



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

September Activities

Goal: Increase motel bookings in off-season:

The head of a department at OSU has expressed an interest in holding a departmental retreat in Yachats in January or February, in response to my mailing and follow-up phone call. I will continue to work on this, preparing a folder of material to meet special interests of this group.

Made contact with a church group in Portland. Although they have already chosen the site for their 2011 retreat, they will consider Yachats for 2012. Will continue to develop this contact.

Planning continued on the Yachats WinterFest.

Developed data base for book club campaign. Finalized "Book it to the Beach" card to be mailed to all bookstores in Oregon. Campaign will include press releases sent to newspapers throughout the state. A draft of the card is enclosed (to be printed front and back).

Continued work on magazine articles on trails and dog-friendly activities.

Prepared material for display at conference on Ecotourism and Sustainable Tourism in Portland. The cost of the booth was handled mainly by the Lincoln County Economic Development Council and OCVA/COCA. Yachats is very well placed to appeal to the market represented at this event and there was a lot of interest in our hiking trails, crabbing and fishing, kayaking, biking, and other outdoor activities.

Attended the Fall Blues Show & Shine event, presented the Spectators' Award (to Ray Kopczynski of Albany Oregon for his 1970 Saab 96), and staffed the shuttle pickup at the Commons. The organizers of the event reported about 25% more participants in the car show. The Spectators' Award counted about 100 people who attended just to view the cars. Businesses reported a lot of people in the stores but a great increase in sales. However, this is a good event which fills the Yachats Inn and

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spills over to other motels. Planning is already underway to increase the value of this event to town next year.

Arranged a connection between the Overleaf Lodge and the Poison Pen Players, a group in Florence which presents dinner mystery theaters. The Overleaf will offer a package to guests which will include the dinner theater. A local caterer will prepare the meal. The performance will take place on December 4 and will be open to the public as well as motel guests. If this goes well, it could result in a 'murder mystery weekend.'

Goal: Promote local business:

Arranged for discount purchase of holiday lights for stores, Little Log Church, and others.

Met with sales rep for Oregon Coast Today to develop an ad similar to Toledo's. (See attachment.)

Goal: Maintain and improve GoYACHATS website:

Met with Sue May, the director of Discover Northwest at Cape Perpetua to set up her account. (Thank you, Council, for approving this account.) Regarding the City's conditions for this account, Sue will arrange for the website to link to GoYachats. She will display rack cards at the Cape visitor center, providing the Forest Service allows it. (It is the Forest Service's building and she is bound by their rules.) We entered an event (a book signing with the author of a history of the Siuslaw National Forest).

October Work Plan

1. Complete book store/book club promotion effort. Follow up with phone calls.
2. Continue support for WinterFest. Work out details for store promotions; coordinate advertising committee, get lights, assist with posters, flyers, ads, etc. Promote with motels. Arrange for help for store owners to put up lights next month. Work with Chamber to maximize press coverage.
3. Research affinity groups—conferences, workshops, costs of attending, numbers, locations, contact people etc.
4. Continue telephone contacts from educational institutions database.
5. Work with Yachats Academy of Arts & Sciences to expand outreach for a series of lectures and events.

6. Work on special events at motels, such as women's retreats, dog training, etc
7. Continue monitoring developments with NOAA and others.
8. Continue data base update and education of accounts holders on how to use GoYachats to their advantage.
9. Complete and find placements for articles on trails, dogs, ecotourism.
10. Promote GoYachats as the place to go to find out about events at Cape Perpetua through press releases and articles.

GoYachats!

