



**TRAVEL GRANTS PASS**

*Annual Report*

**2015-2016**

---

## A Year in Review

2015 - 2016

As we complete the second year of our contract with the City of Grants Pass we are proud to present a review of our accomplishments. It has been our honor at Experience Grants Pass to serve the City in building a completely new tourism program. The end of the year numbers for 2015 illustrate a very positive direction for growth in tourism. Hotel revenue for the year 2015 was up a record 26% over 2014 and continues to increase as we have seen so far in the first half of this year.

Program initiatives have matured to create the new basis for the foundation of the City's Tourism Program. Branding was a major undertaking of the last two years. The Grants Pass City Council formally adopted the "Live Rogue" brand strategy in early April 2016. With this, all focus has been on the implementation of the new brand. The new brand has been incorporated into many projects including; city vehicles, way finding, parking lot signs, city hall signs, posters, tourism website, signage at welcome center and, of course, advertising.

In this past year, projects have been a major focus. In June, the new hospitality training program debuted. It is an online program that can be taken year-round at one's convenience and a follow up with a "live class" to reinforce the concepts learned online. The first "live" class is scheduled October 12, 2016. We have just completed production of a new Visitor's Guide that will help re-introduce Grants Pass to potential visitors from other areas in our target markets. This product, combined with the Travel Grants Pass website will become the center piece to our marketing efforts along with many other strategies. With development efforts of various platforms behind us, content creation and paid advertising will be a primary focus in the year to come.

In the last six months, we have seen our beginning promotional efforts pay-off with a significant increase in traffic to TravelGrantsPass.com. Daily average visitors are up 200%. This is a good indicator of the positive direction of our efforts combined with increase hotel revenues and increased business activity in the core downtown.

This annual report will outline the activity we have undertaken to get to where we are now and the initiatives for the year ahead. We are committed to making Grants Pass the premier travel destination in Southern Oregon.

Jon Bowen  
Executive Director  
Experience Grants Pass

---

## Tourism Means Business in Josephine County

Tourism has a highly positive impact on Grants Pass and all of Josephine County. According to the Dean Runyan and Associates, "Oregon Travel Impacts Report 2015," travel spending in Josephine County was at \$124.700,000 up \$800,000 over 2014

### Travel Impacts in Josephine County 2015

Number of Overnight Visitors Hotel - Motel 485,000 (+3.85%)

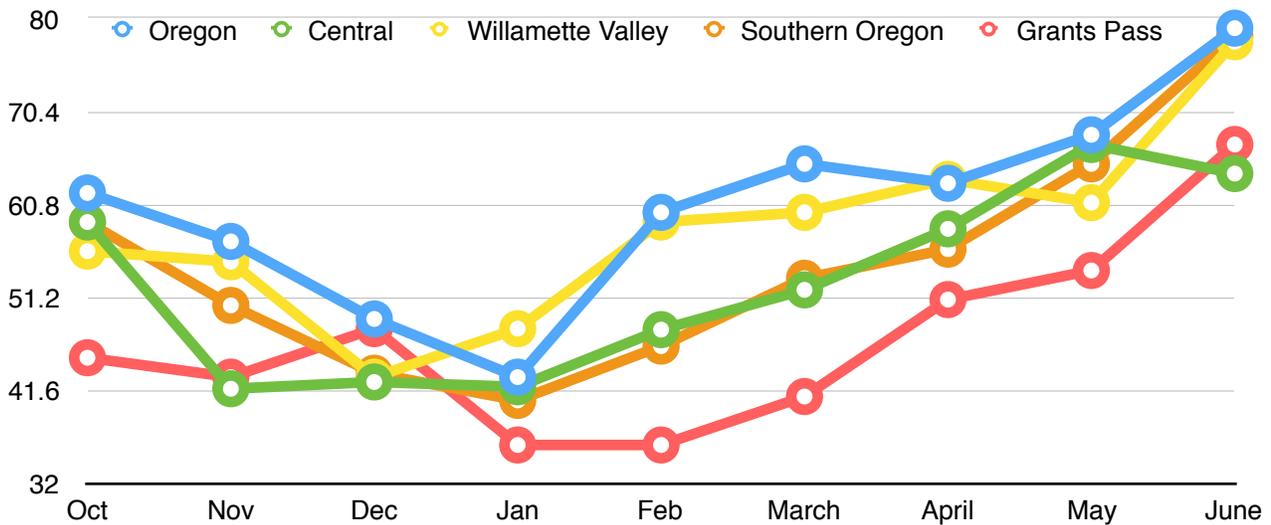
Private Homes 1,100,000 (+3.18%)

