

Annual Report 2014-2015



Experience Grants Pass



A Year in Review

It has been our honor at Experience Grants Pass to work with the City of Grants Pass to build a new tourism program to promote the City for more than tourism, but for business growth and city investment as well. Working closely with City Administration and the Tourism Advisory Committee, we navigated the uncharted waters of functioning as a private contractor rather than an internal department of the City's. Things have gone well and we look forward to embarking on our second year of serving the City.

Many projects have been undertaken in our first year of operation with the idea of rebuilding the tourism program to position it for the next ten years. The Tourism Marketing and Strategic Plan 2015-2017 is underway with many projects complete and others in process. From our operating budget, we have carved out an unprecedented amount of capital to utilize for the projects outlined in the plan.

We have seen tourism continue to grow and flourish. Tour operators, wineries, eating establishments and hotels are all reporting positive, solid business with many enjoying record sales. Downtown is vibrant and new business are opening up. We are thrilled to be working with the downtown merchants and anticipate new initiatives and opportunities to promote our downtown.

In 2014-2015, tourism has proven to be a strong economic driver to the local economy. Grants Pass has experienced increases in each of our key tourism industry measurements. This year's occupancy, reported by hotel operators, is up across the board, including increased revenues from higher room rates.

Data and findings from the Branding Project and the interaction with stakeholders and the community has been very fruitful. The information they provided is significant for our Marketing & Strategic plan to position the city for success. We are excited as we move forward to achieve those goals for the City.

This annual report will outline the past year, our goals for the upcoming year and the part we played in developing Grants Pass as a premier travel destination.

Jon Bowen
Executive Director
Experience Grants Pass

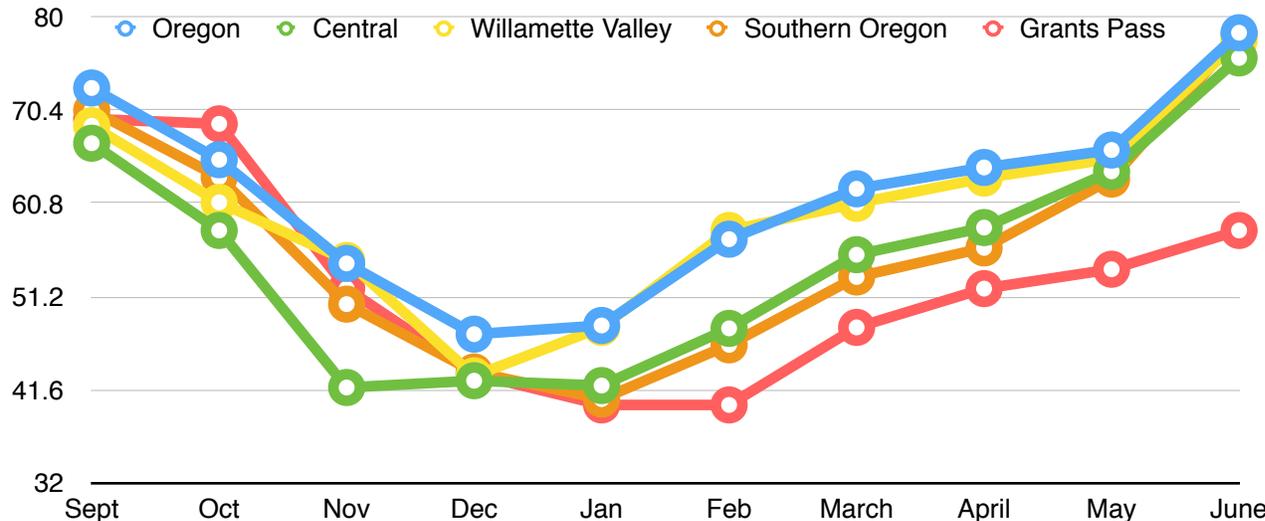
Tourism Means Business in Josephine County

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 2014," travel spending in Josephine County was \$125,500,000 in 2013 and \$123,900,000 in 2014 with a partial year of reporting.

