annual Diamond Lake Snowbike Race

Applicant Organization: R & R Promotions LLC

Governmental Entity

Non-Profit Organization

Business Enterprise

Address: 15187 Daniel St., Caldwell, ID 83607

Phone: (208) 573-4255

E-Mail Address: ontariospeedway@gmail.com

Responsible Party & Authorized Signer: Ron Dillon

Co-Sponsors (if applicable):

Description of Project/Event:

Annual snowbike, snowmobile, UTV race at Diamond Lake Resort. Very notable because it is literally, the ONLY snocross and snowbike race left in the entire Western United States and Canada. 2-full days of racing near the Diamond Lake Resort.

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):

Although the event is held 79 miles from Roseburg, some of the participants will stay in Roseburg, and many will drive through from across the Western US, buying gas and food. There are only 68 motel rooms at Diamond Lake, which always book out, so much of the overflow lodging will land in Roseburg.

Objectives of the Project:

Our main objective is keeping this kind of event alive, since all of the other similar events in the West are now extinct including: West Yellowstone, MT, McCall, ID, Whitefish, MT, Baker City, OR, Lake Tahoe, NV, Alpine, WY, and many more.

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

benefits to the community aside from tourism:

Diamond Lake has become a real gem of a destination in the Central Cascades for many types of recreation, but many travelers heading there will stay and become familiar with Roseburg. Just like Boise is the city on the way to McCall, so too is Rosburg the city on the way to Diamond Lake.

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

Heavy social media advertising, both free and paid ads. E-mail blasts (we have a 4,400-person e-list and Diamond Lake Resort will also heavily promote the event with their social media and e-blasts. Racers and fans are already aware of this event, from Canada to Montana, Idaho, Oregon, Washington, Nevada and Northern California, especially since it is the last man standing,

Project Strategy:

Grow the event this year from one day to two, increase overall attendance from 300 to 600-plus, continue working with the US Forest Service to finally get an "ice oval" built (permit application submitted several months ago) which would add at least two additional, large annual races to the Diamond Lake Resort event list. The Diamond Lake area is primed to continue to get increasingly famous as a terrific vacation destination, especially since it gets consistent snow.

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.

Question our racers at registration if they went through and spent money in Roseburg, and question our spectators as they enter the venue, in a similar fashion. The venue layout is very contained with limited entry and exit, so we will have access to all of our attendees.

Date Ron Dillon 12/31/24

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

Date Ron Dillon 12/31/24

Co-Sponsor Typed Name and Signature

Date Ron Dillon 12/31/24

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: 3,000

Project/Event Name: Annual Diamond Lake Snowbike Ra

Date of Project/Event: Feb 1-2, 2025

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

Expected attendance: 600-plus

Expected attendance revenue: \$5,500

Other Revenues (Without City funds):

Type	Amount
Entry Fees	3,000
Spectator Fees	5,500
Other Sponsor fees	500
Total Non-Tourism Funds	9,000
Estimated Expenses:	
Materials and Supplies	5550
Labor Costs	2600
Advertising	700
Capital Outlay	
Total Expenditures	8850
Net Income/Loss without City Participation	150 loss
City Funding Request	3000

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:

2025 Diamond Lake Snowbike

Projected Expenses

Pro Purse	\$800.00
Land Use Fee	\$725.00
Advertising	\$ 800.00
Social Media	\$ -
Sound System \$600 base = \$100 per hr overtime, generator is another \$150	\$ 900.00
Insurance	\$ 915.00
Kinkos: Copies, printing posters & tickets	\$ 60.00
Snow Plowing	\$400.00
bathrooms (4)	\$ 700.00
Scoring & wristband sales club donations	\$ 500.00
Medical	\$ 1,800.00
Trophies	\$1,000.00
Staff Food	\$ 200.00
grooming	\$0.00
gas	\$ 350.00
Announcer (built into sound fees)	\$0
Paid Staff (Patricia \$450, & scoring \$350	\$ 800.00
Misc.	\$200
Total Expenses	\$10,150.00

Projected Revenue

onsite tickets 550x\$10	\$ 5,500.00
online tickets 10x\$10	\$ -
online entry fees	\$ 3,000.00
total event sponsorship (includes \$3K grant)	\$ 3,500.00
Food booth fees	\$ -
onsite entry fees	\$ -
Gross Revenue	\$12,000.00
Net	\$1,850.00



February 1-2, 2025 Diamond Lake, Oregon

Fun, 1/2 mile track at the **ONLY** snowbike race in the Cascades. Racing Saturday & Sunday, track will be different each day. Lots of different classes, newbie to pro.

