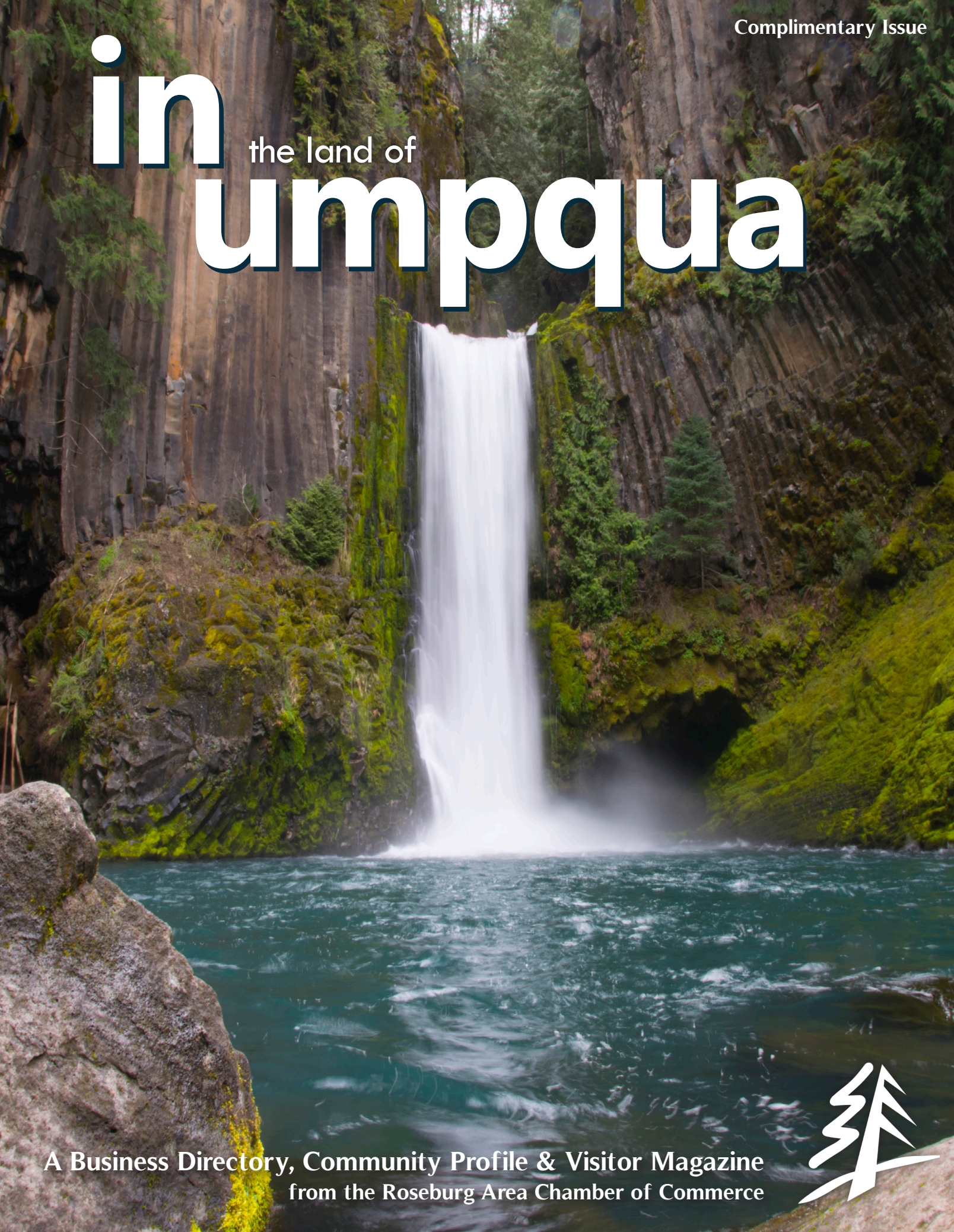
Complimentary Issue

in the land of umpqua



A Business Directory, Community Profile & Visitor Magazine

from the Roseburg Area Chamber of Commerce

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

ROSEBURG AREA Chamber of Commerce & Visitor Center

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WELCOME!

Roseburg Oregon

in the heart of the Land of Umpqua



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
Douglas County Chamber of Commerce

ROSEBURG AREA Chamber of Commerce

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

RACC OFFICERS/BOARD MEMBERS



Chelsea Buckbee
Chair (2023-2024)

Rogue Credit Union



Jeff Schwendener
Vice Chair

Avista Utilities



Jami Seal
Treasurer

Lone Rock Resources



Debbie Fromdahl
President & CEO

Roseburg Area Chamber of Commerce



Tammy Turner
Immediate Past Chair

Community Cancer Center

Donna Arnold
Cardinal Services, Inc.

Melvin Burke
Douglas County Farmers Co-op

Sam Carter
Pacific Power

Clint Chandler
Roseburg Forest Products

Preston O'Hara
FCC Commercial Furniture

Kim Tyree
Evergreen Family Medicine

Kathy Wise
Super 8 - Roseburg

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*

THE 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
- Business Resource Library
- Legislative Conference Calls
- Member Business Referrals
- Member to Member Discount Program
- Membership Meeting Luncheons
- Networking Activities
- Political / Legislative Advocacy
- Project Leadership Roseburg
- Grand Opening Ribbon Cuttings & Groundbreakings
- Sponsorship and Advertising Opportunities
- Website Exclusivity

PROFESSIONAL STAFF

Debbie Fromdahl
President & CEO
(541) 672-2648

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(541) 672-2648, ext. 17

Vacancy
Membership Growth/Relations
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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.

While the chamber's priorities and objectives are constantly under review to best serve local business, every year Roseburg Area Chamber of Commerce leadership has planning sessions to determine its primary objectives and priorities for the upcoming year and the future. The chamber's key priorities are:

- Advocate for business during Oregon's 2024 Legislative Session under RACC's 2023-2024 Public Affairs & Legislative Agenda; provide written or in-person testimony on proposed legislation; and, participate with local, regional and state-wide coalitions to oppose anti-business and support pro-business initiatives.
- Promote member businesses products and services through referrals, online member directory and printed directory, social media posts, "Shop local" promotion and member brochures on information floor. Provide members with promotional opportunities through sponsorships, advertising and website corporate banners.
- Continue to expand online business resource libraries with crucial information and information for best general business practices. Add business programs to provide members with best practices information.
- Add chamber staff prioritizing membership growth, member outreach and retention, and increasing member-business visitations.
- Identify and solicit candidates, as needed, for local races, utilizing our candidate endorsement process during the 2024 election cycle to promote business-friendly candidates for local and state offices.
- 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.
- Keep membership informed of government affairs issues, particularly during Oregon's Legislative Session via newsletter articles, broadcast "Call to Action" emails, membership email blast updates, website "Current News," and programs/ forums, as needed.
- Host chamber programs/events including annual awards dinner and meeting of the membership, membership meeting lunches, 2024-25 Project Leadership Roseburg and Economic Forecast 2025, and additional programs, as needed. Support our members ribbon cutting and grand opening events.
- Promote our community as a great place to live, work and visit through online information about recreation, events and amenities; statewide distribution of InUmpqua publication and Roseburg/ Douglas County map; responding to phone, email and in-person inquiries and via mailing the chamber's InUmpqua magazine.
- Provide information to individuals and businesses looking to relocate through online, phone, email, mail and on-site inquiries and mailing of community profile and relocation information.
- Advocate for effective forest management on public lands to include increased harvest and reforestation, imperative to economic growth, long-term sustainability, and to curtail the significant increase in catastrophic wildfires seen in recent years; and advocate for proper management after a fire or other catastrophic event.