Other 299,000 (+1.7%)

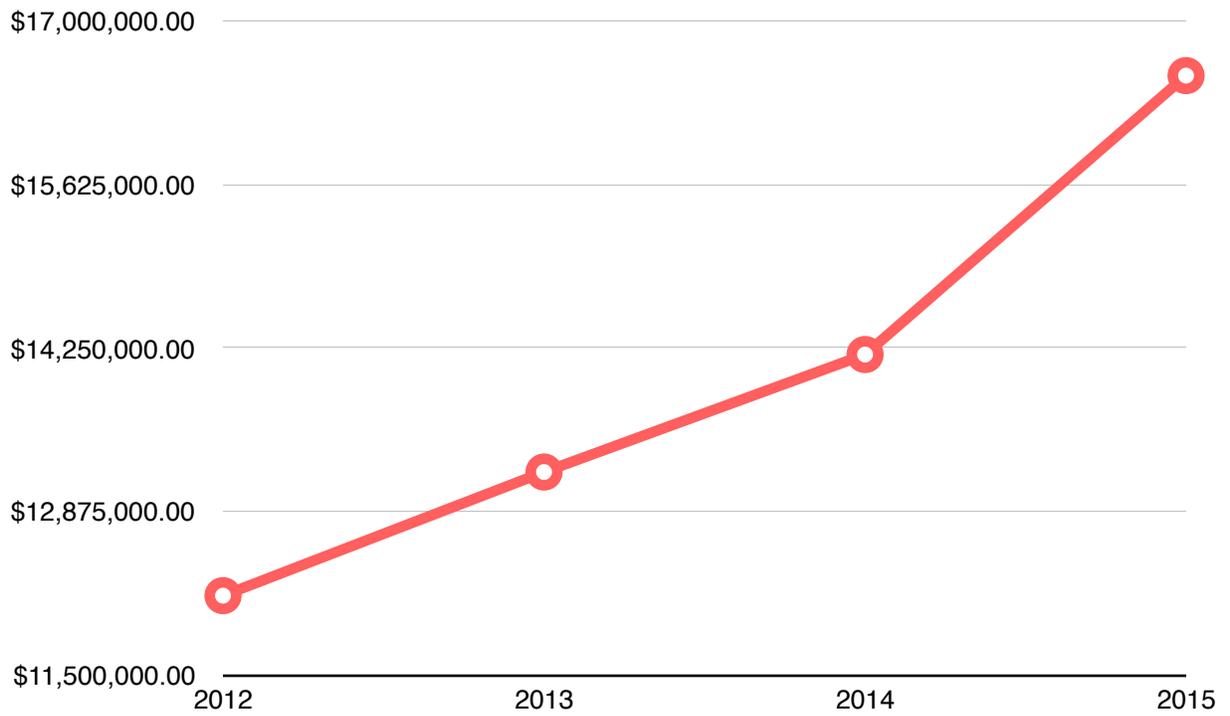
Total 1,884,000 (+3.06%)

Local Taxes Generated \$1,356,022 (+16.3%)