Onsite lodging, restaurant, bar, snowmobile rentals, and kids innertube hill (541) 793-3333 for lodging reservations.



**Kids 12-under FREE
13-up \$10
Practice starts 9:30am
Racing at 11am**



Snowmobile classes too!



This race is an equal opportunity event, and is authorized under special use permit from the Umpqua National Forest.

www.snowbikeseries.com (208) 573-4255

Facebook: NASBA National Championship Snow Bike Series

12/30/2024

*Haunted Roseburg: A Tourism Grant proposal from the
Optimist Foundation of Roseburg and the Roseburg Optimist Club*



Amount Requested **\$7499**

Project/Event name: **Haunted Roseburg**

Applicant **Roseburg Optimist Club Foundation**

Address **P. O. Box 121, Roseburg, OR 97470**

Phone **541 670-7266**
Valerie Gordon

E-mail address **valgordon3@yahoo.com**

Responsible Party & Authorized Signer **Foundation Board President Lyle Miller**

Co-Sponsors (if applicable): **Roseburg Optimist Club**

Description of Project/Event **This October the Roseburg Optimist Club initiated a new event which was called Haunted Roseburg. Despite only having a couple of months to organize it, the event was a remarkable success, selling out in just ten days. We are looking to build upon and improve this initially successful event that we think will be fun for the community, will attract tourists and enhance tourism, and will be good for the downtown area by bringing people into the city's core.**

The scary month of October is the perfect time to offer a spooky Paranormal Investigation event as well as guided walking and VIP tours of beautiful and quaint downtown Roseburg with its full autumn colors. These will be held on Friday and Saturday evenings over two adjacent October weekends. Since the town's founding in 1851 remarkable people, and a few shady characters, have provided us with a rich history. The walking tour visits buildings that are a part of that history: the Opera House, the Umpqua Hotel, the Elks Lodge, the underground tunnels, to name a few. The tour guides share details that help the participants relive stories of murdering dentists, the Japanese Bazaar, competing newspapers with a reenacted gunfight between their owners (one actually occurred between past Roseburg newspaper owners) and more. The guides lead the groups to local store owners who share their current supernatural experiences as well as other interesting events related to their respective building. A paranormal investigator awaits them and shares a live demonstration and chilling ghostly experience.

The VIP tour will include a limousine ride where a limo whisks the group off to a local cemetery for a special eerie experience, in addition to the walking tour. Champagne is served while in the vehicle where participants share their encounters together. They will also get to participate in a paranormal investigation and/or a nightmarish haunted house.

During the Paranormal Investigation event, participants will engage in a dedicated supernatural encounter with a paranormal investigator who uses an array of paranormal investigative equipment.

Along the walking tour route the guests will observe ghosts from the past on the downtown sidewalks (local actors dressed in past-time era attire). Also, along the route participants may enjoy hors d'oeuvres and will receive vouchers for local businesses. All visitors receive a keepsake bag full of coupons for local Roseburg businesses as well as swag from local merchants. This will give them the

opportunity to come back and enjoy discounts on meals and products. The involved businesses in 2024 were The Green Heron, F n B, The Parrot House, North Forty, Alexander's Greek Restaurant, Mariachi Loco, Backside, and the Elks. More will be added to this next years' event. All tours and events take approximately two hours and will occur on a Friday and/or Saturday evening over two weekends with multiple tours per evening. A breakout of these is detailed in the budget section.

Describe how the project will fulfill the City's objectives to increase tourism by funding tourism promotion October of 2024 was The Roseburg Optimist Clubs first time offering the Haunted Roseburg Tours. 85 people participated. We are also aware that it resulted in at least 6 overnight stays in local hotels. We have plans to expand and enhance the program anticipating a doubling of the attendees in 2025 and plan to coordinate with additional organizations and hotels to offer weekend packages which will make staying in Roseburg for the entire weekend an attractive option. Word of mouth has already begun to spread and will add to the intrigue of Roseburg and encourage more outings by additional visitors as a result.

Objectives of the Project 1) To provide the participants with an exciting and memorable experience. 2) To support local businesses in the downtown area. 3) To introduce the participants to the Optimist Club 4) To raise funds to enable the club to fund community projects for our youth, and 5) to share information about Roseburg and to encourage people to come, visit and stay in Roseburg.

