

**CITY OF ROSEBURG
ECONOMIC DEVELOPMENT COMMISSION
Thursday, February 27, 2025 at 3:30 p.m.
Roseburg City Hall, Council Chambers**

2-27-2025

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. January 23, 2025 – Economic Development Commission
- 4. AUDIENCE PARTICIPATION: Comments can be provided by email or hand delivered.
See Information on the Reverse**
- 5. COMMISSIONER TRAINING**
Webb Kittinger/Dole Coalwell Attorneys
- 6. DISCUSSION ITEMS**
A. Tourism Grant Applications
 - i. Umpqua Valley Winegrowers Association – Market Research for Digital Marketing Campaign
 - ii. Urban Blendz – Southern Oregon Music and Arts Festival
- 7. BUSINESS FROM THE COMMISSION**
- 8. BUSINESS FROM STAFF**
- 9. NEXT MEETING – April 24, 2025**
- 10. ADJOURNMENT**

The agenda packet is available on-line at:

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

AMERICANS WITH DISABILITIES ACT NOTICE

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

CITIZEN PARTICIPATION

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

The Community Development Director will provide any comments received prior to 12:00 p.m. on the day of the meeting to the Commission but will not be read 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
January 23, 2025**

CALL TO ORDER

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

ROLL CALL

Present: Vice Chair Mickey Beach, Commissioners Sarah Everman, Joel Goodwillie, Theresa Haga, and Michael Widmer.

Absent: Commissioner Kylee Rummel and Paul Zegers.

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

Others Present: Experience Roseburg Cam Campman.

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

AUDIENCE PARTICIPATION NON-AGENDA ITEMS

Blare Bailey, 143 Jessica Way, Roseburg, discussed a survey of downtown Roseburg he conducted to identify the strengths and weaknesses of the area.

DISCUSSION ITEMS

Tourism Grant Applications

Commissioner Widmer asked for clarification if the Commission can approve \$7,500 or \$5,000. Cowie stated the \$5,000 listed in the staff report was incorrect and the correct amount is \$7,500.

The Commissioners did not report any conflict of interest, or financial benefit.

Vice Chair Beach recused himself from participating in voting on the Blocktober Fest tourism grant application since he is a local musician and may participate in the event.

Cowie stated 17 tourism grant applications were received and evaluated based on criteria identified in Oregon Revised Statute (ORS) 320.350. The Commission is authorized to award up to \$7,500 of grant funding. Any amount over \$7,500 will require City Council review and approval.

Thrive Umpqua – 2025 Umpqua Grown Guide requested \$3,500 to develop the “Umpqua Grown Guide”, a comprehensive guide of food resources in Douglas County which includes restaurants, food trucks, grocery stores, farmer’s markets, farms and ranches, CSAs, U-Pick, food pantries, wineries, breweries and more.

Staff recommended the Commission award \$3,500 to Thrive Umpqua for the 2025 Umpqua Grown Guide.

Commissioner Goodwillie asked for examples of the guide's success.

Cowie explained that while tracking tourists is difficult, the guides are distributed throughout Roseburg, Douglas County, and neighboring counties including Lane, Coos, Curry, Josephine, and Jackson.

Commissioner Haga moved to award funding in the amount of \$3,500 to Thrive Umpqua for the 2025 Umpqua Grown Guide. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Umpqua Valley Winegrowers Association (UVWA) – Umpqua Valley Wine Trail Brochure requested \$7,499 to help create and distribute 20,000 Wine Trail Brochures highlighting wineries in the Umpqua Valley.

Staff recommended the Commission award \$7,499 to Umpqua Valley Winegrowers Association for the Umpqua Valley Wine Trail Brochure.

Commissioner Haga asked if UVWA has provided tracking data from previously awarded grants.

Cowie stated tracking data has been received through required final reports; however, some data is more challenging to obtain. This grant request has outlined the ways tracking will be obtained.

Commissioner Haga stated that return on investment is important and would like to see the supporting data reflected in the future.

Commissioner Haga moved to award funding in the amount of \$7,499 to Umpqua Valley Winegrowers Association to help create and distribute 20,000 Wine Trail Brochures. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Umpqua Valley Winegrowers Association (UVWA) – Digital Marketing Campaign requested \$7,499 to create a digital marketing campaign to be published across multiple social media platforms and email newsletter to draw visitors to the Umpqua Valley.

