

Experience Roseburg Media Plan July 2020 – June 2021

ExperienceRoseburg.com

Digital - Website

<https://www.experiencroseburg.com/>

Monthly metrics

Facebook.com/experiencroseburg [ORGANIC]

Social Media

@experiencroseburg

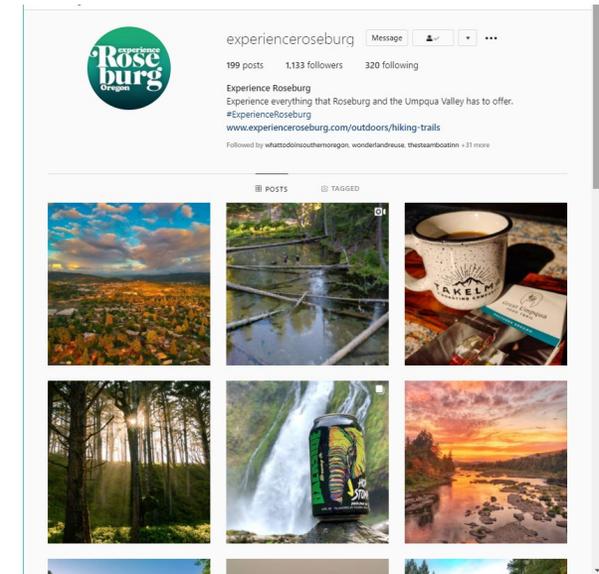
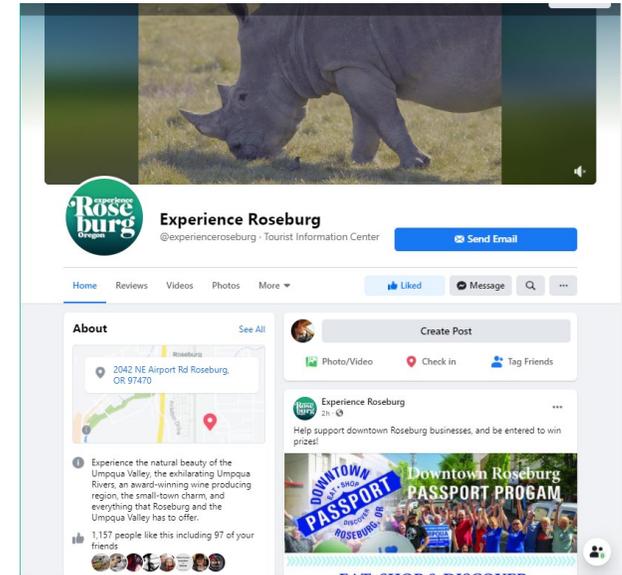
metrics noted monthly -- July 1113 likes, 540 engagements (reactions, shares, comments); August 1135 likes, 405 engagements; September 1154 likes, 280 engagements

Instagram.com/experiencroseburg

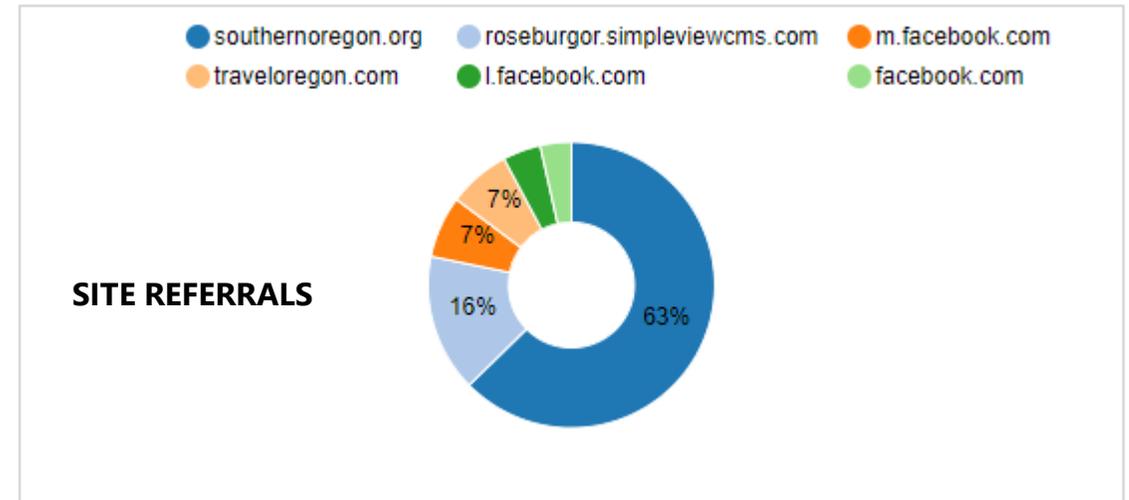
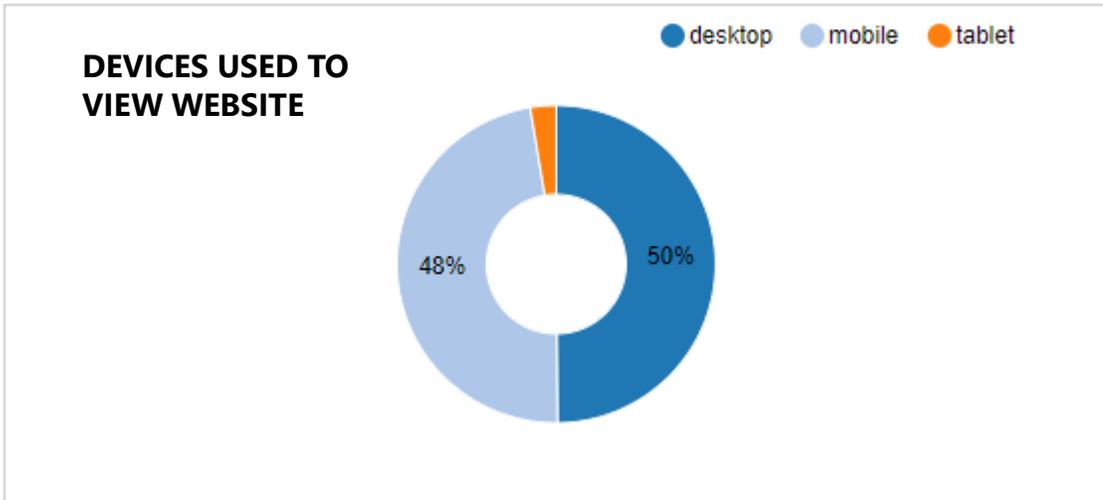
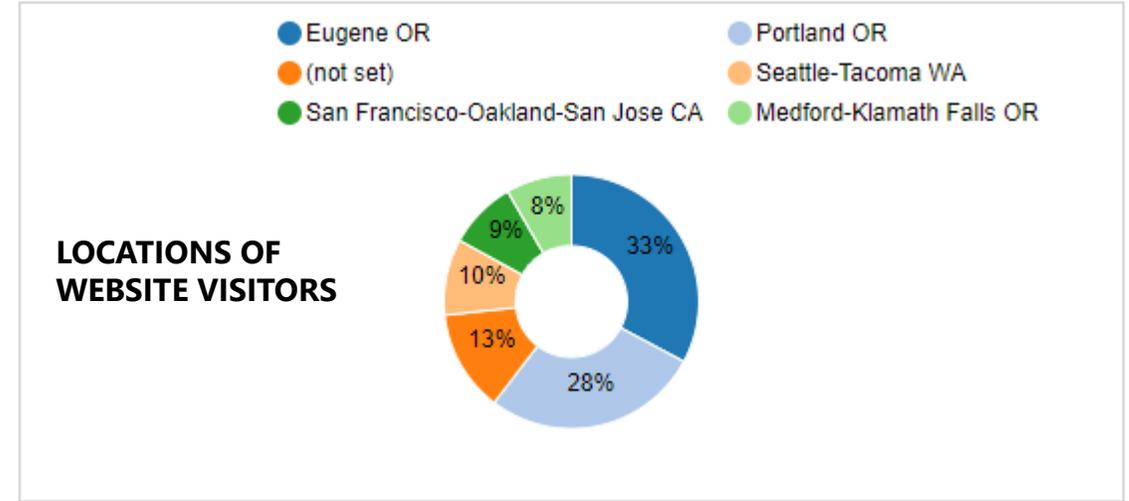
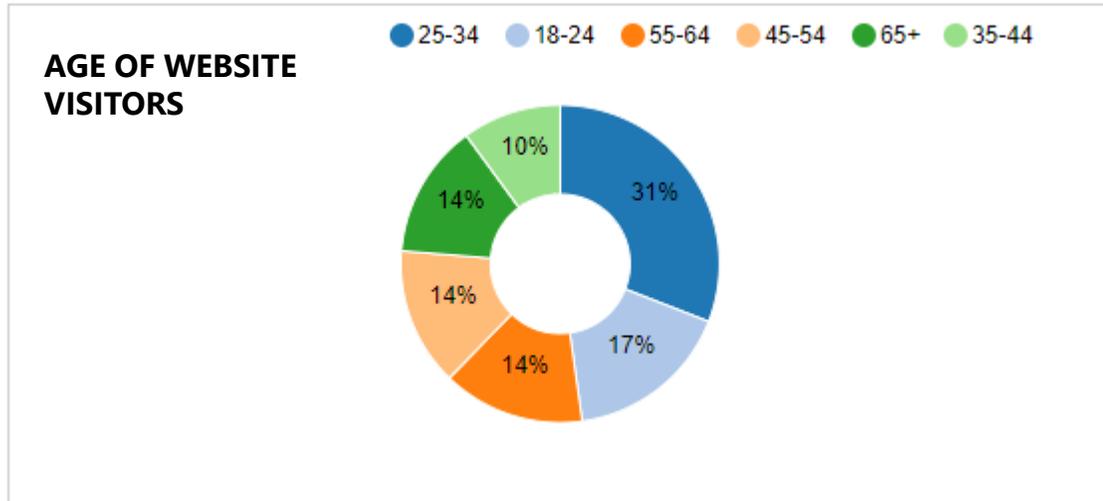
Social Media

#ExperienceRoseburg

metrics noted monthly -- July 1036 likes, 2121 engagements (reactions, shares, comments); August 1093 likes, 1139 engagements; September 1127 likes, 889 engagements

