



*Take a
New Route*





*Have you
ever wondered
What's Around
the next corner?*

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Letter From Executive Director

The Josephine County Visitors Association, dba. Visit Grants Pass was established in 2021 after the 2020 COVID-19 pandemic when no official organization was operating as the Destination Marketing Organization for the City of Grants Pass. In November of 2021, I started as Executive Director, which required building the organization from scratch. Below, you can see a timeline of significant accomplishments. Fiscal year 2022-2023 is the first full year the organization has a foundation of data to measure and track. Moving forward, Visit Grants Pass can begin to compare the work year-over-year.

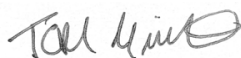
Timeline of Major events for Visit Grants Pass:

- November 1, 2021- Executive Director Starts
- February 2022- hired marketing and public relations firm and photo/video content creation firm
- April 2022- Board of Director training and Strategic planning retreat
- June 2022- Board approved FY2023-2025 Strategic Plan
- May 2022- Board submission created for a rebrand
- October 2022- Visit Grants Pass, Take a new Route Brand finalized
- October 2022 & beyond- marketing campaigns start running
 - o Note: smaller campaigns and marketing events occurred before rebranding, and most of the marketing budget was held back to launch the new brand
- December 19, 2022- First staff member starts at Visit Grants Pass
- April 6, 2023- new visitgrantspass.com launch

I am excited to share the successes of Visit Grants Pass. This annual report will be focused on the metrics being tracked across the fiscal year 2022-2023, the first full fiscal year of operations. Next year, I look forward to comparing our measurements and successes year-over-year.

I am looking forward to continuing to serve the Grants Pass and Josephine County visitor industry.

Cheers,



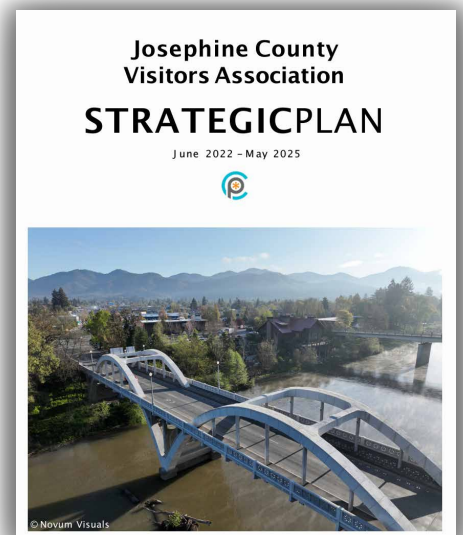
Tori Middelstadt
Executive Director
Visit Grants Pass

As a new organization, it was important to start off on the right foot with a shared vision of the board of directors. Civic Possible was hired through an RFP process to provide board training and retreat to craft a strategic plan to guide the first three years of Josephine County Visitors Association. This plan is reviewed annually, to ensure the objectives and priorities still align, and that staff continues to complete the objectives.

View the full
Strategic Plan



visitgrantspass.com/industry-resources



MISSION, VISION, & VALUES

VISION

A year-round, robust, tour industry that is balanced with local livability needs to keep the friendly small town values and sustain unique experiences within Josephine County.

MISSION

JCVA's mission is to establish trust in the community by promoting our unique tourism assets while enhancing local livability.



VALUES

COMMUNITY

We are all in this together. JCVA values our community and understands we are a part of it. Though we may have a direct charge of increasing tourism, we value the well-being of our industry partners and community members.

COMMITMENT

We are committed to our local stakeholders through acts of service in advocacy and marketing partnerships.

ENERGY

We approach our service with positive, creative energy and passion for the visitor experience.

TRANSPARENCY

We build trust through open communication and the sharing of information.

INCLUSION

We value relationships with everyone without prejudice based on race, geographic location, industry, socio-economic status, gender identity, sexual orientation, or political and personal beliefs.

MEET THE TEAM



Tori Middelstadt
Executive Director



Griffyn Storm
Website &
Communications
Coordinator



Alice Jones
Development
Coordinator
AmeriCorp RARE
Placement

Board Officers



Doug Bradley
President

Kensington
Investment



Ashley Crews
Vice
President

Weekend Beer Co.



Josie Molloy
Secretary

Chamber of
Commerce



**Tamara
Bushnell**
Treasurer

Country House Inns

Board Members

Brittni Doyle

Mama Bees Flower Farms

Kory Mahr

Orange Torpedo Trips

Sydney Mitchell

Shoefly Oregon

Hyla Lipson

Grants Pass Museum of Art

Gina Bianco

Rogue Valley Vinters

Lindsey Jones

IVcanDO: Illinois Valley
Community Development Org.

Jill Thomey

Hellgate Jetboat Excursions

Josh Bennett

Hellgate Jetboat Excursions

Board Liaisons

Valerie Lovelace

City Grants Pass Counselor

Darin Fowler

Josephine County Commissioner

ECONOMIC IMPACT - CITY

Grants Pass has experienced a dynamic trajectory in occupancy, transient lodging tax collections, and average daily rates over the past few years. In 2019, tourism reached unprecedented heights, setting records for both Grants Pass/Josephine County and the state of Oregon. However, the promising trajectory for 2020 was abruptly halted by the onset of the COVID-19 pandemic.

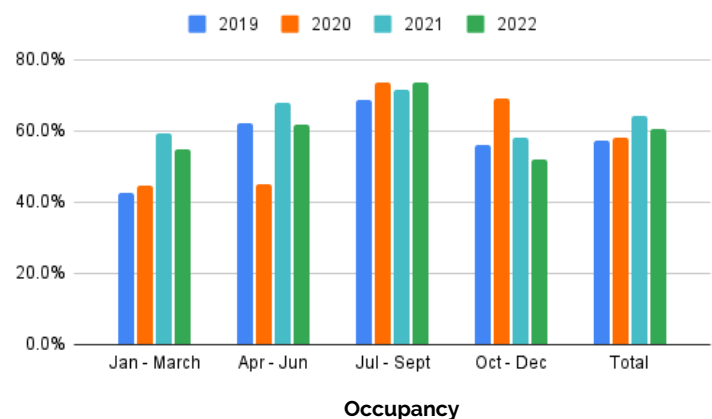
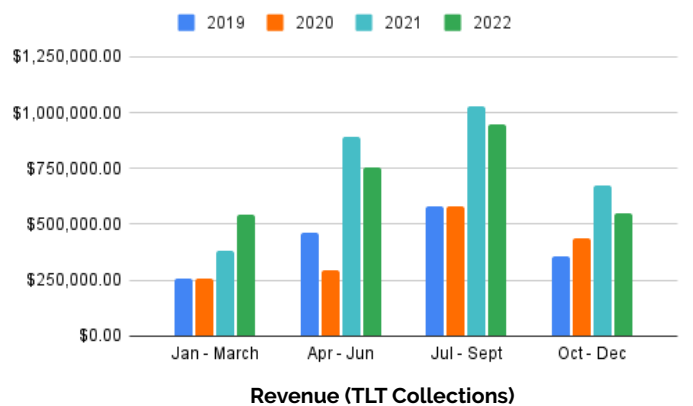
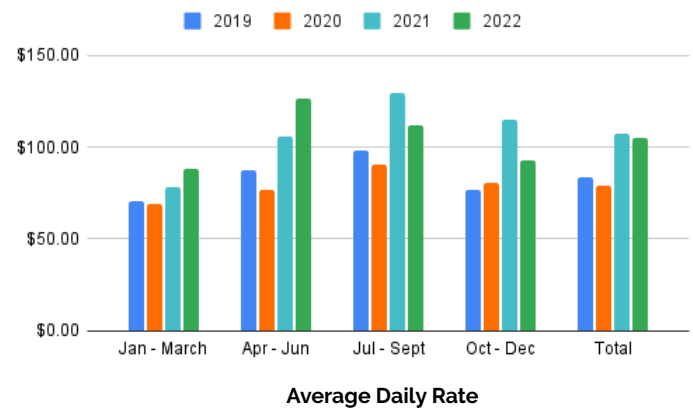
Remarkably, in Grants Pass, the impact on occupancy was severe for only about a quarter of the year, rebounding to 2019 levels and surpassing them by the third quarter of the 2020 calendar year. Occupancy maintained robust levels throughout 2021, with increased off-season rates attributed in part to the surge in remote work and schooling arrangements.