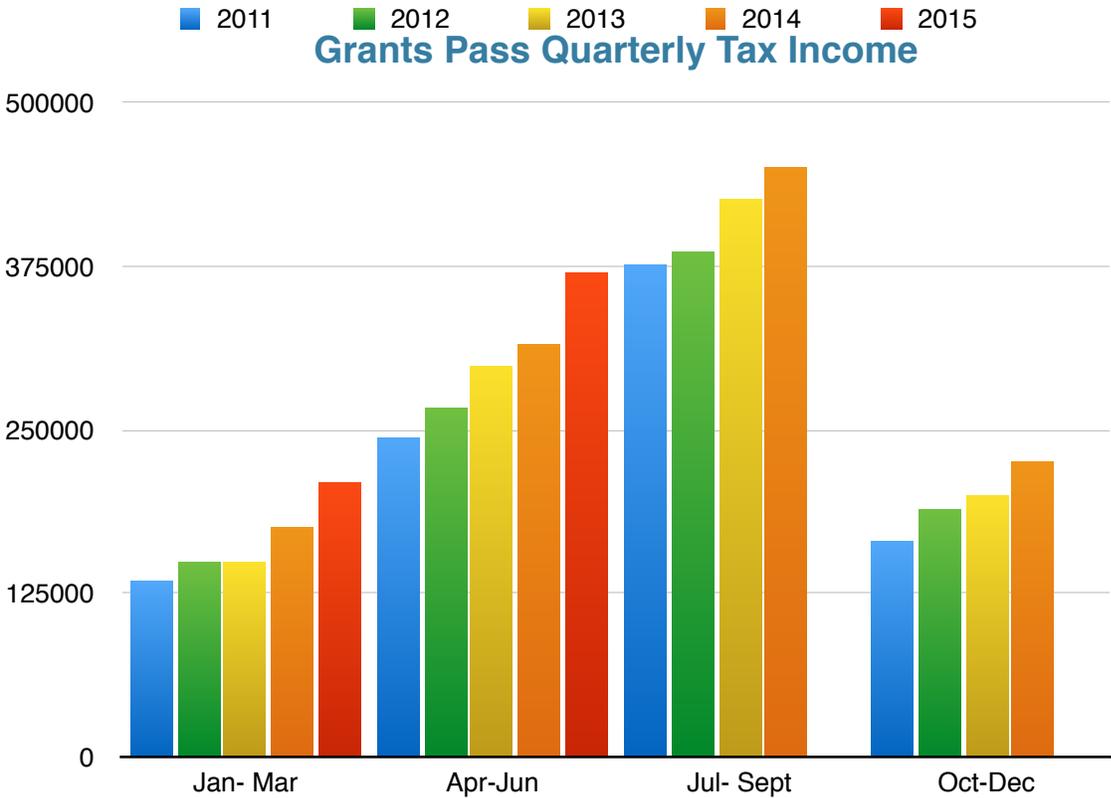
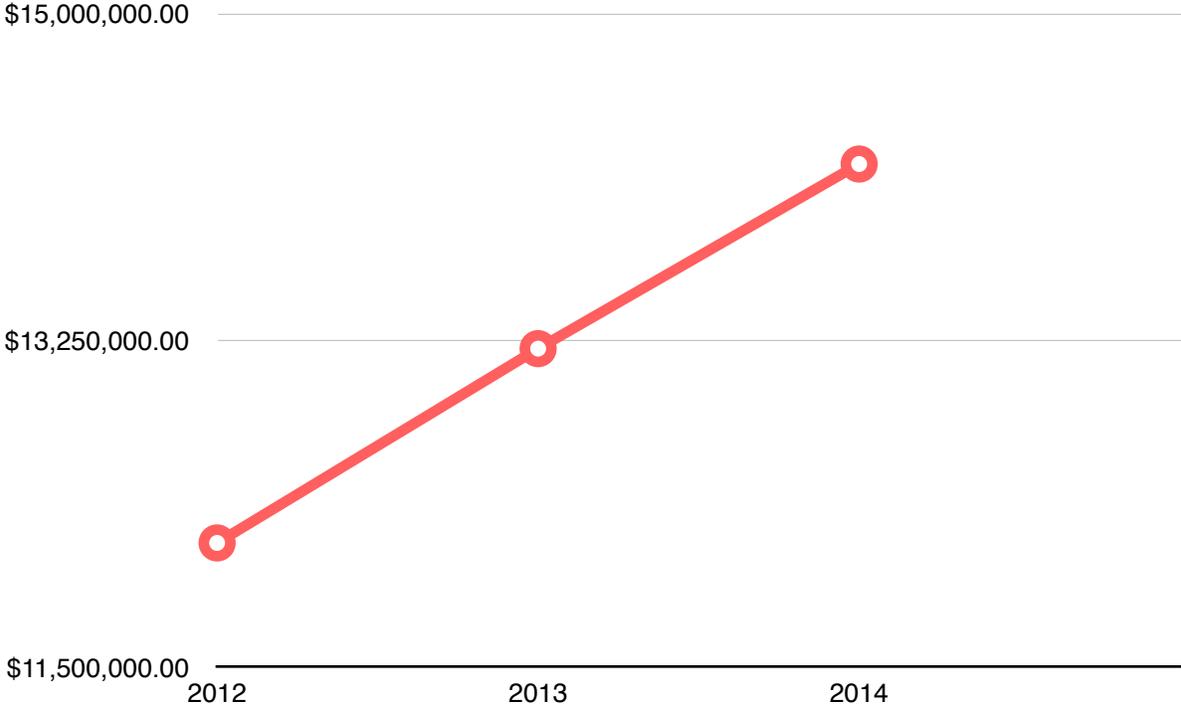
Travel Impacts in Josephine County 2014 (p)