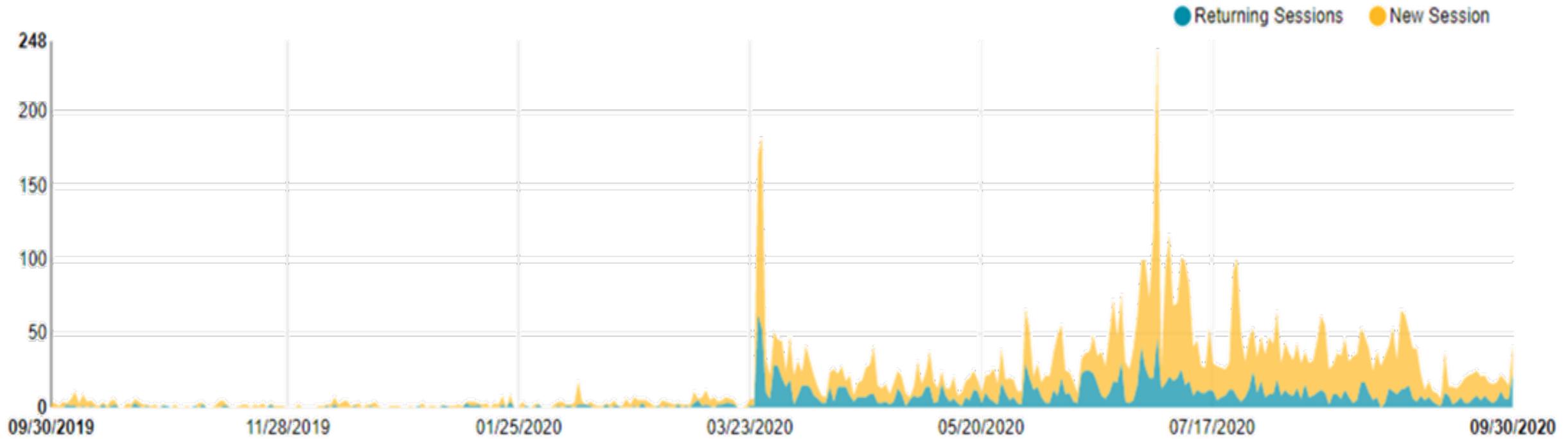


ExperienceRoseburg.com Website Stats as of 10.1.20

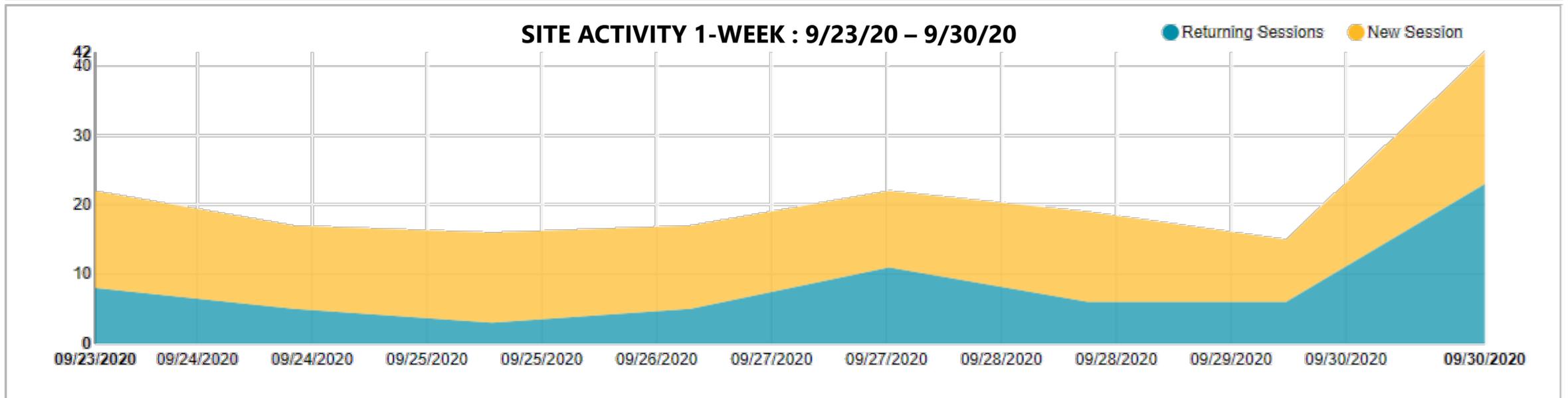
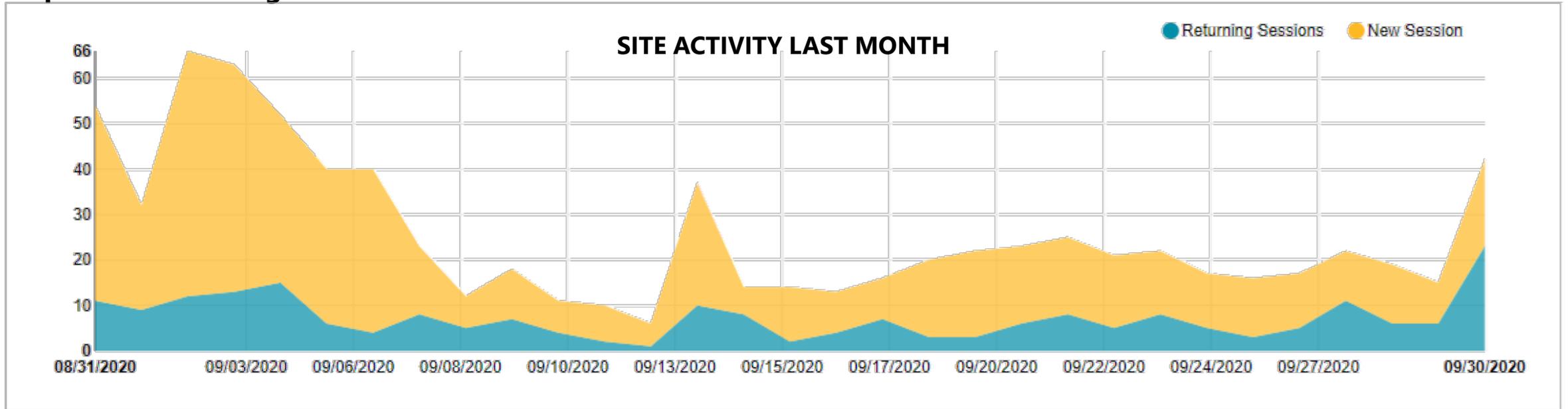


ExperienceRoseburg.com Website Stats as of 10.1.20

SITE ACTIVITY LAST 12 MONTHS



ExperienceRoseburg.com Website Stats as of 10.1.20



Experience Roseburg Media Plan July 2020 – June 2021

YouTube.com/experiencroseburg Social Media

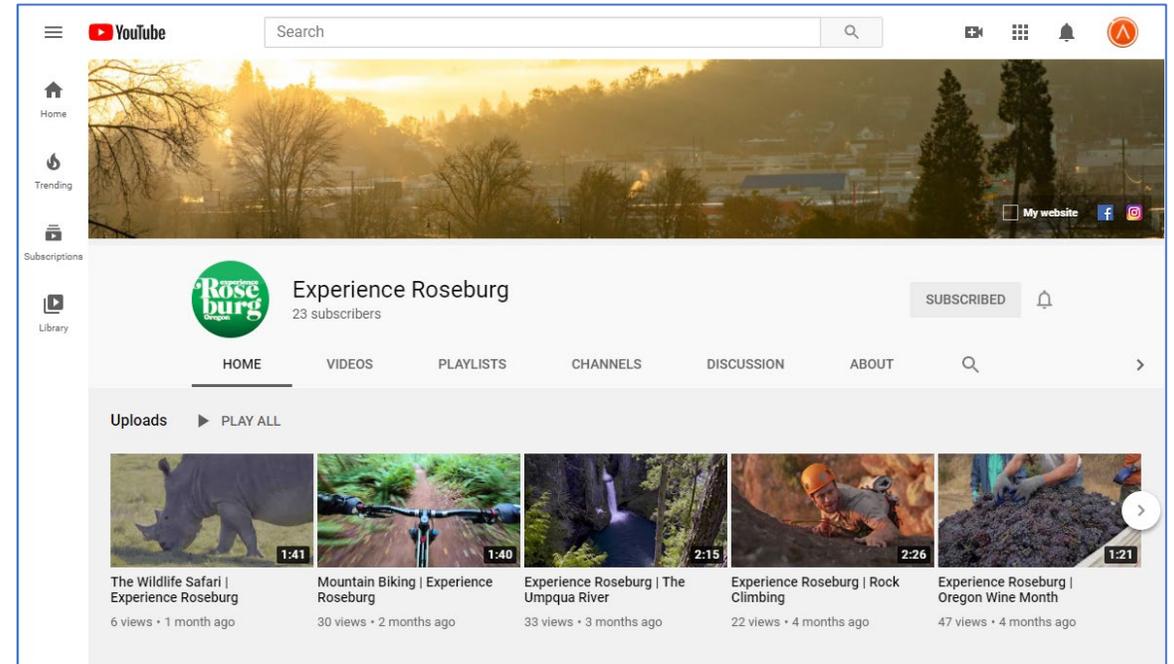
Street Date: Debut of new content 2-3 times per month beginning March 2021

<https://www.youtube.com/channel/UCRBJFgIkNnRQsu7Yjd12wNg>
Monthly metrics

OTIS Listings: TravelOregon.com Digital

Increase Roseburg Listings from 130 to 150

The Oregon Tourism Information System (OTIS) is powered by everyone. It allows destination marketing organizations (DMOs) and statewide trade associations to easily maintain and update content such as attractions, lodging, photos, deals and event listings. The platform is powered by open-source software, which allows tourism partners to push and pull content to and from each other via API. Currently, OTIS is open only to local DMOs and regional DMOs, as well as certain statewide groups (like the Oregon Wine Board, State Parks, etc.).



Experience Roseburg Media Plan July 2020 – June 2021

Oregon Home Magazine, Summer 2020 Print - Magazine

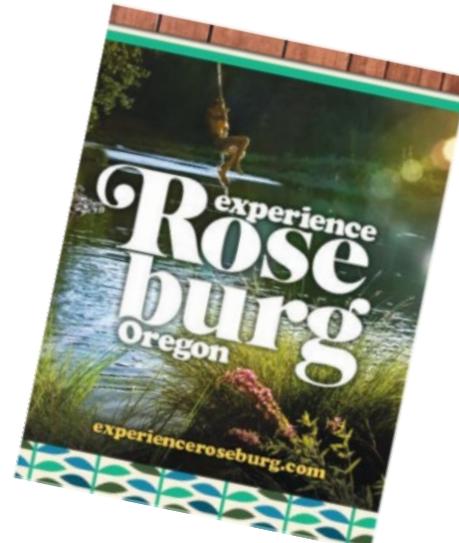
Street Date: Summer / July 2020

Ad Size: 1/9th pg, full color

Oregon Home is the leading shelter magazine for Oregonians. Readers look to Oregon Home issue after issue for practical ideas and reliable information to transform their homes and create their dreams. Savvy homeowners trust Oregon Home to connect them to well-established professionals and emerging craftspeople, or steer them to the best shops, boutiques and showrooms to find what they are looking for. They know Oregon Home is the place to find their next great remodeling or decorating lead.

