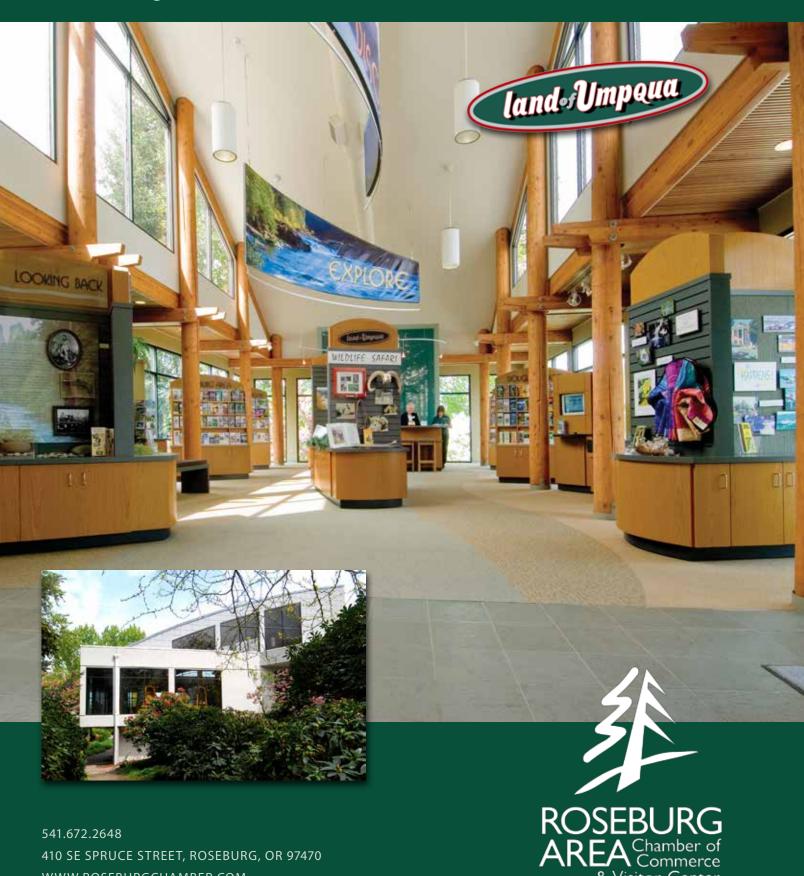


## For more information about the Land of Umpqua visit the Roseburg Area Chamber of Commerce & Visitor Center



541.672.2648 410 SE SPRUCE STREET, ROSEBURG, OR 97470 WWW.ROSEBURGCHAMBER.COM

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# WELCOME!



Roseburg is the heart of the scenic and recreational paradise known as the Land of Umpqua. This land of authentic outdoor adventures and experiences is bordered by picturesque rivers and lush valleys. The Roseburg area is known for its 359 miles of streams along the north and south forks of the Umpqua River. The year-round natural beauty of the Land of Umpqua contributes to a quality lifestyle enjoyed by residents and appreciated by guests to our area.

The Roseburg area reflects small-town values, has dedicated business leaders and a strong education system from K-12 to our local community college. Our community possesses a hardworking, well-trained workforce. These characteristics have proved instrumental in drawing new residents and companies to the region, while keeping families here for generations.

Stroll through our historic downtown with unique shops and galleries and outstanding restaurants and brewpubs, or venture out into the surrounding wine country. Our more than two dozen boutique wineries are receiving international acclaim for a diverse array of wines including Tempranillo, Pinot Gris, Baco Noir, Pinot Noir, Riesling and exotic blends to name a few.

At Wildlife Safari you can get up close and personal with wild animals roaming free. If you'd rather wrestle a steelhead than a bear (and who says you can't do both?), tackle the famous North Umpqua River. It holds steelhead, trout, salmon, bass and as much adventure as you could hope for in one river. And, let's not forget the opportunity for world-class gaming at Seven Feathers Casino Resort & Spa.

Roseburg is only a little more than an hour from where the Pacific Ocean rushes to the beaches of the beautiful Oregon Coast. Or travel the scenic North Umpqua Highway to Crater Lake National Park, one of the most breathtaking sights in America. You can stop at dozens of waterfalls along the way.

If you're a hiker or mountain biker, travel the same route and test the North Umpqua Trail system, one of the top 30 rides

in the world. Our outdoor opportunities—from fishing, rafting, hiking, biking to cycling—when combined with our unique visitor attractions, wineries and breweries, make the Land of Umpqua a perfect destination for visitors.

As this region's leading advocate for business, the Roseburg Area Chamber of Commerce works with our business and community partners to create a strong local economy, promote our local businesses, promote the Land of Umpqua as a premier visitor destination and represent business interests through political activity.

The chamber's political advocacy is founded in making certain our community maintains the most business-friendly environment possible for private-sector growth and job creation. Work is always ongoing to provide shovel-ready sites for business development—manufacturing, industrial and commercial—ensuring infrastructure is in place for future growth. The chamber plays an important role in attracting new business and expanding existing business in the Land of Umpqua for family-wage job creation. The chamber continues to advocate for investment in waterfront enhancement, revitalization of historic downtown Roseburg and transportation infrastructure. Much is progressing in these areas today.

All this, and more, is happening in Roseburg. It's all here for you in the Land of Umpqua. Whether you are visiting us for the first time or hundredth, recently relocated or considering Roseburg as the perfect location for your business or retirement, or are a sixth generation resident like me, the Land of Umpqua is truly the best place to live, work and play.

All are welcome here.

Debbie Fromdahl, President & CEO Roseburg Area Chamber of Commerce & Visitor Center



410 SE Spruce Street | PO Box 1026 Roseburg, OR 97470 www.roseburgchamber.com

#### 2020 OFFICERS/BOARD MEMBERS



**Allen Pike** Chair

Hampton Inn & Suites



**Steve Tavernier** Vice Chair

Roseburg Forest Products



Sam Carter Treasurer

Pacific Power



**Debbie Fromdahl** 

President & CEO

Roseburg Area Chamber of Commerce



**Toby Luther** Immediate Past Chair

Lone Rock Resources

**Melvin Burke** DC Farmers Co-op

**Frank Fisk** 

Rogue Credit Union

**Brant Guido** 

Umpqua Sand & Gravel

**Mark Halliday** 

Con-Vey

**John Robertson** 

Sherm's Thunderbird Market

CJ Steinbach

First Interstate Bank

**Tammy Turner** 

Community Cancer Center

## Roseburg Chamber

**Vision** To advocate for and be the voice of the business community in the greater Roseburg area

**Mission** To strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services

HE ROSEBURG AREA CHAMBER OF COMMERCE is comprised of dedicated and highly trained professional staff. The chamber and its staff depend on the valuable contributions of member volunteers to meet goals and priorities to fulfill the chamber's mission. These volunteers serve on various committees and task forces established to achieve the chamber objectives and address matters of importance to the membership and local business community.

## Membership Services

- Annual Membership Meeting **Awards Dinner**
- Business After Hours
- Business Perspectives E-Newsletter
- · Candidate Identification and **Endorsement**
- Chamber Political Action Committee
- Directory Listings Online and Print
- Economic and Business Development
- Economic Forecast Program
- Government Affairs Team

- Greeters Committee
- Legislative Conference Calls
- Member Business Referrals
- Member to Member Discount **Program**
- Membership Meeting Luncheons
- Networking Activities
- Political / Legislative Advocacy
- Project Leadership Roseburg
- Ribbon Cuttings & Groundbreakings
- Sponsorship and Advertising **Opportunities**
- Website Exclusivity

#### **PROFESSIONAL STAFF**

**Debbie Fromdahl** 

President & CFO (541) 672-2648, ext. 17

**Carol Zech** 

**Visitor Information Specialist** (541) 672-2648

Lydia Wood

**Executive Assistant** (541) 672-2648, ext. 17

Vacancy

**Programs/Member Services** (541) 672-2648, ext. 23

## Roseburg Chamber

## 2020 GOALS & PRIORITIES

#### Our Vision:

To advocate for and be the voice of the business community in the greater Roseburg area.

Our Mission:

To strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services.

- Advocate for business during Oregon's 2020 Legislative Session and advance RACC's 2019-2020 Public Affairs agenda,
  participate with local, regional and statewide coalitions to oppose anti-business and support pro-business initiatives,
  with specific opposition to proposed Cap and Trade legislation.
- Monitor issues and activities at the local, state and federal government levels. Actively support and oppose issues in order to advance the most pro-business environment possible. Hold regular meetings with elected officials.
- Keep membership informed of government affairs issues, particularly during Oregon's Legislative Session via newsletter articles, broadcast "Call to Action" emails, hosting twice monthly conference calls with our state legislative delegation and programs/forums, as needed.
- Expanding member outreach and interaction including RACC board chair and CEO's quarterly "9 at 9" with members.

  Increasing business visitations and introducing new workshops to members.
- Meet with local business to survey needs and barriers related to business retention and future potential expansion for our businesses, and to as well as foster family-wage job creation and economic growth.
- Advocate for effective forest management on public lands to include increased harvest and reforestation, imperative to
  economic growth and long-term sustainability; and for proper management after a fire/catastrophic event. Continued
  support for veterans home, medical training/education campus, Jordan Cove and other significant economic endeavors.
- Promote member businesses products and services through referrals, online member directory and printed directory, advertising opportunities, social media posts, "Shop local" promotion and member brochures on information floor.
- The Roseburg Area Chamber will launch three new business councils: Douglas County Lodging Industry Council, Douglas County Manufacturing Industry Council, and Douglas County Retail Industry Council.
- New online member-only access to business resource library.
- Promote our community as the best place to live, work and visit through on site informational displays, online recreation,
  events and amenities information, statewide distribution of InUmpqua publication and Roseburg/Douglas County map;
  Land of Umpqua Facebook page and visitors/information center. Provide information to individuals and businesses
  looking to relocate through online, phone, email, mail and on-site inquiries and mailing of relocation information packets.
- Support business and economic development activities/endeavors with political action and advocacy by soliciting business friendly candidates for open seats and making endorsements in state and local races when appropriate.

## **Roseburg Chamber**

## **2019 ACCOMPLISHMENTS**

- Implemented 2019-20 Public Affairs & Legislative Agenda, specifically during 2019 Oregon Legislative Session to oppose anti-business legislation and support pro-business legislation including:
- SB 379 Marijuana use in the workplace allowances
   Opposed
- SB 595 Changing transient lodging tax law
   Opposed
- SB 728 Allowing expanded relief in insurance litigation cases – Opposed
- HB 2020 Cap & Trade Opposed
- HB 2269A Mandatory employer paid healthcare
   Opposed
- HB 2005 Paid family medical leave Opposed
- HB 2852 Community choice aggregation
   Opposed
- HB 3031 Family medical leave Opposed
- HB 3427 Corporate Activity Tax Opposed
- Launched new Roseburg Area Chamber of Commerce website with expanded information including business resources, visitor information, relocation information, business relocation information, detailed government affairs and advocacy activities, chamber news and social media platforms.
- Hosted conference calls with the five members of our state legislative delegation twice a month during the 2019 Oregon Legislative Assembly to ensure business voice is heard.
- RACC continues to oppose diverting local lodging tax dollars away from state-mandated promotion to underwrite operation of "selected" for profit business.
- Hosted State of the County, Legislative Preview, State of the Timber/Wood Products Industry, and new Oregon employer mandates presentations.
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate, such as continued positions on:
- Opposition to Crater Lake Wilderness Area Proposal
- Advocating for increased management of public lands to include increased harvest; also, for effective forest management after fire or other catastrophic event.
- Congressional Letter Supporting extended twin trailer length nationally.
- Opposition to potential South Umpqua River Scenic Waterway Designation.

- Fulfilled relocation information (275+) via mail requests; phone inquiries, website downloads, and on-site visits.
- Co-hosted Sustainable Forestry Tour and Communities for Healthy Forests Return to the Burn tour.
- Provided membership political awareness, especially during the Oregon legislative session, via newsletter articles, "Call to Action" emails, membership meetings and legislative calls.
- Expanded member promotion via our memberonly information floor and social media posts and addition of YouTube channel.
- Daily social media posts, member email blasts and website updates.
- Continued to upgrade and expand chamber communications, specifically its electronic newsletter, "Chamber News" emails and "Calls to Action"; produced 12 editions of Business Perspectives in addition to expanding current news on website.
- Continued active involvement on local collaborative boards and committees for the benefit of business and economic development.
- Chamber continued it's monitoring of city council meetings, county commission meetings, and activities.
- Hosted 65th annual awards dinner.
- Presented RACC's awards for business recognition program at its annual membership meeting and awards dinner.
- Actively supported Jordan Cove LNG proposal.
  - Printed version of InUmpqua (a business directory, community profile, & visitor magazine) local, regional, statewide distribution and online on the chamber's new website.
- Chamber's destination marketing and branding campaign for Roseburg and the Land of Umpqua continued to grow tourism in Douglas County.
- Held two Chamber 101 events specifically welcoming new members.
- County wide "shop local" messaging; advocated "shop local" for Black Friday and "shop small" on Small Business Saturday and throughout holiday season with "kick-off" event at membership luncheon the week of Thanksgiving.
- Completed 30th year of Project Leadership Roseburg, with class project that renovated and improved the playground at Green Elementary school.

- Commenced the 31st year of Project Leadership Roseburg program.
- Hosted educational programs and networking events: monthly membership meetings, business after hours, and Economic Forecast 2020.
- Produced Economic Forecast 2020 with leading experts in timber and real estate, economics, workforce trends, and legislative issues.
- Produced TV ads for out-of-area marketing; updated I-5 billboard promoting visitor attractions; produced bi-annual calendar of events brochure; continued social media efforts through Facebook.
- In addition to print, digital, broadcast, and billboard media campaign to promote area as a visitor destination, on-going visitor services and outreach included:
- Assisting on-site visitors of nearly (3,000) visitors at the Roseburg Area Chamber of Commerce and Visitor Center.
- Assisting out of area groups, meeting and event planners; providing local area information and promotional materials for business and leisure.
- Mailing of visitor guide, InUmpqua magazines and other informational requests to over 5,000, with additional 8000+ distributed on-site.
- Distribution of promotional materials, (4,000+) to appropriate venues throughout the state of Oregon.
- Continued visitor destination promotions in larger, affluent markets and successfully transitioned visitor services contract obligations after 25+ years of successful promotion of Roseburg and the Land of Umpqua.
- Produced new advertisements for TV broadcast in the greater Portland and Vancouver markets.
- Represented Roseburg and the Land of Umpqua at the Bay Area Travel & Adventure Show.
- Website visits from advertising increased the number of informational brochures about Roseburg and the Land of Umpqua.
- Produced Roseburg/Douglas County map for local, regional, and statewide distribution.
- Continued great membership benefits programs: discount card with e-coupons program, member referrals, distribution of relocation information; expanded participation in grand openings and ribbon cuttings, referrals, business, and Community promotion.