Describe how this project/event may showcase the Roseburg area and provide other economic benefits to the community aside from tourism Roseburg's history is uniquely its own. The people who are intrigued by the announcement of Haunted Roseburg 2025 will know that the only place to have the Roseburg experience is in Roseburg. In 2024 the tour was sold-out within ten days, which indicates a high degree of interest. The Ghostsofroseburg.com website is part of the Haunted Roseburg tour and allows people to have a self-guided tour of downtown Roseburg which can be enjoyed at any time of the year. This self-guided tour is exceptionally family-friendly and can be enjoyed based on personal schedules. Word of mouth, press releases, publication in the Visit Roseburg magazine, a pamphlet in the Visitors Center, the Douglas County Museum, local hotels, plus the two websites will encourage multiple trips by many visitors.

Target market or audience Curious adults within the Pacific Northwest ready for a captivating adventure and a taste of Roseburg, and local Roseburg residents with that same readiness for adventure plus a desire to learn more about their own community.

Project Strategy Our strategies include the following: 1) Have an engaging website that explains the tours (hauntedroseburg.com) with a link to The Ghosts of Roseburg walking tour. 2) Partner with local businesses to highlight their building on the tour and provide discounted vouchers to participants. Provide window stickers that mark each location allowing guests to return another time to ask more questions. These window stickers will be displayed all year to match up with the self-guided walking tour thus enhancing both tour experiences. Our goal is to have the business discounts and coupons become part of the Ghosts of Roseburg tour experience as well as this event. 3) Make it easy to book a tour, all online. 4) Utilize social media including SEO (search engine optimization). 5) Co-ordinate with local businesses to encourage participation. 6) Engage with UCC, RHS, Myrtle Creek

Victorian Theater, City of Oakland, and UACT to recruit actors to play the ghosts of the past and be the knowledgeable and interesting tour guides. 7) Email marketing campaign. 8) Local advertisement in The News Review. 9) Tie advertisements to the local vendors websites and have a landing page tied to the Optimist Club website with links to this event. 10) Encourage participants to post their reviews and event photographs, and improve the tour based on the feedback. 11) Utilize members of the Optimist Club to support the event and share the event on Facebook and other social media. We estimate that 10 Optimists Club members will volunteer an average of 40 hours of time towards the expansion, organizing and operations of the event for an added value of \$13,396 of donated time to this event. 12) Increase tours to include more than one weekend, allowing people to have more choices in tour dates and times. 13) Work with Dan Loomis and other local historians to uncover even more interesting events of the past and add new relevant buildings to the tour. 14) In addition to creating brochures (hard copy and/or online) create an engaging article for the calendar section of Experience Roseburg. 15) Hire a photographer to take photographs that will be used in future advertisements. Photos can also be available for guest purchases. 16) Work with local hotels to create a tour package and provide tour brochures in the hotel lobbies. 17) Link tour information on the Optimist website and provide a direct phone number for questions that may not be answered when ordering tickets. 18) Publish tour information early in the year to allow out of town travel planning.

Have you previously applied for funding from the city?

Yes _____ No X If so, when?

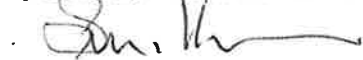
Amount granted _____

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.

We will be using an online ticketing system that has the ability to create reports. These reports will include the number of attendees, which tour they participated in and where they reside. These details will allow us to understand specific advertising trends and where to focus our promotional efforts in the following year. In addition, we will send out an on-line survey to attendees and volunteers to gather feedback, both positive and negative. These responses will assist us in our continuous improvement of the tour.

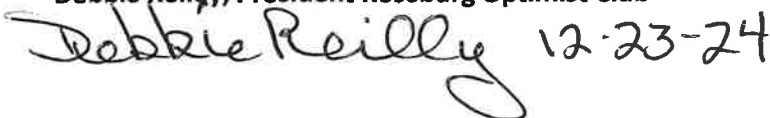
Applicant Typed Name and Signature (This person shall be responsible for contract execution.)

Lyle Miller, President Roseburg Optimist Club Foundation



Date Co-Sponsor Typed Name and Signature Date

Reilly DR
Debbie Reilly, President Roseburg Optimist Club



Co-Sponsor Typed Name and Signature

Amount Requested **\$7499**

Project/Event Name **Haunted Roseburg**

Date of Project/Event **October 10 & 11 and 17 & 18, 2025**

Do you charge for attendance? **Yes.** How much? **\$30 for walking tour**
\$70 for VIP tour
\$55 for paranormal experience

96 walking tour participants (8 tours over 2 evenings with 12 people/tour) \$2880

40 VIP tour participants (4 tours over 2 evenings with 10 people/tour) \$2800

48 Paranormal Experience participants
(4 experiences over 2 evenings with 12 people/experience) \$2640

All tours will be spread out over 2 weekends (Friday and Saturday)