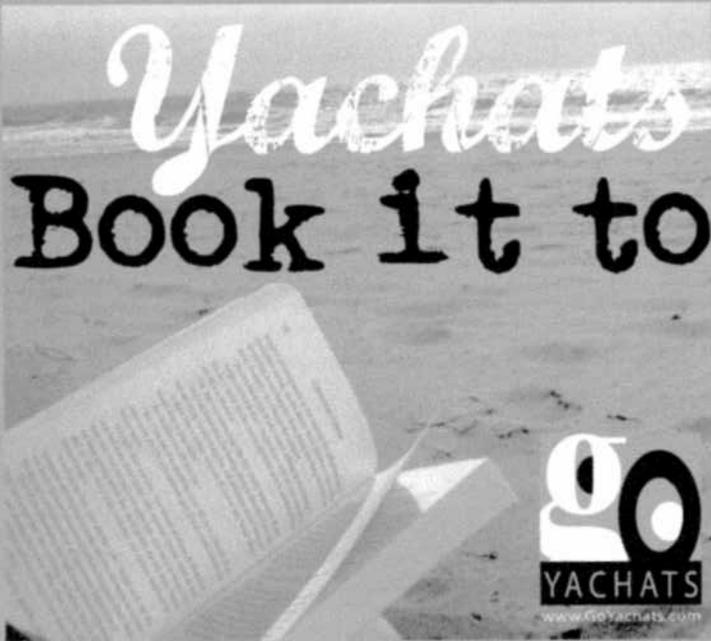
where books and friends meet.

Register to receive
Book Lovers Gifts
and a chance to win
\$100 worth of books at
Mari's Gently Used Bookstore,
contact Andrea@GoYachats.com
or call 541-272-2021
for more information.

You and your friends in a cozy beach cabin.
A warming fireplace. Books, books, and more books.
Talking, sharing. What could be better?

**Come to Yachats with your book group between
October and May for gifts, a chance to win a drawing
for *More Books* and great rates on lodging.**

Visit GoYachats.com for listings of fabulous lodging,
motels and vacation rentals.



Yachats
Book it to

a getaway of
literary proportion
the beach!

good times
sharing together
inspiring moments
of conversation
laughter & *joy!*



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We invite you to visit Toledo, a little town of trees and trains, art and industry just 10 minutes from Newport's beaches.

toledo
events!

WEEKLY: WEDNESDAY MARKET
10 a.m. to 2 p.m. • Historic Downtown

TOLEDO ART WALK
September 4 to 6
Open studios and galleries tour
10 a.m. to 5 p.m. Daily
www.toledoarts.info

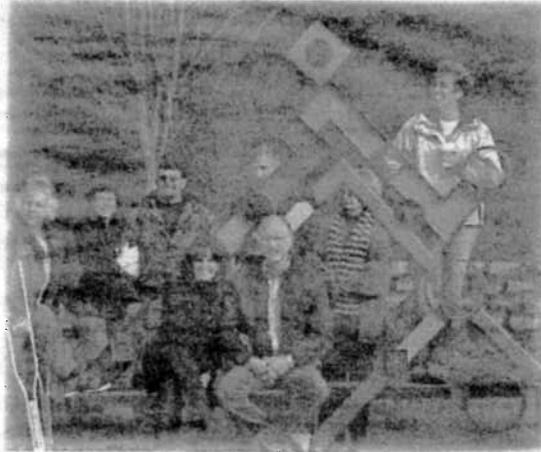


Photo by Scott Blackman

Visit with the artists of Toledo and their guests at the
17th annual Art Walk, on Labor Day Weekend!

YAQUINA RIVER MUSEUM OF ART

Friday-Sunday noon to 5 p.m. Free admission.
Currently showing Art Walk Founders Show.
Sponsoring the 17th Annual
Toledo Art Walk Labor Day Weekend.
151 NE Alder Street • (541) 336-1907
michaelgibbons.net/museum

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"Come as strangers, leave as friends." Bring this ad for
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300 S. Main Street • (541) 336-1833

SKYBOUND ART GALLERY

A collection of working artists' studios in
an open gallery setting. Join us for Art Walk Sept. 4-6.
Info: (541) 635-0114
305 N. Main Street • Toledo

IVAN KELLY FINE ART STUDIO/GALLERY

Oil paintings featuring the unique beauty of the Oregon
Coast and beyond. Participating in Art Walk, Sept. 4-6.
207 E. Graham St. • (541) 336-1124
www.ivankelly.com

BRISEÑO GALLERY

Featuring for Art Walk metal sculpture by Sam Briseño,
Fairy Houses by John Crawford & Bridget Wolfe,
Spiritscapes by Greta Bohan Perry
& Stained Glass by Howard Rubin.
404 N. Main Street • Toledo (541) 336-1315

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4 • oregoncoast**TODAY**.com • facebook.com/oregoncoasttoday • iPhone • se

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