In 2022, occupancy experienced a decline from the peak levels of 2021 during the shoulder and off-season months. However, summer season occupancy remained near or comparable to the previous year.

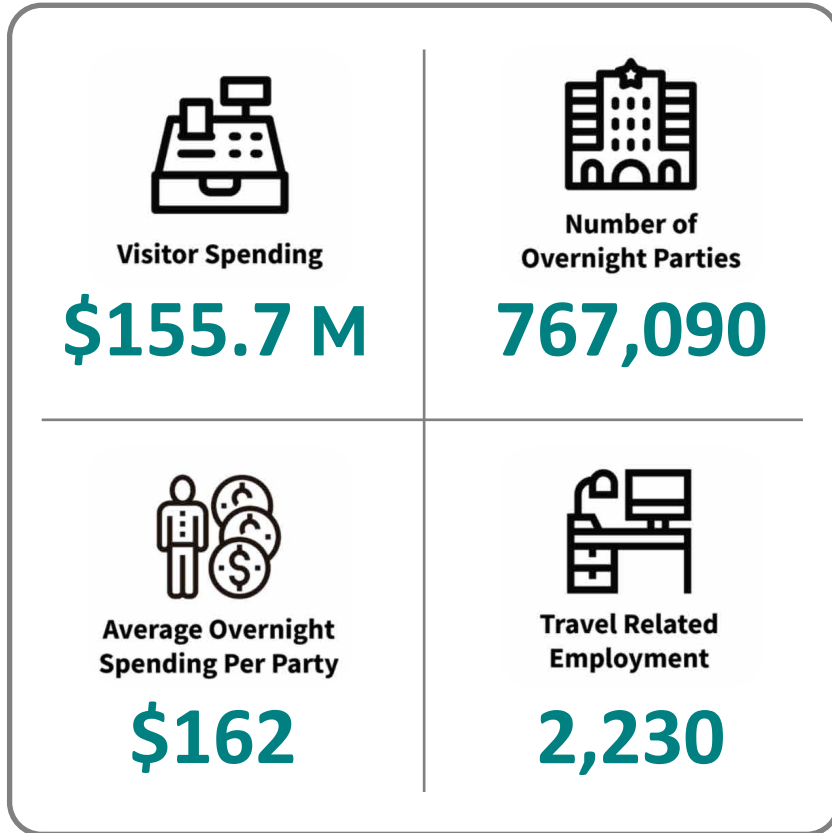
Transient Lodging Taxes exhibited an upward trend, surpassing pre-COVID levels for various regions, notably in 2021 due to heightened occupancy. The average daily rate, influenced by increased demand and inflation, remained elevated. Notably, effective April 1, 2023, the lodging tax rate in Grants Pass increased by 3%, rising from 9% to 12%.

The average daily rate reflects the regional room costs, subject to seasonal fluctuations and demand dynamics. This rate, against which the transient lodging tax is applied, directly influences revenue. By the close of 2020, the average daily rate had rebounded to 2019 levels, surpassing historical benchmarks in 2021. In 2022, the daily rate experienced a slight decrease from 2021.

Occupancy, average daily rate, and transient lodging tax revenue serve as vital indicators for the vitality of our local visitor industry, community well-being, city services, and Visit Grants Pass's budget. While these metrics directly impact tax revenue, essential for our budget, it's crucial to recognize that day visitors also contribute significantly to the community's economic impact, even if tracking this metric remains challenging from an analytical perspective.



ECONOMIC IMPACT - COUNTY 2022



Visit Grants Pass is fueled by funding derived from the lodging tax collected within the city limits of Grants Pass. However, the positive economic influence of the visitor industry reverberates across Josephine County. Our visitors don't see jurisdictional lines, seamlessly exploring Grants Pass and extending their experience to county attractions such as the Oregon Caves, Wildlife Images, and Applegate Wine Country.

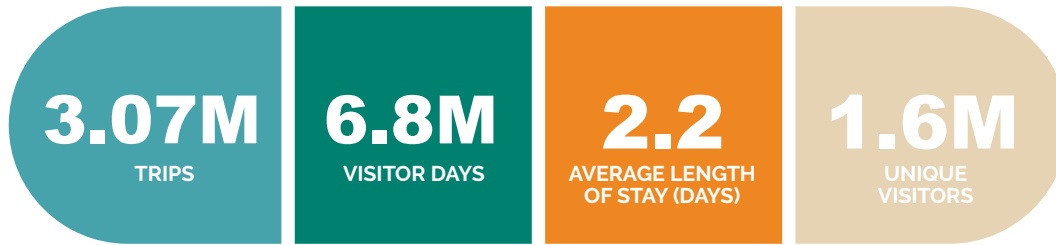
Let's delve into the numbers for a deeper understanding:

- In 2022, visitors injected **\$155.7 million** into Josephine County's economy.
- Over the course of the year, Josephine County welcomed **1.9 million individual trips** by visitors in 2022.
- The visitor industry played a pivotal role in providing employment, contributing to **2,230 jobs** in Josephine County in 2022. Remarkably, this marks the recovery from the COVID-19 downturn, with job numbers returning to the levels of 2019.