### Occupancy: Statewide Comparison

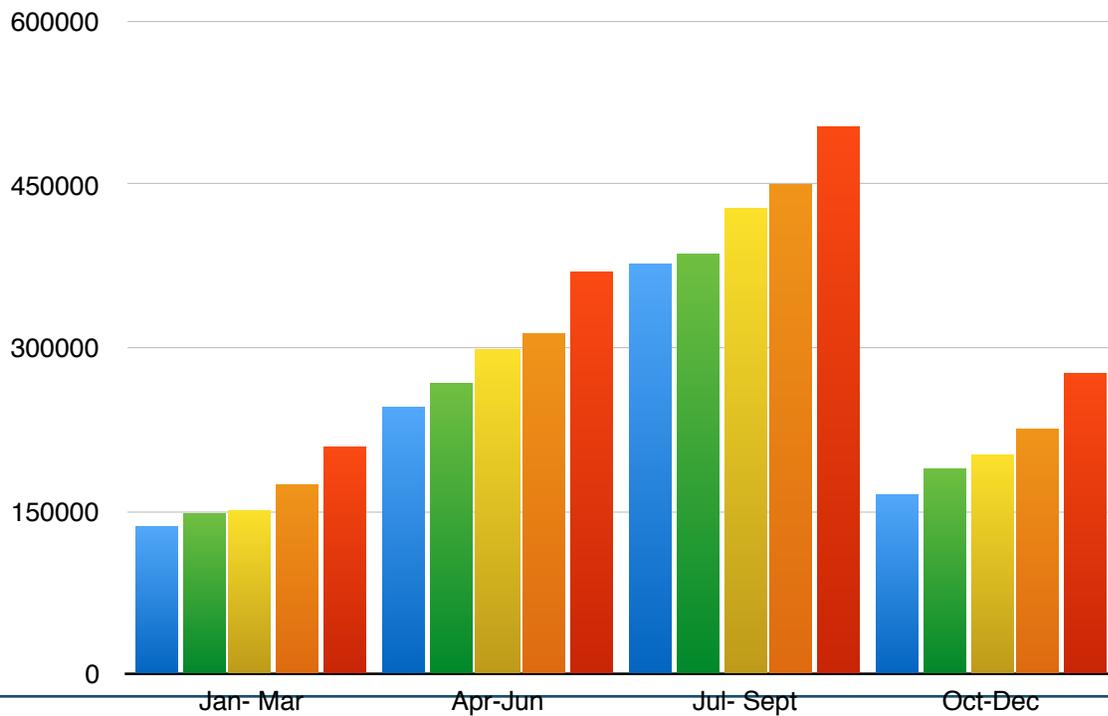


## Grants Pass Hotel Revenue



■ 2011 ■ 2012 ■ 2013 ■ 2014 ■ 2015

## Grants Pass Quarterly Tax Income



## GRANTS PASS TOURISM

**WWW.TRAVELGRANTSPASS.COM** July 8, 2015 - June 30, 2016

53,826 visits

149,105 page views

