

GoYachats—Summary of Activities for February, 2010

Data, Outreach, and Events

1. Continued work building data base of marketing contacts at universities, corporations and government entities.
2. Opened a Facebook account for GoYachats.
3. Attended board meeting of Oregon Travel Commission.
4. Responded to several “negative” newspaper articles; letters to editor printed in RegisterGuard and Oregonian (expected).
5. Met with executive director of Oregon Coast Visitors Association.
6. Promoted activity for Presidents Weekend/Valentine event in newspapers in Newport, Florence and Valley communities.
7. Met with Friends of Yachats Commons, and several individuals to begin developing events concepts.
8. Began developing concepts for creating events between Thanksgiving and New Years.
9. Assisted with promotion of several events at the Commons.

Business Development

1. Conducted successful business promotion, “Follow Your Heart to YaHEARTs,” to encourage visitors to explore Yachats shops. Designed and coordinated production of flyers and ads which invited people to visit a certain number of shops in order to qualify for a drawing of gift baskets. Collected gift items from all participating stores, made up gift baskets, conducted drawing and delivered baskets. Over 60 people participated, with five winners selected by the mayor. Merchants were very pleased with the impact.
2. Signed up the Green Marketplace (EarthWorks, Touchstone Gallery) for GoYachats.
3. Responded the inquiries and requests for assistance with the GoYachats site.
4. Worked with web manager to resolve problems, list events etc.
5. Although the Valentine promotion was intended to encourage local residents to visit GoYachats too, most of the participants were out-of-town visitors. However, there might be a number of reasons for this. General feedback seems to indicate that familiarity with the site is increasing.

Evaluation

1. Regular monthly meetings with council liaisons.
2. Periodic informal discussions of activities with same.