89,126 Audience each issue;

494+ newstand retailers statewide



OREGON STRONG

Stay · Play · Work · Home

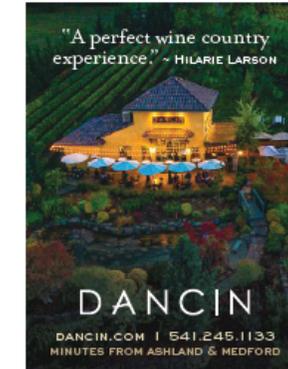
LET'S LOOK OUT FOR EACH OTHER

In addition to *Oregon Business* magazine and our popular "100 Best" events, our company produces well-known media that reach across the spectrum of our lives in Oregon, including *Oregon Home* magazine and many of Oregon's most beloved tourism publications.

And like you, our hearts ache while Oregon organizations of all types struggle under the current challenge we face.

For our part, we offered these free ads to any of our customers who wished to have them. While seemingly a small gesture, they can be a big help to their ability to bounce back strong when life returns to normal.

So please linger a little longer on these pages. And when the time is right to head out to stay, play and work around Oregon, please consider them.



Experience Roseburg Media Plan July 2020 – June 2021

Great Umpqua Food Trail Web Page Digital - Website

Street Date: July 2020

Ad Size: Web pages on ExperienceRoseburg.com
<http://greatumpquafoodtrail.com/>

Great Umpqua Food Trail Brochure 2.0; Travel Oregon Collateral - Brochure

Street Date: August 2020

17,700 Brochures

45 business listings

GUFT Business Partners

45 distribution locations in the Douglas County

Distributed early to mid-September 2020

Certified Folder Display - GUFT brochure distribution Distribution locations

Street Date: September 1, 2020

Ad Size: 12-month brochure slot

67 locations: 8 Oregon Welcome Centers; 59 Roseburg



TOP PAGES LAST MONTH – September 2020

1.	349	/
2.	163	/outdoors/waterfalls/
3.	72	/things-to-do/
4.	60	/great-umpqua-food-trail/
5.	49	/outdoors/
6.	48	/restaurants/
7.	42	/events/
8.	42	/outdoors/hiking-trails/?view=list&sort=qualityScore





TRAVEL TIPS

The Great Umpqua Food Trail is open to visitors throughout the year and is designed to explore at your own pace—you are welcome to start and finish wherever you like. To ensure a positive experience, please check the hours of operation for each business online or by phone and note when advance reservations or appointments are required.

Before setting out along the Great Umpqua Food Trail, plan ahead by mapping your route to make it easy to navigate remote areas without cell service.

High season varies per business, but is typically **June-October**. Seasonality of key products is listed below.

- Cherries: June-August
- Blueberries: July-August
- Peaches: July-August
- Pumpkin patches: September-October

The working farms along this trail provide some of the most unique and engaging experiences. We ask that you respect the invitation to enter each property and be cautious around farm animals and equipment. Children must be supervised at all times and you should be prepared to follow all site-specific rules. For your safety and comfort, be prepared with appropriate footwear, sun protection and water.

Visit experiencerosburg.com for culinary and agri-tourism events in the Umpqua Valley. Annual wine events in the Umpqua Valley include the *Greatest of the Grape* and the *Barrel Tour*. Visit umpquavalleywineries.org for more information.

We hope your experience along the Great Umpqua Food Trail doesn't end when you leave the area. We encourage you to bring a taste of your journey back home to share with friends and family as a reminder of the bounty available in the Great Umpqua region.

Learn more at greatumpquafoodtrail.com.

Explore other Oregon Food Trails at oregonfoodtrails.com.



SOUTHERN OREGON



FARMERS MARKETS, RIVERSCAPES, BOUTIQUE WINE



The businesses listed in this brochure were selected for their commitment to promoting and sourcing products that are grown, raised or created in the Great Umpqua region. By visiting these properties you are getting a taste of the local bounty while supporting local businesses.



**RAMBLING RIVERS
ROSEBURG TO IDLELYD PARK**

A wild river leads through the woods to a variety of local culinary delights.

Outdoor adventures await along the North Umpqua Wild and Scenic River east of Roseburg on the North Umpqua Highway (Hwy 138). A short jaunt to Susan Creek Falls is well worth taking, rewarded by a satisfying lunch and Oregon spirits at the historic Steamboat Inn (33). Save room for a slice of warm berry pie while admiring the rushing river from the patio.

Arrange a tasting at **River Ranch Oregon Olive Oil** (32), where riverside orchards yield aromatic olive varieties that are masterfully crafted in liquid form.

On the way back west, visit **Colliding Rivers Park**, where two mighty rivers converge, and **Winchester Dam Fish Ladder** for an underwater view of migrating steelhead and salmon. Taste the terror at nearby boutique winery **Mustard Seed Cellars** (12) while gazing hidden valleys, then raise a glass at **Cooper Ridge Vineyard** (16), perched high above the North Umpqua River.

Follow the currents to Roseburg for a slew of tasty dinner options. The wood-fired pizza is one of a kind at **Old Soul Pizza** (28), with creative toppings and cozy digs in downtown. At **Backside Brewing** (24), comfort food complements a sizeable selection of craft beers, including special brews with notes of coffee and peach. Sit back and savor the flavors of this special area — you earned it.

The numbers adjacent to business names indicate their listing on the map.

**OLD WAGON ROADS
CANYONVILLE TO TENMILE**

Historic markers and modern makers offer an immersion of the senses.

Start the morning right with coffee at **Oregon Sunshine Espresso** (45) in Canyonville, then explore nearby Pioneer Park for details about the Applegate Trail, a mid-19th century alternative to westward part of the Oregon Trail. Continue along the historic route to detour for fresh-baked confections at **Happy Donut** (42) and neighboring **Gooday Bakery** (40), which sells treats for both people and pets.

More history awaits at Milliste Park, where interpretive kiosks shed light on the incredible emigrant journey and historic wagon routes remain less than a quarter mile away. Nearby in Winston, **Freed Estate Winery** (36) boasts impressive accolades and a fun tasting room atmosphere inspired by the tropics — all well worth raising a glass.

The neighboring community of Lookingglass enjoys quiet fame for its country store built and continuously operated since 1882. Celebrate modern makers on Thursdays, from spring to the holidays, at the **Lookingglass Farm Market** (34), featuring an array of talented food and craft vendors. Next take the scenic route to **Kitth and Kin Fermentation** (37) in Tenmile for single-batch beers rooted in Pacific Northwest flavors. Then steer your conveyer west to Reston Road and the Coos Bay Wagon Road that leads to the Oregon Coast.

**SIPS TO SEA
ELKTON TO REEDSPORT**

Reap the rewards of a river route that unites with the Wild Rivers Coast Food Trail.

The joyful journey begins with blueberry picking at the family-owned **Estill Farms** (6) in Drain. Then delight your appetite in neighboring Elton, where Tomasselli's Pastry Mill & Cafe reinvents homestyle cooking with specialty sandwiches and mouthwatering baked goods like elk claw, a local favorite.

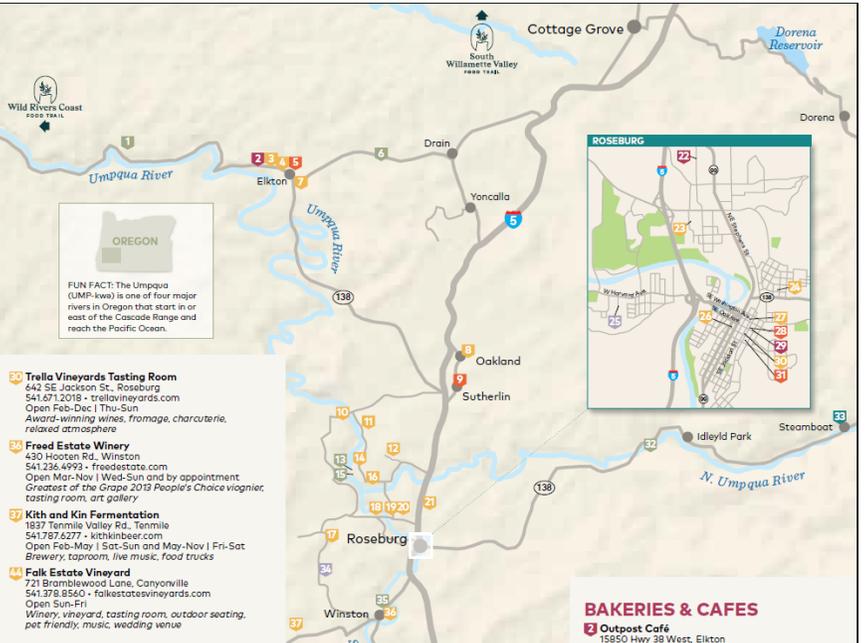
Cool coastal mountain valleys make the Elkton AVA a distinctive wine region — with three top vineyards all within two miles. Sip estate wines at **Bradley Vineyards** (7), the town's longest-standing, family-owned vineyard, and **Brandberg Vineyard & Winery** (4), whose pours can be enjoyed with a downtown patio view. Continue west to **River's Edge Winery** (5) for a small-batch pinot noir and a glimpse of the winemaking process taking place just behind the tasting bar.

Before leaving Elkton, visit the enchanting butterfly habitat at Elkton Community Education Center and grab a smoothie or pastry at the student-operated **Outpost Cafe** (2) to fuel the next leg. A hand-rewoven replica of historic Fort Umpqua is just steps away, down the trail through the native plant park. As the Great Umpqua Food Trail ends, another one begins west at the Oregon Coast. Head towards the Pacific Ocean where the historic Umpqua River Lighthouse Museum marks the start of the Wild Rivers Coast Food Trail.