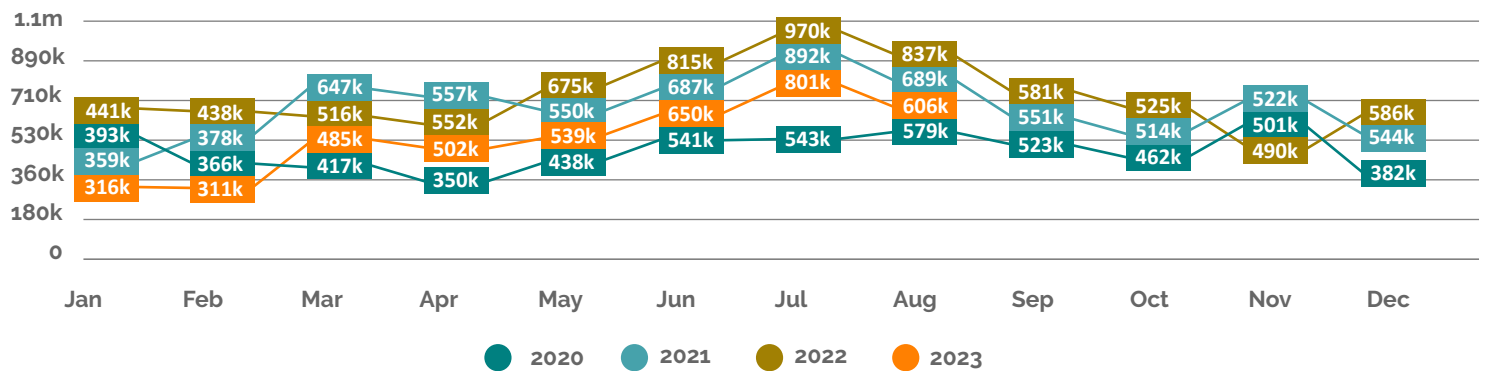
As we reflect on our accomplishments, it's evident that our commitment to promoting tourism not only within Grants Pass but throughout Josephine County has yielded tangible economic benefits, reinforcing the resilience of our community in the post-pandemic recovery. We look forward to building on this success in the years to come.

Adding nuance to these figures is crucial for a comprehensive perspective on our impact. It's noteworthy that these statistics, in collaboration with Travel Oregon, are tracked at the county level for year-over-year comparisons. The data on this page is from the annual Dean Runyan and Associates 'Economic Impact Report'. Since 2003, when House Bill 2267 established Travel Oregon, data collection has been a continuous effort. Notably, Dean Runyan's data is reported on a calendar year basis, while Visit Grants Pass aligns with a fiscal year, running from July 1 to June 30.

DESTINATION SUMMARY

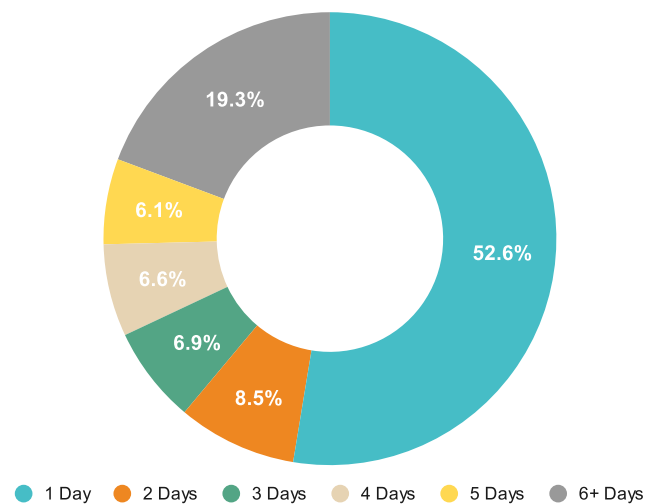


Annual Volume by Visitor Days



Grants Pass and Josephine County emerge as a compelling destination, welcoming over **3 million trips**. With an average stay of **2.2 days**, the city attracts **1.6 million** unique visitors. Notably, extended stays of 6 days or more constitute a significant portion of overnight visits. In 2021, the destination experienced a record surge in visitor volume during March and April, coinciding with the prevalent online learning and remote work settings. The summer of 2022 surpassed the visitor volume of the previous year. The destination's post-COVID recovery proved swift and, in certain aspects, unexpected, with current trends indicating a stabilization in numbers as we progress into 2023.

Trip Length



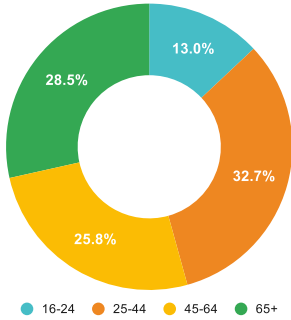
VISITOR DEMOGRAPHIC

FY 22 TO 23

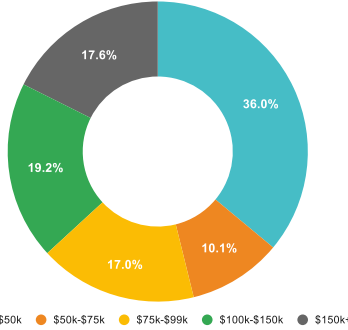
Top Demographics



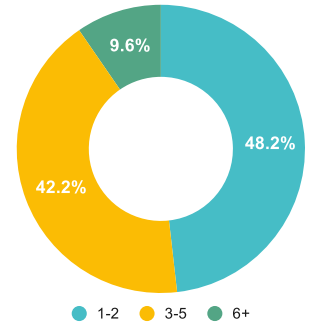
Age Range



Income Range



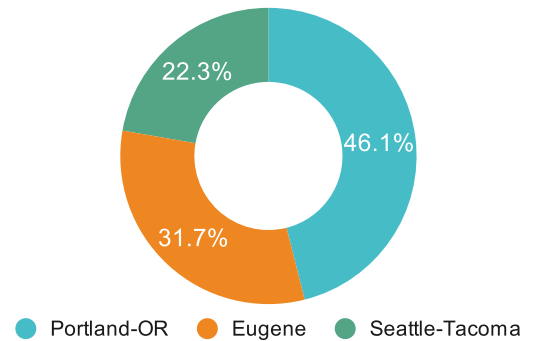
Family Size



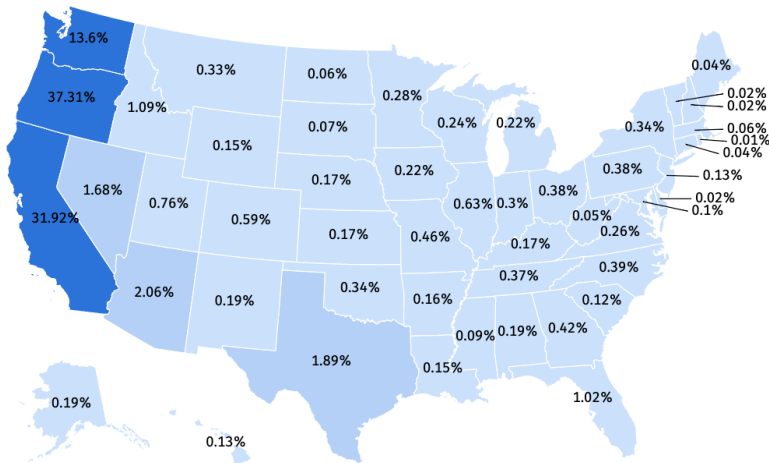
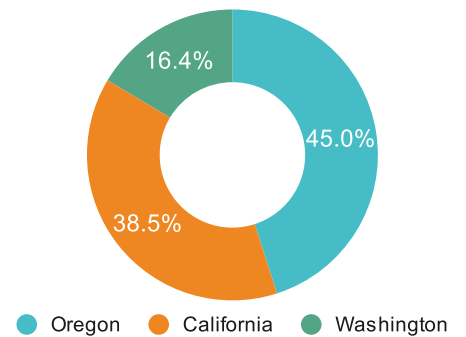
Visit Grants Pass leverages cell phone tracking data as a powerful resource for gaining real-time insights into our destination's visitor profile. This innovative platform not only allows VGP to identify the demographic composition of current visitors but also enables tracking of digital marketing effectiveness.