## **CELEBRATING BUSINESS**

Each year, in January, the Roseburg Area Chamber of Commerce holds its annual membership meeting and awards dinner. It is an opportunity for the chamber to begin each year celebrating business and the local business community we serve.

The chamber also presents to the membership and the community, its leadership team, goals and priorities for the upcoming year, and accomplishments and activities from the previous year.

In January of 2020, the Roseburg Area Chamber recognized three local companies for their excellence in business. These chamber businesses were recognized because of their substantial contribution to the community; leadership and employees of these businesses individually or collectively participate in and give back to our community. The existence of these businesses add to the economic vitality and livability of our community.

## 2019 Small Business of the Year **Wintergreen Nursery**

2019 Medium Business of the Year **Riverview Terrace** 

2019 Large Business of the Year Sherm's Thunderbird Market







### 2019 FIRST CITIZENS

In every community, there are individuals whose contributions truly stand out. Each year, the Roseburg Area Chamber of Commerce hosts its annual membership meeting and awards banquet. One of the highlights of this annual event is honoring people who have made significant contributions to our community.

First Citizens are individuals whose longstanding dedication and service have indisputably improved life in Roseburg.



Rene Coen 2019 First Citizen



Alex Palm 2019 First Citizen



## 2019 VOLUNTEER OF THE YFAR

The Roseburg Area Chamber of Commerce awarded Allen Pike, from Hampton Inn & Suites as its 2019 volunteer of the year for his dedication, time and service to the chamber in support of our local business community.



Allen Pike 2019 Volunteer of the Year



hen it comes to the long list of reasons people are wild about Roseburg and Douglas County, at the top of that list is a combination of the natural, unsurpassed beauty and the unlimited outdoor experiences existing in our little corner of the world.

The Land of Umpqua is truly the land of authentic adventure! From an exciting whitewater river ride to a fabulous salmon fishing expedition on the Pacific Ocean, almost anything you can dream to do outdoors is accessible in the Roseburg area. This region, the Land of Umpqua, is best known for the bounty and power of its rivers, where steelhead, other wildlife and waterfalls abound.

Pristine rivers run from the high Cascade Mountains through fertile valleys and from the Coast Range to the Pacific Ocean. These rivers, the legendary North Umpqua Trail System and lush park systems have so much to offer. The North Umpqua Trail along Highway 138 is also an ideal, scenic route to must-see Crater Lake National Park where waterfalls are abundant. Hikers, bikers, cyclists, bird watchers, fishing enthusiasts—novice or expert, rafters, golfers, skiers, skaters, boaters, ball players, campers and anyone else hungry for outdoor fun find their paradise here in the Land of Umpqua. Whether you're a visitor or a resident, Roseburg is the perfect base camp for year-round recreation and adventure.

## WHITEWATER RAFTING, KAYAKING & **BOATING**

The Umpqua Rivers provide numerous additional recreational opportunities. Two of the most popular are rafting and kayaking. Local rafting guides can provide exciting river adventures, offering half and full-day outings over Class I, II, III and IV rapids. Experience the thrill of whitewater rafting on the North Umpqua River, a steep and rugged canyon with towering Douglas Fir forests. A number of guide services hold permits for the wild and scenic portion of the river.

Other activities and experiences include boating, water skiing, swimming, brilliant waterfalls and natural hot springs.

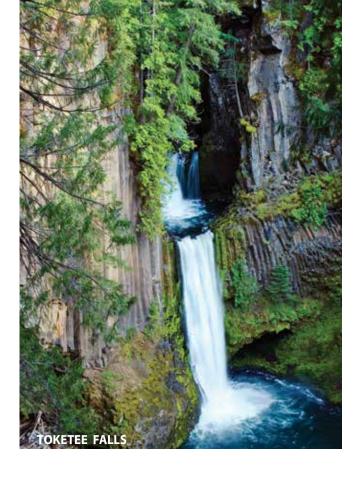
Reservoirs, lakes and rivers throughout the Land of Umpqua offer a variety of boating opportunities. The Roseburg Area Chamber of Commerce & Visitor Center has a guide which includes information on boat access points along the North, South and main Umpqua Rivers.

### WATERFALLS

The Land of Umpqua is home to numerous spectacular waterfalls. The North Umpqua and High Cascades segments of the Rogue-Umpqua National Scenic Byway are discovered by traveling east from Roseburg on Highway 138. The road meanders alongside the legendary waters of the North Umpqua River, deep into forests of old growth Douglas Fir. Along the way are the sights and sounds of thundering waterfalls—24 in all including Clearwater, Deadline, Fall Creek, Susan Creek, Toketee and Watson Falls—many just a short walk from your car. They are well worth the visit.

Watson Falls is the highest waterfall in southwest Oregon, plunging 272 feet over the edge of a basalt lava flow. A 0.4-mile trail rated "moderate" leads up to the base of the falls, with an excellent close-up view offered from a wooden bridge that crosses the creek 0.3 miles from the trailhead.

Toketee Falls (right) is a two-tiered falls. The upper falls drops 40 feet and the lower falls plunges 80 feet over a sheer wall of basalt. A 0.4-mile trail rated "moderate" winds through an old-growth forest and ends at a sturdy platform overlooking the falls. In the Chinook language, "Toketee" means "pretty" or "graceful," and Toketee Falls definitely lives up to its name.



## **Umpqua National Forest (541) 957-3200**



## **FISHING**

The Land of Umpqua offers the finest bait and fly fishing in Oregon, from ocean fishing at Winchester Bay to lake and river angling.

The majestic North Umpqua River "lures" locals and visitors to it year after year. No matter the season or the water sport, the offering of the North Umpqua River is incomparable.

Long recognized as a premier destination for fly fishing for wild steelhead, the North Umpqua River is also known for its 33-mile section of "fly angling only water." There has long been the misconception these regulations were set in place for fly fisherman to pursue their sport; when, in fact, the regulations were originally established to protect the runs of salmon which spawn in the river.

As a fly fishing stream the North Umpqua is known as the "graduate school of fly fishing"—a testament to the difficulty of fishing and wading this storied river.



## THE NORTH UMPQUA TRAIL OFFERS A VARIETY OF OUTDOOR RECREATION

## **MOUNTAIN BIKING**

The North Umpqua Trail offers year-round hiking with breathtaking views, countless waterfalls and endless outdoor activities from mountain biking, horseback riding, bird watching, botanical sightseeing and photography to horseback riding.

The North Umpqua Trail is referred to as "The NUT" by local mountain biking enthusiasts. In part because this 66-mile trail system is like a bag of mixed nuts. It offers something to fulfill every kind of mountain biker's experience. The NUT to locals is referred by visitors as "best must-ride trail in North America" and "epic." Bicycling Magazine labels the North Umpqua Trail, number 29 on its "50 Rides of a Lifetime;" a worldwide compilation.

The NUT offers 12 primary trailheads which provide parking and access points. Sections with "captivating" names like Deer Leap, Dread & Terror and Panther, vary from 3.5 to 15.6 miles in length and provide all levels of riding difficulty from smooth, high-buff speed areas to more challenging rocky, super technical areas.

## HIKING

To get the full experience of the NUT, we suggest you spread it over two or three days. Don't forget to take in the memorable sights and features along the trail which includes two dozen waterfalls, lakes, natural hot springs, spectacular views and stunning scenery.

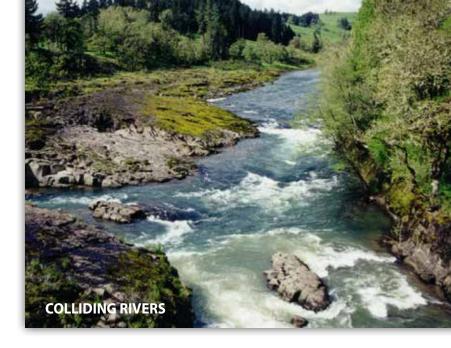
Hundreds of hiking trails for the "backpacking enthusiast" are offered along the NUT, in addition to hundreds of beautiful trails throughout other parts of the Land of Umpqua. Campgrounds are located along the trail. Primitive camping along the trail is allowed, but it is recommended in locations out of view from other trail users.

SEE THE NORTH UMPQUA TRAIL MAP ON PAGES 50-51. DETAILED HIKING MAPS AND BROCHURES ARE AVAILABLE AT THE ROSEBURG AREA CHAMBER OF COMMERCE.

## **SCENIC BYWAY & COLLIDING RIVERS**

For those who prefer not to get wet, a scenic drive is a great way to take in the beauty of the North Umpqua. A drive along Highway 138, a National Scenic Byway, will take you on a 60-mile tour of some of the state's most remarkable scenery. From wildlife watching areas and hiking trails amidst towering forests, to picnic spots and thundering waterfalls, you'll be truly impressed with what you'll discover.

Be sure to stop at the Colliding Rivers viewpoint where the Little River and the North Umpqua converge. Here you will witness the unique maelstrom of water where the rivers meet head to head—the only place in the world where this phenomenon occurs.





## **CYCLING**

Scenic bike and walking paths are located throughout the city of Roseburg. Douglas County has numerous marked bike routes. In recent years, the Land of Umpqua has hosted several CycleOregon events and has seen growth in wine/cycling tourism. Not only does the area offer scenic bike paths located along the South Umpqua River and throughout the city of Roseburg, but also through the rolling valleys of rural Douglas County. See the walking and bike pathway map on page 52.



## **ROCK CLIMBING**

The Land of Umpqua is home to over 200 climbing routes, including over 100 routes in the ever popular Callahan Mountains. Located 25 minutes west of Roseburg, with an elevation of 2,200-2,500 feet, the Callahans offer a good climbing experience year round. For occasional seasonal closures in the North Umpqua area, call the North Umpqua Ranger District. The Youtlkut Pillars, east of Roseburg, sit at elevation of 4,000 feet and offers climbers a volcanic multi-columnar crag with documented and undocumented routes. Recorded routes have fixed anchors at the top with climbs ranging from 5.6 to 5.9.



## DISC GOLF

Roseburg boasts three disc golf courses, each with unique challenges for both novice or expert. Whistler's Bend disc golf course is considered by many enthusiasts to be one of the best courses in the Northwest. Located within 175 acre Whistler's Bend county park, this 18-hole gem is bordered on three sides by the North Umpqua River. Riverfront Disc Golf Course is centrally located in Roseburg and shares boundaries with Stewart Park and the VA grounds. It is nestled alongside the South Umpqua River, the bike path and features 14 Mach 2 baskets and 4 tone poles. Green Oaks Park located in Green District along Roberts Creek, the disc course has 6 Mach 2 baskets with three tee pads each.



## **GOLF**

The Land of Umpqua offers exceptional experiences for golfers of all kinds and skill levels. In addition to 18-hole public courses in Myrtle Creek and Sutherlin, Roseburg has its 9-hole public Stewart Park Municipal Golf Course located in the heart of the city and the Roseburg Country Club, a private club. The Roseburg Country Club offers an 18-hole championship golf course. This club is reciprocal with other private member clubs. Contact the Roseburg Area Chamber of Commerce & Visitor Center for more information about all Land of Umpqua golfing venues.







## **WILDLIFE SAFARI**

## A WILD EXPERIENCE

Each day as the sun rises over the Land of Umpqua, roaring lions, bellowing rhinos and the social "chattering" of primates are just some of the sights and sounds waiting for those willing to take a walk on the wild side. Wildlife Safari is the Pacific Northwest's premier animal park filled with animals from Africa, Asia, North and South Americas. For nearly forty-five years residents and visitors alike have had the privilege of experiencing the world's wildlife in a natural habitat environment.

Wildlife Safari is a 600-acre drive-through park just eight miles south of Roseburg in Winston, Oregon that attracts people from around the globe. Approximately 200,000 people visit the park each year to experience the nearly 600 animals from over 75 different species. Visitors to Wildlife Safari can view these animals from their vehicle as they freely roam the park's wide open spaces including a "splash pond" for resident elephants Tava, Moja, and Valerie. The 14,000-gallon watering hole is about 50' x 55' and plunges to 61/2 feet at its deep end. A waterfall in the middle of the pool drops a wide tide of water into the pool as a fountain, carved like an elephant's trunk spouts

water into the air. Visitors to the park can get up close and personal at the Safari Village's petting zoo or by taking advantage of one of Wildlife Safari's special experiences including lion or giraffe feedings, cheetah walk and elephant rides or encounters. The Safari Village also offers train rides through the park, education programs, special year-round events and exhibits and the White Rhino Restaurant.

Known around the world for its cheetah breeding program, Wildlife Safari continues to grow its Wildlife Encounters program. With an encounter, you can choose to feed a giraffe, help bathe an elephant, be a companion ranger and be just feet away from lions, bears, or cheetahs at feeding time! Be sure and call the safari in advance of your visit to learn more about and schedule a special wildlife encounter for an experience of a lifetime.

Wildlife Safari is AZA (Association of Zoos and Aquariums) accredited for meeting the highest zoological professional management standards. The mission and purpose of the organization exemplifies its ongoing dedication to education, conservation and research.



uring winter and spring months, the Land of Umpqua offers every level of winter activity from extreme snowboarding to tranquil fireside moments in a snow covered lodge. Beautifully groomed cross-country ski trails, Mount Bailey snowcat skiing and 200 miles of groomed USFS trails for snowmobiles and all-terrain vehicles await in the Diamond Lake area. One of the most enchanting winter wonderland of all, Crater Lake National Park, where an average of 44 feet of snow falls each year. The park offers cross-country skiing and ranger-guided snowshoe walks; snowshoes are provided and the tours are free. Other winter activities in the Land of Umpqua include snowboarding, tubing, ice skating and ice fishing.



## CAT SKI MT. BAILEY

If you are looking for an adventurous snow experience, cat skiing or snowboarding Mt. Bailey might just be what you've been looking for. The ride is awesome, the view is epic, and the snow is untouched—for real, exclusive access to the mountains pristine powder is given to only twelve skiers or snowboarders a day.

Mt. Bailey is home to the country's longest running backcountry cat skiing operation. With an average of 15,000 to 18,000 feet vertical spread across more than 6,000 acres, Mt. Bailey offers a buffet of terrain from cliffs, chutes, glades, bowls and mountain faces. Reservations are required, call Diamond Lake Resort at (541) 793-3333 ext. 7 or go online to www.catskimtbailey.com.