CRAFT BEVERAGES

- River's Edge Winery**
1395 River Dr., Elkton
541.584.2357 - riversegedwinery.com • Open daily
Production tasting room, river views, family owned, gift shop
- Brandberg Vineyard & Winery**
245 First St., Elkton
541.584.2870 - brandbergwinery.com • Open daily
Gold Medal 2015 Riesling, tasting room, gift shop, live music, snacks
- Bradley Vineyard**
1000 Azalea Dr., Elkton
541.584.2888 - bradleyvineyards.com • Open Wed-Sun
Tasting room, live music, coastal mountain view, event camping
- Triple Oak Wine Vault**
137 Locust St., Oakland
541.748.1885 - tripleoakwinevault.com • Open Thu-Sun
Tasting room, local art, live music
- Henry Estate Winery**
687 Hubbard Creek Rd., Umpqua
541.459.5120 - henryestate.com
Open daily
Tasting room, gift shop, family owned, festivals, pet friendly
- Reustle-Prayer Rock Vineyard & Winery**
960 Cal Henry Rd., Roseburg
541.459.6060 - reustlewinery.com • Open Mon-Sat
2017 Northwest Winery of the Year, tasting room, wine cave, appetizer pairings, live music, tours, lodging
- Mustard Seed Cellars**
1645 Brozio Rd., Roseburg
541.900.0564 - mustardseedcellars.com
Open Thu-Sun
Double Gold 2013 cabernet sauvignon, tasting room, family owned, pet friendly
- Joseph Jane Winery**
155 Lower Garden Valley Rd., Roseburg
541.670.0698 - josephjanewinery.com
Open Feb-Dec | Thu-Sun
Tasting room, wine, beer, cider, patio, pet friendly
- Cooper Ridge Vineyard**
1389 Old Garden Valley Rd., Roseburg
541.671.3375 - cooperidgevineyard.com
Open Thu-Sun
Award-winning wines, wine tasting, outside seating with river & valley views, small plates, beer available
- Delfino Winery**
3829 Colonial Rd., Roseburg
541.673.7575 - delfinowines.com • Open daily
Greatest of the Grape Gold Medal 2016 tempranillo, tasting room, summer festivals, lodging
- Foon Estate Vineyard**
340 Busenbark Lane, Roseburg
541.817.7768 - foonestatevineyard.com
Open Apr-Dec | Fri-Sun
Uniquely intimate atmosphere, 100% estate-produced wines, freshly prepared tapas pairings
- Oran Mor Artisan Mead**
305 Melrose Rd., Roseburg
928.600.8138 - oranmormead.com • Open Thu-Sun
Tasting room, mead, wine, beer, appetizers, live music
- Season Cellars**
305 Melrose Rd., Roseburg
541.784.7831 - seasoncellars.com
By appointment only
Silver Medal 2012 malbec, tasting room
- Old 99 Brewing Co.**
3750 Hooker Rd., Unit A, Roseburg
541.670.7260 - old99brewing.com • Open Tue-Sun
Craft beer, wine and cider, pet friendly
- Two Sky Brewing**
1308 NW Park St., Suite 100, Roseburg
541.526.2055 - twoskybrewing.com • Open Tue-Sun
Craft beer, live music, food trucks, outdoor seating, pet friendly
- Backside Brewing Co.**
425 NE Odell Ave., Roseburg
541.671.2552 - facebook.com/backsidebrewingco
Open Tue-Sun
Craft beer, wood-fired pizza, cocktails, games
- Paul O'Brien Winery**
609 SE Pine St., Roseburg
541.673.2280 - paulobrienwines.com • Open daily
Urban winery, tasting room, snacks
- North Forty Beer Company**
435 SE Jackson St., Roseburg
541.521.6636 - northfortybeer.com • Open Tue-Sun
Brewery, taproom, handcrafted food, Friday-88Q, viewing room, live music



FARMS & ORCHARDS

- Estill Farms (Elkton)**
430 Hooten Rd., Winston
541.526.4993 - freedestate.com
Open Mar-Nov | Wed-Sun and by appointment
Greatest of the Grape 2013 Peoples Choice vignier, tasting room, art gallery
- Kitth and Kin Fermentation**
1837 Tenmile Valley Rd., Tenmile
541.877.8277 - kitthandkin.com
Open Feb-May | Sat-Sun and May-Nov | Fri-Sat
Brewery, taproom, specialty coffee roaster of the Cow Creek Band of Umpqua Tribe of Indians
- Falk Estate Vineyard**
711 Bramblewood Lane, Canyonville
541.378.8560 - falkestatevineyards.com
Open Sun-Fri
Winery, vineyard, tasting room, outdoor seating, pet friendly, music, wedding venue
- Estill Farms (Drain)**
6680 Hwy 38, Drain
541.536.7812 - estillfarms.com
Open June-Aug | Tue-Sun
U-pick and pre-picked blueberries, frozen blueberries
- Growing Miracles Lavender Garden**
508 Lower Garden Valley Rd., Roseburg
541.877.6111 - growingmiracleslavendergarden.com
Open Apr-Oct for classes and U-pick as scheduled
U-pick, lavender festival, lavender oil, hazelnuts, fiberarts, culinary lavender
- Norm Lehne Garden and Orchards**
358 Cleveland Rapids Rd., Roseburg
541.672.2745 - normlehnefarm.com
Open daily July-Dec
Farm stand, U-pick, family owned, demonstration classes
- River Ranch Oregon Olive Oil**
440 S. Lone Rock Lane, Glide
541.446.4700 - rr-oo.com
Open Mon-Fri
Handpicked extra-virgin olive oil, olive grove tours, tasting room
- Brosi's Squagrate Farm**
540 Winston Section Rd., Winston
541.679.1472 • Open daily May-Nov
U-pick, farm stand, annual harvest festival, pumpkin patch, corn maze
- Valadez Organic Produce**
219 Market Lane, Myrtle Creek
541.580.9418 • facebook.com/valadezorganicproduce
Open Tue-Sat
Farm stand, fruits, vegetables, local favorite for melons, self-serve

EATERIES

- Tomasselli's Pastry Mill & Cafe**
14836 Hwy 38, Elkton
541.584.2855 - tomassellispastrymill.com
Open Wed-Sun
Homestyle cooking, specialty sandwiches, wood-fired pizzas, local craft beers, mouth-watering baked goods
- Nellie's Deli & Tap House**
607 E. Central Ave., Sutherlin
541.459.4495 - nelliesdelitaphouse.com
Open Mon-Sat
Gourmet sandwiches, local craft beer, rotisserie chicken dinners
- Old Soul Pizza**
525 SE Main St., Roseburg
541.672.3515 - oldsoulpizza.com
Open Tue-Sat
Gourmet pizza, local beer and wine, locally-sourced specials, live music, patio
- Wrappin and Rollin'**
1019 SE Cass Ave., Roseburg
541.637.9442 - wrappinandrollin.com • Open Mon-Fri
Food truck, fresh plant-based menu, locally-sourced wraps and bowls
- Blended Main Street Eatery**
133 S. Main St., Myrtle Creek
541.862.3645 - blendedmainstreeteatery.com
Open Tue-Sat
Scratch-made breakfast and lunch, family friendly, pet friendly, specialty cocktails

LODGING

- Steamboat Inn**
42705 N. Umpqua Hwy, Idlelyd Park
541.498.2230 - thesteamboatinn.com
Open daily
Fine dining, cafe, river views, breakfast, lunch, dinner
- The Painted Lady Bed & Breakfast and Tea Room**
231 Third Ave., Myrtle Creek
541.733.7446 - thepaintedladybdtroom.com
Open daily
Gift shop, breakfast, lunch, and tea open for drop-ins

BAKERIES & CAFES

- Outpost Cafe**
15850 Hwy 38 West, Elkton
541.584.2692 - elktonoutpostcafe.com
Open June-Sep | Tue-Sat
Breakfast, coffee, lunch, farm stand, education center
- Takelma Roasting Company**
2048 NE Airport Rd., Roseburg
541.492.6248 - takelma-roasting.com
Open Mon-Fri
Tasting room, specialty coffee roaster of the Cow Creek Band of Umpqua Tribe of Indians
- Umpqua Sweets & Treats**
1016 SE Oak Ave., Roseburg
541.957.5580
facebook.com/umpquasweetsandtreats
Open Tue-Sat
Truffles, fudge, artisan chocolates, ice cream, gift baskets
- Gooday Bakery**
236 N. Main St., Myrtle Creek
541.643.3306 - facebook.com/goodaybakery
Open Mon-Sat
Pastries, homemade abg treats, coffee, gift shop
- The Happy Donut**
860 S. Old Pacific Hwy, Myrtle Creek
541.643.3306 - facebook.com/thehappydonut
Open daily
Fresh donuts daily, coffee, sausage rolls, biscuits and gravy
- Oregon Sunshine Espresso**
340 N. Main St., Canyonville
541.839.6622 - facebook.com/oregonsunshineespresso
Open daily
Baked goods, coffee, wraps, sandwiches, local arts and crafts

FARMERS MARKETS

- Umpqua Valley Farmers Market**
1771 W. Harvard Ave., Roseburg
541.530.6200 - uvfarmersmarket.com
Open Saturdays
Local produce, artisanal products, local arts and crafts
- Lookingglass Grange Farm Market**
6424 Lookingglass Rd., Roseburg
541.530.3955 - lookingglassgrangefarmmarket.com
Open Thursday | Apr-Dec
Local seasonal produce, pork, plants, artisanal products, local arts and crafts
- Canyonville Farmers Market**
146 Chief Mowatt Lane, Canyonville
541.675.0725 - canyonvillefarmersmarket.org
Open Wednesday
Local produce, artisanal products, local arts and crafts

Experience Roseburg Media Plan July 2020 – June 2021

Great Umpqua Food Trail Social media posts July – September 2020 1945 People reacted and 150 engagements

Experience Roseburg
July 13

The Great Umpqua Food Trail is live on www.experiencerosburg.com! The Great Umpqua Food Trail takes you on a self-paced journey of over 40 local businesses that will appeal to your taste buds. Itineraries include, Rambling Rivers, Old Wagon Roads, Sips to Sea, and Farm to Table. Check out all four itineraries by visiting: <https://www.experiencerosburg.com/great-umpqua-food-trail/>

Please check individual businesses for specific operating hours, information, and additional policies.

[Travel Southern Oregon | Travel Oregon](#)



926 People Reached 78 Engagements **Boost Post**

18 5 Shares

Experience Roseburg
July 25



Travel Southern Oregon is in Roseburg, Oregon.
July 25

Beer me! Roseburg has lots of great breweries that provide outdoor seating making it easy to social distance. Summer ales are on tap, easy sippers for hot days!