ACTIVITIES & ACCOMPLISHMENTS

- Advocated for and in defense of our local business community under the chamber's 2023-24 Public Affairs & Legislative Agenda, specifically during the Oregon's Legislative Session, submitting in testimony in opposition to anti-business legislation and in support of pro-business legislation. Also joined regional and national coalitions advocating for business on national issues in Washington D.C.
- Filed two Amicus briefs in the United States Supreme Court in support of petitions for certiorari. The chamber's briefs were founded in its long-standing interest and advocation for active management of public forestland for all designated purposes mandated under the O & C Act of 1937 and its opposition to Cascade-Siskiyou Nat'l Monument designation and proposed habitat conservation plan.
- The chamber's membership lunch programs hosted the annual state of the county update, local efforts to mitigate impacts of homelessness, a discussion with Oregon's new BOLI Commissioner, timber health, Wildlife Safari update, timber and wood products industry update and more.
- Provided membership significant political awareness, especially during Oregon's legislative sessions via newsletter articles, "Call to Action" and "Chamber News" emails, and membership meeting programs.
- Expanded the chamber's financial stability. Due to long-term conscientious management of chamber funds, including ensuring emergency operations reserves, the Roseburg Area Chamber of Commerce remains financially stable and secure.
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate.
- Continued growth of social media posts, member email blasts and website updates to expand communication of chamber programs, activities and positions to businesses and the general public.
- Regular updates of chamber's website and printed collateral materials for the service to and promotion of members.
- Continued to grow chamber communications, specifically its electronic newsletter, "Chamber News" emails and "Calls to Action"; produced six editions annually of chamber's Business Perspectives newsletter in addition to "Current News" on website.
- Hosted the chamber's annual awards dinner and meeting of the membership presenting RACC's small, medium and large business of the year awards, business innovative excellence honors and First Citizens recognitions.
- Publish updated, online editions of the InUmpqua (business directory, community profile & visitor magazine); continued to provide printed edition to chambers and visitor centers around the state.
- Graduated the 33rd year of Project Leadership Roseburg future leader participants, and kicked off the 34th year of the distinguished leadership program.
- Member-benefit programs: Shop Chamber & Save discount program, member referrals, ground-breakings/ribbon cutting events.
- "Shop local" messaging; promoted "shop local" for Black Friday and "shop small" on Small Business Saturday and throughout the holiday season, during November and December.
- Provided visitor information to individuals interested in visiting Roseburg/Douglas County in response to mail, phone and email inquiries.
- Provided relocation information and packets to individuals and businesses in response to mail, phone and email requests.
- Distributed Roseburg/Douglas County map locally, regionally and statewide, and to individuals planning to visit and/or relocate to our area.







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 more than 50 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 550 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 Valarie. The 14,000-gallon watering hole is about 50' x 55' and plunges to 6½ 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 camel rides or elephant encounters and so much more. The Safari Village also offers train rides through the park, education programs, special year-round events and exhibits and the Safari Village Cafe.

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.

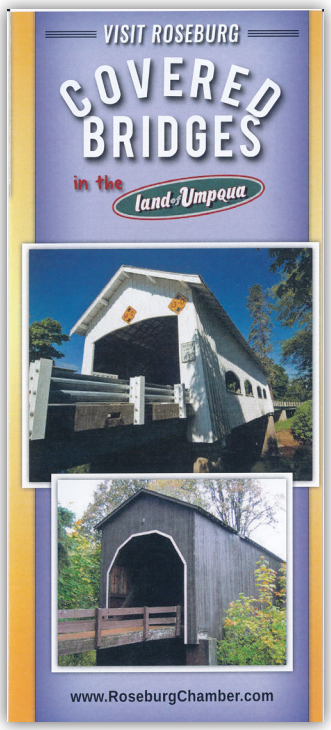
Wildlife Safari is AZA (Association of Zoos and Aquariums) accredited for meeting the highest zoological professional management standards. The mission and purpose of the organization exemplifies its ongoing dedication to education, conservation and research.



MILO ACADEMY BRIDGE

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

Simple 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.

1 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.

2 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.

3 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.

4 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.

6 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.

5 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.

7 MOTT 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.





When 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.



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 42-43. DETAILED HIKING MAPS AND BROCHURES ARE AVAILABLE ON THE ROSEBURG AREA CHAMBER OF COMMERCE WEBSITE.

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.


TOKETEE FALLS

Umpqua National Forest (541) 440-4930


NORTH UMPQUA RIVER

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.

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.



COLLIDING RIVERS



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 44.



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 six 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. The new Bar Run 18-hole golf course in rural Douglas County, on the banks of the South Umpqua River is privately-owned and open to the public. Contact the Roseburg Area Chamber of Commerce & Visitor Center for more information about all Land of Umpqua golfing venues.



Discover 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: 9 am to 4 pm daily (October-February) and 9 am to 4 pm or 6 pm (March-September). Museum hours of operation may change seasonally. Call to schedule a tour at (541) 271-4631.

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 12-Sept) and 10 am to 4 pm Mon-Sat (Oct-June 11) and 12 to 4 pm Sun (year round). For more information call (541) 271-4816.





During 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
Umpqua National Forest	(541) 440-4930



CRATER LAKE NATIONAL PARK

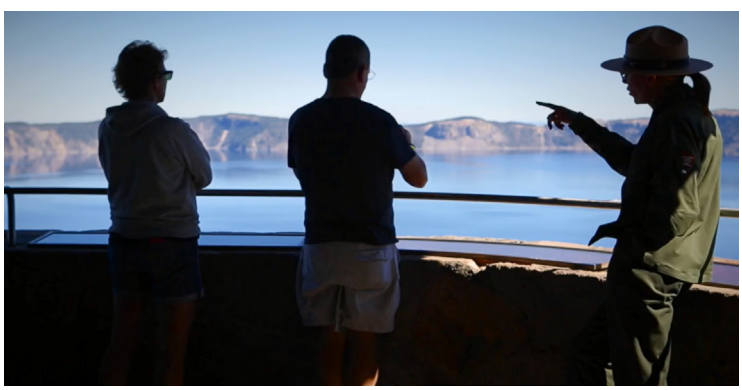
The Land of Umpqua doesn't just span the length of the county's I-5 corridor. It also stretches from the high Cascade Mountain Range to the shores of the Pacific Ocean. Roseburg has the distinction of being in between these beautiful and unique locals.

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, ranger-guided 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 13 for winter activities).

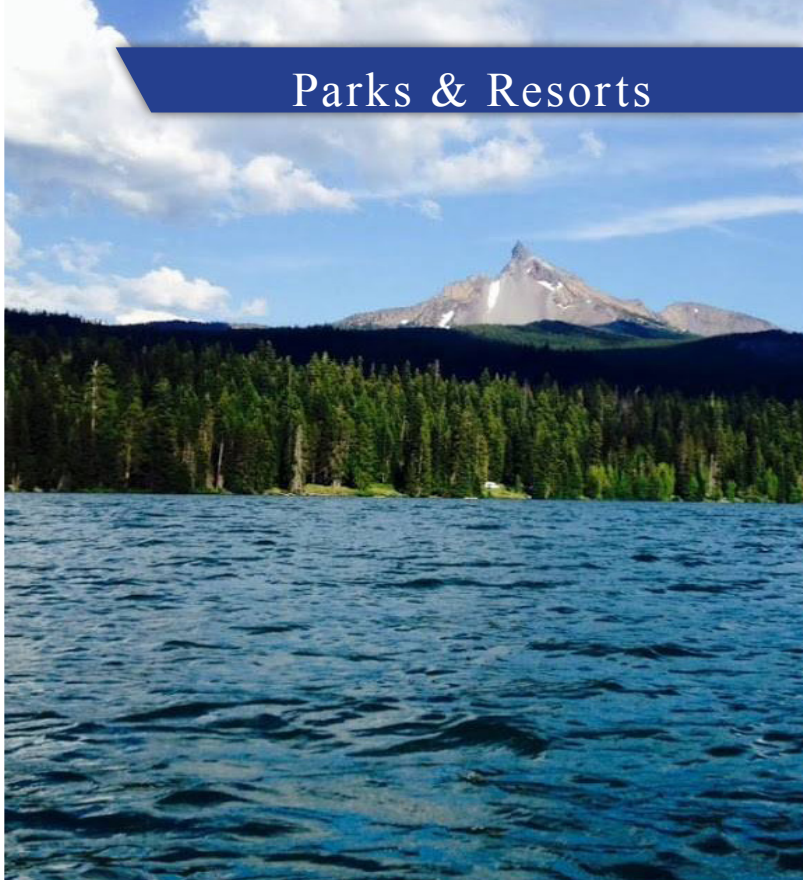
The Steel Visitor Center is open every day except December 25. Open 9:00 am to 5:00 pm from mid-April to early November and 10:00 am to 4:00 pm the rest of the year. The Rim Visitor Center at Rim Village is open daily 9:30 am to 5:00 pm from late May to late September. Call (541) 594-3000 for more information.