## **TUBING AT DIAMOND LAKE**

Go tubing like a kid again at Diamond Lake Resort! Grab a tube and ride the 470 foot conveyor to the top for as many rides as you want. The conveyor is the second longest in the northwest and can carry 1,000 people in just one hour so you'll never have to wait in line.

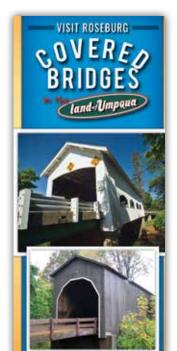
#### **OUTDOOR RECREATION REFERENCES**

BLM Roseburg District	(541) 440-4930
Crater Lake National Park	(541) 594-3000
Diamond Lake Resort	(541) 793-3333
<b>Umpqua National Forest</b>	(541) 957-3200



## COVERED BRIDGES HAVE BEEN A PART OF OREGON'S HISTORY FOR OVER 150 YEARS

imple and practical, the bridges were often frequently made from locally-grown wood. Strong and straight Douglas Fir beams were hewn for the trusses and hardwoods utilized for the fastenings. House-type structures were constructed over the top of the of the timber trusses to protect them from the damp Oregon climate and to increase their longevity.



In the 1930s, Oregon was home to over 300 covered bridges. Today, 53 still stand, the largest concentration in the western US. The Land of Umpqua is home to several of these surviving historic bridges including Cavitt Creek, Horse Creek, Milo Academy (pictured), Mott bridges and more. Touring these remaining covered bridges will give visitors a glimpse into Oregon's history.

For a separate covered bridge tour map and brochure, stop by the Roseburg Area Chamber of Commerce & Visitor Center.

#### **CAVITT CREEK BRIDGE**

Was built in 1942 and spans 70 feet, crossing Little River at its junction with Cavitt Creek. Raw logs make up the upper supports. The bridge's odd portal shape was designed to accommodate log trucks.

#### HORSE CREEK BRIDGE

Built in 1930 in Lane County, it spanned the McKenzie River. This 110-foot bridge was closed in 1968 but found new life in 1990 when it was disassembled and moved to its current site in Myrtle Creek's Millsite Park, where it is used as a footbridge.

## MILO ACADEMY BRIDGE

Built in 1962 and spans 100 feet to cross the South Umpqua River. The bridge is actually made of steel with a housing of wood. The structure was constructed to replace an original covered wooden bridge from 1920. The bridge provides access to the Milo Academy boarding school.

#### **NEAL LANE BRIDGE**

This is one of the shortest covered bridges in Oregon at 42 feet. Built in 1939 for \$1000, the bridge is the only one in the state that uses a kingpost truss design. Arched portals, narrow windows and plank flooring add to its rustic charm.

#### **ROCHESTER BRIDGE**

Built in 1933 to replace a span built in the 1860s. This elegant 80-foot long bridge has unique side windows with gently-curved tops. Just west of Sutherlin, this bridge spans the Calapooia River.

#### PASS CREEK BRIDGE

Built in 1925, Pass Creek Bridge replaced a previous covered bridge built in 1906 and was in service until 1981. In 1989, the 61-foot bridge was moved a short distance downstream and rebuilt as a footbridge.

#### 7MOTT BRIDGE

While it's not a covered bridge, it has historical significance. Built in 1935-36 by the Civilian Conservation Corps (CCC), the 237-foot three spandrel arch bridge is the sole survivor of three bridges built with this design in the Pacific Northwest, and is an Oregon Engineering Historic Landmark.



he Land of Umpqua doesn't just span the length of the county's I-5 corridor. It also stretches from the high Cascade Mountain Range to the shores of the Pacific Ocean. Roseburg has the distinction of being in between these beautiful and unique locals.

Roseburg is the northernmost I-5 portal to majestic Crater Lake National Park and the most scenic way to get there when you visit Roseburg. The seemingly short journey of little more than 100 miles from Roseburg via the breathtaking North Umpqua segment of the Rogue-Umpqua Scenic Byway offers an unforgettable route to Crater Lake. Stop and see cascading waterfalls of the North Umpqua Trail along the scenic byway, aptly nicknamed "The Highway of Waterfalls." The road follows 40 miles of the wild and scenic North Umpqua River, world-renowned for its distinctive blue color and its steelhead fishing. At the end of your journey you'll find yourself at the northern rim of one of the world's wonders. Oregon's only National Park.

Nowhere else on earth can you witness a lake so deep and pure, creating an intense blue color that never ceases to amaze. Every year, Crater Lake National Park melts away months of winter snow revealing its summertime glory. For visitors during the summer months the bright sunny days at the crater rim make for the best pictures of the lake capturing an array of brilliant blue and turquoise water. Summertime activities include hiking, boat tours, trolley tours, rangerguided programs and a number of other activities available at Crater Lake National Park.

The park is open year-round and activities aren't limited to just the summer months. Visitors during the winter

months will find a winter wonderland setting for snowy adventures (see page 12 for winter activities).

The Steel Visitor Center is open every day except December 25. Open 9:00 am to 5:00 pm from mid-April to early November and 10:00 am to 4:00 pm the rest of the year. The Rim Visitor Center at Rim Village is open daily 9:30 am to 5:00 pm from late May to late September. Call (541) 594-3000 for more information.



## DID YOU KNOW?

CRATER LAKE WAS FORMED WHEN MT. MAZAMA ERUPTED OVER 7,700 YEARS AGO AND IS THE DEEPEST LAKE IN THE UNITED STATES. IT IS SURROUNDED BY SHEER CLIFFS ALMOST 2,000 FEET HIGH AND HAS TWO ISLANDS. THE 33 MILES AROUND THE CALDERA PROVIDES 20 SCENIC OVERLOOKS.





## **DIAMOND LAKE RESORT**

Nestled in the southern Cascade Mountains with an incredible view of Mt. Thielsen as its backdrop, Diamond Lake is an outdoor enthusiast's paradise. Located just five miles north of the Crater Lake National Park access from Roseburg by the picturesque North Umpqua segment of the Rogue-Umpqua National Scenic Byway. While it certainly offers everything one would expect from a lake with a surface covering more than 3,000 acres, the area offers so much more than water-related activities.

Summer recreational activities including Rainbow Trout fishing, boating (charters for fishing, patio boats, paddle boats, bumper boats, kayaks and canoes are all available to rent) and water sports. Non-water activities include cycling on paved trails, mountain biking on single track dirt trails, horseback riding, hiking, camping with volleyball, horseshoeing and more.

Diamond Lake Resort, Oregon's Gem of the Cascades, offers a motel, cabins, and an RV park that offers full hook up spaces from May to October (snow permitting). The resort also boasts a café, South Shore Pizza (seasonal summer), and the Mount Bailey Grill & Sports Lounge. Call (800) 733-7593 for more information.

The US Forest Service manages three campgrounds with over 450 camping sites in the Diamond Lake area, with both reserved and first-come, first-served camp sites, including restrooms, showers, drinking water and RV dump site.

## **LOON LAKE LODGE**

Between Roseburg and the coast you'll find tranguil Loon Lake, a favorite family getaway with plenty of activities. Guarded from the coastal winds and fog by the scenic mountains of the Coastal Range, Loon Lake offers a more temperate climate than the coast and inland valleys. The calm surface of the lake from the mountain barriers makes for some of the smoothest water skiing in southern Oregon.

In addition to water skiing, activities include swimming, fishing, kayaking, canoeing, and paddle boarding, just to name a few. Visitors will find a selection of equipment rentals are available, from pontoon boats and ski boats to paddle boards and canoes, to enhance their lake experience.

The lodge area of the lake offers a full-service deli with deck overlooking the lake, an ice cream stand, gas station, general store and a gift shop. Sandy swimming beach, snack shack, and boat docks can be found in the marina area. Loon Lake also has a sandy beach, volleyball court and summer activities planned by resort staff.

A variety of lodging options are available at Loon Lake including vacation rentals, cabins, cottages, and even yurts. For those looking for a more outdoorsy overnight option, the lake also offers RV sites and tent camping. For reservations call (541) 599-2244.



iscover ocean beaches when you include a visit to the Oregon Coast during your time in the Land of Umpqua. Just a little over an hour's drive from Roseburg is where the Umpqua River meets the Pacific Ocean. It is a magical place with stars on the beach, plumes from migrating whales and vast sand dunes stretching for miles.

Coastal activities include horseback riding to off-road vehicle sand dune riding at the Oregon Dunes National Recreation Area. Also experience the usual expected activities of fishing, clamming and crabbing to the not-so-expected elk and whale watching. Adventure awaits you on the Oregon Coast.



## UMPQUA RIVER LIGHTHOUSE & MUSEUM

Winchester bay is home of the 65-foot lighthouse that emits a distinctive red and white flash. The museum tells of the unique origins of the rare red lens, among other local historical facts. Lighthouse Tours: 10 am to 4 pm daily (May-October) and 10 am to 3pm Fri-Sun (Mar-Apr, Nov-Dec). Museum hours of operation change seasonally.

## **UMPQUA DISCOVERY CENTER**

Located along the banks of the Umpqua River in Reedsport near the Oregon Coast, the Umpqua Discovery Center features cultural exhibits on the history of the Coos, Lower Umpqua and Siuslaw Indians, along with early explorers and settlers. A logger's camp, cannery, schoolhouse and working weather station invite you to interact with the exhibits. Open 10 am to 5 pm Mon-Sat (June-Sept) and 10 am to 4 pm Mon-Sat (Oct-May) and noon to 4 Sun (year round).





### **COOPER RIDGE** VINEYARD

1389 Old Garden Valley Road Roseburg, OR 97471 (541) 671-2373 www.cooperridgevineyard.com

### **GIRARDET**

895 Reston Road Roseburg, OR 97471 (541) 679-7252 www.girardetwine.com

### **REUSTLE-PRAYER ROCK VINEYARDS**

960 Cal Henry Road Roseburg, OR 97471 (541) 459-6060 www.reustlevineyards.com





CHECK IN WITH OUR LOCAL WINERIES FOR WINE EVENTS. SOME WINERIES ALSO OFFER LODGING.

tributaries coursing through our beautiful valleys, the region's unrivaled natural beauty and warm hospitality of local winemakers provides an idyllic destination for visitors. We hope you'll take time to visit one—or better yet, all of these great local wineries. Not only do they offer the very best wine the Land of Umpqua has to offer, but are invaluable partners with the chamber in promoting the Roseburg area as a destination for wine enthusiasts.

Land of Umpqua's range of growing

conditions, soil types and micro-climates

has expanded the list of varietals grown by Umpqua Valley wineries beyond

most every region in the United states.

While producing exceptional Pinot Noir,

the region's growing list of vintners

produce an array of award-winning wines, including: Baco Noir, Cabernet

Sauvignon, Chardonnay, Marechal Foch,

Tempranillo, Sauvignon Blanc, Grüner

Veltliner, Merlot, Malbec, Syrah and

With the Umpqua River and its

Riesling, and so much more.

Whether you're in the mood to visit a historic winery or a chic, urban winery, there is a style and flavor for every palate.

## **Itinerary**



## DAY 1

## SOUTH & CENTRAL VALLEY WINERY TOUR, WILDLIFE SAFARI AND MUSEUM

Spend your morning at the Wildlife Safari in Winston, a 600acre drive-through park where you will have close encounters with hundreds of animals from all over the world. Be sure and spend some time in the Safari Village for special exhibits and shows and have lunch at the White Rhino.

To begin your experience with the wonderful wines from

the Land of Umpqua, visit the nearby Girardet winery. On your way back to Roseburg, visit the award-winning Douglas County Museum. Spend your late afternoon visiting a few more wineries including Cooper Ridge Vineyards and Reustle Prayer Rock Vineyards.



While in the central valley area, you may want to drive to the Rochester Covered Bridge off Highway 138.



## DAY 2

#### WILD AND SCENIC NORTH UMPQUA

Begin your day early and travel the North Umpqua segment of the Rogue-Umpqua Scenic Byway, Highway 138, towards Glide. This route is considered one of the best roads in the nation for scenic beauty, recreational opportunities, and is a destination unto itself.

Your first stop should be the Colliding Rivers viewpoint where the swift deep waters of the North Umpqua River meet the rapids of sparkling Little River head-on. Continue east on Highway 138 taking the opportunity to stop at a few of the parks and pull-offs to view the magnificent North Umpqua River. You should also stop along the way and hike into several of the Land

of Umpqua's waterfalls. Fall Creek, Clearwater, and Watson Falls are short hikes.

For a longer adventure hike to the two-tiered Toketee Falls. The perfect place to stop for lunch is the historic Steamboat Inn. After lunch it's on to Diamond Lake with Mt. Thielsen—the lightning rod of the Cascades—as its backdrop. And, of course, your final destination before heading back to Roseburg is to take in the beauty of world-famous



Crater Lake, the deepest lake in North America.



FOR RECREATION INFORMATION, RESERVATIONS AND PARK HOURS CALL THE CRATER LAKE NATIONAL PARK SERVICE AT (541) 594-3000



## DAY 3

#### **HISTORIC CITIES, ARTS, AND** ENTERTAINMENT TOUR

Start your day at the Roseburg Area Chamber of Commerce & Visitor Center with information on all things there are to see and do in Roseburg and the Land of Umpqua, including "The Blast" tour. The digital tour begins at the chamber and is the perfect way to get your visit of historic downtown Roseburg started. After completing the tour, be sure to check out the assortment of shops, art galleries, antique stores and restaurants. Take time to view statues, murals, and historic monuments in historic Roseburg.

You'll want to visit the galleries and gift shop at the Umpqua Valley Arts Center, located in the original 1917 Veterans Administration building on Harvard Avenue. Next, step back in time with a visit to historic Oakland, just 12 miles north of Roseburg on I-5.

Historic Oakland was established in 1881. Explore turn of the century brick buildings, a museum, a restaurant with old-fashioned ice cream parlor, and antique stores before heading back to Roseburg for dinner. If your evening is free, it's the perfect time to head south to Seven Feathers Casino for some fun Nevada-style gaming.



## **Itinerary**

#### SCENIC DRIVE AND THE OREGON COAST

Travel west from Sutherlin on Highway 138, a designated state scenic byway. Take a break in the town of Elkton for a bite to eat and visit wineries. Before getting back on the road again, you'll want to take in the Butterfly Pavilion, where you'll walk through butterfly and humming bird gardens in this 4½-acre botanical garden featuring native trees and shrubs. Your next stop before heading for the Oregon Coast should be Fort Umpqua. Continue west on Highway 138, following the Umpqua River to the Pacific Ocean. Just before Reedsport, stop at the Dean Creek Elk viewing area. Upon entering Reedsport, be sure and stop at the Discovery Center to learn more about the local and natural history of the area.