2.41 minutes adv. duration

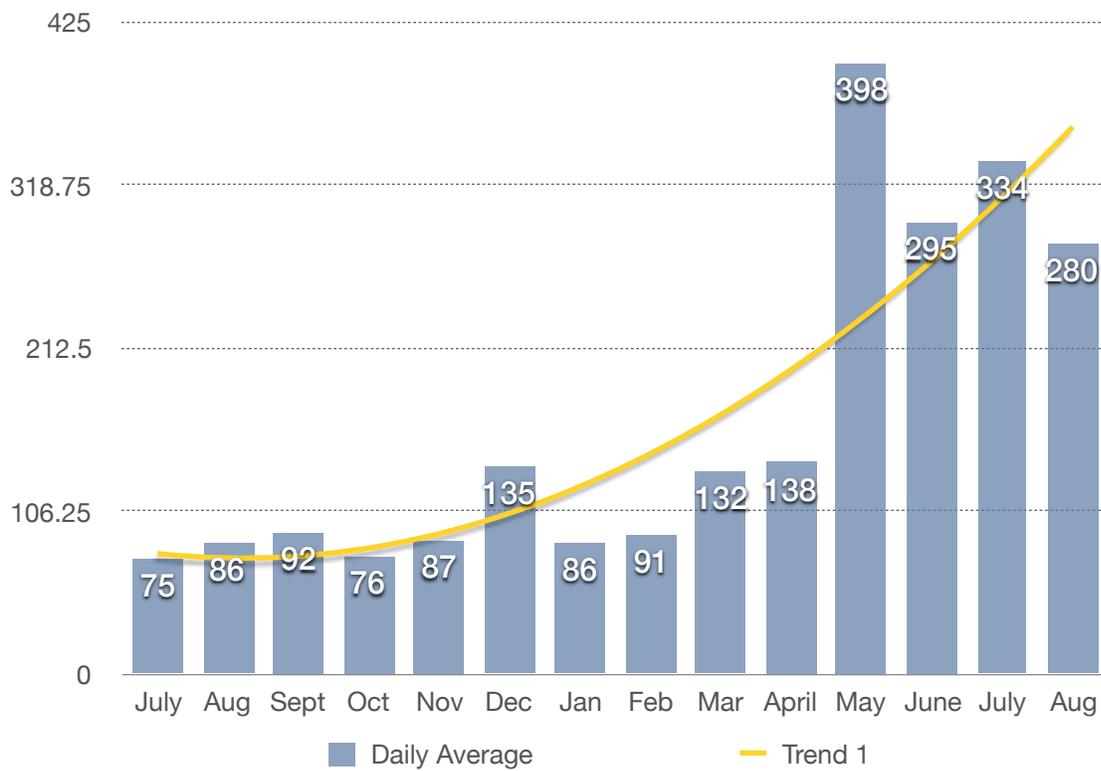
115,225 unique page/views

2151 total searches

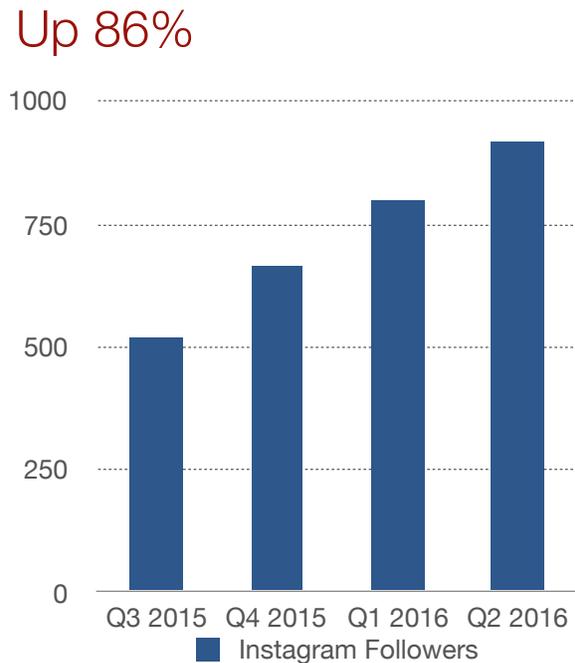
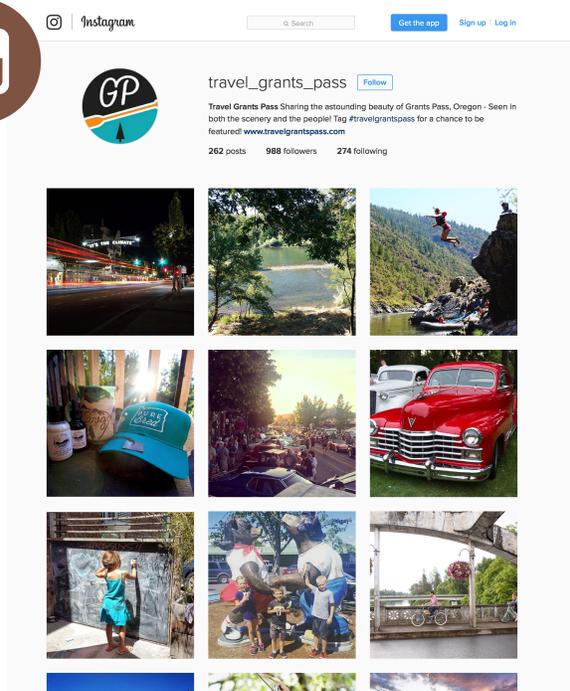
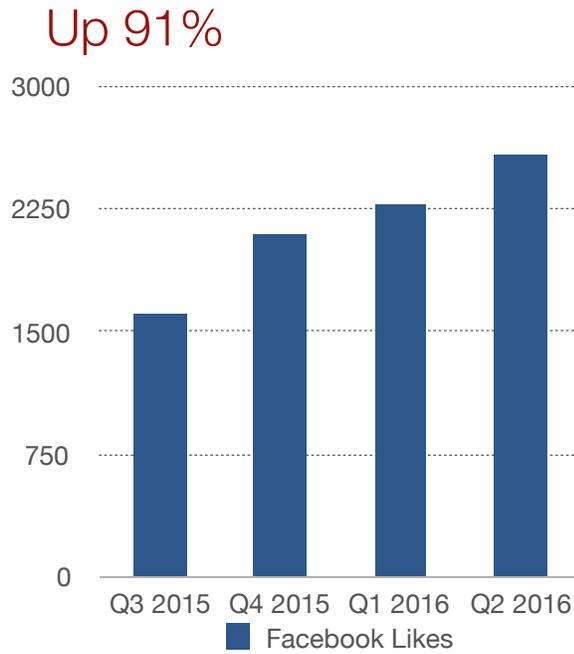
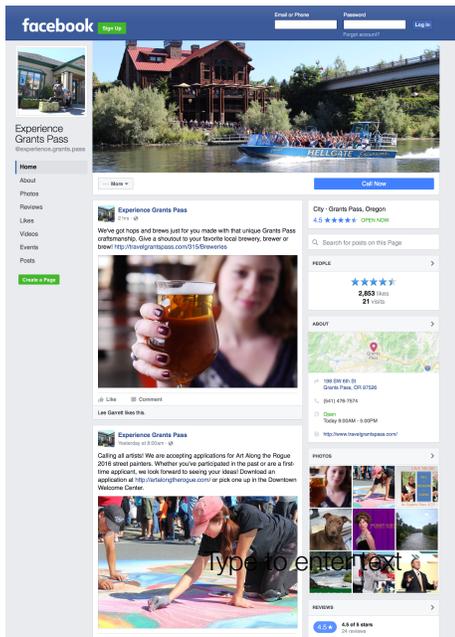
9,209 downloads



