

Quarterly Report

Q2 2015

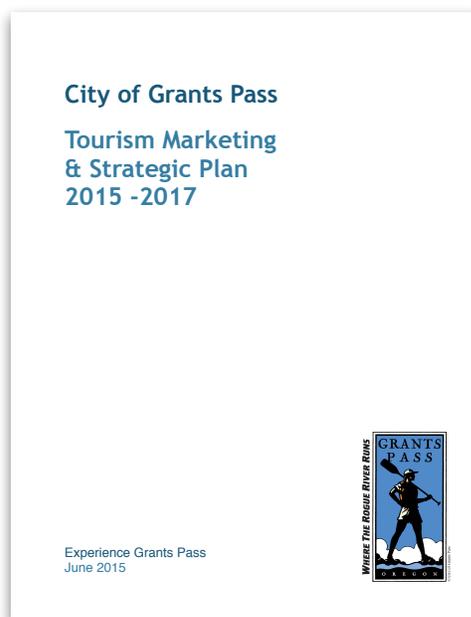


Experience Grants Pass

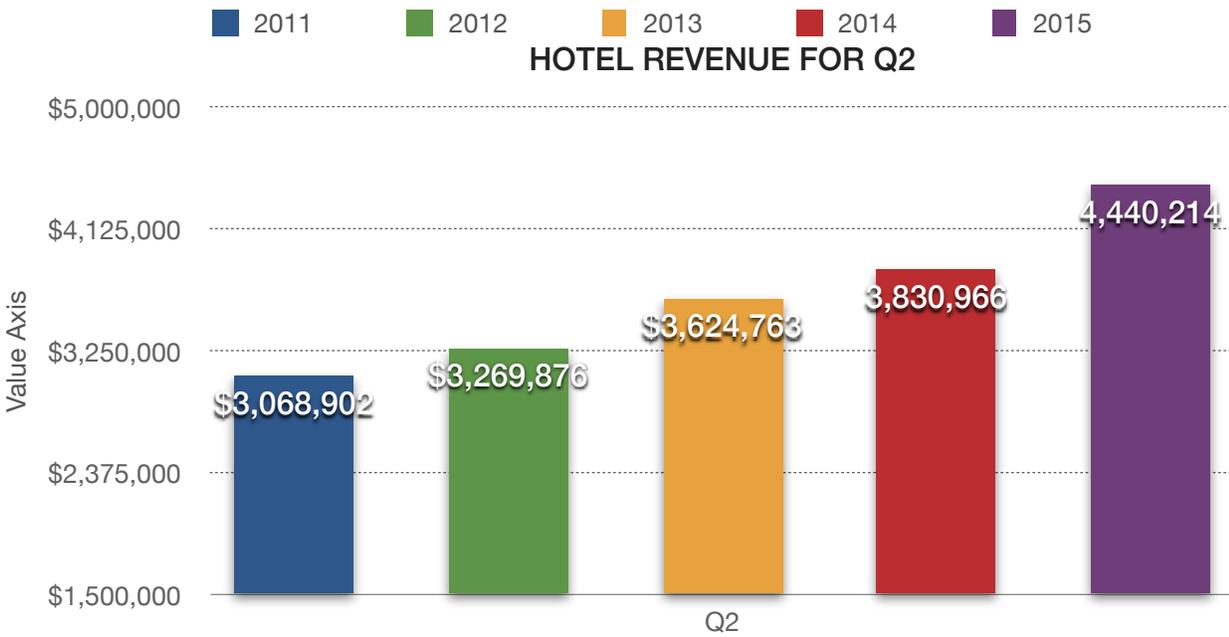


Executive Summary

During the second quarter of 2015, the primary focus of Experience Grants Pass was the wrap-up of the City of Grants Pass Branding Project with the presentation of the new brand strategy to the City Council on May 26th. The Council liked the proposal and asked for public input. The debut of the new tagline and logo started out rough with the inaccurate reporting by a local TV station on Facebook. That started a firestorm when the general public believed the iconic “It’s the Climate” sign was going to be taken down in favor of the new brand. From that point on, the branding topic was tarnished. In late June, the City announced the initiation of the Economic Development Strategic Plan project. It was decided that any new City branding should be in sync with the outcome of the Economic Development Strategic Plan and have the two projects work in unison. With that development, Experience Grants Pass is moving forward with the Tourism Marketing & Strategic Plan 2015-2017 that will allow the new brand to be utilized when it is completed.