Next up, are visits to one of the many public beach areas where the Pacific Ocean rushes to meet the Oregon shore, the Oregon Dunes National Recreation Area and the Umpqua River Lighthouse and Museum in Winchester Bay. No visit to the Oregon Coast is complete without enjoying a meal of fresh seafood at one of the area's local restaurants.

Depending on your time, you can return to Roseburg the way you came or for more scenic beauty, take the longer "loop" and head south on Highway 101 and return to

Roseburg by way of highway 42. If you choose this route, you can make a short side trip and check out the rocky headlands of Cape Arago and the beautiful formal gardens at Shore Acres near Coos Bay.

## DAY 5

#### **EVERYTHING ELSE AND EVERYTHING YOU MISSED**

The ambitious itineraries of your first four days in the Land of Umpqua have, no doubt, left you with sights and experiences you either missed or would have liked to have spent more time. And so, day 5 will give you the opportunity to spend more time at a museum, gaming, or visiting more of our waterfalls and covered bridges. You can visit that winery you missed on a previous day or revisit one you wanted more time to explore. Maybe it's the day you pamper yourself at the River Rock Spa in Canyonville or one of our full-amenities spas in Roseburg.

Maybe it's the day you tackle one of our many authentic outdoor experiences—fishing, hiking, rafting, biking, cycling, golfing . . . you name it. Or, maybe, with all there is to do in the Land of Umpqua, you'll have to save some of these activities for your next visit. You'll always be welcome in the Land of Umpqua.

## Lodging

Roseburg offers plenty of lodging options from national hotel chains to historic bed and breakfast accommodations. RV parks and campgrounds as well as resorts, large and small, dot the landscape throughout Douglas County. Whether your plans are an overnight visit or, better yet, a week-long stay in the scenic Land of Umpqua, we have the lodging to meet your needs and vacation style. Here are just a few options.

#### B&B'S/AIRBNBS

#### **BELL SISTER FLATS**

620 SE Main Street Roseburg, 97470 (541) 580-6302

#### THE CHALET (GIRARDET)

895 Reston Rd. Roseburg, OR 97471 (541) 679-7252 www.giradetwire.com/visit-giradet/

#### **RIVER HOUSE**

5579 SW Grange Rd. Roseburg, OR 97471 (541) 679-7256 www.risingriverrv.com

### **EXTENDED STAY - EXECUTIVE**

#### THE VENUE SUITES

621 SE Cass Avenue Roseburg, OR 97470 (541) 673-5474 www.venuesuites.com

#### HOTELS/MOTELS

#### **COMFORT INN ROSEBURG**

1539 NW Mulholland Drive Roseburg, OR 97470 (541) 957-1100 www.choicehotels.com

#### **DOGWOOD RESORT MOTEL**

28866 N Umpqua Highway Idleyld Park, OR 97447 (541) 496-3403 www.dogwoodmotel.com

#### **HAMPTON INN & SUITES**

1620 NW Mulholland Drive Roseburg, OR 97470 (541) 492-1212 www.hamptoninn.com

#### **HOLIDAY INN EXPRESS**

375 W Harvard Avenue Roseburg, OR 97470 (541) 673-7517 or (888) 465-4329 www.hiexpress.com/roseburgor-ex

## SEVEN FEATHERS CASINO RESORT

146 Chief Miwaleta Lane Canyonville, OR 97417 (541) 839-1111 www.sevenfeathers.com

#### **SUPER 8 ROSEBURG**

3200 NW Aviation Drive Roseburg, OR 97470 (541) 672-8880 www.stayinroseburg.com

#### INNS/LODGES/RESORTS

## DIAMOND LAKE LODGE RESORT

350 Resort Drive Diamond Lake, OR 97731 (541) 793-3333 www.diamondlake.net

#### **ILLAHEE INN**

1557 Bar L Ranch Road Glide, OR 97443 (541) 580-2344 www.illaheeinn.net

## LOON LAKE LODGE & RV RESORT

9011 Loon Lake Road Reedsport, OR 97467 (541) 599-2244 www.loonlakerv.com

#### **STEAMBOAT INN**

42705 N Umpqua Highway Idleyld Park, OR 97447 (541) 498-2230 or (800) 840-8825 www.thesteamboatinn.com

#### CAMPING/RV PARKS

## DOUGLAS COUNTY CAMPGROUNDS

(various locations)

Douglas County Parks Department
(541) 957-7001

www.co.douglas.or.us/parks

## DOUGLAS COUNTY FAIRGROUNDS RV PARKS

2110 SW Frear Street Roseburg, OR 97470 (541) 957-7010 www.douglasfairgrounds.com

#### RISING RIVER RV PARK

5579 Grange Road Roseburg, OR 97471 (541) 679-7256 www.risingriverrv.com

## UMPQUA NATIONAL FOREST CAMPGROUNDS

(various locations)
Umpqua National Forest
US Dept. of Agriculture/Roseburg Office
(541) 672-6601
www.fs.usda.gov/umpqua







ooking for a little retail therapy? Roseburg has the variety of options to feed any shopping appetite. Discover small, unique boutiques to familiar national chains that offer a bounty of products and amenities. Every corner of Roseburg, from historic downtown, major arterials to small side streets to "out-in-the-country," offers a diverse and one-of-a-kind experience. Here are just a few of our offerings:

## **CLOTHING / GIFTS / SPECIALTY ITEMS**

**Associated Buvers** Coastal Farm & Ranch Douglas County Farmers Co-op Goodwill Industries Resale Long's Flowers & Gifts Love's Travel Stops & Country Store Mac's Tracks Model Railroading Makena Beach Tan & Boutique Northwest Lifestyles Staples Sunrise Resale Wintergreen Nursery, Landscaping & Florist

## **DEPARTMENT / GROCERY STORES**

Costco Wholesale Sherm's Thunderbird Walmart

## LIOUOR STORES

Garden Valley Liquor Store

## TOOLS / HARDWARE

Gerretsen Building Supply Long's Building Supply **Lowes Home Improvement** Oregon Tool & Supply

## ART & HISTORY COLLIDE

It's pretty well known that art and history are plentiful throughout the Land of Umpqua and when it comes to unique stories of how the two collide, the Umpqua Valley Arts Center is one not to miss.

Built more than 100 years ago, the Umpqua Valley Arts Center was originally a soldier's hospital. The Old Soldiers' Home Hospital is listed



on the National Register of Historic Places for its architectural significance as well as its unique significance of the development of Oregon's health care system for veterans. The building received a new lease on life when adopted by the Umpqua Valley Arts Association in the 1970's.

The Umpqua Valley Arts Association showcases the work of talented area artists, offers adult art classes and youth programs to encourage locals to explore their artistic talents.

## Arts, Culture & Entertainment



## **DOUGLAS COUNTY FAIRGROUNDS & SPEEDWAY**

Looking for a good time? Check out the Douglas County Fairgrounds! From NASCAR to Pro Rodeo, and of course, the Douglas County Fair, there's always something fun and exciting on the horizon at the Douglas County Fairgrounds and Speedway.

Keep an eye on the events calendar as there are plenty of things to do that you don't want to miss. The fairgrounds hosts one of the "Best County Fairs in the Country," the Douglas County Fair. From chart-topping musical artists to midway rides and blue ribbon livestock, fair time is fun time.

The Brew Ha Ha features craft beers from local Roseburg breweries as well as other special producers from around Oregon. If you are feeling lucky, try your hand at the annual Poker Craze, a Texas Hold'em poker tournament.

See racing action from NASCAR, NSRA Sprints, and Trailer Races at the speedway. The thrill of fast paced races and the fun of the track is waiting. There are a multitude of races featuring different vehicles, you're sure to see something new each time.

Get in gear, outdoor gear that is, at the Sportsmen's & Outdoor Recreation Show. This is the perfect event to not only get ideas, but find that one piece of equipment that is quite literally, a "game" changer! Get up to speed on the latest gear, find your next passion in hunting or fishing or just gain a better appreciation for all the outdoors has to offer.

The fairgrounds is also a great place to hold your next event. They offer banquet facilities and on-site catering for private and public events. With multiple buildings and more than 80,000 sq. ft., the fairgrounds can host just about any event imaginable.

No matter what brings you to Roseburg, be sure to check out what's happening at the fairgrounds, you won't want to miss it! Annual events hosted by the fairgrounds include:

> **Sportsmen's Show (February) Poker Craze (February) Brew Ha Ha (May) Douglas County Fair (August) Christmas Craft Fair (December)**

## **MUSEUMS**

#### **Douglas County Museum**

Engaging exhibits depict 8,000 years of Native American culture, pioneer history and natural history unique to the Land of Umpqua. Experience railroading history by touring through a restored 1882 Oregon and California Railroad Depot. The museum is home to one of the largest historical photographic collections in the state. A children's discovery room and outdoor archeological "Dig Into History" site gives youth the opportunity for hands-on learning.

#### **Historical Tour of Roseburg Homes & Buildings**

Floed-Lane House Mill-Pine National Historic District Laurelwood National Historic Register District

Brochures on these tours are available at Roseburg Area Chamber of Commerce & Visitor Center



#### **Oakland Museum**

Just 13 miles north of Roseburg and two miles east of I-5, the town of Oakland is a walk back in time. The first Oregon Historic District recognized by the National Register of Historic Places, Oakland includes over 130 historic properties. The Oakland Museum displays artifacts from the area's past, along with a replica of an early post office and general store. Open 1:00 to 4:00 pm daily; closed holidays.

#### **Pioneer-Indian Museum**

Located in Canyonville, south of Roseburg, the Pioneer-Indian Museum displays trace the history of the South Umpqua Valley from the days of Indians through the arrival of the pioneers. A large mural depicts Indian pictographs drawn several hundred years ago by the Umpqua Tribe. Open 1:00 to 5:00 pm Wednesday – Sunday (or by appointment).





f world class gaming is what you seek, look no further than Seven Feathers Casino Resort, located just 24 miles south of Roseburg on I-5 in Canyonville. For more than 25 years, Seven Feathers Casino Resort has provided visitors and residents with quality fun, entertainment and amenities typically reserved for more urban areas.

The casino offers Nevada-style gaming with more than 1,000 slot machines including video poker and keno. For those looking for table games, Seven Feathers has Blackjack, Let It Ride, Three and Four Card Poker, to name a few. If cards are not your game, then take a spin at Roulette, toss the dice at the Craps table, and try your hand at high stakes Bingo. Seven Feathers offers a players club for free, hosts monthly tournaments, and has great promotions and giveaways.

If you are looking for world class entertainment, Seven Feathers Casino Resort has that too! Large venue concerts and performances are held in the convention center's grand ballroom with small intimate venue shows and karaoke in the newly renovated, non-smoking, Steelhead Lounge.



Hosting a small meeting, medium-sized conference or large convention? Seven Feathers offers 25,000 square feet of versatile conference space that can be broken down into multiple meeting spaces as well as smaller-sized meeting rooms. To ensure your meetings and events are memorable and effortless, Seven Feathers offers full-service, onsite meeting and convention services.







### **ANNUAL EVENTS**

#### 2020

#### **OCTOBER**

Roseburg Fright Club Haunted House 18-31

#### **NOVEMBER**

Douglas County Veterans Day Parade 11

26-Festival of Lights begins

Dec 31

27-Festival of Trees begins

Dec 5

#### **DECEMBER**

1-31 Festival of Lights Festival of Trees 1-5 Christmas Craft Fair 4-6 11-18 Handmade Holiday

Timber Truckers Light Parade 12 18-20 Wildlife Safari Wild Lights 19 Sutherlin Timber Town Toyland

Light Parade

#### 2021

#### **JANUARY**

**TBD** Umpqua Fishery Enhancement Derby

#### **FEBRUARY**

19-21 Sportsmen's & Outdoor

Recreation Show

Poker Craze - Texas Hold'em 27

**Tournament** 

**MARCH** 

**RACC Annual Awards Event** 18

**APRIL** 

24-25 Glide Wildflower Show

MAY

15 Brew HaHa Craft Beer Fest

JUNE

**TBD** Lamb Show, BBQ, & Auction

15,22,29 Music on the Half Shell Concert Series

TBD Summer Arts Festival

**JULY** 

Music on the Half Shell 6, 13,

20.27 **Concert Series** 7-11 Graffiti Week Events

#### **AUGUST**

3 Music on the Half Shell 3-7 **Douglas County Fair** Sutherlin Blackberry Festival TBD

28-29 Celtic Highland Games

The 50th Annual 27-29 **TBD** Greatest of the Grape











hether you're looking for fine dining, a brew pub experience, familiar chain or fast food for the kids Roseburg and the Land of Umpqua has whatever your palate desires.

Our local restaurants offer big city flavor in small town settings with atmospheres as welcoming as the top notch cuisines. These destinations are a must for inquisitive foodies.

Go, get a hotel room, stay awhile and bring your appetite to enjoy the local restaurants, brew pubs and wineries in Roseburg and the beautiful Land of Umpqua.

## **ABBY'S PIZZA INN**

1611 NE Stephens Street (541) 672-2646 2595 NE Diamond Lake Blvd (541) 672-7781 Roseburg, OR 97470 www.abbys.com

### CHI'S CHINESE RESTAURANT

1023 NE Stephens Street Roseburg, OR 97470 (541) 464-8395

## **COW CREEK RESTAURANT** K-BAR STEAK HOUSE **KABI CAFE GATHERING PLACE BUFFET** STIX SPORTS BAR@ **SEVEN FEATHERS** CASINO RESORT

146 Chief Miwaleta Lane Canyonville, OR 97417 (541) 839-1111

www.sevenfeathers.com

### **DUTCH BROS. COFFEE**

2460 NW Stewart Parkway 1731 NE Stephens Street 770 NW Garden Valley Blvd 2082 NE Diamond Lake Blvd 345 W Harvard Avenue Roseburg, OR 97470 (541).430-2438

## MCDONALD'S RESTAURANT

511 NE Garden Valley Blvd (541) 672-7002 2535 NW Stewart Parkway

(541) 440-9025

## **MCMENAMINS ROSEBURG STATION PUB & BREWERY**

700 SE Sheridan Street Roseburg, OR 97470 (541) 672-1934

www.mcmenamins.com

## SPLITZ BAR & GRILL

2400 NE Diamond Lake Blvd Roseburg, OR 97470 (541) 672-3601 www.tendownbowling.com

### STEAMBOAT INN

42705 N Umpqua Highway Idleyld Park, OR 97447 (541) 498-2230 www.thesteamboatinn.com

### SUBWAY ON THE PARKWAY

2345 NW Stewart Parkway (541) 673-2663

### **Event Venues**

hether you are planning a meeting for 10 or a seminar for 100, Roseburg offers an assortment of venues to accommodate your gathering. Conveniently located on the I-5 corridor between the beautiful Oregon Coast and the Cascade Mountains, Roseburg can offer your next event high-quality facilities in a stunning setting. From conventional conference rooms and meeting spaces to sprawling vineyards and unique, intimate options, there are venues for whatever you're planning.