Expected attendance revenue \$8320

Other revenue without city funds:

Type	Amount
400 hrs. volunteer time @ \$33.49/hr.	\$13,396
_____	_____
_____	_____
Total non-tourism funds	\$21,716

Estimated expenses:

Materials and Supplies:

Cost of ticketing (ticketing app)	\$ 500
Production of handouts	\$ 200
Totes for participants	\$ 550
Food	\$ 850
Promotional items, printing fliers, & posters	\$ 2,000

Labor Costs:

Limo – 2 nights @ \$700/night	\$ 850
Researcher – 10 hours @ \$25	\$ 250
Volunteer time (400 hrs. at 33.49/hr.) (volunteer time value from Independent Sector.org website)	\$13,396
Photographer - For advertising and online exposure Advertising-News Review, Radio, Web development	\$ 1,000
Actor Stipends -UCC, UACT, and High School Drama Programs for coordination of actor participants during the tours (actors/ghosts)	\$ 1,000
Paranormal Investigators (PI) Time at events	\$ 2,000
Lodging, meals, and travel for out of area PI participants. 6 nights lodging for three people	\$ 1,800
Mileage for travel to event for PI participants R/T from Seattle	\$ 450
Meals for PI participants 7 meals for 3 people	\$ 450

Capital Outlay:

\$90 x 20 costumes	\$ 1,800
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5

<u>Total expenditures</u>	\$27,096
Net income/loss without city participation	(\$5,380)
City funding request	\$7,499

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

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

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

Amount Requested \$7,000

Project/Event Name: Umpqua Valley Farmers Market: Creating Cultural Connections

Applicant Organization:

Governmental Entity Non-Profit Organization X Business Enterprise

Address: 1224 NE Walnut St. #499, Roseburg, OR 97470

Phone: 541-643-1213

E-Mail Address: erin@uvfarmersmarket.com

Responsible Party & Authorized Signer: Erin Maidlow

Co-Sponsors (if applicable):

Description of Project/Event:

Cultural Events at Umpqua Valley Farmers Market each week throughout the year, highlighting the vibrant cultures present in Douglas County, through arts, music, and activities.

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):

Funds from this grant would enable the market to create weekly events featuring live music, arts, and entertainment which highlights the various cultures present throughout Douglas County and beyond. Events will correlate to heritage months such as Hispanic Heritage Month, Black History Month, Asian American Pacific Islander Month, and so on and will have a food tasting, musical guest, and arts activity. UVFM will promote these events through statewide, regional, and local platforms such as social media (locally, Umpqua Grown Guide, UVFM website and social media pages), Oregon Farmers Market Association, various statewide social media sites, and local news outlets such as The News

Review, KQEN, Southern Oregon Public Broadcasting, and more. Flyers will be distributed throughout the county and with partner organizations and schools.

Objectives of the Project:

With this project, UVFM hopes to bring cultural traditions to the broader community and draw in performers from around the state, which will also bring tourists to see the performers and buy from our 90+ local vendors. By bringing fresh, new performances and activities to our longest standing, and largest farmers market, we aim to draw in an even larger crowd than ever before. With the recent move that UVFM experienced to downtown Roseburg, we have seen larger crowds and new customers and want to draw on that to continue the momentum and create a focal point in Roseburg each weekend, drawing in new shoppers from across the state and beyond.

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

UVFM has always provided economic benefits to the community. In 2023, our vendor sales reached a record breaking \$1.2 million dollars which all go directly back into our local economy. All of our vendors must be from Douglas County or partnering counties, but 99% of them are from Douglas County. By bringing in new musical acts, cultural performances and foods, and new entertainment and arts, the market hopes to see sales of over \$1.5 million for the 2025 year. There are several small businesses in the downtown area, many of whom have also expressed higher foot traffic since the market move. UVFM plans to partner with local businesses to boost economic development for all of the vendors and small businesses in the market footprint.

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

Local Promotion:

- **Social Media:** Regular posts on UVFM's Instagram, Facebook, and TikTok showcasing event teasers, performer highlights, and live event footage.
- **Community Flyers & Posters:** Distribute in Roseburg libraries, cafes, schools, community centers, and businesses.
- **Local Media:** Advertise through local newspapers, radio stations, and newsletters.

Regional and Statewide Promotion:

- **Tourism Boards:** Collaborate with Travel Oregon, the Roseburg Area Chamber of Commerce, and local visitor centers to list events.
- **Event Listings:** Post on platforms like Eventbrite, Meetup, and local event calendars.
- **Hotel Partnerships:** Work with hotels and AirBnB to promote "market weekend" packages.