The second quarter of each year is we start to see a bounce from the winter shoulder season for tourism revenues. This year is off to a strong start with hotel revenues up 15.9% from the same quarter of the year prior. This is a record increase. Hotel bookings were up 4% to a 56% occupancy of all available rooms for this quarter. This increase can be attributed to increased demand and and room rates.



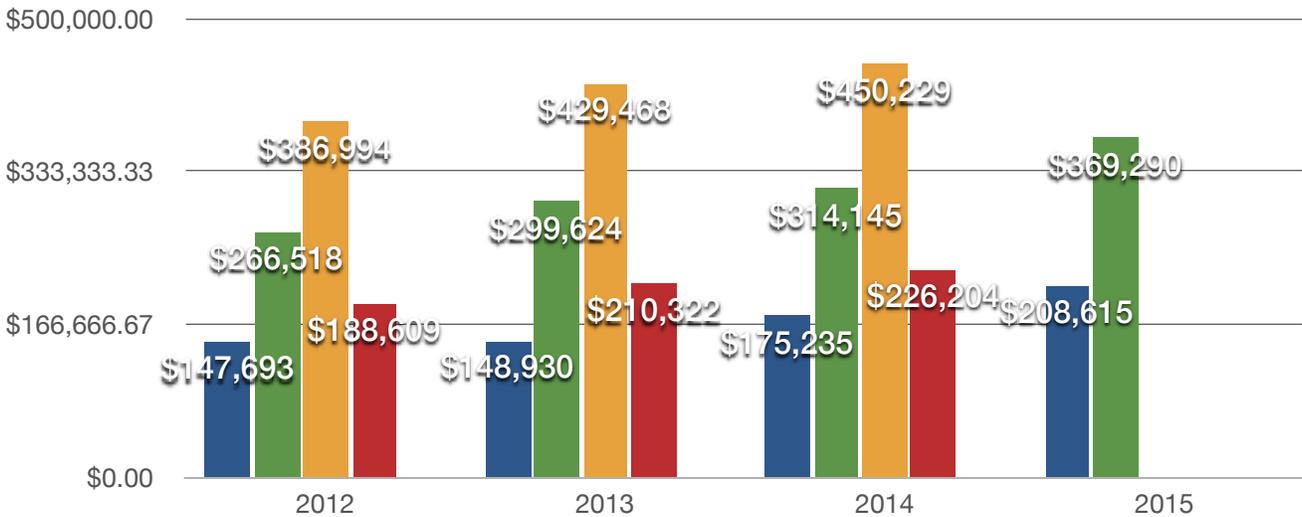
GRANTS PASS TOURISM

Transient Room Tax

Period Covered	Net Reported*	Yearly Change	Average Daily Rate	Tax Rate
January 1, 2012 to March 31, 2012	\$147,693.00	6.11%	\$62.28	9%
April 1, 2012 to June 30, 2012	\$266,518.00	7.71%	\$74.53	9%
July 1, 2012 to September 30, 2012	\$386,994.55	0.64%	\$80.81	9%
October 1, 2012 to December 31, 2012	\$188,609.18	9.88%	\$64.85	9%
January 1, 2013 to March 31, 2013	\$148,930.13	0.84%	\$62.49	9%
April 1, 2013 to June 30, 2013	\$299,624.18	12.42%	\$74.51	9%
July 1, 2013 to September 30, 2013	\$429,468.54	10.98%	\$81.51	9%
October 1, 2013 to December 31, 2013	\$210,322.00	11.51%	\$68.85	9%
January 1, 2014 to March 31, 2014	\$175,235.93	17.66%	\$65.52	9%
April 1, 2014 to June 30, 2014	\$314,145.58	4.85%	\$78.23	9%
July 1, 2014 to September 30, 2014	\$450,229.84	4.83%	\$83.36	9%
October 1, 2014 to December 31, 2014	\$226,204.53	7.55%	\$68.09	9%
January 1, 2014 to March 31, 2014	\$208,615.41	19.05%	\$66.17	9%
April 1, 2014 to June 30, 2014	\$369,289.77	17.55%	\$83.81	9%