#### **DIAMOND LAKE RESORT**

350 Resort Dr. Diamond Lake, OR 97731 (541) 793-3333 www.diamondlake.net

#### **DOUGLAS COUNTY FAIRGROUNDS**

2110 SW Frear Street Roseburg, OR 97470 (541) 957-7010 www.douglasfairgrounds.com

#### **EVENT CENTER ON EDENBOWER**

3510 NE Edenbower Roseburg, OR 97470 (541) 464-7600 www.eventsonedenbower.wordpress.com

#### **HAMPTON INN & SUITES**

1620 NW Mulholland Drive Roseburg, OR 97470 (541) 492-1212 www.hamptoninn.com

#### **HOLIDAY INN EXPRESS**

375 W Harvard Avenue Rosebura, OR 97470 (541) 673-7517 or (888) 465-4329 www.hiexpress.com/roseburgor-ex

#### MCMENAMINS ROSEBURG STATION PUB & BREWERY

700 SE Sheridan Street Roseburg, OR 97470 (541) 672-1934 www.mcmenamins.com

#### **ROSEBURG PUBLIC** SAFETY CENTER

700 SE Douglas (541) 492-6727

#### **SEVEN FEATHERS** CASINO RESORT

146 Chief Miwaleta Lane Canyonville, OR 97417 (541) 839-1111 www.sevenfeathers.com

#### SPLITZ BAR & GRILL **@TEN DOWN BOWLING**

2400 NE Diamond Lake Blvd Roseburg, OR 97470 (541) 672-3601 www.tendownbowling.com

#### **SUPER 8 ROSEBURG**

3200 NW Aviation Drive Roseburg, OR 97470 (541) 672-8880 www.stayinroseburg.com

#### STEAMBOAT INN

42705 N Umpqua Highway Idleyld Park, OR 97447 (541) 498-2230 or (800) 840-8825 www.thesteamboatinn.com

#### TERRALUNA INN

1367 SE Main St Roseburg, OR 97470 (503) 367-6366 terralunainn.com

#### **UMPQUA COMMUNITY** COLLEGE

1140 Umpqua College Road (541) 440-4705 www.umpqua.edu/venues

#### WILDLIFE SAFARI

1790 Safari Road Winston, OR 97496 (541) 679-6761 www.wildlifesafari.net







## **Business Assistance**

### ROSEBURG AREA **CHAMBER OF** COMMERCE

410 SE SPRUCE STREET ROSEBURG, OR 97470 (541) 672-2648 WWW.ROSEBURGCHAMBER. COM

The Roseburg Area Chamber of Commerce ("RACC") is the largest business membership organization in Douglas County. As the region's leading advocate for business, the RACC works with business and community partners to create a strong local economy, promote local business, promote the Land of Umpqua as a visitor destination and represent business interest through political activity.

The chamber provides business with promotional opportunities, business educational and training programs and quality business networking opportunities, to name a few. The chamber works with many business assistance programs locally and statewide.

### **DOUGLAS COUNTY INDUSTRIAL** DEVELOPMENT BOARD (DCIDB)

**522 SE WASHINGTON AVENUE** SUITE 111A ROSEBURG, OR 97470 (541) 672-6728 WWW.CO.DOUGLAS.OR.US/IDB

DCICB advises the Douglas **County Board of Commissioners** and works closely with CCD **Business Development** Corporation and UEDP. It oversees industrial park development and can provide

some funding for local job producing economic development projects and industrial infrastructure. There are four county owned industrial parks: Oak Creek, Sutherlin Industrial Park, South Umpqua Valley and Bolon Island, as well as other individual properties around the county.

### **CCD BUSINESS DEVELOPMENT** CORPORATION 2270 AVIATION DRIVE SUITE 4 ROSEBURG, OR 97470 (541) 672-6728 WWW.CCDBUSINESS.ORG

A federally recognized Economic Development District for Coos. Curry and Douglas counties, CCD's objective is to promote jobgenerating business expansion. Services to businesses include:

- Business lending SBA & business Oregon, EDA, **UDSDA**
- Management consulting for business start-ups, acquisitions and expansions
- Enterprise zone management offering tax abatement incentives to businesses
- Working with firms that are considering relocating to or expanding in the area.

### **UMPQUA TRAINING & EMPLOYMENT (UT&E)**

760 NW HILL AVENUE ROSEBURG, OR 97471 (541) 672-7761 WWW.UTE1STOP.ORG

A private, nonprofit corporation, offering training resources to

prepare people for in-demand occupations in the targeted industry sectors of manufacturing, healthcare and transportation. UT&E provides employee screening, recruitment and customized training programs and related services.

A local provider of federally funded employment and training programs, UT&E can offer training wage subsidies to qualifying employers.

#### **UMPQUA COMMUNITY COLLEGE**

1140 UMPQUA COLLEGE ROAD ROSEBURG, OR 97470 (541) 440-4600

UCC is a comprehensive public community college. The college serves more than 13,500 unique students each year, offering transfer programs and strong career and technical education (CTE) programs in a variety of high-demand fields such as business, computer science, engineering, human services and nursing.

UCC also provides workforce development, a truck driving program and other career training programs imperative to local business. The college works closely with local businesses and professionals to ensure students are learning the skills needed to be successful in the workforce.

#### INDUSTRIAL PARKS

FOR MORE INFORMATION ON AVAILABLE DOUGLAS COUNTY INDUSTRIAL PARKS CALL (541) 672-6728.

## **Roseburg Industries**



he Land of Umpqua is well-known for its world-class wood products industry. But the region also has diversified with rapid growth in the professional services and retail industries. The service industries with the most growth since 1990 are hospitality and recreation, business services and health services. In addition, the Land of Umpqua is enjoying growth in the small-to medium-sized manufacturing sector. The following major industries continue to play a vital role in the economic health of our region.



### MANUFACTURING

## Douglas County is attracting more companies

In recent years Douglas County has attracted a number of companies engaged in manufacturing, a growing job providing sector. These businesses may well have located to other parts of the country, but chose to bring these family-wage jobs to Roseburg and Douglas County. The selection of our community is due to a number of noteworthy characteristics, including varied transportation infrastructure, availability of a qualified workforce, suitable industrial sites and, most importantly, the lifestyle Land of Umpqua residents enjoy.



## **TIMBER**

## Roseburg is nestled among some of the world's richest timberland

Roseburg became a major lumber producer during the post-World War II housing boom. Today, Douglas County is a major, international producer of wood products. The county boasts 2.8 million acres of forest lands; 41 percent of these lands are privately owned. While Roseburg's economy continues to diversify, the timber industry remains a key component of the community's overall well-being. Twelve percent of the county's workforce is employed in the forestry, logging and wood product manufacturing industries, accounting for 22 percent of the county's total payroll.



**Douglas County** 

The agricultural industry thrives in Roseburg's versatile climate, contributing about \$103 million to the local economy. Major crops include: berries, nuts, apples, melons and, of course, grapes. Douglas County also is a producer of sheep, cattle and a variety of other livestock.



## **HEALTHCARE**

## Top rated quality with steady growth

One of our fastest-growing industries is health care. Not just important for the jobs it adds to the local economy but, for the role it plays in supporting existing and attracting new business. For more information on healthcare, see page 45.

## **TOURISM**

## Area attractions continue to draw more visitors each year

Many of our residents first discovered the Land of Umpqua as visitors. Our central location to many recreation destinations and attractions, world class fishing, internationally-recognized wines and Interstate 5 access draw an ever-growing number of visitors each year. The Roseburg Area Chamber of Commerce built a state-of-the-art, informative visitor center to welcome those visitors to the Land of Umpqua. Be sure and check out all the great attractions, activities and events we have to offer both residents and visitors alike.

## **BUSINESS DIRECTORY**

## **Alphabetical**

#### All addresses listed are located in Roseburg unless otherwise noted

Α
A-1 AUTO GLASS Dennis Clark 1590 NE Diamond Lake Blvd., 97470(541) 672-7095 www.a-1autoglass.com
ABBY'S LEGENDARY PIZZA Doug Phillips 2722 NE Stephens St., 97470(541) 672-1184 www.abbys.com
ADDCOX HEATING CENTER Dave Bastian 831 NW Highland St., 97470(541) 672-6473 www.addcox.com
ADVANCED SKIN CENTER Jana Garcia 1813 W Harvard Ave Ste. 310, 97471(541) 672-7546 www.ascdermatology.com
ALANSON RANDOL, DDS Alanson Randol, DDS 1100 NW Garden Valley Blvd., 97471(541) 673-7437 www.drrandol.com
ALEXIS ATCHINSON, DDS Alexis Atchinson 1729 W. Harvard Ave., Ste. 1, 97471(541) 673-0131 www.dralexisdds.com
AMERICAN CANCER SOCIETY Becky Whitehead 2350 Oakmont Way, Ste. 200 Eugene, OR 97401
AMERICAN HOME LENDING, LLC Sandy Bratton 1600 NW Garden Valley, Ste. 100, 97471(541) 957-7777 www.oregonloans.com
AMERITITLE, INC. Barry Robinson 1495 NW Garden Valley Blvd., 97471(541) 672-6651 www.ameri-title.com
APPLEGATE PLACE Pam Sessions 1465 E. Central, Sutherlin, OR, 97479(541) 459-6300 www.applegateplace.net
ASHLEY HOME STORE Brent Loogman 1440 NW Garden Valley Blvd. #100, 97471 (541) 900-1555 www.ashleyhomestore.com
ASSOCIATED BUYERS, LLC Jayne Maley 444 NE Winchester St., 97470(541) 673-0123
AVISTA UTILITIES Jeff Schwendener 1404 SW Green Siding Rd., 97470(541) 440-1168 www.myavista.com

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Roger Bassett		70(541) 673-553
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Terry Bentley 620 SE Main S www.bellsister		(541) 580-630
Paul L. Bentley.		.I.A., PC (541) 672-027
BENTLEY WEL Brian Morrow 1541 Austin Rd		(541) 679-784
BETTER CAR S Mike Putnam PO Box 3819 Central Point, O www.bettercarsl	R 97502	(541) 951-784
BIGFOOT BEVE ROSEBURG Don Smith	ERAGES / PEPSI-0	COLA BOTTLING OF
301 Pepsi Rd., www.pepsirose		6(541) 679-675
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BIG WRENCH I Kent Rochester 603 SE Jackson www.bigwrench	n St., 97470	(541) 677-009
Casey Moore		ATION (541) 784-799
BOWERS INDU Amber Bowers 1941 NW Mulho www.bowersind	olland Dr., 97470	(541) 672-624
Bryan Lake	CLUB OF THE UN	IPQUA VALLEY (541) 440-950

www.bgcuv.org

BP MEDIA SOLUTIONS Brian Prawitz 950 SE Oak Ave., 97470(541) 643-1085 gobpmedia.com
BUDGET BLINDS Patrick Milliman(541) 216-4723 www.budgetblinds.com
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CADDOCK ELECTRONICS, INC. 17271 N. Umpqua Highway, 97470(541) 496-0700 www.caddock.com
CARDINAL SERVICES, INC. Donna Arnold 2375 NW Stewart Pkwy, 97471 (541) 672-8466 ext.2301 www.cardinal-services.com
CASCADE COMMUNITY CREDIT UNION Greg Holt 1123 W Harvard Ave., 97471(541) 464-6850 www.cascadecu.org
CCD BUSINESS DEVELOPMENT CORP. Theresa Haga 2270 Aviation Dr., Ste. 4, 97470(541) 672-6728 www.ccdbusiness.com
CENTER FOR AUTISM Lisa Doggett 940 NW Garden Valley Blvd. Suite 104, 97471(541) 378-4104 www.centerforautism.com
CENTERPOINTE PROPERTY MANAGEMENT Joanne Williams 508 W Agee St., 97471(541) 672-3434 www.cpm4rent.com
CENTRAL OREGON & PACIFIC RAILROAD John Bullion 333 SE Mosher Ave., 97470(541) 941-3709 www.gwrr.com
CENTURY 21 THE NEIL COMPANY REAL ESTATE Neil Hummel, GRI, CRS 2245 NW Stewart Pkwy., 97471(541) 673-4417 Toll Free(800) 982-3497 www.neilco.com
CHI MERCY HEALTH Kelly Morgan 2700 NW Stewart Pkwy., 97471(541) 673-0611

www.mercyrose.org

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COMMUNITIES FOR HEALTHY FORESTS Javier Goirigolzarri
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Tammy Turner 2880 NW Stewart Pkwy., Ste. 100, 97471 (541) 673-2267 www.cccroseburg.org	
CON VEV	

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Robin Ray
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www.cooperridgevineyard.com

526 NE Chestnut St., 97470.....(541) 672-5506

Dave Larecy

www.con-vey.com

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COSTCO WHOLESALE Dan Weber 4141 NE Stephens St., 97470(541) 378-0020 www.costco.com
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CRADAR ENTERPRISES, INC. Peggy Guido 1051 Melrose Rd., 97471(541) 673-3268 www.cradar.com
CRYSTAL FALLS Adriel Camacho 4390 NE Douglas Ave., 97470
CSO FINANCIAL Mary Inscore 1229 SE Stephens St., 97470(541) 673-6661 www.creditservicescso.com



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Richard L. Wesenberg, Jr.	
1036 SE Douglas Rm 204, 97470	(541) 440-4388
Toll Free	(800) 273-8756
www.co.douglas.or.us	, ,

DOUGLAS COUNTY FAIRGROUNDS
Dan Hutts
2110 SW Frear St. Exit 123, 97471(541) 957-7010 www.douglasfairgrounds.com

DOUGLAS COUNTY FARMERS CO-OP
Melvin Burke
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1224 NE Walnut, PMB 401, 97470(207) 992-3976 www.exposureshows.com	780 NW Garden Valley, Ste. 84, 97471(541) 672-9947	www.hopeclinicroseburg.com  HOUSING AUTHORITY OF DOUGLAS COUNTY Janeal Kohler
Willis Cook 741 NE Garden Valley Blvd., 97470(541) 673-3332 www.expressroseburg.com	GARDEN VALLEY RETIREMENT RESIDENCE Leah Germond 1800 NW Hughwood, 97471(541) 673-1774 www.holidaytouch.com	902 W Stanton St., 97471(541) 673-6548 ext.115 www.hadcor.org