Photo credit [Experience Roseburg](#) The Great Umpqua Food Trail is live on the Experience Roseburg website! It takes you on a self-paced journey of over 40 local businesses that will appeal to your taste buds. Itineraries include, Rambling Rivers, Old Wagon Roads, Sips to Sea, and Farm to Table. Check out all four itineraries by going here: <https://www.experiencerosburg.com/great-umpqua-food-trail/>

Please remember your masks while visiting businesses and respect social distancing.

216 People Reached 19 Engagements **Boost Unavailable**

11 1 Share

Experience Roseburg
August 3

This week is National Farmers Market Week! A big shout-out to the Umpqua Valley Farmers' Market every Saturday (year-round) in Roseburg. The Umpqua Valley Farmers' Market is also a part of the Great Umpqua Food Trail: <https://www.experiencerosburg.com/great-umpqua-food-trail/>



Find a Farmers Market throughout Oregon via Travel Oregon at: <https://traveloregon.com/find-a-farmers-market-in-.../>

TRAVELOREGON.COM
Find a Farmers Market in Oregon - Travel Oregon
After months of online delivery and abbreviated grocery runs, you'r...

151 People Reached 8 Engagements **Boost Post**

6

Experience Roseburg
August 20

Be sure to check out the self-guided Great Umpqua Food Trail tour at: <https://www.experiencerosburg.com/great-umpqua-food-trail/>



Travel Southern Oregon is in Roseburg, Oregon.
August 20

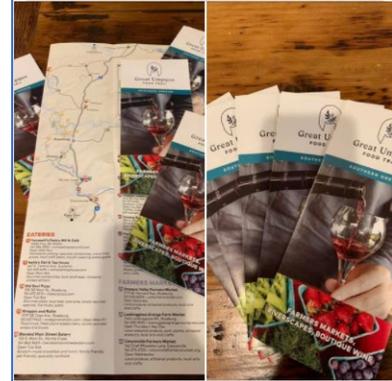
Southern Oregon is at the peak of our bounty! Take yourselves on a self-guided tour on the Great Umpqua Food Trail and sip, sample, and taste your way through ... See More

149 People Reached 13 Engagements **Boost Unavailable**

9

Experience Roseburg
September 3

The Great Umpqua Food Trail includes over 40 local businesses for you to savor while experiencing the beautiful scenic drives of the Umpqua Valley. Keep your eye out for the latest Great Umpqua Food Trail brochures around town, they are being distributed over the next several days.



Blended Main Street Eatery
September 1

We are so excited to announce that Blended Main Street Eatery has been approved and we are now a member of the Great Umpqua Food Trail.

In order to be a part... See More

218 People Reached 16 Engagements **Boost Unavailable**

9 1 Share

Experience Roseburg is at Takelma Roasting Co.
September 29 at 10:37 AM · Roseburg

Today is National Coffee Day! ☕ A perfect day to learn about Takelma Roasting Co., the specialty coffee roaster of the Cow Creek Band of Umpqua Tribe of Indians! Their tasting room is located in Roseburg, and you can find them on The Great Umpqua Food Trail! <https://www.experiencerosburg.com/great-umpqua-food-trail/>



285 People Reached 28 Engagements **Boost Post**

7 1 Share

Experience Roseburg Media Plan July 2020 – June 2021

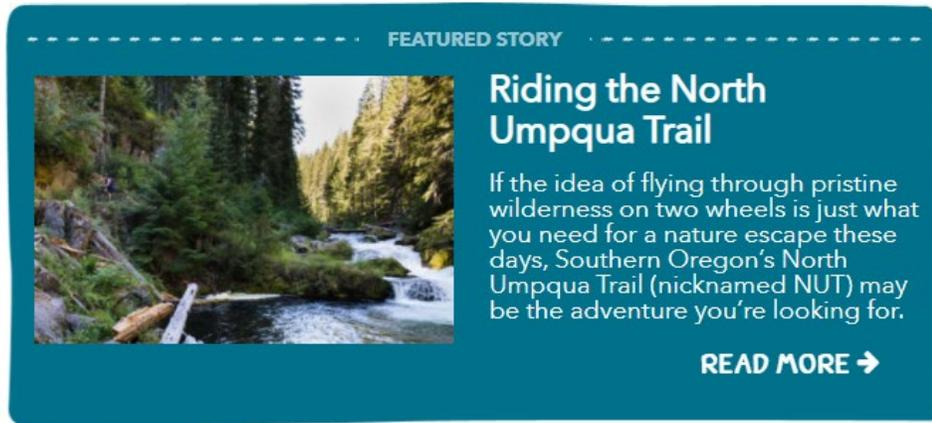
SouthernOregon.org (Travel Southern Oregon website)

Digital - Website

Street Date: August 2020

Ad Size: Homepage feature story : "Riding the North Umpqua Trail"

<https://www.southernoregon.org/riding-the-north-umpqua-trail/>



FEATURED STORY



Riding the North Umpqua Trail

If the idea of flying through pristine wilderness on two wheels is just what you need for a nature escape these days, Southern Oregon's North Umpqua Trail (nicknamed NUT) may be the adventure you're looking for.

[READ MORE →](#)

UV Magazine – Summer 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: August 17, 2020

Ad Size: full page, back cover

DMO Feature Story -- A River of Fun Runs Through Us

Short Stories -- Synchronized Swifts; Travel the Food Trail;

Downtown Date Night; Business is Blooming

<https://www.theuvlife.com/full-publication>

26,650 copies distributed



Experience Roseburg Media Plan July 2020 – June 2021

UV Magazine – Summer 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: August 17, 2020

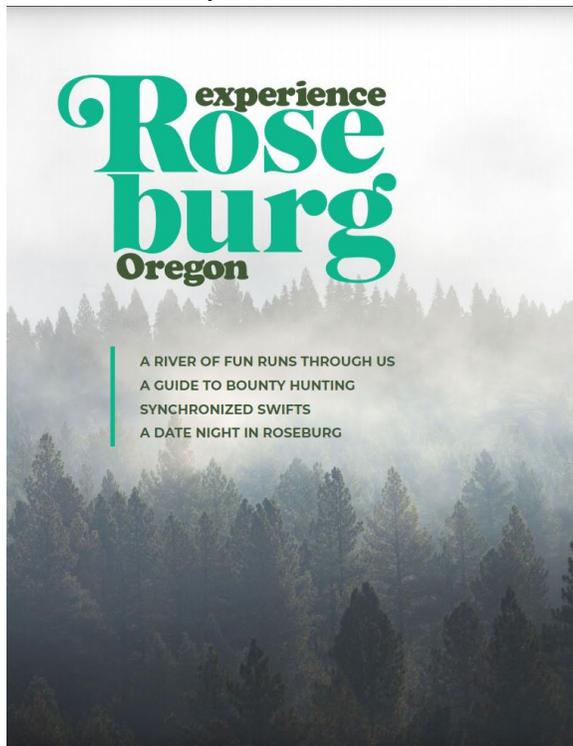
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DMO Feature Story -- A River of Fun Runs Through Us

Short Stories -- Synchronized Swifts; Travel the Food Trail; Downtown Date Night; Business is Blooming

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UV EXPERIENCE ROSEBURG A RIVER OF FUN RUNS THROUGH US / A GUIDE TO BOUNTY HUNTING / SYNCHRONIZED SWIFTS / A DATE NIGHT IN ROSEBURG

A RIVER OF FUN RUNS THROUGH US

Roseburg isn't the only Oregon town settled around a beautiful river, but not many can beat the recreation and scenery offered by the famed Umpqua.

Story by Brian Stafford. Photos by Jonathan Cummings.

Offering 111 miles of versatile water play and unmatched scenery, the mighty Umpqua River is one of only four rivers in Oregon that travels from high up in the Cascades, through the valleys and eventually to the Pacific Ocean.

The South Umpqua River runs right through the heart of Roseburg while the North Umpqua River meanders westward from the Cascades. They converge just west of Roseburg at River Parks Park.

The versatility and characteristics of the Umpqua River make it a destination for rafters, recreationalists and anglers year-round.

When the bank is on in Roseburg, the Umpqua River is one of the most popular cooling-off destinations around. The river serves as a natural waterpark offering floating, rafting, swimming, sunbathing, picnicking and millions of gallons of unrecycled fun.

Each section of the river has its own personality and neighboring landscapes. At higher altitudes, there are patches of green, frothy white rapids, steelhead-filled jule pools and lush banks covered with bigleaf maple, sword fern and old-growth Douglas fir.

Further down the river the river scenery changes to pastoral hills of farmland and spread-out neighborhoods.

While formed by thousands of years of geological events and ever-changing water levels, some sections of the North Umpqua almost seem designed specifically for whitewater rafting. The river doesn't boast the Class 4 and 5 rapids found in destinations with heavier rafting traffic, like the Umatilla and Rogue, but it does offer the most rapids per mile among Northwest rivers. And it features enough technical rapids to ensure a thrilling ride.

For a more leisurely trip down the North Umpqua, the Amacher Park to River Parks Park river float is a favorite of local rafters. The trip typically takes about five hours by inner-tube or inflatable kayak and features a few rapids, some of the technical variety, and plenty of peacefully slow sections.

Non-rafters will find swimming holes all along the Umpqua river and their tributaries. Colliding Rivers Park in Glide is a popular site for those looking to cool off or to use the only spot in Oregon where a river meets almost head-on with its tributary, in this case the North Umpqua and Little rivers, respectively.

Whether your preferred mode of river transport is an inflatable flamingo or a rubber raft, rest assured the Umpqua River offers plenty of ways to float your boat. ■

UV SUMMER 2020 PHOTO: NATURE 9

Experience Roseburg Media Plan July 2020 – June 2021

UV Magazine – Summer 2020 issue, AHM Brands (visitor guide)

Print - Magazine, Digital - Online

Street Date: August 17, 2020

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DMO Feature Story -- A River of Fun Runs Through Us

Short Stories -- Synchronized Swifts; Travel the Food Trail;

Downtown Date Night; Business is Blooming

<https://www.theuvlife.com/full-publication>

26,650 copies distributed



Enjoy breakfast at Steamboat Inn.

A GUIDE TO BOUNTY HUNTING

When you're traveling, it's not always easy to discover and enjoy the food and drink bounties of an unfamiliar town. Unless you're in Roseburg and jump on the Great Umpqua Food Trail.