■ Q1 ■ Q2 ■ Q3 ■ Q4 ■ Untitled 1

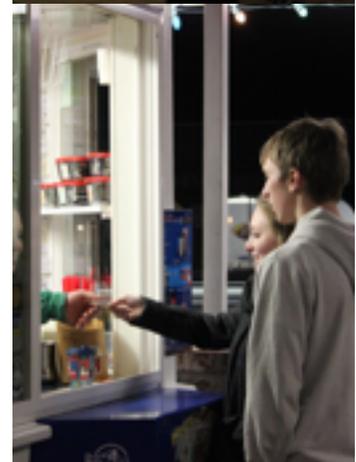
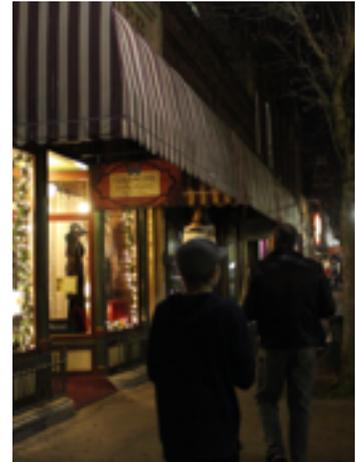
REPORTED TAX REVENUES



April 2015 Activity Highlights

Tourism Marketing & Promotion

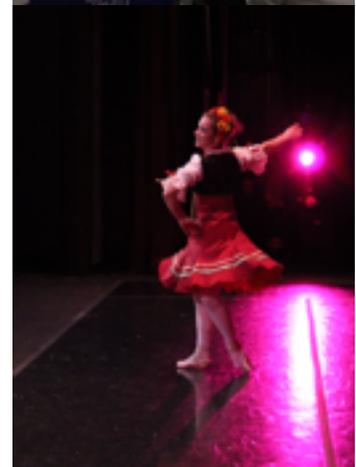
- Branding Project
 - Compiled data and conclusions
 - Initial designs and formats
 - Prepare Brand Strategy draft
- Tourism Hospitality Training meetings with Chamber
- Scenic Bikeways Application project follow-up
- Work with Hospitality Group - meeting
- Art Along the Rogue kickoff meeting
- Travel Southern Oregon Board meeting
- Governor's Tourism Conference - Eugene
- Tourism website development
 - 4 hiking videos - production
 - Photo production
- Grants Passport website development - data base entries
- First Friday Live website rework and photos
 - Radio ads
 - Permits, plan, contest, performers & photos
- New brochure project - data confirmations
- Newsletter article for Chamber Newsletter
- On-going database development of tourism itineraries, features and offerings for new websites
- On-going - Experience Grants Pass Facebook & Instagram
- On-going - Updates to visitgrantspass.org website



Downtown Services

- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center

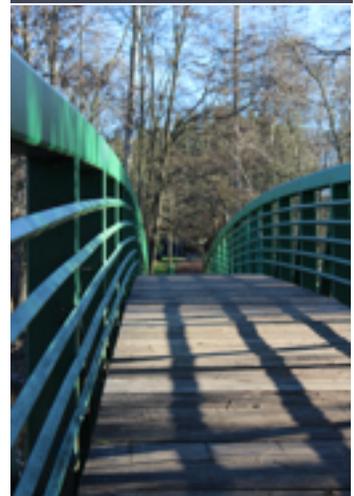
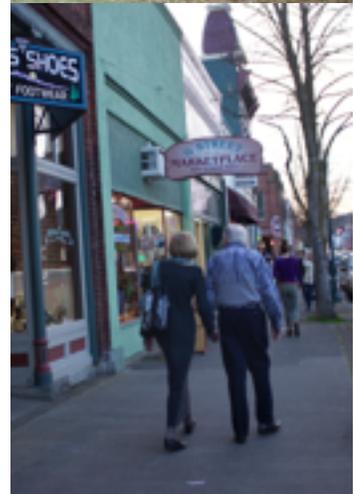
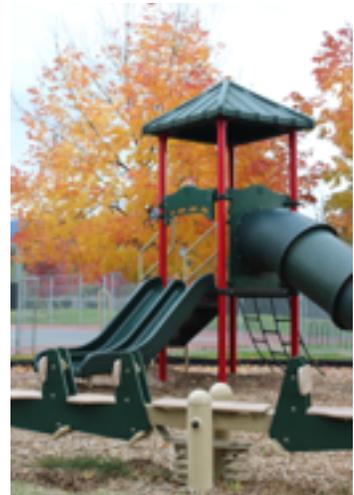
Open 40 hours per week
343 walk-in visitors
58 telephone calls
34 direct business contacts



