

From: Andrea Scharf
Marketing Director
To: City Council
Re: GoYACHATS

December 29, 2011

December Activities

Goal: Increase motel bookings in off-season

Yachats Center for Lifelong Learning (YCLL): Continued work on YCLL. Work has begun on a ycll website. We are still waiting for a response from the county Economic Development Alliance on the status of our grant application for integrating the website with GoYachats. I'm running into some problems with finding space for the April event on Japanese culture due to specific facility needs of some of the workshops and the closing of the Lions Club in April for kitchen renovations. Overleaf has been very helpful in providing access to the Events Center for this event. Met with and developed contacts for the literary events which will be part of YCLL.

Rural Tourism Studio:

The steering committee met with the RTS staff to finalize plans for the module training sessions and to organize recruitment of participants in the training program. We had a good turnout, somewhat more Waldport than Yachats, but I have assurances from several Yachats people of their participation in the actual training program. Again, the Overleaf has been particularly generous in offering to host two of the four training sessions. Posters and brochures have been put out all over town (and in Waldport and Seal Rock) and I will put out a press release toward the end of January. The initial session, a community visioning process, is open to the entire community; the modules will have about 25-30 people attending and will focus on those people who are more specifically involved in promoting tourism in our communities.

Goal: Promote Local Businesses

The shoppers raffle was time-consuming but very successful. There were about 4,000 raffle tickets deposited in the boxes. Even as a rough estimate, this indicates about \$40,000 in sales from retail and restaurants. Winning tickets were drawn at the bank and most of the prizes have been distributed. The winners seemed about evenly divided between local and out of towners, but many of the out of towners were from nearby communities such as Florence, Toledo, and Eddyville. Many of the people I contacted plan to return to Yachats within the next several weeks.

Goal: Maintain and improve GoYachats website:

Continued to provide assistance to various accounts to update their GY pages.

January Work Plan

1. Continue work on Center for Lifelong Learning, focus on publicizing the program, finalizing arrangements for the events, finding volunteers to help, and getting the website finished.
2. Write and post to Facebook and Yachats Beach Blog; send photos to Facebook frequently.
3. Continue working with Rural Tourism Studio.
4. Work on ideas to increase visits to GoYachats, active participation by businesses and more frequent references by shoppers, visitors, etc.