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.





LOON LAKE LODGE & RV RESORT

Between Roseburg and the coast you'll find tranquil 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. Loon Lake Lodge & RV Resort is open from April 1 through October 31. For reservations call (541) 599-2244.

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.



DAY 1

SOUTH & CENTRAL VALLEY WINERY TOUR, WILDLIFE SAFARI AND MUSEUM

Spend your morning at the Wildlife Safari in Winston, a 600-acre 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 Reustle Prayer Rock Vineyards.



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



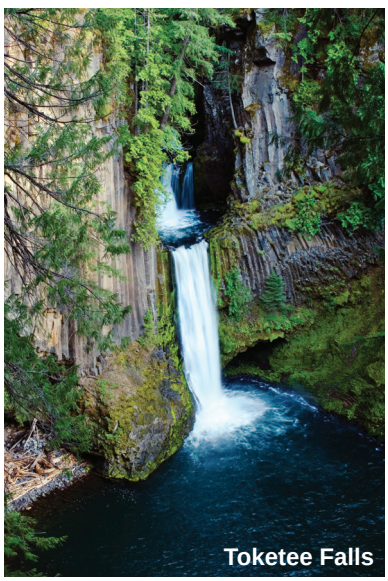
Douglas County Museum

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.



Toketee Falls

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.



Crater Lake

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, restaurants, antique stores and more 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.



DAY 4

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 hummingbird 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.



Umpqua Discovery Center


Oregon Coast

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.



Douglas County Fairgrounds
I-5 Exit 123 2110 • SW Frear St • Roseburg, OR 97471
(541) 957-7010 • www.douglasfairgrounds.com

DOUGLAS COUNTY FAIRGROUNDS & SPEEDWAY

Looking for a good time? Check out the Douglas County Fairgrounds! From dirt track racing 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.

If you are feeling lucky, try your hand at the annual Poker Craze, a Texas Hold'em poker tournament. You can see dirt track racing almost weekly at the Douglas County Speedway.

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 at the fairgrounds include:

Sportsmen's Show (February)
Spring Craft Fair (March)
Quilt Show (April)
FFA & 4-H Livestock Auction (June)
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



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).



FROM EVERYDAY ENTHUSIASTS TO CONNOISSEURS—WINE LOVERS KNOW LAND OF UMPQUA WINES DELIVER VARIETY AND EXCELLENCE



Once considered to be the wine industry's best kept secret, wines from the Umpqua Valley region have not just grown in popularity and exposure, but in international acclaim for diversity and excellence. Unlike most of Oregon's wine regions known solely for their Pinot Noir, the 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 Riesling, and so much more.

With the Umpqua River and its 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.

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.

The Umpqua Valley wine industry has grown to more than 30 wineries—all within 30 miles of Interstate 5. Using Roseburg as your home base, visiting all of our area wineries is quite doable utilizing our two winery tour routes—the central and south (see "Itineraries" on pages 16-17). Here are our chamber-member wineries to get your wine tasting journey started.

PREFERRED CHAMBER-MEMBER WINERIES

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 SPECIAL EVENT INFORMATION AND TASTING ROOM DAYS/HOURS.

ANNUAL EVENTS

2024

JANUARY
8 RACC Membership Meeting Lunch

FEBRUARY
1-3 Umpqua Fishery Enhancement Derby
9-11 Sportsmen's & Outdoor Rec Show
24 Poker Craze-Texas Hold'em Tournament

MARCH
11 RACC Membership Meeting Lunch
21 RACC Annual Awards Dinner
22-24 Spring Craft Fair

APRIL
8 RACC Membership Meeting Lunch
26-28 Umpqua Valley Quilt Show
27-28 Glide Wildflower Show

MAY
20 RACC Membership Meeting Lunch & Project Leadership Graduation

JUNE
7,14,21,28 Movies in the Park
18, 25 Music on the Half Shell Concert Series
28 Riverbend Live Concert Series
28-30 Summer Arts Festival

JULY
2,9,16, 23,30 Music on the Half Shell Concert Series
5,12,19,26 Riverbend Live Concert Series
11,18,25 Music Off Central Concert Series
10-14 Graffiti Week Events

AUGUST
1,8,22 Music Off Central Concert Series
2 Riverbend Live Concert Series
6 Music on the Half Shell Concert Series
7-10 Douglas County Fair
16-18 Sutherlin Blackberry Festival

SEPTEMBER
12 2024-25 Project Leadership Begins
16 RACC Membership Meeting Lunch

OCTOBER
21 RACC Membership Meeting Lunch

NOVEMBER
11 Douglas County Veterans Day Parade
18 Economic Forecast 2025
18 RACC Membership Meeting Lunch
24-30 Festival of Lights
29-30 Thanksgiving Winery Open Houses

DECEMBER
1-31 Festival of Lights
6-8 Christmas Craft Fair
8 Timber Truckers Light Parade
15 Sutherlin Timber Town Toyland Light Parade









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
www.bellsisterflats.com

THE CHALET (GIRARDET)
895 Reston Rd.
Roseburg, OR 97471
(541) 679-7252
www.girardetwine.com/visit-girardet/

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

INNS/LODGES/RESORTS

THE CARRIAGE HOUSE REUSTLE PRAYER ROCK/ VINEYARDS INN
960 Cal Henry Road
Roseburg, OR 97471
(541) 459-6060
www.reustlevineyards.com

ILLAHEE INN
170 Wild Thyme Lane
Glide, OR 97443
(541) 580-2344
www.illaheeinn.net

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

EXTENDED STAY - EXECUTIVE

THE VENUE SUITES
713 SE Pine Street
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

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

SUPER 8 ROSEBURG
3200 NW Aviation Drive
Roseburg, OR 97470
(541) 672-8880
www.stayinroseburg.com



CAMPING/RV PARKS

DOUGLAS COUNTY CAMPGROUNDS
(various locations)
Douglas County Parks Department
(541) 957-7001
www.douglascounty.gov/807/campgrounds

DOUGLAS COUNTY FAIRGROUNDS RV PARKS
2110 SW Frear Street
Roseburg, OR 97470
(541) 957-7010
www.douglasfairgrounds.com

RISING RIVER RV RESORT
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) 440-4930
www.fs.usda.gov/umpqua



TOP 5 PRIVATE SECTOR DOUGLAS COUNTY EMPLOYERS

ROSEBURG FOREST PRODUCTS
1500 Employees

CHI MERCY HEALTH
1010 Employees

SEVEN FEATHERS CASINO RESORT
950 Employees

SWANSON GROUP
750 Employees

ORENCO
400 Employees

The 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. The Land of Umpqua also enjoys growth in the small-to medium-sized manufacturing sector. The following 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

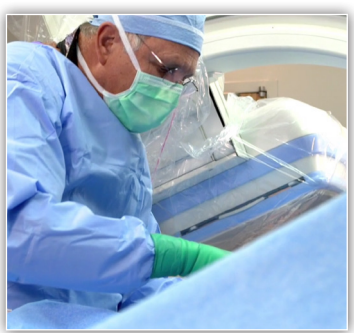
Roseburg is Nestled Among Some of the World's Richest Timberland

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.