Digital Outreach:

- **UVFM Website:** Create an interactive events calendar with details and performer bios.
- **Email Campaigns:** Send monthly updates to UVFM's subscriber list.
- **Influencers:** Engage local influencers and bloggers to promote the events.

In-Market Promotion:

- **Market Announcements:** Weekly promotion at UVFM, including flyers at vendor booths.
- **Cross-Promotion:** Partner with vendors to feature cultural-themed products tied to the events.

By focusing on these channels, the project will effectively draw locals and tourists alike, creating a vibrant, well-attended cultural hub.

Project Strategy:

Event Planning

- **Diverse Lineup:** Host weekly performances and activities highlighting cultures in Douglas County and beyond, with monthly themes tied to heritage months and seasonal celebrations.
- **Interactive Activities:** Include workshops like craft-making, cooking demonstrations, and dance lessons to engage attendees.
- **Regional Talent:** Invite performers and artists from across Oregon to bring fresh, new perspectives.

Partnerships

- Collaborate with cultural organizations, schools, and businesses to plan and promote events.
- Partner with tourism boards, Travel Oregon, and local media to reach a statewide audience.
- Seek sponsorships from local businesses to support funding.

Marketing and Promotion

- **Local and Tourist Outreach:** Promote events via social media, newsletters, and an updated UVFM website. Advertise through Eventbrite, tourism networks, and local influencers.
- **Cross-Promotions:** Partner with Roseburg hotels and restaurants to create "market weekend" packages.
- **Community Engagement:** Use flyers, posters, and local media to spread awareness.

Event Logistics

- Provide ample space for performances, workshops, and vendor booths.
- Encourage vendors to feature culturally themed products.
- Ensure accessibility with ADA compliance and rural transportation options.

Metrics for Success

- Measure weekly attendance growth, vendor sales, and community feedback.
- Track tourism impact by collaborating with local businesses.

Funding and Sustainability

- Apply for grants and offer tiered sponsorship packages to local businesses.

- Raise funds through UVFM-branded merchandise and donation campaigns.

Long-Term Vision

- Establish UVFM as a cultural hub and must-visit destination in Oregon.
- Create an annual tradition of cultural events, expanding regional collaboration with other farmers' markets.
- Build a team of cultural ambassadors to ensure authenticity and community involvement.

This strategy aims to boost attendance, strengthen local ties, and attract tourists, creating a vibrant focal point in downtown Roseburg while supporting UVFM's 90+ vendors.

Have you previously applied for funding from the City?

Yes No X If so, when?

Amount granted \$

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

Date Applicant Typed

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

Erin Maidlow



Date 12/29/2024

Co-Sponsor Typed Name and Signature

Date

Co-Sponsor Typed Name and Signature

BUDGET PROPOSAL

Amount Requested: \$7000

Project/Event Name: Umpqua Valley Farmers Market: Creating Cultural Connections

Date of Project/Event: Every Saturday in 2025

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

Expected attendance: 40,000

Expected attendance revenue: \$1.5 million

Other Revenues (Without City funds):

Type	Amount
Douglas County Cultural Coalition	\$2,000
Market Revenue from vendor fees	\$15,000
Total Non-Tourism Funds Estimated Expenses:	
Materials and Supplies	\$12,500
Labor Costs	\$14,200
Advertising	\$2,000
Capital Outlay	
Total Expenditures	\$28,700
Net Income/Loss without City Participation	\$21,700
City Funding Request	\$7,000

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 and supplies included are art and craft materials, additional electricity for entertainment, and any additional supplies. \$250/week x 50 market weeks = \$12,500
 Labor: \$28(hourly wage for market event coordinator) * 3 hours/week * 50 market weeks \$4200
 \$10,000 for market performers (\$200/week * 50 market weeks)
 \$2000 advertising



ER QUARTERLY REVIEW (JANUARY)

LATEST CONTENT -

The last episode of our three part campaign, focuses on an evening downtown. This piece is now our most watched video at over 45k views!

CAMPAIGN CONCEPTING -

Began the concepting process to follow the Experience Your Next Adventure campaign. Having seen good results from our last three-part offering. I'll also touch on current stats from the complete EYNA campaign.

WEBSITE REBUILD -

As of this month we've kicked off a much needed site rebuild project for experiencerosenburg.com. This build will not only improve overall functionality, but also be a refreshing aesthetic update.

NEW MURALS FOR DOWNTOWN -

This summer we will be adding to our downtown mural collection. This final push will create a legitimate walking tour, and allow visitors an avenue to not only experience great art, but also the downtown area.