Story by Brian Stafford. Photos by Jonathan Cummings.

One of the best things about travel is the opportunity it offers to discover and sample local food, beverages and culinary experiences in general.

But sometimes the challenge of finding hidden gems can wear you down enough that you settle for a seat in a booth in the same chain restaurant you could find in Anytown, America.

In Roseburg, the Great Umpqua Food Trail will help you avoid that fate. It's a map to the culinary treasures of the Umpqua

Valley (featuring suggested routes and itineraries) that will lead you straight to local restaurants, wineries, cafes, breweries, farms and other local artisans that take full advantage of the harvest of the valley.

And that harvest is abundant. Our temperate climate and rich soil types contribute to a diversity of crops that include berries, nuts, melons, apples, plums and, of course, the grapes and hops that have earned the Umpqua Valley its reputation as an outstanding destination for wine and beer tasting.

The Great Umpqua Food Trail includes several farms that offer U-pick produce for anyone wanting to harvest their own fruit and vegetables. (Due to COVID-19 some farms have updated their public picking procedures, so calling ahead is a good idea.) You'll find plenty of produce stands as well.

So what's in season, when? You'll find cherries, blueberries, pumpkins and squashes in July, and some will carry over into August, which also brings some early apples, peaches, plums, zucchini, green beans, tomatoes and cucumbers. When the weather cools in September and October look for pumpkin, corn, hazelnuts and winter squash.

Of course, if you're more in the mood to just relax and have someone serve you great food, much of it from local sources, you'll find plenty of great local restaurants on the Great Umpqua Food Trail as well.

Whether you're a local or visitor, great fresh produce and local restaurants and wineries are among the many natural wonders of the Umpqua Valley, and you can find them easily with the help of the Great Umpqua Food Trail.

18 UV 3.4-4.6.20 2020

A WEEKEND ON THE TRAIL

Here's one way to enjoy the Great Umpqua Food Trail. Start your adventure at the Umpqua Valley Farmers' Market in Roseburg. On a typical Saturday, the market features local honey, pasta makers and other local artisans, in-season produce, fresh baked goods, food trucks, local meat, live plants and much more. In a single trip you'll be able to take home breakfast, lunch and possibly dinner ingredients for a week.

Now you're off to any of the nearby wineries. From Potato Winery is just a short drive from the farmers' market. From there you've a short hop over the South Umpqua River to Season's Wine Cellar and Oran Mor Artisan Mead, the ideal place to try a flight of meads produced with local honey and other ingredients.

Next stop is Growing Miracles Lavender Farm where you'll find lavender-based items and handblends. Swing by Josephiana Winery for more sampling or to pick up a bottle of lavender-infused wine (see related article page 65).

From there, enjoy the scenic drive along the majestic Umpqua River out to Elkton where a stop at Tomasselli's Pastry Mill & Café for lunch and pastries is a must. Grab your food to go, if you wish, and enjoy them at one or all of three in-town wineries—River's Edge, Brandberg and Bradley Vineyard. Another great dining option, Outpost Café, is inside another local attraction, the Elkton Butterfly Pavilion.

By now, it's probably time to head back to Roseburg. On the way, be sure to stop by Estill Farms near Drain and grab some fresh or frozen blueberries.

Once back in downtown Roseburg, swing by Umpqua Sweets and Treats and grab some tasty and sweet souvenirs to bring back to friends and family. Then it's a short walk around the block to Old Soul Pizza, where the outstanding wood-fired pizzas pairs nicely with local beer or wine.

If you're looking for truly unique accommodations for your weekend, pre-book a stay at legendary Steamboat Inn (theuvlife.com/steamboatinn.com) and enjoy a spectacularly scenic 40-mile drive along the North Umpqua River. Sunday morning, enjoy a full breakfast menu accompanied by local coffee from Takelma Roasting.

Over breakfast, plan another full day along the Great Umpqua Food Trail. Maybe pick your own produce at Brost's Sugar Tree Farm or grab a growler for home from Two Sky Brewery or Backside Brewery.

Given the options are almost limitless, your best plan at this point may be to just slow down and spend another night in the Umpqua Valley. ☺

Create your own weekend food trail itineraries or follow one of three suggested journeys at greatumpquafoodtrail.com. Explore other Oregon Food Trails at oregonfoodtrails.com.



Sample Backside Breweries local beers.



Wine tasting at River's Edge.



U-pick produce at Brost's.

Share and show off your Great Umpqua Food Trail selections by highlighting your social media posts #ExperienceRoseburg and #GreatUmpquaFoodTrail.

BACK TO NATURE 11

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SYNCHRONIZED SWIFTS

On late summer-nights, the annual migration of Vaux's swifts culminates in a can't-miss spectacle as thousands of birds make their precision dives into the old chimney at the Umpqua Valley Arts Center.

Story by Brittany Arnold / Photo by Michael Sullivan

It is at once a romantic, summer-sunset away and a scene slightly reminiscent of Alfred Hitchcock's *The Birds*. The Vaux's swift migration is one of the most unique birding events in western North America—including Roseburg where anywhere from 2,000 to 6,000 of the small birds descend at dusk from their synchronized ballet in the sky into an old chimney on the grounds of the Umpqua Valley Arts Center.

Vaux's swifts make a very long migration from the Pacific Northwest and Canada to Central and South America for the winter, and in spring head back north, making roosting pit stops along the way.

The mysteriously-coordinated large, feathery mass twists and turns in a cyclone as a few birds at a time trickle down the chimney to claim their spot.

According to the Umpqua Valley Audubon Society, the swifts enjoy roosting in old-growth coniferous snags but are often found making do with industrial chimneys that were built around 1940. Fortunately for Umpqua Valley residents and visitors, the art center chimney serves as a favorite seasonal hotel for the migrating birds. Their nightly show is not to be missed and is definitely worthy of a late summer road trip.

The show starts as the audience watches quietly, eyes glued, awaiting the first bird to descend. The sky is sprinkled with little, chirping black dots, dancing and swirling. The widely dispersed swifts then begin to tighten in a tornado-like cluster above the chimney. The crowd erupts like fireworks as the first swifts dive into the chimney.

"It's like the start horn of the race," someone says.

After that moment, a mysteriously-coordinated large, feathery mass continues to twist and turn in a cyclone as a few birds at a time trickle down the chimney to claim their spot—clinging to the vertical surface.

Although the Vaux's swift is a songbird, most closely related to the hummingbird, the swift cannot perch. It must cling vertically, using its stiff tail like a kickstand to finally rest.

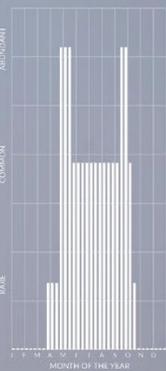
After about five minutes, and once a few latecomers have made their entry, the birds settle in as the audience applauds. At sunrise, the swifts spill out of the chimney like water from a broken main.

On Friday evenings during migration month, a sea of spectators is usually found spread out across the parking lot of The Clay Plaza parking lot in the Fir Grove section of Stewart Park. The Vaux's swift migration typically makes its way through Roseburg at the end of August and lasts through September. These Friday evenings also can feature music, education and other family activities.

The Umpqua Valley Audubon Society highly suggests visitors come early in September for the best showing of birds. The society, in partnership with the Roseburg Parks and Recreation Division, hosts the swift watch, and Audubon members are onsite to answer questions. R

For more information, visit umpquaaudubon.org.

THE SEASONAL OCCURRENCE OF THE VAUX'S SWIFT IN THE CENTRAL UMPQUA VALLEYS



Month	Abundance
Jan	Rare
Feb	Rare
Mar	Rare
Apr	Rare
May	Common
Jun	Common
Jul	Common
Aug	Abundant
Sep	Abundant
Oct	Common
Nov	Common
Dec	Rare

A HOBBY FOR THE TIMES

Getting outside and exploring nature is good for the mind and body, especially during high-stress times like we are in. Birding can be one of the best ways to engage the whole family in the outdoors without needing much experience or equipment. Just pack a picnic and some binoculars.

Homework isn't required either. The Audubon Bird Guide app has got you covered. Available for iPhones and Androids, this free app is a complete field guide to more than 800 species of North American birds. Features include an easy bird ID to help you identify a bird, information on birds and a bird-sightings tracking feature.

The Umpqua Valley is a great place to start, or continue, your birding adventures.

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Faith Lookabaugh mixing it up at Salud Brewery.

DATE NIGHT IN DOWNTOWN ROSEBURG

Whether you're a visitor or a local, downtown offers a variety of options for couples in search of a romantic evening. If COVID-19 restrictions require you to put off your plans, keep these recommendations handy for later.

Story by Brittany Arnold Photos by Kathleen Cummings

Warm summer date nights call for outdoor lounging, mellow tunes and a cold local craft brew or glass of Umpqua Valley wine.

Downtown Roseburg's small-town charm radiates romance and sweet simplicity. The tree-lined sidewalks are highly stroll-worthy and lined with a variety of food and beverage destinations within a few blocks. Whether local or a visitor, it's a great way to sample the flavors, fun and fresh air that the Umpqua Valley has to offer.

STAY

Ball Sister Flats is a relatively new addition to downtown that tops the list of date-worthy places to stay. Located above street level, the Flats are two gorgeously renovated suites that provide luxury, location, history and privacy.



Old Soul Pizza



True Kitchen and Bar



Brix rooftop and lounge (right)



BITES & BREW

For breakfast, head to the Dogal Tree Gift, a favorite of locals that serves up divine bagel sandwiches and other breakfast and lunch goodness. Or try Brix Grill if you're looking for a mimosa or bloody Mary and a delicious casual breakfast. In the mood for just really good coffee and a quick bite? Pop into Gathering Grounds Coffee House, which offers an extensive vegan menu.

For some post-dinner warm-ups, cool down with craft beer and great food from Backside Brewing Co., North Bury Beer Co., Draper Draft House, Salud Brewery and Food Truck or McMenamin's Roseburg Station Pub and Brewery.

For more of a one-stop-shop, the Brix Grill rooftop lounge is open in the summer and has a variety of local beer and wine options, refreshing cocktails and a great food menu. Not to mention a fun, urban atmosphere.

For some local wines, try the Tulle Tasting Room or Paul O'Brien Urban Winery (go early; the tasting room closes at 5 p.m. here).