Staff recommended the Commission not fund the request and advised the applicant to conduct market research for potential future digital marketing campaign content.

Commissioner Everman asked if market research has been done and not yet reported on.

Ali Rogers, UVWA Executive Director, stated the goal of the digital campaign is to identify and market directly to a younger audience that lives outside the area. Market research has identified the optimal allocation of marketing dollars, so they want to focus on Google Ads to target specific demographics based on their preferences and behaviors.

Commissioner Haga commented that she recently used digital formats to explore locations on her recent travels and questioned the necessity of the use of the Umpqua Valley Wine Trail Brochure.

Rogers said it is two different markets. The digital marketing is targeted to people in the northwest and Oregon to attract them to the area. The brochure is in visitor centers to identify local things to do for visitors. A QR Code will be added to the brochure, and they will also be adding a sweepstake to their website to sign up for their newsletter, which allows them to market to those individuals in the future.

Commissioner Everman mentioned the importance of marketing to younger people to draw them to Roseburg and asked if it is possible for the commission to fund a lesser amount for the marketing to occur.

Rogers said they could start market research if a lesser amount was awarded.

A discussion ensued between Cowie and the Commission regarding the process of awarding a lesser amount than the applicant requested.

Commissioner Everman moved to fund the UVWA application for a lesser amount so they can start with some of the background research and start to collect data and encouraged them to reapply in the next grant cycle. The motion was seconded by Commissioner Haga.

Commissioner Goodwill mentioned that wine tourism can attract out of town visitors, who will likely spend money on dining, fuel, and potentially overnight stays.

Commissioner Widmer stated he is comfortable asking staff to work with UVWA to identify the issues. He said staff have always been pro economic development and he respects the staff's recommendation.

Cowie stated the city has awarded the UVWA approximately \$27,000 plus the \$7,500 at tonight's meeting in the last 5 years. As well as they submitted two applications for this current grant cycle, so staff recommended not funding this grant. Staff encouraged the UVWA to do some market research and reapply in the future.

Commissioner Everman agreed with Commissioner Goodwillie that winery tourism brings dollars to all aspects of the community. The major tourist attractions for the Umpqua Valley are wineries and Wildlife Safari, and there aren't many other options.

Commissioner Haga stated that she believes the wine industry tourism return on investment has occurred for the awarded grants to the UVWA.

Cowie stated the Commission has the option to make a motion to reflect a lesser amount of the requested \$7,500. Staff can work with UVWA and the information on the application and prepare a recommendation for the Commission at a special EDC meeting to discuss the amended grant amount.

The motion was approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, and Haga voted yes Commissioner Widmer voted no. The motion passed four in favor and one opposed.

Growing Miracles Lavender Garden – 8th Annual Lavender Festival & Farm Tour requested \$6,500 for advertising and marketing the 8th Annual Lavender Festival & Farm Tour on July 11-13, 2025.

Staff recommended the Commission award \$6,500 to Growing Miracles Lavender Garden for advertising and marketing the 8th Annual Lavender Festival & Farm Tour.

Commissioner Goodwillie moved to award funding in the amount of \$6,500 to Growing Miracles Lavender Garden for the 8th Annual Lavender Festival & Farm Tour. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Experience Umpqua – Experience Umpqua Lavender and Wine Trail Tours requested \$7,500 to support Experience Umpqua’s advertising budget to increase awareness of their services as locally owned tour operator that curates’ lavender and wine tours. They provide transportation for tourists and locals wanting to experience the Umpqua Valley.

Staff recommended the Commission to not fund the grant request since it is specifically designed around the promotion of a new start-up business. Experience Umpqua is encouraged to work with organizations like UVWA, Experience Roseburg and others to help promote their touring services.

Commissioner Goodwillie moved to not approve funding in the amount of \$7,500 to Experience Umpqua 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 motion was seconded by Commissioner Haga.

Discussion ensued regarding providing resources to applicants for direction in assisting with promoting tourism through their business. Commissioner Haga said Coos Curry Douglas Business Development CCD) has grant programs that may be a resource.

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

The Berd Haus Vacation Rental – Roseburg Wine and Outdoor Adventure Initiative requested \$7,500 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 applicant’s vacation rental - The Berd Haus, into the existing tourism market by offering a personalized hub for wine and outdoor adventurers.

Staff recommended the Commission not fund the grant request because it primarily promotes a single private business. Many of the ideas promoted by the Roseburg Wine and Adventure Initiative are already being promoted by other organizations.