FARMING & RANCHING

Agricultural Industries Thrive in Douglas County

The agricultural industry thrives in Roseburg's versatile climate, contributing over $100 million to the local economy each year. 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 37.



TOURISM

Area Attractions & Outdoor Experiences Continue to Draw 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 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.

ROSEBURG AREA CHAMBER OF COMMERCE

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

The Roseburg Area Chamber of Commerce maintains an online general business resource guide and specialty resource guides and information. Member businesses also have the opportunity to participate in a variety of business information, education and leadership programs, events and trainings.

Addional resources including the city of Roseburg and Douglas County, the employment department and private employee staffing agencies can be found on the chamber's website.

INDUSTRIAL PARKS

Douglas County has public and private industrial parks, for more information about location and availability, call (800) 210-9032.

CCD BUSINESS DEVELOPMENT CORPORATION

2270 AVIATION DRIVE
SUITE 4
ROSEBURG, OR 97470
(541) 672-6728
CCDBUSINESS.ORG

A federally recognized Economic Development District for Coos, Curry and Douglas counties, CCD's objective is to promote job-generating 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.

SOUTHWESTERN OREGON WORKFORCE INVESTMENT BOARD (SOWIB)

847 SE PINE STREET
ROSEBURG, OR 97470
(541) 863-2897
SOWIB.ORG

Southwestern Oregon Workforce Investment Board is a 501(c)(3) nonprofit organization serving Coos, Curry and Douglas Counties.

We make collaborative, innovative and effective investments of private and public resources to improve regional workforce skills, expand access to family-sustaining job opportunities, and enhance adaptability in a changing employment landscape.

UMPQUA COMMUNITY COLLEGE

1140 UMPQUA COLLEGE RD
ROSEBURG, OR 97470
(541) 440-4600
UMPQUA.EDU

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.

The local Small Business Development Center (SBDC) operates under Umpqua Community College.

UMPQUA ECONOMIC DEVELOPMENT PARTNERSHIP (UEDP)

522 SE WASHINGTON AVENUE
SUITE 107
ROSEBURG, OR 97470
(541) 464-3527
UEDPARTNERSHIP.ORG

The Umpqua Economic Development Partnership (UEDP) is a public-private partnership focused on economic development endeavors in Douglas County. UEDP supports the retention and expansion of existing local businesses and those looking to relocate to Douglas County. UEDP provides access to resources, vision for growth and exceptional customer service to organizations driving economic growth.

BUSINESS DIRECTORY

Alphabetical

All addresses listed are located in Roseburg unless otherwise noted

A

A-1 AUTO GLASS
Steve Bradley
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

ACRISURE NORTHWEST
(FORMERLY UMPQUA INSURANCE AGENCY)
Guy Kennerly
808 SE Lane St., 97470 .....(541) 672-3348
www.acrisure.com/northwest

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

AGWEST FARM CREDIT
Emily Hutchinson
2222 NW Kline St., 97471 .....(541) 464-6700
www.agwestfc.com

ALL-PRO REALTY ADVISORS
Melony Marsh
1600 NW Garden Valley Blvd., #120, 97471....(541) 696-1600
www.apr-advisors.com

ALPHA HEATING & AIR
Alex Wiese
1580 Green Siding Rd., 97471.....(541) 378-4220
www.roseburg.alphaheatac.com

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.amerititle.com

ASHLEY HOME STORE
Julie Gillis
1440 NW Garden Valley Blvd., #100, 97471 ...(541) 900-1555
www.ashleyhomestore.com

AVISTA UTILITIES
Jeff Schwendener
1404 SW Green Siding Rd., 97470 ..... (541) 440-1168
www.myavista.com

AVIVA HEALTH
KC Bolton
150 Kenneth Ford Dr., 97470 .....(541) 672-9596
www.umpquachc.org

B

BASSETT-HYLAND ENERGY CO.
Roger Bassett
127 NW Garden Valley Blvd., 97470 .....(541) 673-5536
www.bassetthyland.com

BELL SISTER FLATS
Terry Bentley
620 SE Main St., 97470 .....(541) 580-6302
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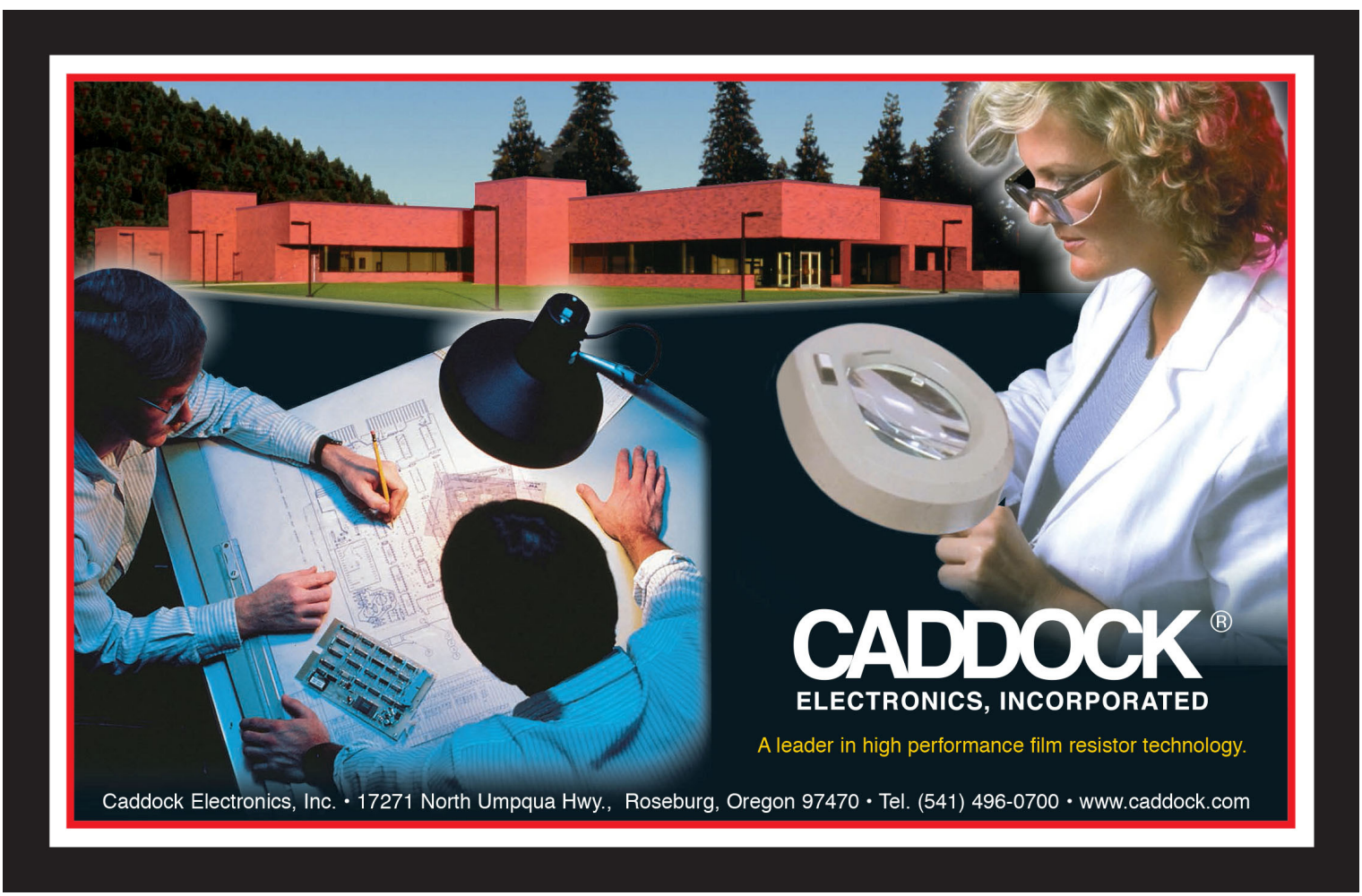
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The Roseburg Area Chamber of Commerce would like to thank our member advertisers.