May 2015 Activity Highlights

Tourism Marketing & Promotion

- Ongoing Branding project management
 - Branding Steering Committee meetings 5/7 & 5/18
 - Develop and write Brand Strategy draft
 - Final designs and formats relating to brand strategy
 - Present Brand Strategic Draft Plan to City Council May 26
- Research and development of new Tourism Training program
 - Negotiate contract for online component
 - Scenic Bikeways Application project follow-up with State
- Visit Grants Pass website project, CivicPlus delays
 - Navigation & functionality issues - resolved, back on track
 - Graphic colors revisions
 - SEO research
- GrantsPassport.com website development - database
 - Research and development of QR & GPS engine
 - Design meeting with developer
- City Manager Meeting
- Meetings with Ford Foundation Gateway Sign project
- Grants Pass Hospitality Group meeting
- Monthly Chamber newsletter article
- Frank Hong, Taiwanese performance project
- French writers and travel operators - FAM
- First Friday Live: performers, merchants & Daily Courier
- Daily operation of Facebook & Instagram accounts
- Current vistgrantspass.org website updates
- Branding meetings with youth at GPHS
- Merchant meeting, May 20



Downtown Services

- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center

Open 40 hours per week
464 walk-in visitors
49 telephone calls
73 direct business contacts

June 2015 Activity Highlights

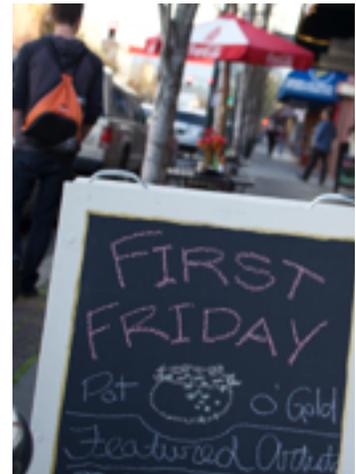
Tourism Marketing & Promotion

- Ongoing branding project management
 - Branding Steering Committee meetings 6/4
 - Write Brand Strategy revised drafts
 - Create new designs
 - Present Brand Strategic Draft Plan to City Council 5/26
- First Friday Live
- Branding statistic conclusions
- Initial Brand Dstrategy formatting
- New TravelGrantsPass.com final stages, pages, data entries
 - Photo assignments & editing
- GrantsPassport.com website development
 - Database entries
 - Event calendar
- Hotel surveys implementation
- Coordination of City Clean-Up Day with Serve GP - 6/27
- AATR coordination meetings, new data base
- Downtown involvement meeting - Willamette Bank
- Ford Foundation Welcome Sign meetings
- Town Center Association meeting - Issues & BTTF
- Hoteliers group meeting
- Rogue Allure content development - video B-roll
- Downtown Newsletter, publish & distribute
- New downtown tear-off map initial design
- New brochure - design process
- Printing of restock of existing tourism brochures
- Daily Facebook & Instagram updates
- Chamber Newsletter article - GP Brew scene

Downtown Services/Welcome Center

- Daily operations of Downtown Welcome Center
- Merchant coordination for FFL & entertainment
- Updates to Experience Grants Pass website

Open 40 hours per week
674 walk-in visitors
53 telephone calls
49 direct business contacts



GRANTS PASS TOURISM

www.visitgrantspass.org

In Q2 of 2015, the City's tourism has been maintained and fully operational. The site will be replaced in the second quarter of 2015, thus our efforts have been focused on maintenance and keeping it current, but not updating. In November, the new City municipal site went online, which caused a brief downtime for the Tourism site. It was discovered the cross-integration of the two sites was much greater than anticipated. After a brief downtime, the tourism site was restored and completely independent. In making the tourism site independent, statistics monitoring would not be possible, so we have no internal statistics of the current site.