The data reveals the top visitor demographic falls within the **25-44 age range, earning \$50k or less, often traveling in pairs or small groups staying for one or two nights**. Notably, visitors from Portland emerge as the largest contributor to visitor spending. This data-driven approach ensures Visit Grants Pass stays attuned to the preferences and behaviors of our audience, guiding strategic marketing decisions.

Top Visitor - By DMA



Top Visitor - By State



MARKETING REBRAND



As a board and organization, it was important to have our own brand. To show the community we were a new organization it was important to have a new name. The choice to change the logo and brand was to also make it clear we are not part of the city, though we work everyday to be a good partner with city staff.

'Travel' in Travel Grants Pass needed to change. 'Visit' was selected over 'experience' the other front runner term from a search engine optimization standpoint. Many visitors type 'visit' or 'visiting' when googling a travel destination.

The previous destination marketing organization (DMO) had a beautiful brand and slogan, but since it was shared with the city, it seemed unclear to the industry that the DMO and city are separate entities. The rebrand committee (made up of several board members) felt it would be good to keep a brand that complemented the city, while still allowing for our own branding. We decided to keep the same fonts while using the city's secondary colors as our main colors. With the rebrand, the new slogan 'Take a new route' is a direct response to feedback from travel media hosted for familiarization trips. Many media claimed to have been to Grants Pass but during their visit, realized they had missed our Downtown and only saw Grants Pass from the major highways. 'Take a new route' is to encourage our visitors off the major highways to explore Grants Pass and our many great little communities throughout Josephine County.



*Take a
New Route*

NEW WEBSITE OVERVIEW



New sidebar widgets added promoting marketing materials, such as the Visitor Guide and Public Art Walking Map



In April 2023, TravelGrantsPass.com seamlessly transitioned to the newly revamped VisitGrantsPass.com. The redesign aimed at aligning the website with our refreshed brand, enhancing accessibility, and seamlessly integrating a state wide business listings database. This integration not only streamlines VGP staff efficiency but also ensures that updates to this database reflect across VisitGrantsPass.com, Travel Southern Oregon's SouthernOregon.org, and TravelOregon.com.

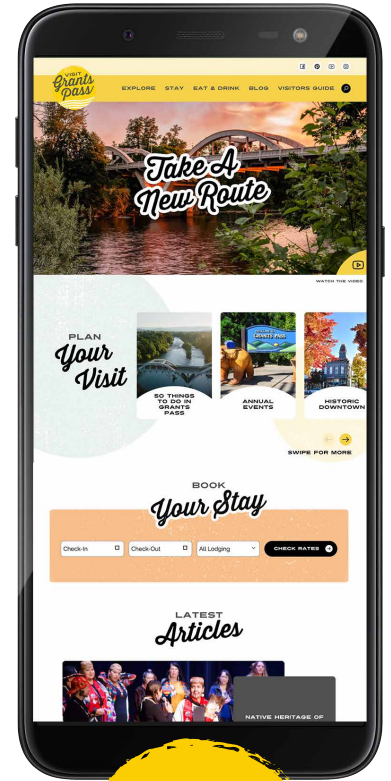
Noteworthy features of the revamped website include improved video embedding designed to be screen reader-friendly, the use of an easily readable font for enhanced accessibility, and the incorporation of Alt Text for all photos and imagery. These improvements collectively contribute to a more user-friendly and inclusive online experience for our audience.

WEBSITE METRICS

Organic Website Traffic by Month



The chart tracks VisitGrantsPass.com traffic across the year. Following the April launch of our new website, there was a brief, expected drop due to paused marketing efforts. This pause allowed Google's search engine to adapt to the changes. Subsequently, both page position and traffic rebounded, showcasing the site's adaptability and resilience in the digital landscape.



Top Device:
Mobile

16.4K
TOTAL CLICKS

1.6M
TOTAL IMPRESSIONS

1%
AVERAGE CTR

17
AVERAGE POSITION

Top Pages

- /home
- /50-things-to-do
- /explore/things-to-do

Month with Most Impressions
Jan
269k

Month with Most Clicks:
April
3.28k

Top Queries

- Grants pass Oregon
- Grants pass
- Visit Grants Pass



SOCIAL MEDIA PROFILE OVERVIEW

CUMULATIVE PROFILE METRICS



AUDIENCE

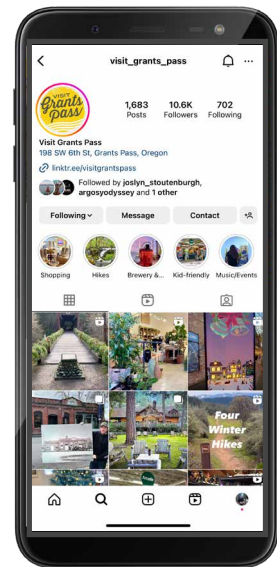
TOTAL AUDIENCE
54,506
+81%

FACEBOOK NET FOLLOWER GROWTH
22,227

INSTAGRAM NET FOLLOWER GROWTH
2,189



FACEBOOK
527
Total Posts



INSTAGRAM
913
Total Posts



ENGAGEMENTS

FACEBOOK
625,206
+192%

TOTAL ENGAGEMENTS
712,701
+175%

INSTAGRAM
87,495
+93.3%

SOCIAL MEDIA POSTS REPORT - FACEBOOK ORGANIC

In the fiscal year 2022-2023, our strategic rebrand from Travel Grants Pass to Visit Grants Pass prompted a transformation in our social media approach. With a particular focus on Facebook and Instagram, our goal was to establish consistency, integrate more video and reels, and implement an effective channel management plan.

The rebrand extended to our Facebook platform, aligning it with the organization's new identity. A key objective was to expand our Facebook audience, particularly targeting individuals beyond a 50-mile radius. The result: a remarkable **113% growth** in our Facebook audience, all while maintaining consistent engagement levels.

Similarly, our Instagram channel underwent a name change to Visit Grants Pass, accompanied by a strategic approach mirroring that of Facebook. Emphasizing audience growth, consistent posting, effective channel management, and an increased focus on video content (reels), we saw a **6.2% growth** in our Instagram audience, accompanied by sustained engagement levels. Notably, the slower follower growth on Instagram can be attributed to the higher user effort required for the paid call-to-action to follow, as compared to the more streamlined Facebook audience growth campaign.