Time for dinner? Get cozy at True Kitchen and Bar. Their handcrafted cocktails and gourmet cuisine won't leave you disappointed. If you are feeling like a taste of Italy, head to Dino's Ristorante, known for fresh, local ingredients and local wines. Or try another local favorite, Old Soul, for delicious wood-fired pizza. For outstanding Greek cuisine, there's Alexanders, and if you're hankering for Mexican, El Mariachi Loco is another excellent bet. ¹¹

You'll find the vast majority of these establishments within easy walking distance of one another, on or between Jackson and Main streets in downtown Roseburg. Complete information can be found on their individual Facebook pages.

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A leisurely drive through the Umpqua Valley is a trip through a scenic paradise offering wide-open spaces, rolling vineyards, blankets of orchards and fields of lush green. Adding a spray of captivating purples and blues to this colorful quilted landscape is a relative newcomer to the valley.

The emergence of lavender farms throughout Roseburg and the surrounding area has started to catch the attention not just of locals, but also outsiders, including businesses and investors.

"The Umpqua Valley has a microclimate and the perfect soil for lavender," says Keri Kovach Roid, owner of Growing Miracles Lavender Garden. "It has the right temperatures and right amounts of rain and sun. We have perfect conditions for it."

The beginning of Roid's lavender venture is the stuff of a real-life farm fairytale. After living a big-city corporate life for 32 years, Roid was encouraged by her childhood friend, Howard Sand, to move back to her hometown Roseburg. Sand also provided her the motivation to finally start the lavender farm she had always talked about, even offering her a section of his family hazelnut farm, Wesley Orchards, off Lower Garden Valley Road.

Roid planted her first batch of lavender shortly after moving back to Roseburg in 2016.

"Obviously it is beautiful to look at, but also the smell is amazing, the sound, the feel, and you can eat it. It just literally touches all your senses," she says. "I kept this dream in my head and figured that it

would never happen, and then it happened. It's a Hallmark movie, hence the name Growing Miracles."

Every Hallmark story includes a love affair, and Roid's is no exception. She and Sand are now engaged to be married. The 80-acre farm they operate together now includes 3,700 lavender and is the site of their annual lavender festival which last year attracted some 9,500 people.

"I kept telling Howard, 'We had 9,500 people at our house!' It just reinforces that this community is a tourist destination," says Roid, who also helps other new farms get off -- or out of -- the ground by propagating and sharing about 12,000 baby lavender plants.

Southwest of Roseburg, in Tenmile, McLeod's Lavender is one of the newer farms Roid has supplied. Owner Melanie McLeod Prummer agrees that lavender farms are helping attract tourists to the area. "With the tourism in the wine industry, this just adds something to that," she said.

Like Roid, Prummer fell in love with the way lavender made her feel. She moved to the United States from Australia at age 21 and has worked in non-profit management since, the last eight years as the executive director of Peace at Home Advocacy Center.

"Mental health work can be emotionally draining," she says. "In 2017, I went to two farms and picked lavender. I realized that being with the lavender, cutting it and processing it, I felt rejuvenated. It brought me joy."

From her first experience on that lavender farm, Prummer took home not only a dream of starting a farm, but also some Provence lavender, which her husband used to make sausage. The McLeod's farm now specializes in culinary lavender.

The lavender sausage has been their biggest hit, selling out the first day at the local farmer's market. Other McLeod products featuring their lavender include jelly, syrup, coconut oil scrub, shea butter scrub, chocolate blueberries, fudge, apples and Scottish shortbread.

While Prummer enjoys experimenting with new food items infused with lavender, she also has plans to develop a signature oil using Australian Eageron Blue, a lavender that is fairly uncommon in the U.S.

Both Growing Miracles Lavender Garden and McLeod's Lavender are open to the public. McLeod's is by appointment only. Products can be ordered via the farm's Facebook page.

Growing Miracles Lavender Garden also offers products online at growingmiracleslavendergarden.com

Products from both farms can be found in several local stores and farmers markets. ¹⁾

In July, Joseph Lane Winery released its second batch of the popular lavender wine, a rosé featuring pinot gris and cabernet sauvignon for the blend. The infused Folgate lavender comes from Growing Miracles Lavender Garden just down the road from Joseph Lane which offers wood-fired pizzas to accompany its wines. It's located at 155 Lower Garden Valley Road in Roseburg. Hours vary, check their Facebook page for updates.

Keri Kovach Roid and Howard Sand (photo by Jonathan Cummings)

Experience Roseburg Media Plan July 2020 – June 2021

Travel Southern Oregon E-News - August issue Digital

Street Date: August 24, 2020

Ad Size: Digital ad: Small Tile 200x128 + 3 lines copy

9500 subscribers: 40% open rate



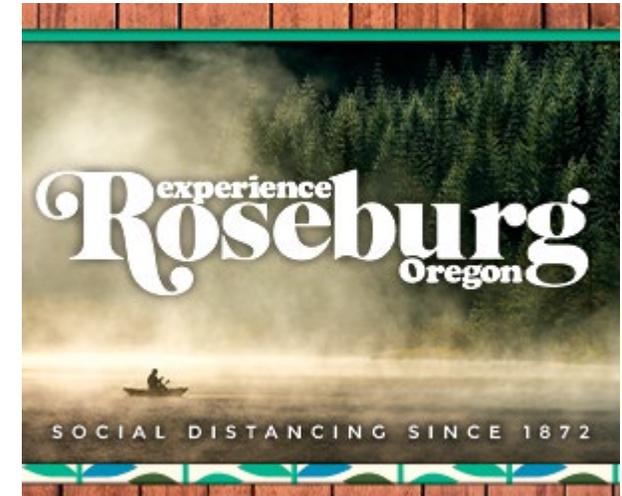
TravelOregon.com Web Ad Digital

Street Date: October - December 2020

Ad Size: Digital Ad: Square 300x250, basic bundle - 18 categories

<https://traveloregon.com/>

More than 12 million pages viewed annually with 3.8 million unique visitors



Experience Roseburg Media Plan July 2020 – June 2021

Facebook.com/experienceroseburg [PAID]

Social Media

Street Date: Monthly, October 2020 - June 2021

Ad Size: Content TBD

@experienceroseburg

Oregon, 25 - 65 years old



Google DMO Project

Provide training to tourism businesses for their Google My Business Listing.

November 2020 - March 2021 business engagement

Google My Business is a free tool that allows you to promote your Business Profile and business website on Google Search and Maps. With your Google My Business account, you can see and connect with your customers, post updates to your Business Profile, and see how customers are interacting with your business on Google.



Experience Roseburg Media Plan July 2020 – June 2021

Oregon Festivals & Events Calendar 2021 Print - Magazine

Street Date: January 2021

Ad Size: 5 event listings

90,000 copies distributed to visitor bureaus, chambers of commerce and other public outlets.

OregonFestivals.org

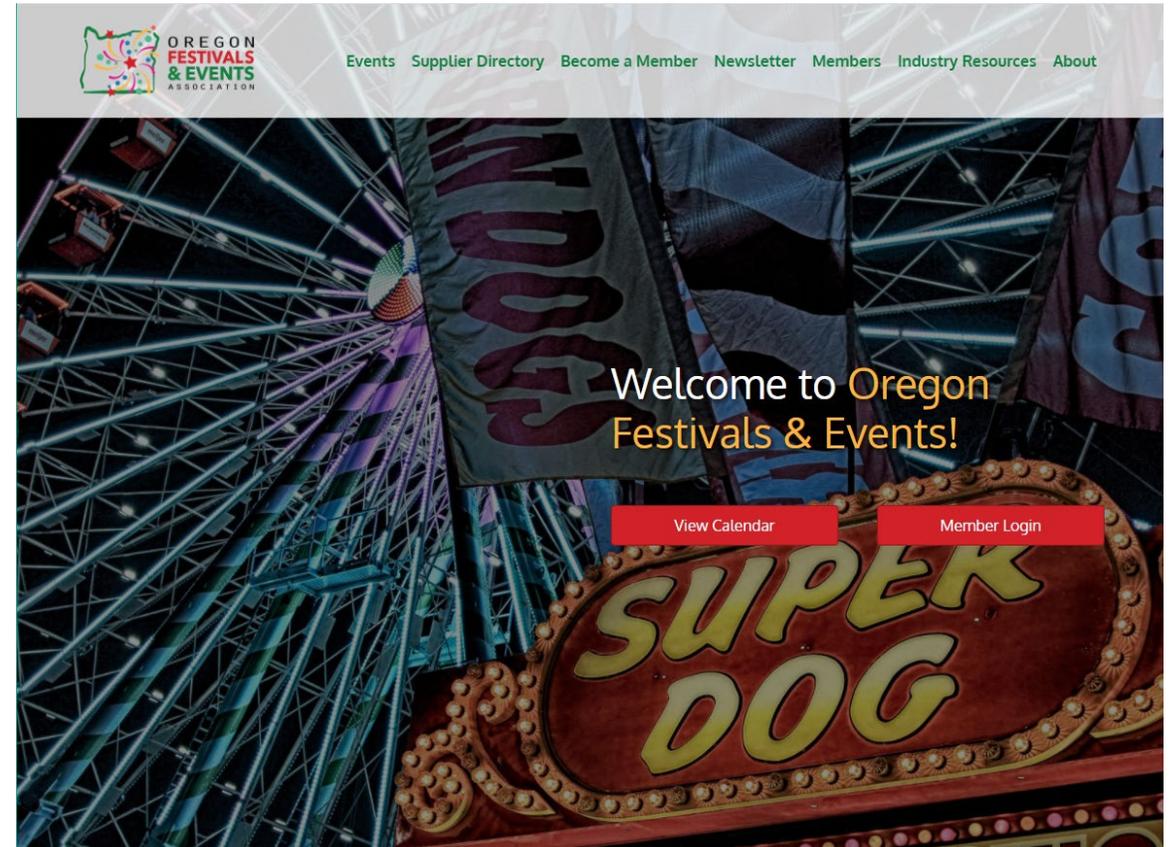
Digital - Website

Street Date: January - December 2021

Ad Size: Experience Roseburg logo; Experience Roseburg listing

<https://www.oregonfestivals.org/>

Event listings from the Calendar are also posted on Travel Oregon's website.