Number of Overnight Visitors	Hotel - Motel	467,000
	Private Homes	1,066,000
	Other	294,000
	Total	1,828,000
Local Taxes Generated		\$1,100,000
Visitor Spending in Josephine County	Hotel - Motel	\$86,300,000
	Private Homes	\$42,700,000
	Day Travel	\$23,400,000
	Total at Destination	\$109,700,000
	Other Travel	\$14,300,000
Total Direct Spending		\$123,900,000

Room Occupancy Statewide Comparison



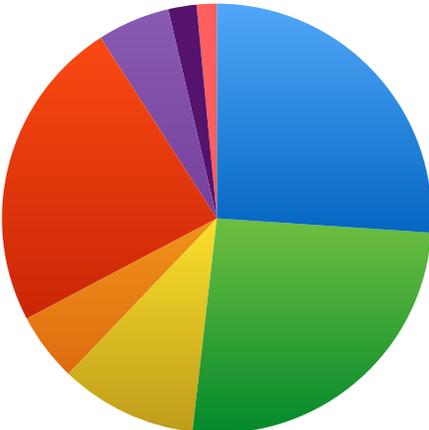
Grants Pass Hotel Revenue



Hotel Surveys

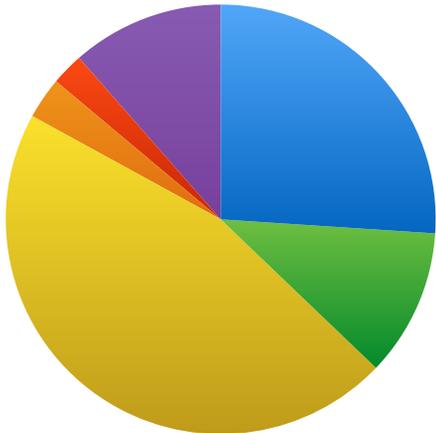
Working with several of the local hotels, we have conducted surveys of guests. We will conduct in four month increments, two times a year. Current statistics yielded the following results:

- Highway Travel
- Business
- Adventure
- Jet Boats
- Visiting Family
- Event
- Vacation
- Visiting Friends