You make this annual publication possible and help further the chamber's efforts to promote our community and our local businesses. The continued support of our membership is greatly appreciated.

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Evergreen Family Medicine.....30
The Illahee Inn 29
The Oregon Community Foundation .....inside back cover
Roseburg Chamber of Commerce & Visitor Center.....inside front cover

In addition to our advertising members, please be sure and check out all our members with "bold listings," throughout the directory, our generous member sponsors and our FiveStar chamber members. These Roseburg Area Chamber of Commerce members provided incredible support to the chamber and its programs.


ROSEBURG AREA CHAMBER OF COMMERCE

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. Our annual major events--Awards Dinner & Meeting of the Membership, monthly membership lunches, Economic Forecast and Project Leadership Roseburg, just wouldn't happen without the support of our sponsors!

Thank you for helping the Roseburg Area Chamber of Commerce provide quality programs, ensure its financial stability and afford the chamber the opportunity to serve Douglas County businesses with effectiveness and significance.



PROJECT LEADERSHIP ROSEBURG

Building a strong local economy and fostering community spirit and volunteerism 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 Roseburg strives to involve community-minded people in promoting business awareness and volunteer leadership. Beginning each September, participants explore the key industries that drive our economy through eight, day-long seminars, workshops and tours that combine an overview of the Roseburg area with leadership skills and team-building training. Once completing program requirement, participants graduate after the May session and are celebrated at the chamber's May membership meeting lunch. Project Leadership has served nearly 700 of our community's business people in the past 34 years.

The 2023-24 Project Leadership class will graduate in May of 2024, with 35th year of the program commencing in September of 2024. The chamber recognizes our program sponsors and the more than 80 individuals, businesses and organizations that each year, host, provide tours, speak with and serve on panels for the leadership participants' education and benefit.

ANNUAL AWARDS DINNER & MEETING OF THE MEMBERSHIP

Cascade Community Credit Union

Lone Rock Resources

Umpqua Insurance Agency

MEMBERSHIP MEETNG LUNCHEONS

Avista Utilities

CSO Financial, Inc.

Douglas Timber Operators

Pacific Power

Rogue Credit Union

ECONOMIC FORECAST

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Cardinal Services, Inc.

Con-Vey

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Lone Rock Resources

Marco Pharma International LLC

Roseburg Forest Products

Tyree Oil

Umpqua Insurance Agency

PROJECT LEADERSHIP ROSEBURG

Aviva Health

Douglas County

FCC Commercial Furniture

Lone Rock Resources

Roseburg Forest Products

POPULATION

With a population of 24,915 people and an urban growth area that includes more than 60,000, Roseburg ranks 26th in size among Oregon's 241 incorporated cities. It is the seat of Douglas County, ranked #9 among counties in Oregon, which is home to approximately 112,530.

DEMOGRAPHICS

DOUGLAS COUNTY TOTAL POPULATION 112,530
(based on 2020 US Census)

ETHNIC DIVERSITY

White	87.5%
Hispanic or Latino	6.1%
American Indian/Alaskan Native	2.1%
Asian	1.1%
Black or African American	.5%
All other races	2.7%

GENERAL AGE DISTRIBUTION

0-9: 11,253	50-59: 13,504
10-19: 12,378	60-69: 19,130
20-29: 11,253	70-79: 12,378
30-39: 12,378	80+: 7,877
40-49: 12,379	

EDUCATION

ROSEBURG PUBLIC SCHOOLS, DISTRICT #4

Serving nearly 5,800 K-12 students on 12 campuses, including eight elementary, two middle, Roseburg High and Roseburg Virtual School and Phoenix Charter schools.

UMPQUA COMMUNITY COLLEGE

This two-year, public institution serves about 11,000 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.

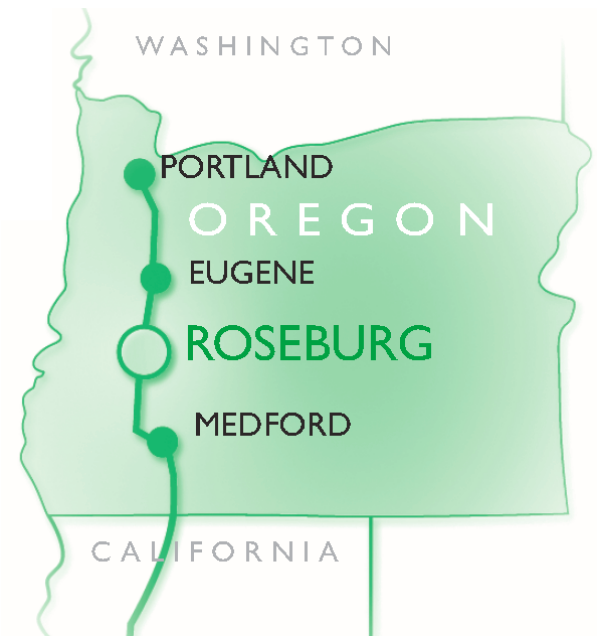
Additionally, a number of private schools and programs offer preschool, basic, religious, vocational, arts and specialty instruction to students of all ages.

Chamber members include:

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.



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

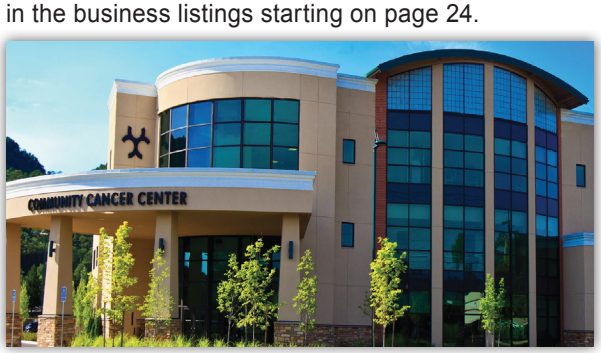
Located on the campus of Mercy Medical Center, the Community Cancer Center has provided comprehensive services to cancer patients throughout the region for more than 30 years. Steelhead Specialty Group, PC is a medical oncology office that specializes in quality care for cancer and blood disorder patients.

AVIVA HEALTH

Aviva Health, formerly Umpqua Community Health Clinic, provides high-quality 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: Best Med Clinics, Evergreen Family Medicine, OnePeak Medical and Family Tree Medical Clinic. Check out our physicians and specialty doctors in the business listings starting on page 24.





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.