In fiscal year 2022-2023, Visit Grants Pass achieved impressive results across its social channels. The cumulative metrics include a staggering **14.2 million impressions** and over **712,000 engagements**. These numbers underscore our commitment to not only expanding our reach but also fostering meaningful interactions with our audience.

As we navigate the evolving landscape of social media, these achievements reflect our adaptability and dedication to leveraging digital platforms as powerful tools for promoting Visit Grants Pass. Looking ahead, we are poised to build upon this success, further strengthening our online presence in the pursuit of our organizational goals.

f TOP POSTS

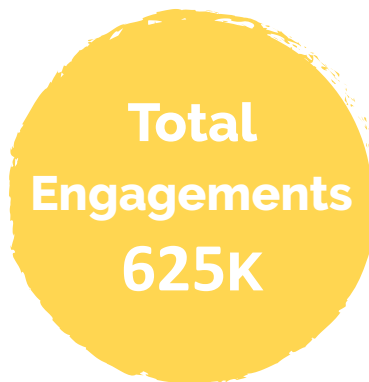
Bigfoot Trap
7/27/22



Outfitters & Rafting Guide
9/1/22



Tom Pearce County Park
5/6/23



SOCIAL MEDIA POSTS REPORT - INSTAGRAM ORGANIC

Total Impressions
2.59 M

Total Engagements
87.5k

Audience Growth
2,189

Post Click Links: 147,205
Engagement Rate Per Impression: 5%
(Facebook & Instagram)

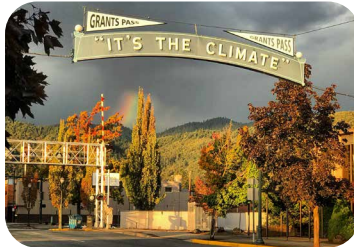
TOP POSTS

Guides & Firefighter Appreciation
9/1/22



Eng. 1,331 Com. 34 Likes 1,273 Save 24

Fall Feature
9/28/22



Eng. 586 Com. 11 Likes 556 Save 19

East Applegate Ridge Trail
2/10/23



Eng. 544 Com. 20 Likes 459 Save 65

TOP REELS

Bear by the Rogue River
10/18/22



Eng. 1,480 Com. 10 Likes 1,261 Save 29

Oregon 164th Birthday
2/14/23



Eng. 1,345 Com. 22 Likes 1,036 Save 34

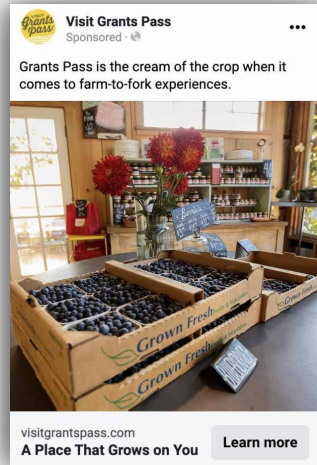
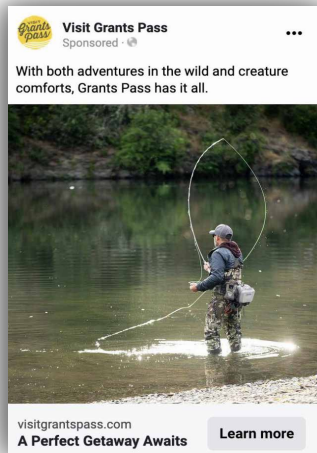
Spring Activities
3/2/23



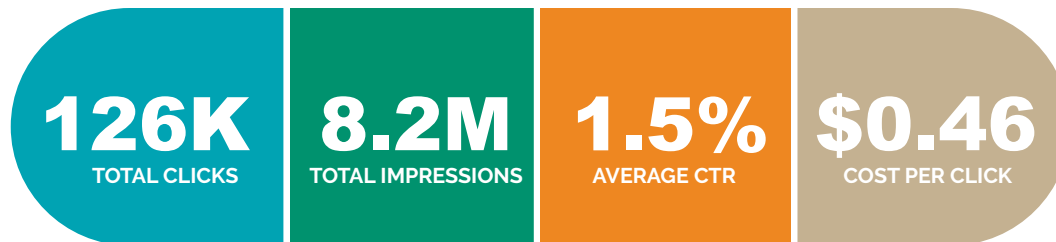
Eng. 1,278 Com. 14 Likes 718 Save 263

PAID SOCIAL & DIGITAL MEDIA

DIGITAL AD SAMPLES



Meta Paid Search Metrics



In the fiscal year 2022-2023, marketing efforts strategically centered on the dynamic landscape of digital marketing because of its adaptability. Digital marketing allowed us to fine-tune campaigns based on the evolving needs of the community—swiftly toggling on or off and adjusting intensity or swapping content based on community needs. For example, during the Rum Creek Fire, outdoor recreation content could be focused on open public lands away from the fire in an effort to keep visitors out of the fire closures.

Our digital media buys encompassed campaigns across social media channels, native and programmatic ads, and display ads. The distinguishing factor between native/programmatic ads and traditional display ads lies in their seamless integration into host websites, blending naturally rather than standing out like conventional billboard style ads on a webpage.

Key Marketing Milestones:

- Impressively, our **digital ads generated 8.2M of impressions** during the fiscal year **2022-2023**.
- The estimated return on advertising spend stands at an impressive **\$128:1 (\$128 return per each \$1 of ad spend)**. This metric indicates that for every dollar invested in advertising, visitors in the region spent **\$128**.
- Both our click-through-rate and cost-per-click are exceeding industry averages

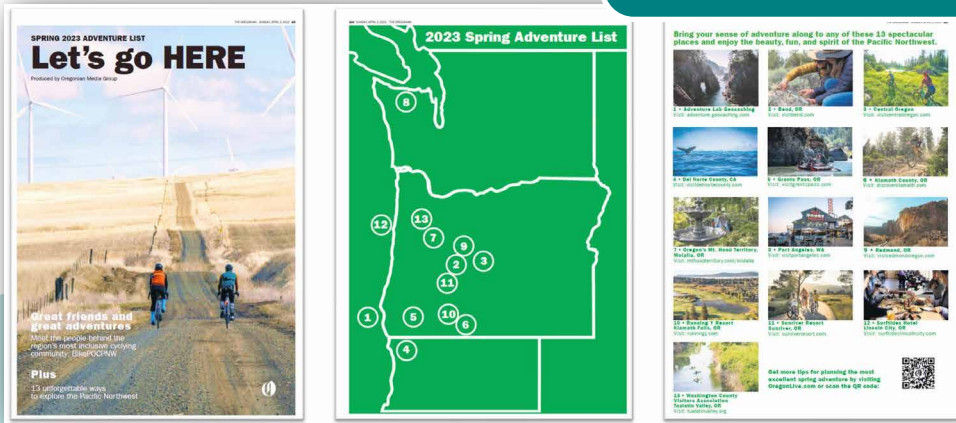
Note: The return on advertising spend is meticulously tracked, focusing on a segment of digital ads. This analysis examines visitors who viewed or interacted with a Visit Grants Pass ad and were subsequently observed within the county.