In lieu of internally generated statistics, we've gathered "net" generated statistics to gather another perspective and insight from rating services: Semrush and Alexa.

Semrush

Organic search traffic / visits: 6,523 average

Alexa

Bounce rate: 33.07% -36.0%

Daily page views per visitor: 4.0 +40%

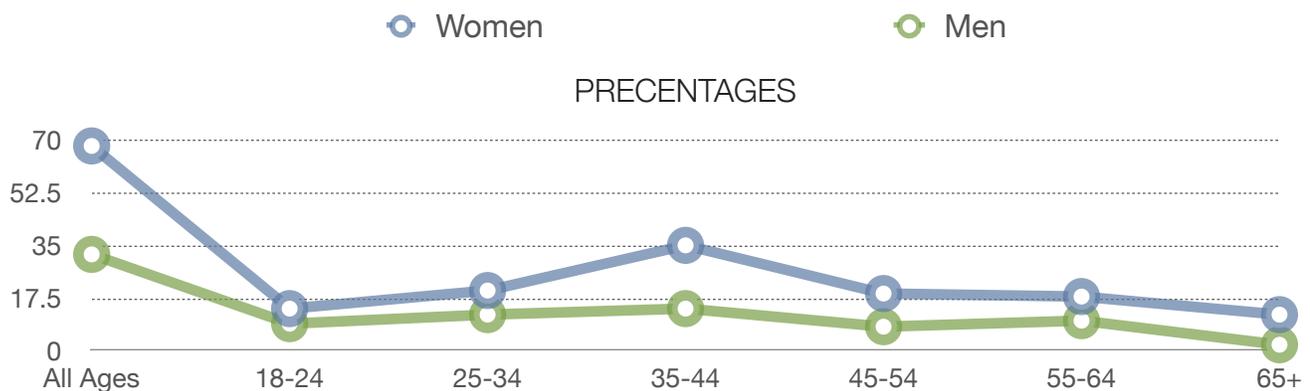
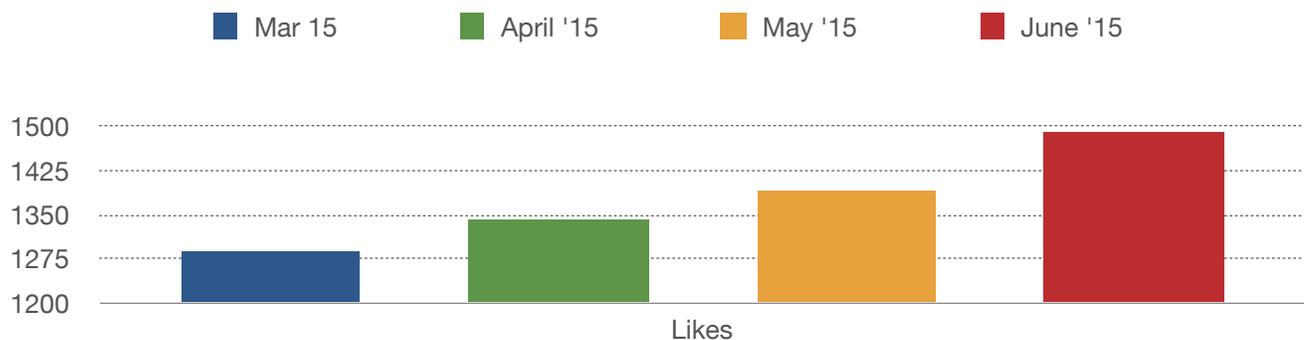
Daily time on site: 3:20 mins

Which site do people visit immediately before this site: google.com 45.2%

GRANTS PASS TOURISM

Facebook

Our Facebook page continues to be an important part of our digital strategy during this time of website transition. Our goal is to build a strong online community and build a platform for positive messaging. This platform is a great base for immediate contact and for continued image building. We experienced a constant and steady growth in our reach during Q2 2015.



Instagram

We have good activity and the account is known for great pictures of Grants Pass. Followers at the end of June 2015 - 520 .