Commissioner Everman moved to deny funding in the amount of \$7,500 to Roseburg Wine and Outdoor Adventure Initiative to create a Roseburg Wine and Adventure Initiative promoting Roseburg as a destination for wine enthusiasts and outdoor adventurers. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

NeighborWorks Umpqua: Roseburg Blocktober Fest requested \$7,499 for marketing and advertising the 2025 Blocktober Fest.

Staff recommended the Commission award \$7,499 to NeighborWorks Umpqua for marketing the Roseburg Blocktober Fest.

Commissioner Widmer asked if NeighborWorks Umpqua has provided data which identifies if a significant percentage of participants are from out of town.

Cowie stated it is a work in progress for NeighborWorks Umpqua to track the out of town visitor data. This year, they anticipate having different areas at the event to capture data of where people are from; however, their application didn't fully identify how they would track data.

Commissioner Everman stated she attends the event each year and indicated it has grown and exceeded expectations. The event brings people from out of the area, whereas they may not qualify as a tourist, they do bring economy to Roseburg.

Commissioner Goodwillie moved to award funding in the amount of \$7,499 to NeighborWorks Umpqua for marketing and advertising the Roseburg Blocktober Fest event in 2025. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Douglas County Fairgrounds – Rebuilding Website to Expand Digital Outreach requested \$7,500 for rebuilding the Douglas County Fairgrounds website to expand digital outreach to promote year-round events and facilitate creating opportunities for visitors to plan extended stays in Roseburg.

Staff recommended the Commission award \$7,500 to the Douglas County Fairgrounds for rebuilding their website and expanding their digital outreach.

Commissioner Everman moved to award funding in the amount of \$7,500 to Douglas County Fairgrounds for rebuilding their website to expand digital outreach. The motion was seconded by Commissioner Haga and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Douglas County Museum Foundation – Museum Railroad Depot Roof Revitalization requested \$7,499 to pay for cedar-shingle roof repairs on the historic railroad depot, established in 1882. This structure is the last standing depot of the California-Oregon railway. The roof revitalization will help maintain a historic facility and improve Roseburg's tourism industry.

Staff recommended the Commission award \$7,499 to the Douglas County Museum Foundation for materials for roof repairs. Approval of the grant is subject to the following conditions: (1) Release of the funds should only occur upon proof of the 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.

Commissioner Goodwillie asked if a local contractor will be doing the roof repairs.

Cowie stated he did not know who would be hired to do the repairs.

Commissioner Everman moved to award funding in the amount of \$7,499 to the Douglas County Foundation for the Museum Railroad Depot Roof Revitalization. The motion was seconded by Commissioner Haga and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Douglas County Museum Foundation – O&C Rail Car Tourism Marketing requested \$5,000 for marketing the O&C Rail Car to draw visitors to the Douglas County Museum for the upcoming opening of the O&C Railcar exhibit.

Staff recommended the Commission not fund the grant application request. The applicant was encouraged to resubmit at a later date when the rail car is completed, and a date is confirmed for the grand opening of the exhibit.

Commissioner Haga moved to not award funding in the amount of \$5,000 to Douglas County Museum Foundation for the O&C Rail Car Tourism Marketing. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Urban Blendz/Bobalou Billiards – 2nd Annual Urban Blendz Bobalou Billiards Block Party requested \$2,000 for marketing and advertising the 2nd Annual Urban Blendz Bobalou Billiards Block Party.

Staff recommended the Commission award \$2,000 to Urban Blendz/Bobalou Billiards for marketing and advertising.

Commissioner Everman moved to award funding in the amount of \$2,000 to Urban Blendz/Bobalou Billiards for advertising and marketing the 2nd Annual Urban Blendz Bobalou Billiards Block Party. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Urban Blendz – 2nd Annual Southern Oregon Music and Arts Festival (SOMAF) requested \$2,500 to market and advertise their event.

Staff recommended the Commission not fund the request because some of the funding would be used to purchase event merchandise, as well as applying for an additional event for advertising grant funds. Additionally, detailed information on the use of advertising funds was required.

Commissioner Widmer asked if the Commission could approve the \$1000 for advertising.

Cowie said the Commission could, but the application missed detailed information about the event, such as when and where the event is held.