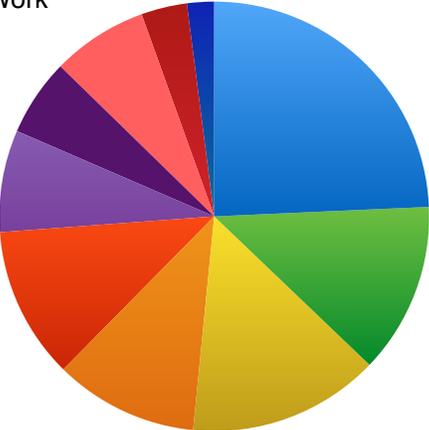
Reason In Grants Pass

- Oregon
- Nevada
- Washington
- Arizona
- California
- All Others



Visiting From

- Dining
- Shopping
- Hiking
- Work
- Visiting
- Sightseeing
- Breweries
- Jet Boats
- Wineries
- Rafting



Did While in Grants Pass

Website Statistics

Internal monitoring interrupted by new site transition. This statistic based on third-party monitoring and averages of partial year internal monitoring.

62,400

Total Vistors

31,020

Unique Visitors

2.70

Pages per visit

108

Countries

2.34

Average time spent on the website

Most popular pages

Event Calendar

Restaurants

Hellgate Jetboats

Things to do

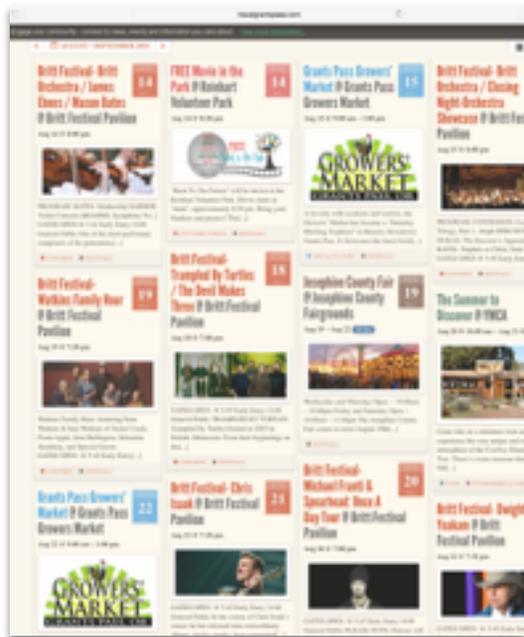
Area Attractions

Hiking



New Website

- Highlights
- Comprehensive listings
- Interactive maps
- New events calendar
- Unique Trip Builder feature
- Videos
- Itineraries



Social Media



Social media is a very important part of the media strategy for Grants Pass Tourism. These accounts are used for direct marketing and quick sharing of events and happenings in Grants Pass.

1,548

Facebook followers

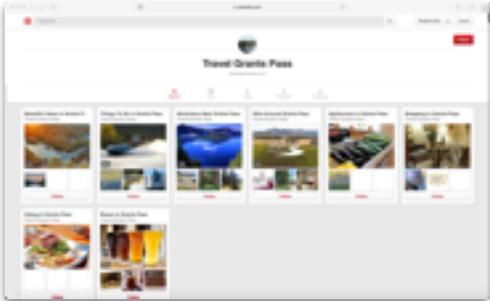
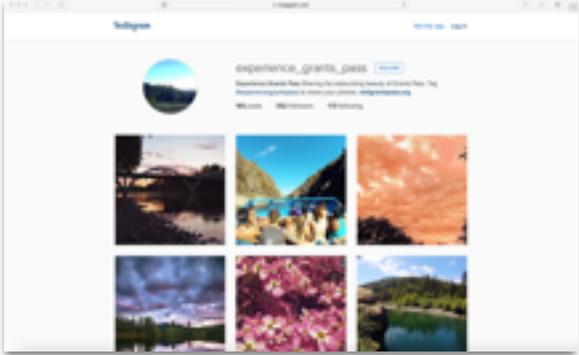