Traffic: 7/15 - 7/16 - unique visits



# GRANTS PASS TOURISM



47 followers



52 followers



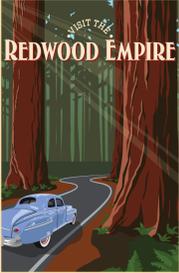
The following is a table of projects outlined in the Strategic Plan and their relative status of completion.

LEGEND: Status and time demand

Complete - Low Demand	Complete - Daily/Weekly/Ongoing	Not Complete - Priority 2016/2017
-----------------------	---------------------------------	-----------------------------------

	Project	Creation Status	Maintenance Status	Distribution Status
	City Rack Card Brochure	Completed		Ongoing - Local and Statewide
	City Tear Map	Completed		Ongoing - Local
	TravelGrantsPass.com	Completed	Daily Updates	
	Website SEO - Phase 1		Ongoing	
	Social Media	Completed	Daily updates	
	GrantsPassport.com	90% completed	Daily updates	

	Project	Creation Status	Maintenance Status	Distribution Status
	Rogue Allure Hotel Channel - Phase 1 technical development	85% Complete	Priority	
	Rogue Allure - Phase 2 Content creation	40%	Priority	
	Billboards	Completed		Annual Contract
	Email Marketing - Phase 1 Using Travel Oregon Email system	Completed		Quarterly contract
	Email Marketing -Phase 2 New email system	25%	Priority	
	Banner Ads - Phase 1 using Travel Southern Oregon	Completed		Annual Contract
	Banner Ads - Special Interests Sites		Priority	
	Print ads		Ongoing	

	Project	Creation Status	Maintenance Status	Distribution Status
	TV & Radio		Ongoing	
	Public Relations		Ongoing	
	Airport Dioramic Sign	Completed		Monthly Contract
	OTE Highway	Completed		Monthly Contract
	Affiliations/ED/Trade Shows		Ongoing	
	Hospitality Program	Completed	Ongoing	
	Redwood Empire	20%	Priority	
	Events First Friday Live Art Along the Rogue & new events		Priority	