Mike Cronk, 1667 NE Jacobson Street, Roseburg. At the time of submitting the grant application, the event date was unknown; however, the event is scheduled for June 7, 2025, at Urban Blendz at 2405 NE Diamond Lake Blvd. The bands will play in the parking lot and inside the building. The goal is to book 20 bands, seventeen bands are confirmed, 8 of those bands are local, the rest are from out of town.

Commissioner Widmer requested to table this application to have staff gather more information and review it at the upcoming special Economic Development Commission meeting.

Commissioner Widmer moved to recommend Urban Blendz work with staff to address information needed on their application and to review it at the upcoming special Economic Development Commission meeting. The motion was seconded by Commissioner Goodwillie and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Umpqua Valley Quilters Guild Quilt Show: Sampling Umpqua requested \$5,350 for advertising their event.

Staff recommended the Commission award \$5,350 to the Umpqua Valley Quilters Guild for advertising their event.

Commissioner Everman moved to award funding in the amount of \$5,350 to the Umpqua Valley Quilters Guild for the quilt show – Sampling Umpqua. The motion was seconded by Commissioner Haga and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Umpqua Gem and Mineral Club (UGMC) 53rd Annual Rock and Gem Show requested \$5,000 to hire Lotus Media Group to provide digital marketing and advertising for their event.

Staff recommended the Commission award \$5,000 to the UGMC for marketing and advertising their event.

Commissioner Haga moved to award funding in the amount of \$5,000 to the Umpqua Gem and Mineral Club (UGMC) for the 53rd Annual Rock and Gem Show. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

R & R Promotions LLC – Annual Diamond Lake Snowbike Race requested \$3,000 for event operations.

Staff recommended that the Commission not fund the request due to the timing of the event, which was scheduled for February 1-2, 2025. Additionally, grant funds are not authorized to be used for event operations.

Commissioner Haga moved to not award funding in the amount of \$3,000 to R & R Promotions LLC – Annual Diamond Lake Snowbike Race for event operations. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Roseburg Optimist Club Foundation – Haunted Roseburg requested \$7,499 for the haunted Roseburg guided tour.

Staff recommended the Commission not fund the request because the Economic Development Commission had already been the sole funding source for the 2021 Ghosts of Roseburg Past self-guided tour. If the tour continues and data is provided indicating the number of actual tourists that participate, future applications for funding specifically for marketing and advertising may be considered.

Commissioner Haga suggested business sponsorship may be a way of obtaining funds to promote their event.

Commissioner Haga moved to not award funding in the amount of \$7,499 to the Roseburg Optimist Club Foundation for the Haunted Roseburg tours. The motion was seconded by Commissioner Everman and approved with the following vote: Vice Chair Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Umpqua Valley Farmers Market – Creating Cultural Connections requested \$7,000 to create a weekly event featuring live music, arts and entertainment which highlights various cultures present throughout Douglas County and beyond.

Staff recommended the Commission award \$2,000 of the requested funding to be used for advertising the event as indicated in the application. However, the remaining \$5,000 to be used for labor costs, performers, materials and supplies does not qualify for grant funding.

Commissioner Everman asked if funding can be used for performers since they are coming from out of town and would promotional merchandise “swag” qualify for funding.

Cowie stated the Statute is specific in how the funds can be utilized. Marketing is the main component of attracting tourists to the area. Paying for performers does not qualify under the Statute. Merchandise “swag” may qualify if there is an advertising or marketing component to the specific event to draw tourist to the area.

Commissioner Everman stated the Farmers Market is an important component for downtown and asked if Erin Maidlow would like to speak to the discrepancy of the \$7,000 requested and the \$2,000 staff is recommending. She asked if there was a way to bring the funding discrepancy together.

Erin Maidlow, 937 NE Orchard Dr. Myrtle Creek. The \$5,000 is for the supplies for youth activities aimed at encouraging kids and families to re-visit the market. Musicians are provided with market bucks in lieu of cash payment to be used at the market. Data indicates in the second week of November at the new downtown location, attendance doubled compared to the previous location at W Harvard. Downtown businesses have reported an increase in business.

Commissioner Everman emphasized the market is a family friendly activity and event, and there are not enough such events in Roseburg. She encouraged the Commission to support the event as much as possible, even in its entirety noting its importance in attracting visitors from outside city limits. She asked if the funding request can be re-evaluated on how to better align with statutory requirements and come before the Commission at the special Economic Development Commission meeting.

Vice Chair Beach commented that he and his family have been patrons of the market for years and understand its importance to the community. He further stated he relies on the staff's interpretation of the Statute in their recommendations to the Commission.