PAID PRINT MATERIALS

PRINTED AD SAMPLES

2023 Adventure List Printed in the Sunday Oregonian

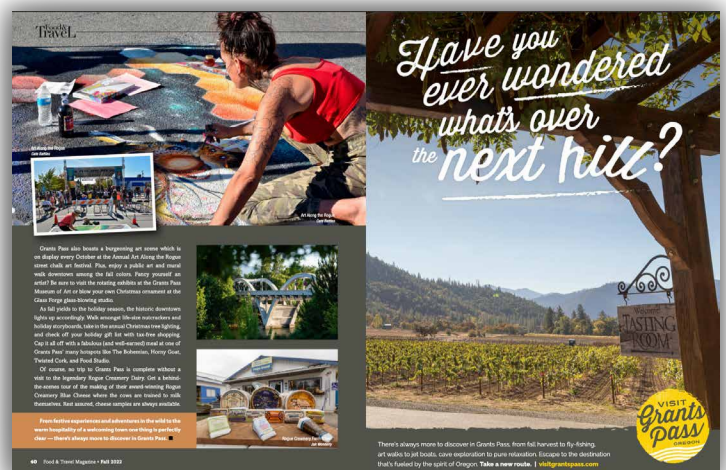


2023 Travel Southern Oregon Adventure Guide



Visit Grants Pass showcases its offerings in prominent paid print materials, securing features in well-regarded publications like Travel Oregon, Travel Southern Oregon, and The Oregonian. Emphasizing the region's abundance of outdoor activities, such as fishing, hiking, and vineyard visits, these materials position Grants Pass prominently in adventure lists. Additionally, the city is highlighted in Food & Travel magazine, spotlighting major events and go-to destinations, with each paid print feature adopting a seasonal focus. For instance, the Food & Travel Magazine feature accentuates fall activities, providing readers with a curated experience of Grants Pass throughout the year.

Food & Travel Magazine Fall 2022



MEDIA FEATURES

SECURED STORIES

Reach:
314.4M

Media
Mentions
92

Ad Value:
\$279,000

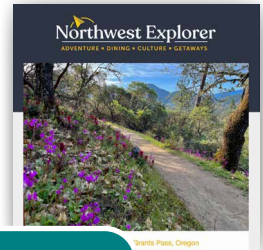
(This is a calculation of ad cost equivalency if the organization were to pay for the space of the placed stories)

Utilizing public relations efforts such as pitching, hosting media, and responding to media callouts, Visit Grants Pass successfully secured an impressive **92 media mentions**. These mentions span a spectrum from full feature stories to inclusion in listicles or other smaller features, amassing a substantial **314,400,000 impressions**.

To quantify the impact, the ad value—calculated as the cost equivalent for the coverage obtained—stands at a noteworthy **\$279,000**. This figure underscores the substantial value and reach achieved through public relations efforts.

SAMPLES PAID PLACEMENTS

Travel Oregon Feature



Northwest Travel & Life - 3 Feature

Visit Grants Pass employs a public relations firm to strategically showcase Grants Pass and the Josephine County visitor industry in reputable media outlets. Unlike costly and limiting ad placements, securing organic, content-based stories in trusted publications proves to be a powerful avenue for enhancing recognition and community brand awareness. Our PR strategy is centered on steadily building and reinforcing the community's brand identity, fostering a lasting and impactful presence in media spheres.

Oregonian Adventure List Feature



CONTENT PLACEMENTS

1859: Cave Junction



Vancouver Family Magazine



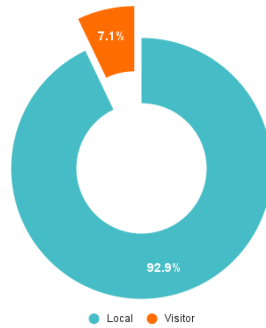
EVENT ECONOMIC IMPACT

ART ALONG THE ROGUE

Economic Impact: **\$451.6k**

*Estimated

Economic impact calculated with an average daily spend of \$50 plus *6% Of visitors from AATR also had a digital footprint in our lodging, at an average daily rate of \$98.



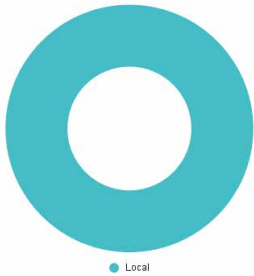
Total Visitors
9k

BACK TO THE FIFTIES

Economic Impact: **\$185.4k**

*Estimated

Economic impact calculated with an average daily spend of \$50 plus *3% Of visitors from Back to the 50's also had a digital footprint in our lodging, at an average daily rate of \$119.