	Project	Creation Status	Maintenance Status	Distribution Status
	Branding Project	Completed		
	Handouts	Completed		Ongoing - Local
	Downtown Newsletters	Ongoing		Very two months
	Christmas Parade			December
	Welcome Center Remodel - Interior	Completed		
	Facebook Contests		Daily updates	every 2-3 months
	Bike Friendly Program	Completed		
	Way finding design	75% Complete	Priority	
	Parking Lots Signs Design	80% Complete	Priority	
	City Hall Sign Design	Completed		9

	Project	Creation Status	Maintenance Status	Distribution Status
	Vacant Window Banners	Completed	Ongoing as needed	
	Merchant Surveys	Several Completed	Ongoing as needed	
	Visitor's Guide - Magazine	Completed		Statewide & Region
	Hotel surveys	Completed		
	Social Media - 5 SnapChat filters designed and submitted, 1 accepted.	Completed	Will submit new designs and new parameters of declined filters	
	Historic District Map	80% Complete		
	Historic District Brand	Completed		

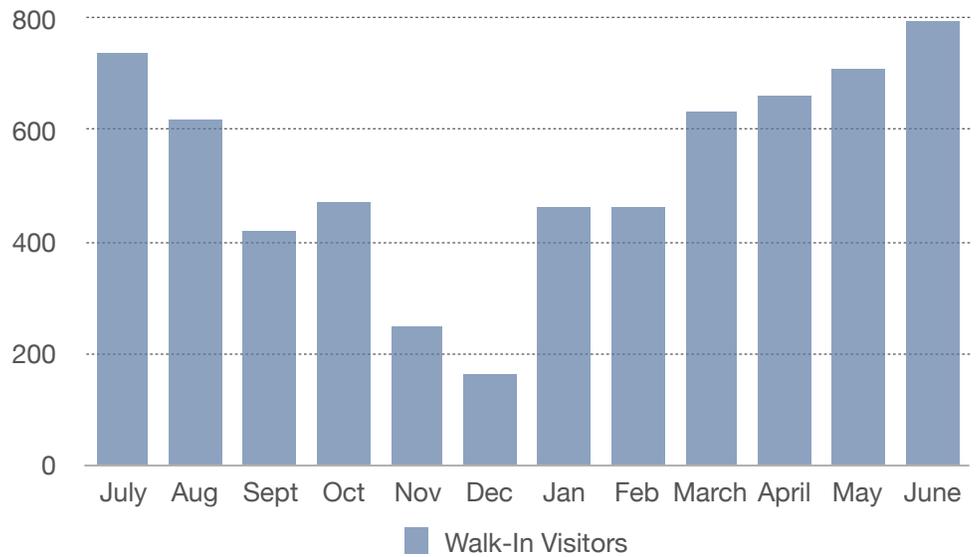
# Downtown Welcome Center

- Downtown Merchant Newsletters
- First Friday Live
- Merchant Meetings

6,370 (+29%)  
Walk-in visitors

624  
Telephone calls

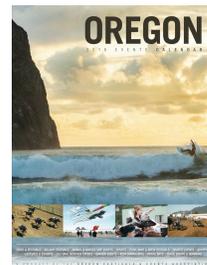
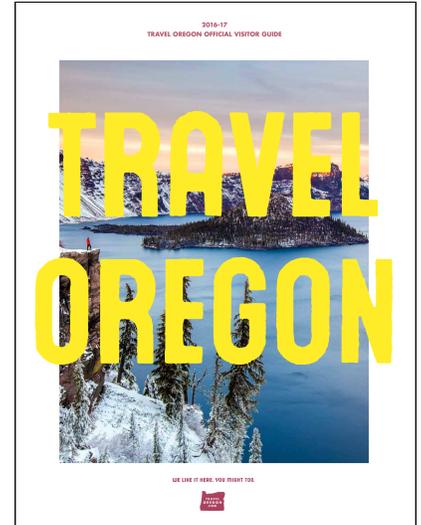
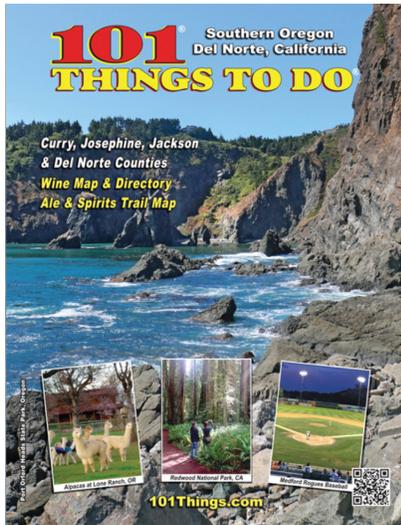
773  
Merchant contacts