Blind George's

Most popular posting

552

Instagram followers



New

Twitter, Pinterest & YouTube accounts

Brochures

16,000 +

Brochures distributed

Travel Oregon Welcome Centers

- Portland International airport
- Seaside
- Brookings
- Klamath Falls
- Lakeview
- Ontario
- Oregon City
- Umatilla

90+ Locations in Southern Oregon

Relocation Kits Mailed
Request for Information



New Brochure
30 pages



Marketing

Paid Advertising

Travel Northwest
1859 - Directory Ad
Via - Co-op ad w/ TSO
Sunset - Co-op ad w/ Hellgate
Good Sam - Directory ad
KCMD
KAJO KLDR
Daily Courier Co-ops w/ TCA & Chamber
Mail Tribune
Ashland Tidings
CBS Outdoor - AATR
Craft Beer itinerary w/ TSO
Medford International Airport
Highway Kiosks
TV - Art Along the Rogue
TV - H Street Antique Fair

Public Relations

Portland Food Bloggers event
12 Travel writers
Hosted Austria Delegation
4 separate French travel delegations
Hosted Fujian Province delegation
2 separate Chinese delegations
Travel Oregon Public Relations team
Horizon Airlines Magazine article on Grants Pass
Travel Northwest - Magic Murals in Grants Pass

TV News

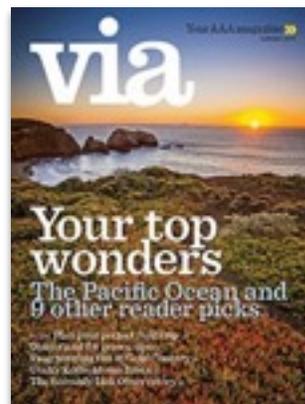
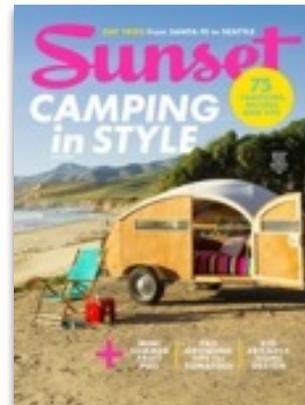
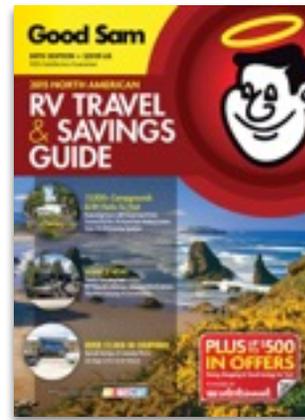
Channel 10 & 12 AATR
Channel 10 Great things happening in the downtown
Channel 10 follow up about downtown

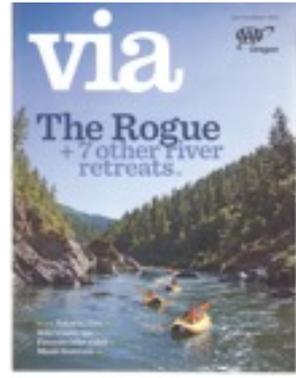
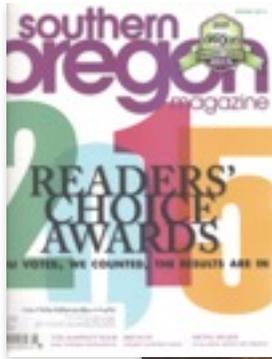
Trade

Travel Symposium
Oregon Governor's Conference

Associations & Meetings

National Tour Association
ODMO
Travel Oregon
Travel Southern Oregon - Board Member





TUESDAY, JULY 15, 2014

Summertime Thrills in Southern Oregon

Summertime Thrills!

Words, Bells and Whiffing

Summertime thrills in Southern Oregon. Story and poem by Phyllis Terdy.