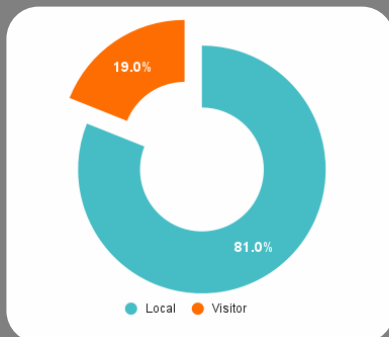
Total Visitors
3.7k



BOATNIK

Economic Impact: **\$1.14M**

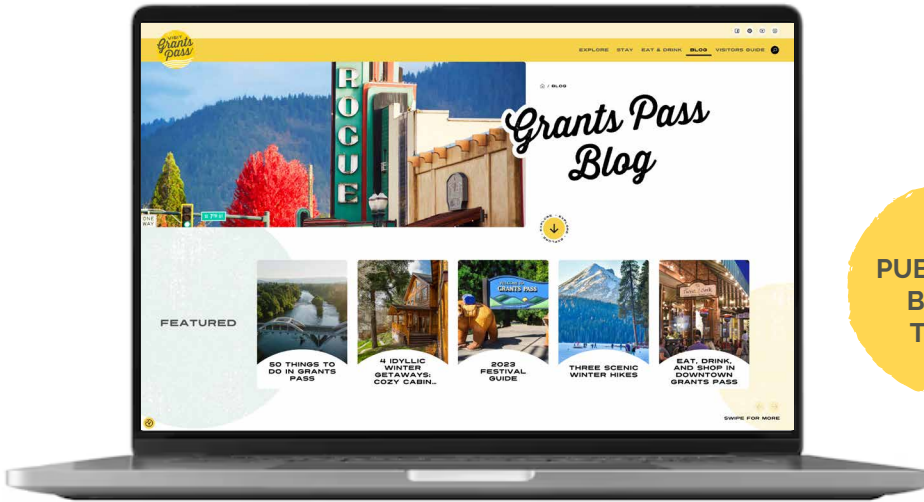
*Estimated



Total Visitors
25k

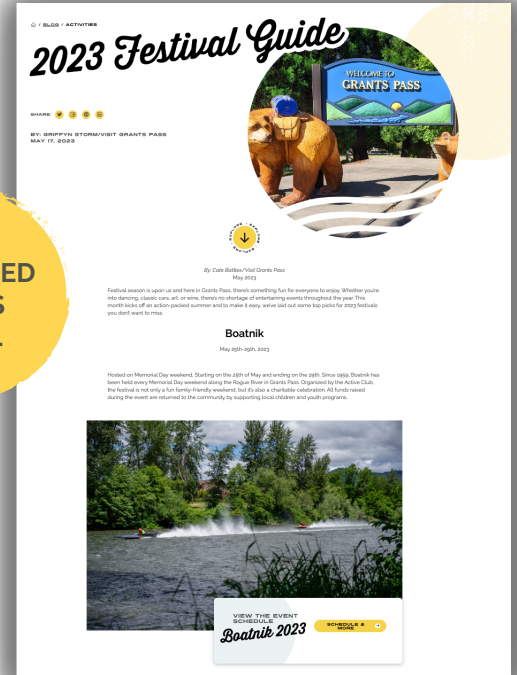
Economic impact calculated with an average daily spend of **\$50** plus ***2%** of visitors from Boatnik also had a digital footprint in our lodging, at an average daily rate of **\$102**.

CONSUMER MATERIALS



30 PUBLISHED BLOGS TOTAL

The Visit Grants Pass Blog serves as a dynamic platform for consistently generating fresh and inspiring content to encourage travel bookings to Grants Pass and Josephine County. Monthly, new blog posts are crafted, strategically shared across our social media channels, and seamlessly integrated into our digital marketing initiatives. This ongoing effort ensures a steady flow of engaging and relevant content that captivates our audience and promotes the unique attractions of the destination. **In 2023, 40,000 "Take a New Route" Visitor Guides were printed and distributed.** The visitor guide is a tool for inspiring travel to Grants Pass and Josephine County. Visit Grants Pass also published its first ever Public Art Walking Map. Both the visitor guide and art map are available at local hotels and visitors' centers.



Printed 10k Art Maps

NEWSLETTER INDUSTRY & CONSUMER



Consumer Email:

Opens: 1,374
Open Rate: 44.88%
Clicks: 323
CTR: 10.53%

(Monthly, starting January 2023)

Industry Email:

Opens: 131
Open Rate: 60.56%
Clicks: 44
CTR: 24.2%

(Monthly, starting April 2023)



Industry Updates

Check Out the Public Art Walking Map

Provided by the Committee on Public Art (CoPA), the Public Art Walking Map takes visitors on a tour through downtown of the beautiful artwork the Historic District has to offer. You can get the digital file or a tear-away pad of maps to share at your business; visit the link below to get added to the list.

The maps are all free and will be distributed the first week of June!



[Request a Copy](#)

Sponsor Application



Concerts in the Park
Summertime Concerts presented by the Grants Pass & Josephine County Chamber of Commerce

[Become a Sponsor!](#)

Rogue River Dangerous Conditions

Cold Water Conditions, High River Cubic feet per second (CFS), and Strainers Present Dangers for Springtime Recreationalists on the Rogue, Applegate, and Illinois Rivers.

Please take the following safety precautions:

- Wear a life jacket.
- Check the river conditions before you go.
- Be aware of your surroundings.
- Don't swim or boat alone.
- Be prepared to get out of the water quickly if necessary.
- Always let others know your river plan, including time in and place and expected time out and location.
- Anticipate cold water conditions

[Learn More About Conditions](#)

Monthly
Consumer
Newsletter

Twice
Monthly
Industry
Updates



Take a New Route



Get a Taste of The Grants Pass Food Truck Scene

Whether you're looking for food on-the-go or a place to enjoy outdoor dining, food trucks are a great option, especially as we enter the spring and summer seasons.

[View Our Top Picks](#)

Bud Break & Wine Month Around the Corner

Celebrate the start of spring and visit some of the many stunning vineyards Grants Pass has to offer. Enjoy great wine with a beautiful view of flowers as they bloom.

[Learn More](#)



First Friday April 7th

Join Grants Pass community as the businesses downtown get together for a stroll in the historic district to shop and explore. Meet local business owners and artists.

[Check Out The Business Map](#)

Beautiful Spring Wildflower Hikes

Check out the prime spots to see some of the most vibrant wildflowers Southern Oregon has to offer.

[Explore](#)



[Book Your Stay!](#)



Take a New Route



NATIONAL PLAN FOR VACATION

FOUNDED BY U.S. TRAVEL ASSOCIATION

Celebrate National Plan a Vacation Day on Tuesday, January 31. Check out our lodging promotions to celebrate!

[Learn More](#)

Plan a Romantic Getaway

Experience Grants Pass for the weekend with your loved one this Valentine's Day and check out some of our recommendations for the perfect date.

[Book Now](#)



Lindsay River Lodge

Formerly the Applegate Lodge, the Lindsay Lodge is renovated with new management. Check out the new life they have brought to this beautiful location. Coming Soon!

[Plan Your Stay](#)

Expand Your Trip

Why not stay longer and explore more of Southern Oregon? Visit Applegate, Illinois Valley, the Oregon Caves, and head over to Crater Lake!

[Explore](#)

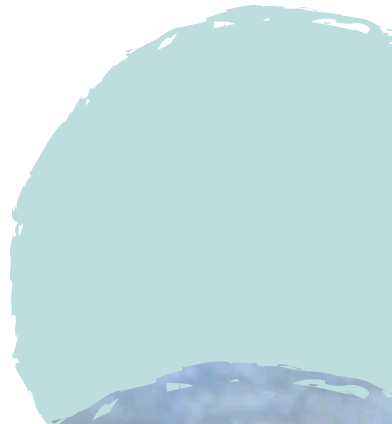
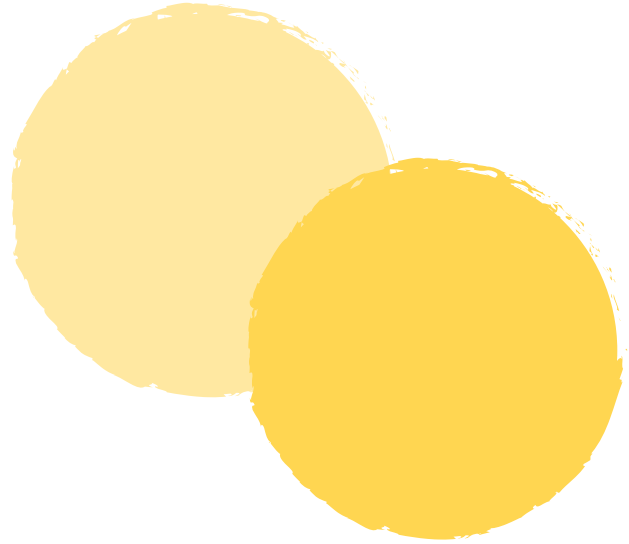


Visit Grants Pass newsletters serve a dual purpose, providing a comprehensive monthly guide for consumers with updates on activities and events, while also offering business-focused insights for industry professionals.