	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Totals	
<b>Welcome Center</b>						
Wages & Taxes	\$14,893	\$11,017	\$10,453	\$12,465	\$48,828	
Telco & Internet	\$830	\$992	\$735	\$868	\$3,425	
Office Costs	\$135	\$289	\$58	\$143	\$625	
Improvements	\$275	\$2,890	\$132	\$62	\$3,359	
					<b>\$56,237</b>	
<b>Tourism Admin</b>						
Director	\$18,300	\$12,678	\$13,000	\$5,645	\$49,623	
Assistant	\$3,759	\$4,422	\$3,714	\$851	\$12,746	
Payroll Taxes	\$3,472	\$2,344	\$3,189	\$965	\$9,970	
Rent	\$5,400	\$5,400	\$2,400	\$2,400	\$15,600	
Utilities	\$1,238	\$1,385	\$1,000	\$1,098	\$4,721	
Insurance	\$800	\$800	\$800	\$800	\$3,200	
					<b>\$95,860</b>	
	<b>\$49,102</b>	<b>\$42,217</b>	<b>\$35,481</b>	<b>\$25,297</b>		<b>\$152,097</b>
<b>Projects</b>						
Art Along the Rogue	\$489	\$14,473	\$1,888	\$786	\$17,636	
First Friday Live	\$175	\$245	\$258	\$325	\$1,003	
Christmas Parade		\$1,135	\$167		\$1,302	
Branding Project	\$460	\$14,062	\$7,100	\$13,720	\$35,342	
Postage / Distribution	\$186	\$41	\$191	\$365	\$783	
Printing	\$5,478	\$2,208	\$2,138	\$2,581	\$12,405	
Ads & Promo	\$4,834	\$2,199	\$5,467	\$4,374	\$16,874	
Airport	\$1,857	\$924	\$2,332	\$918	\$6,031	
Radio /TV	\$500	\$2,478	\$2,470	\$568	\$6,016	
Billboard			\$750	\$2,284	\$3,034	
OTE	\$220	\$110	\$165	\$220	\$715	
Digital / banner/ email				\$275	\$275	
Hospitality Training			\$1,800	\$2,450	\$4,250	
Trade / Associaitons				\$1,250	\$1,250	
Promotion FAM	\$46	\$78	\$22	\$92	\$238	
Equipment Rental					\$0	
Rogue Allure			\$3,375	\$1,047	\$4,422	
Grants Passport	\$1,870			\$896	\$2,766	
Web Development	\$234			\$1,276	\$1,510	
Domains				\$187	\$187	
Hosting	\$885	\$885	\$885	\$895	\$3,550	
Travel/Trade Show				\$1,856	\$1,856	
Photo Library	\$460	\$230	\$375	\$895	\$1,960	
Video Production /Dev				\$2,850	\$2,850	
Graphic Design				\$3,892	\$3,892	
Office & Supplies	\$1,230	\$978		\$678	\$2,886	
	<b>\$18,924</b>	<b>\$40,046</b>	<b>\$29,383</b>	<b>\$44,680</b>	<b>\$133,033</b>	<b>\$133,033</b>
				<b>Total</b>		<b>\$285,129</b>

GRANTS PASS TOURISM

Partial Media 2015 -2016



- TV KDRV - H Street Antique Fair
- The Daily Courier
- Grants Pass Recreation Guide
- Travel Oregon - Email Ads
- Travel Oregon - Welcome Centers
- Certified - Brochure distribution
- Travel Southern Oregon - Online
- Street Banners
- Event Posters
- Yreka - Rest stop Poster