Do you have plans this summer? What to do this summer? These seem to be the questions on everyone's lips these days! Well, in summertime here in Southern Oregon, how could there be anything there are numerous adventures to choose from. From the legends of Shakespeare to the heart of stars at night, to the excitement of tubing through the endless valley, you can rediscover old favorites, and new, along the way. The author of Day Trips and Seasonal Notes are members of the old-timey Old-time, "You belong to Me" just turn on the music and sing along.

See the bears along the Grants Pass stretch

Raft the Rogue and soon escape the heat

Just remember all this in Southern Oregon.

Shop the boutiques of Mt Carmelville

Look for suit and tracks along Mt Hood

Get remember this will make you smile Southern Oregon.

Whiffing, writing and wishing here

You might be someone to bring your slippers here.



Downtown Welcome Center

Downtown Merchant
Newsletters

First Friday Live

Merchant Meetings

Welcome Center Remodel
(phase one)

4922
Walk-in visitors

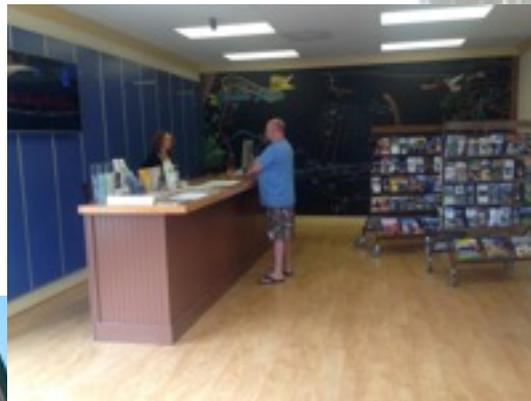
686
Telephone calls

735
Merchant contacts

Remodel (Phase one)



before



after



EVENTS

Art Along the Rogue



Christmas Parade



First Friday Live



Expenses 2014-2015

DWC

Wages & Taxes	\$44,070
Telephone/Internet	\$2,309
Office Supplies	\$422
Office Equipment	\$3,200
Professional Fees	\$770
Printing	\$2,865
Improvements	\$4,830
Total DWC	\$58,466

Tourism Admin

Director	\$72,000
Assistant	\$25,000
Payroll & Taxes	\$13,986
Rent	\$14,830
Utilities	\$5,349
Insurance	\$2,890
Office Supplies	\$1,670
Office Equipment	\$2,310
Professional Fees	\$2,443
Printing	\$478
Misc. & Repairs	\$2,320
Total Tourism Admin	\$143,276

Projects

Art Along the Rogue	\$24,875
Sponsorships	-\$8,200
	\$16,675
First Friday Live	\$1,701
Christmas Parade	\$1,476
	\$3,177
Postage/Distribution	\$1,456
Printing	\$4,670
Advertising	
Print	\$9,430
Airport	\$5,016
Radio TV	\$2,454
OTE	\$660
	\$17,560
Professional Development	\$370
Trade Associations	\$1,675
Promotion FAM	\$1,680
Equipment Rental	\$92
Web	
Grants/Passport	\$7,790
Development	\$5,430
Domains	\$612
Hosting	\$2,740
	\$16,572
Travel /Trade Show	\$1,356
Production Equipment	\$880
Photo Library	\$3,452
Video Production / Dev	\$8,330
Graphic Design	\$5,780
Total Projects	\$83,725

Total 2014-2015 expenses

\$285,467

Budget 2015-2017

DWC

Wages & Taxes	\$44,400
Telephone/Internet	\$2,500
Office Supplies	\$400
Office Equipment	\$600
Professional Fees	\$500
Printing	\$1,600
Improvements	\$5,000

Total DWC **\$55,000**

Tourism Admin

Director	\$72,000
Assistant	\$25,000
Payroll & Taxes	\$14,000
Rent	\$8,500
Utilities	\$3,500
Insurance	\$3,000
Office Supplies	\$2,000
Office Equipment	\$1,000
Professional Fees	\$1,800
Printing	\$600
Misc. & Repairs	\$2,000

Total Tourism **\$133,400**

Total Projects **\$101,600**

Total 2015-2017 Budget **\$290,000**