Commissioner Everman acknowledged that the Commission cannot recommend funding that does not meet statutory requirements. However, she asked if the Umpqua Valley Farmers Market could provide a more detailed analysis and revise their request to better align with the statute. This would allow the Commission to re-evaluate the request at the next special Economic Development Commission meeting and potentially award a larger funding amount.

Discussion ensued regarding scheduling the special Economic Development Commission meeting.

Commissioner Everman asked if the Commission can recommend awarding the requested full funding amount with the stipulation that all the funds are used for advertising only.

Cowie stated he would caution awarding the full \$7,000 because it is drastically changing what their proposed budget would be. He would need to have a conversation with the Umpqua Valley Farmers Market to see if that is a realistic number for what they could accomplish.

Commissioner Widmer moved to award funding in the amount of \$2,000 to the Umpqua Valley Farmers Market for advertising the Market. The motion was seconded by Commissioner Haga and approved with the following vote: Vice Chair Mickey Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Cowie stated all applicants that are awarded grant funding are required to utilize the City's logo in advertising and marketing materials to recognize the city's sponsorship.

Experience Roseburg (ER) Report

Campman provided a quarterly presentation on the latest content, campaign concept, website rebuild, new murals for downtown, and latest stats.

Vice Chair Beach asked if advertising can be connected to collect data regarding stays in hotels.

Campman mentioned that it is challenging to collect data from hotel stays unless the customer provides information about where they come from, the purpose of their visit, and whether they came because of a marketing tool. Datafy will help track detailed information through credit card and cellphone usages by choosing an area to track. Trends and where people are going can be tracked and notably, the Wildlife Safari, North Umpqua corridor, Crater Lake and Seven Feathers are the top tourist attractions.

Campman shared the last Experience Your Adventure video focusing on the downtown area, as well as the holiday video enticing visitors to the area during Christmas.

Vice Chair Beach commended Experience Roseburg's marketing efforts.

ELECTION OF VICE CHAIR

Commissioner Haga made a motion to retain Mickey Beach as vice chair. The motion was seconded by Commissioner Widmer and approved with the following vote: Vice Chair Mickey Beach, and Commissioners Everman, Goodwillie, Haga, and Widmer, voted yes. No one voted no. The motion passed unanimously.

Mickey Beach accepted the nomination to remain as vice chair.

BUSINESS FROM COMMISSION –

Commissioner Goodwillie asked if Blair Baily’s survey he conducted was consistent with other surveys done of the downtown area.

Cowie stated that previous surveys have been done but with different emphasis. He will provide a response to the survey, along with the city's perspective and a comprehensive view at the next Economic Development Commission meeting.

Commissioner Haga commented on the Commission’s role in discussing or mitigating some concerns.

Vice Chair Beach emphasized the value of individual perspectives. The results of the survey indicated more information is needed to address some concerns.

Cowie shared that Thrive Umpqua has met with downtown businesses and has recently reinstated the downtown area as part of the Main Street Program.

BUSINESS FROM STAFF – None.

ADJOURNMENT - Meeting adjourned at 5:40 p.m. The next meeting is scheduled for April 24, 2025.

*Chrissy Matthews
Department Technician*

**CITY OF ROSEBURG
MEMORANDUM**



DATE: February 27, 2025

TO: Economic Development Commission

FROM: Stuart Cowie, Community Development Director

SUBJECT: UMPQUA VALLEY WINEGROWERS ASSOCIATION (UVWA) & URBAN BLENDZ FALL/WINTER REVISED TOURISM GRANT APPLICATIONS

ISSUE STATEMENT AND SUMMARY

The EDC met January 23, 2025 to review 17 tourism grant applications submitted as part of the Fall 2024/Winter 2025 tourism grant cycle. During the course of the meeting the EDC directed staff to work with two applicants, UVWA and Urban Blendz, in order to help refine their applications and bring them back to the EDC for further review at a later date. The issue for the Commission is whether to approve or deny the revised request for each applicant.

BACKGROUND

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.

Umpqua Valley Winegrowers Association – Digital Marketing Campaign

During the January 23, 2025 meeting the EDC approved a motion to fund the UVWA application at a lesser amount to be determined at a later date after working with staff and refinement of the request.

The applicant initially requested \$7,499 in order to create a digital marketing campaign involving video advertising content and wording 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 video content, 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. The application indicates that \$1,500 will need to go toward market research prior to the creation of video and copy editing.