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	KPIC - TV 655 W Umpqua St., 97471(541) 672-4481 www.kpic.com	MAC'S TRACKS MODEL RAILROADING Lachlan Mackinnon 839 SE Cass Ave., 97470(541) 440-8942 www.macstracksrailroading.com
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KEZI 9 NEWS	864 NW Garden Valley, 97471(541) 673-0929 www.longsflowers.com	N
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www.northwest-lifestyles.com	•	117 Deskutes Ln., 97471 (541) 816-8905 www.riverplaceipg.com
NOVA HEALTH	PACIFIC POWER	www.nverpiacerpg.com
Kristine Rice	Sam Carter 4025 Old Highway 99S, 97471(541) 679-3653	RIVERVIEW TERRACE
1740 NW Goetz St., 97471(541) 672-4789 novahealth/locations/nova-health-roseburg-goetz-road.com	www.pacificpower.net	Daryl Wentland
novarieatti/locations/nova-neatti-103eburg-goetz-10ad.com		1970 W Harvard Ave., 97471(541) 672-2500 Toll Free(800) 888-5994
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Eric Olsson 1919 Laura St., Springfield, OR, 97477(541) 747-8460	PHOENIX SCHOOL OF ROSEBURG	900 SE Douglas Ave., 97470(541) 492-6700 www.cityofroseburg.org
www.olssonelec.com	Thomas McGregor	Thin stry on cooper giong
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www.peakmedicalclinic.com	3329 NE Stephens St., 97470(541) 440-4871 www.pinnacleengineeringinc.com	ROSEBURG DISPOSAL COMPANY
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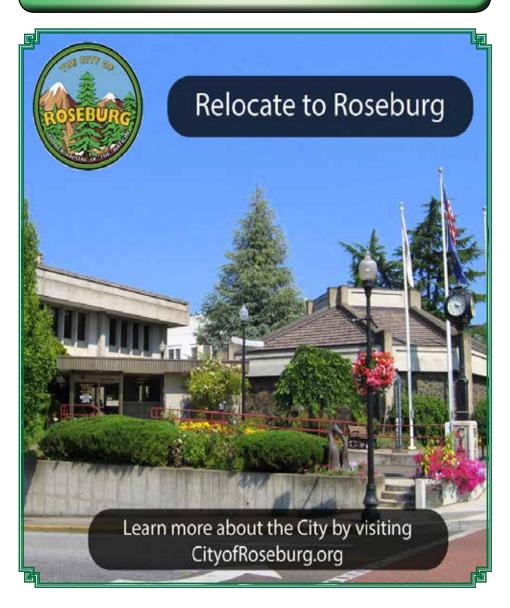


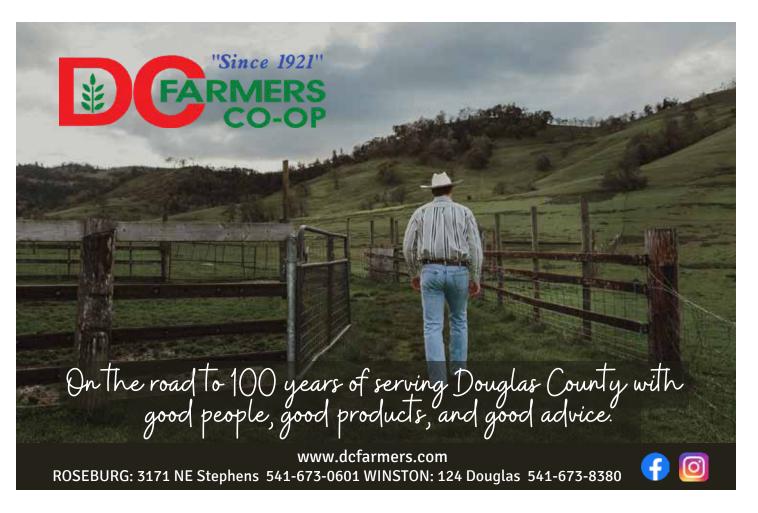
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			Advanced Skin Center(541) 672-7546
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			Northwest Compounding Pharmacy(541) 672-8399
Agricultural Supplies		Building Materials & Home	
Coastal Farm & Ranch	(5/11) 057-07/11	Improvement Centers	Economic Development Agencies
Douglas County Farmers Co-op		Gerretsen Building Supply(541) 672-2636	CCD Business Development Corp(541) 672-6728
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	(E44) E00 C202	(. )	
Bell Sister Flats	(541) 580-6302	Campgrounds	Electric Motors - Sales & Service
			HPS Electrical Apparatus(541) 673-3162
Airports		Douglas County Fairgrounds(541) 957-7010	
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(Bay Cities)	(541) 440-7635	Casinos	
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Terraluna Inn		Dairy Products	Black Pearl Paving & Excavation(541) 784-7990
		Umpqua Dairy Products Co(541) 672-2638	Cradar Enterprises, Inc(541) 673-3268
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Pepsi-Cola Bottling of Roseburg		Dentists	Farms & Ranches
Timber Country Coca-Cola Beverages	(541) 6/2-6596	Alanson Randol, DDS(541) 673-7437	Heard Family, LLC(541) 459-7529
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Novus Glass		
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Douglas County District Attorney's Office	
Douglas ESD   South-Central Early	
Learning Hub	(541) 440-4774
Housing Authority of Douglas County	(541) 673-6548

#### Government Agencies - Federal

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Umpqua National Forest	(541) 672-6601

#### Government Agencies - Indian Tribal

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WorkSource Douglas-	
Oregon Employment Department(541) 464-2352	

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Industrial Equipment & Supplies	Moving & Storage	
Flury Supply Co., Inc(541) 672-3371	Roseburg U-Haul Moving & Storage(541) 672-6864	
Trany Supply So., Inc(017) 072 0071	(0.1.) 0.2 000	ARD CA
Insulation Materials & Service	Non Brofit Organizations	CHICK S.
Home Insulation Services(541) 672-6388	Non-Profit Organizations	THE STATE OF THE S
Tionie insulation Services(341) 072-0300	- Educational	NURSERY W
Incurance	Communities for Healthy Forests(541) 957-9001	LANDSCAPING & FLORIST
Insurance		Florist - Full Service
Farmers Insurance - John Murphy(541) 672-4004 Gordon Wood Insurance &	Non-Profit Organizations	Weddings • Flowers • Gifts • Balloons
Financial Services, Inc(541) 672-4466	- Health	Landscape Contractor
Root Family Insurance, LLC(541) 673-0113	American Cancer Society(541) 779-6092	Irrigation & Maintenance
SAIF(541) 857-4200	Aviva Health(541) 672-9596 Center for Autism(541) 378-4104	Complete Design & Installation Services
State Farm Insurance - Alison Eggers(541) 673-7405 Umpqua Insurance Agency(541) 672-3348	Hope Clinic For Women(541) 672-2609	The Manual Control of Manual Control of the Control
ompqua modianoc rigorioy(041) 072 0040	YMCA of Douglas County(541) 440-9622	VOTED #1 8580 Old Highway 995, Winston
Internet Service Provider		Readers Choled A Years 541-679-8224
	Non-Profit Organizations	www.wintergreenoursery.net   605# 10286
Douglas Fast Net(541) 673-4242 InfoStructure(800) 419-4804	- Philanthropic	Owned 40 years by the Winters Family
(000)	The Ford Family Foundation(541) 957-5574	
Investment Management &	The Oregon Community Foundation(541) 431-7099	
Securities	(, , ,	Pharmaceuticals - Nutraceuticals
D. A. Davidson & Co(541) 677-7600	Non-Profit Organizations	
Trout Wealth Management(541) 671-2701	- Professional	Marco Pharma International, LLC(541) 677-8300
	Douglas County Association of Realtors(541) 672-0563	Dhysisians & Cymresons
Limousine Services	Douglas Timber Operators(541) 672-0757	Physicians & Surgeons
Touch of Class Limousine, LLC(541) 679-7223		Family Tree Medical Clinic(541) 673-5225
, , ,	Non-Profit Organizations	
Liquor Stores	- Social Service	Printers
Garden Valley Liquor Store(541) 672-9947	Goodwill Industries, Southern Oregon(541) 677-0275	Graphic Dimensions, Inc(541) 672-3812
Curdent valley Elquor Otore(041) 072 3347	Umpqua Homes Incorporated(541) 673-2240	
Lodging	United Community Action Network(541) 672-3421	Property Managers
Bell Sister Flats(541) 580-6302		Centerpointe Property Management(541) 672-3434
Comfort Inn Roseburg(541) 957-1100	Non-Profit Organizations	CENTURY 21
Dogwood Resort Motel(541) 496-3403	- Youth	- The Neil Company Real Estate(541) 673-4417 Frontier Village(541) 672-3919
Hampton Inn & Suites(541) 492-1212	Boys & Girls Club of the Umpqua Valley(541) 440-9505	Hawks & Co. Realtors(541) 673-6499
Holiday Inn Express(541) 673-7517 Illahee Inn(541) 580-2344	Family Development Center(541) 673-4354	(, , , , , , , , , , , , , , , , , , ,
Loon Lake Lodge & RV Resort(541) 599-2244	YMCA of Douglas County(541) 440-9622	Pump Service/Sales/Supplies
Steamboat Inn(541) 498-2230		Tinker's Pump Service, Inc(541) 440-2323
Super 8 - Roseburg(541) 672-8880	Nurseries & Garden Centers	1111KO1 0 1 drilp 0011100, 1110 111111111111111111111111
	Wintergreen Nursery,	Davida Tara Mara Milanda
Logging Related Businesses	Landscaping & Florist(541) 679-8224	Radio - Two-Way Wireless
Lone Rock Resources(541) 673-0141		Communications
	Office Products/Equipment/	Silke Communications Solutions, Inc(541) 946-7309
Mailing Services - Shipping/Direct	Furniture	
Mail	Kelley Connect(541) 214-2650	Radio Stations
Package Depot(541) 673-0798	Staples, The Office Superstore(541) 673-7080	K G R V Christian Radio AM 700(541) 679-8185
The UPS Store(541) 673-0796		
(017) 012 0000	Oncology - Radiation TMT	Railroads
Manager of the state of the same of the sa	Community Cancer Center(541) 673-2267	Central Oregon & Pacific Railroad(541) 941-3709
Manufactured Home Parks/Sales	Steelhead Specialty Group(541) 229-4070	
River Place MHC(541) 816-8905 Shadow Ranch Mobile Park, Inc(541) 672-4644	Out the store to what	Real Estate
Shadow Ranch Wobile Park, Inc(341) 072-4044	Ophthalmologists	CENTURY 21 The Neil Company
Manufacturing Concultant	Oregon Eye Consultants(541) 687-1927	Real Estate(541) 673-4417
Manufacturing Consultant           OMEP(503) 476-7548		Hawks & Co., Realtors(541) 673-6499
OMEP(503) 476-7548	Optometrists	
## auto a a	Thomas Leech, OD PC(541) 672-7428	Real Estate - Developers &
Marinas		Investors
Diamond Lake Resort(541) 793-3333 Loon Lake Lodge & RV Resort(541) 599-2244	Outdoor Power Equipment	Marks - Murray, LLC(541) 677-7400
Loon Lake Louge & IVV Neson(041) 555-2244	PAPÉ Machinery(541) 673-7567	Deal Fatata Martuana Laga
	Umpqua Valley Tractor(541) 672-3369	Real Estate - Mortgage Loan Brokers
Medical Clinics & Groups	Barriera	American Home Lending, LLC(541) 957-7777
<b>Evergreen Family Medicine(541) 677-7200</b> Family Tree Medical Clinic(541) 673-5225	Paving	First Interstate Bank(541) 672-7712
One Peak Medical Clinic(541) 464-0780	Black Pearl Paving & Excavation(541) 784-7990	
(3.1)	Knife River Materials(541) 679-6744	Recreation & Entertainment
Medical Supplies	Dawn Broken Liesmand	Diamond Lake Resort(541) 793-3333
Rick's Medical Supply, Inc(541) 672-3042	Pawn Broker, Licensed	Douglas County Fairgrounds(541) 957-7010
(UT1) 012 0072	Associated Buyers, LLC(541) 673-0123	(, , , , , , , , , , , , , , , , , , ,
Medical - Women's Clinic	Boot Comtrol	Rehabilitation/Nursing Center
Evergreen Family Medicine(541) 677-7200	Pest Control	Rose Haven Nursing Center(541) 672-1631
Hope Clinic For Women(541) 672-2609	Cooper's Pest Control(541) 673-0363	(* ) ***= ****

Rental Services/Equipment
Oregon Tool & Supply       (541) 672-1935         United Rental       (541) 673-4371
Residential Care Facility - Licensed Riverview Terrace(541) 672-2500
Resorts
Diamond Lake Resort(541) 793-3333 Loon Lake Lodge & RV Resort(541) 599-2244
Umpqua's Last Resort
Restaurants
Abby's Legendary Pizza(541) 672-1184 Chi's Garden Restaurant(541) 464-8395
McDonald's Restaurant/M-D Sanders
Restaurants(541) 672-8105 McMenamins Roseburg Station
Pub & Brewery(541) 672-1934 Subway - Subway on the Parkway, Inc(541) 673-2663
Subway - Subway on the Parkway, Inc(541) 675-2005
Retirement Communities
Garden Valley Retirement Residence(541) 673-1774 The Landing - Senior Living(541) 672-9696
Meadow Creek Retirement Community(541) 464-8405
Oak Grove Retirement Center(541) 673-3836 Riverview Terrace(541) 672-2500
51/4 5 / 44/
RV & Boat Storage  Gecko RV & Boat Storage(541) 677-8400
Roofing/Contractor
Rich Rayburn Roofing(541) 297-7476
RV Parks
Loon Lake Lodge & RV Resort(541) 599-2244 Rising River RV Park(541) 679-7256
RV Sales, Service, Parts & Accessories
Oregon Coach Crafters RV(541) 229-4678
Sand & Gravel
Umpqua Sand & Gravel(541) 673-1088
Schools
Eastern Oregon University, Regional Center(541) 440-4708
Phoenix School of Roseburg
Umpqua Community College(541) 440-4600
Scrap Metal
McGovern Metals Company, Inc(541) 679-7012
0
Security Services/Systems Stanley Security Solutions(541) 302-7780
Sheet Metal Products - Fabrication
Bentley Welding(541) 679-7849
Steel Distributors & Warehouses
Farwest Steel Corporation(541) 915-0451
<b>Steel Manufacturing</b> Con-Vey(541) 672-5506
(041) 012-0000
Storage Facilities - Mini Storage Tom Thumb Mini Storage, LLC(541) 672-1774

