

Josephine County Fairgrounds

2026 SWOT Analysis



RECAP:

This SWOT analysis provides a high-level overview of the Josephine County Fairgrounds current position. The data from this analysis was collected through public survey, Fair Board input and AI.

STRENGTHS

- 1. Year-Round Event Center**
 - Diverse rentals: markets, shows, meetings, rodeos, auctions
 - Recognized community gathering place
- 2. Established Facilities & Location**
 - Central Grants Pass location
 - Versatile indoor and outdoor event spaces
- 3. Strong Community Tradition & Participation**
 - Long-standing agricultural and family tradition in Josephine County
 - Dedicated Staff & Volunteers
- 4. Current Master Plan**
 - Permanent Fund for Capital Investment & improvements
 - Strong volunteer base and community supporters

WEAKNESSES

- 1. Financial Instability**
 - Enterprise Fund model requires self-generated revenue
 - Revenue fluctuations tied to event success and weather
- 2. Aging Infrastructure**
 - Ongoing maintenance demands
 - Deferred capital needs may impact competitiveness
- 3. Marketing & Regional Reach**
 - Primarily local audience base
 - Competition for entertainment dollars
- 4. Capacity Constraints**
 - Limited staff & volunteer burnout
 - Parking

OPPORTUNITIES

- 1. Revenue Diversification**
 - Expand year-round programming
 - Explore new events: arena cross, enduro-cross, roping events, Team Oregon
- 2. Facility Enhancements**
 - Continue with ADA upgrades and modernization
 - Improve guest experience amenities
- 3. Expanded Partnerships**
 - Collaborate with tourism, schools, and small businesses
 - Strengthen business sponsorship relationships
- 4. Enhanced Marketing & Engagement**
 - Strengthen digital marketing strategy
 - Target younger demographics and surrounding communities

THREATS

- 1. Weather & External Factors**
 - Wildfire smoke, extreme heat
 - Public health or livestock disease concerns
- 2. Economic Uncertainty**
 - Reduced discretionary spending
 - Sponsorship volatility
- 3. Rising Operational Costs**
 - Staffing, utilities, and maintenance increases
 - Entertainment and vendor costs for Fair
- 4. Regional Competition**
 - Neighboring county Fairs and festivals
 - Competing events ie: Britt Festival

GOALS

- 1. Short Term: Enhance Renters Experience**
 - a. Increase maintenance & repairs on buildings & spaces
 - b. Create inventory of rentable accessories
- 2. 3 Year Goal: Replace Water Infrastructure**
 - a. 1 Meter with shut offs to each building & space