



Yachats Area Chamber of Commerce & Visitors Center

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Dear City of Yachats Councilmembers,

Please find below our proposal and request for funding in the amount of \$20,000.00 from the City of Yachats Visitor Amenities Fund for an Activities Development Director. The person in this position would be responsible for the development, coordination and promotion of identified activities of special interest to Oregon coast visitors.

The Opportunity

In their most recent Oregon Coast Visitor Profile (2014/15), Longwoods Travel identifies touring and the outdoors as the top reasons for visitor trips. Yachats rewards visitors seeking these in abundance. Longwoods also identifies top activities of special interest to coast visitors that Yachats has the strong potential to better develop and promote. These include activities involving history, heritage and historic places; culture and the arts; culinary and brewery, food events, beer and wine tasting; family reunions; and ecotourism.

The Goal

The Activities Development Director would tap into the significant resources available in our community to develop, coordinate, and promote activities in these special interest categories.

The Vision

We envision many potential projects, including the following:

- development of an interpretive history piece employing 50-100 / Little Log Church Museum and indigenous history resources, and perhaps using a walking/audio history tour app
- development of an art classes series in coordination with the Yachats Arts Guild
- more formally coordinating with State Parks/Cape Perpetua/Cape Perpetua Marine Reserve/The Audubon Society to promote conservation and stewardship, knowledge of the local natural history, birding, the marine reserve, citizen science projects, nature walks and workshops
- development of a series of workshops by mycologists during the year, including culinary mushrooms cultivation, forays, and sustainable practices

- development of a series of culinary classes farm-to-table and perhaps cooking with wild ingredients - from fish to fungi; and healthful methods of foods preservation
- development of regular food, beer, wine and other tastings in coordination with local businesses
- development of a series of classes on small spaces and urban organic gardening (which is wide open in terms of subject potential)
- encouragement of nature photography classes, yoga in nature classes, writers workshops/readings/signings, music workshops
- development of fun activities for people here on family reunions, including perhaps scrabble tournaments, or skills acquisition through *Yes, Ya'can! - Learn How in Yachats* mini-workshops, from learn how to read a compass to learn how to ferment carrots.

The Objective

To increase local tourism revenue by putting Yachats on the map as both the place with the big outdoors, and the place that offers fun, meaningful and useful activities of interest to our visitors while employing local talent and resources.

We are excited about the potential benefits this position has to offer our village and its visitors, and we sincerely hope that council will approve funding.

Thank you for your time and consideration.

Sincerely,

Linda Hetzler, President

Yachats Area Chamber of Commerce