Surveying

Land Mark Surveying, Inc .....(541) 677-9400



**Utilities** 

Tanning Salons
Makena Beach Tan & Boutique(541) 677-7264
Telecommunication Companies
Infostructure
valiey 101 001 viole(0+1) 070 0000
Television Stations
K E Z I 9 News(541) 580-7447 K M T R NewsSource 16(541) 746-1600
K P I C - TV(541) 746-1000 K P I C - TV(541) 672-4481
, ,
Theatres - Movie
Roseburg Cinemas(541) 440-2280
Tire Dealers
Big O Tires of Roseburg(541) 672-2848
Industrial Tire, Inc(541) 679-6333
T'44 0 Farmer Orange 'a
Title & Escrow Companies AmeriTitle, Inc(541) 672-6651
First American Title Insurance Company(541) 672-5555
Western Title & Escrow(541) 672-3388
Tools Equipment Machinery Sales
Tools, Equipment, Machinery Sales Oregon Tool & Supply(541) 672-1935
Tools, Equipment, Machinery Sales Oregon Tool & Supply(541) 672-1935
Oregon Tool & Supply(541) 672-1935 <b>Towing</b>
Oregon Tool & Supply(541) 672-1935
Oregon Tool & Supply(541) 672-1935         Towing         Joe's Towing & Recovery, LLC(541) 672-4388
Oregon Tool & Supply(541) 672-1935           Towing           Joe's Towing & Recovery, LLC(541) 672-4388           Trailer Manufacturing - Custom
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       Whit-Log, Inc.       (541) 673-1166
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       Whit-Log, Inc.       (541) 673-1166         Travel Stops
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       Whit-Log, Inc.       (541) 673-1166
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Whit-Log, Inc       (541) 673-1166         Travel Stops       Love's Travel Stops & Country Store       (541) 679-1916
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Travel Stops       Country Store       (541) 679-1916         Trucking - Log Hauling
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Whit-Log, Inc       (541) 673-1166         Travel Stops       Love's Travel Stops & Country Store       (541) 679-1916
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Whit-Log, Inc       (541) 673-1166         Travel Stops       Love's Travel Stops & Country Store       (541) 679-1916         Trucking - Log Hauling         Ireland Brothers       (541) 863-5241         Trucking - Wood Chip Hauling
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Travel Stops       (541) 673-1166         Travel Stops & Country Store       (541) 679-1916         Trucking - Log Hauling       (541) 863-5241
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Travel Stops       (541) 673-1166         Trucking - Log Hauling       (541) 679-1916         Trucking - Log Hauling       (541) 863-5241         Trucking - Wood Chip Hauling       Terrain Tamers Chip Hauling, Inc       (541) 672-6583
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Travel Stops       (541) 673-1166         Trucking - Log Hauling       (541) 679-1916         Trucking - Log Hauling       (541) 863-5241         Trucking - Wood Chip Hauling       (541) 672-6583         Truck Service & Repair
Oregon Tool & Supply       (541) 672-1935         Towing       Joe's Towing & Recovery, LLC       (541) 672-4388         Trailer Manufacturing - Custom       (541) 673-1166         Travel Stops       (541) 673-1166         Trucking - Log Hauling       (541) 679-1916         Trucking - Log Hauling       (541) 863-5241         Trucking - Wood Chip Hauling       Terrain Tamers Chip Hauling, Inc       (541) 672-6583

Evergreen Family Medicine ......(541) 677-7200

NOVA Health......(541) 672-4789

Avista Utilities Douglas Electric Cooperative Pacific Power	(541) 673-6616
Video Production Big Wrench Media	(541) 677-0099
Vitamins	
Whitestone Vitamin & Health Center	,
Vocational Rehabilitat Sunrise Enterprises, Inc	
Water - Bottled Crystal Falls	(541) 672-0799
Website Design/Devel	
Solo Web Solutions  Welding/Fabrication	,
Bentley Welding	(541) 679-7849
Wineries & Vineyards	(544) 400 0050
Cooper Ridge Winery	
Reustle - Prayer Rock Vineyards	(541) 459-6060
Wood Products Manua	facturing
Keller Lumber Company	
Roseburg Forest Products Swanson Group, Inc	
Zoo/Wildlife Park	

The Roseburg Area Chamber of Commerce would like to thank our advertising members. You have made this annual

Wildlife Safari.....(541) 679-6761

publication possible and helped further the chamber's efforts to promote our community and our local businesses. The continued support of our membership is so greatly appreciated.



## Bill and Michelle Kidd 541 580-2344

170 Wild Thyme Lane, Glide, OR shelleyk1970@icloud.com

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## 2020 PROGRAM SPONSORS

A member benefit is that revenue generated from chamber programs and events helps cover annual operating costs and keep membership dues reasonable. The ability to generate this revenue is due in large part to our many members and their support of chamber programs. We can't say "thank you" enough to our members who sponsor programs and events, contribute their time, donate their products, services or funds and take part in these chamber programs and activities. Thank you for helping keep the Roseburg Area Chamber of Commerce financially sound and affording the chamber the opportunity to serve Douglas County businesses with effectiveness and significance.



## 2020 ANNUAL MEMBERSHIP MEETING & AWARDS BANQUET

CORPORATE SPONSORS

Lone Rock Resources

&

Roseburg Forest Products

## PROJECT LEADERSHIP ROSEBURG

Building a strong local economy and fostering community spirit are not easy tasks. So, the Roseburg Area Chamber of Commerce set out to train the kind of strong, local business leaders it takes to get the job done.

Project Leadership strives to involve community-spirited people in promoting business awareness and volunteer leadership. Beginning each September, participants explore the key industries that drive our economy through nine, day-long seminars and workshops that combine an overview of the Roseburg area with leadership and team-building training. Project Leadership has served 590 of our community's business people in the past 30 years.



# 2019 MEMBERSHIP MEETING LUNCHEONS

Avista Utilities

CSO Financial, Inc.

**Douglas Timber Operators** 

Jordan Cove LNG

Pacific Power

Rogue Credit Union

Roseburg Disposal Company

Umpqua Training & Employment

### **ECONOMIC FORECAST 2020**

Addcox Heating Center
Bowers Industrial, Inc.
Cardinal Services, Inc.
Con-Vey
Gordon Wood Insurance
Jordan Cove LNG
Lone Rock Resources
Marco Pharma International LLC
Roseburg Forest Products
Seven Feathers Casino & Resort
Silke Communications Solutions, Inc.
Southern Oregon Credit Service
Tyree Oil
Umpqua Bank
Umpqua Training & Employment

# PROJECT LEADERSHIP 2019-2020

Aviva Health

Cardinal Services, Inc.

Cow Creek Band of the Umpqua Tribe of Indians

Douglas Fast Net

FCC Commercial Furniture

Charles F. Lee PC, Attorney at Law

Lone Rock Resources

Roseburg Forest Products

Southern Oregon Credit Service

## **Community Profile**

## **POPULATION**

With a population of 22,275 people and an urban growth area that includes more than 60,000, Roseburg ranks 23rd in size among Oregon's 242 cities. It is the seat of Douglas County, ranked #9 among counties in Oregon, which is home to approximately 110,395.

## **DEMOGRAPHICS**

DOUGLAS COUNTY TOTAL POPULATION 107,667 (based on 2010 US Census)

#### ETHNIC DIVERSITY

White 83.6%
Hispanic or Latino 11.7%
Black or African American 1.8%
All other races 2.9%

#### **GENERAL AGE DISTRIBUTION**

0-9: 11,611 55-59: 8,398 85+: 2,874

10-14: 6,607 60-64: 7,754 15-19: 6,739 65-74: 10,660 45-54: 15,328 75-84: 7,024

## **EDUCATION**

#### ROSEBURG PUBLIC SCHOOLS, DISTRICT #4

Serving nearly 6,000 K-12 students on 13 campuses, including eight elementary, two middle, Roseburg High and Mt. Nebo Alternative and Phoenix Charter schools.

#### UMPQUA COMMUNITY COLLEGE

This two-year, public institution serves about 15,000 students annually, offering adult basic instruction, technical and vocational programs, self-enrichment classes, liberal arts studies and pre-professional courses. Answering the needs of, and working in partnership with, the local business community, UCC initiated several important programs, including viticulture (grape growing) and enology (wine making) in the form of SOWI--Southern Oregon Wine Institute, truck driving, medical coding and paralegal studies.

Additionally, a number of private schools and programs offer preschool, basic, religious, vocational, arts and specialty instruction to students of all ages.

Chamber members include:

EASTERN OREGON UNIVERSITY, REGIONAL CENTER
PHOENIX SCHOOL OF ROSEBURG
ROSEBURG PUBLIC SCHOOLS
UMPQUA COMMUNITY COLLEGE

## LOCATION

Roseburg is located on Interstate 5 in Southern Oregon's scenic Douglas County. The city is nestled in a lush, forested region known as the Land of Umpqua. Roseburg is 67 miles south of Eugene, Oregon's third-largest city, and 123 miles north of the California border. Portland, the state's largest city, is 175 miles to the north. The Pacific Coast lies only 80 miles to the west. To the east, along the breathtaking North Umpqua Scenic Highway, lie Diamond Lake (79 miles) and Crater Lake National Park (99 miles).



## **CLIMATE**

At an elevation of 465 feet, Roseburg defines the word temperate. Sunny days are common, and extremes of any weather condition are rare. Low and high temperatures range from between 34 and 48 degrees in January, 39 and 63 in April, 53 and 84 in July, and 43 and 67 in October. Snowfall on the valley floor is unusual, and summer humidity is very low. The average annual rainfall is approximately 33 inches.



## **Community Profile**

## **HEALTH CARE**

A wide array of high-quality healthcare services and professionals are available to residents of the Roseburg area.

#### CHI MERCY HEALTH MERCY MEDICAL CENTER

Founded in 1909, Mercy Medical Center, is Douglas County's original hospital and today is one of the region's largest employers. More than 1,000 people comprise the Mercy staff offering residents of the area local access to comprehensive and state-of-the art medical services. This includes the Shaw Heart and Vascular Center, a regional resource for preventive, diagnostic, therapeutic and rehabilitative care for conditions of the heart and blood vessels.

#### VA ROSEBURG HEALTHCARE SYSTEM

The VA Roseburg Healthcare System (VARHS) includes a Veterans Health Administration facility and four community based outpatient clinics. VARHS offers primary care and hospital services in medicine, surgery and mental health for the 62,000 veterans who reside in Central and Southern Oregon.

#### COMMUNITY CANCER CENTER

Located on the campus of Mercy Medical Center, the Community Cancer Center has provided comprehensive services to cancer patients throughout the region for more than 30 years. Steelhead Specialty Group, PC is a medical oncology office that specializes in quality care for cancer and blood disorder patients.

#### UMPQUA COMMUNITY HEALTH CENTER

Umpqua Community Health Clinic provides highquality and affordable medical and dental services for both uninsured and insured people of all ages.

#### **URGENT CARE / MEDICAL CLINICS**

Roseburg has several urgent care and medical clinic facilities including: Evergreen Family Medicine, Family Tree Medical Clinic, and NOVA Health, Be sure and check out our physicians and specialty doctors in the business listings starting on page 29.





## **GOVERNMENT**

The city of Roseburg follows a mayor/city manager form of government, with the mayor presiding over a council of eight elected citizens, who represent four wards. Roseburg is the seat of Douglas County government, which is led by an elected board of three paid commissioners. Both the city and county are firmly committed to providing open, participatory government that is held accountable to citizens.

#### FFDFRAI

Senators: Jeff Merkley, D; Ron Wyden, D Representative: Peter DeFazio, D

#### STATE

Governor: Kate Brown, D

Senators: Dallas Heard, R; Floyd Prozanski, D

Representatives: David Brock-Smith, R; Cedric Hayden, R; Gary Leif, R

#### **DOUGLAS COUNTY**

1036 SE Douglas, Roseburg, OR 97470

(541) 672-3311

Commissioners: Chris Boice, Tim Freeman, and Tom Kress

#### CITY OF ROSEBURG

900 SE Douglas, Roseburg, OR 97470

(541) 492-6700

Mayor: Larry Rich

Councilors:

Linda Fisher-Fowler,

Ward 1, Position 1

Alison Eggers,

Ward 1, Position 2

Andrea Zielinski,

Ward 2, Position 1

Sheila Cox.

Ward 2, Position 2

Brian Prawitz,

Ward 3, Position 1

Bob Cotterell.

Ward 3, Position 2

Ashley Hicks,

Ward 4, Position 1

**Beverly Cole** 

Ward 4, Position 2

## **Community Profile**



## TRANSPORTATION

## ROSEBURG REGIONAL AIRPORT (541) 673-4722

Private charters and air freight.

#### MAHLON SWEET FIELD - EUGENE AIRPORT

(541) 682-5430 (82 miles north) Alaska Airlines, Allegiant Air, American Airlines, Delta Air Lines, United Airlines

## ROGUE VALLEY INTERNATIONAL – MEDFORD AIRPORT

(541) 776-7222 (94 miles south) Alaska Airlines, Allegiant Air, American Airlines, Delta Air Lines, United Airlines

#### **UMPOUA TRANSIT**

(541) 440-6500

Public, senior, and disabled persons bus service, Monday through Friday.

## CENTRAL OREGON & PACIFIC RAILROAD

(541) 941-3709 Freight service.

#### AMTRAK

433 Willamette St., Eugene (800) 872-7245 or 1-800-USA-RAIL www.Amtrak.com

Passenger rail service available departing from Eugene.

## HOUSING

Roseburg offers a diversity of housing opportunities from modern subdivisions and well-established neighborhoods to spacious country living just minutes from city amenities.

#### **REAL ESTATE NUMBERS**

Average home sale price: \$275,000 Average number of days on market: 24 Average property tax rate: \$9.33 per \$1,000 of real market value.

## **MEDIA**

#### TELEVISION STATIONS INCLUDE:

KEZI TV — ABC, Eugene, Roseburg KLSR TV — FOX, Eugene KOBI TV — NBC, Medford KMTR TV — NBC, Eugene KPIC TV — CBS, Roseburg KSYS TV — Public Television, Medford

#### **NEWSPAPER:**

(541) 672-3321

The News-Review — daily, except Monday

#### RADIO STATIONS INCLUDE:

KGRV 700 AM — Christian KKMX Sam 104.5 FM — Adult hits KQEN 1240 AM — News/Talk/sports KRSB 103.1 FM — Country KSKR i101 FM — Top 40 KSKR 1490 AM — Sports

# BANKS & FINANCIAL INSTITUTIONS

Roseburg and Douglas County is served by a number of national and community banking institutions and credit unions with personal assistance during business hours as well as conveniently located 24hour ATM's.