The consumer newsletter highlights the latest happenings, while the industry edition equips businesses with valuable resources, including workshops and grant opportunities, fostering growth and economic vitality in Grants Pass.

ANNUAL BUDGET

Visit Grants Pass	
Budget Overview	
July 2022 - June 2023	
Revenue	
City Grants Pass (TLT Collections)	\$767,571
Grants*	\$45,000
Interest and Other income	\$860
Beginning of year Assets	\$539,812
Total Revenue	\$1,353,243
Expenditures	
Administration	
Staffing Expenses	\$130,827
Admin (Non-personnel)	\$83,150
Administration Total	\$213,977
Program Expenditures	
Program Management	\$252,528
Advertising / Marketing	\$416,013
Strategic Partnerships	\$10,650
Marketing Total	\$679,191
Total Expenditures	\$893,168
EOY Remainder	\$230,312
Cash Assets	
Operating Reserve**	\$97,263
Crisis Fund**	\$100,000
*VGP received 1 grant this fiscal year for capacity support running calendar year 2023	
** The reserve is a contract obligation to hold back three months of operation expenses as a safety net. Since VGP received a surprise allocation that exceeded the projection, the VGP board also voted to hold \$100k as a crisis fund to help fill in the budget in case of another world event that could affect the tourism budget.	



Visit Grants Pass operates on a transient lodging tax collection projection, receiving quarterly payments with the fourth quarter adjusted based on actual collections. Despite a reduction in the collections projection due to a slight decline in occupancy, the 2022-2023 budget exceeded expectations for two primary reasons. First, with the Executive Director starting in November, minimal spending occurred in the full **21-22** fiscal year until the last quarter, and underspent budget lines were deliberately carried over to strengthen the next fiscal year and new brand launch. Secondly, due to the TLT tax increase and larger-than-expected collections in 2021, an unexpected payout of unprojected collections was received by the organization in June 2022, contributing to the next fiscal year's budget. The total surplus, comprising unused funds and extra collections, amounted to **\$539,812**. The full operating budget for **FY22-23** was **\$1.3M**.

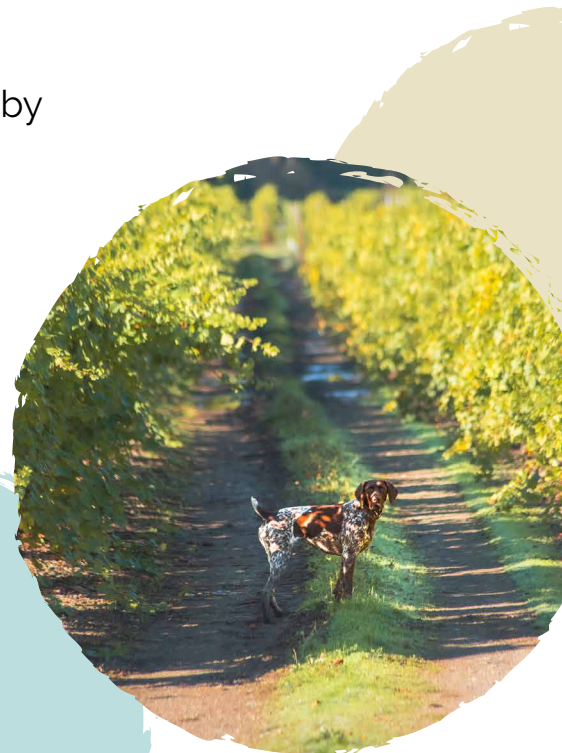
LOOKING AHEAD

First and foremost, Visit Grants Pass remains dedicated to the implementation of thoughtful marketing programs, extending warm invitations to visitors exploring Grants Pass and Josephine County. The emphasis on digital advertising serves as a flexible tool, enabling our marketing strategies to respond to challenges in visitation adeptly. For instance, should gas prices experience a spike, we anticipate a contraction in road trip distances. Consequently, our target road trip audience may shift from 250-300 miles to a closer range of 100-150 miles.

Visit Grants Pass is poised to propel its initiatives forward by continuing the evolution of the recently launched website. This involves expanding its content and features, culminating in the integration of an online booking option hosted through Book>Direct.

As an active participant in our collaborative community, Visit Grants Pass is committed to the development of a downtown/main street organization. Additionally, we actively seek opportunities to support destination development endeavors, including the Dollar Mountain mountain biking trail development, the City of Grants Pass Sustainable Grant Program, the Tourism Advisory Committee, and the Collaborative Economic Development Committee, among others.

Our goal is for these efforts to foster trust between the community and Visit Grants Pass. We aim to achieve this by transparently sharing data, actively participating in community discussions, driving impactful economic contributions from visitors, and consistently positioning ourselves as advocates for the overall well-being of the visitor industry.



INDUSTRY RESOURCES



Visit Grants Pass remains dedicated to enhancing the industry resources page, continually expanding the array of resources available and providing transparent public reporting to foster ongoing growth and support within our community.

Visit Grants Pass provides essential resources for business owners in our community.

- Access up-to-date county and city statistics for informed decision making.
- Boost your visibility by submitting business and events listings featured on our platform and the Travel Oregon database.
- Navigate social media effectively with our best practices, stay informed through our newsletter archive, and align your goals with the community vision using our strategic plan.
- Connect with industry partners through links to organizations like Travel Oregon and Travel Southern Oregon.

Visit Grants Pass is your committed partner for achieving growth and excellence in our vibrant community.

Who We Are: Josephine County Visitors Association (JCVA), doing business as Visit Grants Pass, and is a 501(c)(6) nonprofit funded through the Transient Lodging Tax to directly benefit and represent the retail, restaurant, lodging, entertainment, recreation, cultural entities, and area attractions through increased awareness, visitation, and patronage. JCVA was incorporated in early 2021 with an executive board, followed in a few months by a full board of fifteen members to represent the diversity of stakeholders representing the visitor industry.

Our Mission: JCVA's mission is to establish trust in the community by promoting our unique tourism assets while enhancing local livability. Our core values are: community, commitment, energy, transparency, and inclusion.

Vision: A year-round, robust, tour industry that is balanced with local livability needs to keep the friendly small town values and sustain unique experiences within Josephine County.

Business & Event Listings:
Submit your business listing to be updated on the Visit Grants Pass website and Travel Oregon database.

Subscribe to Our Industry & Consumer Newsletters:
Subscribe to our Consumer Newsletter for all of the latest activities and events in Grants Pass, and to our Industry Newsletter for helpful business resources.

Social Media Best Practices:
Learn how you can plug your business into Visit Grants Pass social media outreach.

Strategic Plan June 2022 - May 2025:
Learn about who we are, our vision, and mission in the Strategic Plan for June 2022-May 2025.

Meet the Team:
For general questions and inquiries contact:
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Visit Grants Pass

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Executive Director
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Griffin Storm
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Take a New Route





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