Experience Roseburg Media Plan July 2020 – June 2021

Northwest Travel & Life - 52 Getaways 2021 issue Print - Magazine

Street Date: December 2020 - February 2021

Ad Size: full page

AUDIENCE: 300,000 copies; sold in 1200 stores in the Northwest

Travel Oregon Visitor Guide 2021 Print - Magazine

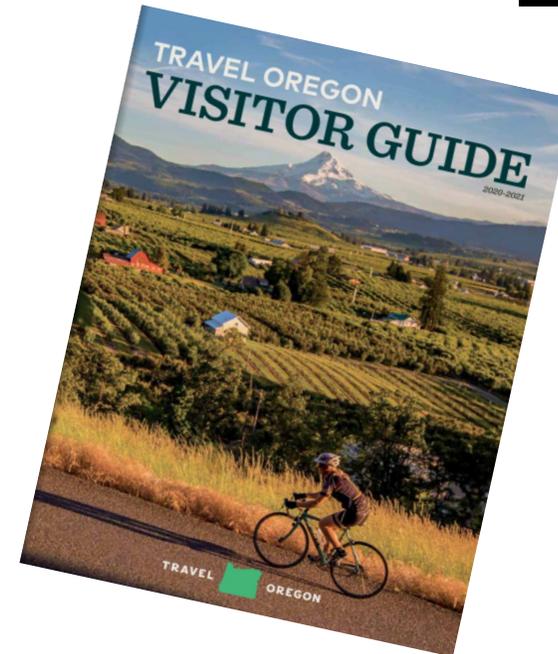
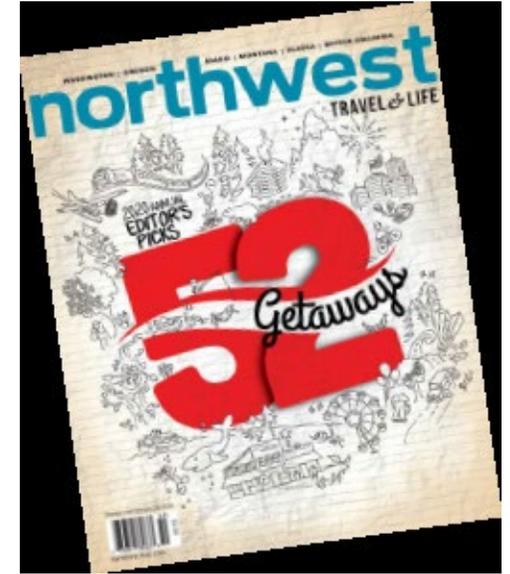
Street Date: March 2021

Ad Size: full page

<https://traveloregon.com/list/?s=roseburg>

AUDIENCE 300,000 copies distributed via TravelOregon.com; year-round distribution and inquiry fulfillment. Also, free leads via the Travel Oregon Online Leads system.

ONLINE VIEWING: Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones. 13,000 + users; More than 1.1 million pageviews; 66 average pages per session; 78% new sessions; 6:38 average minutes per session



Experience Roseburg Media Plan July 2020 – June 2021

Lamar - I-5 @ Sutherlin

Out of Home - Static Billboard

Contract Renewal: March 29, 2021

Ad Size: 12-month 10'6" x 36"

LOCATION: I-5 El 90ft south of Deady Crossing North Face

(Sutherlin +43.35382, -123.32730)

Weekly impressions, ages 18+: 83,015

Eugene Airport

Out of Home - Airport Digital Displays in Baggage Claim

Contract Renewal: April 1, 2021

Ad Size: 12-month :10 video on 40" digital monitors

2 million travelers and greeters annually

Pacific Outdoor - I-5 @ Salem

Out of Home - Digital Billboard

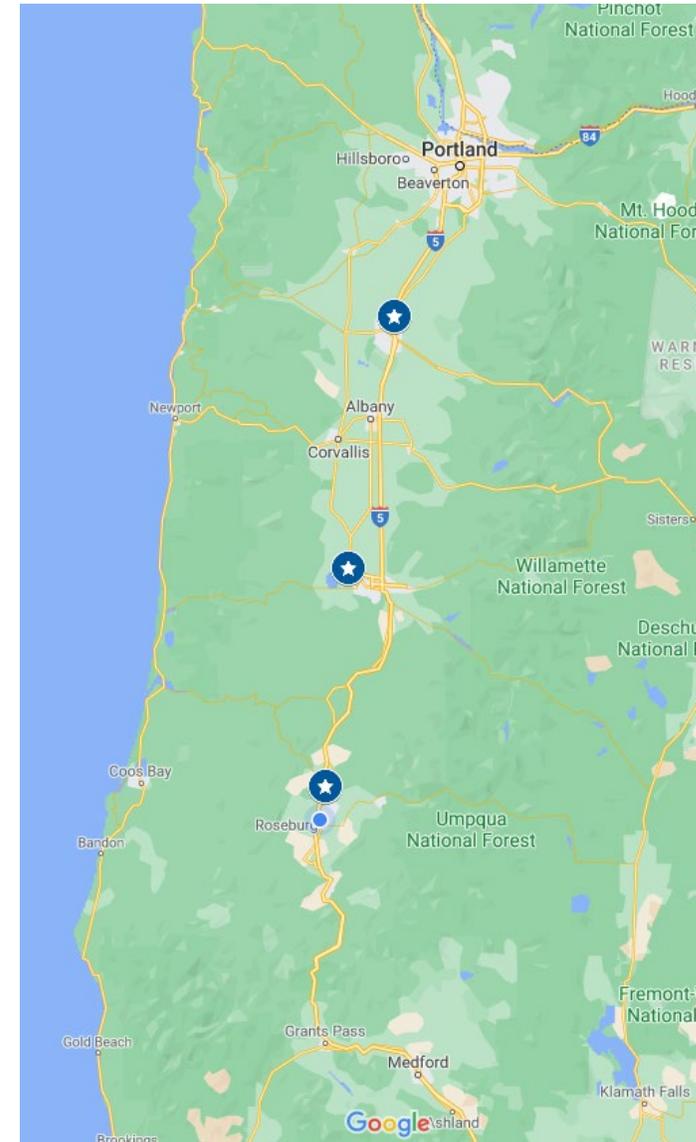
Contract Renewal: April 1, 2021

Ad Size: 12-month 14'x48'

LOCATION: I-5 .25 mi north of Portland Rd eastside, North Face,

Regular, 1 Slot (Salem +44.98805, -122.99516)

Weekly impressions, ages 18+: 138,331



Experience Roseburg Media Plan July 2020 – June 2021

TravelOregon.com

Digital - Website

Street Date: April - June 2021

Ad Size: Digital Ad: Square 300x250, basic bundle - 18 categories

<https://traveloregon.com/>

More than 12 million pages viewed annually with 3.8 million unique visitors

SouthernOregon.org (Travel Southern Oregon website)

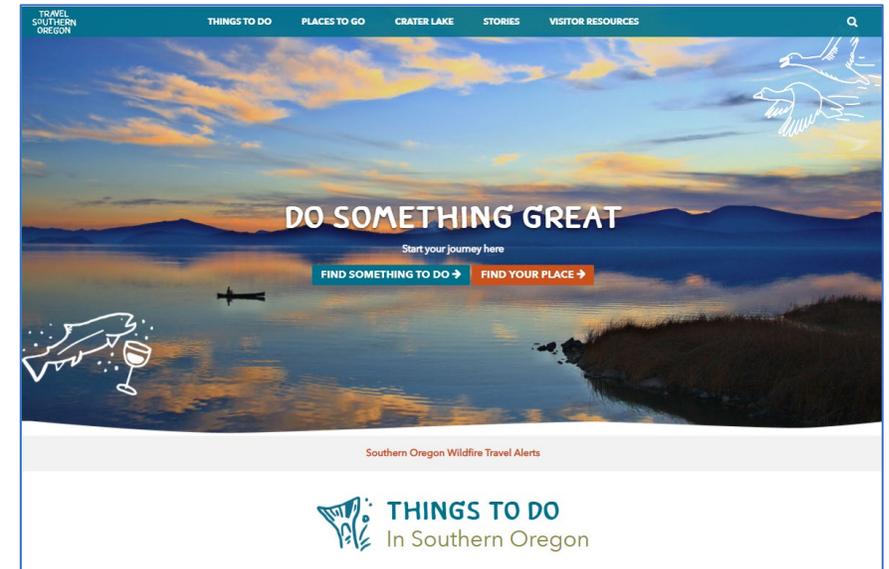
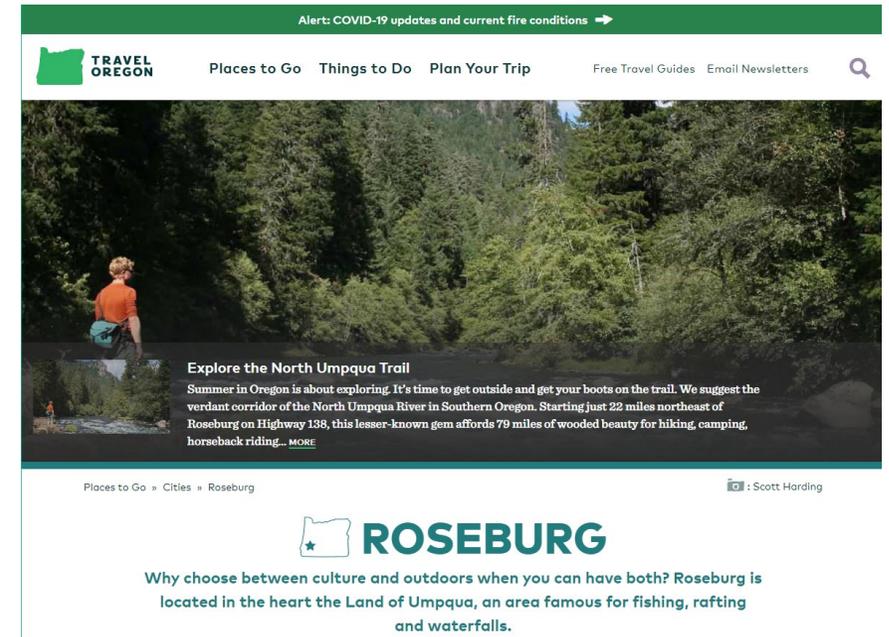
Digital - Website

Street Date: April 2021 - March 2022

Ad Size: Run of Site Footer 3rd pos. 730x90

<https://www.southernoregon.org/>

45,000 unique visitors per month



Experience Roseburg Media Plan July 2020 – June 2021

Travel Southern Oregon E-News

Digital E-News

Street Date: TBD, 2 different months

Ad Size: Digital ad: Small Tile 200x128 + 3 lines copy

9500 subscribers: 40% open rate

Travel Southern Oregon Visitor Guide 2021

Print - Magazine

Street Date: May 2021

Ad Size: full page

90,000 copies distributed to visitor bureaus, chambers of commerce and other public outlets.