#### BANKS/CREDIT UNIONS INCLUDE:

Cascade Community Credit Union
First Community Credit Union
First Interstate Bank
Northwest Community Credit Union
Oregon Pacific Bank
Rogue Credit Union
Umpqua Bank
US Bank

SEE PAGE 38-42 FOR A
DIRECTORY OF BUSINESSES
BY CATEGORY



rich history led to the development of Roseburg as the Douglas County seat and the center for recreation, shopping and culture in the region. From the Native Americans who first inhabited the lands to the growth of the region during the gold rush, the Land of Umpqua continues to prove its worth.

Long before European settlers arrived, the Cow Creek band of the Umpqua Tribe of Indians inhabited the region. Hunting for elk and deer, and fishing for salmon and steelhead was vital to their sustenance. They also gathered abundantly available berries, nuts and vegetables. Goods were traded with other tribes, east as far as Crater Lake and as far north as the Columbia River.

What long was part of the traditional hunting and fishing grounds for the Cow Creek Band of Umpqua Tribe of Indians began to change in 1846 when settlers began to flood into the region via the newly established Applegate Trail. Jesse Applegate and Levi Scott blazed this southern route of the Oregon Trail as a safer route than floating down the Columbia River. The trail went through the heart of downtown Roseburg and its main street follows the same route today.

The arrival of New Yorker Aaron Rose and his family in 1851 coincided with the establishment of Umpqua County. The discovery of gold in 1852, rapid growth of the region and mining led to tension between the native people and the new inhabitants. A wild downtown and tragic warring between European settlers and native peoples followed for the next decade.

Due to increased population, Umpqua County divided and the portion east of the Coast Range became known as Douglas County—named for US Senator Stephen A. Douglas of Illinois who was a congressional advocate for Oregon statehood. When the mining boom faded in 1962, Umpqua County was absorbed into Douglas County. Douglas County has a total of 5,134 square miles and is larger than some states.

Progress came in 1872, the year the town was incorporated, when the Oregon & California Railroad arrived. New faces and goods fostered fast growth and the establishment of Roseburg as a hub.

Agriculture and trade flourished, and fine homes and city services soon emerged. Trains not only brought new people to the area but also created an opportunity for the development of the local timber industry. With 1.8 million acres of commercial forest and one of the oldest stands of old growth timber in the world, Douglas County is the leader in timber production.

Today, the timber and wood products industry remains a strong staple in Roseburg's economic fabric. A diverse economy that embraces timber, agriculture, manufacturing, hospitality, medical, and telecom industries. Revitalization and business expansion continues today. The redevelopment of historic downtown and the waterfront is ongoing. The chamber is advancing a growing tourism sector, attracting new business and industries and planning ahead for a bright future.

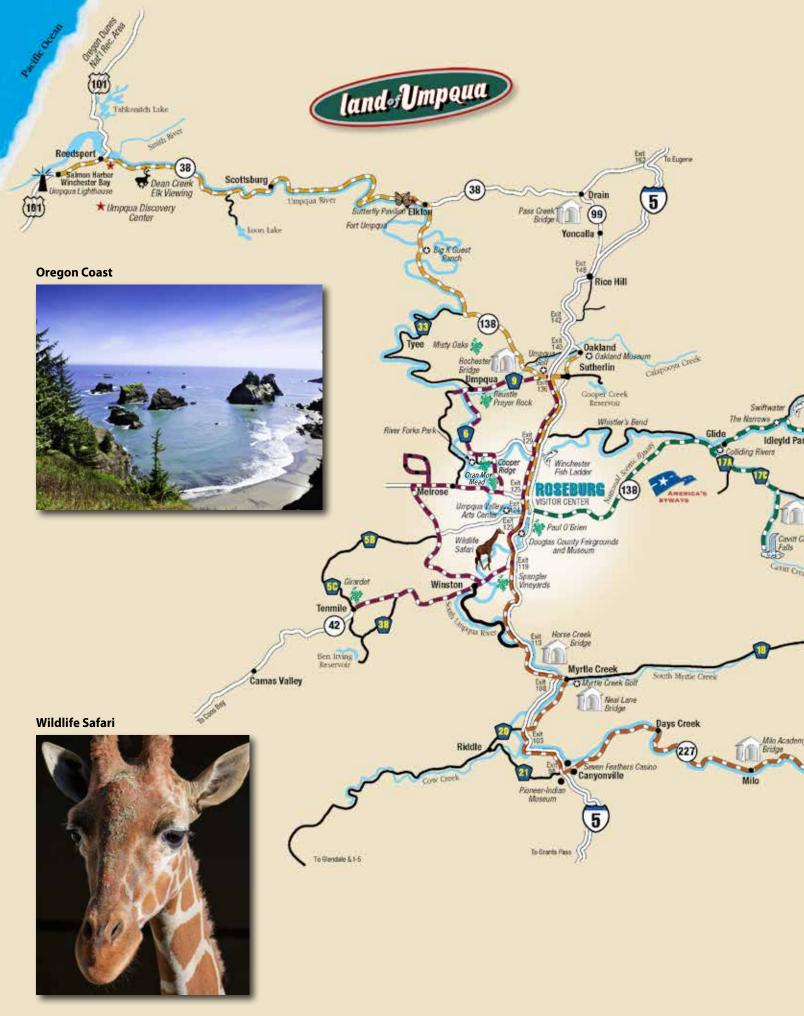
## Roseburg History

n the early morning hours of August 7, 1959, a fire at a Roseburg building supply facility ignited a parked truck filled with dynamite and ammonium nitrate. The rest is history—in the Roseburg area at least.

The Blast of 1959 changed the landscape of Roseburg's charming downtown district. Fourteen people died in the massive explosion, and many others were injured. It leveled 12 city blocks and damaged 300 businesses within a 30-block radius of its epicenter, marked by a crater 52 feet wide and 12 feet deep, causing an estimated \$12 million in damage. It was such a large explosion, it even made international news on the BBC. Today a plaque marks this spot, which is less than two blocks away from the Roseburg Area Chamber of Commerce & Visitor Center.





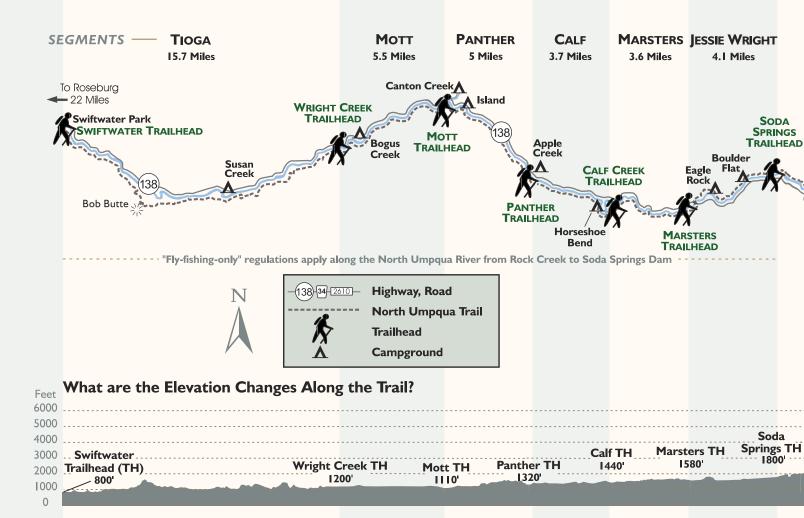


# LAND OF UMPQUA SELF-GUIDED TOUR MAP



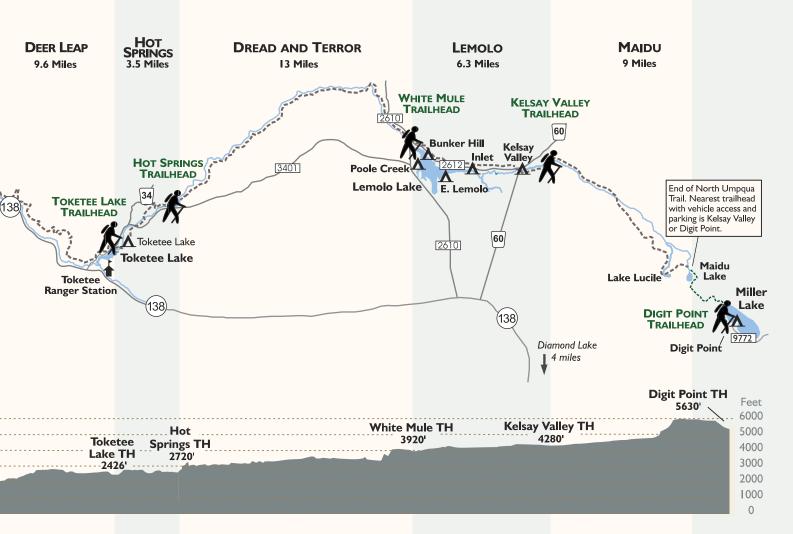
For a free visitor guide call (541) 672-2648 or go to www.roseburgchamber.com

# NORTH UMPQUA TRAIL

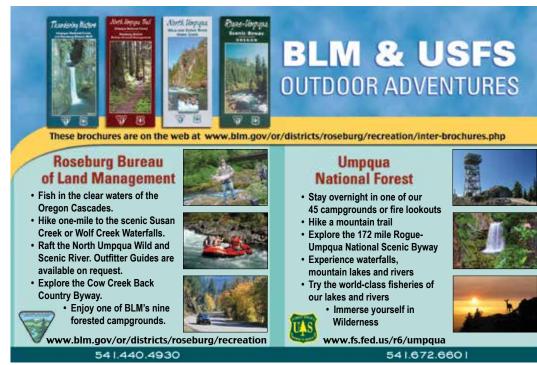


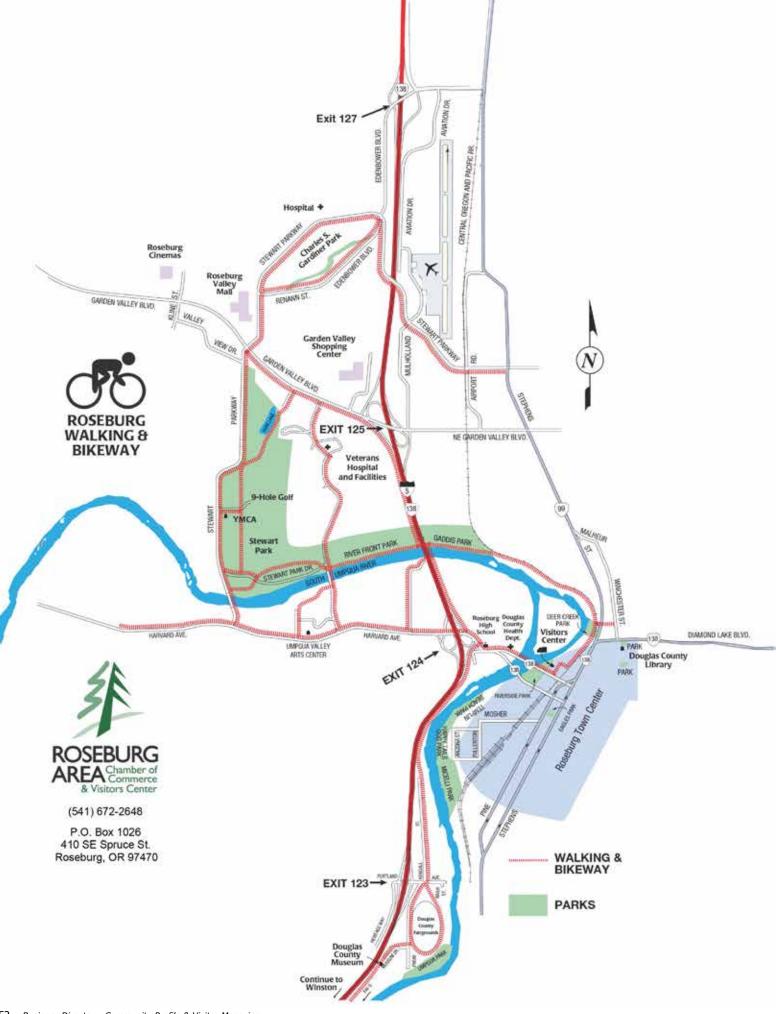


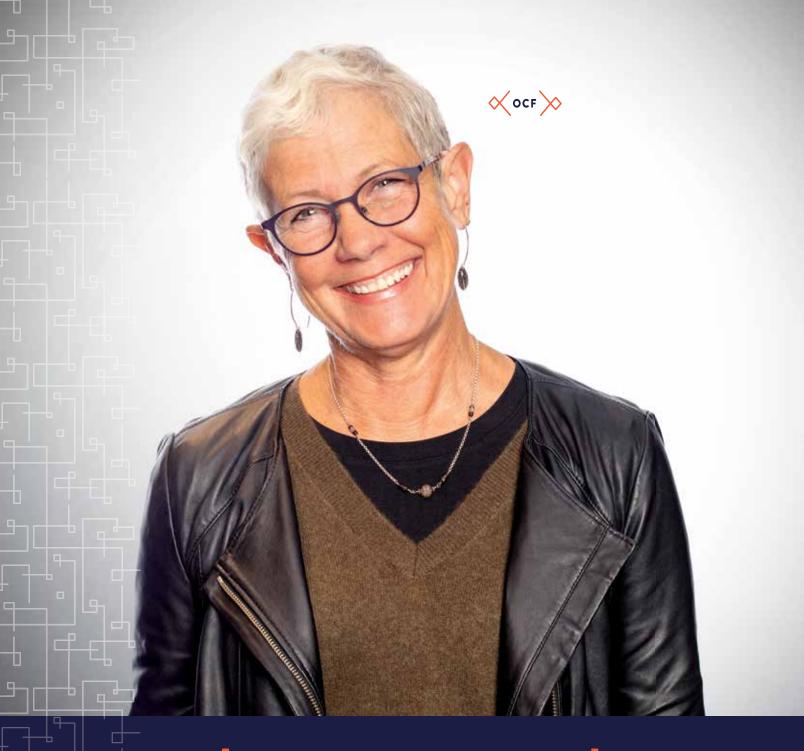












## [ RESPOND RECOVER REBUILD ]

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