FEDERAL

Senators: Jeff Merkley, D; Ron Wyden, D
Representatives: Cliff Bentz, R (District 2); Val Hoyle, D (District 4)

STATE

Governor: Tina Kotek, D
Senators: David Brock Smith, R; Art Robinson, R
Representatives: Court Boice, R; Virgle Osborne, R; Christine Goodwin, 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:

Kylee Rummel,
Ward 1, Position 1

David Mohr,
Ward 1, Position 2

Shelley Briggs-Loosley,
Ward 2, Position 1

Andrea Zielinski,
Ward 2, Position 2

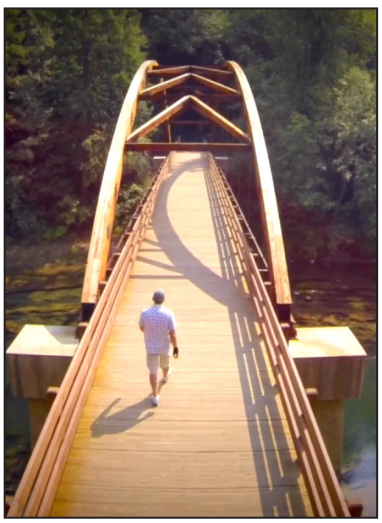
Ellen Porter,
Ward 3, Position 1

Tom Michalek,
Ward 3, Position 2

Ruth Smith,
Ward 4, Position 1

Patrice Sipos,
Ward 4, Position 2







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, Avelo Airlines, Delta Air Lines, Southwest Airlines and United Airlines

ROGUE VALLEY INTERNATIONAL – MEDFORD AIRPORT
(541) 776-7222
(94 miles south)
Alaska Airlines, Allegiant Air, American Airlines, Delta Air Lines, United Airlines

UMPQUA 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
Douglas County's median home sale price in 2023 was $345,000. The average number of days on market was 42 and the average property tax rate for Roseburg is $9.35 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 24-hour ATM's.

BANKS/CREDIT UNIONS INCLUDE:
Cascade Community Credit Union
First Community Credit Union--East
First Community Credit Union--West
First Interstate Bank
Northwest Community Credit Union
OCCU--Oregon Community Credit Union
Pacific Cascade Federal Credit Union
Rogue Credit Union
Umpqua Bank

SEE PAGES 31-34 FOR A DIRECTORY OF BUSINESSES BY CATEGORY



A 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.

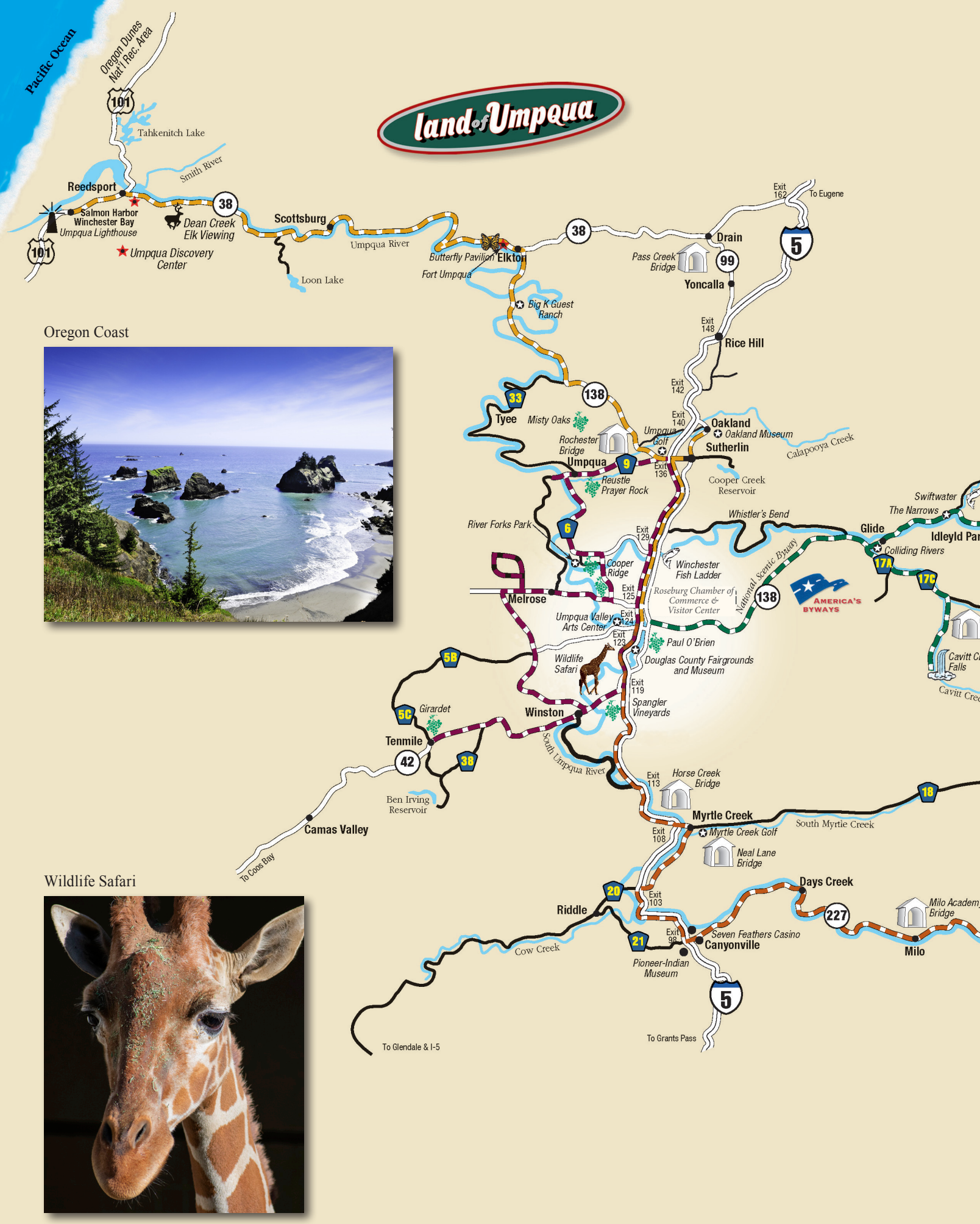
Roseburg History

In 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.





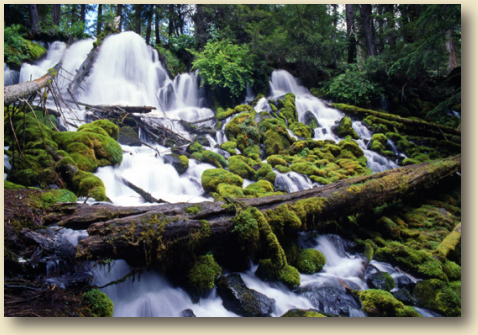


Oregon Coast

Wildlife Safari

LAND OF UMPQUA SELF-GUIDED TOUR MAP

Clearwater Falls



Crater Lake





Self-Guided Tour Routes

North Tour
South Tour
East Tour
West Tour

Scenic Byways

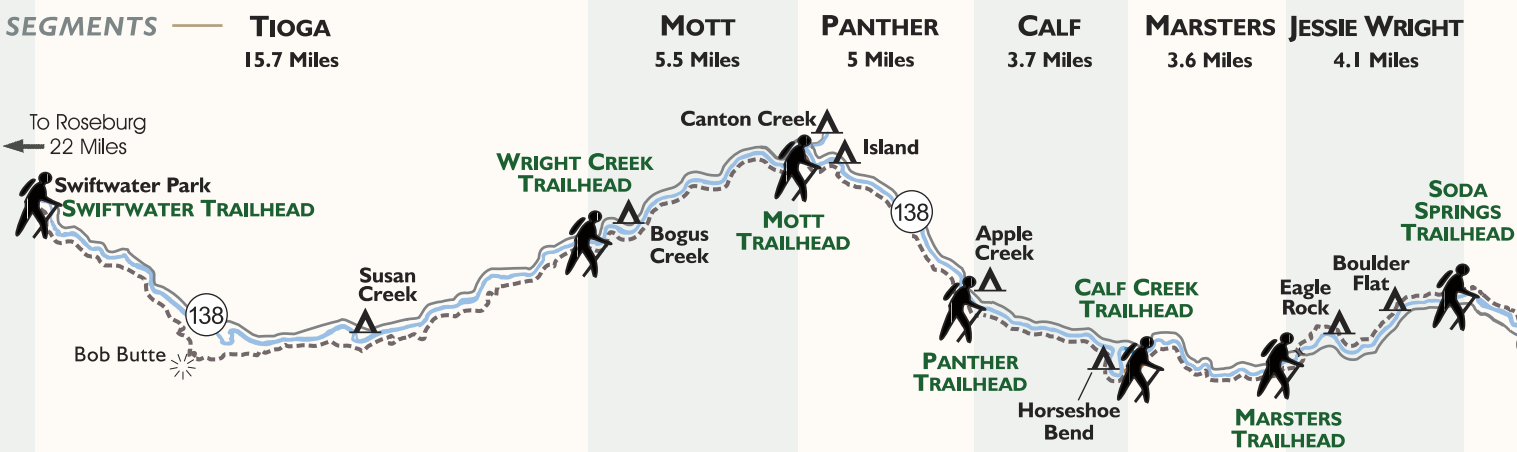
Rogue-Umpqua--National
Umpqua River--State