Since the January 23rd meeting, the applicant has supplied the City with a further breakdown of the \$1,500 to be used for market research involving this project. The breakdown identifies a total of 10 hours' worth of work to be completed by ZoePDX Design Studio, a professional branding and web design company based in Portland.

The breakdown is as follows:

- Determine specific keywords that users are typing into Google, YouTube, and other search platforms, when searching for a wine country getaway (2 hours)
- Research keywords that other wine regions are using (paying for) to appear in Google search results (1 hour)
- Research paid content being advertised by other wine regions on Facebook, Instagram, and YouTube (2 hours)
- Design which sections of 3-minute video to use, based on user searches. (eg. waterfalls, rivers, wineries, beer being poured) (1 hour)
- Layout content for 4 different ads, and determine ideal ad lengths, to send to video editors for creation (1.5 hours)
- Determine what additional content may need to be created (30 mins)
- Determine specific targeting to use for Facebook, Instagram, YouTube and Google ads, broken down by demographics, interest in wine and related categories, household income, etc. (1.5 hours)
- Determine dollar amounts to allocate to each platform for the ads (30 mins)

If awarded the \$1,500, it is anticipated research would begin in March or April of 2025 and take a couple of weeks to complete.

Staff Recommendation: Based upon this additional information, staff recommends the EDC fund \$1,500 to UVWA to begin market research with ZoePDX Design Studio as outlined in the breakdown of costs listed above.

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

During the January 23, 2025 meeting the EDC approved a motion to have Urban Blendz work with staff to provide more details regarding their application and to be brought back to the EDC at a later date.

The applicant is requesting \$2,500 worth of funding in order to market and advertise the 2nd Annual Southern Oregon Music and Arts Festival. As described by the applicant during the January 23rd meeting, the event will be held June 7, 2025 at their place of business at 2405 NE Diamond Lake Blvd. Suite 120. The majority of the event will occur within the parking lot

of the business. Based upon the application, this event will focus on local musicians and artists along with musicians and artists outside Douglas County.

Funding will be used for advertising the event outside the Roseburg area in Grants Pass, Eugene, Medford, Coos Bay, Bend and Salem. Advertising will include radio ads, flyers and banners, and social media advertisements.

Since the January 23rd meeting, the applicant has supplied the City with a breakdown of the \$2,500 to be used for advertising the event. The breakdown is as follows:

- Radio ads placed outside of Roseburg - \$1,550
- Flyer poster and banner design work - \$200
- Flyer poster printing (100 flyers and posters) - \$150
- Banner purchase and printing - \$500
- Boosting social media ads to target outside areas - \$100

Radio advertisements promoting the event will be run through outside stations like The Rogue(Medford), The Rock(Reedsport), and KZEL(Eugene). The applicant has received quotes from these stations, which has helped them to determine that radio advertisements would cost approximately \$1,550.

Flyers would be posted at music venues outside the area like John Henry's(Eugene), Sam Bonds Garage(Eugene), 238 Grill(Grants Pass), Rockafairy(Medford), and other similar locations. Flyers will also be distributed by 14 of the out-of-area bands that will be performing at the event. These flyers will be distributed at shows in which these bands will be performing prior to SOMAF.

Staff Recommendation: Based upon this additional information, staff recommends the EDC fund \$2,500 to Urban Blendz to advertise SOMAF to be held June 7, 2025, as outlined in the breakdown of costs listed above.

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, \$91,942.24 has been expended for the summer 2024 grant cycle and fall 2024/winter 2025 grant cycle. As such, adequate funding is available to fund the submitted grant requests, should the Commission choose to do so.

ATTACHMENTS

Attachment 1 - UVWA grant application and revised information

Attachment 2 – Urban Blendz grant application and revised information

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 Assoc⁺

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

Stuart I. Cowie

From: Ali Rodgers <ali@umpquavalleywineries.org>
Sent: Wednesday, February 12, 2025 5:05 PM
To: Stuart I. Cowie
Cc: Chrissy M. Matthews
Subject: UVWA Digital Marketing Grant - additional information

Hi Stu,

Per our conversation, and our grant application for \$7,499 for a Digital Marketing Campaign for Wine Tasting in the Umpqua Valley, here are some additional details:

Breakdown of costs - \$1500 for Market Research (10 hours)

