

Grants Pass, OR

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TDM developed brand and marketing strategies for Grants Pass in Southern Oregon to position it as a classic river city. This included defining their brand strategy, tagline, community adoption plans, and a tourism strategy to help bring the brand to life.

The brand identity is centered on the Rogue River that runs through downtown and has inspired whitewater enthusiasts, writers such as Zane Grey, filmmakers, and weekend artists for around 100 years.

The vision of Grants Pass as a classic river city has inspired a civic-minded local bank president, Brady Adams, to help reconnect the downtown with its celebrated river and establish Grants Pass as one of the best river cities in America. To realize the vision, Evergreen Federal Bank has stepped in as true brand champions. The plan to reclaim the riverfront, with more appropriately designed buildings, a larger than life *Wildlife Bronze Park*, events inspired by public art such as *Bearfest*, and an iconic 1930s era touring bus to provide free transport around downtown. They are employing distinctive northwest-style fishing lodge architectural designs, public art, and events to reconnect the river to the community.

Your brand strategy gave us much more than a logo. You have given us the steps to make greater impact in visitor markets and to gain a competitive advantage. It will unify our industry and community and build a meaningful brand identity through everything that we now do."

Kerrie Walters

Executive Director, Grants Pass VCB