Oregon Tour Routes

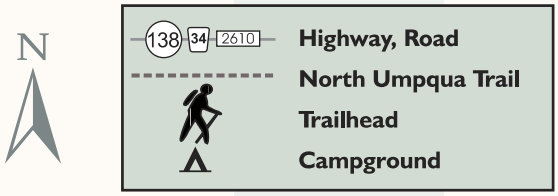
Myrtle Creek to Canyonville
Cow Creek

To download a free copy of the *InUmpqua* magazine go to www.roseburgchamber.com

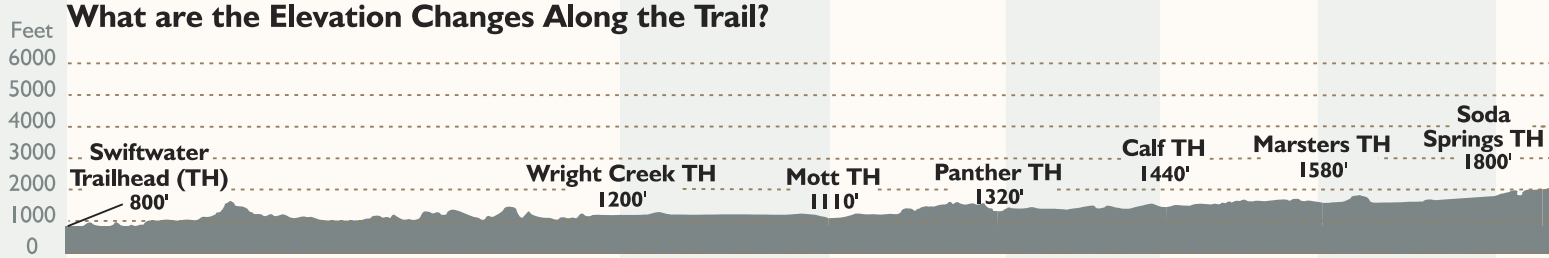
NORTH UMPQUA TRAIL

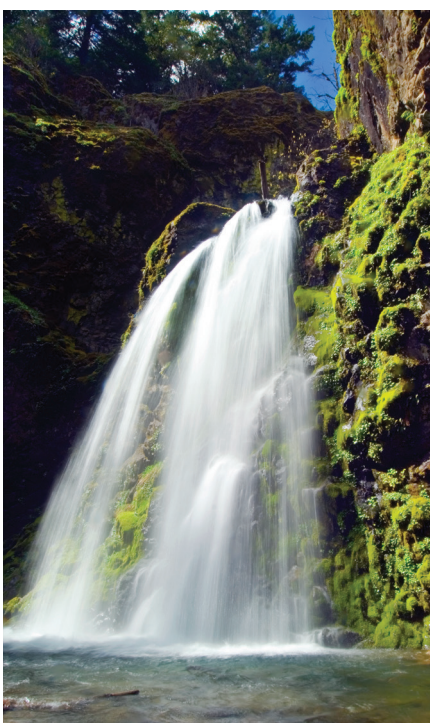


"Fly-fishing-only" regulations apply along the North Umpqua River from Rock Creek to Soda Springs Dam

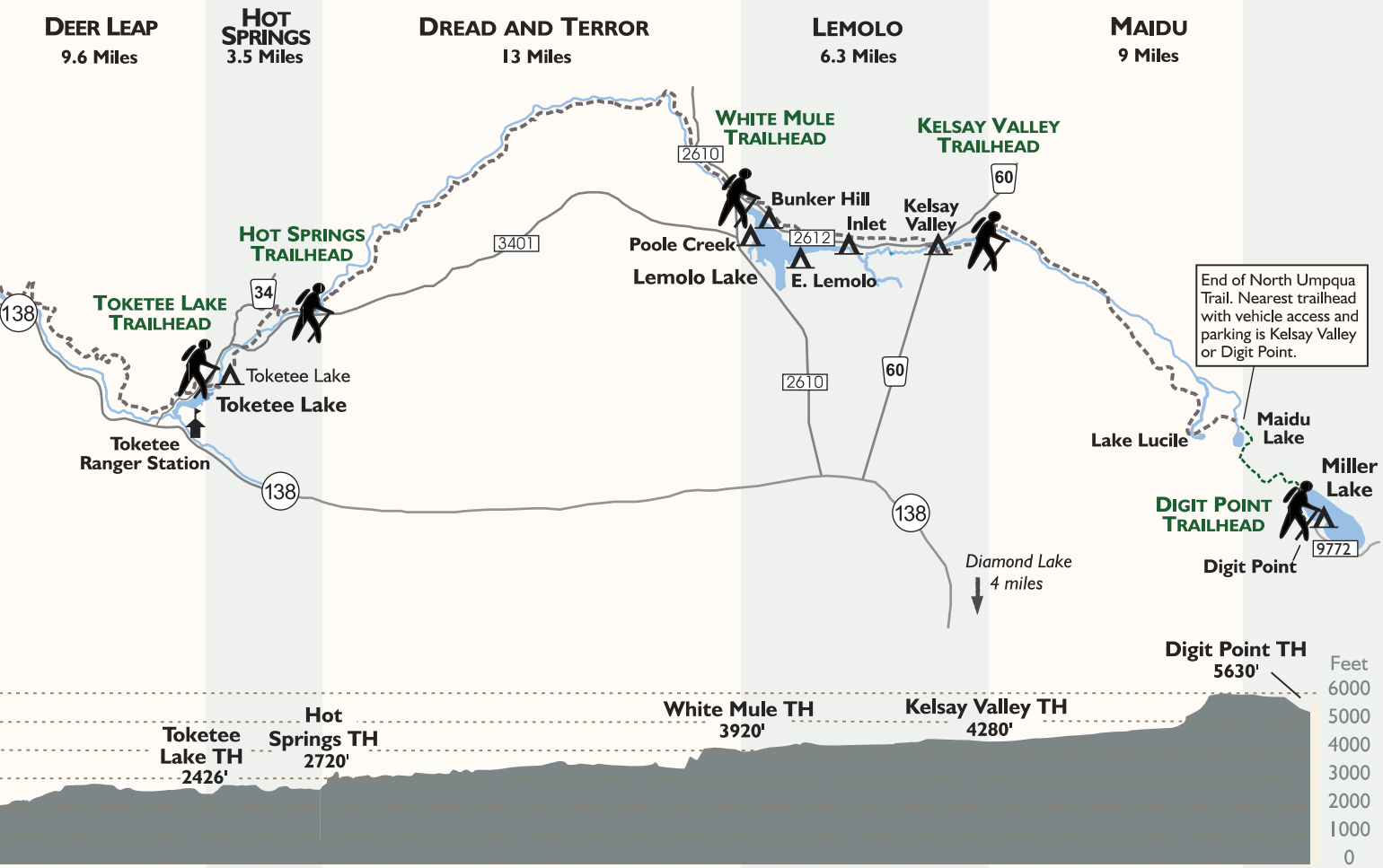


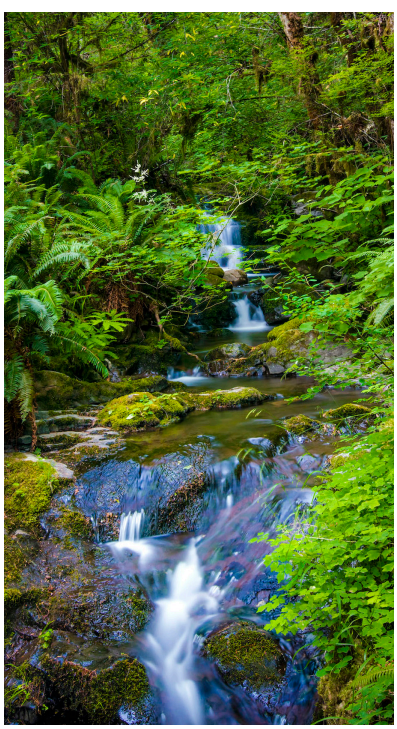
What are the Elevation Changes Along the Trail?