- Determine specific keywords that users are typing into Google, YouTube, and other search platforms, when searching for a wine country getaway (2 hours)
- Research keywords that other wine regions are using (paying for) to appear in Google search results (1 hour)
- Research paid content being advertised by other wine regions on Facebook, Instagram, and YouTube (2 hours)
 - Design which sections of 3 minute video to use, based on user searches. (eg. Waterfalls, rivers, wineries, beer being poured) (1 hour)
 - Layout content for 4 different ads, and determine ideal ad lengths, to send to video editors for creation (1.5 hours)
 - Determine what additional content may need to be created (30 mins)
 - Determine specific targeting to use for Facebook, Instagram, YouTube and Google ads, broken down by demographics, interest in wine and related categories, household income, etc. (1.5 hours)
 - Determine \$ amounts to allocate to each platform for the ads (30 mins)

Timeline

The research would begin in March or April 2025, and would last a couple of weeks.

Next Steps

This research will then be utilized to create digital video advertisements, portraying the beautiful region, targeting potential visitors to the region. More specifically, the research will be used to create video advertising content and advertising wording, to drive traffic to the Roseburg area.

If you have any questions, I am more than happy to discuss.

Thanks,
Ali

Ali Rodgers

Executive Director, Umpqua Valley Winegrowers Association

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 STE120 Phone: 541 671 9749
Roseburg OR 97470

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 line up 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 Blendr beverage/food sales</u>	<u>1500 - 2000</u>
<u>10% of Tickets to be used for future events</u>	<u>625 - 750</u>
<u>Total Non-Tourism Funds</u>	<u>2625 - 3350</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)</u>	<u>1000</u>
Capital Outlay <u>performers</u>	<u>500</u>

Total Expenditures 2400 - 2900

Net Income/Loss without City Participation 225 - 450

City Funding Request \$2500⁰⁰

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.

Stuart I. Cowie

From: Mike Cronk <mikec@ubwine.com>
Sent: Wednesday, February 19, 2025 11:39 AM
To: Stuart I. Cowie
Subject: Re: Urban Blendz Tourism Grant for SOMAF

Hi Stuart,

They will be posted at John Henrys, Sam Bonds Garage, 238 Grill, Rockafairy and places similar to that. Also out of the 20 bands 14 are from out of the area and we will send flyers to each band to hand out at their shows they perform at prior to the SOMAF. Let me know if more information is needed.

Thanks again
Mike

On Fri, Feb 14, 2025 at 2:14 PM Stuart I. Cowie <scowie@roseburgor.gov> wrote:

Hi Mike,

Thank you for sending this to us! One question for you. Do you have the names or locations of some of the venues, businesses or public boards in Eugene, Grants Pass, Medford and Coos Bay where you plan to post flyers and banners?

Stu

Stuart Cowie | Community Development Director

[900 SE Douglas Ave., Roseburg, OR 97470](https://www.cityofroseburg.org)

541-492-6750

www.cityofroseburg.org

From: Mike Cronk <mikec@ubwine.com>
Sent: Friday, February 14, 2025 12:57 PM

To: Stuart I. Cowie <scowie@roseburgor.gov>; cmatthews@roseburg.gov

Subject: Urban Blendz Tourism Grant for SOMAF

Hi Stuart and Chrissy,

Below is a more detailed breakdown of the use of funds proposed for the SOMAF event. The flyers and banners will be posted at venues, businesses, public boards in the areas of Eugene, Grants Pass, Medford and Coosbay. The radio stations we have received rough quotes from are The Rouge, KZEL and The Rock. Thanks again for this opportunity to gain support from the city to advertise a great and growing event.

Tourism Grant for Urban Blendz SOMAF event Budget

Requested amount	\$ 2,500.00
Radio ads placed outside of Roseburg 3 stations	\$ (1,550.00)
Flyer Poster and Banner Design work	\$ (200.00)
Flyer Poster Printing (100 flyers and posters)	\$ (150.00)
Banner Purchase and Printing	\$ (500.00)
Boosting social media ads to target outside areas	\$ (100.00)
Total spend	\$ (2,500.00)

Thanks

Mike Cronk

Urban Blendz

541 671 9749

This e-mail and any files transmitted with it are confidential and intended solely for the individual or entity to whom they are addressed. If you have received this in error, please notify the sender and delete this e-mail from your system. If you are not the named addressee, disclosure, distribution, copying or taking any action in reliance on the contents of this information is prohibited.