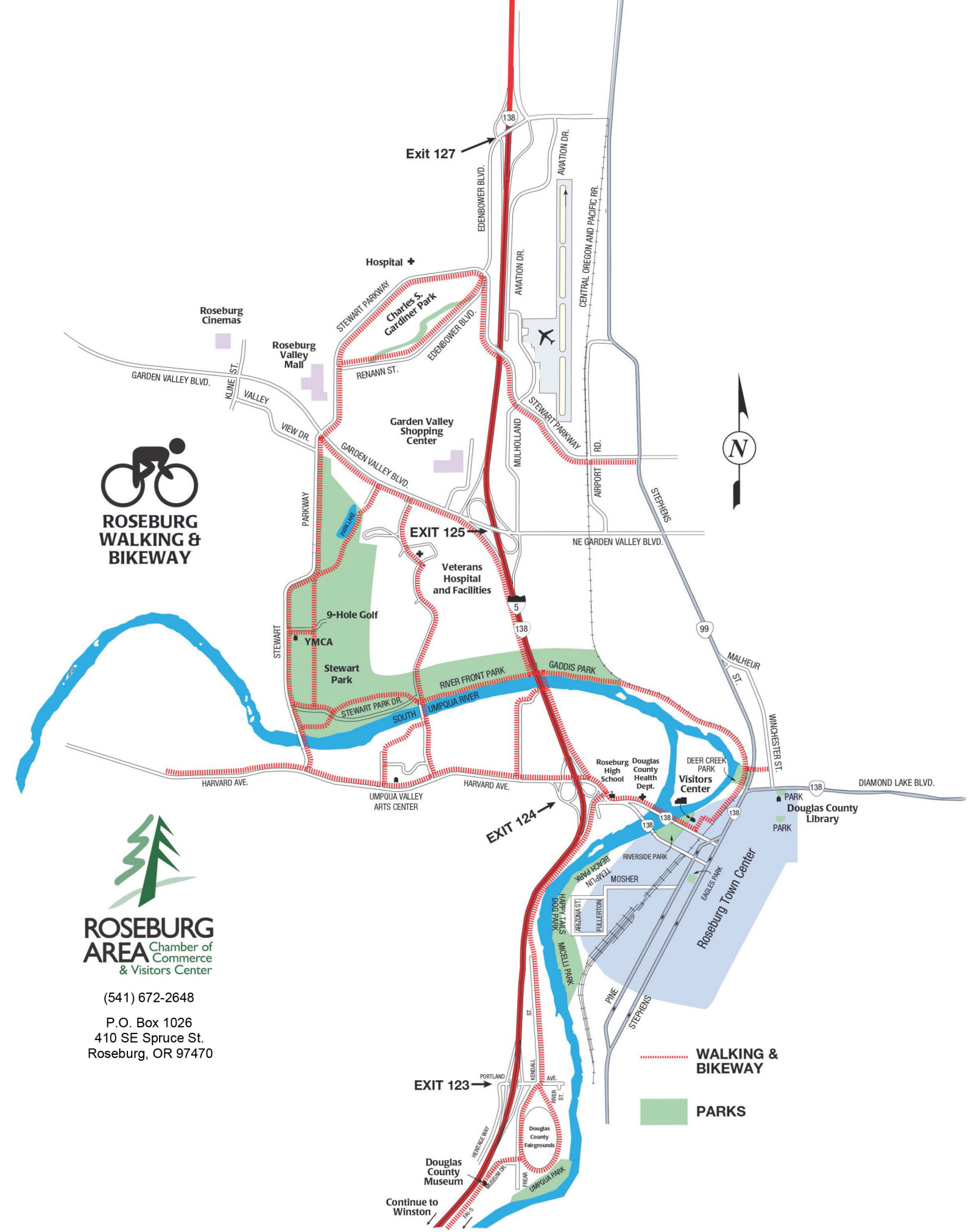





DEER LEAP
9.6 Miles
HOT SPRINGS
3.5 Miles
DREAD AND TERROR
13 Miles
LEMOLO
6.3 Miles
MAIDU
9 Miles
WHITE MULE TRAILHEAD
KELSAY VALLEY TRAILHEAD
HOT SPRINGS TRAILHEAD
TOKETEE LAKE TRAILHEAD
Bunker Hill
Inlet
Kelsay Valley
Poole Creek
Lemolo Lake
E. Lemolo
Toketee Lake
Toketee Lake
Toketee Ranger Station
2610
2612
3401
34
60
138
End of North Umpqua Trail. Nearest trailhead with vehicle access and parking is Kelsay Valley or Digit Point.
Lake Lucile
Maidu Lake
Miller Lake
DIGIT POINT TRAILHEAD
9772
Digit Point
Diamond Lake
4 miles
Digit Point TH
5630'
Feet
6000
5000
4000
3000
2000
1000
0
White Mule TH
3920'
Kelsay Valley TH
4280'
Hot Springs TH
2720'
Toketee Lake TH
2426'




BLM & USFS
OUTDOOR ADVENTURES
These brochures can be downloaded online HERE!
Roseburg Bureau of Land Management
• Fish in the clear waters of the Oregon Cascades.
• Hike one-mile to the scenic Susan Creek or Wolf Creek Waterfalls.
• Raft the North Umpqua Wild and Scenic River. Outfitter Guides are available on request.
• Explore the Cow Creek Back Country Byway.
• Enjoy one of BLM's nine forested campgrounds.
www.blm.gov/visit
541.440.4930
Umpqua National Forest
• Stay overnight in one of our 45 campgrounds or fire lookouts
• Hike a mountain trail
• Explore the 172 mile Rogue-Umpqua National Scenic Byway
• Experience waterfalls, mountain lakes and rivers
• Try the world-class fisheries of our lakes and rivers
• Immerse yourself in Wilderness
www.fs.usda.gov/detail/umpqua/maps-pubs/
541.440.4930



ROSEBURG AREA Chamber of Commerce & Visitors Center

(541) 672-2648

P.O. Box 1026
410 SE Spruce St.
Roseburg, OR 97470

Oregonians helping Oregonians.

We all give in different ways. Whether you give of your time, skills, pocketbook or otherwise, we thank you for your generosity. As your community foundation, we count on generous people like you to help us improve the lives of all Oregonians. So in this, our 50th year, OCF is celebrating YOU. **Thank you.** Visit **oregoncf.org/50** to see the positive impact we've made together, find new ways to give and get inspired.

OCF50 OREGONIANS HELPING OREGONIANS SINCE 1973

50 Oregon Community Foundation



Roseburg Area Chamber of Commerce
Douglas County Chamber of Commerce
P.O. Box 1026
Roseburg, OR 97470
541.672.2648
RoseburgChamber.com